



Team:-



AR Urbanism are a specialist masterplanning and urban design consultancy specialising in high quality place-making. ARU work with both public and private sector clients in the development, property and environment industries, enabling the planning process through sound urban design expertise. ARU undertook a townscape analysis for each site and incorporated the expertise of other consultants to make optional development proposals for the future development of each of Market Hall and Dolphin Centre sites. ARU are responsible for project management and coordinating the production of this report.



Steer are a leading technical and transport consultancy with particular specialism around movement, way-finding and public realm, including issues around highways and parking. Steer advised on the rationalisation and potential relocation of public parking in Bromsgrove.



Waterman Group is a multidisciplinary engineering consultancy. The firm has extensive experience, with award winning teams providing professional engineering services for a range of complex projects in sensitive settings. Waterman provided feasibility and constraint analysis of ground conditions, archaeology, arboriculture, ecology and flood risk for each of the development sites.



PRD provides specialist expertise on delivery, market analysis and viability. PRD established an in-depth contextual market baseline of local and regional property market economics developed through analysis of comparable and transactional data as well as consultations with agents, and stakeholders. PRD provided viability appraisal of the proposed development options, including consideration of how the Council can use its assets to deliver the proposals and stimulate wider investment in the area.



REDSHELL
CONSULTING

Redshell Consulting provides high-level, strategic cost, procurement and project management services. Redshell prepared feasibility cost estimates and cost plans for each of the proposed development options.

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1 Introduction

1.1 Project Background

1.1.1 The vision for the future of Bromsgrove District, expressed in the Bromsgrove District Plan seeks **to strengthen vitality, vibrancy, attractiveness, and competitiveness of Bromsgrove Town Centre** and the wider area.

1.1.2 Twelve regeneration opportunity sites were identified that provide a real opportunity to stimulate development and growth of the Town Centre and help secure a long term future for the town.

1.1.3 Bromsgrove District Council (BDC) **has selected two of the twelve regeneration sites** that present a significant development potential and an opportunity to commence a series of positive changes, influencing the future of the area.

1.1.4 BDC wishes to redevelop **the Market Hall and the Dolphin Centre sites**, with an aim to deliver commercially viable options that meet market demand and the Council's criteria on capital investments, while fulfilling a place-making ambition for a vibrant, viable and attractive town centre and a thriving hub of the District.

1.1.5 A design team led by **AR Urbanism and including Steer, PRD, Waterman and Redshell** has been appointed to develop proposals for the sites.

1.1.6 The Council's objective is to encourage positive and relevant development and shape a strategic approach for the future, **to ensure that Bromsgrove grows as a healthy, safe, sustainable, vibrant and people-oriented place, that suffice the needs of its community.** It seeks to diversify and strengthen the offer to meet changing customer requirements.

1.1.7 The proposals have the opportunity to address the challenges posed by wider socio-economic changes facing many other communities like Bromsgrove across the country and fulfil their potential to make a fundamental contribution to the future-proofing of the town.

1.1.8 The key aims of the Bromsgrove District Plan's strategy are; 'promotion of economic and job growth, provision for new housing to meet the District's needs, as well as for other activities including retail, sport and leisure. **The strategy aims to conserve and improve the character and quality of the environment, which is an important component of the District's attractiveness** for investment and future success.'

1.2 This Report

1.2.1 This document comprises;

- **a wide-ranging baseline analysis** covering policy, history & heritage, townscape, transport, ecology, flooding risk and other contextual studies of Bromsgrove Town Centre and the Study Sites,
- **a summary of consultation feedback** - comments received as an outcome of interviews with local stakeholders,
- **market studies** of Bromsgrove Town Centre area, and the District,
- recommendations for future-proofing Bromsgrove Town Centre,

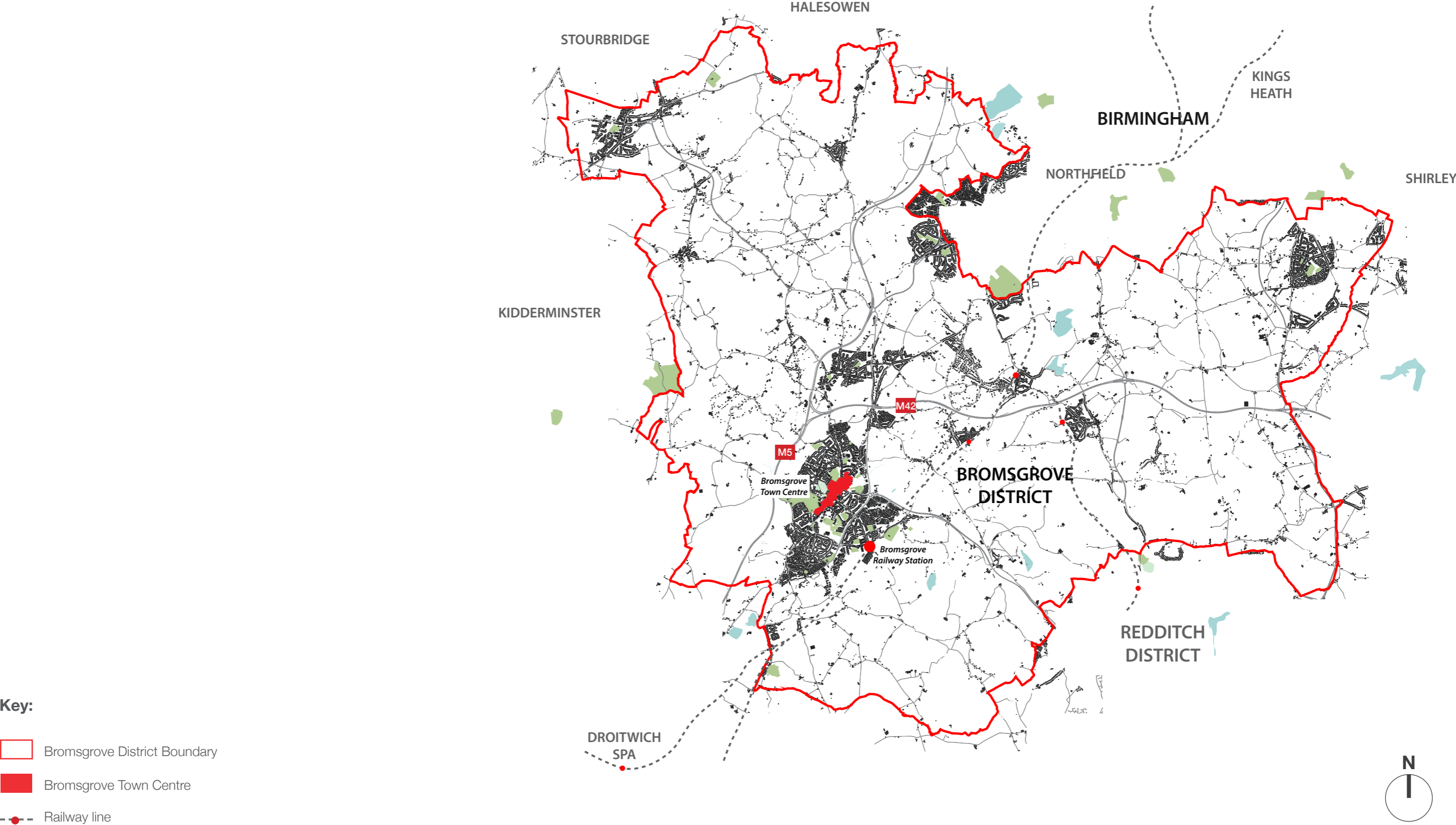
1.2.2 The **PART A - Analysis Report** sets out the design team's understanding of the town as a place and its socio-economic context. It assesses development potential, and analysis opportunities, constraints and significance of the study sites for the town centre and the broader context.

1.2.3 The Analysis Report is to be read in conjunction with **PART B - Options Report** comprising of development options for Market Hall and Dolphin Centre development sites.

1.2.4 The Reports - PART A & B are to be considered in conjunction with the **Appendixes** comprising of detail analysis as follows:

- A.** Environmental Assessment & A1.Background Analysis - Waterman,
- B.** Movement and Transport Analysis - Steer,
- C.** Feasibility Elemental Cost Estimate - Redshell,
- D.** Market Baseline Analysis - PRD,
- E.** Viability Assessment of development options - PRD,

Bromsgrove Town Centre in Context
(Scale: 1:300,000)



2 Development Context

2.1 Project Background

2.1.1 This document provides context analysis of Bromsgrove Town Centre and the study sites: nearly **0.20 hectare historic Market Hall site and approx. 0.74 hectare former Dolphin Centre site**, both located within the defined Town Centre boundary of Bromsgrove, Worcestershire.

2.1.2 The opportunity sites are both owned by Bromsgrove District Council who wishes to explore bold opportunities to unlock, enable and guide developments of both sites. The new, exemplary schemes are to support the future vision for the town and help *‘make Bromsgrove District a great place to live, do business and to visit’* as described in the Bromsgrove District Plan.

2.1.3 Market baseline analysis of Bromsgrove and the wider context are included in Section 6 of this Report.

2.2 Overview of Bromsgrove & the Wider Context

2.2.1 Bromsgrove is the main town in **Bromsgrove District in Worcestershire** and it plays an important role for a number of smaller settlements in its hinterland. It is located approximately 13 miles south-west of Birmingham city centre, and about 16 miles north-east of Worcester.

2.2.2 The town owes its position and historical prominence to the former Roman road from Droitwich (Salinae) to Wall (Letocetum) that Bromsgrove is centred on. Today the historic road approaches the town from the south-west as the A38. The route continues as Worcester Road into the centre, where it follows the High Street and the Strand to leave as the Birmingham Road to the north-east. In the Middle Ages Bromsgrove was one of many small market towns in Worcestershire, where the main trades were cloth-making, tanning and leatherworking. It became a hub for woollen trade through the early modern period and a centre of nailmaking in the 19th century.

2.2.3 Bromsgrove School is one of the oldest public schools in Britain founded in 1553. Its main campus is located south of the Town Centre on Worcester Road.

2.2.4 There are over 467 Listed Buildings and 839 known Sites of Archaeology Interest in Bromsgrove District. Twelve Conservation Areas are designated as being of special architectural or historic interest, and there are two Registered Historic Parks and Gardens.

2.2.5 Bromsgrove lies at the height of between 95m and 80m OD in **the valley of the Spadesbourne Brook** that joins the Battlefield Brook in Sanders Park at the western end of the centre to form the River Salwarpe. Spadesbourne Brook is a natural asset, and it runs across the Market Hall study site as an enclosed culvert.

2.2.6 Bromsgrove District covers approximately 21,714 hectares and is predominately rural with approximately 90% of the land designated as Green Belt. The District is well connected and well served by motorways, with the M5 running north-south and the M42 east-west. A38 eastern bypass in the town gives direct access to Junction 1 of the M42 and Junctions 4 and 5 of the M5, with the motorway network also connecting to the M40 and M6 within a short distance.

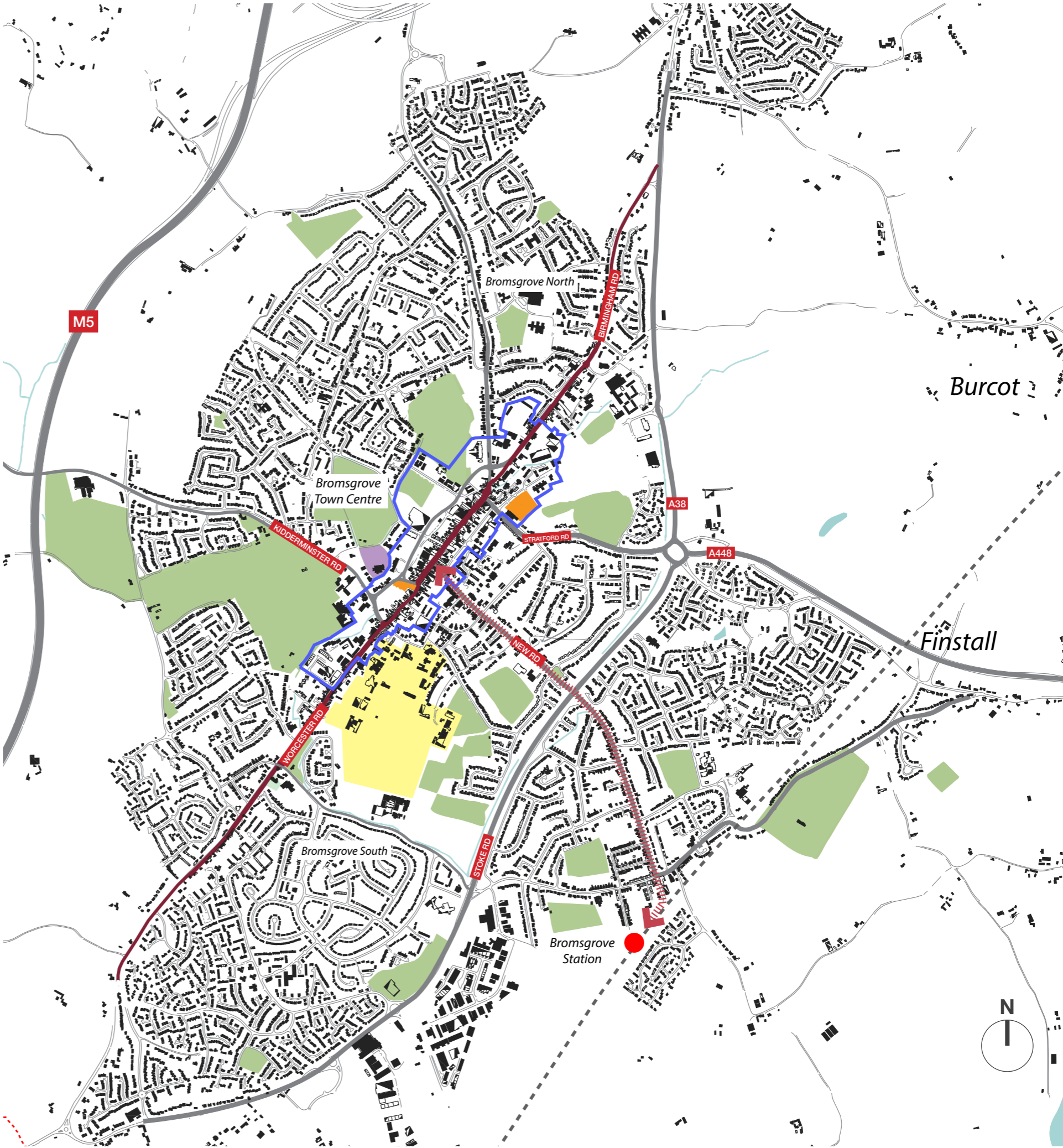
2.2.7 The closest major towns include Kidderminster (approx. 20mins by car) Worcester (approx. 25mins by car) and Birmingham Centre (approx. 35mins by car to the centre) Bristol is just over 1 hour's drive, a trip to Manchester takes about 1 hour 20 minutes, and London can be reached in 1 hour 40 minutes. **Birmingham Airport is about 30 minutes away by car.**

Bromsgrove Town Centre

(Scale: 1:50,000)

Key:

- Bromsgrove Town Centre Boundary
- St John's Church and churchyard
- Bromsgrove School
- Sites for development
- Railway line
- Town Centre - Railway Station connection





St John's Church as seen from current Waitrose car park.
Image source: British Listed Buildings.



The High Street; view looking south from junction with The Strand.



The High Street, view looking north from junction with New Road.

2.2.8 Bromsgrove has a good train and bus connections into Birmingham City Centre, Worcester and the wider region with The Birmingham Cross City Railway providing regular services.

The train Station lies about 1.3 miles to the southeast of the Town Centre. Within the last years, the number of people who use Bromsgrove station has increased. Despite this increased usage, accessibility to the Town Centre is poor.

2.2.9 There are frequent local transport services in and around the town linking Bromsgrove with neighbouring towns and villages.

2.2.10 A total of c.30,000 and 99,000 people live in Bromsgrove town and district, respectively. Population growth in the town has been close to the national average in recent years, but has lagged behind the district which has grown by 5.5% since 2011.

2.2.11 Both the town and district are characterised by relatively small populations in the 20-40 age group. The town has a particularly large 10-20 aged population (reflecting the presence of Bromsgrove School), as well as a comparatively large older population.

2.2.12 According to the 2011 Census in Bromsgrove, 71.8% of people aged 16-74 were economically active, compared with 71.3% in Worcestershire and the average across England of 69.9%.

2.2.13 The number of people travelling to work by car (49.9%) is higher than the national average (36.9%).

2.2.14 Bromsgrove District is considered to be a safe place to live, with levels of crime being lower than the regional and national figures. It has the lowest instances of deprivation and ranks in the bottom quarter of most deprived local authorities across England.









2.2.15 Located on the **West Midlands Central Technology Belt** corridor, the town supplies components to the automotive industry. 14.5% employees work in the wholesale and retail trade, repair vehicles and motor cycles sector; 14.1% in human health and social work activities; and 11.7% in education.

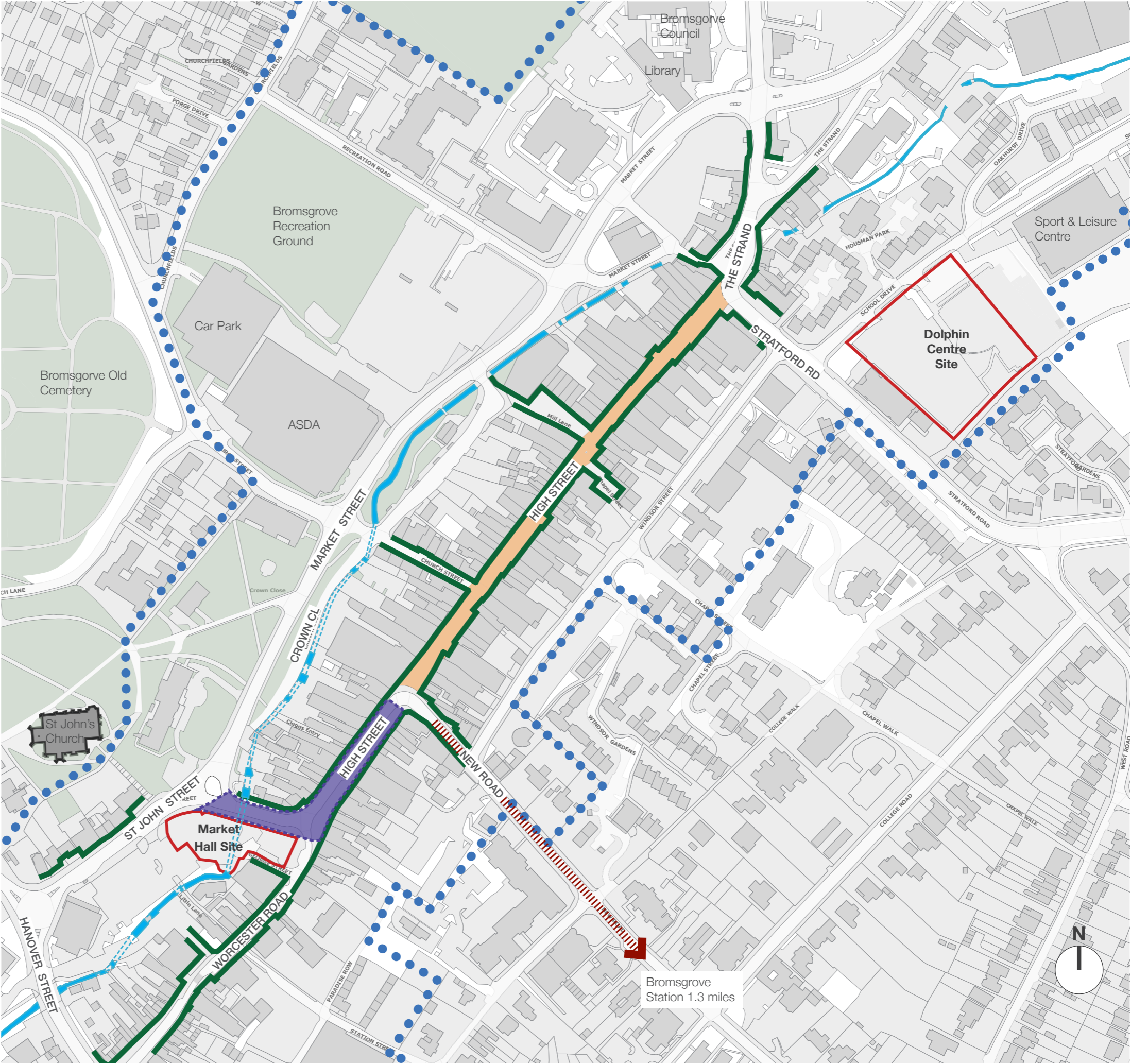
2.2.16 The Bromsgrove District Plan highlights the '**importance of encouragement of industries with higher paid jobs to stay or locate in the area to reduce the daily flow of the population to other employment centres**'. Similarly, an incentive for the younger generation of residents to move to the centre is vital for its future. The Plan sets out an ambition to provide for 7000 new homes until 2030. There are noticeable higher levels of home ownership in the area and the proportion of private rented accommodation is low.

2.2.17 The proximity of Birmingham University (one-stop on the Birmingham express train), the Queen Elizabeth Hospital and the Royal Orthopaedic Hospital create an opportunity to encourage key worker housing.

Townscape Analysis -
Existing Conditions
(Scale: 1:2500)

Key:

-  Bromsgrove Town Centre Boundary
-  Site Boundary: Market Hall & Dolphin Centre
-  Spadesbourne Brook
-  Pedestrianised High Street (approx. 320 m)
-  Active Frontage (approx. 700 m)
-  Historic Market Place
-  St John's Church
-  Route to Bromsgrove Station



3 Town Centre Analysis

3.1 Town Centre and the Sites

3.1.1 The area of this study comprises of Bromsgrove Town Centre Zone, as indicated in Bromsgrove District Plan 2017 and concentrates on its core and the immediate context of the development sites.

3.1.2 The Market Hall and the Dolphin Centre sites are located within the Town Centre, in close proximity to High Street, and they are surrounded by well established commercial, leisure, employment and residential uses.

3.1.3 The pedestrianised section (approx. 320 meters.) of the High Street, stretching from Stratford Road to New Road, **forms the commercial core and it offers a good mix of national retailers and local independent shops**. Active commercial frontage, however, stretches much further (approx. 700 meters) from the Strand through the High Street and Worcester Road to the junction with Hanover Street.

3.1.4 The Market Hall site comprises a 0.26ha area that is strategically located to the south of the Town Centre at the junction of High Street, St John Street and Worcester Road. This junction referred to as **the Market Place, formed the core of the medieval town**. The historic significance and strategic location of the Site, give an opportunity to create a high-quality development at the culmination of the High Street and a focal point for commercial and social activity for the town.

