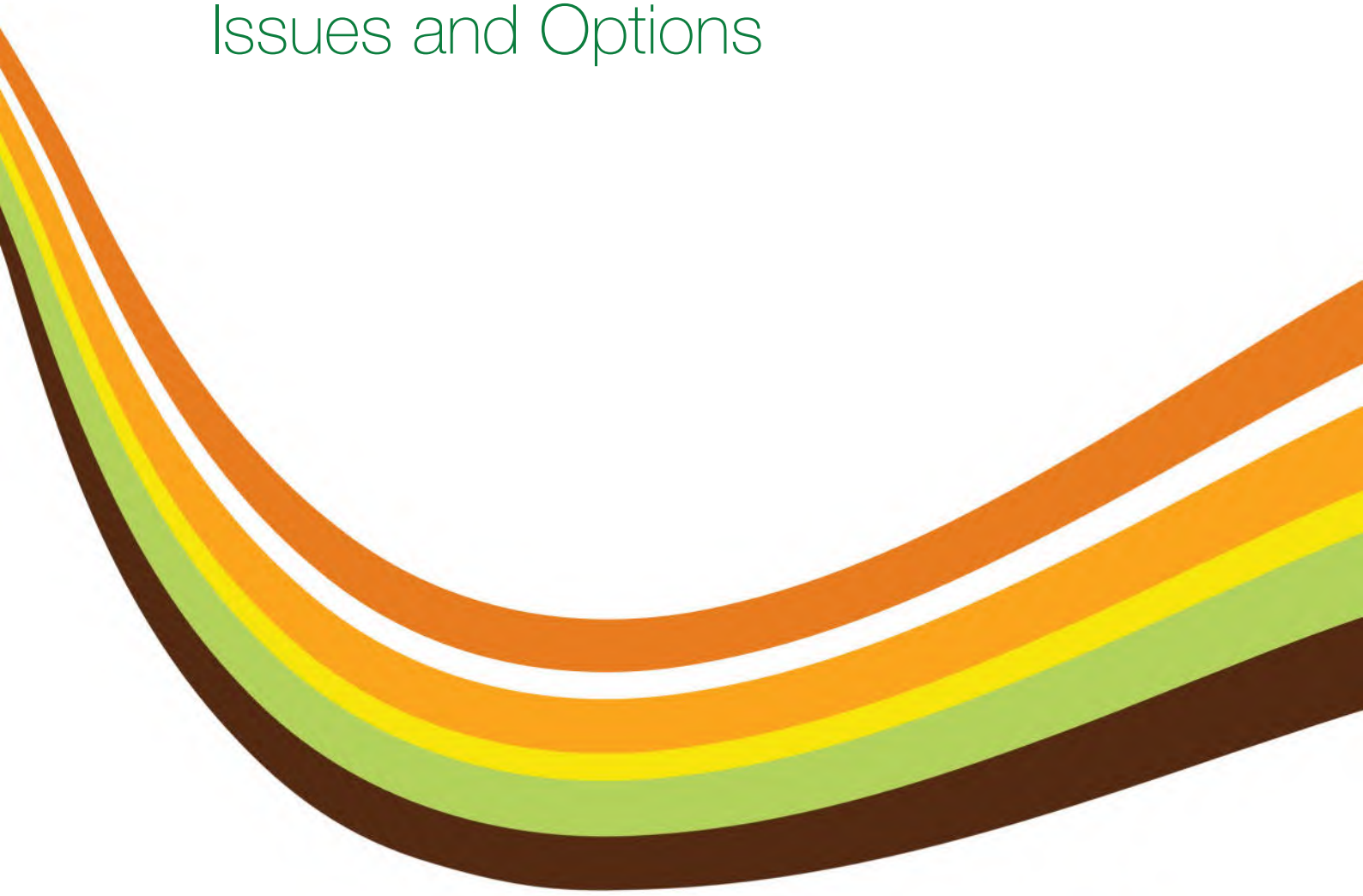
Building a better Bromsgrove

Bromsgrove Area Action Plan

Issues and Options



Bromsgrove District Council
www.bromsgrove.gov.uk

BUILDING PRIDE

What is the Bromsgrove Area Action Plan for?

