

# ReWyre Re-Connected

Celebrating 10 Years and Looking Forward

In September 2019, local business leaders joined the ReWyre Board with Wyre Forest District Council and key partners to mark 10 years of the ReWyre project and to hear about regeneration plans for the Wyre Forest area and in particular Kidderminster town centre.

Neil Morris, Director of OGL Computer and Chairman of the ReWyre Board said

“Our focus remains on regeneration and improvement, underpinned by a strong business economy, thus ensuring that Wyre Forest is an attractive place to live and work”.



Above: Artists impression of the new cinema complex on the site of the former Glades Leisure Centre

Right: Artists impression of proposed regeneration at Lion Fields, Bromsgrove Street, Kidderminster

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## Celebrating 10 Years and Looking Forward

The North Worcestershire Economic Growth strategy is based on Places, Businesses and People. There are four defined pillars of growth - **Infrastructure, Talent, Technology and Creativity**. Here's a summary of the key discussion points.



### Infrastructure

Delivery of the Future High Street Fund project in Kidderminster town centre with its focus on regeneration of the Lion Fields site, former Magistrates' Court and indoor market building and Crown House – Reconnecting the town

Tackling the ringroad to re-connect communities with the town centre by creating safe and attractive at grade crossings at key locations.

Building on the presence of the new Railway Station improvements, to lobby for and promote improved services between Kidderminster, Worcester and the south west and on to London; and Kidderminster and Birmingham to benefit from the HS2 impact and to support journeys to London via Snow Hill. To promote improved parking and accessibility at the station.

Improving highway accessibility within and through the district to ensure that businesses have full access to customers, services and labour to both the conurbation to the north and to Worcester, the M5 and south.

To deliver the new Churchfields urban village

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## Talent

Promoting the Rewyre Apprenticeship pledge launched in 2019 encouraging businesses to have at least 2.5% of their workforce as apprentices

Continuing the award winning Opening Doors to Business programme, facilitating the re-connection between schools and employers.

Development of a centre for entrepreneurship and innovation with a focus on creative and advanced manufacturing growth acceleration



## Technology

Maximising the opportunities for businesses and residents to connect to improving internet technology, including 5G

Supporting businesses to create the workplaces of the future



## Creativity

Creating an iconic creative hub and innovation centre in the former Magistrates' Court

*'Employ an apprentice and Grow your own Talent'*  
Neil Morris

*'Be agile, what got us here today won't get us where we need to be tomorrow'*  
Simon Marks

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Join the **#ReWyreReConnected** conversation on Twitter and follow us **@WyreForestDC** and **@NorthWorcsEDR**.

To connect with the **Chairman of ReWyre** email: [communications@nwedr.org.uk](mailto:communications@nwedr.org.uk)

To speak with a member of the **NWedR team** who are delivering ReWyre on behalf of Wyre Forest District Council, contact 0845 6015953 or visit [www.nwedr.org.uk](http://www.nwedr.org.uk)

