Bromsgrove District Council

Town Centre Health Check

DECEMBER 2011

Bromsgrove District Council

www.bromsgrove.gov.uk

Local Development Framework

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1. Introduction

1.1 PPS4 - ‘Planning for Sustainable Economic Growth’ was published by the Department for Communities and Local Government in December 2009. It sets out the Government’s policies for economic development, and replaces PPG4, PPG5, PPS6 and parts of PPS7 and PPG13. As such it provides a more succinct statement of economic development policy including town centre and retail policy, in both urban and rural areas. Additional good practice guidance on need, impact and the sequential approach for retail and town centre uses is provided in the accompanying Good Practice Guide. PPS4 places retail and town centre development in a wider context as *‘economic development’* that contributes to the Government’s overarching objective of *‘sustainable economic growth’*.

1.2 This Health Check updates key elements from the previous studies published in 2009 and 2010, which were produced by the Strategic Planning Team, within Bromsgrove District Council. To provide continuity and the opportunity for comparisons to be drawn, attempts have been made to use data sources compatible with the study first completed in 2009.

1.3 The main purpose of this Town Centre Health Check is to monitor the vitality and viability of Bromsgrove Town Centre. This report follows the methodology for health check process and indicators in Annex D of PPS 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 in the town centre to be identified and informs the type of action that should be taken.

1.4 It is a prerequisite for any town centre strategy to have a clear understanding of the scale and quality of existing provision of retail and other key town centres uses; the network and role of different centres; and their vitality and viability and how it has changed over time. National policy (PPS4) sets out how town centre ‘Health Checks’ can be used to measure vitality and viability.

1.5 One of the key objectives of regular monitoring and Town Centre Health Checks (in addition to providing important baseline data for retail/town centre assessments) is to consider a centre’s performance over time. It will also be relevant to consider how the centre has performed relative to national trends, and to similar sized centres elsewhere. This type of analysis provides an important insight into whether the centre is improving, stable or declining, and will have a bearing when considering the potential/need for new development and the likely impact of new developments.

1.6 Retailing and leisure are particularly dynamic sectors, and a range of factors, including economic and social trends and new technology can have a significant impact on the current and future role of existing centres and the scope for new ones. These factors need to be taken into account when considering future needs, identifying sites and strategies, and assessing the impact of new development. However, it is also relevant to consider long term trends and to provide robust policies to deliver investor confidence and certainty given the complexity and scale of many town centre development projects.

Data Collection

1.6 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 as well as the 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 Bromsgrove's Annual Monitoring Report.

1.7 The second part of the report covers the Town Centre Health Check indicators. Paragraph EC9.2 of PPS4 (2009) states that *"to measure the vitality and viability and monitor the health of their town centres over time and inform judgements about the impact of policies and development, local authorities should also regularly collect market information and economic data, preferably in cooperation with the private sector"*, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or

to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property and the length of time properties have been vacant: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Land values and the length of time key sites have remained undeveloped: data on changes in land value and how long key town centre and edge of centre sites have remained undeveloped provide important indicators for how flexible policies should be framed and can help inform planning decisions.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behavior: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

2. Spatial Portrait

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 The main centres of population in Bromsgrove District are Bromsgrove town, Alvechurch, Barnt Green, Catshill, Hagley, Rubery and Wythall. Development pressures are high due to the District's proximity to the Birmingham conurbation and the motorway and railway connections, which adversely puts pressure on the Green Belt.

2.4 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, and Merry Hill.

Bromsgrove Town Centre Regeneration Programme

2.5 The Bromsgrove Town Centre Regeneration Programme is backed by a public sector partnership of Worcestershire County Council, Bromsgrove District Council, Worcestershire Primary Care Trust, Herefordshire and Worcestershire Fire and Rescue Service and West Mercia Constabulary. The objective is the regeneration and revitalisation of the town centre of Bromsgrove by creating an attractive and vibrant centre at the heart of a thriving market town.

2.6 The regeneration programme covers a wide range of work streams and actions that include statutory planning, such as the Area Action Plan, building of new public buildings, private developments, the refurbishment of the high street and pedestrian areas of the town centre, highway works, economic development initiatives, community involvement programmes, marketing of the town, other activities to do with themes such as; transport; health and well-being; young people; better environment etc.

2.7 All of these activities, communications, works, developments and soft projects have their own interdependencies and simultaneous timetables. Many of the key points in the programme have already been identified although not all of the actions, activities, work streams and discrete projects within the overall regeneration programme are ready to be defined in detail at this stage. This will be done by appraisal, studies and surveys as the programme progresses.

2.8 Effective programme and project management, strong partnership working and community engagement are all fundamental to the success of the regeneration programme the intention of which is to realise four strategic aims:

- ***A new revitalised town centre environment***, including:
  - Upgrading the public realm and resurfacing & refurbishing the High Street.
  - Preserving & enhancing the Conservation Area's character & appearance.
  - Wherever viable renovating, refurbishing, rejuvenating or redecorating the Town Centre's historic buildings.

- ***A thriving and more diverse economy***, including:
  - An improved Retail Offer with the development of new stores; a major new supermarket and redevelopment of the market hall site
  - An expanded and varied Evening Economy
  - New town centre housing and offices

- ***New multi-agency public service facilities***, including:
  - New Public Toilets
  - New Health Centre
  - New Police Station & Fire Station
  - New Library / Contact Centre (Hub)
  - New Joint County & District Administrative Quarter

- New Leisure Centre
- Review of facilities in the Recreation Road area

• ***An improved Transport Infrastructure***, including;
- Reviewing requirements for modernising the transport infrastructure
- A review of car parking requirements in the town centre
- Re-engineering of road junctions and traffic flows
- Improved pavements, footpaths and cycle routes
- New or upgraded bus station
- Links to the New Railway Station

2.9 The Bromsgrove Town Centre Regeneration Programme is therefore intended to link these various aims and coordinate their resolution. This will be done across a partnership of different public sector bodies and in conjunction with the community and third sector organisations as well as private sector businesses.

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3. Bromsgrove Overview

3.1 The economic structure of a District, County or Region provides useful evidence for development plans and development management. The following information provides an overview on the economy, economic performance, the population and workforce and the labour market in the District, County or Region.

Economy

3.2 Employment by Broad Sector: 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. According to 'UK Business: Activity, Size and Location - 2010' (ONS, 2010) in the West Midlands, 17% of the businesses are in wholesale and retail trade, 12% in professional, scientific and technical roles, 11% in construction, and 3% in health and education. In Bromsgrove itself the business make-up consists of 13% of the businesses are in wholesale and retail trade, 15% in professional, scientific and technical roles, 14% in construction, and 7% in health and education. There are more details on specific industries in table 1.

Table 1: Local units in VAT and/or PAYE Based Enterprises by Industry, 2010 (%)				
Industry	Bromsgrove	Worcestershire	West Midlands	England
Agriculture, forestry & fishing	4.0	6.5	5.5	4.3
Production	6.2	7.8	8.0	6.0
Construction	14.1	11.3	10.9	11.0
Motor trades	3.5	3.6	3.5	3.0
Wholesale	4.6	5.8	5.6	5.0
Retail	8.5	10.3	11.8	11.0
Transport & storage	2.6	3.0	3.8	3.2
Accommodation and food services	5.3	5.9	6.1	6.5
Information & communication	6.3	5.4	4.7	6.5
Finance & insurance	2.4	2.1	2.3	2.6
Property	4.9	3.7	3.3	3.6
Professional, scientific & technical	14.8	13.1	11.6	14.0
Business administration & support services	8.4	7.5	7.3	7.4
Public administration & defence	0.4	0.7	1.0	0.9
Education	2.3	2.4	2.6	2.5
Health	4.8	4.3	5.5	5.4
Arts, entertainment, recreation & other services	6.9	6.6	6.6	7.2

3.3 Business Size: The majority of businesses across the West Midlands are small medium enterprises (SMEs) which have less than four employees, totaling to 67% of all businesses in the region. Similarly 73% of businesses within Bromsgrove are made up of four or less employees. Although a small proportion of West Midlands businesses (9.5%) have over twenty employees, they would employ a large proportion of the workforce, especially as 1.6% of business has over 100 employees. Bromsgrove only has 7% of its businesses employing over 20 people and 0.8% with over 100 employees.

3.4 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. Enterprise is a key driver of economic growth. Increases in the number of firms increase the output capacity of the economy. A widely used measure is the number of new VAT registrations as a ratio of the population.

3.5 Enterprise, as measured by the number of new VAT registrations per 10,000 of the total population is higher in Worcestershire than both the regional and the national averages. In 2006 the rate was 34 per 10,000 compared to 28 per 10,000 for the Region[1].

3.6 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.

Table 2: 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: BERR - vat registrations/deregistrations by industry (2007)

3.7 Unemployment & Economic Activity Rate: Unemployment gives background on the scope for economic development opportunities. It needs to be in the context of the qualification and skills of a potential workforce. As of January 2011, the overall unemployment level in Bromsgrove is 6.6%, compared with 8.8% regionally (West Midlands) and 7.7% nationally.

Table 3: Employment and unemployment, October 2008 to September 2009			
	Bromsgrove (%)	Region (%)	Great Britain (%)
Economically Active	81.9	74.2	76.2
In employment	75.3	67.5	70.3
Un-employed	6.6	8.8	7.7

Source: ONS annual population survey (2011)

3.8 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 December 2010 to February 2011, the seasonally adjusted estimate of employment in the West Midlands was 2.41 million (67.7%), down 11,000 (-0.09%) on the same period last year. The regional unemployment rate was 9.7%, up 0.4% on the same period last year. There was an estimate of 2.67 million economically active people and 0.85 million of economically inactive people. Compared to the same period last year, there was a marginal decrease in the number of people claiming unemployment-related benefits.

Table 4: Labour market statistics in the West Midlands, December 2010 to February 2011				
			Changes on year	
	Levels ('000)	Rates (%)	Levels	Rates
Employment	2412	67.7	-11	-0.9
Unemployment	260	9.7	11	0.4
Economically active	2671	75.2	0	-0.6
Economically inactive	857	24.8	25	0.6
Claimant count	154.9	5.7	-0.1	0.0

Source: Office of National Statistics (2011)

Economic Performance

3.9 <u>Gross Value Added (GVA):</u> measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom and is a headline measure used to monitor economic performance. GVA is a measure of productivity of the economy and denotes estimates that were previously known as gross domestic product (GDP) at basic prices. While GDP measures the total expenditure on final goods and services produced in the domestic economy, GVA measures production and income. Under the European System of Accounts 1995, the term GDP is equal to GVA plus taxes on products (less subsidies on products), i.e. at market prices. GVA is published as five year moving averages to smooth out year-on-year fluctuations.

3.10 Put simply 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. 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.

3.11 As the table below indicates, in Worcestershire the percentage increase in GVA from 2007 to 2008 is lower than that of the region and nationally. Overall the percentage change was significantly less compared with the 06-07 figures, which are arguably down to the national economic climate at the time and the beginning of the 'recession'. As table 5 illustrates, the percentage increase from 2003 to 2008 for Worcestershire (17.5%) is also lower that the national and regional changes over the same period. However, the five years previous, from 2002 to 2007 the percentage increase in GVA has been slightly higher (24.5% compared with 23%) than the regional figures, but still lower than the national average (29.8%).

Table 5: Gross Value Added (GVA) at current basic prices (£ million)

	2003	2004	2005	2006	2007	2008	% change 2007-2008	% change 2003-2008
England	855,649	902,998	938,100	991,891	1,050,662	1,083,289	3.1%	26.6%
West Midlands	78,262	81,621	83,782	87,471	91,695	93,755	2.2%	19.7%
Worcestershire	7,595	8,076	8,268	8,545	8,815	8,921	1.2%	17.5%

Source: Office of National Statistics (2010)

3.12 GVA per resident head in Worcestershire was £16,074 compared with £17,044 in the West Midlands and £19,951 in the UK. In the West Midlands there is a productivity gap of £15bn i.e. if the GVA per resident head in the West Midlands was the same as in the UK, the West Midlands would be contributing £15bn more to the economy.

3.13 Although GVA has increased over time both the West Midlands and Worcestershire are decreasing in comparison to the UK. To make the Worcestershire economy stronger and to close the widening gap attention needs to be focused on improving the skill levels of the population and encouraging and supporting new business creation. However it is important to note that a lack of available employment land in the county could be a limiting factor in increasing GVA per resident head (Worcestershire County Council, 2011).

Employment by Industry

3.14 The employment structure of a place influences the vulnerability of the workforce to changing economic conditions. During the current recession, people employed in banking, finance and construction were particularly at risk of redundancy in the early stages. However, as the slow-down progressed, so those employed in manufacturing and retail sectors suffered as consumer confidence fell and productivity slowed. Furthermore with the scale of public debt, cuts are expected across most of the public sector in the coming years.

3.15 The dominant sectors in Worcestershire in terms of employment are Manufacturing, Health, Retail and Education. Manufacturing makes up less than 8% of businesses, but employs almost 16% of the workforce. Similarly, Health and Education make up small proportions of businesses (5.5% and 2.4% respectively), but employ more than 10% of the workforce each. This is not particularly surprising as a small number of sites (for example schools and hospitals) will employ large numbers of people in these sectors. Across Worcestershire about 10% of businesses are associated with Retail activities, and this is broadly consistent with the proportion of the workforce it employs.

3.16 Whilst the proportions of the workforce employed in Health, Retail and Education are consistent with regional and national averages, the proportion employed in Manufacturing is some 6.5 percentage points higher in Worcestershire than across England.

3.17 The Health sector accounts for almost 16% of the workforce of Worcester City, while over 14% of employees in Wyre Forest work in the Retail sector. Education is a particularly large employer in Bromsgrove, accounting for over 13% of the workforce, while Malvern Hills has the largest proportion employed in Professional, scientific and technical roles at over 11%, some 5.5 percentage points higher than the county average most likely due facilities such as Malvern Hills Science Park.

3.18 As this data is for 2008, they do not reflect the full impact of the recession. In October the Coalition Government Spending Review announced large scale reductions in public spending. It is anticipated that in the coming years this will have a marked impact on employment levels in public-sector dominated industries, particularly Public administration and defence, Education and Health.

3.19 Across Worcestershire, employment by industry varies by gender. While the proportions of male and female workforces employed in Distribution, Hotels and Restaurants are similar; the proportion of the male workforce employed in manufacturing is some 17 percentage points higher than that in the female workforce. Greater proportions of the male workforce are also employed in the Construction, Transport and Communications and Banking, Finance and Insurance sectors.

3.20 Conversely, and potentially significantly, the proportion of the female workforce employed in Public Administration, Education and Health is almost 41%, some 29 percentage points higher than in the male workforce. These patterns are similar to those found in the West Midlands and nationally and may partly explain why the unemployment rate amongst males has increased more than the rate amongst females since the start of the downturn. This also raises the possibility that if future cuts in public spending impact widely upon the public sector, a second wave of unemployment may disproportionately affect females. During the recession, the male unemployment rate increased far more than the female rate as jobs within male dominated sectors, such as construction and manufacturing, were most affected.

3.21 Employment by industry has changed considerably over the ten years to 2008, with the proportion of the Worcestershire population employed in Manufacturing falling from 22% to 17%, a change which is even more pronounced across the wider West Midlands. In contrast, the proportions employed in Public Administration, Education and Health, Other Services and Banking, Finance and Insurance have increased. This suggests a degree of diversification has happened within Worcestershire, which means the County is less reliant on a particular industrial sector, which in the past has been manufacturing. It remains to be seen whether this protects the County from the scale of job losses experienced in the recession of the 1990s.

The Population and Workforce

3.22 <u>Qualifications:</u> 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 higher levels of qualification than the county and regional average, in particular the higher qualification level - Level 4 and above. Table 6 below also indicates there are a smaller percentage of Bromsgrove's population with no qualifications when compared both regionally and nationally.

Table 6: Qualifications (Jan 2010 - Dec 2010)					
	Bromsgrove (numbers)	Bromsgrove (%)	Worcestershire (%)	West Midlands (%)	Great Britain (%)

NVQ4 and above	18,100	31.6	29.4	26.0	31.3
NVQ3 and above	30,400	53.3	48.8	45.4	51.0
NVQ2 and above	40,900	71.6	65.4	62.5	67.3
NVQ1 and above	47,800	83.7	80.7	77.1	80.2
Other qualifications	#	#	6.9	7.8	8.5
No qualifications	6,000	10.5	12.5	15.1	11.3

Sample Size too small for reasonable estimate
Source: Office of National Statistics (2011)

3.23 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 (35.4%) than Worcestershire (31.1%), the region (27.6%) and the national (29.7%) average, whereas it has a lower percentage of people in elementary occupations, sales and customer service occupations and process, plant and machine operatives.

Table 7: Employment by occupation (Jan 2010 - Dec 2010)					
	Bromsgrove (numbers)	**Bromsgrove (%)**	**Worcestershire (%)**	**West Midlands (%)**	**Great Britain (%)**
Managers and senior officials	7,000	16.0	17.0	15.4	15.7
Professional occupations	8,500	19.4	14.1	12.2	14.0
Associate professional & technical	5,300	12.2	14.1	12.9	14.7
Administrative & secretarial	6,800	15.5	10.3	10.5	10.8
Skilled trades occupations	4,500	10.3	12.6	11.2	10.2
Personal service occupations	3,800	8.6	8.8	9.9	9.0
Sales and customer service occupations	4,000	9.0	7.2	7.4	7.4
Process plant & machine operatives	#	#	6.1	7.7	6.6
Elementary occupations	#	#	8.9	12.1	11.1

sample size to small for reasonable estimates
Source: Office for National Statistics (2011)

3.24 Population: The population of Bromsgrove has remained about the same at around 93,400 between 2009 and 2010. The population of Bromsgrove was approximately 87,800 in 2001, so Bromsgrove's population has increased by approximately 5,600, or just over 6%, in the last 9 years. The 2010 mid-year estimates show that Bromsgrove had an estimated 19,400 children, representing almost 21% of the total population in Bromsgrove. There is an estimated 18,600 people aged 65-plus living in the district, almost 20% of the total population.

