

BROMSGROVE DISTRICT COUNCIL
PERFORMANCE MANAGEMENT BOARD

18TH JANUARY 2010

Town Centre Regeneration Progress Report

Responsible Portfolio Holder	Del Booth, Portfolio Holder for Streetscene and Project Manager Town Centre
Responsible Head of Service	Phil Street, Executive Director

1. SUMMARY

1.1 To update the Board on the town centre project.

2. RECOMMENDATION

2.1 To receive the report on the progress with the regeneration of Bromsgrove Town Centre.

2.2 To note the issues that the regeneration of the town centre is and will be addressing and make any recommendations to Cabinet it considers appropriate.

3. BACKGROUND

3.1 Over the past two years a partnership has been formed to secure the regeneration of Bromsgrove town centre. The regeneration process has been initiated as there was wide spread agreement that the town lacked vitality and direction.

3.2 The town centre partnership has brought has generated a sense of purpose and direction. The partnership is primarily between the County Council and the District Council, but also involves the police, fire and rescue service and other partners on specific projects such as the medical centre and the railway station.

3.3 The regeneration of the town centre is a long term project that is likely to be pursued for at least a further five years. It is now becoming a genuine regeneration initiative that will attract over £30m during that period.

3.4 This funding will come from the public and private sectors.

- 3.5 This report and the attached appendix describes progress to date on the main areas of development.
- 3.6 The town centre regeneration is being steered by a Regeneration Board that currently consists of County and District Council members and officers. It also includes representatives from West Mercia Police, West Midlands Fire and Rescue and there is a place for Advantage West Midlands. The Board meets every two months.
- 3.7 There is a stakeholders group that is theme group of Bromsgrove Partnership that includes representatives of the public, private and voluntary sector that are interested in or involved in the regeneration of the town centre. This meets twice a year.
- 3.8 There are already tangible signs of the regeneration of the town centre. The public toilet facility has been upgraded and the bus station has been significantly improved. However, there are a significant number of other aspects of the regeneration of the town centre at various stages of development.
- 3.9 The main foci of the town centre's regeneration are the:-
- next stage of the Area Action Plan – the preferred option;
 - redevelopment of the market hall site;
 - negotiation with Sainsbury's regarding the development of their proposed supermarket and the planning obligation opportunities that this creates;
 - development of a new medical Centre on part of the former Parkside School site;
 - construction of a new joint police and fire station;
 - construction of a new railway station;
 - improvements to the public realm especially the surface of the High Street;
 - Improvements to the ASDA supermarket;
 - actions to improve shop fronts in the Worcester Road area of the town centre;
 - application of funding from the Heritage Lottery Fund to improve the appearance of the conservation area of the town centre; AND
 - establishment of a feasibility group to consider the regeneration options and funding considerations regarding a leisure centre, civic facilities, redevelopment of Windsor Street and Recreation Road.
- 3.10 Attached appendix provides further details on these issues.

4. FINANCIAL IMPLICATIONS

- 4.1 The town centre regeneration is included in the budget and the medium term financial plan.

5. LEGAL IMPLICATIONS

5.1 This is not relevant for this report.

6. COUNCIL OBJECTIVES

6.1 The town centre regeneration is one of the Council's objectives. It is a complicated and prolonged project the pursuit of which demands the sub-division into a series of projects. .

7. RISK MANAGEMENT

The town centre regeneration form part of the corporate risk register

8. CUSTOMER IMPLICATIONS

8.1 There are exceedingly high expectations from the wider community with regard to the regeneration of the town centre. It featured as the principal priority for residents in the recent place survey. The process of regenerating the town centre is a lengthy process and it is critical that people are kept informed of progress and what are reasonable ambitions.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 Consideration of the needs of the widest sections of the community is taken into account when plans for the regeneration of the town centre are being prepared. Therefore, issues of access and the type of facilities developed are all framed in the context of equalities and diversity.

10. VALUE FOR MONEY IMPLICATIONS

10.1 The regeneration of the town centre looks to provide the best possible level of provision and service for the best return to the Council.

11. OTHER IMPLICATIONS

Please include the following table and spell out any particular implications in the relevant box. If there are no implications under a particular heading, please state 'None':-

Procurement Issues - None
Personnel Implications - None
Governance/Performance Management - None

Community Safety including Section 17 of Crime and Disorder Act 1998 - None
Policy – The town centre regeneration is central to the policy considerations.
Environmental - Environmental considerations inform decisions about the regeneration of the town centre

12. **OTHERS CONSULTED ON THE REPORT**

Please include the following table and indicate 'Yes' or 'No' as appropriate. Delete the words in italics.

Portfolio Holder	No
Chief Executive	No
Executive Director (Partnerships and Projects)	Yes
Executive Director (Services)	No
Assistant Chief Executive	Yes
Head of Service	No
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

13. **WARDS AFFECTED**

The ward primarily affected is St John's, but owing to the town centre's relationship with other parts of the district all wards are affected.

14. **APPENDICES**

Please list the appendices attached to the report as shown in the example below.

Appendix 1 Town Centre Project Board Report

15. BACKGROUND PAPERS

Not applicable

CONTACT OFFICER

Name: Phil Street
E Mail: p.street@bromsgrove.gov.uk
Tel: (01527) 881202