3.1.5 The former Dolphin Centre site of approx 0.66ha is located on School Drive, and approximately 3mins walk away from the northern end of High Street, north of Stratford Road. The Site overlooks residential developments (a care home) on School Drive. There is a new leisure centre to the northeast of the Site and a Methodist Church to the south-west. The Site creates an opportunity for larger-scale development in the Town Centre.

3.2 Historic Development

3.2.1 The main axis of Bromsgrove Town Centre is the south-west – north-east orientated **Roman road** from Droitwich (Salinae) to Wall (Letocetum). Bromsgrove was most likely the site of an Anglo-Saxon minster and possibly an Anglo-Saxon burh. The earliest part of the settlement of the town is most likely the **Grade I listed St John's Church** standing at a prominent point in the local landscape on a small hill overlooking the Roman road, and the valley of the Spadesbourne Brook. The church is slightly detached from the historic settlement core along the Roman road.

3.2.2 The church and the graveyard with open space to the north-east is assumed to have been the most likely site of the minster before the Norman Conquest.

3.2.3 Bromsgrove developed in the second half of the 12th century. **A market day was first granted in 1200; however, there is little record of an urban settlement from that time**. The period 1250-1275 saw the settlement develop as a small urban community of **traders and craftsmen**. Houses were built on both sides of the main road (the Roman Road) in 1281, and it has been suggested that two new streets; St John's Street and Stratford Road, were laid out to direct east-west though traffic to the High Street and the newly-created Market Place. There was a crossing on St John Street of the Spadesbourne Brook likely to have originated as a ford but later replaced with a stone bridge.

3.2.4 It is evidenced that in the medieval Bromsgrove there was a number of craftsmen involved in **cloth-making, tanning and leather-working** and the products were traded outside the local area. An important aspect of the economy at the time was the sale of food and drinks to travellers passing through the town on the Roman route, together with the provision of the overnight accommodation.

3.2.5 In 1533 Bromsgrove was one of five Worcestershire towns allowed to weave woollen broadcloth and the production continued to be an important industry into the 18th century. From the 17th century, the manufacture of nails became increasingly significant and continued until the end of the 19th century.

3.2.6 Bromsgrove flourished and expanded in the 19th century partially in response to the completion of the **Lickey Incline** and the opening of the Birmingham and **Gloucester Railway** line from Cheltenham to Gloucester.











Roman route - Bromsgrove High Street



Historic Market Place - view looking south towards the Market Hall Site.

Key:

-  Bromsgrove Town Centre Boundary
-  Site Boundary: Market Hall & Dolphin Centre
-  Spadesbourne Brook
-  Roman Route
-  Medieval Roads
-  Historic Market Place
-  St John's Church
-  Medieval Core

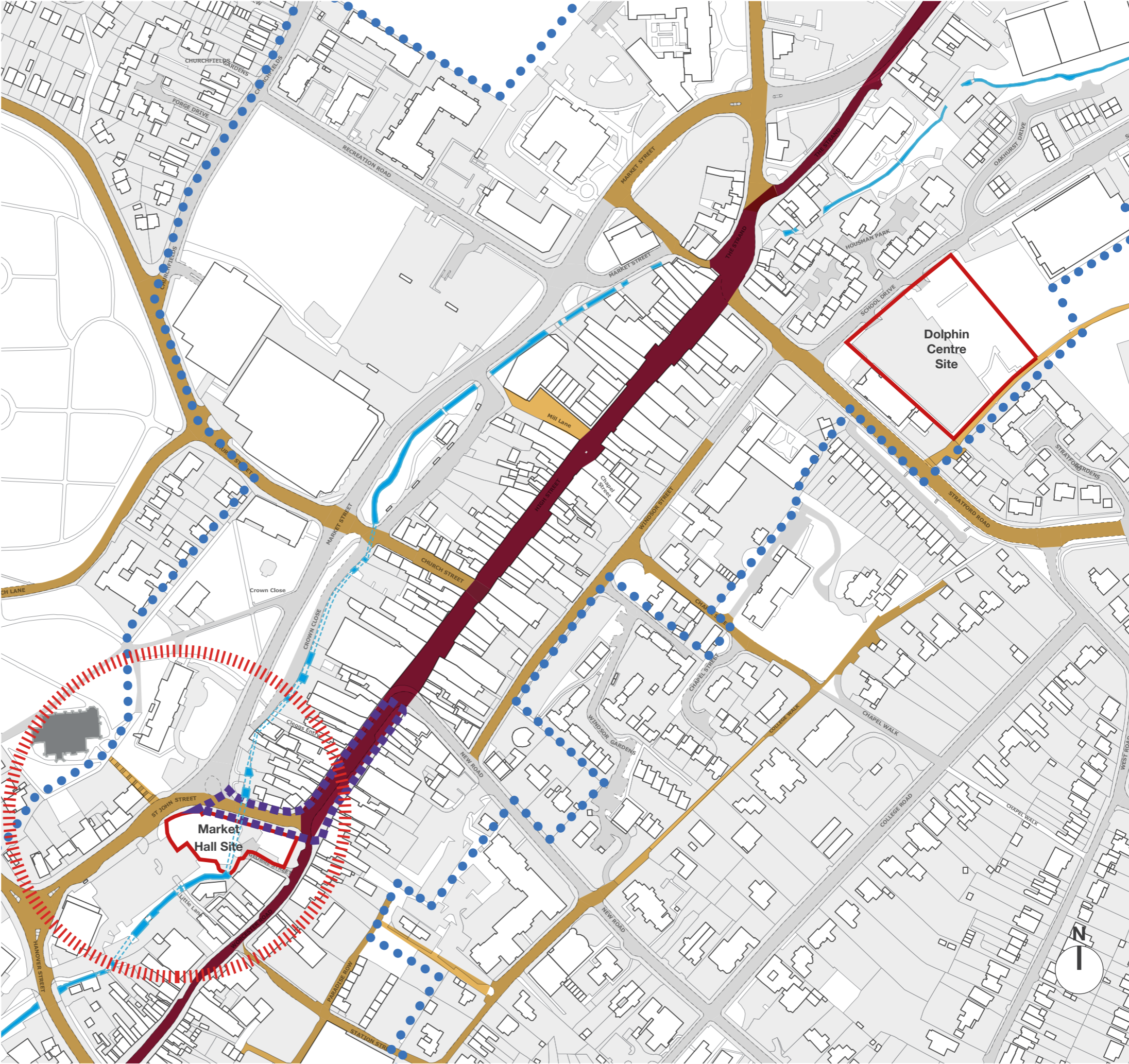




Illustration of Bromsgrove Town Centre in the 1850's. Approximate area of the Market Hall site shaded in red.

3.3 Urban Morphology

3.3.1 Bromsgrove shows clear **signs of medieval urban characteristics**, where the street market (the Market Place - current junction of High Street and St John's Street) formed the core of the town.

3.3.2 **The medieval street pattern, including burgage plots and the Market Place, are still visible** and defined the later phases of expansion in the town centre. The street system was based on the line of the Roman Road; the town's main thoroughfare until the 20th century. Hanover Street, St John's Street and Worcester Road were enclosing the historic core. The roads to Kidderminster and Stourbridge to the west and the Stratford/Alcester and Old Station Roads to the east are probably also of medieval date, as are various smaller back lanes, including Windsor Street, parallel to the High Street. Narrow medieval 'burgage' plots in the town centre along Worcester Road and High Street are still evident.

3.3.3 **The earliest built-up area of the town is likely to have been between the church and the High Street.** Long and narrow plots enclosed by Hanover Street, St John's Street and Worcester Road would have backed onto the Spadesbourne Brook that possibly operated as the water supply to industries as well as a sewer.

3.3.4 **The medieval market** was held in the above mentioned Market Place, in the wider part of the High Street possibly between Church Street and Worcester Road, and the open area of St John's Street leading to the church and crossed by the Spadesbourne Brook.

3.3.5 **The Market Hall site** is where a market house, probably of medieval origin, is shown on the 1839 map together with the **'great cross'** standing before it. It appears that the market building was later replaced with a Town Hall featured on a number of photographs and drawings.

3.3.6 The town hasn't changed much in the post-medieval period, although it expanded along its length. The area of the town known as **The Strand** to the north of the High Street, was established. To the south of the High Street, the narrow plots continued to a very disjointed back lane, roughly on the line of the modern Windsor Street.

3.3.7 The medieval Town Mill on Mill Lane as well as The Market Place continued in use throughout the period 1500-1800. A **Tuesday fair** was established in 1792 and the market building shown on the 1st edition Ordnance Survey map in the Market Place may have been constructed in this period.

3.3.8 The original **medieval burgage plots** resulted in a number of narrow units. There was ancillary accommodation to the rear, perhaps used as workshops for the nailmaking industry in Bromsgrove in the 17th to 19th century. 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.

Town Centre - Urban Morphology

(Scale: 1:2500)

- Key:
- Bromsgrove Town Centre Boundary
 - Site Boundary: Market Hall & Dolphin Centre
 - Spadesbourne Brook
 - Grade I listed St John church
 - Listed buildings
 - Historic Market Place
 - Conservation Areas
 - Important Views
 - Medieval Core





High Street looking south towards Town Hall



Bromsgrove High Street

3.4 Heritage & Conservation Areas

There are **two conservation areas** within the Town Centre; the **Bromsgrove Town Conservation Area** and the **St John's Conservation Area** designated in 2011.

3.4.1 There have been three main character areas identified within the Town Centre Conservation Area. **Zone 1 is centred on The Strand** a continuation of the High Street, **zone 2** contains the primary shopping area along the High Street and **zone 3** stretches along Worcester Road from the junction with historic Market Place. Zone 3 on Worcester Road is immediately adjacent to Market Hall site. It has a tighter building line with narrower building plots than in the rest of the Town Centre.

3.4.2 The Bromsgrove Town Conservation Area contains an assortment of notable historic buildings. **There are 60 listed buildings in Bromsgrove Town Centre** and key views can be identified within each character zone.

3.4.3 Listed buildings range from the 12th century St John's Church to the Bromsgrove School Memorial Chapel built in 1931. Majority of the listed buildings are from 18th and 19th centuries with a few earlier surviving timber-framed buildings. A range of architectural styles is represented from English vernacular to Georgian and more elaborate Victorian Gothic buildings.

Some of the notable listed buildings are:

- The **Grade I listed Church of St John the Baptist** at the heart of the St. John's Conservation Area. It incorporates an earlier 12th century Church with later development phases from the 15th to 19th centuries. The building was extensively restored by Sir George Gilbert Scott in 1858 and is now in Perpendicular Gothic style with a battlemented parapet and crocketed pinnacles. The existing Church has a commanding position overlooking the town. It features strongly in views from the nearby High Street and St John's Street and from the cemetery because of its elevated location. The Church steps leading down to St. John Street are medieval and are of great importance to the setting of the Church.
- The **Grade II listed no. 10 St John Street** dates from the 18th century. It is a well proportioned Georgian house that retained typical detailing of the period with a symmetrical form, central door piece and timber sliding sash windows. This building forms a historic foreground to the Church on the hill above. It also features strongly in views of the Conservation Area from Market Place.
- A group of buildings including **No's 104-112 High Street**. The timber-framed 16th century building at No's 108-110 High Street

constructed in 1533 and The Lloyds TSB Bank at 112 High Street (Grade II listed) dated from the early 19th century and is in a Regency style with classical stone portico, and Doric columns form an important cluster of listed assets on High Street.

- The timber-framed former Hop Pole Inn on New Road (Grade II listed) now known as **Tudor House**. This house was initially built in High Street in 1572 but was later relocated to this current site in 1865.
- **Grade II listed 1 High Street**, facing Market Hall dates from the early 17th century. It's characterised by its fine timber framing with fleur-de-lis motifs. It had been altered throughout the 19th and 20th centuries. The building's current position adjacent to a major road junction has severely compromised its setting.
- **No.7 Worcester Road is Grade II* listed** and forms a notable group with 3 and 5 Worcester Road, which are Grade II listed. The building dates from the late 18th century and has interesting curved window heads with fluted keystones and a doorpiece with Doric columns to the ground floor.

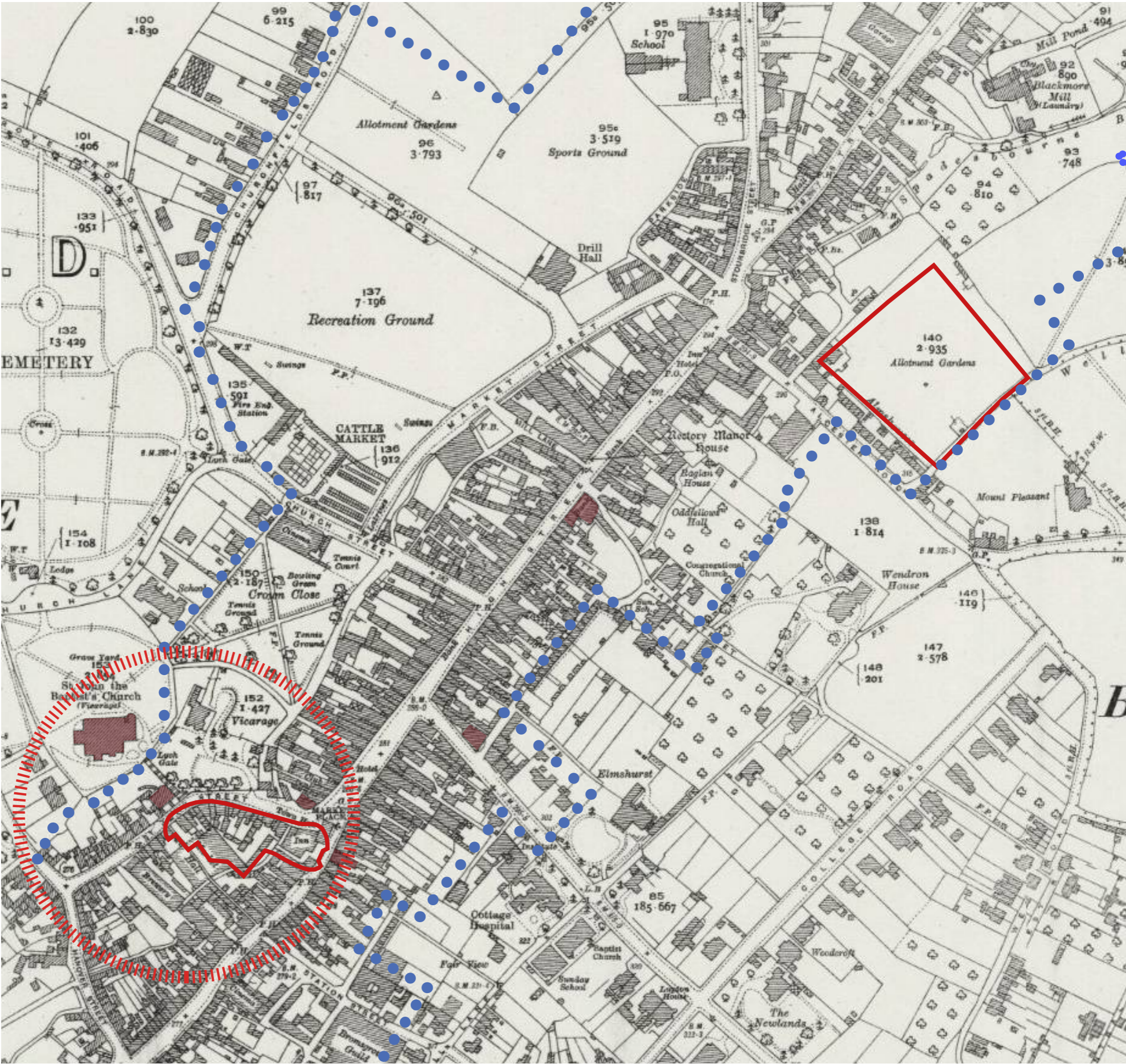
3.4.4 The predominant building materials within the Conservation Area are **red brick and clay tiles**. There is a number of notable timber-framed buildings as mentioned before, some with wattle and daub, some with brick infill panels. Some buildings to the rear of the High Street were constructed in sandstone.

3.4.5 A large number of buildings have **decorative detailing in stone; keystones, quoins and window detailing**, notably on the high-status premises at the Market Place end of the High Street. There are also examples of vernacular buildings with dormer windows in the attic space, as at 89 to 93 High Street.

3.4.6 Roofs are mostly covered in clay tiles and are steeply pitched; some of the Georgian buildings have parapets, whilst the more modern buildings are flat-roofed.

3.4.7 The Town Centre Conservation Area has **only one significant green space** around the Bus Station area and the adjacent section running along Crown Close and Market Street to the Market Place junction. The main asset of this green space is the Spadesbourne Brook that runs along the whole length of the Conservation Area, across Market Place and Market Hall site.

3.4.8 St John Conservation Area has a leafy green setting with the churchyard, the Old Bromsgrove Cemetery and green area around the old vicarage on Market Street.



- Key:
- Bromsgrove Town Centre Boundary
 - Site Boundary: Market Hall & Dolphin Centre
 - Medieval Core
 - Notable listed buildings



Grade I Listed St John Church



No. 10 St John Street adjacent to church steps.



No's 104-112 High Street



Tudor House



Grade II listed 1 High Street



Grade II* Listed No. 7 Worcester Road

Relevance to the Study:

- Market Hall site lies between the Bromsgrove Town and St John's Conservation Areas, with the most north-east corner of the site located within the Bromsgrove Town Conservation Area.
- The main challenge facing the Conservation Areas as identified in 'The St. John's Conservation Area Character Appraisal' is the **redesign of the Market Hall site**.
- Any new development on this site therefore has the potential to have **an impact on both conservation areas**.
- New development if not sited and designed appropriately, could have an adverse impact on the setting of the listed buildings on St. John Street and **views of the Church**. This, equally gives an opportunity to lessen the dominance of the highway and reinstate and activate frontage along St. John Street, creating a positive end to the High Street and improve important views along its length.
- Proposals will have to be carefully considered the **overall massing, look, and facade treatment**. The height of development will impact the views of the church and listed buildings on St John Street.
- Close proximity of several **listed buildings** to the Market Hall site is to be considered. Any new development on the site can have a detrimental impact on the following listed buildings: St John's House 22 St John Street GII, St John's Court, St John Street GII, Steps House, 10 St John Street GII, 5 & 7 Worcester Road GII & GII*, 3 Worcester Road GII.
- There is an opportunity to **create a positive end to the High Street** and improve important views along its length focusing on the historic Market Place at the junction of Worcester Rd and the High Street.
- Treatment of the site boundaries and public realm within the conservation areas need to be carefully considered.
- **Spadesbourne Brook - a culverted natural asset**, runs across the Market Hall. An impact on development opportunities this creates should be considered.
- Any development on the site will most likely **obstruct the protected view** of the Church, from George Street.



Market Place and The Town Hall



1840 drawing of the market place. The old Town Hall on the left and Roundabout House in the centre.



Existing view of the church from the historic Market Place

3.5 Planning Context

National Planning Policy

3.5.1 The National Planning Policy Framework (NPPF) (2019) sets out the governments planning policies for England and how they are expected to be applied.

3.5.2 It champions sustainable development through detailed guidelines under thirteen subheadings including:

- Building a strong, competitive economy.
- Ensuring the vitality of town centres.
- Supporting a prosperous rural economy.
- Promoting sustainable transport.
- Supporting high quality communications infrastructure.
- Delivering a wide choice of high quality homes.
- Requiring good design.
- Promoting healthy communities.
- Protecting Green Belt land.
- Meeting the challenge of climate change, flooding and coastal change.
- Conserving and enhancing the natural environment.
- Conserving and enhancing the historic environment.
- Facilitating the sustainable use of minerals.

3.5.3 The NPPF encourages effective land use and promotion of mixed use developments to encourage multiple benefits from the use of land in urban areas.

Regional Planning Policy

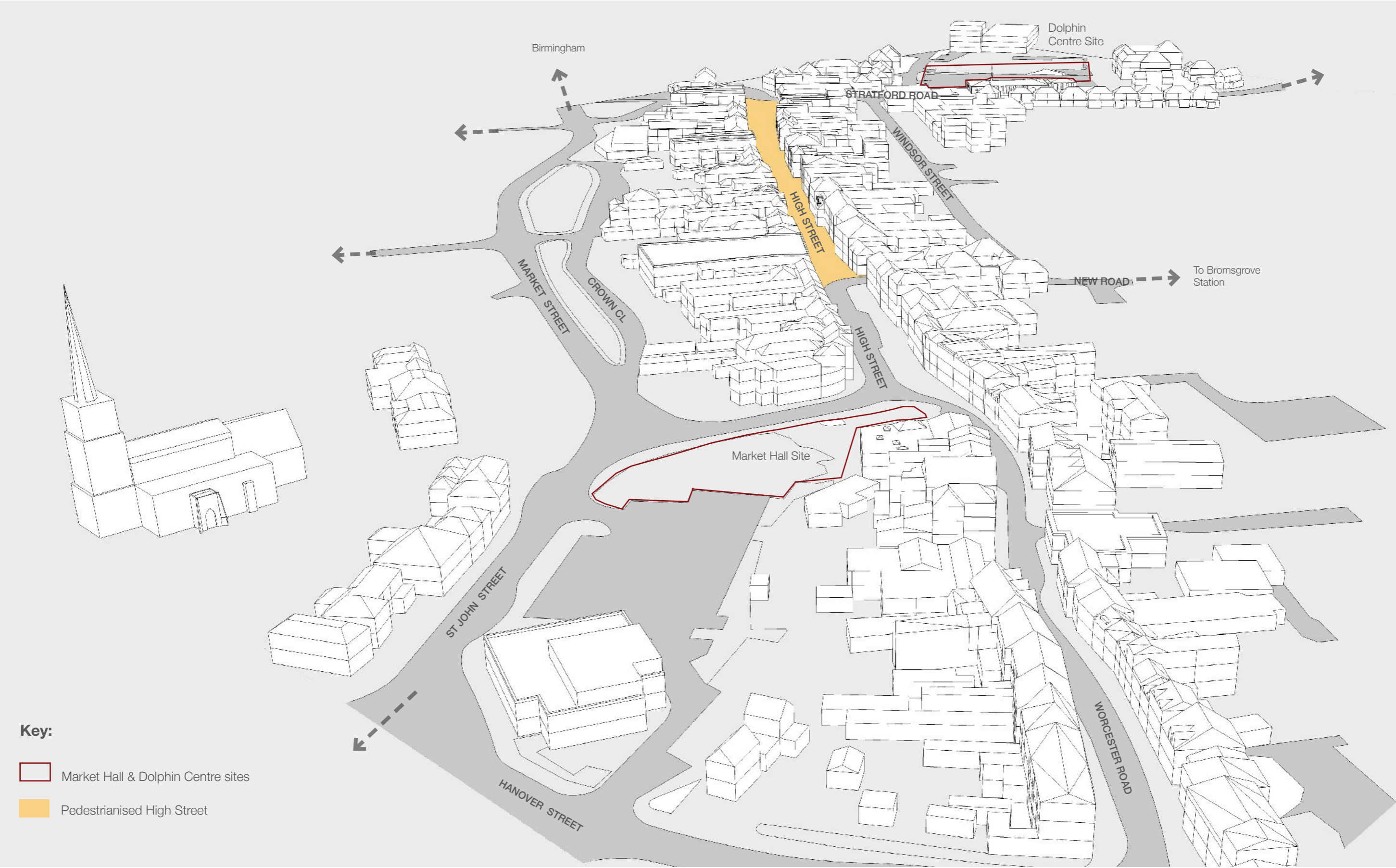
3.5.4 New development in Bromsgrove is currently guided by the policies contained within the Bromsgrove District Plan adopted in 2017.