3.25 In Bromsgrove the number of children has increased by 300 in the last 9 years although numbers peaked in the middle of the time period. The number of people aged 65 and over has risen by about 3,500 since 2001, representing a 23% increase. The number of people in the 18-64 age group has increased by 1,800 over the same time period (*ONS mid-year estimates, 2010).*

3.26 House Affordability: The housing market in the District has been buoyant in recent years due too its close proximity to the West Midlands conurbation. However, due to the current economic climate house prices have fallen 2.3% in the District over the past year, although this is significantly better than the 13.6% decrease experienced last year. Despite these decreases, house prices are still relatively high compared to the rest of the West Midlands. In June 2011, the average house price across Bromsgrove was £229,048 compared with £154,325 in neighboring Birmingham and the West Midlands average of £170,920 (Land Registry, 2011). 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. An updated SHMA is currently being undertaken and is expected to be published at the end of 2011.

3.27 Housing Targets: The Examination in Public into the Phase 2 Revision of the Regional Spatial Strategy was held in spring 2009. The Panel recommended an allocation of 4,000 dwellings in Bromsgrove for the period 2006-2021, with a further 2-3,000 for the period 2021-2026. However, following the change in Government the policy situation is complex. A draft of the Localism Bill was published in December 2010 highlighting the Government's intention to abolish Regional Spatial Strategies. The Localism Bill is still passing through Parliament and is not likely to receive Royal Assent until later in the year. Whilst changes are being made to it during its passage through Parliament the Government have regularly reiterated their intention to abolish Regional Spatial Strategies. A series of legal challenges have been made by Cala Homes and on 27th May 2011 the Court of Appeal dismissed Cala Home's claim that the Government's intention to revoke regional strategies could never be a lawful material consideration in planning decisions. It has been recognised in the majority of cases that the RSS is still a material consideration and therefore the housing targets set out in the Phase 2 Revision are still relevant. At present, the Panel Reports' recommendation of 4,000 dwellings up until 2021 is used when calculating targets and five-year land supplies. This figure was also the identified target recognised as part of the Council's Draft Core Strategy 2 consultation in early 2011.

3.28 Index of Multiple Deprivation: According to the 2010 Indices of Multiple Deprivation Bromsgrove had the highest proportion of Lower Super Output Areas (LSOAs) in the least deprived quintile (47%) across the West Midlands. When compared to the rest of Worcestershire, Bromsgrove District has the lowest instances of deprivation, and ranks in the bottom quarter of most deprived local authorities across England (280th out of 354 authorities). However, this has seen an increase from the 2007 Indices, whereby Bromsgrove was positioned 299th nationally. Although the majority of the District performs well in terms of deprivation, there are small pockets of deprivation that need to be tackled. There are three LSOAs in the 30% most deprived nationally and the most deprived area in the District is in the northern part of Sidemoor, which is ranked, 8,168th out of 32,482 most deprived areas nationally (DCLG Indices of Multiple Deprivation, 2010).

The Labour Market

3.29 Earnings:

Table 8: Annual Mean Earnings for all Employees by District (2010)

District	Residence based earnings	Workplace based earnings
Bromsgrove	£27,995	£20,229
Malvern Hills	£28,063	£21,395
Redditch	£20,656	£23,290
Worcester City	£24,248	£22,205
Wychavon	£25,947	£22,254
Wyre Forest	£22,259	£17,788
Worcestershire	£24,800	£21,455

As the table above indicates, workplace earnings are lower in general than residence-based earnings across Worcestershire, with the exception of Redditch. The biggest differential can be seen in Bromsgrove where, the average (mean) annual earnings of people who work within the District is £20,229 compared with the average annual earnings for residents of

Bromsgrove District, which is £28,063 (ASHE, 2010). This would suggest that the District's population earn higher salaries than average, but they earn them in employment locations outside the District. Due to Bromsgrove's close proximity to the MUA, many residents commute to jobs in and around Birmingham. Therefore, it appears that there is an imbalance between the types of jobs and pay available within Bromsgrove compared with the average wages of the population. Industries with higher paid jobs need to be encouraged to stay or locate in the District so as to correct this imbalance and reduce the daily flow of the population to other employment centres which is unsustainable.
Source: Annual Survey of Hours and Earnings (2010)

3.30 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.

Table 9: 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	7.1%	208,823	5.5%	2,055,224	5.8%
Underground, metro, light rail or tram	25	0.04%	4,262	0.1%	709,386	2.0%
Train	1,109	1.7%	35,408	0.9%	950,023	2.7%
Bus, minibus or coach	1,362	2.1%	204,347	5.4%	1,685,361	4.7%
Taxi or minicab	107	0.2%	10,240	0.3%	116,503	0.3%
Driving a car or van	29,686	46.5%	1,400,069	37.0%	12,324,166	34.7%
Passenger in a car or van	2,546	4.0%	167,936	4.4%	1,370,685	3.9%
Motorcycle, scooter or moped	367	0.6%	20,844	0.6%	249,456	0.7%
Bicycle	524	0.8%	52,545	1.4%	634,588	1.8%
On foot	2,993	4.7%	222,347	5.9%	2,241,901	6.3%
Other	117	0.2%	7,746	0.2%	104,205	0.3%
Not currently working	20,472	32.1%	1,446,217	38.3%	13,090,593	36.8%

Source: Office of National Statistics (2001)

3.31 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, 2005).

3.32 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.

Table 10: Commercial and Industrial Floorspace (m^2) 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 (2009)

4. The Survey - Town Centre Health Check Indicators

4.1 For the purposes of the policies in PPS4: Planning for Sustainable Economic Growth, PPS4 defines economic development as development within the B Use Classes, public and community uses, main town centre uses, as well as any development that provides employment opportunities, generates wealth, or produces or generates an economic output or product. PPS4 defines main town centre uses as follows:

- Retail development
- Leisure, entertainment facilities, and the more intensive sport and recreation uses
- Offices, and
- Arts, culture and tourism development

4.2 PPS 4 promotes the vitality and viability of town and other centres as important places for communities. In order to achieve this, the Government wants:

- new economic growth and development of main town centre uses to be focused in existing centres, with the aim of offering a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities
- competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community (particularly socially excluded groups)
- the historic, archaeological and architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and a focus for the community and for civic activity

4.3 PPS 4 emphasises the need for local planning authorities to gain a proper understanding of the health of the town centres in their area. Annex D (within PPS4) 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.

4.4 The majority of the indicators could be collected and compared with the original Bromsgrove Town Centre Health Check data in 2009 and the subsequent information gained in 2010. However, due to the lack of information available, 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. As work progresses on the Town Centre Area Action Plan (AAP), this information may become more readily available. The findings of each indicator are presented below, compared with the last two years results, and summarised as part of a SWOT analysis which highlights the import issues towards the future development of the town centre as part of the conclusion.

Purpose of the Town Centre Health Check

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

- In accordance with PPS4 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, particularly the Town Centre AAP;
- It helps assist with retail planning and development management in the regeneration of Bromsgrove Town Centre; and
- It helps assist with the ongoing information required for the Townscape Heritage Initiative in the town centre.

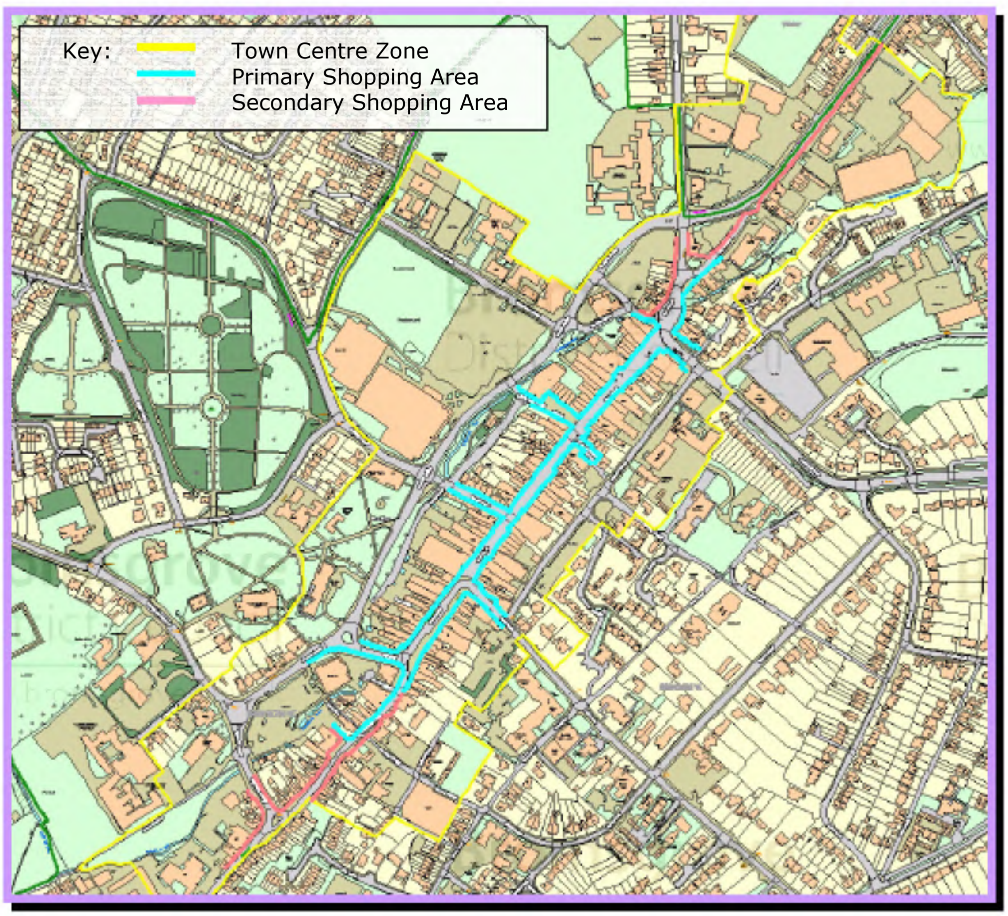
4.6 Town centres are constantly changing and therefore elements of this document will only provide a snap shot in time, for example, the ground floor survey and pedestrian count. However, as the Health Check is updated comparisons can be made with previous years. There are also a number of other benefits this document will offer:

- It allows positive and negative aspects of the town centre to be identified, and in turn regenerated or enhanced;
- It provides data that can be used to make sure that the centre remains competitive with neighbouring centres in the region.
- It provides baseline data for comparative links to be made with future health checks.

Boundaries

4.7 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. The Draft Town Centre AAP published in January 2011 proposed extending the primary shopping zone, however until adopted this area will remain consistent with the Local Plan.

Fig 1: Town Centre Boundaries



Diversity of Main Town Centre Uses

4.8 There were 342 units surveyed in Bromsgrove town centre at the time of the 2011 summer survey, compared with 345 in 2010. There were a number of new units formed as part of the BHI Parkside Medical centre, which opened in May, and included two doctor's surgeries, a dentist, a pharmacy, opticians, physiotherapist and day nursery. However, a number of units have been lost throughout the centre either as two units doubling up to one large unit, or being lost to residential use. A number of vacant offices along Birmingham Road as well as some vacant retail units on Worcester Road gained planning permission to be used as dwellings. Use Class C1, C2 and C3 are not recorded in the survey. Records of the survey are attached in Appendix B. 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 (larger maps can be found in Appendix D).

Fig 2: Town Centre Uses (North)

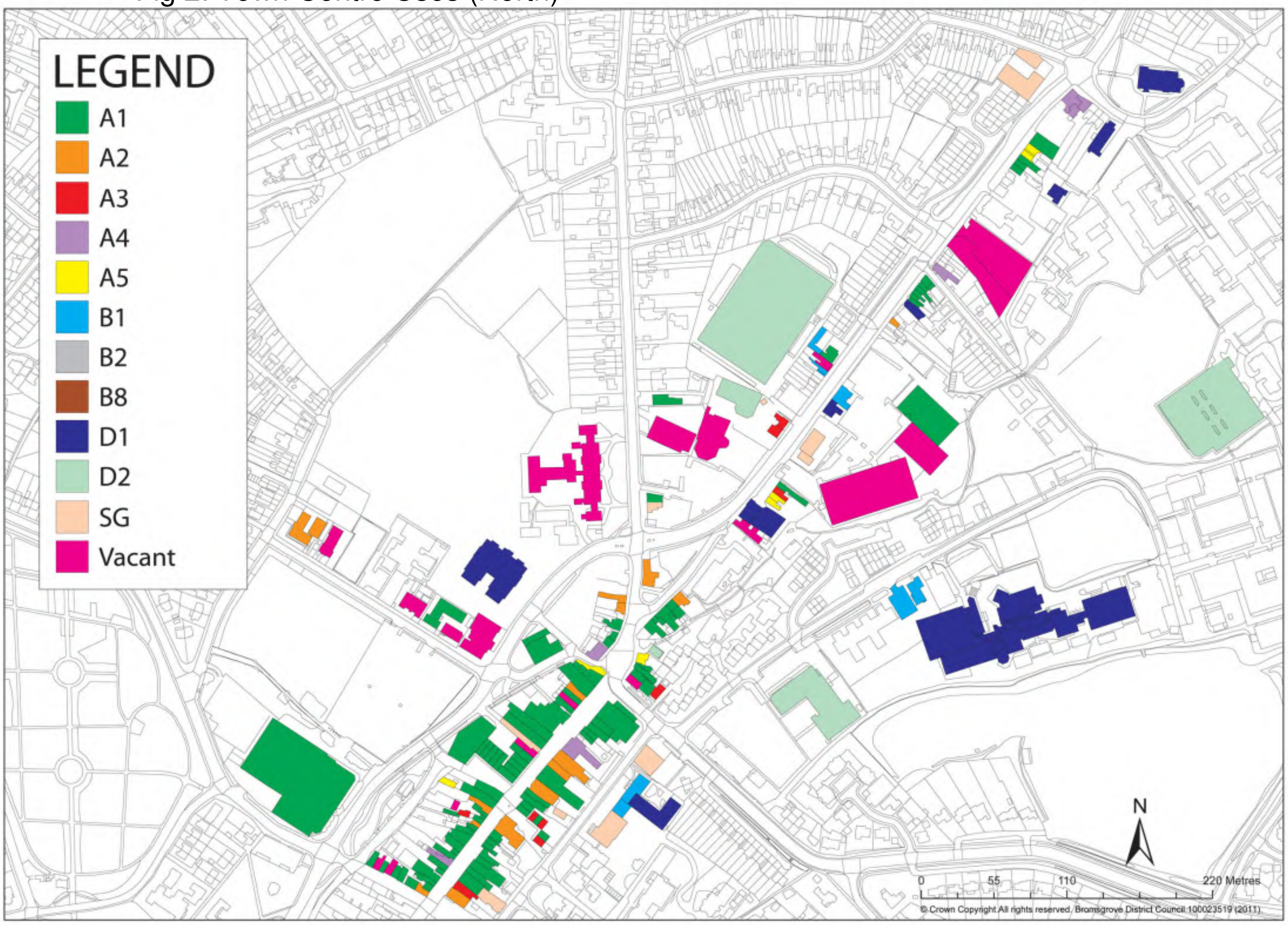
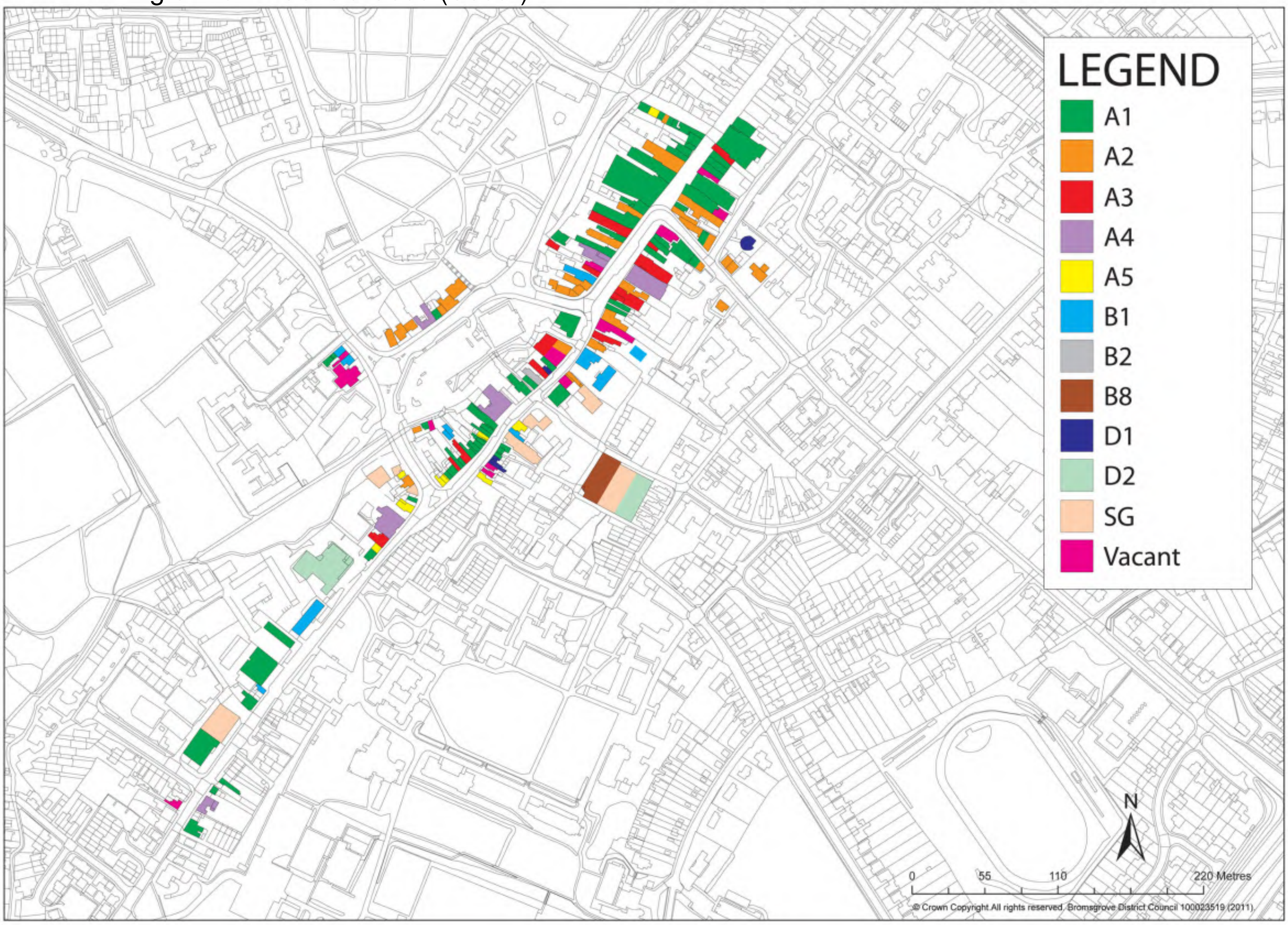


Fig 3: Town Centre Uses (South)



4.9 Among the 342 businesses / vacant units, almost half of the shops are for retail A1 use (45.9% / 157 units), followed by A2 financial and professional offices use (12.3% / 42 units) and vacant shops (11.1% / 38 units). The rest are made up of uses with a considerably smaller number of units: A3 restaurants and cafes (6.7% / 23 units), sui generis (5.3% / 18 units), D1 non residential institutions (4.1% / 14 units), B1 business use (5.0% / 17 units), A5 hot food takeaways (4.4% / 15 units), A4 drinking establishments (3.2% / 11 units), D2 amenity and leisure use (1.5% / 5 units), B2 general industry (0.3% / 1 unit) and B8 storage or distribution (0.3% / 1 unit). This information is recorded in the graph below, indicating the uses in the town centre in terms of which area of the town they are situated.

