

1. From Councillor S. Ammar

Question for the Leader and Cabinet Member for Strategic Partnerships, Economic Development and Enabling

“Please could you provide an update on the development of the Council’s business prospectus, including when you expect it will be published?”

Response

Thank you, Chairman, and thank you to Councillor Ammar for the question.

A response has been sent to your letter.

The motion approved by Council on 25th February 2026 asked Cabinet to consider the creation of a business prospectus, and I am pleased to confirm that this is being taken forward for consideration in that spirit.

We recognise the importance of presenting Bromsgrove as a place where businesses can start, grow and invest with confidence. We already work closely with a range of partners and agencies to promote business support, and we want to make sure that any additional material we produce adds real value, is accurate, and is delivered through the most effective channels.

There are also wider considerations which Cabinet will need to take into account.

In particular, the Government’s recent announcement on Local Government Reorganisation that Bromsgrove will form part of a new North Worcestershire Unitary Authority.

It is important that any prospectus is developed in a way that remains useful and relevant in that changing context. Therefore, we will ensure outcomes are designed to meet current Bromsgrove requirements while remaining flexible enough to support a wider North Worcestershire approach in future.

To support this work, the Council’s economic development service is currently concluding a programme of restructuring which has taken place over the spring and early summer. That new structure has now been agreed and is intended to provide additional capacity to deliver the Council’s economic development priorities, including stronger business engagement and better promotion of the support available to local businesses.

The next stage is to complete the recruitment exercise for that revised structure. Once that resource is in place, officers will be able to consider what further support may be provided to businesses, including the proposed business prospectus.

The prospectus is scheduled for discussion by Cabinet in September. Subject to Cabinet’s consideration, we will then be in a clearer position to determine the form it should take and the timetable for publication.

In the meantime, our immediate priority remains to ensure that businesses can access accurate, up-to-date information through the channels that are already working well, including the Worcestershire Growth Hub, while we develop the next steps in a considered and practical way.

2. From Councillor J. Clarke

Question for the Cabinet Member for Planning and Strategic Housing

“According to the Council’s own assessment, 17 Gypsy and Traveller pitches are needed by the end of 2028/29 and a further 20 over the period to 2029/2042. How many pitches have been provided since the last assessment?”

Response

Pitches should be provided through the local plan process or via planning permissions granted by the local planning authority or the Planning Inspectorate.

The most recent Gypsy and Traveller and Travelling Showperson Accommodation Assessment (GTAA) was completed in September 2025, this still represents the most up to date position with respect to pitches across the district.

The Local Planning authority has not granted permissions for any pitches since September 2025.

In terms of decisions by the Planning Inspectorate since September 2025, whilst there has been one approval at Blackwell Road, this site was already included in the GTAA study.

3. **From Councillor S. Evans**

Question for the Cabinet Member for Environmental Services and Community Safety

“Could you please confirm why each ward is only due to have one visit from the road sweeper each year with some wards not now due another sweep until May 2027?”

Response

The road sweeping programme was reviewed in 2025/26 and changed to a ward-based approach, with the aim of sweeping each ward at least twice a year. Bromsgrove’s road network extends to approximately 220 miles, equating to around 440 miles of kerb line, as both sides of the road require sweeping.

Historically, available resources only allowed for one full sweep of each area each year. This led to a build-up of detritus, making some areas take longer to clear. The service has therefore invested in improvements, including a third HGV road sweeper, two replacement sweepers and additional compact sweepers, to improve resilience and increase coverage. These changes are intended to increase the programme from one district-wide sweep each year to at least two.

Operational arrangements for higher-speed rural roads are currently being reviewed following updated traffic management guidance. While this may affect the scheduling of some rural routes, the aim remains to provide regular sweeping across all wards and to direct additional resources where inspections, local intelligence or service requests identify a need.

Supplementary Question:

“Given shared services with Redditch Borough Council, why do they receive multiple sweeps when Bromsgrove District receives one?”

Response:

“The road sweeping programme was reviewed in 2025/26 and changed to a ward-based approach, with the aim of sweeping each ward at least twice a year. Bromsgrove’s road network extends to approximately 220 miles, equating to around 440 miles of kerb line, as both sides of the road require sweeping.

Historically, available resources only allowed for one full sweep of each area each year. This led to a build-up of detritus, making some areas take longer to clear. The service has therefore invested in improvements, including a third HGV road sweeper, two replacement sweepers and additional compact sweepers, to improve resilience and increase coverage. These changes have reaped the hoped-for outcomes and as of the end of August 2026 the service has completed 2 sweeps. Data is currently being analysed to see whether 3 annual sweeps could be achieved.”