3.5.5 The Bromsgrove District Plan sets out the long term vision for how Bromsgrove Town, the surrounding villages and countryside should develop in the period up until 2030. It comprises of:

- A District Profile.
- The challenges facing Bromsgrove
- A vision for the District.
- Strategic Objectives aimed to deliver the vision
- A set of Policies to deliver the strategy
- Site allocations and sites considered essential to the delivery of the Plan.
- A monitoring and implementation framework for delivering the Plan.

The key extracts from the Plan that are relevant to this study include:

- ‘BDP1 Sustainable Development Principles - developments need to improve the economic, social and environmental conditions in the area in line with the policies highlighted in BDP 1.1-1.4’
- ‘BDP7 Housing Mix and Density - developments must take account of identified housing needs. The density of new housing will make the most efficient use of land while maintaining local character and distinctiveness.’
- ‘BDP8 Affordable Housing – affordable housing provision is to be calculated against the net number of new dwellings on developments of 11 or more dwellings in accordance with the policy. A mix of social rented; intermediate housing; and affordable rent units are to be generally encouraged.’
- ‘BDP12 Sustainable Communities – proposed developments, services and facilities are to meet the needs of the local community.’
- ‘BDP13 New Employment Development – encouragement of the new technology opportunities and office and mixed-use schemes within Bromsgrove Town Centre;’
- ‘BDP16 Sustainable Transport – requires that sustainable transport is a fundamental part of new development. The policy requires compliance with the Worcestershire County Council’s Transport policies, design guide & car parking standards. It supports the use of low emission vehicles, improvement of car parking and cycling provision.’
- ‘BDP17 Town Centre Regeneration – the Town Centre zone represents an area where significant change and conservation is needed. All new development is required to be appropriate, in terms of scale, quantity and use, to positively contribute to the character and function of the Town Centre. ‘This policy sets out standards and recommendations for:
 - BDP17.2 Retail Capacity
 - BDP17.3 Movement, sustainable travel and pedestrian priority
 - BDP17.5 Urban Design and Conservation
 - BDP17.6 Natural Environment
 - BDP17.7 Bromsgrove Town Centre Development Sites including Market Hall and Dolphin Centre Sites.



- BDP18 Local Centres – ‘Within the areas described as Local Centres proposals for retail development (Class A Uses) at ground floor level and retail, office, residential use or any other appropriate Town Centre use at upper floor level will be allowed. This policy requires retail proposals to be integrated within existing shopping frontages.’
- BDP19 High-Quality Design – ‘Policy encourages good quality design. All non-residential developments are required to meet BREEAM ‘very good’ standard and enhance the character and distinctiveness of the local area. The policy seeks to ensure that developments are safe, accessible to all users, and incorporates sufficient, appropriate soft landscape measures.’
- BDP20 Managing the Historic Environment – ‘ This policy sets out a holistic approach to the proactive management of the historic environment. It requires new developments to enhance the significance of Heritage Assets, including their setting.’
- BDP21 Natural Environment – ‘encourages better management of Bromsgrove’s natural environment; it requires new developments to protect and enhance core areas of high nature conservation value’.
- BDP22 Climate Change – ‘The Council will encourage; low carbon climate resilient developments, following the energy & waste management guidelines complying with the Worcestershire Waste Core Strategy. Council will support developments incorporating zero or low carbon energy generation technologies.’
- BDP23 Water Management – ‘Policy makes reference to The Severn River Basin Management Plan, the Water Framework Directive objectives and BREEAM and requires new development to take these guidelines into account. It involves development addresses flood risk and works with the Lead Local Flood Authority and SuDS Approval Body and Severn Trent Water.”
- BDP24 Green Infrastructure – requires new developments to enhance the quality and provide long term management of Green Infrastructure. It requires developments to contribute to Worcestershire Green Infrastructure Strategy, any local GI Strategy
- BDP25 Health and Well Being - Proposals that protect, retain or enhance existing sport, recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, by non-car modes of transport will be supported by the Council.

Local Planning Policy

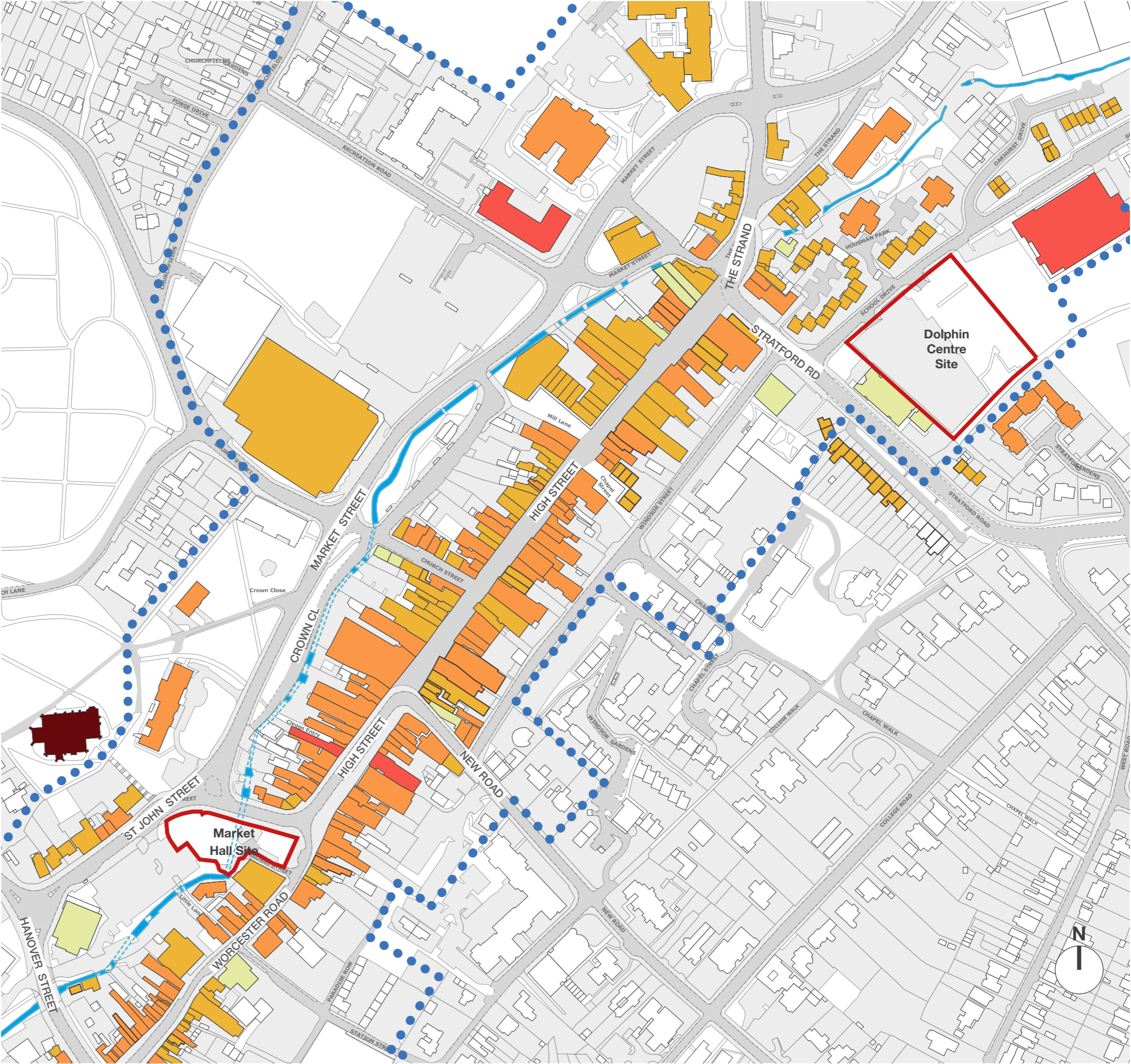
Bromsgrove District Council Town Centre Area Action Plan policies have been incorporated into the Bromsgrove District Plan.

There are two conservation areas within the Town Centre; Bromsgrove Town and St John’s Conservation Areas. The Market Hall Site is partially included within the boundary of the Bromsgrove Town Conservation Area. Conservation areas are broader discussed in chapter 3.4 of this report.

Town Centre - Building Heights
(Scale: 1:2500)

Key:

- Bromsgrove Town Centre Boundary
- Site Boundary: Market Hall & Dolphin Centre
- St John Church
- 4 Storey
- 3 Storey
- 2 Storey
- 1 Storey





Medieval urban grain along Worcester Road.



A 4 storey vacant building on High Street, Market Hall site on the right.



Uniform building line on High Street.

3.6 Building Heights and Built Form

3.6.1 Bromsgrove is located in the valley of the Spadesbourne Brook, its topography is **relatively flat** with a moderate hill in south west - location of St John's church and churchyard overlooking the town centre.

3.6.2 The town is **generally low-rise** with most buildings between 1 and 3 storeys with a couple of 4 storey buildings on the High Street. **The tower of St John's Church** provides a historic backdrop to the Town Centre, together with its old vicarage (currently a care home) on the busy Market Street and a parade of listed buildings on StJohn Street. The church is a noticeable landmark within the town.

3.6.3 On the High Street and Worcester Road, the narrowness of the historic plots and the overall uniform height of the majority of the buildings, give an impression of **vertical emphasis, and a strong sense of enclosure**.

3.6.4 There is a small number of newer mid 20th-century buildings in the Town Centre. They often detract from the historic character being generally set back from the established building line, sometimes a storey lower and often with facade detailing which gives a horizontal rather than vertical emphasis.

3.6.5 Closely knitted, narrow medieval plots and historic pattern of the town limit development opportunities in the Town Centre, however, the above low-quality modern buildings give opportunities for redevelopment of these infill sites in the future without requiring the loss of more historic buildings.

3.6.6 Market Hall is the only area in the historic core that has a potential for the development of a larger footprint, that is sensitive to its historic context. Areas to the north and west of the historic core have noticeably looser grain, with plentiful car parks and larger stores.

3.6.7 A four-storey leisure centre and a one-storey church provide the context for **Dolphin Centre site**. Urban grain surrounding the Dolphin Site differs from the medieval town centre with buildings of a bigger and irregular footprint. It provides an opportunity for larger-scale development in the Town Centre area.

Relevance to the Study:

- Redevelopment of **Market Hall site** should consider the historic urban grain and take advantage of its significant setting to deliver higher-density development, which exhibits good quality townscape, and public realm integration and creates an attractive termination of the High Street.
- Dolphin Centre site could provide a higher density mixed-use development away from the historic core but still closely connected with the High Street within approximately 3 min walking distance from its north-east end.

Town Centre - Uses

(Scale: 1:2500)

Bromsgrove Town Centre Boundary

Market Hall and Dolphin Centre Sites

Landmark Building

A1 - Retail

A2 - Professional Services

A3/A4/A5 - Food & Drink

C1 - Hotels

C2/C3/C4 - Residential

D1 - Non Residential

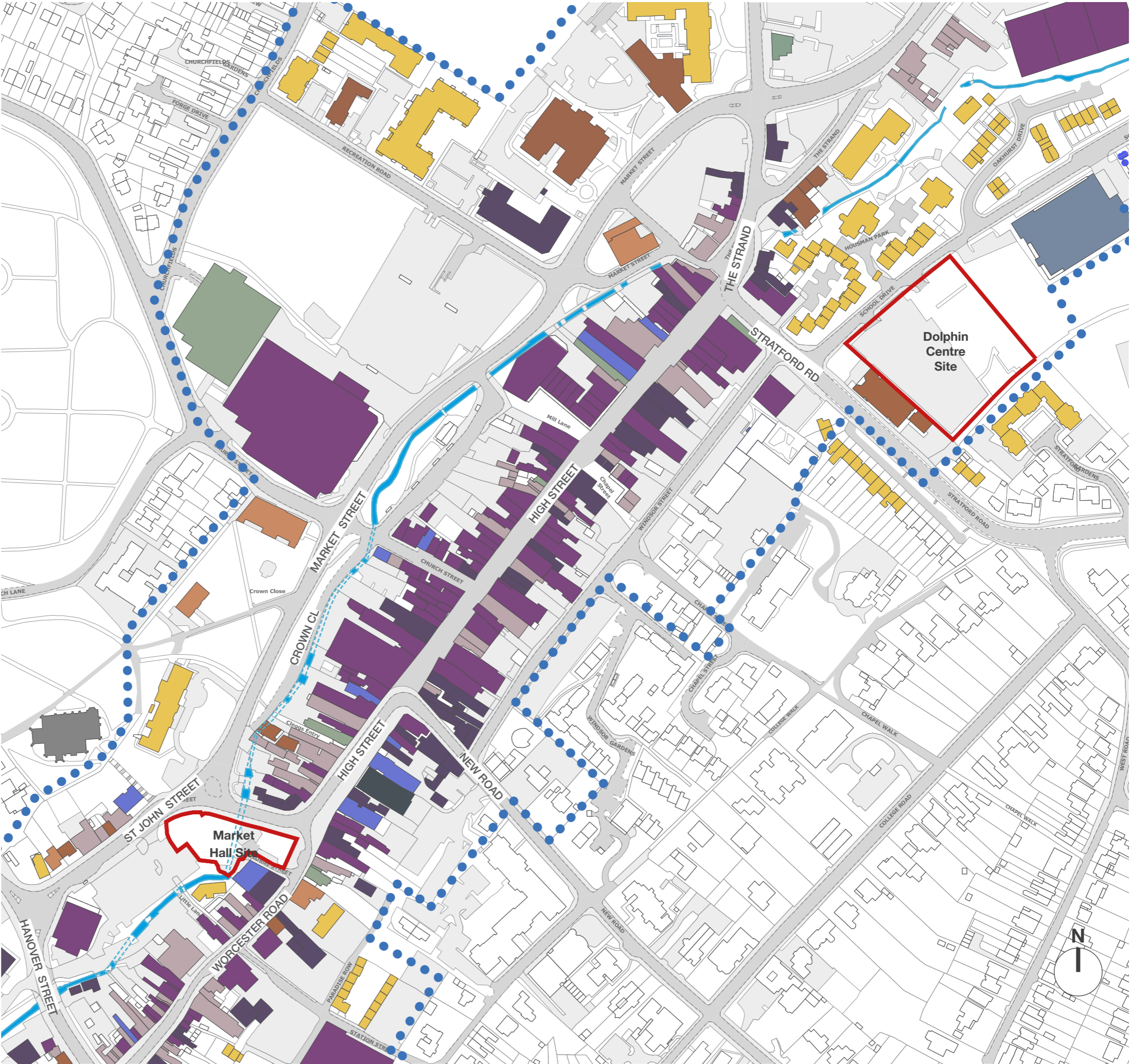
D2 - Leisure

B2 - Business & Office

Sui Generis

Vacant (March 2020)

*as of April 2020





A group of buildings with commercial active frontage on St John's Street



Active frontage on Stratford Road - continuation of commercial High Street

3.7 Ground Floor Uses

- 3.7.1 Bromsgrove features an extensive and well-mixed assortment of uses with the **High Street** being predominately in retail use, with a mixture of A1, A2, A3, A4 and A5 uses - traditional retail, financial institutions and some pubs and cafes .
- 3.7.2 Retail uses are increasingly vulnerable, with current shifts within the retail market towards internet shopping, national chain stores and consolidation of shopping activity into larger centres. There are currently 13 vacant units in the centre offering predominantly small commercial rental space.
- 3.7.3 Worcester Road** is a secondary street to the High Street, with smaller local retail units however is currently a thriving economy with small independent retailers, a music school, a club and extended food and drink offer.
- 3.7.4 There are **several larger retailers** in the area; Waitrose on Hanover Street, Asda on the western side of Market Street, Iceland on Mill Lane, Argos on top of the High Street adjacent to the Strand, and Lidl and Aldi in the northern part of the town centre on Birmingham Road.
- 3.7.5 There are also larger office spaces available in e.g, Bellway House, Worcester Road and Bartleet House, Birmingham Road.
- 3.7.6 Residential uses** are clustered along the streets east of High Street. There is a small residential cluster adjacent to the southern boundary of Market Hall Site. The first floor uses on Worcester Rd, south of Station Road appear to be mainly residential.
- 3.7.7 The surrounding of the **Dolphin Centre site is mainly residential with a larger leisure, educational and cultural uses to the north and a community church to the south.**
- 3.7.8 Institutional buildings including an NHS clinic, library, Council offices are located along the northern end of Market Street.







Relevance to the Study:

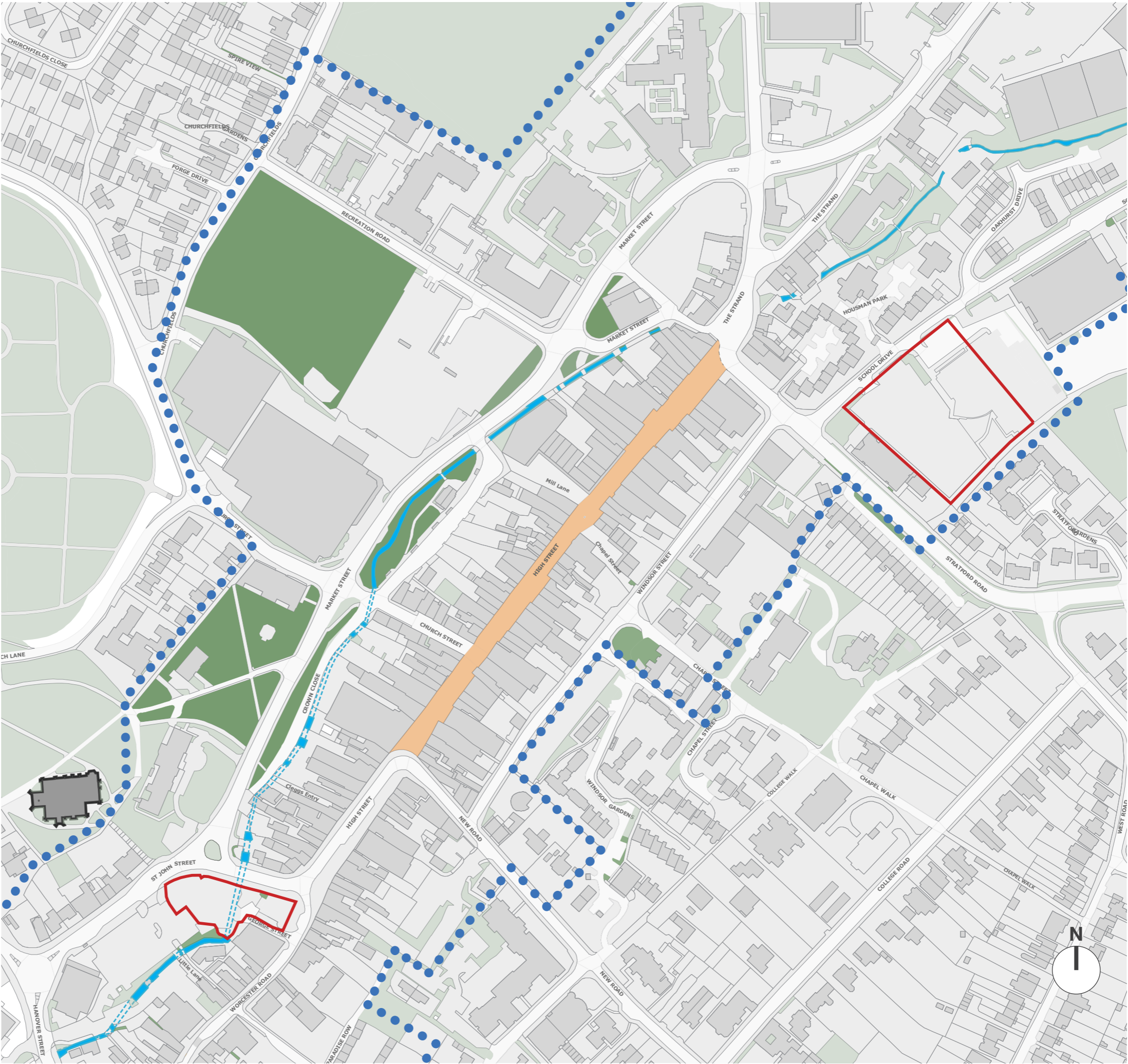
- Development proposals should build on potential synergies between existing uses and provide **complementary uses to strengthen the Town Centre** as a whole and cater for need of the wider District.
- There is an opportunity to **create a residential development in the Town Centre diversifying demographic** of Bromsgrove and providing wider socio-economic benefits including strengthening of retail economy, F&B and cultural offer in the area.

Detail analysis of the market, current uses and availabilities are included in Appendix D - Market Analysis

Townscape Analysis - Green public space

(Scale: 1:2500)

- Key:**
-  Bromsgrove Town Centre Boundary
 -  Dolphin Centre Site Boundary
 -  Major Parks/Green Space
 -  Open Green Space in Town Centre
 -  Pedestrianised High Street
 -  Spadesbourne Brook





Spadesbourne Brook and green space adjacent to Market Street



Spadesbourne Brook view from Waitrose car park towards Market Hall Site



Green space adjacent to Market Street



Green space adjacent to Market Street

3.8 Green and Open Space

3.8.1 The **Town Centre Conservation Area** has only one **significant green space** around the Bus Station area and the adjacent section running along Crown Close and Market Street to the Market Place junction.

3.8.2 This currently little-used area suffers from the proximity of the busy traffic running along Market Street and the considerable noise and dust that results. The main asset of this green space is the **Spadesbourne Brook** that 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, crossing Market Place and Market Hall site along the way.

3.8.3 The larger part of the brook course has been culverted with several sections disappearing completely. The brook still retains considerable value for biodiversity. It provides an **essential wildlife corridor** through the town centre for a number of species including Brown Trout and Water Voles.

3.8.4 St John Conservation area has a leafy green setting with the churchyard, the **Old Bromsgrove Cemetery** and green area around the old vicarage on Market Street. These green assets contribute to the local sense of place and establish a positive relationship between the built and the natural environment, however, the busy Market Street provides a considerable obstacle in accessing of these valuable green assets.