4.10 The 2011 figures have remained virtually the same as the 2010 ground floor use class survey, with only a few changes. The number of retail units (A1) only increased by 1 unit, the number of A2 decreased by 1 unit; and both D1 and D2 uses increased by 1 unit each. There was also an increase of 3 units in terms of offices (B1 use). Another visible change has been a decrease in vacant units from 46 to 38 units, which also saw a decrease in 2010 from 50 to 46 units, reflecting a positive in terms of town centre regeneration.

Fig 4: Number of vacant units from 2009 to 2011

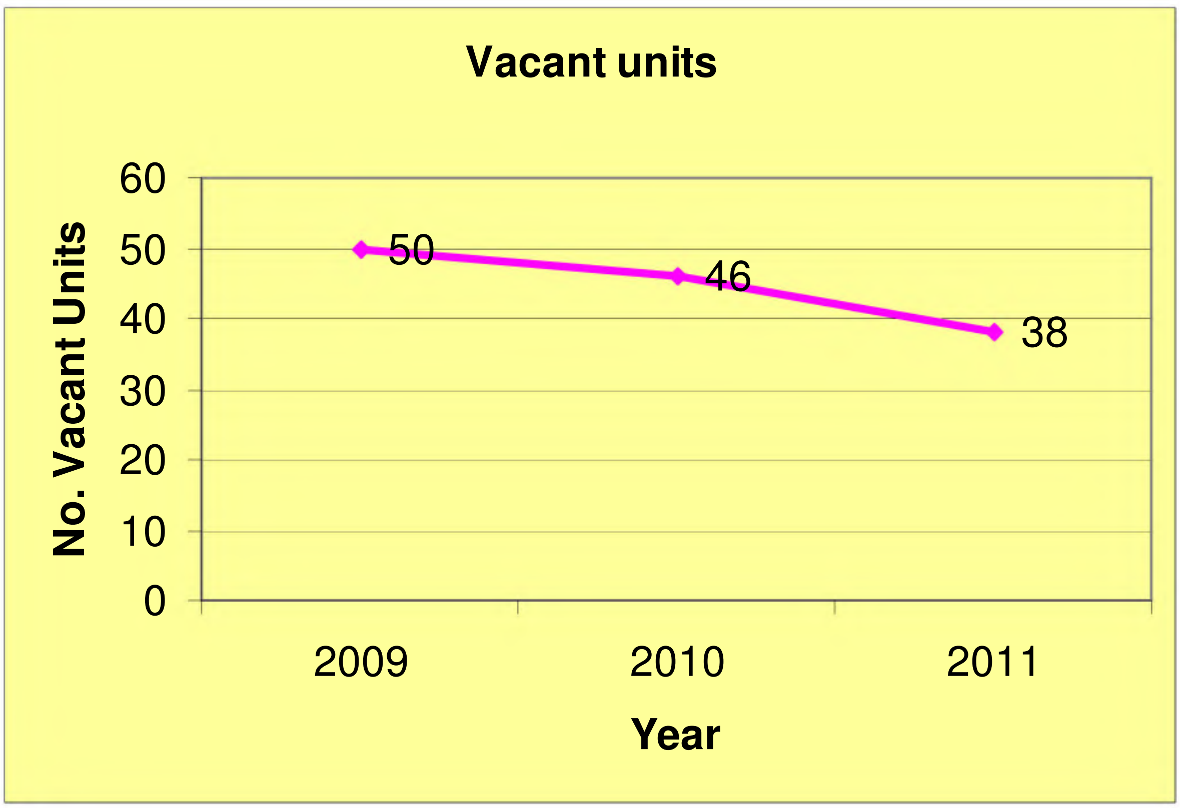
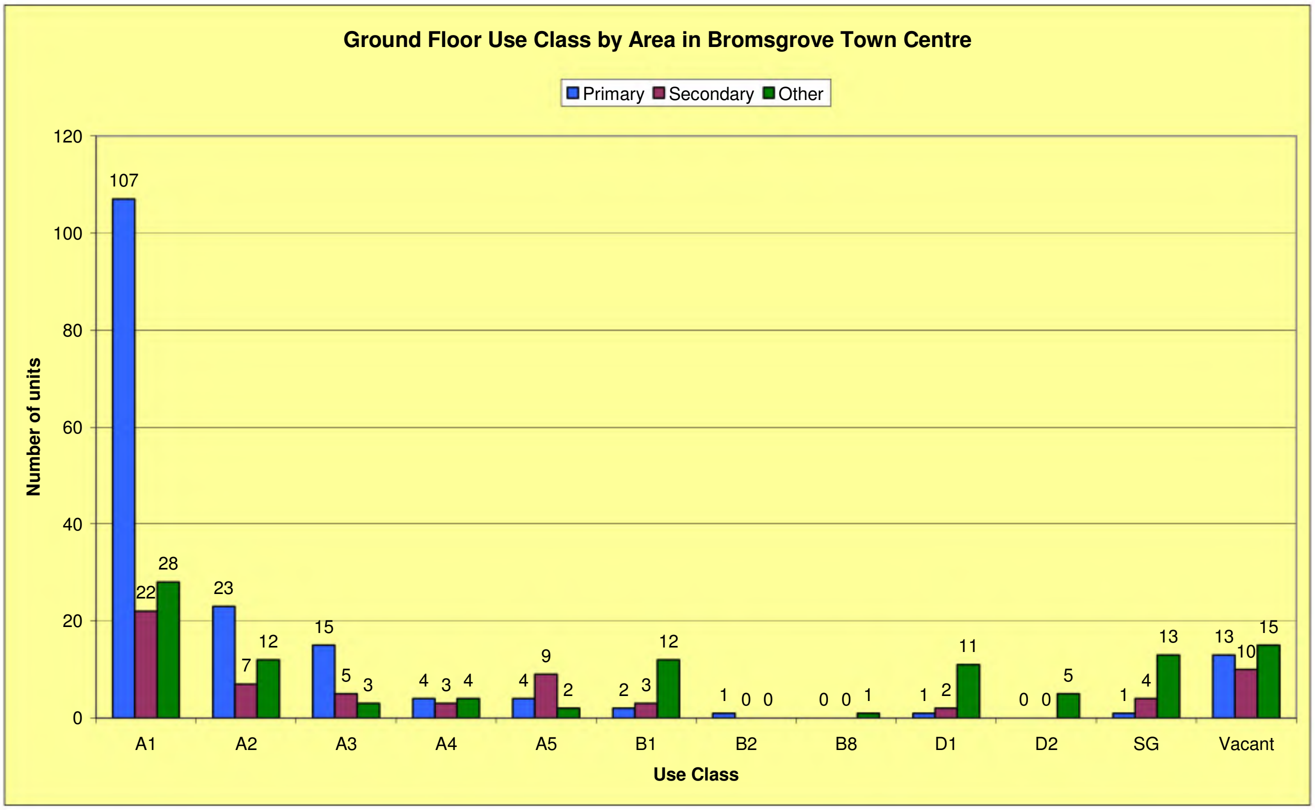
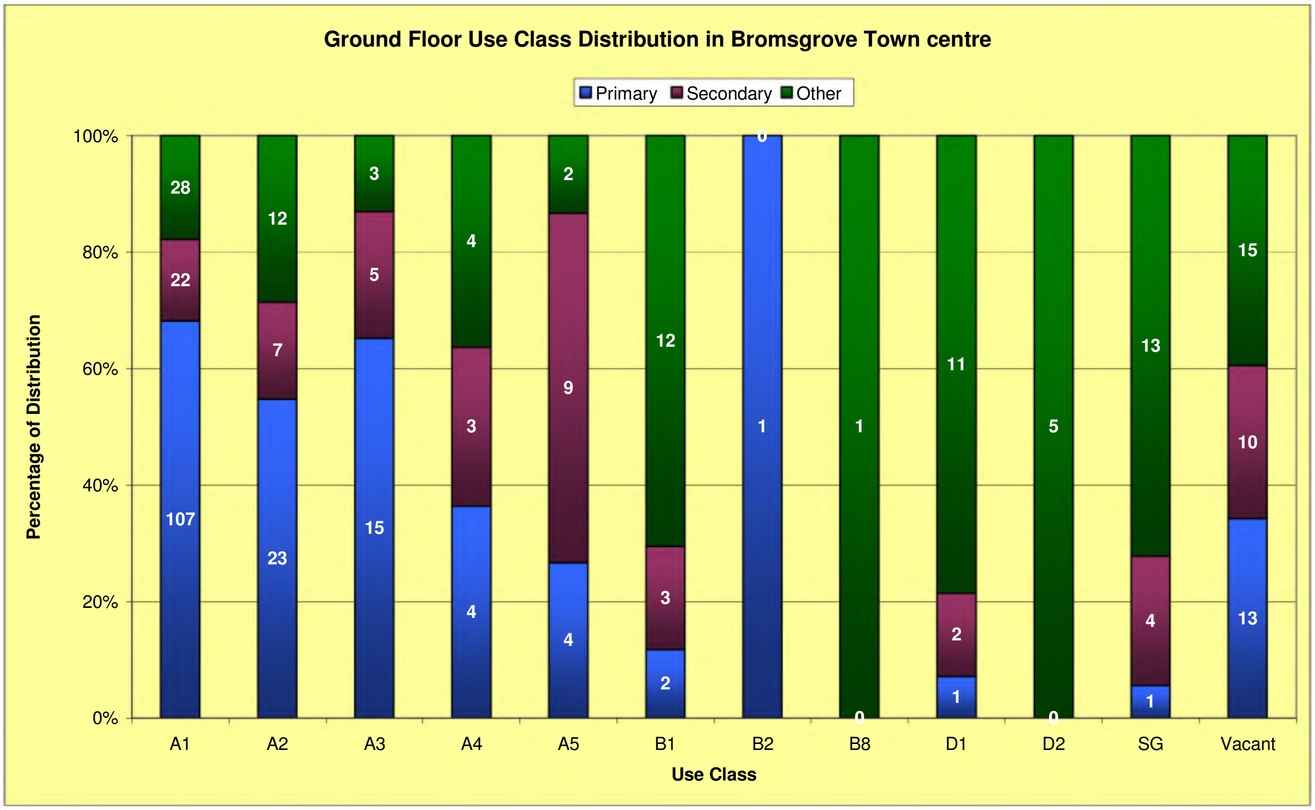


Fig 5: Ground Floor Use Class by Area



4.11 The stacked columns below illustrate the use class by percentage of distribution in the primary, secondary and 'other' areas.

Fig 6: Ground Floor Use Class Distribution



4.12 The ‘centre’ for retail development is defined by PPS4 as the primary shopping area (PSA). The 2011 survey highlights that within the primary shopping area, 89.5% of its units fall within ‘A’ use classes. 68.2% of all A1 uses (including charity shops) in the town centre locate in this area (107 units), this is followed by A2 professional and financial services (54.8% / 23 Units) and A3 food and drink (65.2% / 15 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. 13 vacant units (34.2% of the total vacant units) were also recorded in the primary shopping area; however, only 7.6% of the primary shopping zone was vacant units. This also remained consistent with the 2010 survey as there were also 13 vacant units last year.

4.13 In the secondary shopping area (SSA), 70.8% of it's' units fall within use class A. A1 use accounts for 33.8% (22 units), A2 use 10.8% (7 units), A3 use 7.7% (5 units), A4 use 4.6% (3 units) and A5 use 13.8% (9 units). In accordance with PPS4, the secondary shopping *“provides greater opportunity for a diversity of uses”*. 4.6% (3 units) are used as B1 offices, 3.1% (2 units) are D1 use and 6.2% (4 units) are Sui Generis.

There were a total of 10 vacant units recorded in the secondary area, making up 15.4% of the total units in the SSA, which was the same number of vacant units as 2010 but a decrease from 19% in the 2009 survey. The SSA now has the highest percentage of vacant units across the town centre.

4.14 For areas outside the primary and secondary shopping areas, 46.2% of the units fall within use class A. They are A1 use 26.4% (28 units), A2 use 11.3% (12 units), A3 use 2.8% (3 units); A4 use 3.8% (4 units) and A5 use 1.9% (2 units). The rest of the units fall within use class B (12.3%), use class D (15.1%) and other uses (12.3%). There were a total of 15 vacant units (14.2% of the total units in this area) recorded in the 'other' areas. The reduction in vacant units was the most notable change in this area, with a reduction from 23 units; it was also the only area to experience a reduction in vacant units. This was mainly due to a number of vacant units gaining planning permission to be converted into dwellings (C3 use). Another significant change compared to the 2010 survey was an increase of A1 units by 3 units.

4.15 In terms of where particular uses are concentrated, as mentioned previously, the majority of A1 retail units are based in the Primary Shopping Area (PSA), with a total of 107 units, equivalent to 68.2%. The PSA is also where the majority of A2 (54.8%) and A3 (65.2%) uses are located. The Secondary Shopping Area (SSA) has the second most A3 units (21.7%), whereas the 'Other' Areas has the second most A2 units (28.6%). A4 units are similar across areas with only a difference of 1 unit between the PSA and the SSA. The majority of A5 uses (60%) are located in the SSA, compared with 26.7% in the PSA and 13.3% in the 'other' areas. The overwhelming majority of B1 offices (70.6%) are in the 'other' areas. This location is also where the most B8 (100%), D1 (78.6%), D2 (100%) and Sui Generis (72.2%) uses are located.

4.16 Government guidance in PPS4 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 Bromsgrove 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. 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. One of objectives in the Draft Area Action Plan is to improve the range and quality of evening economy uses within the town centre, including a choice of bars, cafes and restaurants.

4.17 In terms of use across the town centre it is clear that there are still a number of vacant units which need to be tackled. The AAP in particular will look to address this. The vacant Market Hall site, which is currently used as a temporary car park, is proposed as a potential mixed use development. There are currently 4 vacant premises along Recreation Road; however this site has been sold and promoted as a potential residential development. A planning application has been approved subject to Section 106 agreements for a Sainsbury's along Birmingham Road, which would replace the current Co-Op and two vacant units. There is also a planning application that has recently been submitted regarding the vacant land at 88 to 92 Birmingham Road for a petrol garage, which would see the existing Texaco garage move from the Sainsbury's site if granted permission. In October Bromsgrove District Council announced plans to move into the vacant Parkside Middle School building in the town centre, although it could take up to 2 years for the transition to take place.

Mix of Uses - floorspace

4.18 The Goad Category Report for Bromsgrove (2008) only covers 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 Appendix C. In subsequent 'health checks' the Council will look at obtaining a more recent Goad Category Report to present more relevant data.

4.19 In 2008, 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.

Table 11: 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

Edge-of-Centre and Out-of-Centre Locations

4.20 One of the indicators for town centre health checks within PPS4 relates to the amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations. Bromsgrove town centre area is mainly surrounded by residential use, except to the southwest which has some industrial use.

Retail

4.21 In terms of retail in edge-of-centre locations, there is an Asda store on Market Street, which also has 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. Other well known retailers on the edge-of-centre are *Halfords* on Birmingham Road and *Just for Pets* in Market Street.

4.22 On the edge-of-centre outside the primary and secondary areas, there are 28 retail (A1) units, including 5 salons and 2 DIY shops. This area includes part of Worcester Road, Birmingham Road, Crown Close, Hanover Street, Perry Lane, Recreation Road, St John Street, Stourbridge Road and Windsor Street.

Leisure

4.23 Just around 200 metres from the primary shopping area 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. The Draft Town Centre AAP proposes to extend the town centre boundary to include the Dolphin Centre and neighbouring car parks as well as land further along School Drive.

4.24 There are 2 takeaways, 3 restaurants and 4 pubs on the edge-of-centre in St John Street, on Worcester Road and Birmingham Road.

4.25 The Artrix; a versatile multi disciplinary arts centre with a 300 seat auditorium, a spacious dance studio, meeting rooms and a visually stunning foyer/gallery is located at the end of School Drive, a short walk from the Primary shopping area and boasts an ample size free car park.

Office

4.26 St John Street is mainly used for professional businesses (6 A2 uses), such as solicitors, accountants and architects and estate agents. Further down towards the primary shopping area on New Road are 3 A2 uses (an accountant and 2 estate agents) and an off street car park. Along Birmingham Road further down the secondary shopping area is a small business park, Holts Studio with 6 independent small businesses and some professional uses such as a solicitor a mortgage advisor.

Potential Capacity for Growth

4.27 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. The Draft Town Centre AAP published in January 2011 shows a number of potential development sites across the town centre.

Retail

4.28 New retail accommodation will be provided to expand the variety on offer of the Town Centre. The AAP involves concentrating commercial and retail development around the High Street and other areas of the Primary Shopping Area. Due to the physical space constraints of this area new additional retail accommodation will be provided as part of potential mixed use schemes in key locations. This approach will improve the quality and range of town centre shopping and help to define and distinguish Bromsgrove as a centre which contains the High Street retailers many people expect, but will also ensure that smaller boutique style independent retailers are safeguarded along with the historic shop premises which many of them occupy.

4.29 It is hoped existing retail sites such as the Sainsbury's scheme on Birmingham Road Retail Park will offer improved shopping opportunities. This is in addition to other sites proposed as part of the AAP.

4.30 The former Market Hall site is suitable for a high profile retailer and could provide a potential new retail led mixed use location, adding to the overall retail offer and creating an anchor at the southern end of the Town, thus ensuring active retail uses along the entire length of the Primary Shopping Area.