The Government has introduced changes to the planning system. As a result the Council is preparing a new suite of planning policy documents to help plan for and control future change in the District. The Bromsgrove Area Action Plan (AAP) will form part of this new suite. It will be focussed purely on Bromsgrove town centre and will set out a new vision for this important shopping and service centre. We want you to get involved in the preparation of the AAP.

In setting out our objectives for key town centre issues, such as transport, open spaces, retailing, public services and facilities, employment provision and housing, the plan will ask questions about the future direction of the town. Ultimately, the AAP will provide a set of principles and guidelines which all new developments within the town centre will have to follow over the next 15-20 years.

What is an Issues and Options Report?

There are several stages involved in producing an AAP. The current Issues and Options stage is an early and informal stage in the preparation of the AAP, but it is important as it helps to ensure that all of the relevant issues facing the future of the town centre are identified.

The Issues and Options report summarises the key issues for the town centre and identifies a range of different options for each. These issues and options have been identified by speaking to members of the local community, including residents, businesses and Council officers. However, the list is not exhaustive, so please provide comments if you feel that anything has been overlooked.

Our Vision

"A thriving Market Town that will attract people for the shopping experience, street markets and other regular events and activities."

The Big Question...

How should this be achieved?

What are the key issues and options for Bromsgrove town centre?

Choosing the future direction and identity of the town will be important in developing appropriate strategies which help us to achieve our vision and objectives.

The following list provides an overview of the issues and options for Bromsgrove town centre identified to date. Please let us have your views on them and let us know if you think others need to be identified.

Key town centre issues:

Transport, movement and accessibility

- Mobility and access
- Links between Bromsgrove Station and the town centre
- Town centre congestion and problem junctions

Retailing

- The range and quality of shops
- Bars, cafés, and restaurants
- The covered market

Living and working in Bromsgrove

- Scope for new housing in the town centre
- Employment and jobs in the town centre
- Public services and how they can be reviewed and improved
- Crime and the fear of crime

Environment and open spaces

- The environmental quality of the High Street
- Links to open spaces
- Quality of open spaces
- Character of the conservation areas

How can I give my comments?

We would like to hear what you feel the priorities are for the town and get your views on the various issues and options we have identified. Equally, please let us know if you think that we've missed out something important.

The easiest way for you to comment is to complete a questionnaire. Copies of the full Issues and Options Report are available from **Bromsgrove District Customer Service Centre, School Drive, Bromsgrove. Telephone Number 01527 881288**. You can complete the questionnaire at **www.bromsgrove.gov.uk**. Alternatively copies of the questionnaire are available at public libraries and other public service facilities.

Alternatively you can send your written comments to:

Mike Dunphy
Strategic Planning Manager
Bromsgrove District Council
The Council House
Burcot Lane
Bromsgrove
B60 1AA

Richard Savory
Senior Projects Manager
Strategic Projects
Worcestershire County Council
County Hall
Spetchley Road
Worcester WR5 2NP

All completed questionnaires or comments must be received by 5pm on the 19th September 2008.

When will something actually happen to improve the town centre?

The preparation of the AAP will set out a framework for the regeneration of Bromsgrove town centre and as such is an essential ingredient in ensuring it has a successful future. However the process and procedures involved in producing an AAP mean it can take some time, as we have to ensure that as many people as possible are included in its development. The Plan is then submitted to central Government. Once approved by them it enables us to maximise the opportunities presented by the new planning system to help revitalise the Town Centre.

In the meantime improvements to the Town Centre can and will still take place. The Council continues to work alongside its partners to do this. Together we are committed to improving the environment in the town centre, upgrading key parts of the transport infrastructure and developing new public service facilities. These works start this winter with refurbishment of the public toilets. A decision has also been taken recently by the Council, which opens up the possibility of relocating the covered market, currently located in the Market Hall, on to the High Street.

What happens next?

Once we receive your views on the issues and options for the town centre, we will produce a 'preferred options' report, detailing the approach that the Council wants to follow for the town centre. Once this has been produced, you will have another opportunity to tell us what you think of our vision. This is likely to be towards the end of 2008.

This is your chance to shape the future of Bromsgrove town centre. Please take the time to fill in a questionnaire or alternatively write to us with your comments.

Bromsgrove Town Centre Regeneration Area

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