Relevance to the Study:

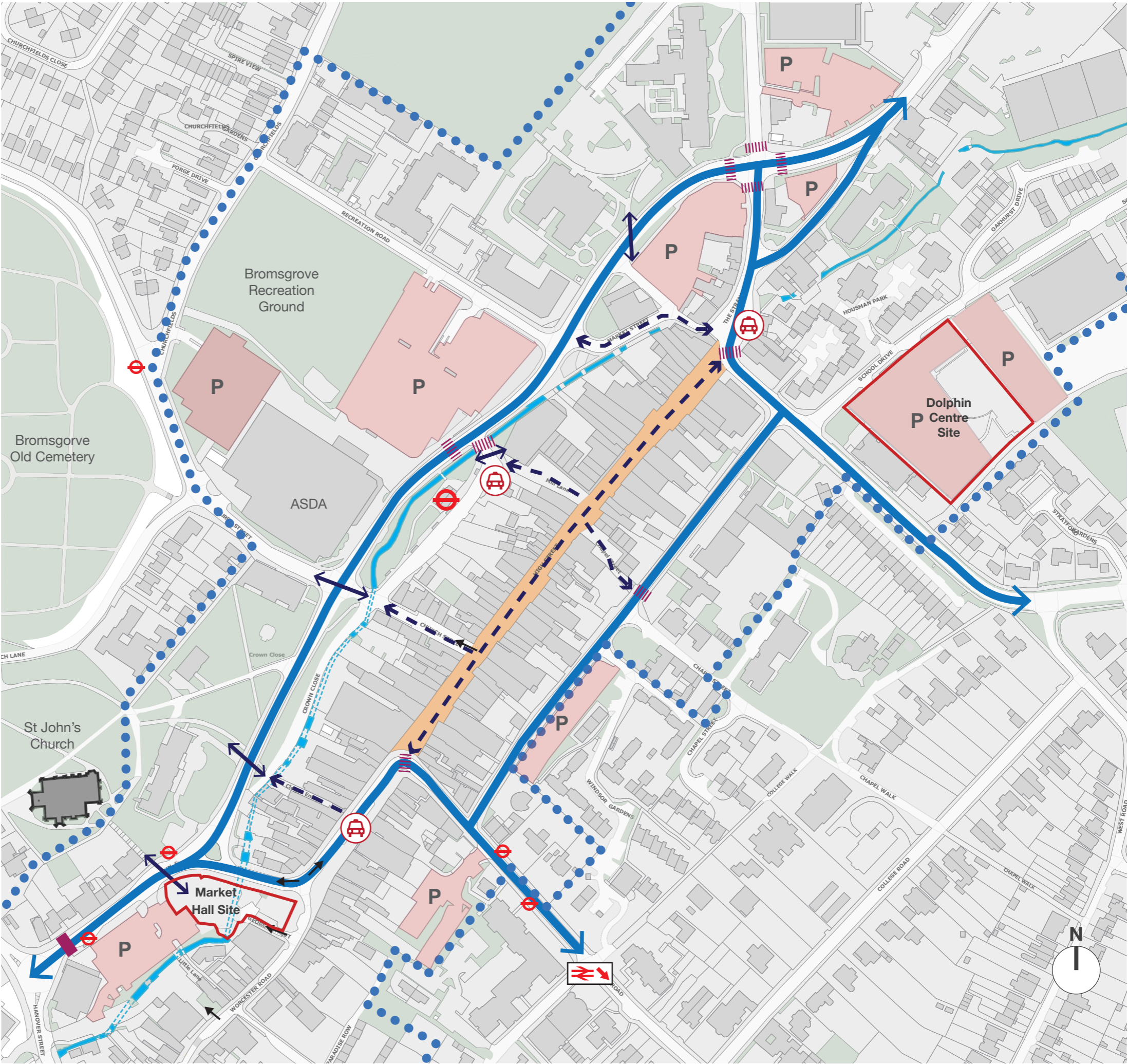
- There is a very little green open space in the Town Centre with the only green area being enclosed by Market Street and Crown Close as described above. Market Hall site provides an opportunity to enhance the natural asset - the Spadesbourne Brook and create a high quality attractive and sustainable public realm in the centre.

Townscape Analysis - Transport & Movement

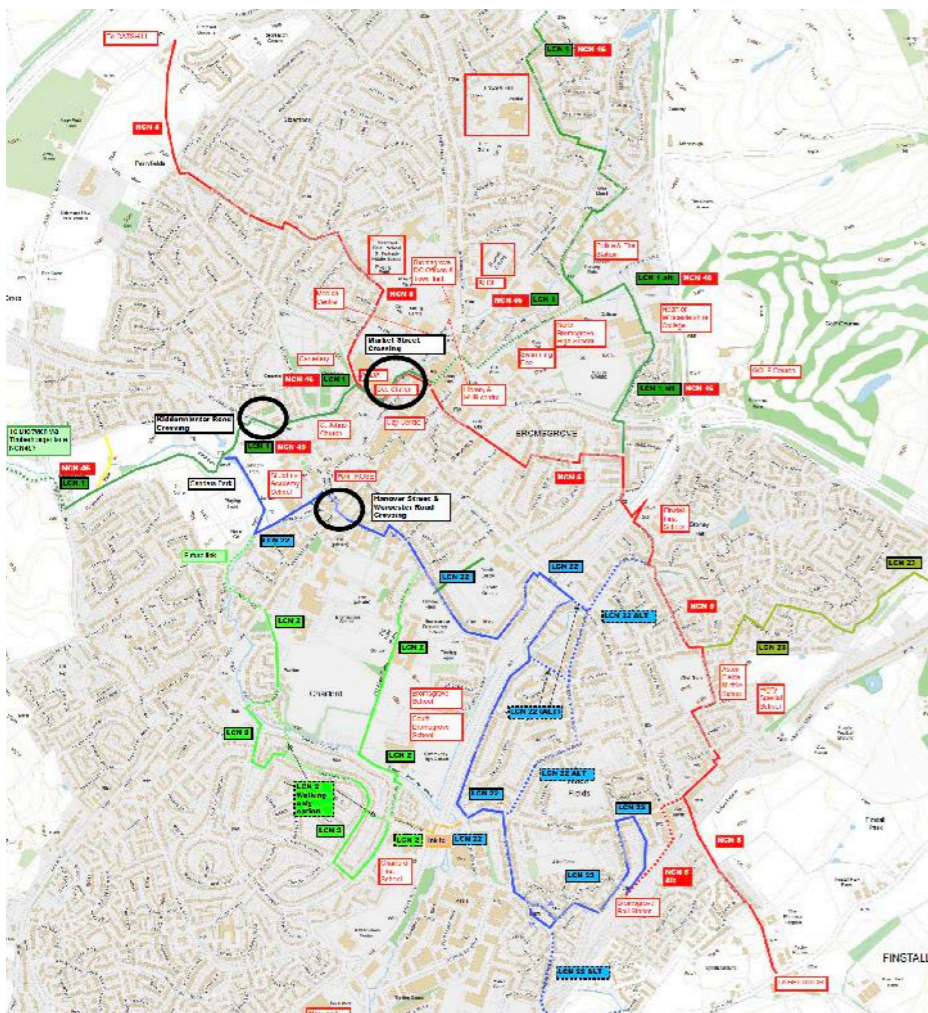
(Scale: 1:2500)

Key:

- Bromsgrove Town Centre Boundary
- Dolphin Centre Site Boundary
- Major Parks/Green Space
- High Street
- Spadesbourne Brook
- Rail Station
- Bus Stops
- Taxi Rank
- Key Desire Lines
- Main Pedestrian Route
- Main Vehicular Route
- Major Crossings
- Car Parks
- Protected Views



4 Transport and Movement



Potential improvements to walking and cycling routes.

4.1 Permeability

4.1.1 A stretch of St John's Street adjacent to the busy Market Street provides the main vehicular south-north route through the town. A small number of crossings ignoring the desire lines create separation between the eastern and western part of Bromsgrove.

4.1.2 The Historic Market Place (St John's Street and a section of High Street that isn't pedestrianised) provide a busy connection with New Road leading to Bromsgrove Train Station. Another busy route through the town centre to the east runs via the Strand and the Stratford Road. Westminster Street is also a busy connection with the town centre and a through route from the east.

4.1.3 The area features a range of pedestrian links throughout its medieval urban fabric, with a recognisable hierarchy of routes from a major pedestrian route along the Roman Road (Worcester Road and High Street) and smaller pedestrianised alleyways along its length.

4.1.4 Pedestrian movement is mainly kept to the major routes along High Street and Worcester Road, and historic Mill Lane and Church Street leading to the bus stop, taxi rank and a public toilet block and several car parks.

4.1.5 Chapel Street provides a pedestrian link with Windsor Street and the residential area to the southeast.

4.1.6 The commercial environment of the Strand is disconnected from the High Street by a busy junction and lack of continuous public realm. The narrow historic link between the Strand and the busy Market Street, also referred to as Market Street suffers from a poor pedestrian environment and lack of active frontage. It remains a popular pedestrian connection between various destinations.

4.1.7 Dolphin Centre Site in School Drive can be accessed by foot and by car via Stratford Road. A walking distance to the site from the top of High Street is approx. 3mins. Poor pedestrian environment (narrow pavements) on Stratford Road and change of urban character from commercial to residential create a sense of disconnect.

4.1.8 On the south, a feeling of disconnection between the High Street and the continuous commercial environment of its southern part and Worcester Rd is created by the busy junction at New Road.

4.1.9 A junction of St John' Street and Market Street also suffers from a poor pedestrian environment. A parade of shops, food and drink establishments and services on St John Street and Waitrose on Hanover Street suffer from the disconnect with the rest of the town.

Relevance to the Study:

- New development proposals in the Town Centre create an opportunity to increase permeability around and through both sites and improve public access to both sites,
- Redevelopment of Market Hall site gives an opportunity to better connect commercial activities on St John Street, Worcester Road and Waitrose with the Town Centre and the High Street,
- Opportunity to better connect Dolphin Centre site with the Town Centre by e.g. provision of a visual marker visible from the junction of The Strand and Stratford Road and improved pedestrian environment.
- Opportunities to improve the pedestrian environment along the length of High Street south of New Road, St John Street and Worcester Road adjacent to Market Hall. Creation of a seamless environment and attractive public realm providing a range of community benefits to be seen as part of any development proposal on Market Hall.
- Enhancements to cycle and walking routes initiated by the Council and improvements of connectivity between the Town Centre and the Station should benefit and work in conjunction with new developments proposals on both sites.

| Site Ref | Site Description | Recommended Measures |
|----------|--|--|
| 1 | Crown Close and Spur Roads connecting to High Street | <ul style="list-style-type: none"> Reconfigure Market Street/ Mill Lane junction to provide wider footway on eastern side linking to pedestrian connection to High Street Improve quality of pedestrian link (to also include use by cyclists) Enhance wayfinding signage |
| 2 | Church Street east of Market Street | <ul style="list-style-type: none"> Enhance quality of pedestrian area Consider options to improve environment in the vicinity of Market Street Enhance wayfinding signage |
| 3 | Pedestrian link between High Street and Windsor Street | <ul style="list-style-type: none"> Improve quality of pedestrian link (to also include use by cyclists) Enhance wayfinding signage |
| 4 | Parkside Car Park and surrounding access routes | <ul style="list-style-type: none"> Reconfigure car park access/egress to remove direct connection to southern section of Market Street Enhance pedestrian links towards Strand Enhance wayfinding signage |
| 5 | Church Street | <ul style="list-style-type: none"> Enhance wayfinding signage to encourage use of Churchfields Multi-Storey Car Park |

Table 1: Pedestrian Realm Enhancements (Bromsgrove Town Centre Access, Service & Parking Study) - Summary of Recommendations

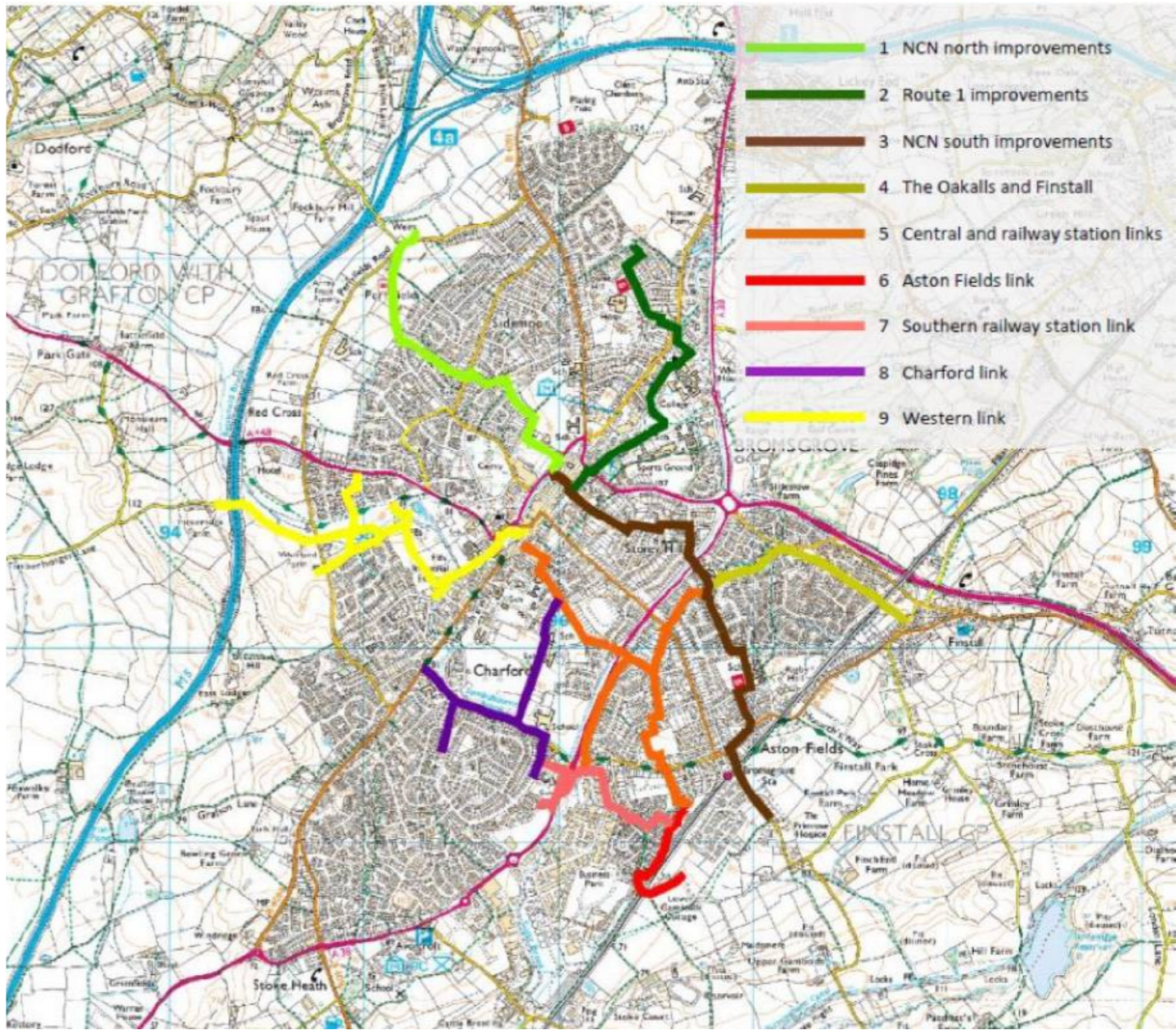


Figure 2: National Productivity Improvement Fund – Cycle Route Enhancements



Figure 1: Pedestrian Realm Enhancements (Bromsgrove Town Centre Access, Service & Parking Study) - location

4.2 Pedestrian Environment

4.2.1 Bromsgrove Town Centre is generally provided with a good quality public realm, with extensive footways and controlled crossings at key locations. In particular:

- the High Street between Stratford Road and New Road has been pedestrianised with access for servicing vehicles restricted to before 10:30 a.m. and after 4:30 p.m.
- Pelican crossings are provided at each end of the pedestrian area to assist pedestrian movement across Stratford Road and New Road
- Worcester Road between St John Street and Hanover Street has been traffic calmed.

4.2.2 The Bromsgrove Town Centre Access, Service & Parking Study (2018) **made a series of recommendations to further enhance the pedestrian realm, in particular to improve access to/from car parks surrounding the town centre.** See Fig. 1 and Table 1.

4.2.3 Following on from the above Worcestershire County Council (WCC) and Bromsgrove District Council (BDC) are now progressing proposals as follows:

- Enhancing the link between High Street and Windsor Street, to include use by cyclists and the provision of cycle parking
- Enhancing the link between High Street and Crown Close, to include use by cyclists and the provision of cycle parking
- Enhancing the High Street/Worcester Road junction, to include the provision of new landscaping and cycle parking
- Enhancing the Strand, to include footway widening outside the Queens Head Hotel.

Relevance to this Study:

- In addition to the recommendations outlined above, **enhancing pedestrian provision at the Market Street/Church Street junction** is recommended, to facilitate pedestrian movement to/from the Churchfields Multi-Storey Car Park. Measures could include a new controlled crossing on Market Street immediately east of the junction.
- **Our work in connection with regeneration of the former Market Hall site has identified the potential to:**
 - Provide a better route between Waitrose and the High Street
 - Provide a more compact layout at the St John Street/Market Street junction. This would provide more space for pedestrians and address problems identified in the Town Centre Access, Service & Parking Study associated with casual parking on the south east corner of the junction
 - Enhance pedestrian provision at the St John Street/Worcester Street junction, building upon the proposals currently being progressed by WCC/BDC.

4.3 Provision for Cyclists

4.3.1 WCC have secured substantial funding to enable a comprehensive programme of enhancements to the cycle routes shown in Figures 2 and 3. **The following improvements are of particular interest to the two Regeneration Areas:**

- **Provision of a new cycle route** along School Drive and the High Street east of Chapel Street (of particular relevance to the Dolphin Site)
- **Provision of a new route between Charles Street and Market Street** along the enhanced pedestrian routes 1 and 3 described in Table 1, including the provision of public cycle parking
- **Enhancements to cycle links between Bromsgrove Town Centre and the railway station** (Routes 3 and 5). From experience elsewhere our view is that particular attention will need to be paid to making positive provision for cyclists where the routes cross the A38 and Worcester Road.

Relevance to this Study:

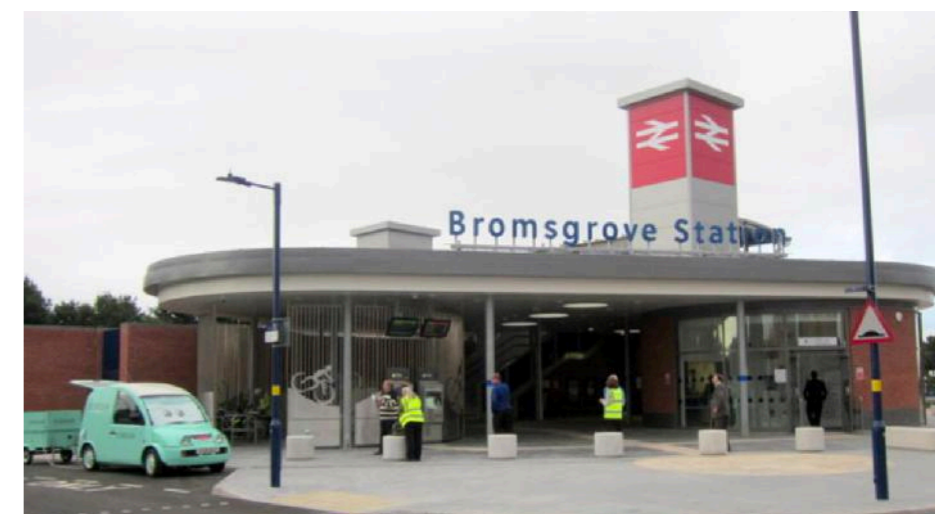
- In addition to the measures above, we would recommend providing further safe and secure visitor cycle parking at key points within Bromsgrove Town Centre to supplement that already proposed.

| Destination | Trains per hour |
|---|-----------------|
| Birmingham, Sutton Coldfield and Lichfield all stations | 3 |
| Birmingham – limited stop | 1 |
| Worcester and Hereford | 1 |

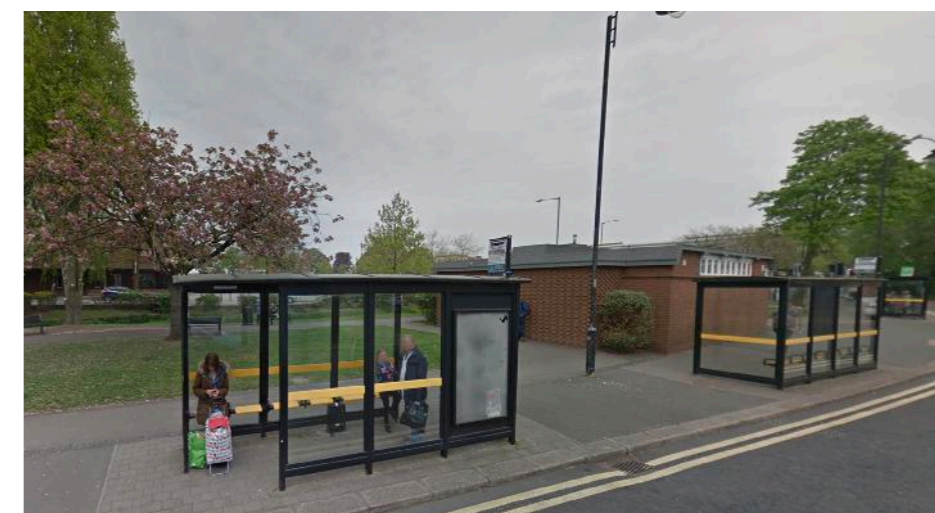
Table 2: Bromsgrove Station – Peak Hour Rail Services

| Bus Route | Operator | Destination | Frequency |
|--------------|------------------------|---|---|
| 42 | Diamond Bus | Kidderminster – Bromsgrove – Redditch | Once every hour |
| 43 | Diamond Bus | Bromsgrove – Redditch – Finstall | Once every hour |
| 90 | MRD Limited | Bromsgrove – Sidemore – Catshill | Approx. once every hour (morning and midday only) |
| 91 | MRD Limited | Bromsgrove – Lickey End – Catshill | One daily service in each direction (outbound in the morning, inbound in the afternoon) |
| 93 | MRD Limited | Bromsgrove – Charford – Bromsgrove | Three services (morning only) |
| 99 | Clearway | Bromsgrove – Charford – Bromsgrove | Up to once every 20 minutes (morning and midday only) |
| 144 and 144A | First | Birmingham – Bromsgrove (– Worcester) | Once every hour |
| 145 | Diamond Bus | Rubery – Longbridge – Bromsgrove – Droitwich | Approx. once every two hours |
| 145A | Diamond Bus | Rubery – Longbridge – Bromsgrove – Wychbold | Four services (morning and early afternoon only) |
| 147 | Kev's Cars & Coaches | Bromsgrove – Halesowen | Approx. once every two hours |
| 182 | Diamond Bus | Redditch – Lickey – Alvechurch – Redditch | One daily service towards Bromsgrove (midday only) |
| 183 | Diamond Bus | Bromsgrove – Lickey – Alvechurch – Redditch | One daily service in each direction (midday only) |
| 202 | Diamond Bus | Halesowen Town Centre | Once every hour |
| 318 | Kev's Cars and Coaches | Bromsgrove – Belbroughton – Stourbridge | Approx. once every two hours |
| 322 | MRD Limited | Bromsgrove – Dodford – Fairfield – Bromsgrove | One daily service in each direction (morning only) |

Table 3: Bromsgrove Town Centre Bus Routes



Bromsgrove Railway Station.
*Image source: Wikipedia



Bus shelters on Crown Close

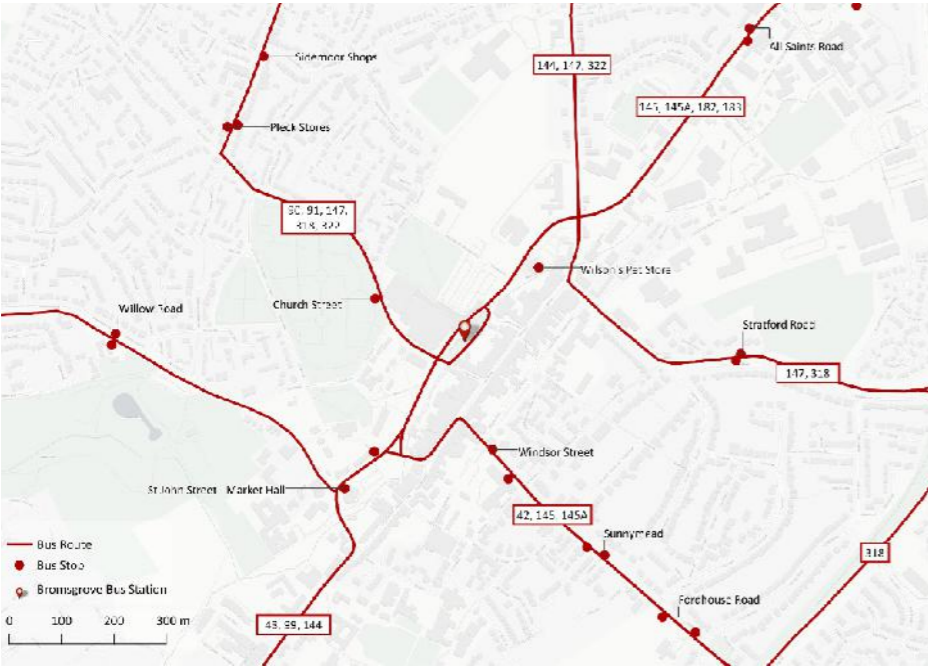


Figure 4: Bromsgrove Town Centre – Bus Routes and Bus Stops

4.4 Public Transport Provision

Rail

4.4.1 Bromsgrove station is located some 2km distance from Bromsgrove Town Centre in the suburb of Aston Fields. The current station was opened in 2016, replacing a station slightly further north and the line northwards to Birmingham New Street was electrified in 2018. As a result, train services at Bromsgrove have been transformed with a peak hour summary provided in Table 2.