4.31 Windsor Street would provide the opportunity for larger retail and leisure units that cannot be accommodated on the High Street, preferably as part of a mixed use development. The town currently suffers from a lack of larger retail units which some high street retailer's desire.

4.32 The Mill Lane 'Iceland' Site has the potential for re-development to create a large, modern, high quality High Street retail space. This will improve the retail offer in the Primary Shopping Area and allow for improved public realm, creating a more attractive route to ASDA and the Recreation Ground.

Employment/Commercial

4.33 The Town Centre is currently home to a variety of employers. In addition to those employed in the retail sector, significant numbers of people work in office based jobs as well as some light industrial businesses. It is important that a wide mix of employment opportunities is maintained and expanded to allow for a Town Centre that can be successful in all market conditions.

4.34 An important part of this will be the significant improvement in the provision of office accommodation within the Town Centre. The expected expansion and increase in the population of the District as identified in the Core Strategy will bring with it a requirement for new employment opportunities. Whilst some of this will be provided for on existing employment sites and new development on the expansion sites, it is important that the Town Centre also offers new opportunities. Office based development within the Town is seen as important, particularly with the increased catchment area for business and employees offered by the planned electrification of the cross city railway line and in the longer term the provision of a new train station. These improvements will make Bromsgrove even more readily accessible from Birmingham. In order to capitalise on this it is important to offer a pleasant and affordable choice for businesses and commuters choosing to relocate out of very costly city centre accommodation.

4.35 A significant number of people in and around the Town Centre are employed by the public sector but unfortunately the accommodation tends to be in outdated and inefficient properties. It has been recognised that a rationalization of all the public property assets could release further regeneration opportunities. As part of this rationalisation, public sector buildings such as a new Council House could be provided and this will allow the public easier access to the Council and other services in a modern and accessible environmentally friendly building. Providing new public sector facilities in the Town Centre will not only ensure the Council's ability to provide accessible services is maintained but it will also keep a significant number of employees in the Town Centre which adds to the overall vibrancy and vitality. The Council announced in October 2011 that they will be relocating over the next two years into the currently unused Parkside School building in the town centre.

4.36 The Town Centre AAP earmarks the Birmingham Road/ Stourbridge Road Junction as a potential site for office-led mixed use development. The existing employment site along Worcester Road will also be promoted for further employment uses.

Housing

4.37 Town Centre residential development can be accommodated in a number of different ways although it is envisaged that capacity can be provided;

- In the conversion of vacant spaces above shops on the High Street and surrounding areas,
- Within mixed use development schemes identified in the Draft Town Centre AAP
- And on Recreation Road in a dedicated retirement living complex, as highlighted in the Draft Town Centre AAP

4.38 Any new residential development in the town will provide a welcome addition to the overall housing offer and as such should reflect the needs of the District. New housing should focus on the provision of smaller affordable units, and housing suitable for the elderly, although more aspirational housing will also be welcomed in appropriate schemes and locations.

Community, leisure and Cultural uses

4.39 Town Centres are generally considered as the principal locations for entertainment and cultural activity. In Bromsgrove, evening activity is largely limited to public houses and some restaurants. Improving the opportunities to eat and drink is important to residents and visitors to the Town Centre, although a balance is required between traditional pub and restaurant culture and other social activities. In order to accommodate other much needed social facilities, the provision of meeting places for members of the community such as the young or old, who can't or don't want to use more traditional meeting places like pubs and restaurants will be supported by the Council as potential uses on key development sites. Opportunities to encourage more active uses of public areas for street cafes will be supported as it is important that a public realm is developed which supports the creation of safe and desirable outdoor areas to enjoy throughout the year but particularly in the summer months.

4.40 Other evening activities will be developed such as twilight shopping or similar events and activities. A cinema is a potential use which could form part of development on the historic market site. Improvements to pavements and lighting along School Drive, as well as improved signage and lighting of the Artrix itself, will help connect it more successfully with the centre of Town. Evening parking charges will be reviewed and additional taxi and bus services instigated to improve the accessibility of the Town Centre in the evening.

4.41 All community groups need their Town Centre to be one that they can use and enjoy. The design of the public realm and open spaces will incorporate room for evening and day time events. These include Farmers Markets, Specialty Markets, Christmas Events, Street Theatres, and Park Programmes etc., which bring many visitors into the vicinity of the Town Centre at certain times.

Retailer Representation

4.42 According to the Goad Category Report (2008), 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 and New Look are represented. In the other retailer's category, Carphone Warehouse, Clintons, Phones 4 U, Vodafone and Waterstones are represented as well as a number of other companies.

4.43 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 5,360m2 floorspace and Co-Op (formerly Somerfield) on Birmingham Road with 1,370m2 floorspace. An application for a Sainsbury's supermarket development of 4,700m2 was passed in 2010 on the current site of Co-Op, Lush Furniture (Vacant) and Focus (Vacant) on Birmingham Road.

4.44 Several financial and business services like national banks and housing societies also have their branches in the High Street. These include NatWest, Barclays, Santander, Lloyds, Halifax, West Bromwich Building Society and Nationwide Building Society. Other comparison and service retailers that are represented in the Bromsgrove town centre include

Boots, WH Smith, New Look, Waterstones, Knights Pharmacy, Bodycare, Mothercare, F Hind, Claires Accessories, Halfords, Focus, Going Places, Co-op Travel, First Choice, Thomas Cook, Orange, Iceland, Subway, Pizza Hut, Prezzo, Pizza Express, Wetherspoon, The Slug and Lettuce and many more.

4.45 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 a French street market (39%)

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

4.47 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.

4.47 Already there is a clear north/ south divide apparent in shop vacancy. The big centres in London and the South East particularly are holding up well, while further north, vacancy rates are much higher. However, the Shop Vacancy Report - Mid Year 2010 (The Local Data Company, 2010) shows the increase in vacancy rates is slowing down.

4.48 Town centre vacancy rates in Great Britain have risen from just over 12% at the end off 2009 to13% at the end of June 2010. There is a particularly weak state of retail markets in many large northern and Midland centres. In terms of the West Midlands the report shows that the number of empty shops continues to increase in most centres but that the rate of increase is slowing; with some exceptions, centres in the West Midlands have performed reasonably well in the first half of 2010. Comparison retailers continue to suffer during the economic climate with multiple retailers faring worse than independents.

4.49 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. The Goad Report is somewhat outdated and the ground floor use survey conducted in house by the strategic planning team is more recent, and actually showed the number of vacant units decrease across Bromsgrove Town centre. As mentioned previously in the document, there was a decrease in vacant units from 46 to 38 units, which is equivalent to 17.4%. Although the PSA and SSA remained consistent in the number of vacant units, the ‘other’ areas reduced by 8 units, which is 34.4%.

4.50 The Shop Vacancy Report - Mid Year 2010 (The Local Data Company, 2010) highlights that the vacancy rate in Bromsgrove is 12.9%, which is considerably lower than other centres in the region. This can be compared to vacancy rates across other centres in the West Midlands; Redditch 13.5%; Dudley 13.1%; Kidderminster 13.8%; Birmingham 17.9% and Walsall 18.6%.

Shopping rents & Commercial yields on non-domestic property

Shopping rent

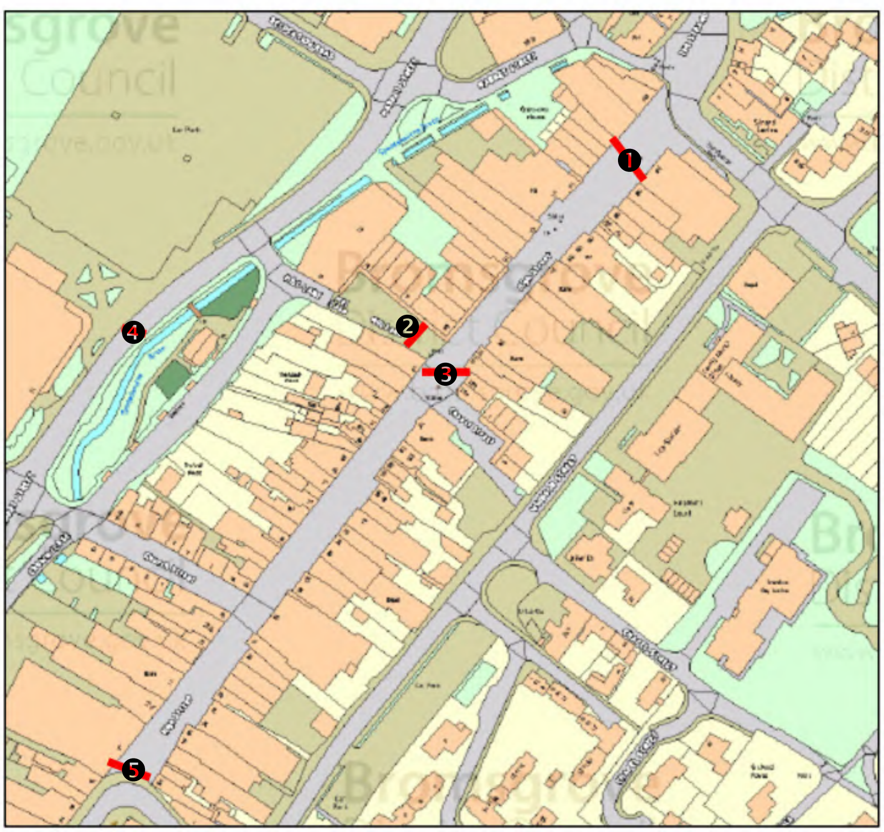
4.51 The area to the front of the shop is normally referred to as ‘zone A’. Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. Normally the rate per square metre drops as it moves towards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

4.52 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

4.53 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)



4.54 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 such factors such as location of car parks, public transport interchanges and the most popular retailers, etc.

4.55 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. The pedestrian flows were first recorded in 2009, so the data collected in 2010 and this year can be compared and analysed in relation to the original data (Appendix E).

4.56 The pedestrian count was carried out at five points in the morning, midday and afternoon peak on a non market day, a market day in the week and a market day on a Saturday. The survey points were chosen as they are the main entry/exit points for visitors to the High Street (see map above) due to the different locations of car parks and public transport stops.

4.57 To the north of the High Street are 4 car parks, Parkside, Stourbridge Road, Dolphin Centre and School Drive. They provide 329 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.

4.58 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.

4.59 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. The site that was formally Market Hall is also currently being used as a temporary car park.

4.60 To the west of the High Street lie the two largest car parks 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 627 spaces and 41 spaces for the disabled. Visitors parking at these car parks are likely to cross at the Asda crossing and enter/leave the town from Mill Lane, i.e. counting points 2 and 4. The bus station and taxi stand located at Clown Close near the Asda crossing, hence visitors taking public transport are also likely to enter/ leave the town from Mill Lane.

4.61 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 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 appendix E for 2009, 2010 and 2011.

4.62 The graph (Fig. 6) below highlights the Pedestrian footfall during the 2011 survey, which can be compared with the information in appendix E for the 2009 and 2010 data. Consistent with previous years, the 'lunchtime' counts exceed both morning and afternoon recordings. Figure 18 illustrates the total footfall over the three surveyed days at each location point in 2009, 2010 and 2011.

Fig 7: Pedestrian Footfall 2011

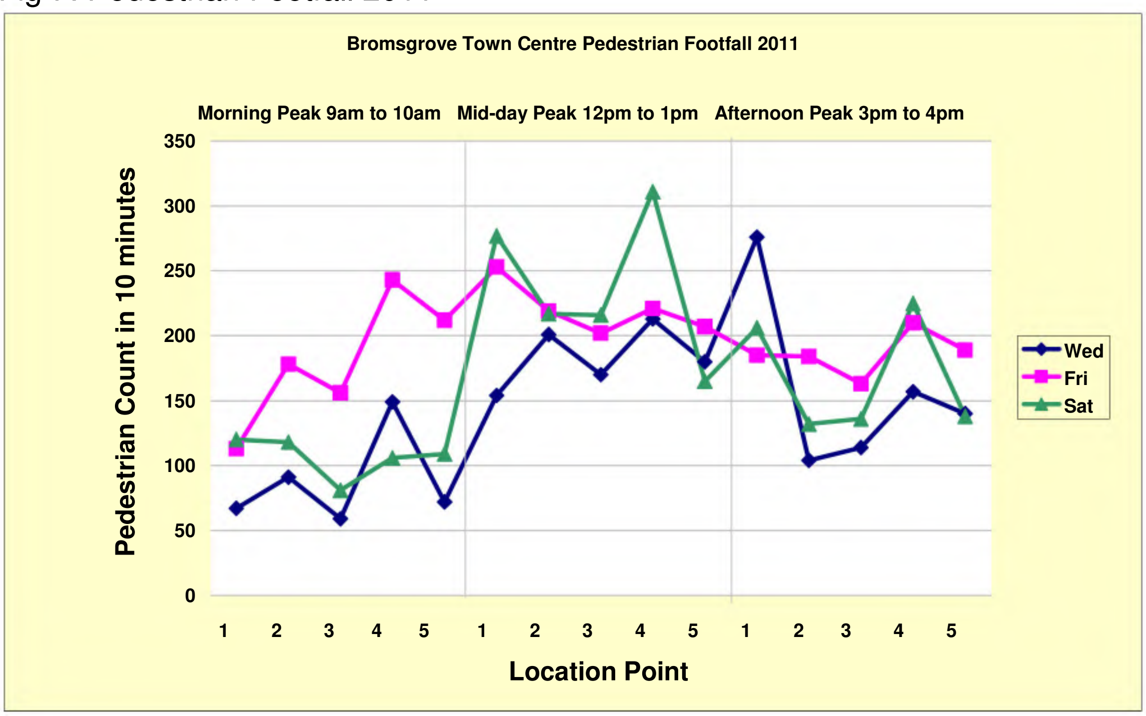
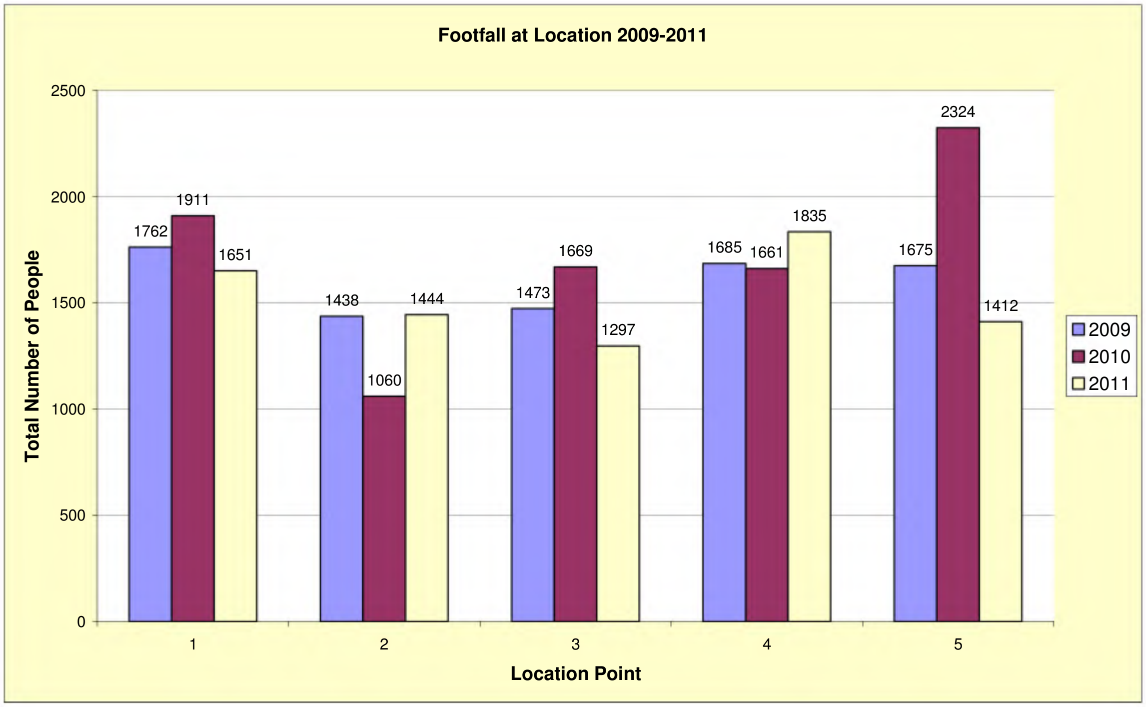


Fig 8: Pedestrian Footfall at location 2009 to 2011



4.63 As mentioned previously, each year from 2009 to 2011, the pedestrian flow was surveyed on a non-market weekday, a market weekday, and a Saturday market day (which happened to be the Saturday farmers market in both 2009 and 2010). One of the major differences was that both the 2009 and 2010 pedestrian counts were conducted in June, whereas due to other LDF commitments, the 2011 survey was not conducted until July.

4.63 Although there was an overall increase in the number of pedestrians from 2009 to 2010, this significantly decreased for the 2011 results. A total of 8033 pedestrians were recorded in 2009, with a rise of 7.4% in 2010 to 8625. However, in 2011 pedestrian football decreased 11.4% to a total of 7639 pedestrians over the three days surveyed. Although there was a significant decrease in pedestrians over the three days, the non market and market weekday were higher than 2009 and the market weekday in 2010. The most notable decrease in 2011 was the Saturday market day, which was 26.5% less than 2010 and 30.7% less than 2009.

4.64 This considerable decrease on the footfall during the Saturday Market day could be accounted for by a number of factors. The first being the timing of the count; with this years survey being conducted in July as opposed to June, however, this in itself is unlikely to have a major effect on the figures. Another factor could be that it was just a normal market day this year as opposed to a farmers market, which would have the extra incentive of attracting more people. Although these factors may have had some effect on figures, it is improbable that they caused over a 25% decrease in numbers compared with previous years. The most noteworthy issue and prime cause of fewer pedestrians was down to the weather. The morning survey was during a time of heavy rain and very few people were about; and the rest of the day was also cloudy with some rain. The weather overall during the 2011 surveys was less favourable than previous years, which would have had a major effect on pedestrian numbers. Future studies will indicate if the weather provided an anomaly on the results.

4.65 Every year the market day during the week had a higher footfall than the weekday without a market. This year there were 2147 pedestrians recorded on the non-market and 2936 on the market day in the week, indicating a difference 36.7%. This year’s market day in the week was also higher than the same days in 2009 and 2010, which were 2417 and 2741 respectively. The difference in non-market days in contrast to market days was consistent over the three year data sets, which indicates the market has a positive effect on pedestrian numbers.