4. **From Councillor S. Robinson**
Question for the Cabinet Member for Health and Wellbeing, Leisure and Culture

“Please could you set out how the Council is planning to spend the £1.5m allocated in February’s budget to improving parks and playgrounds?”

Response

The £1.5 million allocation approved within the February budget for the financial year 26/27 is intended to support improvements to the Council’s parks and play provision, with a particular focus on enhancing play opportunities, improving accessibility, increasing inclusivity and investing in supporting park infrastructure across the district, the specific scheme as detailed when this money was agreed are:

Sanders Park Tennis Court Fencing	£30K
Improvements to footpaths in strategic Parks	£225K
Sanders Park Café Improvements	£170K
Sanders Park Car Park Extension	£30K
Licky End Water Voles, Reed Bed and Wildlife Survey	£20K
Sanders Park Skate Park	£250K
St Chads Skate Park, Play Area and MUGA	£250K
DDA Play Area Improvements in Strategic Parks	£500K

In addition to this we also have our previously agreed play area investment priorities which covers the 10 year period 2024 -2035 which was informed by the Bromsgrove Play Audit and Investment Plan, which identifies sites based on factors such as condition, usage, accessibility and community need. Which has a budget allocation of £180K in 2026/27 that will see revamped play areas at Kinver Drive, Swans Length and Hollywood Lane.

This Council is committed to creating welcoming, accessible and inclusive parks and play spaces that provide opportunities for residents of all ages and abilities to enjoy.

The £1.5 million allocation approved within the February budget for the financial year 26/27 is intended to support improvements to the Council’s parks and play provision, with a particular focus on enhancing play opportunities, improving accessibility, increasing inclusivity and investing in supporting park infrastructure across the district.

Play Area Investment priorities have been informed by the Bromsgrove Play Audit and Investment Plan which covers the ten 10 year period 2024 -2035, which identifies sites based on factors such as condition, usage, accessibility and community need. This evidence-based approach ensures that funding is directed to those areas where it can deliver the greatest benefit for children, young people and families. This amounts to a total pot of £2,005,487 that relates to both creating new and refurbishing and enhancing existing play areas.

The programme will focus on the replacement of ageing and life-expired play equipment, the introduction of inclusive play features that can be enjoyed by children of all abilities, and improvements to accessibility, including pathways, surfacing and site access where appropriate.

In addition to play improvements, the approved capital programme includes a range of wider infrastructure and park enhancement projects designed to improve accessibility, community use, environmental value and the overall visitor experience. The current allocation of funding is as follows:

Scheme	Budget
Sanders Park Sports Improvements (tennis court fencing)	£30,000
Improvement to footpaths in Strategic Parks	£75,000
Sanders Park Café Improvements	£170,000
Sanders Park Car Park Extension	£30,000
Lickey End Water Voles, Reed Beds Work and Wildlife Survey	£20,000
Sanders Park Skate Park	£250,000
St Chad's Skate Park, Play Area and MUGA	£250,000
Strategic Parks Pathway Improvements	£150,000
DDA Play Area Improvements in Strategic Parks	£500,000
Total	£1,475,000

The largest proportion of the funding will be directed towards improving accessibility and inclusivity within play areas, including £500,000 for Disability Discrimination Act (DDA) related improvements in strategic parks. This work is shaped by PIPA guidance (Plan Inclusive Play Areas) and our own policy based on this. Significant investment is also being made in youth recreation facilities through the proposed redevelopment of the skate parks at Sanders Park and St Chad's, alongside play area and multi-use games area improvements.

Further investment will support improvements to park infrastructure, including footpaths, pathways, sports facilities, visitor amenities and accessibility enhancements. Environmental improvements are also included through habitat enhancement works at Lickey End.

The Council is committed to creating welcoming, accessible and inclusive parks and play spaces that provide opportunities for residents of all ages and abilities to enjoy. The £1.475 million investment will therefore be prioritised towards schemes that improve both the quality of play provision and the wider park environment, while ensuring that residents can access and enjoy these facilities safely and comfortably.

Officers will continue to develop and refine the programme of works in accordance with the Play Audit and Investment Plan and wider asset management priorities, ensuring that available resources are targeted where evidence demonstrates the greatest need and where the investment can deliver the most significant community benefit. Any unallocated balance within the approved budget will be used to support project development, contingencies and further priority improvement works identified through the audit process and ongoing assessments of need.