4.4.2 The Worcestershire Rail Investment Strategy (2017) published by WCC advocates providing additional rail capacity between Droitwich and Worcester (by redoubling the line) and by extending electrification southwards towards Worcester and Bristol. Although the timescales are currently uncertain, these improvements would both benefit service provision at Bromsgrove.

4.4.3 Although in good condition, the route between the station and the town centre along New Road takes around 30 minutes to walk. Nevertheless, the same route can be covered by a direct bus journey, which depending on the bus line, can take between 5 to 20 minutes. In addition, **WCC is progressing proposals to enhance cycle connections between the rail station and the town centre**

Bus

4.4.4 There are 16 bus routes passing through Bromsgrove Town Centre, run by five different operators. Most bus routes offer infrequent services, often limited to specific either morning or midday, with some offering only one daily service in each direction.

4.4.5 All bus routes converge at Bromsgrove Bus Station, which is composed of five bus stands located along Crown Close. The Bus Station was set to be upgraded from 16th March 2020 onwards, with improvements to selected footways and a conversion of one of the stands to a taxi rank.

4.4.6 The location of bus stops and bus routes are shown in Figure 4 and the services are summarised in Table 3. Bus routes with limited timetable or without services in the morning (07:00 – 09:00) or evening (16:00 – 19:00) peak hours are indicated.

4.5 Highways Provision

4.5.1 The highway layout in Bromsgrove Town Centre has evolved over a number of decades in response to traffic growth. With the M5 to west, the M42 to the north and the A38 by-pass to the east of the town, it is unlikely that significant volumes of through traffic are attracted to Bromsgrove Town Centre.

4.5.2 Market Street provides the key traffic route in Bromsgrove Town Centre, connecting Stourbridge Road, Birmingham Road and Stratford Road in the east with Kidderminster Road and Worcester Road in the west as well as accessing key public car parks and facilitating the pedestrianisation of High Street between New Road and Stratford Road. New Road provides a direct link to the station with Windsor Street providing a local connection between New Road and Stratford Road.

Relevance to this Study:

In order to maintain adequate traffic circulation in the town centre, there are limits to how much existing arrangements can be changed. Nevertheless, in our view:

- As already proposed by WCC/BDC, the **High Street pedestrian area could be extended by enhancing the Strand** without affecting its essential traffic functions and improving pedestrian links towards Market Street and Charles Street,
- **Improved pedestrian/cycle crossings of Market Street** could be provided, particularly at the Mill Lane and Church Street junctions,
- **The junction of St John Street and Market Street could be converted to a simple T-junction** to improve the public realm,
- **Crossing provision could be improved** at the High Street/St John Street junction to support an enhanced pedestrian route to/from Waitrose,
- **The public realm could be enhanced** on Worcester Road between St John Street and Hanover Street.

| Location | Number of Spaces |
|---|------------------|
| New Road | 58 |
| Windsor Street | 65 |
| Hanover Street (Waitrose car park) | 136 |
| Churchfields | 300 |
| Recreation Road South | 283 |
| Recreation Road North | 44 |
| Parkside | 94 |
| School Drive (on site of former Dolphin Centre and public car park) | 128 |
| Stourbridge Road | 71 |
| TOTAL | 1,179 |

Table 4: Current Public Parking Spaces in Bromsgrove Town Centre

| Aspect | Number |
|--------------------------------|------------------|
| Number of spaces surveyed | 1,068 |
| Peak observed occupancy – 2018 | 766 spaces (72%) |

Table 5: Usage of Public Parking – Saturday 2018 (source: Table 6.2.2 of 2018 Study)

| Length of Stay | Number of Parking Acts (%) |
|-------------------|----------------------------|
| Less than 2 hours | 828 (46%) |
| 2 to 4 hours | 476 (27%) |
| 4 to 6 hours | 321 (18%) |
| More than 6 hours | 169 (9%) |
| TOTAL | 1,794 (100%) |

Table 6: Parking Duration – Weekday 2018 (source: Table 6.4 of 2018 Study)

| Aspect | Number |
|-------------------------------------|------------------|
| Future occupancy from TEMPPO – 2032 | 889 spaces (80%) |

Table 7: Future Usage of Public Parking – Saturday 2032 (source: Table 10.2.3 of 2018 Study)

| Size of Dwelling | Car Parking (Minimum Spaces) | Cycle Parking (Minimum Spaces) |
|------------------|------------------------------|--------------------------------|
| 1 bedroom | 1 per unit | 1 per unit |
| 2 to 3 bedrooms | 2 per unit | 2 per unit |
| 4 to 5 bedrooms | 3 per unit | 2 per unit |

Table 8: Parking Requirements for New Residential Developments

| Land Use | Employee Parking | Visitor Parking |
|----------------------------|--|--|
| Office | 1 per 30m ² | Some required – subject to negotiation |
| Retail – food and non-food | 1 per 25m ² for the first 1500 m2 gross floor area and then 1 per 75m2 for any remaining floor area | |
| Food and drink | 1 per 10m ² dining area | |

Table 9: Minimum Cycle Parking Provision in New Non-residential Developments



Waitrose car park adjacent to Market Hall Site



The Dolphin Centre car park



Sports and Leisure Centre car park adjacent to Dolphin Centre Site

4.6 Public Parking Provision in Town Centre

4.6.1 According to Parkopedia, Bromsgrove currently has 1,179 daytime off-street public parking spaces within 15 minutes walking distance of the town centre, as detailed in Table 4.

Usage of Public Parking

4.6.2 Public parking usage was considered as part of the Bromsgrove Town Centre Access, Service & Parking Study, conducted in 2018. Although parking provision has altered slightly since then (notably more spaces provided at the Hanover Street/former St John Street car park), this study provides a good overview of existing and future usage. Observed parking usage was highest on a Saturday and Table 5 summarises key conclusions. Although the average peak observed **parking occupancy was 72%, the 2018 study identified a range of occupancies in individual car parks from 98% in Windsor Street down to 25% in Stourbridge Road.**

4.6.3 In the 2018 study, duration of stay was only recorded for weekdays. Table 6 summarises the results which conclude that **73% of vehicles were parked for less than 4 hours on a weekday.** This proportion would be higher on a Saturday, as there would be less demand for business-related parking.

Future Parking Demand

4.6.4 The 2018 study also considered how parking demand would **increase to 2032.** Based upon application of TEMPRO factors, it is predicted that there will be a future parking demand for 889 spaces, as stated in Table 7.

4.6.5 It is good practice to plan for an overall maximum occupancy of 85%, as this provides some flexibility for exceptional peaks of demand. Based upon Table 4, it would therefore be possible for Bromsgrove town centre to function effectively with as few as 837 spaces (versus the 1,179 spaces currently provided).

4.6.6 Set against this, we are aware that the recent Greater Birmingham and Solihull Local Enterprise Partnership publication 'Growing our Towns' has identified perceptions amongst local traders and residents that there is insufficient parking provision in Bromsgrove town centre. To counter this perception, it is important to reiterate that a reduction in parking provision of this scale would require the provision of **variable message signing, enhanced walking routes and changes to parking charges** to achieve better distribution of parking around the town. All these measures are recommended in the 2018 Study.

4.6.7 It is recommended that Bromsgrove District carry out periodic surveys (say every 2 years) to **assess the ongoing demand for public parking**, taking into account interim changes to parking provision plus associated enhancements to signage, walking routes and parking tariffs.

Interim Implications for Parking and Servicing in Two Key Regeneration Areas - Market Hall and Dolphin Centre Sites

- The initial conclusion is that **Bromsgrove Town Centre could function effectively with significantly fewer car parking spaces** than currently provided.
- On this basis, it is considered that the only requirements for car parking provision in either of the two key regeneration areas would be for any residential uses, which is supported by the WCC Streetscape Design Guide (2018). This is because:
- Visitors to the new Market Hall development can park in the adjacent Hanover Street car park
- Visitors to the new uses at the former Dolphin Centre can park in the adjacent Bromsgrove Sports and Leisure Centre Car Park.
- The WCC Streetscape Design Guide (2018) also sets out the requirements for car and cycle parking in new residential developments as reproduced in Table 8.









4.6.8 As the two sites are located within Bromsgrove Town Centre, the WCC Streetscape Design Guide would support car-free residential development. Nevertheless, it is considered that some car parking provision is needed to support the viability of residential developments and avoid the potential for overspill car parking. Therefore, it is recommended that one space per unit is provided for any residential uses (particularly at the former Dolphin Centre car park site). 10% of the spaces should be of wider dimension for Blue Badge users and 10% of the spaces should be fitted with electric vehicle charging points.

4.6.9 Motorcycle parking should also be provided within residential developments at a rate of 1 space per 10 units.

4.6.10 Cycle parking should be provided for any land uses within the two regeneration areas, to at least the minima set out in the WCC Streetscape Design Guide. Table 9 sets out minimum standards for key non-residential land uses.

4.6.11 The development sites should **be serviced off-street**, to match the quanta and types of development envisaged at both sites.

Market Hall Site
(Scale: 1:500)

- Key:**
-  Bromsgrove Town Centre Boundary
 -  Market Hall Assumed Site Boundary
 -  Demolished Buildings
 -  Grade I listed St John church
 -  Listed buildings
 -  Conservation Areas
 -  Spadesbourne Brook
 -  Protected views



5 The Sites



Market Hall - view looking west towards St John Church



Market Hall - view looking towards High Street and Worcester Road

A. MARKET HALL SITE

5.1 Townscape Context

5.1.1 Market Hall Site comprises a **0.19 ha area** of undeveloped land held by the Council. It is situated in **a prominent historic location at the southern end of High Street**. It forms an end and a focal point for High Street, and it is visible from various locations along its length.

5.1.2 **The Site is bound by the junction of St John Street and High Street to the north.** To the east by retail shops and restaurants, on Worcester Road, and residential properties and a council-owned car park used by Waitrose to the south-west. The busy St John Street (A448) encloses the Site to the west.

5.1.3 There are two bus stops on St John Street (A488) and the main Bromsgrove Bus Station within 5mins walk from the Site.

5.1.4 The **topography of the Site is relatively flat**, and the culverted Spadesbourne Brook flows through its centre. The north east corner of the Site is located within the Bromsgrove Town Conservation Area with some listed buildings in the close proximity, and the **Grade I listed St John's Church** overlooks the Site.

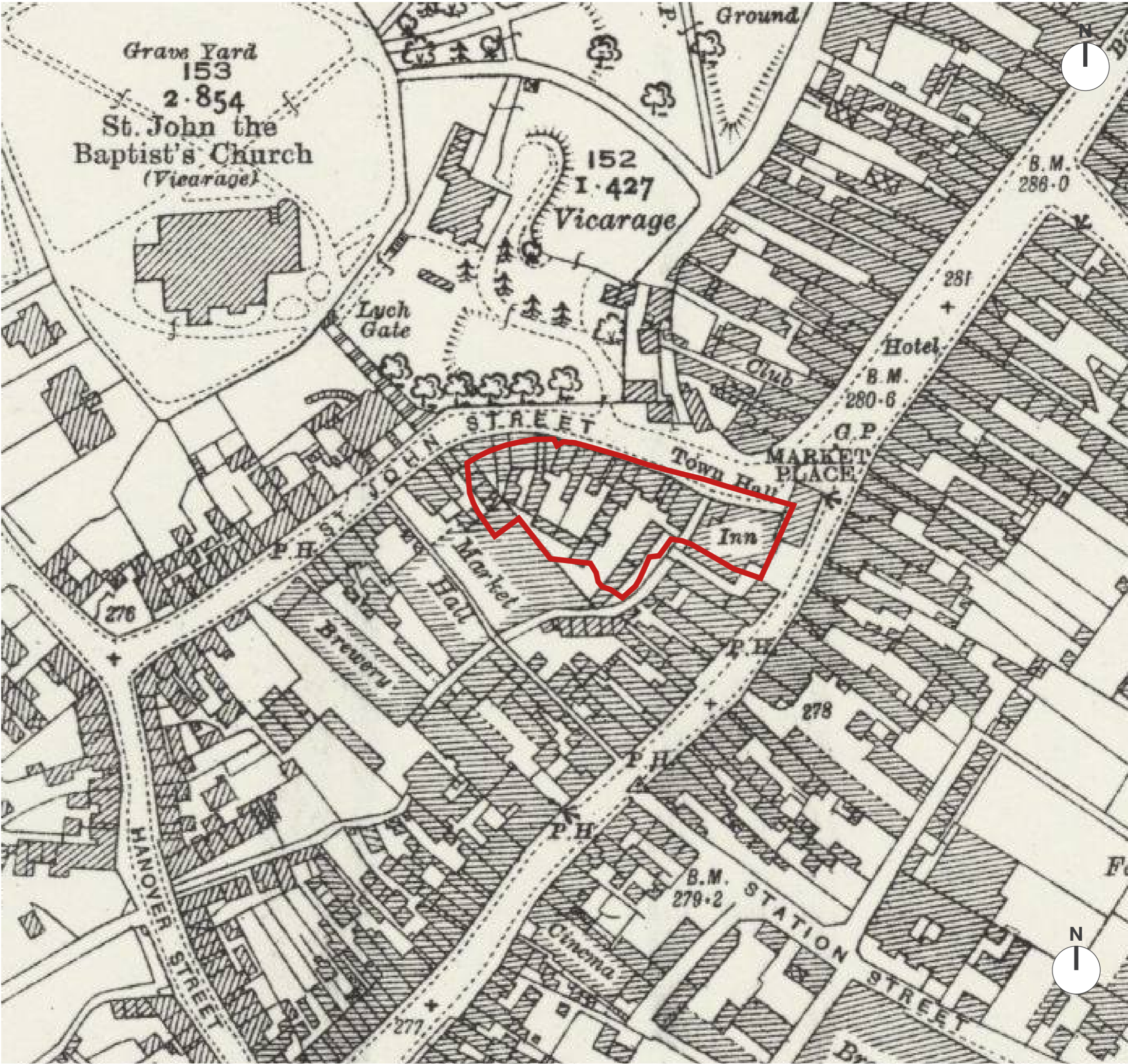
5.1.5 The buildings fronting the Site to the north and east provide a continuous building line and active frontage. These are mainly two and three-storey high, fine-grain developments build on long and narrow plots of medieval origin. **A strong and dense built form of this medieval urban form continues** north along High Street and south along Worcester Road.

5.1.6 The only buildings of a larger footprint in the vicinity are the Waitrose building on Hanover Street and two mixed use buildings on the junction of Station Rd and Worcester Rd.

5.1.7 Grade II* listed, No. 7 Worcester Road with No. 3 and No. 5 Worcester Road which are Grade II listed, provide an immediate context to the northeast. Grade II listed 1 High Street fronts the Site from the north.

5.1.8 **St John Church, together with a row of historic houses and listed staircase on St John Street** (A448) provide a setting for the Site from the west.

5.1.9 The site is located within the setting of both **the Bromsgrove Town Centre Conservation Area and the St John's Conservation Area** with its eastern part included in the Bromsgrove Town Centre Conservation Area.



Key:

 Market Hall Site Boundary



Town Hall and Market Place c 1900



Market Place c. 1930 view towards the church. No1 High Street on the right

5.2 Historic Development

5.2.1 The Market Hall site is known to have been in use from at least as early as the 13th to 14th Centuries.

5.2.2 The Market Place - the current junction of High Street and St John's Street, adjacent to Market Hall **formed the core of the medieval town**, being the Site of the medieval market. The Church and the area enclosed by Hanover Street, St John's Street and Worcester Road including the Market Hall is most likely the earliest built-up area of the town.

5.2.3 The Market Hall site is where **a market house, probably of medieval origin**, is shown on the 1839 map together with the 'great cross' standing before it. It appears that market house was later replaced with a Town Hall building.

5.2.4 The **Town Hall stood adjacent to Market Place** and in the 18th Century was reserved for the use of wool sellers and dealers during the time of the fair (established in 1792). This building was demolished in 1832 when a replacement town hall was built.

5.2.5 The ordnance survey maps from circa 1884-1886 show **Spadesbourne Brook bisecting the Site** in a north-south orientation with residential fine-grain developments with possibly commercial and industrial uses on the ground floor. The rear of the residential developments fronting onto St John Street comprises some small buildings which were possibly used as stores, outhouses and workshops.

5.2.6 Around that time the north-east portion of Site comprises **George Inn, Town Hall**, a cross or a drinking fountain and a substantial building between the Site and No. 1 High Street in the curved intersection of High Street and St John Street. This building known as **Roundabout House** was used as a warehouse however it was thought to have been initially a mill. Roundabout house was demolished in the late 19th Century, possibly to widen the road.

5.2.7 By **1927, a large Market Hall building appears** in the centre of the medieval core partially within the boundary of Site in its the southwest section.

5.2.8 During the 20th Century, the town centre saw an extensive change. Many of the houses were demolished, including residential properties in the western portion of Site and the Town Hall.

5.2.9 The western portion of Site was developed as a car park, and the demolished Town Hall area widened the footpath by Worcester Road.

5.2.10 The 1967 map shows the Market Hall and George House are the only structures on Site and the rest is a car park. The 1967 map also shows the roads are substantially narrower than the current ones.

5.2.11 The 1973 map shows the roads at a width that resemble the widths of the highway today.

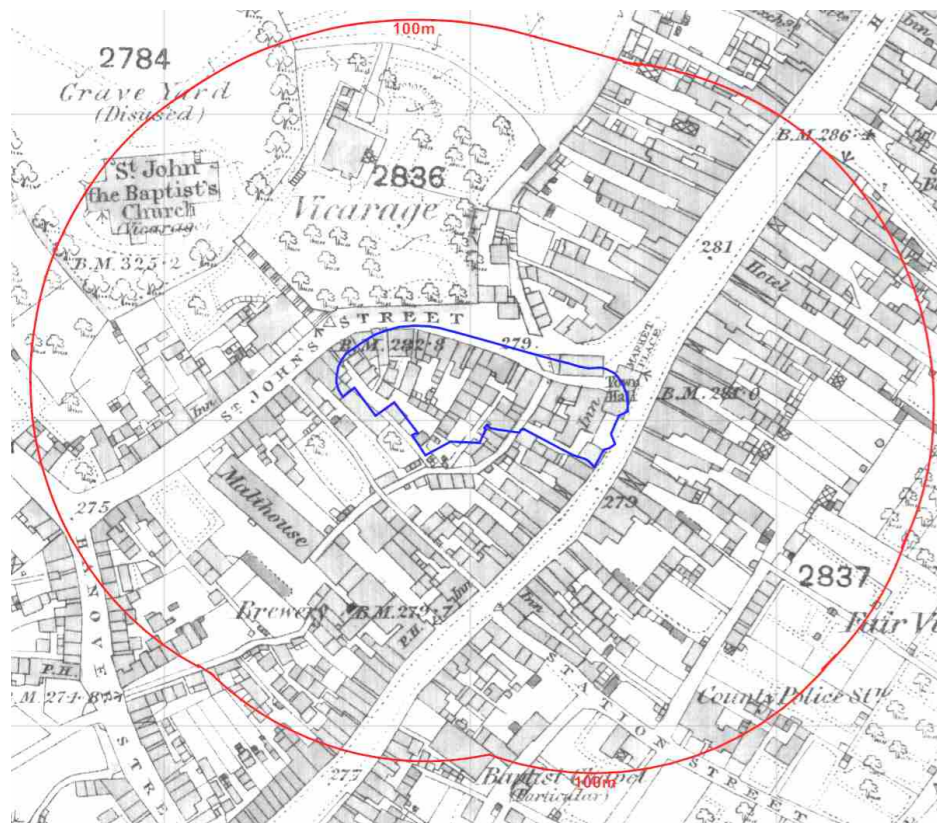
5.2.12 By 1973 – 1975, the Site largely remains unchanged; however, Spadesbourne Brook was realigned and partially culverted through the centre of Site at that time.