4.66 The 2011 survey indicated that the busiest location over the three days was location point 4 by the Asda crossing. This differed from both the 2009 and 2010 results. In 2009 the busiest part of the shopping area was the north of the High Street (Location Point 1 where Argos is) followed by the Asda crossing (Location Point 4). However the busiest location in 2010 was near the bottom of the High Street (Location Point 5). This could be accounted for by the opening of Poundland, which replaced the former vacant retail space that was once occupied by Woolworths.

4.67 The reason for location point 4 being the busiest this year is uncertain; however, it could be for a number of reasons. Location point 4 is near the improved toilets and bus station, which could have produced an increase in usage in this area. This area has also undergone enhancement along the Spadesbourne Brook, making the area more appealing, however it is unclear whether this would have an effect on footfall. The Recreation Road South car park has also changed from ‘pay and display’ system to paying on foot , where users no longer pay for parking time in advance and display a ticket, instead users take a ticket upon entering the car park and when ready to leave pay for actual time used on their ticket. Pay on Foot eliminates the problems and charges associated with expired tickets and the new machines will accept prepaid smart card and bank note payments – also eliminating the need to carry the right change. This ease of use could have potentially increased the use of this car park, hence the improved pedestrian footfall in the area. The second busiest point was the top of the High Street (location point 1), which was also the same in 2010, indicating this is one of the ‘main’ entrances to the town centre.

4.68 Unfortunately, some of this year's results are less reliable than previous years due to the weather and has also made comparisons of the three years to become distorted. However, the 2011 results show some positives, with location points 2 and 4 going up in numbers compared with previous years. The weekday market also had higher footfall than previous years. As the Town Centre AAP progresses and more regeneration/re-development takes place, pedestrian numbers are expected to increase as Bromsgrove town becomes more appealing. The provision of new retailers will increase the range of goods/products available to the public and subsequently increase footfall as the town centre is used more frequently. The footfall survey can be a useful monitoring tool to provide evidence on the impact the Town Centre AAP on pedestrian numbers.

Accessibility

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

Rail

4.70 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.

4.71 A new rail station in Bromsgrove is proposed. The project involves replacing the existing railway station with a new station that will be built on the former goods yard, just to the south of the current railway station. The County Council is working in partnership with Network Rail, London Midland, Centro and Bromsgrove District Council in the relocation of Bromsgrove Station. However, the project was still only in the development stage. Phase two of the project is set to see the electrification of the line from Bromsgrove to Barnt Green between 2011 and 2014. This is expected to result in an extra three trains per hour on the Cross City Line serving the new station. 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.

4.72 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

4.73 The bus station in Bromsgrove is located in Market Street, which is just 10 metres away from the High Street. The bus shelters were all replaced in 2009. 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, Clearway, Dudley's Coaches, M.R.D. Ltd, First, Diamond, A Touch of Class and Hansons of Wordsley and the bus fares vary from operators. 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.

4.74 The greater Bromsgrove accessibility enhancement study as part of Worcestershire County Council's LTP3 was developed to assess a number of options to enhance accessibility in Greater Bromsgrove to optimise the benefits of future investment in a new rail/bus interchange in Bromsgrove. The study identified that local accessibility in Bromsgrove is currently poor, particularly outside of peak times and over weekends. As a result, the study suggested the development of a Bromsgrove Town Bus Service, which would replace existing local services and provide significant accessibility enhancements to all trip attractors in Bromsgrove, in particular, the new bus/rail interchange. This was shown to deliver significant accessibility benefits, with wider social and economic benefits also apparent.

Taxi

4.75 Currently taxis are highly concentrated around the Bus Station area, causing congestion. It has been highlighted by police in Bromsgrove District that there is currently a shortage of taxis operating in the Town Centre in the evening. The AAP proposes new ranks will be introduced in suitable locations throughout the Town Centre to enable customers to arrive closer to their chosen destination and reduce waiting times. Access to taxi services at other locations such the Railway Station and business parks will also be improved to help support the movement strategy in the AAP.

Walking and Cycling

4.76 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.

4.77 Cycle parking is available in the Centre for free, for example at High Street (near Argos and near Weatherspoons), at Church Street and by the Market Hall. However, during the footfall surveys each year, there only appears to be a limited number of cycle stands in use. 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 was refurbished in 2009 and part of it opens 24 hours. The refurbishment was done in response to the comments received from the AAP Issues and Options consultation.

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

4.79 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that opening up, de-cluttering pedestrian routes into the High Street (57%), and improving signage and extend the network of cycle and pedestrian routes leading into the town centre (43%) would help them get around Town. The public consultation questionnaire also identified that a high proportion of shoppers walk into Town from the residential areas surrounding it. This is a very positive feature which shows the Town Centre really does serve those who live in Bromsgrove. The AAP strives to make the Town Centre more accessible to those who live a little further away, by providing them with improved walking, cycling and bus routes into their Town Centre.

4.80 The large numbers of people who walk into the Town Centre will continue to be encouraged and will be complemented by a similar approach to cycling. As previous mentioned, Bromsgrove sits on the national cycle route network, with route 5 passing through the Town Centre. The County wide transport policies contain a strong aspiration to extend national route 46 from Droitwich to Bromsgrove. These national routes are currently supplemented by local cycle routes 1 and 2, providing a strong basis for a wider network of cycle routes accessing the Town Centre.

4.80 The cycle path network will be designed to make all cycle trips for local residents as convenient as possible and routes will therefore be designed to be direct; continuous; of a high quality; safe for both pedestrians and cyclists and improved signage will give distance and time to the Town Centre and other key locations. On arrival anywhere in the Bromsgrove Town Centre a cyclist must be able to travel without unnecessary risk, secure their cycle and leave it without concern of theft or interference. New, safe, secure, lockable cycle storage will be provided and will be located at car parks, the Bus Station and/or other key gateways and locations within the Town Centre.

4.81 An access audit was commissioned by Bromsgrove District Council within the town centre. Worcestershire Association of Service Users concluded the town of Bromsgrove would not attract visitors in its current state. Some of the architecture of the building design lacks character and is depressing. There are many health and safety issues in the High Street. The numerous issues identified as part of this audit will be tackled as part of the regeneration programme.

Car

4.82 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 are 9 pay and display car parks and 2 pay on foot car parks in the town centre zone. In total there are 500 short stay and 779 long stay parking spaces. Among them, there are 87 disabled parking spaces. They are all within a couple of minutes walking distance to the town centre and all have CCTV coverage.

Table 12: Car Ownership 2001

	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	35,166		2,153,672		20,451,427	

(Households)						

Source: Office of National Statistics (2001)

4.83 The car ownership levels in Bromsgrove are 87%. Among them, 40% have 1 car/van, 36% have 2 and 11% have 3 or more. Compared 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.

4.84 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. As part of the 'Bromsgrove Urban Package' within WCC's LTP3, a minor transport improvement scheme is proposed. This programme is proposed to deliver minor complementary transport improvements to enhance safety, accessibility, information and travel choice.

4.85 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that improvements to the junction of Stourbridge Road and Birmingham Road, and increased provision of short stay car parking spaces in the town centre would help car users to get around Town. Subsequently the vacant Market Hall site is temporarily being used for short stay parking.

Shop-mobility

4.86 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.

4.87 The Draft AAP highlights that those with mobility issues will be further assisted with the new public realm designed with appropriate footway surfaces that can be easily used by motorised vehicles. The scheme will also ensure adequate provision of dropped kerbs and other requisite access measures and the design will include necessary provision for those with visual impairment. Physical access to the shop mobility service will also be made easier.

Customer and residents' views and behaviour

4.88 Regular surveys will help the Council in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. The last survey to collect resident's views, and form the evidence of this health check, was conducted in 2008 as part of the AAP Issue and Options consultation. There were also a number of responses to the Draft Town Centre AAP, which are currently being analysed by the Strategic Planning Team. The 2008 survey received a total of 1198 responses and helped inform the next stage of the AAP process.

4.89 The main reason people visit the town centre is for shopping or bank/building society purposes. A total of 70% of respondents come to Bromsgrove to do High Street shopping, 60% for super market shopping and 74% to visit the bank or building society. In terms of the range of shops and the range of eating in Bromsgrove, half (51%) of the respondents considered the range of shops as very poor and 64% considered the range of eating and drinking as either poor or adequate.

4.90 The survey results also showed that Bromsgrove was the most popular centre for residents, with 34% shopping in Bromsgrove the most, 21% in Redditch and the remainder scattered among numerous other settlements. Bromsgrove was also the most popular place in terms of socialising, with a total of 48% of respondents socialising most in Bromsgrove, 16% in Birmingham and 10% in Worcester.

4.91 Respondents considered that more independent and specialist shops (63%), a department store (59%), more national chain stores (53%), regular farmers markets (44%), occasional special markets such as French Street Market (39%) and a high quality national food store for the Market Hall site (39%) would help improve the attractiveness of the town centre as a shopping location. Marks and Spencer (41%) is the retailer that most respondents want to see represented in the town.

4.92 In terms of the town's attraction in the evening, the most likely choices to attract respondents were a safe environment (59%), restaurants and cafes (55%) and a theatre or cinema (56%). A massive 97% of respondents stated they were more likely to shop and socialise in Bromsgrove if the changes selected were implemented.

4.93 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.

4.94 In terms of travelling to the town centre respondents would rather use their car over any other mode of transport. Though walking was rated fairly highly, the use of bus was not; the highest figure gained was 20% of respondents using a bus to get to school. Less than one in ten would cycle to work. Taxis are only used for socialising and eating/drinking purposes (11% and 6% respectively). Motorbikes, community transport and train are rarely used.

4.95 In terms of what actions would benefit residents in getting around the town, over half (56%) desire an improved bus link between the town centre and the train station, with a third (35%) requested improved walking/cycling routes and a third (31%) requested improved signage. For car users, almost two-thirds (61%) want improvements to the junction of Stourbridge and Birmingham Roads, and almost half (47%) want more short stay car parking spaces. Almost a quarter (23%) want to see a one-way system in Windsor Street, while a fifth (20%) would like to see roads such as the Strand opened to traffic. A fifth (19%) also want to see a linking road between the town centre and the A38. Approximately a sixth of consultees (16%) want new multi-storey car parks, while less than one in ten (7%) want to see traffic reinstated on the High Street.

4.96 Over half (57%) stated that the pedestrian routes into the High Street should be de-cluttered, while almost half (43%) want extensions to existing walking/cycling routes and signage improved. A third (35%) want to see traffic calming measures within the town centre, but only one in nine (15%) want to see Market Street closed, with just one in ten (11%) stating that car parking spaces should be reduced. Approximately a half (52%) want bus stops retained in their current location, while a fifth (19%) would like to see the bus station move to Windsor Street.

4.97 The survey also highlighted what people highlighted as actions to make the town centre a nicer environment to visit. Prioritising works to enhance the historical heritage of Bromsgrove was the most popular response; namely shop frontages blending with local architecture (65%) and improving the appearance of historic buildings (55%). Half of the respondents (52%) selected new paving and landscaping, and half again (50%) chose more frequent litter patrols. Also factoring highly was the removal of bollards (42%), improved seating (38%) and more squares and open spaces (37%). Respondents did not consider improved lighting and increased public art to be a priority.

4.98 In regards to working and living in the town centre; over three quarters of respondents (80%) desired more people living in Bromsgrove and the majority of consultees (88%) desired more people working in Bromsgrove. 74% of respondents stated that they wanted to see several smaller new employment sites compared to 26% preferring larger employment sites.

Perception of safety and occurrence of crime

4.99 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.

4.100 Compared to the crime figures of Bromsgrove town centre in 2008-09, there was an overall reduction in the total number of crimes committed across the town centre. Total crime is made up of the seven comparator crime types, e.g. criminal damage and any other miscellaneous crime categories such as arson and shoplifting. As the table below shows, there was a fall in criminal damage and theft from a vehicle, but a rise in most other offences. Anti-social behaviour is recorded on separately from the other crime types by West Mercia Constabulary's OIS database, and shows a significant reduction since 2008-09. St. Johns ward has remained the worse (rank 1) ward in terms of total crimes across the District. This is fully expected as this is the most urban and frequently used ward, especially late at night where people go to socialise and are subjected to alcohol.

Table 13: Crime Figures for Bromsgrove Town Centre (St. Johns Ward)

	2008-09 (Count)	2009-10 (Count)	2010-11 (Count)	Change in % (2008-11)
Criminal Damage	186	145	130	-30%
Assault w/o injury	32	46	52	62%
Assault with injury	120	123	151	26%
Burglary Dwelling	15	8	21	40%
Burglary Other	34	36	47	38%
Theft from vehicle	27	22	23	-15%
Theft of vehicle	2	6	6	300%
Drugs	28	20	38	36%
Total Crime	874	770	831	-5%
Rank in Bromsgrove (Wards)	1	1	1	0%
Anti-social behaviour	1155	339	803	-31%

Source: West Mercia Constabulary (2011)

4.101 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.

4.102 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.

4.103 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. Even though there is already a good use of CCTV across the town centre the AAP will provide opportunities to maximise the safety of the Town Centre by encouraging active uses, natural surveillance, and the creation of an effective CCTV network within public realm proposals.

4.104 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.

4.105 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

4.106 The major transport routes such as Birmingham Road, Kidderminster Road, Worcester Road, and 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.

4.107 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.

4.108 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%).

4.109 In response to these aspirations a number of projects are underway. Regarding point 1 and 5, a Frontage Improvement Grant Scheme was established, which is a town centre regeneration partnership project between Worcestershire County and Bromsgrove District Councils, and aims to regenerate and revitalise Bromsgrove town centre by offering assistance in partnership with owners and tenants to make repairs and improvement works to the fronts of historic buildings. The scheme covers an important cluster of historic buildings on the odd-numbered side of the High Street, numbers 61 to 97 between Church Street and Mill Lane. Of the 19 retail units within this group, 13 are within listed buildings.

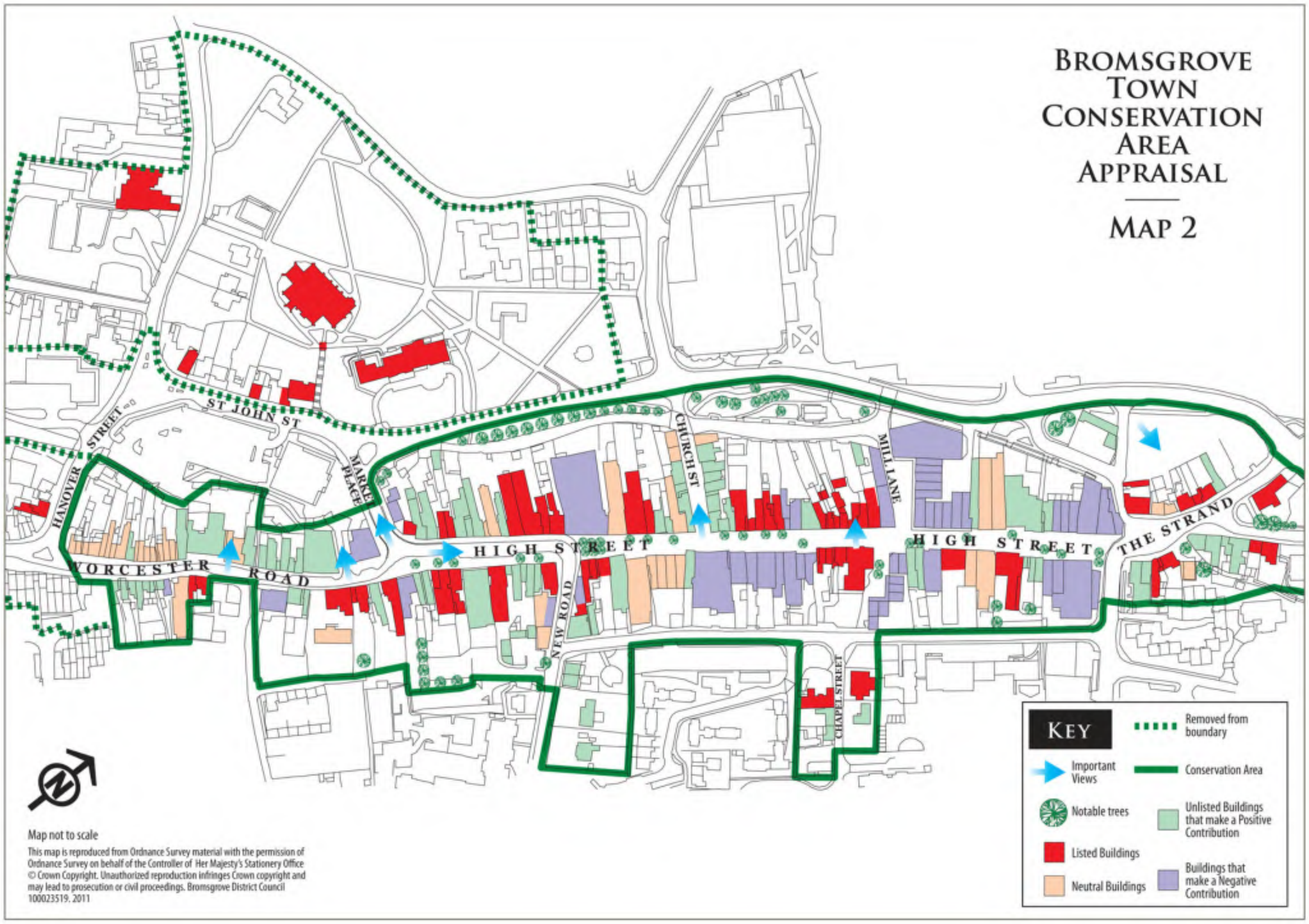
4.110 Regarding points 2 and 4, plans and funding up to £2 million are already established to fund improvements to Bromsgrove's High Street. As part of the town's regeneration project, Worcestershire County Council and Bromsgrove District Council are proposing to invest money received from large developments, into High Street. The plans include a total overhaul of street furniture, including the benches, railings and visual amenity, as well as an improved surface for visitors to walk on.

The Historic Environment

4.111 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 2011. It outlines the boundary of the Town Centre

Conservation Area and buildings that are protected, or are making positive/negative contribution to the area.

Fig 9: Bromsgrove Town Conservation Area



A new St. John's Conservation Area was designated on 1st June 2011 by the Council's Cabinet incorporating part of the Bromsgrove Town Conservation Area, Bromsgrove Cemetery and some additional properties on Church Lane, Church Road and Crown Close. Formal amendments were also made to the Bromsgrove Town Conservation Area boundary to remove properties to the west of Hanover Place and the section of St. Johns which was transferred to the new St. Johns area.

4.112 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.

4.113 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.

4.112 The elongated pattern of development within the town centre means that it is not possible to view the Conservation Area in its entirety from any one point. Views of the Grade I listed St John's Church are also possible from gaps between the buildings on Worcester Road and from the Market Place. Unfortunately, the poorly landscaped area on Mill Lane detracts from views through to the Spadesbourne Brook. The view from High Street to Market Place has been spoilt by the loss of the old Town Hall in the 1930s and its replacement with a bulky modern office building.

4.113 The original medieval burgage plots resulted in a number of narrow units, with significant ancillary accommodation to the rear, some now in unconnected uses. The rear workshops were originally part of the nail-making industry in Bromsgrove. The upper floors of some buildings (particularly at the Southern end of the High Street) are relatively grand indicating that they were originally constructed as houses for wealthy merchants. Unfortunately many of the ground floors have been altered extensively and often unsympathetically to accommodate modern retail uses. The buildings within the Bromsgrove Town Conservation Area are now predominately in retail use with a mixture of A1, A2, A3, A4 and A5 uses - traditional retail, financial institutions and some pubs and cafes. Some upper floors are in ancillary use, office space and storage; many others are vacant which has led to some condition and maintenance problems. Worcester Road is very much a secondary street to the High Street, with smaller local retail units.

4.114 Three other areas within the Conservation Area boundary are notable for their amenity value as a result of their possession of both some tree cover together with seating areas. This is the area adjacent to Strand House and Cupitts Jewelers, a small area on the corner of Market Place and Market Street, and the High Street itself. At the two sites at The Strand and the Market Place, the presence of large mature trees provides a contrast with the built environment and a shading and cooling effect on hot summer days. The trees also contribute significantly to improved local air quality. The amenity of all three sites suffers considerably however, from traffic noise & dust as a result of their close proximity to major roads through the town centre.

4.115 Along the High Street itself, a number of trees have been planted over the last 30 years as part of past improvements. Although nearly 50% of those trees originally planted have been lost and not replaced, those that remain contribute to the amenity of the area by providing shading and improved air quality in summer, a medium for Christmas lights in winter, and visual amenity all year round. The current trees do cause a few problems, however, such as the obscuring of site lines for both amenity value and CCTV purposes, maintenance and issues of encroachment close to nearby buildings, and the effects of roots on paving and surfacing. For the most part, these problems are the consequence of poor planning, design and tree species selection in previous years which has resulted in incompatible positioning of trees, CCTV cameras and other street furniture. Unsuitable positioning and surfacing around trees has directly led to trees damaging paving and also tree loss. All of these problems can be reduced or avoided by correct selection, siting and design of new replacement trees. Therefore instead of losing the amenity value of the trees, it is anticipated that they will be relocated to more suitable positions to be of maximum benefit to the town centre.

Townscape Heritage Initiative

4.116 Bromsgrove District Council in partnership with Worcestershire County Council has been awarded a first-round pass from the Heritage Lottery Fund (HLF) to operate a Townscape Heritage Initiative (THI) in Bromsgrove town centre. A THI is a national funding scheme intended to regenerate historic towns and cities and in Bromsgrove it will help create an attractive and sustainable town centre in conjunction with the Council's wider town centre regeneration programme. The Council now has until April 2012 to submit a second-round bid to the HLF to secure £1.6 million. Over the next few months the Council will be holding consultation events on the THI which it is hoped will inspire residents, visitors and owners to get involved.

4.117 If the bid is approved in September 2012 the Council would then be able to offer grant assistance over a three-year period for repairs, improvements and conversion works to historic buildings in the High Street and Worcester Road. The project will also connect with existing plans for public realm improvements including new paving, planting and benches due to start this summer.

Trees and landscaping

4.118 The town centre only has one significant green space around the Bus Station area and the adjacent section running along Crown Close/Market Street to the Market Place junction. Whilst this area is of considerable amenity value relative to the built environment of the rest of the town centre, the effect is reduced considerably at times due to the close proximity of the busy traffic running along Market Street and the considerable noise and dust that results. As mentioned in the Draft AAP, the naturalization of the Spadesbourne Brook will be of particular biodiversity value to the town centre and this current area shows the impact it can have.

4.119 The Spadesbourne Brook runs along the whole length of the Conservation Area from the rear of properties on The Strand down to Hanover Street in the South-East. The larger part of the brook course has been heavily canalised and culverted with several sections disappearing completely. Despite this, the brook still retains considerable value for biodiversity and provides an essential wildlife corridor through the town centre for a number of species including Brown Trout and Water Voles, both of which have been recorded where the course passes through the Bus Station site.

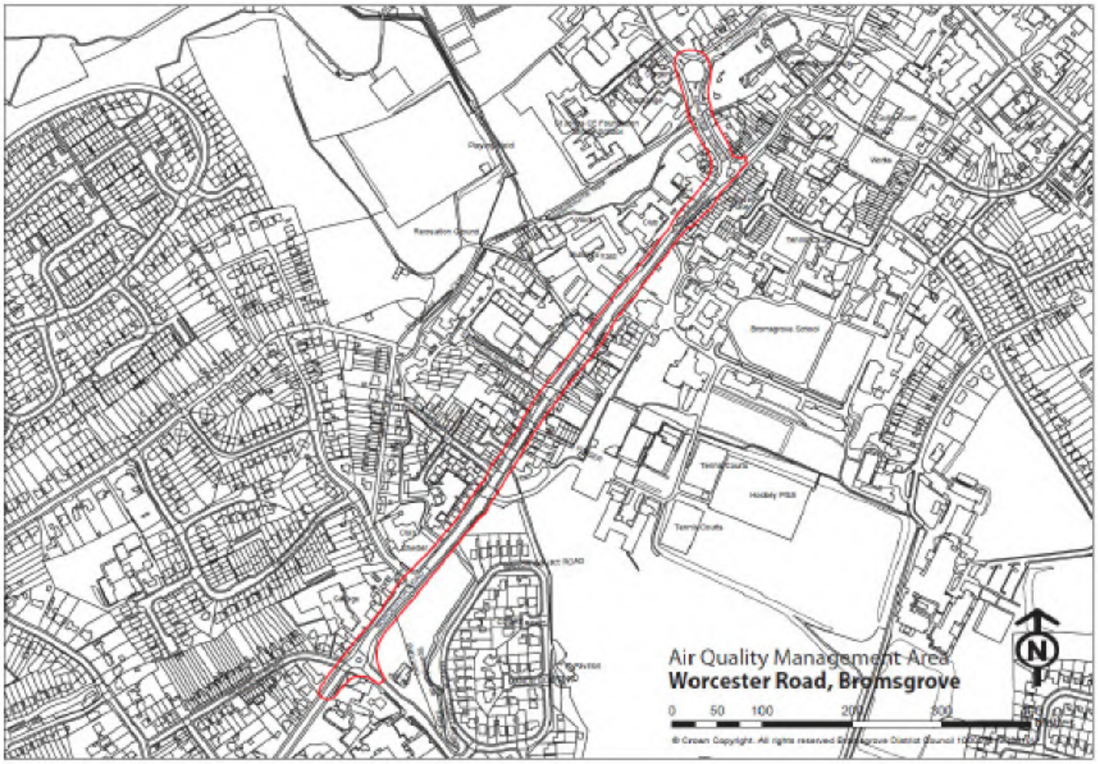
4.120 Only about 10% of the channel within the town centre is naturalized and of both wildlife and amenity value. 30% of the course is hidden within closed culverts beneath roads & buildings and 60% in steep sided canal sections providing little opportunity for wildlife habitat other than that ‘passing through’. Within this, the naturalized area at the Bus Station site provides an important ‘stepping stone’ for wildlife using the corridor but this 1km section still forms fairly hostile territory for most species. Naturalization of additional sections of the brook course would greatly improve this situation and increase the biodiversity value both locally and for wildlife habitats further up and down the brook. In particular, aiding and allowing Water Vole colonies to intermix can be a vital factor in their survival. The Town Centre AAP in particular looks to positively address the natural environment through the naturalisation of the Spadesbourne Brook to create an attractive and effective green corridor throughout the Town Centre.

Air pollution

4.121 The Council has been monitoring the air quality in the District against several health based air quality objectives. As of June 2011, there are now a total of four Air Quality Management Areas (AQMAs) across Bromsgrove. The first is located at Junction 1 of the M42 at Lickey End in Bromsgrove, the second is located at Kidderminster Road, Hagley and the third is located at Redditch Road, Stoke Heath. Each of these AQMAs has been declared as a result of measured or predicted exceedences of the annual mean objective for nitrogen dioxide due to road traffic emissions. Other pollution sources, including commercial, industrial and domestic sources, also make a contribution to background pollution concentrations.

4.122 The fourth and most recent AQMA is designated within the town centre and stretches from Hanover Place at the bottom of the centre along Worcester Road (as evident in Fig. 9). A 2008 progress report identified exceedences in nitrogen dioxide in a number of areas across the town centre. As a result of the report findings a continuous monitoring site was installed at Worcester Road and a detailed traffic survey within Bromsgrove town centre was undertaken.

Fig 10: Worcester Road AQMA



4.123 The Detailed Assessment was completed in July 2010 and concluded that the air quality objective for nitrogen dioxide was being exceeded in Worcester Road. The report has been accepted by the Department for Environment, Food and Rural Affairs (DEFRA) as satisfactory. The Detailed Assessment concluded that there are predicted exceedances of the annual mean nitrogen dioxide Air Quality Strategy objective of 40µg/m^3 at sensitive ground floor and first floor receptors along the Worcester Road. The maximum modelled annual mean nitrogen dioxide concentration in 2009 was 51.5µg/m$_3$. Annual mean nitrogen dioxide contour plots show that where receptors fall outside of the 40 µg/m3 contour at ground-floor level, they tend to fall within the 36 µg/m3 contour. There is some uncertainty surrounding both the measured and modelled concentrations. An AQMA was then declared to include, as a minimum, those residential properties that lie within the 36 µg/m3 contour to be precautionary, and approved by members in June 2011.

4.124 Birmingham Road in Bromsgrove town centre is a potential location for future Detailed Assessment. However, the Council has been monitoring nitrogen dioxide using diffusion tubes at three worst-case locations on Birmingham Road. The results show that the annual mean objective for nitrogen dioxide has been met there for the last three years. Bromsgrove District Council will continue to monitor nitrogen dioxide concentrations on Birmingham Road and will proceed to a Detailed Assessment if exceedances of the annual mean objective are measured in the future.

5. Conclusion

5.1 The 2011 Bromsgrove Town Centre Health Check follows on from the 2009 and 2010 documents, monitoring vitality and viability through the consideration of economic, environmental and social factors. Bromsgrove District Council has identified that a holistic approach to the redevelopment of the town centre is required, that takes into account the prime sites for regeneration and includes systematic consideration of other opportunities. The annual Town Centre Health Checks are a vital component to this regeneration process and a useful evidence based tool for the Bromsgrove Town Centre Area Action Plan (AAP).

5.2 The Town Centre AAP progressed significantly this year, with a Draft document published and consulted on from January to March. The AAP gave a clear insight in to the Council's spatial plan for the town centre identifying not only the long term vision for future regeneration but also provided detailed policies to guide smaller scale development in the town centre. Clear aims and objectives were set, including the type and scope of developments; enhancements to the public realm, the economy, public services and transport initiatives. As the AAP evolves further, it is anticipated to have many advantages for the town centre and will subsequently improve vitality and viability. The Health Check will be used to monitor this progress.

5.3 In the town centre, 157 units (45.9%) of the floorspace use are for retail (A1) purposes, which is the predominant use in the centre. These figures have remained high since the first Health check survey in 2009, which is a generally positive notion across the town centre. However, despite the high percentage of the amount of retail floorspace, half of Bromsgrove's respondents to the 2008 survey, considered the range of shops as very poor but the range of eating as adequate/good. This survey also showed that Bromsgrove was the most popular destination for residents with a third using Bromsgrove as their main shopping centre.

5.4 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.

5.5 The floorspace use in the town centre has only seen minor changes since last year's survey, although the number of vacant shops has fallen from 46 units (13.3%) to 38 units (11.1%), which also saw a decrease in 2010 from 50 to 46 units, reflecting a positive in terms of town centre regeneration. The most notable changes in terms of vacant units were many disused offices being residential properties, especially in the 'other' areas of the centre. The Shop Vacancy Report - Mid Year 2010 (The Local Data Company, 2010) highlights that the vacancy rate in Bromsgrove by is 12.9%, which is considerably lower than other centres in the region. Although the reductions in vacant units is encouraging and a negative correlation exists from the baseline survey in 2009; there are still a number of vacant units which need to be put in to constructive use. The AAP will be a fundamental tool in achieving this.

5.6 The publication of the Draft Town Centre AAP has highlighted the potential capacity for growth across Bromsgrove Town. A total of 10 sites were proposed as development opportunities, whether they were retail prospects, employment, housing or community, leisure and cultural uses. Overall, a number of regeneration possibilities exist which can improve Bromsgrove.

5.7 Regarding pedestrian movement (footfall), there was an increase from 2009 to 2010 from 8,033 pedestrians to 8,625. However, there was a radical decrease in this years overall figures. Unfortunately, some of this year's results are less reliable than previous years due to the weather and as a result has also made comparisons of the three years to become distorted. However, the 2011 results show some positives, with location points 2 and 4 going up in numbers compared with previous years. The weekday market also had higher footfall than previous years. As the Town Centre AAP progresses and more regeneration/re-development takes place, pedestrian numbers are expected to increase as Bromsgrove town becomes more appealing. The provision of new retailers will increase the range of goods/products available to the public and subsequently increase footfall as the town centre is used more frequently. The footfall survey can be a useful monitoring tool to provide evidence on the impact the Town Centre AAP on pedestrian numbers.

5.8 Bromsgrove remains an accessible location by as visitors can access the town centre via train, bus, taxis, on foot, bicycle and car. The proposed new railway station and more frequent services will enhance the numbers of people accessing the centre, especially with improved links from the centre to the station as illustrated in the Draft AAP. The AAP will strive to make the Town Centre more accessible to those who live a little further away, by providing them with improved walking, cycling and bus routes into their Town Centre.

5.9 Since 2008/09 there has been an improvement in terms of crime and perception of safety across the town centre, as the number of crimes has reduced.

5.10 Overall, the Town Centre Health Check 2011 has a very positive outlook on the town centre and is showing progressive improvement year on year. The reduction in footfall can be accounted for by weather and does not necessarily show a decline in town centre use; this indicator will need to be assessed next year to give a clearer insight into the data recorded from 2009 onwards. Arguably, the most positive outcome from the Health Check is another decrease in vacant units as well as the numerous potential growth locations identified.

5.11 The Town Centre Health Check demonstrates that Bromsgrove is still a reasonably vital and viable town centre and has growth potential. Nevertheless, Bromsgrove is a strong competing sub-regional centre which should be able to successfully attract and accommodate retailers. The ongoing regeneration opportunities across the town centre, including the new BHI Parkside Medical Centre will assist with this, although further development is also required in order to improve the town centre's performance. Fortunately, the local planning authority and its regeneration partners have provided a very good starting point for this process within the suite of projects outlined in the Draft AAP.

5.11 From the indicators in PPS4 of vitality and viability, the strengths, weaknesses, opportunities and threats are identified in a SWOT analysis for Bromsgrove town centre:

Strengths

- National multiples present (mixed goods, clothing and other retailers) - although limited
- Good bus station location
- Pedestrianisation of the main shopping areas
- Town Centre Conservation Areas
- Regular street markets
- Good network of CCTVs
- Relatively flat topography of the town
- Draft Town Centre AAP published
- Regeneration programme in place
- Townscape Heritage Initiative

- Shopmobility scheme
- New car parking methods at Recreation Road South car park
- Leisure facilities at Dolphin Centre
- Access to schools
- Low unemployment levels

Weaknesses

- Limited retail and food offer
- Closure of the Tourist Information Centre
- Insufficient short stay parking
- Poor and irregular connections to the train station
- Busy and poor crossings to the main shopping areas
- Poor facilities for cyclists
- Busy traffic at the Stourbridge Road and Birmingham Road junction
- Littering
- Poor quality façades, especially shops on Worcester Road
- Poor rear view and function of High Street
- Poor image of town centre to pass-by traffic
- Limited natural surveillance at night time
- Limited focal points across centre
- Lack of residential accommodation in town centre
- Number of vacant units
- State of Public realm

Opportunities

- National multiples (department store and supermarket) and retail and food offer at the potential development sites
- More frequent farmers' or specialised markets
- Pedestrianisation of Market Street
- New link road to connect the town centre and A38
- New train station
- Regular connections with the new train station
- Improved signage and walking/cycling network to encourage sustainable travel
- Environmental improvement at the Spadebourne Brook and High Street
- More frequent litter patrols
- Night time economy
- Efficient use of rear areas of main shopping areas
- More quality shops to meet the potential demand of the relatively high income residents
- To build on the strong services growth in the region
- New shop frontages
- Townscape Heritage Initiative
- Regeneration programme in place
- Close proximity to Sanders Park
- Number of vacant units
- Potential development sites located in the AAP
- Re-opening of Bromsgrove Museum and tourist information
- Public realm improvements

- Involve young people in developing and improving services

Threats

- Town Centre AQMA designation
- Potential increase of crime levels
- Number of A5 uses concentrated around Worcester Road
- Funding mechanisms
- Proximity and competition from other centres
- Insensitive development
- Strain on infrastructure
- Traffic congestion
- Out-of-centre development

6. Recommendations

6.1 The Bromsgrove town centre health checks are scheduled to be carried out annually and there are various recommendations that would ensure that the next report improves and builds upon the initial 2009, 2010 and 2011 'baseline' reports. In subsequent years, comparisons will be able to be made within Bromsgrove over a period of time.

6.2 One of the survey data, diversity of uses, focused on the different uses of commercial properties in and around the town centre. The data analysed property use class, however, this data was only based on the ground floor of properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area that would benefit the Health Check report would be the location and quantity of residential properties in the town, although this may be difficult to monitor, especially above existing commercial uses.