5.2.13 The historic maps indicate the George Inn (built in 1832) adjacent to the Town Hall. Both the George Inn and the Town Hall were both demolished. **George Inn was replaced in the 1950s by George House, a poor quality office and retail building. This building was demolished in 2017, and since then the Site remains unoccupied.**

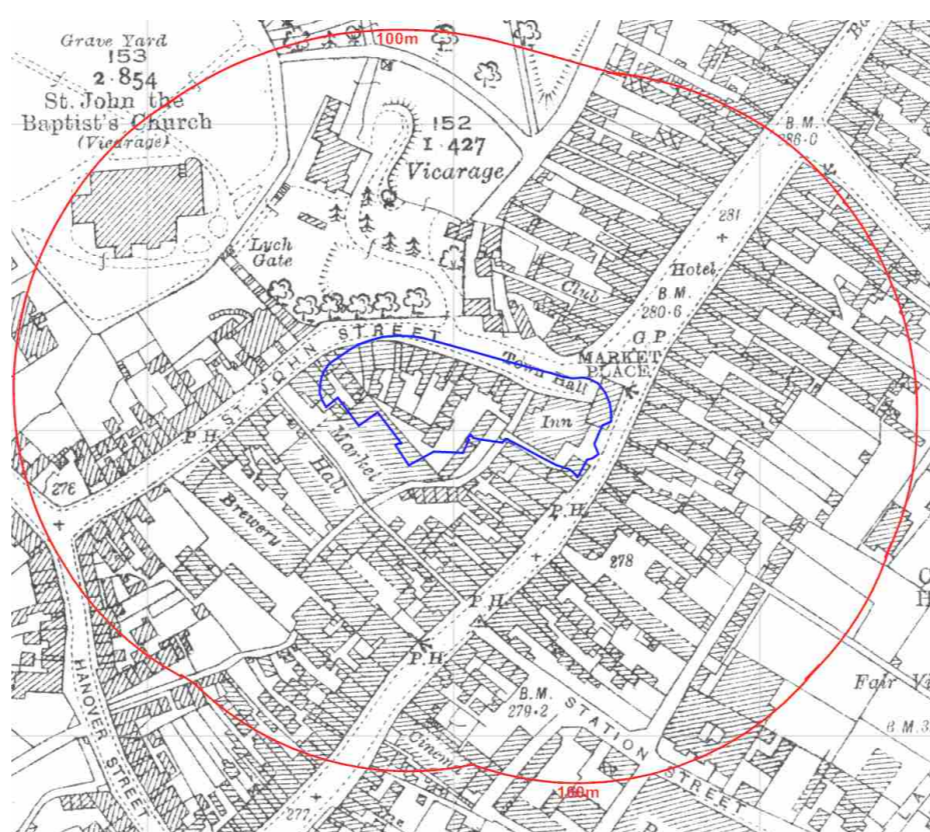
5.2.14 Planning was obtained for a new Market Hall in 1993 and in 1994 demolition of the old Market Hall and construction of the building new began in the southwest section of the Site. In 1995 planning permission was granted for the enclosure of the open brook culvert.

5.2.15 The new Market Hall was demolished in 2010, and planning permission was granted for the construction of a Waitrose building in the historic core on Hanover Street.

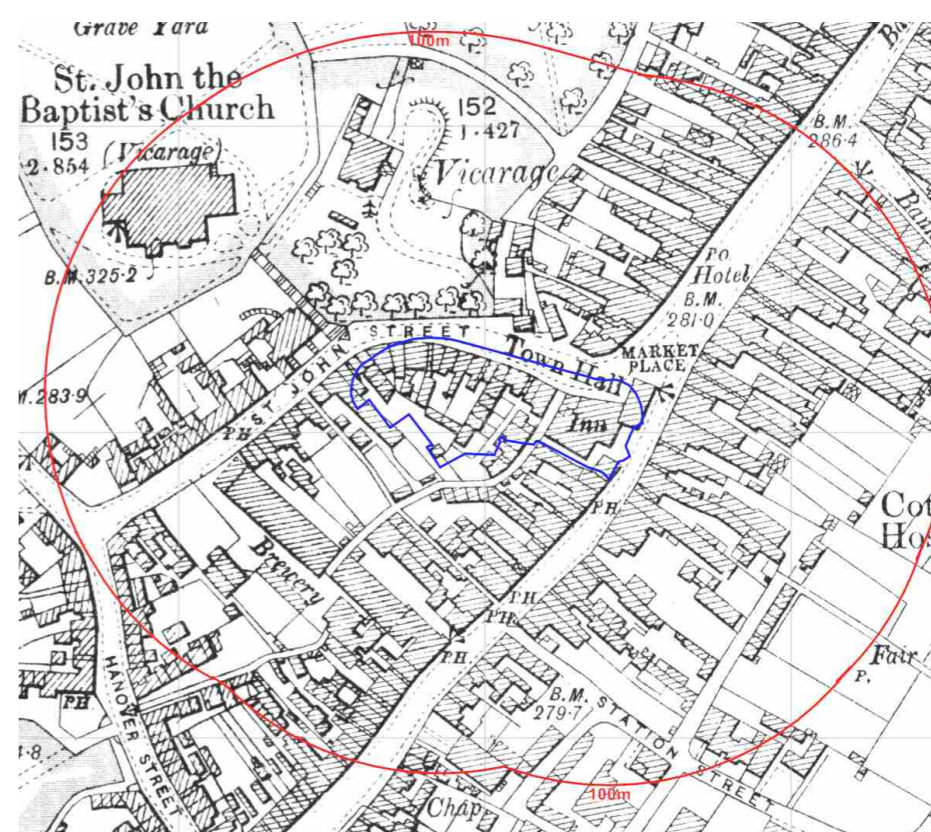
5.2.16 Further information regarding the history of planning applications on the Site is included in 5.4 chapter of the report.



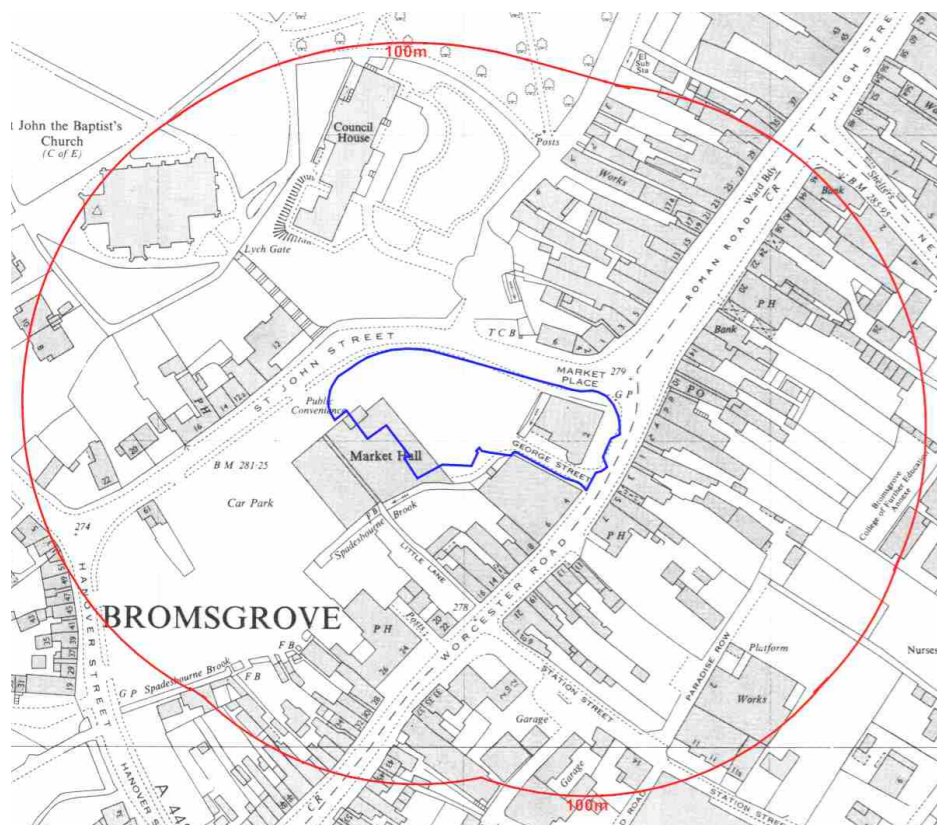
Market Hall 1886



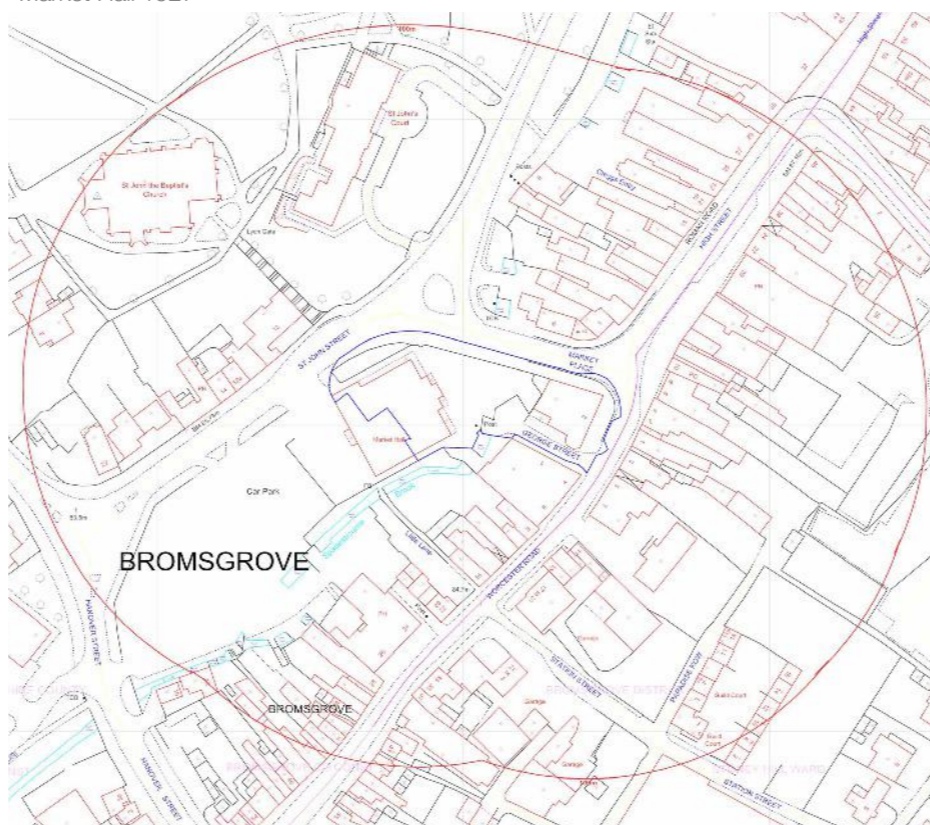
Market Hall 1927



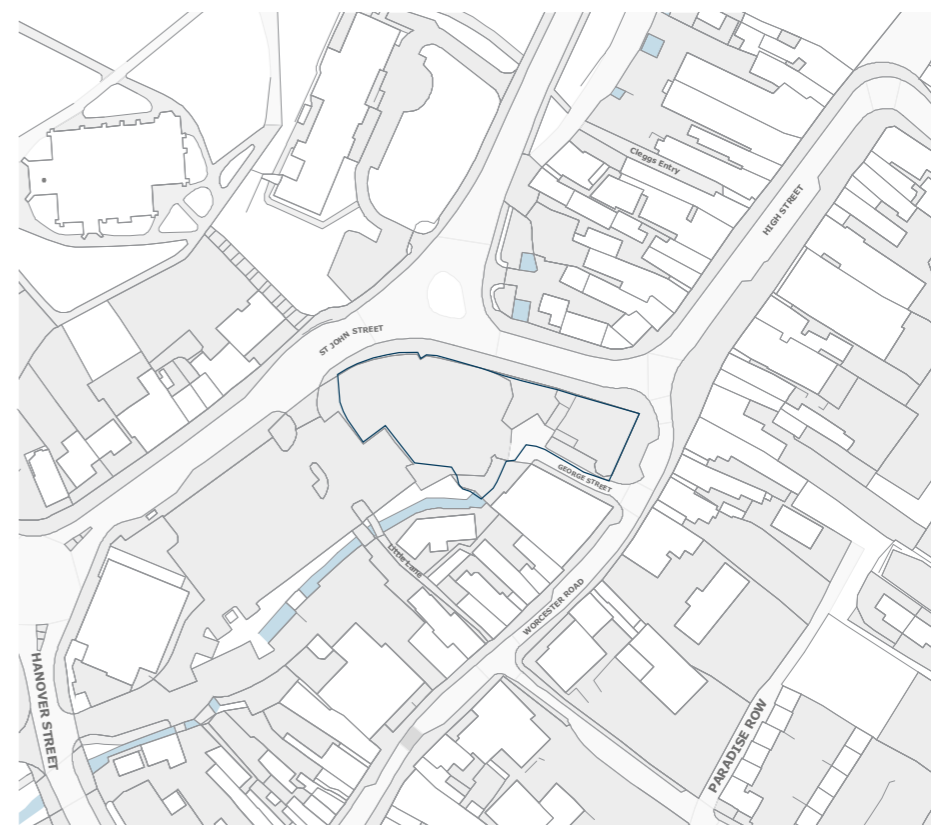
Market Hall 1903



Market Hall 1968



Market Hall 2003

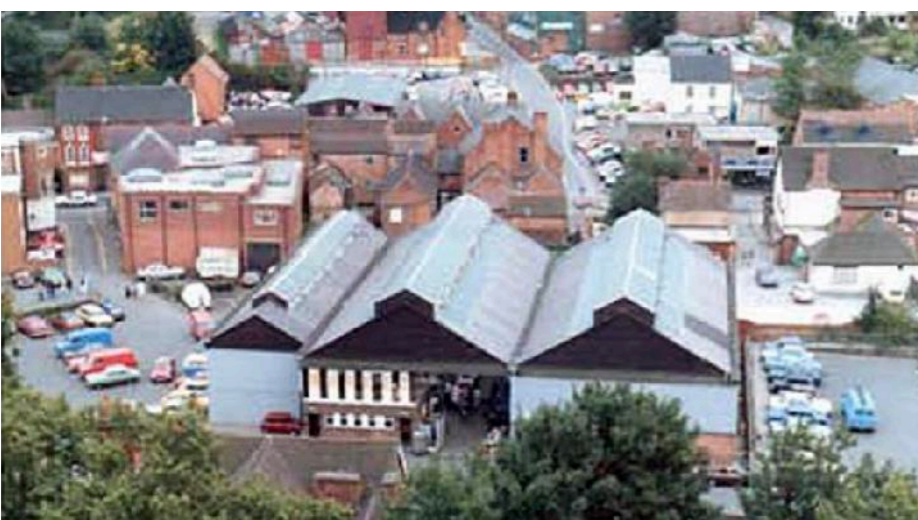


Market Hall 2020

*Map Source - Waterman / Groundsure



Roundabout House. Lamp in front of Town Hall on site of old stone market cross



Old Market Hall demolished in 1994



New Market Hall demolished in 2010



George Inn built in 1832



George House built in 1950's demolished /2017 (TBC)



Waitrose completed in

5.3 Archaeology and Ground Conditions

5.3.1 The Site is considered to present development constraints which are typical of a brownfield site. **Remedial works which may impact upon the progress of the future development may be required.** Constraints arising from contamination are considered less likely for the east of the Site, due to the majority of historical contaminative uses being situated in the west of the Site.

5.3.1 Deep deposits of Made Ground and superficial deposits are known to be present on Site particularly towards the Spadesbourne Brook, therefore **deeper foundations or ground improvement maybe required** which will have an associated cost.

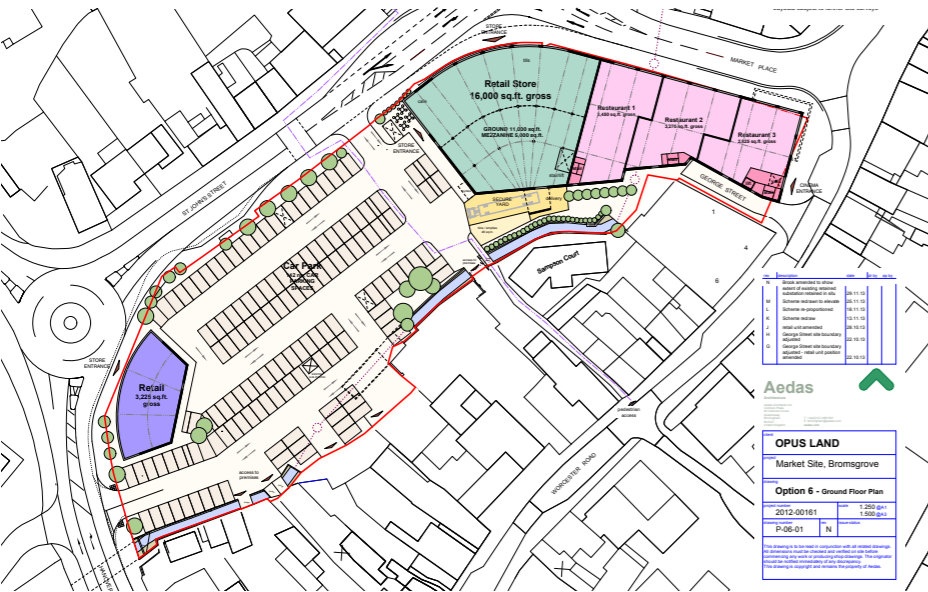
Relevance to the Study:

- The Site may also be at risk from compressible **ground and running sand stability hazards**, which would have an impact on the choice of foundation solution.
- **The ground contamination conclusions** (for details refer to Appendix A) would need to be tested/confirmed by a Preliminary Risk Assessment and an intrusive environmental investigation. This would then be followed by a Generic Quantitative Risk Assessment, Remediation Strategy and Validation Report, which are likely to be a planning requirement.
- The data viewable on Heritage Gateway and the results of previous investigations suggest that there is **potential for it is unknown archaeological remains** of medieval to post-medieval date. Such potential is also captured by HECZ 150 which states that the core of the historic town, contains medieval to post-medieval potential, with some potential for remains predating the medieval period.
- While development on site would **have likely truncated archaeological remains**, a 2013 excavation showed there is **potential for surviving archaeological remains** within previously undisturbed pockets within the Site.
- Historic Environment Record (HER) data would need to be consulted as part of further assessment to confirm whether the watching briefs and the excavation covered the entire Site and therefore identify those areas which would have the most potential for archaeological remains.





Development Proposal; Market Hall Site Phase 2



Development Proposal Opus Land Option 6 .2013

5.4 Planning History

A review of Bromsgrove District Council’s online planning database identified the following planning applications:

- **ref. 16/0152**
Date submitted - Thu 18 Feb 2016
Status - ‘Pending Consideration’

Market Hall Site Phase 2

A ‘demolition of ‘George House’ and erection of a retail led mixed use development comprising 2 no. A1 retail units and 1 no. A3/A5 unit (Phase 2).’ The planning application is for the Site and a parcel of land to the southeast of St John Street.

- **ref. 15/0994**
Date submitted - Fri 20 Nov 2015
Status - Granted on Mon 16 May 2016

Market Hall Site Phase 1 (Waitrose)

Proposal for the area west of the Site for ‘erection of a food store (Use Class A1) with associated parking and landscaping works (Phase 1)’

- **Spadesbourne Brook Enhancements**

In 2008 Bromsgrove District Council developed a vision to improve the town centre by reinstating Spadesbourne Brook as a more natural asset to open up the Brook from its enclosed culvert and give it a more natural form between Church Street and Hanover Street.

An extensive study of the Brook and the surrounding area was undertaken. This project wasn’t realised. The potential to reinstate the Brook remains. Drawings on the left, show two options for the reinstatement of the Brook along Crown Close and across Market Place (St John Street) and the Market Hall Site.

5.5 Planning Context

The historic Market Hall Site has been listed in Bromsgrove District Plan 2017 as a major mixed use development opportunity which the Council will promote for comprehensive redevelopment.

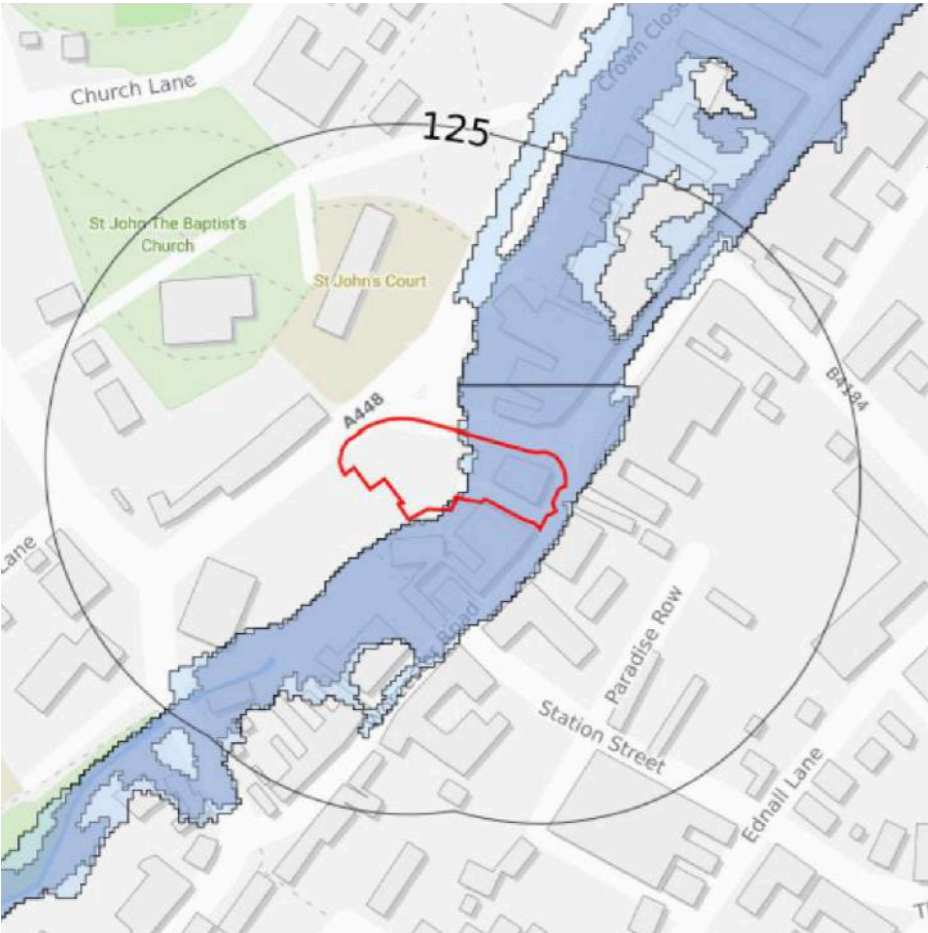
The following principles for development will apply:

- ‘A. Retail led mixed use development scheme will be the primary land use;
- B. Leisure uses such as cafés and restaurants may also be acceptable on the ground floor. Residential and office uses may be acceptable on upper floors;
- C. Scale of development to preserve or enhance the surrounding Conservation Area with protection of notable views including the view to St Johns Church;
- D. Where possible perimeter blocks should be used in line with policy BDP17.5F;
- E. Design proposals for the north eastern portion of the site (George House/ Blockbuster) must reflect both its prominence as the termination of the High Street and also as the gateway into the historic market site;
- F. A flood risk assessment will be required to address flood risk from the Spadesbourne Brook and appropriate mitigation implemented where necessary. The watercourse must be considered as part of the public realm element of any proposals, including provision for enhanced walking and cycling opportunities;
- G. All proposals will be required to contribute to public realm improvement to ensure this site is linked into the wider Town Centre;
- H. All revised car parking proposals must be consistent with the wider car parking strategy for the Town Centre;
- I. An appropriate assessment of flood risk must be carried out including the hydraulic modelling of the Spadesbourne Brook through the site.’