6.3 The Health Check should be used as an informed evidence base document for the Town Centre AAP, and should where possible update the majority of information on a yearly basis. However, some statistics and data are difficult to obtain annually, or have large costs to acquire, such as the town Goad Plan. Where possible, surveys should be conducted as frequently as possible to ensure the most relevant and up to date evidence to inform the Local Development Framework (LDF). However, the current Goad Plan is somewhat outdated and based on figures recorded in 2008. Future Health Checks should be informed by more current data and an up-to-date Goad Plan should be purchased to provide a true representation of the Town Centre.

6.4 Pedestrian flows analysed the footfall counts that had taken place within the town. As they had taken place on a 'normal' weekday, a market day and a Saturday market day, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday, which could be considered next time. There is also the possibility of assessing footfall in the evening to determine the main uses of the town during the night-time economy. Due to other LDF commitments, this years footfall was also conducted at a different time of year, albeit one month, than previous years. For consistency the surveys should be carried out at the same time annually to provide more comparable data.

5.5 There could also be more in depth information acquired concerning the accessibility of the town centre. This could include more information on public transport links, especially bus frequencies and locations. Possible maps could indicate the main access points of the centre.

5.6 As investment and regeneration takes place across Bromsgrove town centre, details of future proposals and developments can be analysed. The perception of town centre shoppers should be reviewed during updates to this report in order to see if their opinions indicate positive changes to the area. The current 2008 survey is becoming outdated and should be revised to indicate how residents/shoppers perception of Bromsgrove Town Centre Changes over time.

Appendices

Appendix A: 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 (i.e. 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 are defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the

Term	Definition
	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.
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.

Appendix B: Street Surveys record of Bromsgrove town centre (2011)

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Phone Club	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 Cobbler	6	Church Street	A1
Aubrey Bernard salon	7	Church Street	A1
K Bassam Jewellery	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
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
Poundland	37 to 41	High Street	A1
Eyedeals Eye Care	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
Hallmark	51	High Street	A1
Leigh Jones Butchers & Delicatessen	53	High Street	A1
Smash n Grab	55	High Street	A1
Twenty One	58 to 60	High Street	A1
F Hinds	59	High Street	A1
Max Spielman	63	High Street	A1
Boots 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	71	High Street	A1
Blunts	75	High Street	A1
Bon Marche	76	High Street	A1
Card Factory	77 to 79	High Street	A1
Boots	78	High Street	A1
Carphone warehouse	80	High Street	A1

Elements Fashion Jewellery	85	High Street	A1
French Connection Baguette	87	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
Madaboutsweets	108	High Street	A1
Hoyti-Toyti	110	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
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
Sporting Barbers	112a	High Street	A1
Timpsons	112a	High Street	A1
Greggs	112b	High Street	A1
Rexjohnsononline.com	116	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
Sports Direct	138 - 140	High Street	A1
YMCA shop	27 to 29	High Street	A1
Salvation Army	33,35	High Street	A1
Bodycare	43 to 45	High Street	A1
W H Smith	54 to 56	High Street	A1
Waterstones	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
Gerrards	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
GB hairdressing	4	New Road	A1
Alberto Policarpo Hair Salon	5	New Road	A1
Cupitts	16	The Strand	A1
Michael Stewart Photography	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
Big Shake	2 to 4	The Strand, The Strand Centre	A1
Strand Nails	2 to 4	The Strand, The Strand Centre	A1
Phone Locker	2 to 4	The Strand, The Strand Centre	A1
Happy Feet	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
K K Mart	16	Worcester Road	A1
KSH O Carpet & Flooring	18	Worcester Road	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
Santander	93	High Street	A2
Lloyds TSB	112	High Street	A2
Barclays	118	High Street	A2
Natwest Bank	124	High Street	A2
Premiere People	129	High Street	A2
Halifax	122,122a	High Street	A2
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
Andrew Grant	5	New Road	A2
Hansons estate agent	6	New Road	A2
Your Move	1 to 3	New Road	A2
Judith Hitchin	26,26a	The Strand	A2
Ladbrokes	3	Worcester Road	A2
Lemon tree café	1	Chapel Street	A3
Plaza Coffee	5	Chapel Street	A3
The Art Café	9	Chapel Street	A3
Shimla Peppers	1	George Street	A3
Indian Spice	7	High Street	A3
Pizza Express	25	High Street	A3
The Regency	40	High Street	A3
Pizza Hut	14 to 16	High Street	A3
Prezzo	22 to 24	High Street	A3
Coffee 2 Costa	74 84 to 86	High Street High Street	A3 A3
Langtrys café	89a	High Street	A3
Strand Café	2 to 4	The Strand, The Strand Centre	A3
Bujon Indian	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 Grape Vine	11 to 13	High Street	A4
The Slug and Lettuce	126 to 130	High Street	A4
Dominos	133a	High Street	A5
Market Plaice Fish Bar	26	Market Street	A5
Wok Kitchen	10	Church Street	A5
Ocean Fish Bar	12	The Strand	A5
Bromsgrove Advertiser	5	High Street	B1
Careforce Ltd	12a Holland House	High Street	B1
Bromsgrove Printing Co	14	Worcester Road	B2
Bromsgrove Community Hall	14	The Strand	D1
Shipleys	111	High Street	SG
Vacant	9	Church Street	Vacant
Vacant	9	High Street	Vacant
Vacant	11	Church Street (Coronation House)	Vacant
Vacant	46	High Street	Vacant

Vacant	62	High Street	Vacant
Vacant	2 to 4	High Street	Vacant
Vacant	The Coach House	High Street	Vacant
Vacant	109	High Street	Vacant
Vacant	125	High Street	Vacant
Vacant	2 to 4	The Strand, The Strand Centre	Vacant
Vacant	2 to 4	The Strand, The Strand Centre	Vacant
Vacant	2 to 4	The Strand, The Strand Centre	Vacant
Vacant	4	Worcester Road	Vacant

Secondary shopping area			
Business Name	**No**	**Street**	**Class**
Knights Chemist	36	Birmingham Road	A1
Lush	54a	Birmingham Road	A1
Co-Op	54b	Birmingham Road	A1
Kash Kwik	17	The Strand	A1
Kimmys	19	The Strand	A1
Cake Magic	21	The Strand	Vacant
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
Eileen Bicknell Interiors	48	Worcester Road	A1
The Sugarcraft Emporium	56	Worcester Road	A1
Snipz	59	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
M & M's Hair Shack	46	Worcester Road	A1
Worcester Road News	52 to 54	Worcester Road	A1
Oakley Independent Mortgage Advisors	48	Birmingham Road	A2
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
Pinfields Accountants	57	Worcester Road	A2
Elachi	35	Worcester Road	A3
Bacchus restaurant	44	Worcester Road	A3
Karma Lounge	50	Worcester Road	A3
Spice Valley Balti	74	Worcester Road	A3
The Rovers Cafe	34	Birmingham Road	A3
Queen's Head	1	The Strand	A4
Dog & Pheasant pub	24 to 26	Worcester Road	A4
Ye Olde Black Cross	70 to 72	Worcester Road	A4
Papa Johns	32	Birmingham Road	A5
China Wok	30	Birmingham Road	A5
Wing Lee	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
Darr's fish & Chips	68	Worcester Road	A5
Ruby	76	Worcester Road	A5
Gough Bailey Wright	5	Worcester Road	B1
Commercial Credit Service Group	7	Worcester Road	B1
Bromsgrove Conservative Association	37	Worcester Road	B1
Adrian Kriss & Associates	47 to 49	Worcester Road	D1
Davenal House Surgery	28	Birmingham 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
Parkes Hair & Beauty	1	Hanover Street	SG
Vacant	54	Birmingham Road	Vacant
Vacant	33	Worcester Road	Vacant
Vacant	43	Worcester Road	Vacant
Vacant	13 to 15	Worcester Road	Vacant
Vacant	45	Worcester Road	Vacant
Vacant	51	Worcester Road	Vacant
Vacant	53	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 Wine Cabin	108	Birmingham Road	A1
Halfords	114	Birmingham Road	A1
Speeds	70,72,72a	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
Knights Pharmacy	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
Bromsgrove Fireplaces	8	Stourbridge Road	A1
Jame Giles & Sons Funerals	22a	Stourbridge Road	A1
Lloyds Pharmacy	BHI Parkside	Stourbridge Road	A1
Eyecare Opticians	BHI Parkside	Stourbridge Road	A1
Meridian health & beauty clinic	2	Windsor Street	A1
Bromsgrove Domestic	124	Worcester Road	A1
Broadstreet DIY	128	Worcester Road	A1
Jewsons DIY	106 to 116a	Worcester Road	A1
Phoenix Carpet & Bed Sales	94 to 96	Worcester Road	A1
Harlequins	141 to 143	Worcester Road	A1
Britannia House Hair & Beauty	165	Worcester Road (Britannia House)	A1
Hollies Solicitor	60	Birmingham Road	A2
G R Brickstock & Assocaites - accountant	10	Hanover Street	A2
Martyn Ameg & Company - Solicitors	7	Kidderminster Road	A2
Fisher German Estate Agent	8	New Road	A2
Charles Howell 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	18	St John Street	A2
J Haskey: architect	18	St John Street	A2

Harrison Priddy & Co - Accountants	22	St John Street	A2
Holt & Sellars - Solicitors	12a	St John Street	A2
Mint Lounge	31 to 33	Birmingham Road	A3
Tandoori	11	Crown Close	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
Mark England Garden Design	11	Kidderminster Road	B1
Office	Shire House	Paradise Row	B1
Register Office		School Drive	B1
Homestart	20	St John Street	B1
County Council Office		Windsor Street	B1
Vinci Construction	86	Worcester Road	B1
Handy Print	118	Worcester Road	B1
Kay-Bee engineering	Unit 4	Station Street	B8
Elisa Smile Centre	66	Birmingham Road	D1
All saints church		Burcot Lane	D1
Nursery		Shenstone Close	D1
St John's Street Surgery	BHI Parkside	Stourbridge Road	D1
Churchfields Surgery	BHI Parkside	Stourbridge Road	D1
Parkside Dental Practice	BHI Parkside	Stourbridge Road	D1
Catherine Adam's Physiotherapy	BHI Parkside	Stourbridge Road	D1
Castle Nursery	BHI Parkside	Stourbridge Road	D1
The Dolphin Centre		School Drive	D1
North Bromsgrove High School		School Drive	D1
Library		Windsor Street	D1
Bromsgrove Football Club		Birmingham Road	D2
The Artrix		School Drive	D2

Well Fit	Unit 8	Station Street	D2
Altered Images fitness	80	Worcester Road	D2
Imagination Street	31	Birmingham 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	1	Little Lane	SG
Neales Garage	Garage	Station Street	SG
KW Autos	Unit 6	Station Street	SG
Parkside Motors	8	Stourbridge Road	SG
Tyre Centre	2	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
Vacant	26	Birmingham Road	Vacant
Vacant	29	Birmingham Road	Vacant
Vacant	47	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 (Dragon Paradise)	2 to 4	Recreation Road	Vacant
Vacant	The Clinic	Recreation Road	Vacant
Vacant	Drill Hall	Recreation Road / Market Street	Vacant
Parkside Middle School	1,1a	Stourbridge Road	Vacant
Vacant	14 to 22	Stourbridge Road	Vacant
Vacant	5	Windsor Street	Vacant
Vacant	138	Worcester Road	Vacant

Appendix C: Goad Category Report (2008)

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Goad Category Report

Bromsgrove

Survey Date: 07/04/2008

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Goad Retail Centres

Nearest Location	Distance KM
Rubery	7.08
Redditch	8.69
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

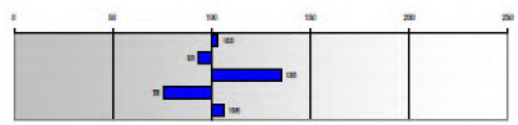
Burton	1
Dorothy Perkins	1
H & M	0
New Look	1
Next	0
Primark	0
River Island	0
Topman	0
Topshop	0

Other Retailers

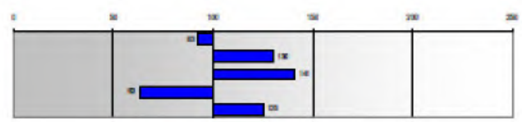
Carphone Warehouse	1
Clarks	0
Clintons	2
H M V	0
O2	1
Superdrug	1
Phones 4 U	1
Vodafone	1
Waterstones	1

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	10.46	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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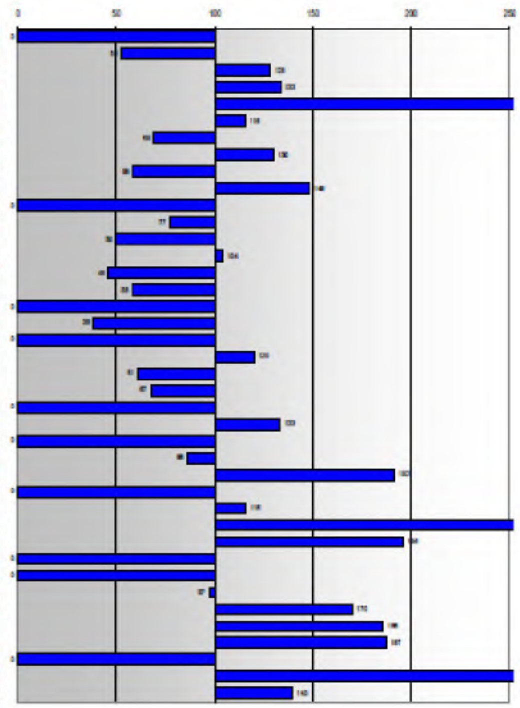
Outlet Counts

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

Base: All UK Centres

Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	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



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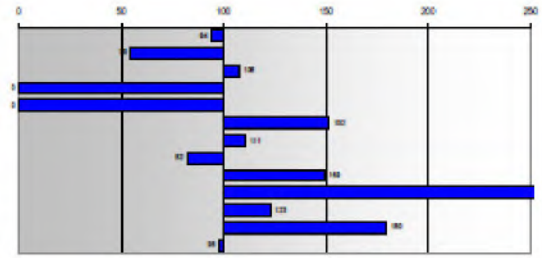
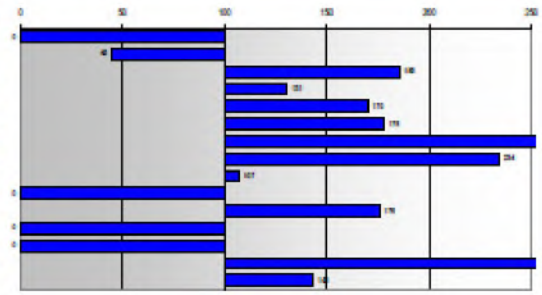
Outlet Counts

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

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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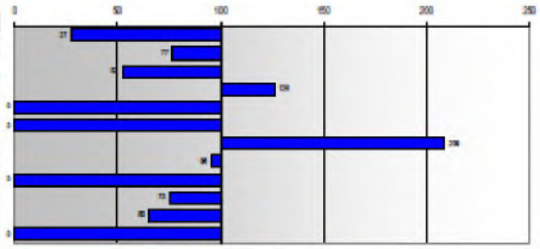
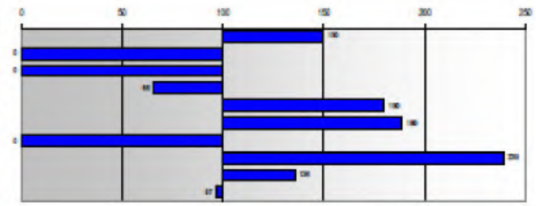
Outlet Counts

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

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	1	0.40	1.48	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	Outlets	Area %	Base %	Index
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	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	24	9.68	10.54	92
Total Number of Outlets	248			

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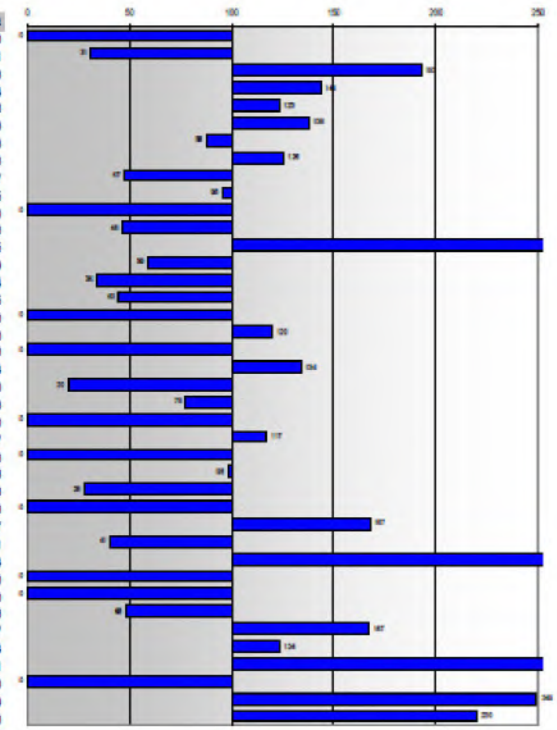
Floorspace Sq Ft | Centre: Bromsgrove | Survey Date: 07/04/2008

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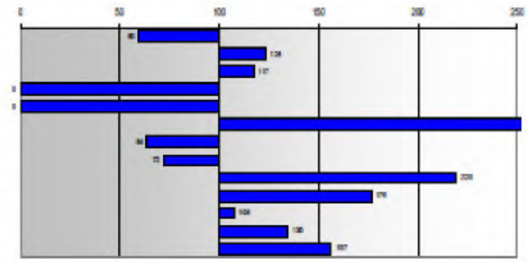
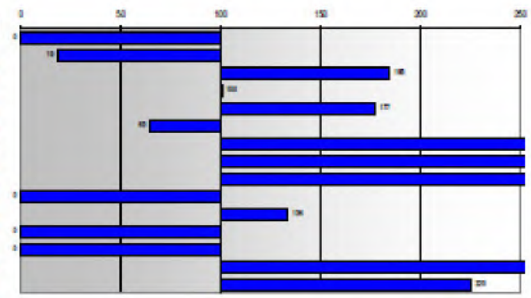
Floorspace Sq Ft | Centre: | **Bromsgrove** | Survey Date: | 07/04/2008

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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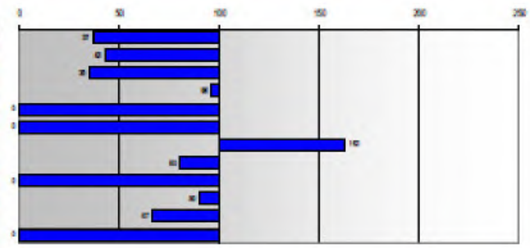
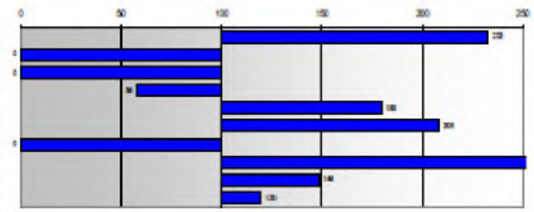
Floorspace Sq Ft

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	1.48	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**			

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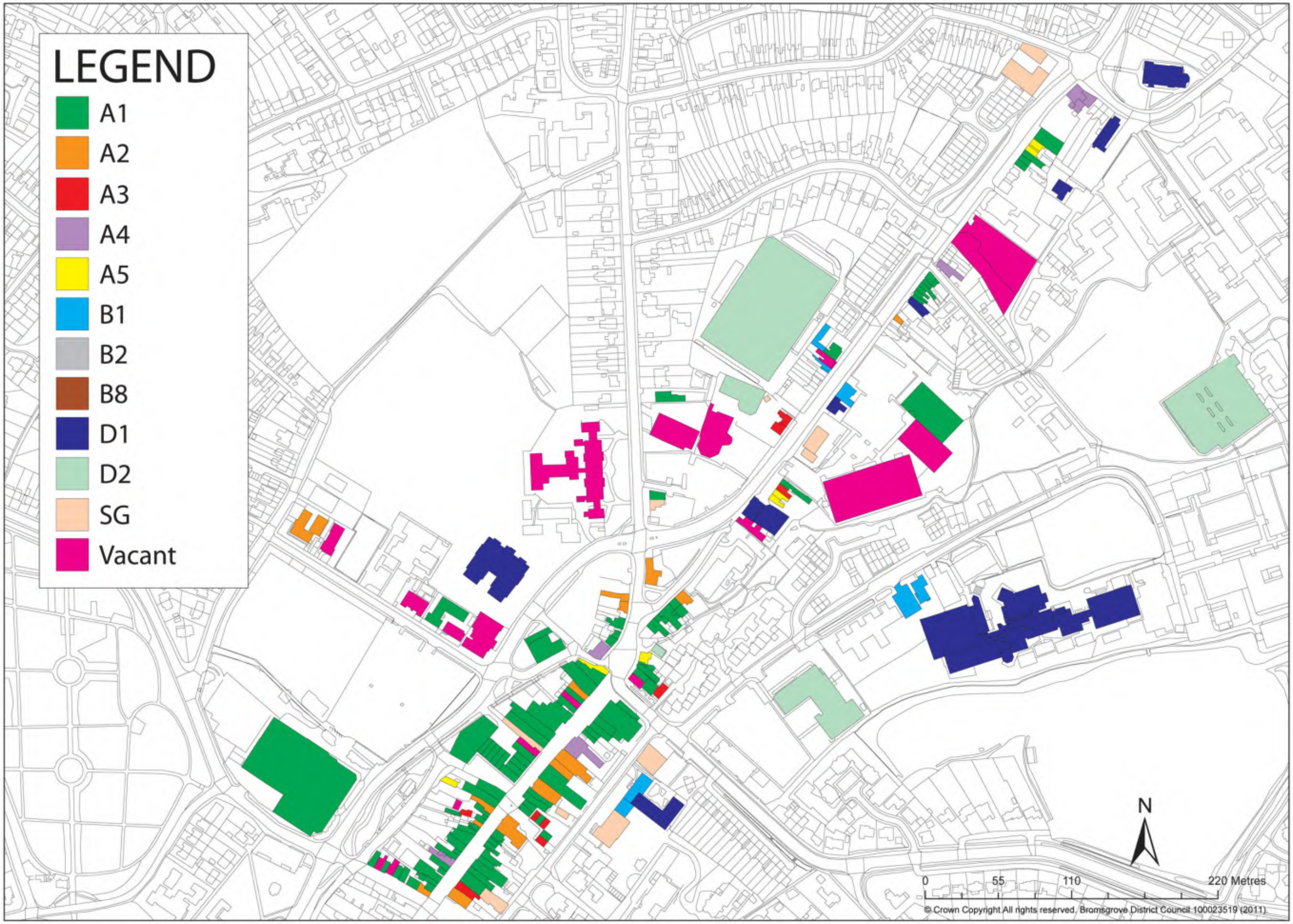
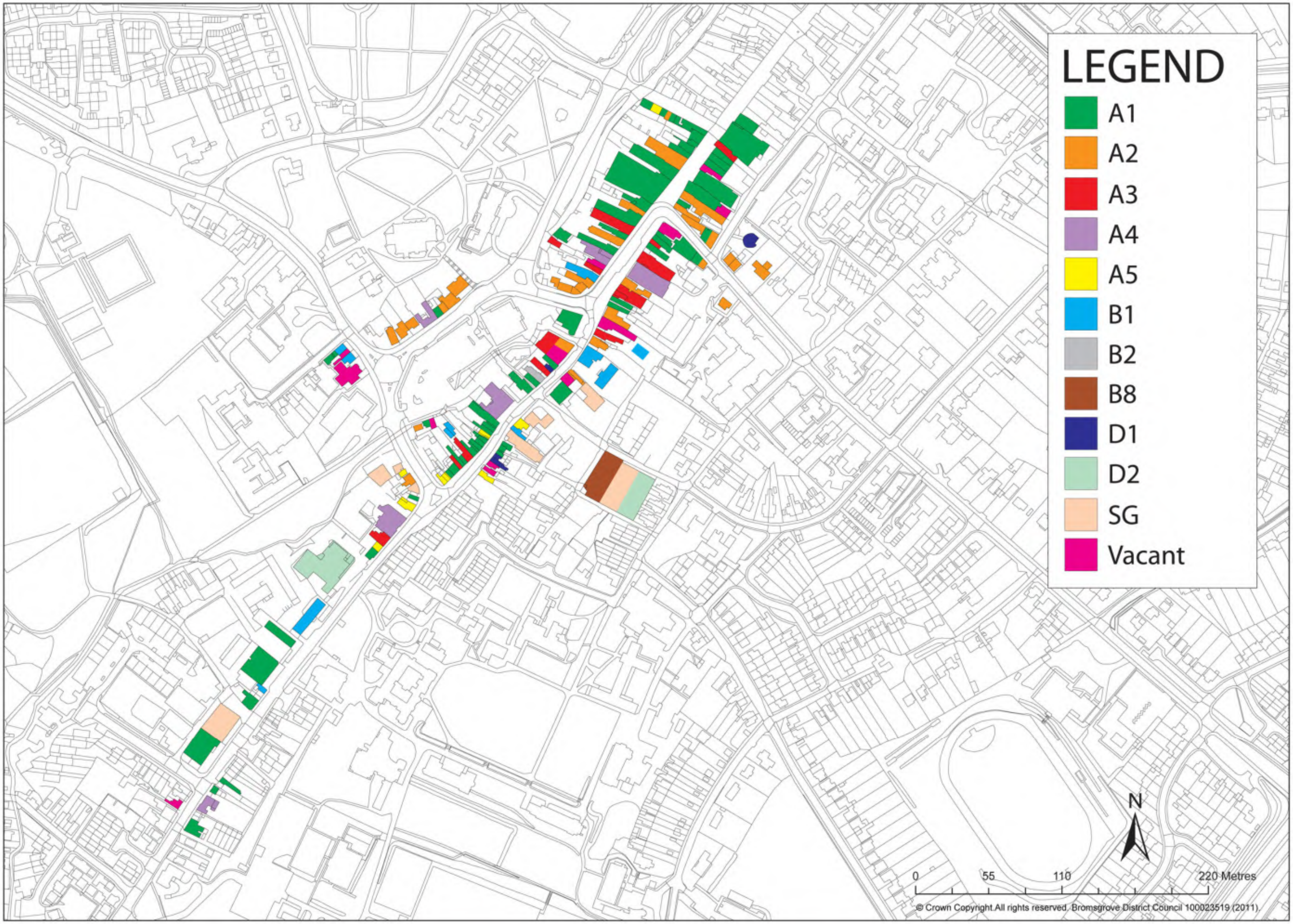
Appendix D: Town Centre Use Maps

North



South



LEGEND
A1
A2
A3
A4
A5
B1
B2
B8
D1
D2
SG
Vacant
N
0
55
110
220 Metres
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Appendix E: Pedestrian Footfall

June 2009

Date	Day	Time	Weather	Location	Count from Top to Bottom	Count from Bottom to Top	Total
11.6.09	Thursday, non-market	0913 to 0923	Sunny	1	64	51	115
11.6.09	Thursday, non-market	0930 to 0940	Sunny	3	191	N/A	191
11.6.09	Thursday, non-market	0930 to 0940	Sunny	2	125	N/A	125
11.6.09	Thursday, non-market	0944 to 0954	Sunny	4	69	63	132
11.6.09	Thursday, non-market	0958 to 1008	Sunny	5	65	76	141
11.6.09	Thursday, non-market	1220 to 1230	Rain	4	44	24	68
11.6.09	Thursday, non-market	1233 to 1243	Rain	3	86	N/A	86
11.6.09	Thursday, non-market	1233 to 1243	Rain	2	142	N/A	142
11.6.09	Thursday, non-market	1244 to 1254	Light Rain	1	70	81	151
11.6.09	Thursday, non-market	1256 to 1306	Sunny	5	60	55	115
11.6.09	Thursday, non-market	1533 to 1543	Sunny	1	88	86	174
11.6.09	Thursday, non-market	1544 to 1554	Sunny	3	94	N/A	94
11.6.09	Thursday, non-market	1544 to 1554	Sunny	2	129	N/A	129
11.6.09	Thursday, non-market	1557 to 1607	Sunny	4	68	96	164
11.6.09	Thursday, non-market	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

June 2010

Date	Day	Time	Weather	Location	Count from Top to Bottom	Count from Bottom to Top	Total
11.06.2010	Friday, market day	0920 to 0930	Cloudy	1	59	58	117
11.06.2010	Friday, market day	0933 to 0943	Cloudy	2	90	N/A	90
11.06.2010	Friday, market day	0933 to 0943	Cloudy	3	144	N/A	144
11.06.2010	Friday, market day	0945 to 0955	Cloudy	4	104	92	196
11.06.2010	Friday, market day	0957 to 1007	Cloudy	5	105	121	226
11.06.2010	Friday, market day	1201 to 1211	Cloudy	1	106	144	250
11.06.2010	Friday, market day	1213 to 1223	Cloudy	2	128	N/A	128
11.06.2010	Friday, market day	1213 to 1223	Cloudy	3	231	N/A	231
11.06.2010	Friday, market day	1224 to 1234	Cloudy	4	113	76	189
11.06.2010	Friday, market day	1237 to 1247	Cloudy	5	138	157	295
11.06.2010	Friday, market day	1506 to 1516	Cloudy	1	92	88	180
11.06.2010	Friday, market day	1517 to 1527	Cloudy	2	88	N/A	88
11.06.2010	Friday, market day	1517 to 1527	Cloudy	3	211	N/A	211
11.06.2010	Friday, market day	1529 to 1539	Cloudy	4	105	83	188
11.06.2010	Friday, market day	1542 to 1552	Cloudy	5	95	113	208
12.06.2010	Saturday, market day	0922 to 932	Cloudy	1	59	96	155
12.06.2010	Saturday, market day	0934 to 0944	Cloudy	2	131	N/A	131
12.06.2010	Saturday, market day	0934 to 0944	Cloudy	3	179	N/A	179
12.06.2010	Saturday, market day	0946 to 0956	Cloudy	4	124	80	204
12.06.2010	Saturday, market day	1000 to 1010	Cloudy	5	147	154	301
12.06.2010	Saturday, market day	1214 to 1224	Cloudy	1	185	181	366
12.06.2010	Saturday, market day	1225 to 1235	Cloudy	2	182	N/A	182
12.06.2010	Saturday, market day	1225 to 1235	Cloudy	3	291	N/A	291
12.06.2010	Saturday, market day	1237 to 1247	Cloudy	4	137	112	249
12.06.2010	Saturday, market day	1250 to 1300	Cloudy	5	139	163	302
12.06.2010	Saturday, market day	1507 to 1517	Sunny	1	97	143	240
12.06.2010	Saturday, market day	1519 to 1529	Sunny	2	142	N/A	142
12.06.2010	Saturday, market day	1519 to 1529	Sunny	3	210	N/A	210
12.06.2010	Saturday, market day	1534 to 1544	Sunny	4	88	102	190
12.06.2010	Saturday, market day	1547 to 1557	Sunny	5	138	198	336
16.06.2010	Wednesday, non-market	0907 to 0917	Sunny	1	48	56	104
16.06.2010	Wednesday, non-market	0919 to 0929	Sunny	2	117	N/A	117
16.06.2010	Wednesday, non-market	0919 to 0929	Sunny	3	121	N/A	121
16.06.2010	Wednesday, non-market	0933 to 0943	Sunny	4	72	42	114
16.06.2010	Wednesday, non-market	0947 to 0957	Sunny	5	121	101	222
16.06.2010	Wednesday, non-market	1214 to 1224	Sunny	1	83	118	201
16.06.2010	Wednesday, non-market	1225 to 1235	Sunny	2	112	N/A	112
16.06.2010	Wednesday, non-market	1225 to 1235	Sunny	3	156	N/A	156
16.06.2010	Wednesday, non-market	1238 to 1248	Sunny	4	97	118	215
16.06.2010	Wednesday, non-market	1253 to 1303	Sunny	5	102	137	239
16.06.2010	Wednesday, non-market	1514 to 1524	Sunny	1	46	252	298
16.06.2010	Wednesday, non-market	1526 to 1536	Sunny	2	70	N/A	70
16.06.2010	Wednesday, non-market	1526 to 1536	Sunny	3	126	N/A	126
16.06.2010	Wednesday, non-market	1538 to 1548	Sunny	4	52	64	116
16.06.2010	Wednesday, non-market	1551 to 1601	Sunny	5	103	92	195

July 2011

Date	Day	Time	Weather	Location	Count from Top to Bottom	Count from Bottom to Top	Total
13.07.11	Wednesday, non-market	0900 to 0910	Cloudy	1	24	43	67
13.07.11	Wednesday, non-market	0913 to 0923	Cloudy	2	91	N/A	91
13.07.11	Wednesday, non-market	0913 to 0923	Cloudy	3	59	N/A	59
13.07.11	Wednesday, non-market	0925 to 0935	Cloudy	4	83	66	149
13.07.11	Wednesday, non-market	0938 to 0948	Cloudy	5	53	19	72
13.07.11	Wednesday, non-market	1214 to 1224	Cloudy	1	79	75	154
13.07.11	Wednesday, non-market	1226 to 1236	Cloudy	2	201	N/A	201
13.07.11	Wednesday, non-market	1226 to 1236	Cloudy	3	170	N/A	170
13.07.11	Wednesday, non-market	1238 to 1248	Cloudy	4	94	119	213
13.07.11	Wednesday, non-market	1254 to 1304	Cloudy	5	91	89	180
13.07.11	Wednesday, non-market	1513 to 1523	Cloudy	1	68	208	276
13.07.11	Wednesday, non-market	1525 to 1535	Cloudy	2	104	N/A	104
13.07.11	Wednesday, non-market	1525 to 1535	Cloudy	3	114	N/A	114
13.07.11	Wednesday, non-market	1537 to 1547	Cloudy	4	79	88	157
13.07.11	Wednesday, non-market	1553 to 1603	Cloudy	5	68	72	140
15.07.11	Friday, market day	0904 to 0914	Cloudy	1	55	58	113
15.07.11	Friday, market day	0917 to 0927	Cloudy	2	178	N/A	178
15.07.11	Friday, market day	0917 to 0927	Cloudy	3	156	N/A	156
15.07.11	Friday, market day	0935 to 0945	Cloudy	4	110	133	243
15.07.11	Friday, market day	0950 to 1000	Cloudy	5	142	70	212
15.07.11	Friday, market day	1210 to 1220	Cloudy	1	113	140	253
15.07.11	Friday, market day	1222 to 1232	Sunny	2	219	N/A	219
15.07.11	Friday, market day	1222 to 1232	Sunny	3	202	N/A	202
15.07.11	Friday, market day	1235 to 1245	Sunny	4	92	129	221
15.07.11	Friday, market day	1250 to 1300	Cloudy	5	119	88	207
15.07.11	Friday, market day	1500 to 1510	Cloudy	1	66	119	185
15.07.11	Friday, market day	1512 to 1522	Cloudy	2	184	N/A	184
15.07.11	Friday, market day	1512 to 1522	Cloudy	3	163	N/A	163
15.07.11	Friday, market day	1525 to 1535	Cloudy	4	99	111	210
15.07.11	Friday, market day	1539 to 1545	Cloudy	5	69	120	189
16.07.11	Saturday, market day	0918 to 0928	Heavy Rain	1	50	70	120
16.07.11	Saturday, market day	0931 to 0941	Heavy Rain	2	118	N/A	118
16.07.11	Saturday, market day	0931 to 0941	Heavy Rain	3	81	N/A	81
16.07.11	Saturday, market day	0944 to 0954	Rain	4	53	53	106
16.07.11	Saturday, market day	0953 to 1003	Rain	5	58	51	109
16.07.11	Saturday, market day	1208 to 1218	Cloudy	1	123	154	277
16.07.11	Saturday, market day	1220 to 1230	Sunny	2	217	N/A	217
16.07.11	Saturday, market day	1220 to 1230	Sunny	3	216	N/A	216
16.07.11	Saturday, market day	1232 to 1242	Sunny	4	109	202	311
16.07.11	Saturday, market day	1247 to 1257	Cloudy	5	77	88	165
16.07.11	Saturday, market day	1501 to 1511	Light Rain	1	101	105	206
16.07.11	Saturday, market day	1515 to 1525	Cloudy	2	132	N/A	132
16.07.11	Saturday, market day	1515 to 1525	Cloudy	3	136	N/A	136
16.07.11	Saturday, market day	1527 to 1537	Light Rain	4	98	127	225
16.07.11	Saturday, market day	1542 to 1552	Sunny	5	59	79	138

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