Bromsgrove District Plan



Bromsgrove High Street, view of Market Hall Site, historic photograph.



Flood Zones

-  Flood zone 2
-  Flood zone 3

5.6 Flooding

5.6.1 The culverted Spadesbourne Brook bisects the centre of the Site flowing southwards and is culverted before entering River Salwarpe. The culvert is lined by brick and vegetation in the southeast as it flows off-site. The risk of flooding from Rivers is medium to high on the eastern portion of the Site with no risk on western area of Site.

5.6.2 Furthermore, the **eastern portion is located within Flood Zone II and III and due to the culvert**, the risk of surface flooding is high in the eastern portion and low to moderate in the western portion of Site.

5.6.3 The site is bisected by a culverted section of the Spadesbourne Brook, which is classed as an Ordinary Watercourse. The west of the site is shown to be located in Flood Zone 1 indicating a low probability of flooding (less than 1 in 1000 annual chance), **however the east of the site is shown to be in Flood Zone 3 indicating a high probability of flooding** (greater than 1 in 100 annual chance).

Relevance to the Study:

- Due to the risk of flooding there will likely be significant constraints to development on the eastern part of the site, key considerations are as follows:
- Any new development would need to ensure no loss of floodplain storage for the 1 in 100 plus climate change event and therefore the built footprint of any development within this flood extent may be restricted in size;
- Depending on the proposed uses and local guidance/policy Finished Floor Levels may need to be raised to protect the site from flooding;
- The land use at ground floor in this area is likely required to be low risk in terms of flooding; and
- The EA/Lead Local Flood Authority may want to see the culvert opened up and naturalised as part of the scheme, whilst this would have a cost implication it may also be beneficial from a flood risk perspective as channel capacity would increase.
- Early consultation with the EA and Lead Local Flood Authority should be undertaken to obtain baseline flood risk data and determine design parameters and requirement and potential mitigation measures.

5.7 Ecology and Arboriculture

5.7.1 As a result of the ecological assessment at the Market Hall Site, otter, water vole and a Local Wildlife Site are considered to represent potential **Important Ecological Features**. As such, these features may represent ecological constraints moving forward with the Development. **Given the above, recommended further work to inform any future planning application should include:**

- A presence/absence survey for water vole and otter at the section of Spadesbourne Brook located on and adjacent to the Site;
- The completion of an Ecological Impact Assessment (EclA) which will include general mitigation and enhancement measures in line with local planning policy and legal requirements. The assessment will also include detailed mitigation requirements as to protect the section of Local Wildlife Site present on Site and to protect water voles and otters pending results of the presence/absence survey;
- Should habitats of value to nesting birds require removal to facilitate Site development this should be undertaken outside of the breeding bird season (March to August inclusive). However, if works cannot be undertaken outside the breeding bird season an ecologist will inspect any vegetation to be removed.
- As part of the Site's redevelopment this presents an opportunity, to open up and re-naturalise the Spadesbourne Brook resulting in increased riparian habitat and biodiversity on-site and an attractive Site feature. This may also align with the EA/Local Flood Authority's desire to open up the culvert.
- As a result of the Arboricultural Assessment, C and B grade trees were recorded on and directly adjacent to the Site. Furthermore, two trees on Site are protected due to their location within Bromsgrove Town Centre Conservation Area.














Relevance to the Study:

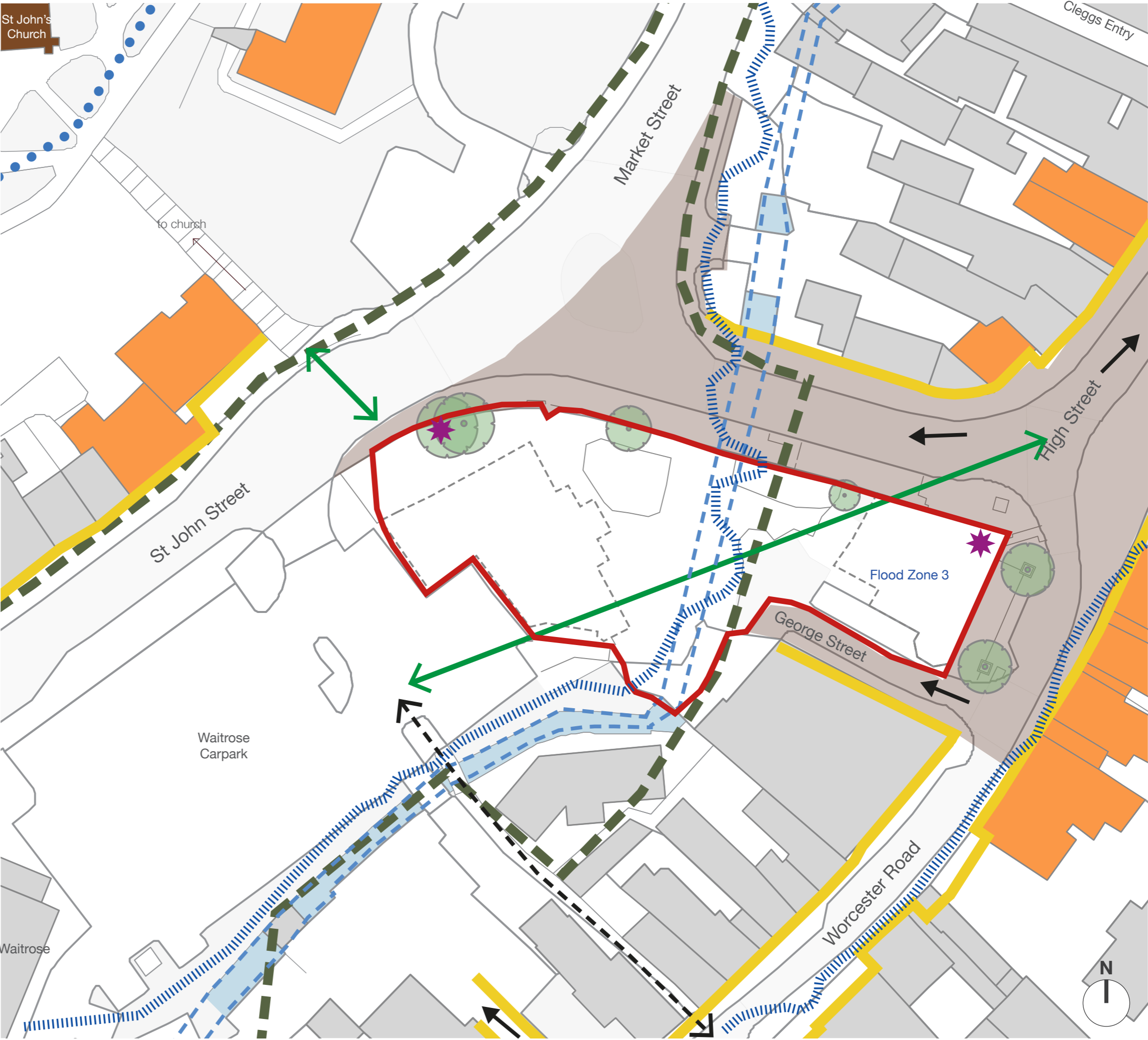
As such, the following recommendations should be considered in support of any future planning applications pertaining to the Site:

- The production of an Arboricultural Impact Assessment once design freeze has been confirmed;
- Incorporation of newly planted trees within the emerging scheme design; and
- Appropriate protection measures for retained trees during construction activities.

For detail site assessment and analysis of opportunities and constraints of the following analysis; Ground Conditions and Contamination; Ecology; Arboriculture; Utilities and Services; and Historic Environment refer to Appendix A.

Key:

-  Bromsgrove Town Centre Boundary
-  Market Hall Site
-  Spadesbourne Brook existing watercourse
-  Flood Risk Zone 3 boundary
-  Opportunity to Improve Public Realm
-  Active Frontage
-  Popular Pedestrian Link
-  Desire Lines
-  Protected Views
-  Prominent Corner
-  Conservation Areas
-  Grade I listed St John church
-  Listed buildings



5.8 Opportunities and Constraints

KEY OPPORTUNITIES

Development:

- A council-owned, major opportunity site in key Town Centre location, gives potential to create an exemplary development, in the prominent historic Market Hall location – a beacon of local regeneration, a focal point of commercial and social activity in Bromsgrove and a hub of the District.
- Potential to deliver a mixed-use, sustainable development, with commercial ground floor and residential units above bringing new residents and tenures to the Town Centre and strengthening its economy.
- The site is visible from various points along High Street. A development that complements the nearby built form, works with the fine urban grain within the Conservation Area and provides a focal point terminating the High Street can be created.
- Possibility to reinstate a continuous active frontage along the northern edge of the Site on St John Street and on the strategic corner at the junction of High Street, St John Street and Worcester Rd.



Protected View of the Church, looking down George Street from Worcester Rd,

Access and Public Realm:

- A well designed urban form could;
 - help create a legible block structure and better define the streets,
 - enhance wayfinding and quality of public realm,
 - improve land use efficiency and townscape,
 - create new pedestrian links following desire lines.
- Opportunity to reinstate the historic Market Place and create a new key public square for Bromsgrove as part of the development - an active hart of the town and the district.
- Opportunity to lessen the dominance of the highway and reduce the size of the junction at Market Street and St John Street.
- Enhancement of the environment of Spadesbourne Brook, and reinstatement of this natural asset could bring green infrastructure into the Town Centre and help create a high quality public realm.
- The Site can be accessed from various directions. There is an opportunity to create a flexible development that improves the permeability of the Town Centre and links currently disconnected destinations. - e.g create a stronger link and seamless public realm between pedestrianised High Street, Worcester Rd and a group of commercial and retail buildings along St John Street (A488) and Waitrose.
- Any new development should provide a positive contribution to ongoing projects already initiated by the Council e.g improvements to walking/cycling routes, and enhancements to public realm.
- Adjacent council owned car parking at Waitrose, currently underused could be rationalised to complement new development.
- The Site gives an opportunity to enhance the views and settings of the local landmarks – the Church and listed buildings.
- There is an opportunity to improve the experience of a historic streetscape and improvement of the general urban environment.

KEY CONSTRAINTS

- Noise and pollution from the busy St John Street (A488) and Market Street can have an adverse impact on development.
- A busy intersection of St John Street and the southern end of High Street that provides the main link with New Road, adjacent to the site.
- The site lies between the Bromsgrove Town and the St John’s Conservation Areas, with the most north-east corner of the site in the Bromsgrove Town Conservation Area. Any development on this site therefore has the potential to have an impact on both conservation areas and the listed buildings.
- Scale and massing of proposal needs to preserve or enhance the surrounding Conservation Areas and notable views including the view to St Johns Church;
- Proposal for north eastern section of the site needs to reflect both its prominence as the termination of the High Street
- Compromised connection with Bromsgrove Station and reduced cycle parking in town centre constraint access to the site.
- Culverted brook running across the site can have an impact on scale and massing of development proposal.
- North-east portion of the site is in Floor Risk Zone 3.
- Further flood risk assessments required to address flood risks from Spadesbourne Brook.
- Any development on the site is most likely to obstruct the protected view of the Church as seen from Worcester Road, looking down George Street.





Views of the Dolphin Centre Site

B. DOLPHIN CENTRE SITE

5.11 Townscape Context

5.11.1 The Site comprises an area of approx. 0.74 ha of **recently cleared land** held by the Council.

Current land uses on-site comprise:

- A car park in the western portion of Site;
- An area of soil and rubble from the demolished Dolphin Centre in the eastern portion of Site.

5.11.2 An electrical substation was present on-site and has been demolished, located in the eastern corner of the Site it was in close proximity to Bromsgrove Sport and Leisure Centre.

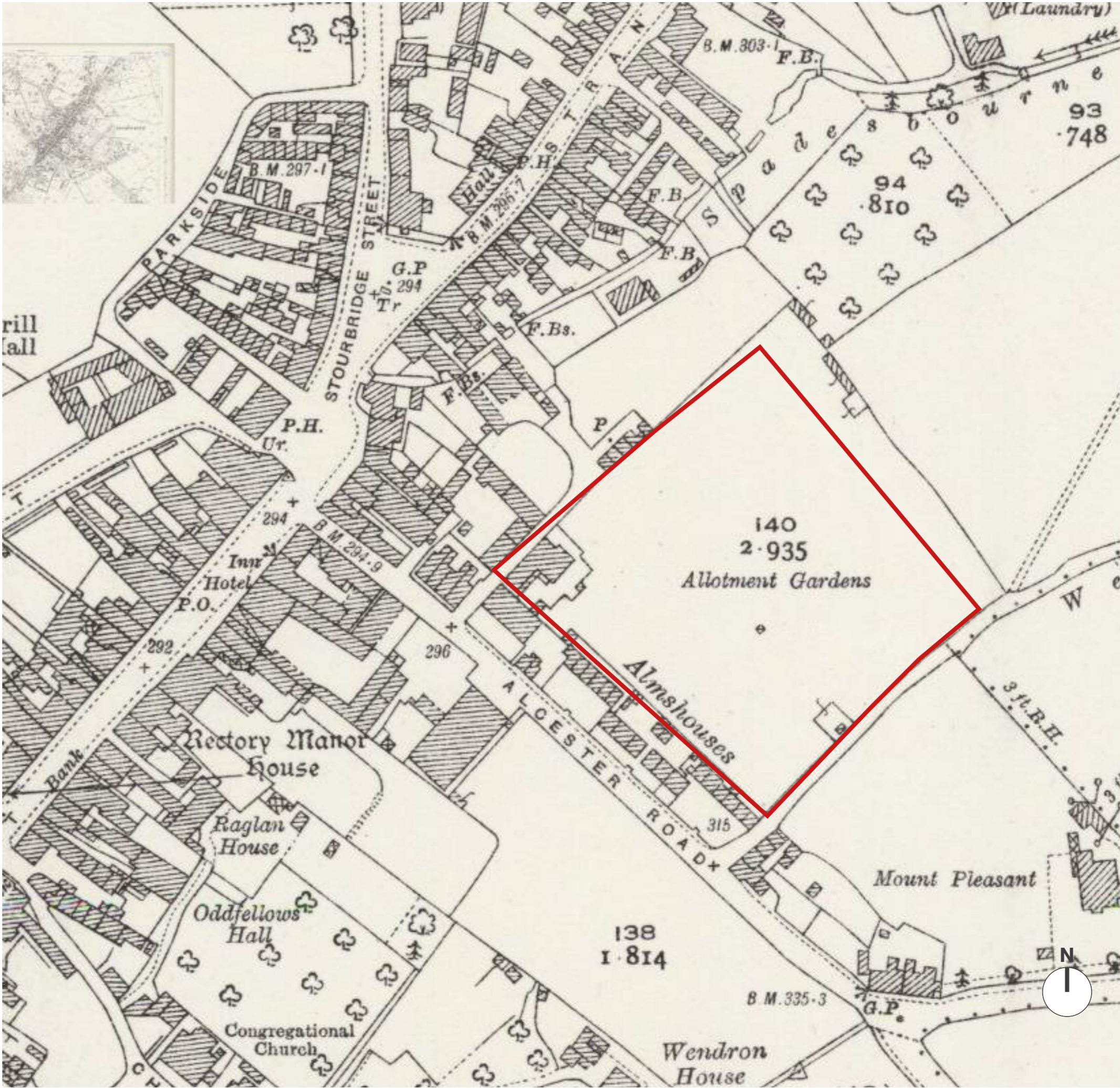
5.11.3 **The topography of the Site is relatively flat, with a gentle slope rising to southeast.** There are areas of soft landscaping along the south-eastern boundary of the Site. Planted borders are also located in car parking areas, although approximately 95% of the Site is capped by hardstanding.

5.11.4 The Site is bound by School Drive and residential housing in the north, to the east by Bromsgrove Sport and Leisure Centre, to the south by a path, residential properties and A448/Stratford Road. The south is bound by Bromsgrove Methodist Church Centre and A448/Stratford Road.

5.11.5 There are bus links with the train station, bus stops within 5 mins walk.

5.11.6 **A path along its eastern boundary seems to provide a shortcut to various destinations north of the Site** (Artrix Centre, North Bromsgrove High School And Sixth Form, Heart of Worcestershire College, David Lloyd Bromsgrove and parks). **The character of School Drive is mixed** with residential predominantly 2 and 3 storey buildings along its western boundary and buildings of large footprint like the leisure centre, culture centre and high school on the opposite side.

5.11.7 The Site is located **outside of the historic core but within the Town Centre area**, and a short walking distance from the High Street

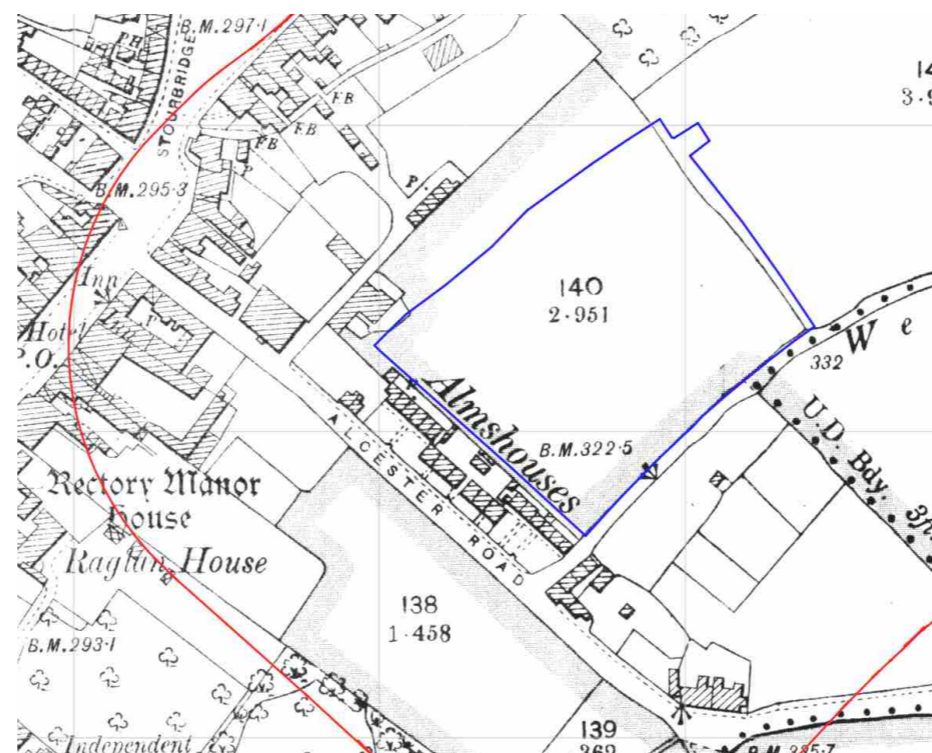


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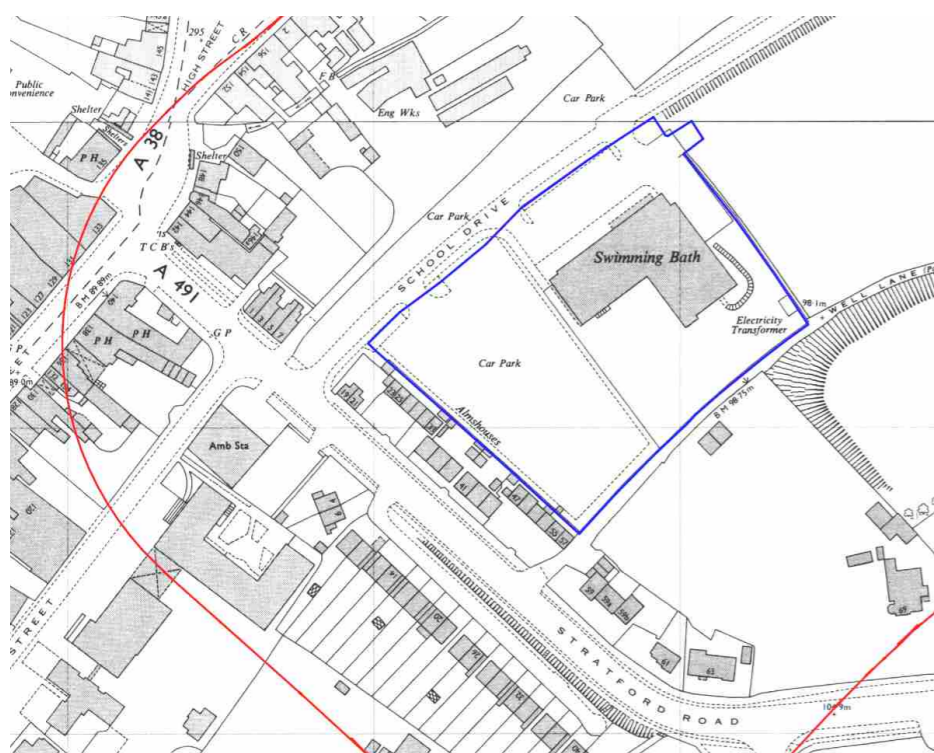
 Dolphin Centre Site Boundary



Dolphin Centre Site c 1886

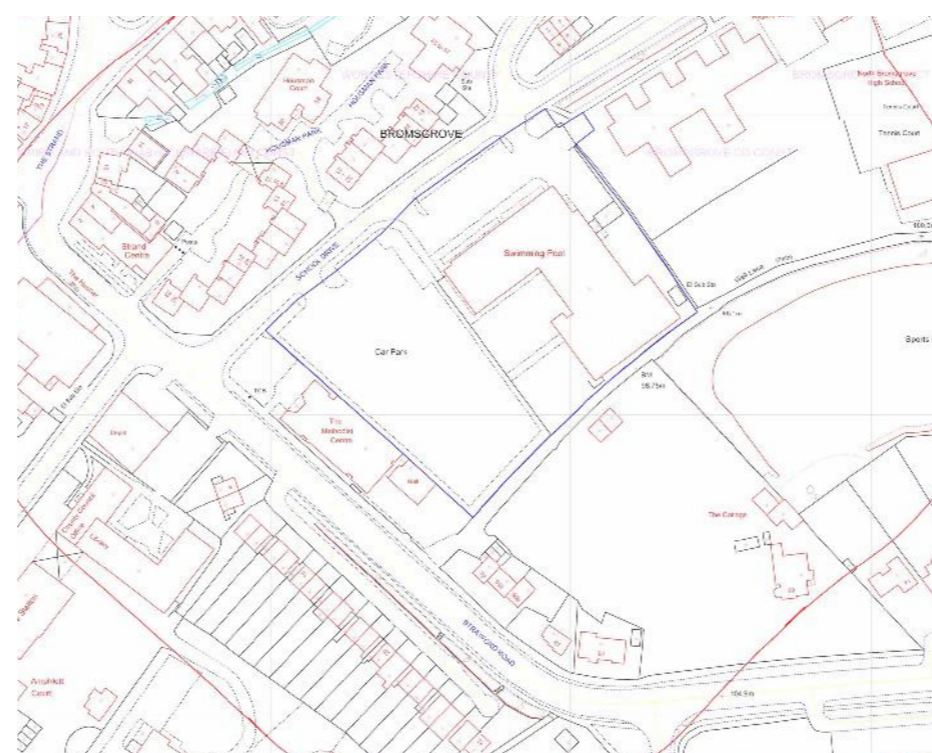


Dolphin Centre Site 1903



Dolphin Centre Site c 1968

*Map Source - Waterman / Groundsure



Dolphin Centre Site 2003

5.12 Historic Development.

5.12.1 Maps from circa the 1880s shows the entire **Site as an open field/farmland**. The Site is bound in the west by Almshouses and Alcester Road and in the south by Well Lane. The Site is surrounded by open fields in the north and east. By the 1920s, the whole Site is mapped as allotment gardens.

5.12.2 The next historical mapping in the **1960s indicates a swimming bath on the eastern portion of the Site** and a car park in the western portion.

5.12.3 An electricity transformer is denoted on the eastern corner of the Site.

5.12.4 School Drive bounds the Site in the north-west. By the 1970s the swimming bath is denoted as a swimming pool and the electricity transformer is indicated as an electrical substation.

5.12.5 By 2003, the swimming pool in the eastern portion has been expanded to the south. **This layout has remained until building on the Site was recently demolished.**

5.12.6 In the surrounding area historical mapping from the 1880s indicates Cottage Hospital 130m south which is identified until 1960s. A corn mill which is disused in 1900s and mill pond are situated 200m northeast. Spadesbourne Brook located 140m north flows towards the southwest. In the 1920s, the disused corn mill is identified as a laundry and later Blackmore Mill, which is identified until 1980s.



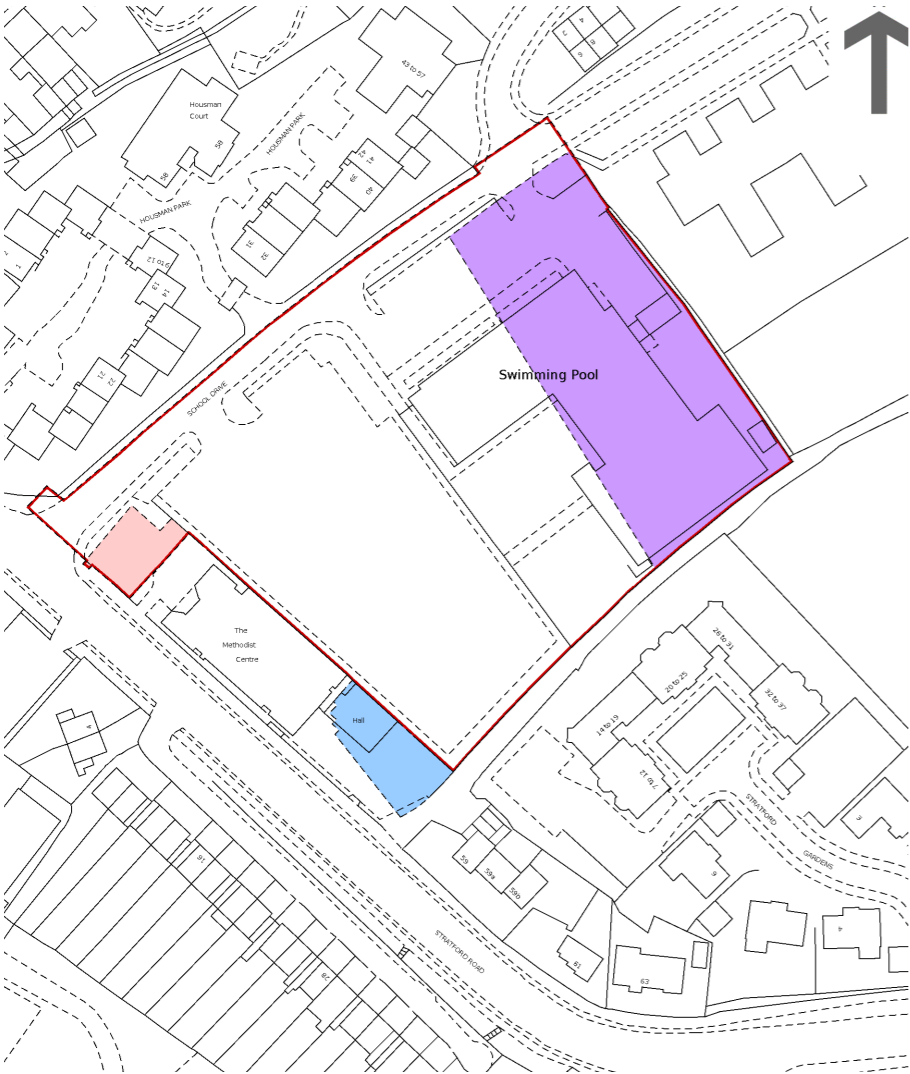
A planning application visual. New Dolphin Leisure and Sports Centre - now completed.



Dolphin Leisure Centre now demolished. Views from Stratford Rd and School Drive.



New Dolphin Leisure and Sports Centre - now completed.



Title plan

5.13 Archaeology and Ground Conditions

5.13.1 The potential for as yet unknown archaeological remains and can currently be fully understood by only consulting viewable data on Heritage Gateway. Historic mapping from 1883/84 indicates the Site comprised open land abutting to almshouses along Stratford Road with evidence of a building within its south-western corner. The land was in use as allotment gardens by at least the mid-1920s until the late 1960s when the swimming bath and its associated car park were constructed. HECZ 149 describes the area within the Site as one that is characterised by 20th century development surrounding a medieval to post-medieval core which is what is reflected by the historic mapping.

5.13.2 While the swimming baths would have likely at least partially truncated archaeological remains during excavation works for the pool, the car park works would have unlikely lead to significant truncation. Similarly, there is potential that works undertaken within the allotment would not have significantly truncated and/or removed archaeological remains. Therefore, there is considered to be potential for archaeological remains especially within the southern extent of the Site. However, this would need to be subject to further assessment.

5.13.3 The Site is considered to present development constraints which are typical of a brownfield site. Made Ground is likely to be present beneath the Site. No superficial deposits have been recorded on-site and the Bromsgrove Sandstone Formation is considered a competent founding stratum.

Relevance to the Study:

- Remedial works which may impact upon the progress of the proposed development may be required.
- Development constraints arising from contamination are considered less likely for the western portion of Site, due to the majority of historical contaminative uses being situated in the eastern portion of Site.
- All areas of soft landscaping would require capping with material that is suitable for use.

5.14 Planning History

A review of Bromsgrove District Council’s online planning database identified the following:

- **ref. 15/0919**
Date submitted - October 2015
Status - ‘Granted with Conditions

New Sport and Leisure Centre

‘new sport and leisure centre including swimming pools, health and fitness suite, climbing wall, multiuse studio/function and community spaces, wet and dry changing, offices, associated building and car park, accessible parking, car park access, servicing and landscaping.’. The planning application is for the Site and adjoining leisure centre in the east.

- **ref. B/2004/1023**
Date submitted - August 2004
Status - ‘Granted with Conditions

a planning application for the Site for ‘proposed customer services centre and extensions to existing leisure centre’ was submitted to the LPA and the scheme.

- **ref. B/2003/0271**
Date submitted - February 2003,
Status - granted

‘a planning application for the Site for ‘extension to provide entrance, changing and amenity facilities at poolside level, existing entrance level to become future Health and Fitness suite’ was submitted to the LPA.



Panoramic view of the site looking towards School Drive.



Site context: View of the church and site beyond from Stratford Rd.



Junction of School Drive and Stratford Road.



- Flood zone 2
- Flood zone 3

5.15 Planning Context

The Dolphin Site has been listed in Bromsgrove District Plan 2017 as a major development opportunity. The Historic Market site is a major mixed use development opportunity which the Council will promote for comprehensive redevelopment.

The following principles for development will apply:

BDP17.12 TC5 School Drive

The School Drive site is a major leisure development opportunity site within the Town Centre, which has an important role to play in integrating the Artrix, Bromsgrove North High School, NEW College and the proposed replacement Fire and Police station into the Town Centre community.

Development should meet the following principles:

- A. A leisure centre with associated parking and complementary uses including possible new public sector facilities will be the predominant use on site;
- B. Residential development is considered acceptable;
- C. The new leisure centre should contain, a swimming pool, fitness suite, multifunctional studios, sports hall facilities and ancillary uses such as café/ restaurant will also be acceptable;
- D. Other small scale retail and commercial development could also be acceptable as part of a comprehensive scheme;
- E. All buildings must have a frontage onto School Drive and where possible Stratford Road;
- F. Proposals must be considered in tandem with other major development proposals on Windsor Street, and contribute positively to creating clear functional links between the Town Centre and uses further along School Drive.

Bromsgrove District Plan

For detail site assessments and analysis of opportunities and constraints for the following topics; Ground Conditions and Contamination; Ecology; Arboriculture; Utilities and Services; and Historic Environment refer to Appendix A.

5.16 Flooding

Surface Waters

5.16.1 The nearest surface water to the Site is Spadesbourne Brook located 65m northwest and flows southwards before entering River Salwarpe. There is no risk of flooding from Rivers, surface flooding and the Site is not located within a Flood Zone. However, School Drive which is located adjacent to the Site is classified as a medium

5.17 Ecology and Arboriculture

5.17.1 As a result of the ecological assessment at the Dolphin Centre Site, no protected species and/or habitats are considered to represent potential Important Ecological Features (IEFs). As such, no ecological constraints in relation to future redevelopment have been identified.

5.17.2 Given the above, recommended further work to inform any future planning application should include:

- the completion of a Preliminary Ecological Appraisal (PEA) to support a future planning application. An EcIA is unlikely to be required by the Local Planning Authority given that no potential Important Ecological Features have been identified;

5.17.3 A mature oak tree on the eastern boundary of the site has been assessed to provide low potential to support roosting bats; it is therefore recommended that it is retained as part of future redevelopment. However, should it require removal, sensitive felling techniques will need to be adopted; and should habitats of value to nesting birds require removal to facilitate Site development this should be undertaken outside of the breeding bird season (March to August inclusive). However, if works cannot be undertaken outside the breeding bird season an ecologist will inspect any vegetation to be removed.

5.17.4 As a result of the Arboricultural Assessment, C and B grade trees were recorded on Site. As such, the following recommendations should be considered in support of any future planning applications pertaining to the Site:

- The production of an Arboricultural Impact Assessment once design freeze has been confirmed;
- Incorporation of newly planted trees within the emerging scheme design; and
- Appropriate protection measures for retained trees during construction activities



- Key:**
- Bromsgrove Town Centre Boundary
 - Dolphin Centre Site Boundary
 - Existing Vehicular Access
 - Potential Vehicular Access
 - Public walking routes
 - Active Frontage Opportunity
 - Existing windows on boundary
 - Prominent Corner
 - Rubble/Soil
 - Flood Risk Zone 3 boundary

5.18 Opportunities and Constraints

| KEY OPPORTUNITIES: | KEY CONSTRAINTS: |
|---|--|
| <ul style="list-style-type: none">• A council-owned, major opportunity site, within the Town Centre zone that can help create clear functional links between Town Centre and uses along School Drive i.e. the leisure centre, the Artrix, Bromsgrove North High School, NEW College, Fire and Police station.• There is an opportunity to better connect Dolphin Site with the centre by e.g. provision of a visual marker, visible from the junction of The Strand and Stratford Road and improved pedestrian environment.• Potential for larger-scale, sustainable development in the Town Centre zone and active frontage along School Drive.• Potential to provide complementary uses and strengthen and diversify town centre offer and complement Market Hall development.• Potential to enhance pedestrian links with the High Street and town centre and implement public realm improvements, enhance greenery and create a high- quality public realm.• Opportunity to bring energy to the northeast quarter of the town and strengthen the Town Centre.• Potential to create much needed residential units in Town Centre.• Positive contribution to an ongoing series of improvements proposed for walking/cycling routes. Promotion of sustainable transport.• Positive contribution to a series of public realm improvements around the Town Centre that are being delivered by the Council. | <ul style="list-style-type: none">• A sensitive residential context, alongside the northern side of School Drive,• A community church adjacent to the site on Stratford Rd with windows overlooking the site.• There is a right of way granted to provide access to the neighbouring church car parks through the former Dolphin Centre site.• Compromised connection with Bromsgrove Station.• A gentle slope and redundant soil - remains from demolition of the Dolphin Centre building).• Poor connection with the train station. |



Dolphin Centre Site views from School Drive

6 Stakeholder Interviews

6.1 Overview

6.1.1 The changing way of work triggered by the pandemic had an impact on the facilitation of the engagement programme that we initially proposed. Instead of public meetings we conducted phone interviews with stakeholders representing the local community.

6.1.2 We spoke to 9 people including representatives of **local businesses, members of Bromsgrove Indie Club, Historical Society, arts & culture coordinators, and youth workers.**

6.1.3 We asked them questions about **their experiences working or living in Bromsgrove.** We have asked participants to share their knowledge and experience to make us better understand local needs, opportunities and aspirations for the development sites, the Town Centre and the District.

6.1.4 The Questions we have asked were as follows;

- 1. Would you **recommend visiting Bromsgrove** Town Centre and why?
- 2. What **should change and improve** in the future in order to strengthen the position of Bromsgrove Town Centre as the key location within Bromsgrove District?
- 3. What **uses are currently missing** in the Town Centre?
- 4. In your opinion what are the **main opportunities and strengths** of the **Market Hall Site**?
What are the main weaknesses and constraints?
- 5. In your opinion what are the **main opportunities and strengths** of the **Dolphin Centre Site**?
What are the main weaknesses and constraints?
- 6. If the proposals could deliver something for **your area of work**, what would that be?

6.1.5 From local histories, through present challenges to future dreams and ambitions, feedback that we gathered gave us better understanding of the local context, issues and opportunities.

6.1.6 Local views and recommendations will help shape the design proposals for the Market Hall and Dolphin Centre sites and help to identify opportunities to strengthen the resilience of the area and better prepare Bromsgrove for the future.

6.2 Feedback Summary

QUESTION 1

Would you recommend visiting Bromsgrove Town Centre and why?

- Bromsgrove Town Centre is special because of a **large number of independent retailers**, niche products, antiques, craft beer, creative studios and forward-thinking entrepreneurship.
- It has a unique **‘Market Town’ vibe** that is being supported by artisan shops and businesses.
- **It is worth visiting for its history and heritage** however, an exhibition of old photographs or information about the local history would attract more visitors and extend their dwell time in the town centre. Heritage and history should be seen as part of the town centre offer.
- There are **nice cafés and places to eat**, or natural products and organic shops. This offer however, should be extended.
- Local **celebrations and festivals** attract visitors. There should be more of them to promote Bromsgrove and strengthen communal links.

“Bromsgrove Town Centre is special because of a large number of independent retailers, niche products, antiques, craft beer, cafés, creative studios and forward thinking entrepreneurship”

“We should encourage people to be entrepreneurial and try new things. People’s habits are changing, we appreciate small businesses more and more especially now after the lockdown...”

“ There is an opportunity to create a hub for independent local businesses. Market Hall Site used to support the town centre, and was a focus of local trading”

QUESTION 2

What should change and improve in the future in order to strengthen the position of Bromsgrove Town Centre as the key location within Bromsgrove District?

- Bromsgrove is a commuter town; a better, **sustainable modes of transport** should be encouraged. Bromsgrove needs more cycle lanes, electric vehicles, bicycle parking solutions.
- There is a need to create **a good quality public space, or a square** that people can identify with.
- Community spirit and entrepreneurship have surged up as a result of Covid 19. An **indoor creative hub or workshop** to encourage co-working could be created as restoration of Bromsgrove Guild.
- **A ‘discover Bromsgrove’** festival and other community initiatives that would encourage residents and local entrepreneurs to promote their businesses and support each other.
- The High Street landlords in collaboration with the Council should **fill in the empty units on the High Street**.
- There should be better **support for new small businesses; there is a need for spaces where businesses could grow**.
- **The BirdBox project should be permanent**; small units, and spaces for young businesses are needed. We should encourage people to be entrepreneurial and try new things especially after the Covid-19 crisis.
- More **local events and festivals** promoting local entrepreneurship and heritage attracting especially young people.
- The public realm should answer needs of the local community. **More sitting areas** and good public spaces are needed. Bromsgrove needs a square.
- **Diversification of uses on the High Street** and better offer for people with various levels of income is needed. A community space with an area for children and a space for promotion and display of local art and craftsmanship would be beneficial.
- **The local market should be strengthened** as well as the local cultural offer.
- We should be celebrating the District through a series of **events and festivals**. Involving a wide spectrum of people is important to promote Bromsgrove as hub of Bromsgrove District.

QUESTION 3

What uses are currently missing in the Town Centre?

- Bromsgrove is a large community. We need a **good community hall**.
- The town is crying out for a **community use space**, where people can meet, chat or have lunch together.
- We need a **public space where people could meet**.
- We need more, **better housing units** that are centrally located.
- A **community use spaces and a business incubator space**, is what Bromsgrove needs. There is a company in Bromsgrove that was one of the top 5 fastest growing businesses in the UK - we need to support and promote local independent businesses.
- A **platform for selling and showcasing what people locally do** - like the BirdBox but permanent is missing. In general; a community space, incubator space to help young businesses, and space where people can showcase what they do and sell is needed.
- **Spaces that encourage young people** to use the Town Centre; e.g. Bromsgrove School runs an international music festival and it’s the biggest local employer. The school should be more involved in the local initiatives and more visible on the High Street.
- Better support for what we already have and **encouragement of new initiatives** and entrepreneurship is what Bromsgrove needs.
- An independent **book shop**, probably merged with another business to make it feasible .
- Sanders Park is used for concerts and events. Creating a stronger **connection with the Town Centre and the park** would be beneficial. Sanders Park is where larger groups of people could congregate.
- There is no need for more buildings because there are so many empty spaces in Bromsgrove that could be used for a number of initiatives e.g. the fire station could be used as a creative centre, with office spaces above - a place that reminiscence **the Bromsgrove Guild**

QUESTION 4

4.A In your opinion what are the main opportunities and strengths of the Market Hall Site?

4.B What are the main weaknesses and constraints?

“Bromsgrove needs more people to live in its centre!”

“Bromsgrove School should be more visible in the Town Centre and more involved in the life of the local community”

“ The BirdBox ‘meanwhile’ project should be permanent”

- A prominent **location within the Town Centre is the biggest advantage of the site**. There are many people that would want a unit on the Market Hall site - coffee shops, beer sellers, wine & alcohol sellers, jewellers, potters, bakers. Bromsgrove needs a space that lends itself to absolutely anybody and that’s active during the day and in the evenings - in short a permanent Bird Box.
- There is an opportunity there to create a similar space to **CARGO in Bristol, or POP PARK in Brixton**.
- There could be a permanent space that supports BirdBox – **a covered market**, as it existed before on the Market Hall site where local farmers, traders, fishermen, beakers etc. would sell their produce.
- This site used to support the town, and it should start supporting it again - there could be **a hub of independent local business** on Market Hall site.
- There is an opportunity to extend pedestrianised High Street South to join the site. The High Street and Worcester Rd junction could be closed possibly on Saturdays twice a month for **larger, independent markets attracting people from the district to the Town Centre**.
- Potential to create **a creative space or a gallery** for artists and creatives - this is what’s needed in the Town Centre.
- The **best use for this site is a public space - a square for Bromsgrove**. The town needs a great space for gatherings on this site. New buildings are secondary.
- **Creation of a stronger link to Bromsgrove heritage**. This is where initially markets and fairs were held. It’s a shame that **BirdBox project isn’t linked to Bromsgrove Guild**.
- It’s a historic site that gives an opportunity to promote and sell local history and heritage better. **Market trading, creativity, entrepreneurship has always been visible in Bromsgrove** - it’s an important heritage that defines us.
- **The brook** has always been a very important feature of the Town Centre. **Reinstatement of the brook** gives an opportunity to create an attractive public space and bring back the historic feature.
- Artrix has closed down. Market Hall - the open space in the Town Centre should be attracting art and culture. **This should be sold as a package with great food offer and celebration of local heritage** - Bromsgrove should sell it’s history as a package and create more reasons for people to visit the Town Centre.
- **Opportunity to create spaces for start-ups and small businesses**.
- **BirdBox with trading units should create a cluster of activity** and become the focal point for the town. It’s a big step to open a shop. Small flexible units would encourage independent movement and entrepreneurship. This should be encouraged on the Market Hall site.
- It’s a great space for projects and festivals. They should encourage different demographics. Bromsgrove School that is nearby should be invited to use the space - **the school should be more** involved in local initiatives.
- There is a need to create **a space for art and culture**. Perhaps an ‘art cafe’ advertising cultural offer in the area and promoting places like Artrix.

“The idea of the Bromsgrove Guild should be reinstated”

“The Town Centre has a unique ‘market town’ vibe”

“Let’s build on what we already have and relate to the local history and heritage”

QUESTION 5

5.A In your opinion what are the main opportunities and strengths of the Dolphin Centre Site?

5.B What are the main weaknesses and constraints?

- It’s a large site that creates an **opportunity to extend the leisure offer** and create e.g a BMX track or a skate park, climbing centre.
- The preferred use of the site would **be a sporting or leisure area that brings people together.**
- **An opportunity for a ‘creative space’** - little units but also a large ‘blank canvas’ space.
- There is an opportunity to move the **Artrix Centre to the Dolphin Centre site.** Artrix needs to be more centrally located.
- Residential units are needed, however Bromsgrove doesn’t need more retirement homes. It’s a good site for flats. If you lived in the town centre you would use it, people like the idea of supporting their local businesses. **Bromsgrove needs more people in its centre.**
- Housing on the site is a bit random – it should be located behind the leisure centre to be more secluded and **the leisure centre should come closer to the Town Centre.**
- It’s a residential area. **Nothing noisy and open late should go onto this site.**
- **What shouldn’t happen is another retirement development.** Younger people are needed in Bromsgrove. Dolphin Centre site could perhaps be used for affordable flats for younger professionals.
- **It needs spaces for students or young people to use after school** - study rooms and co-working spaces. Dolphin Centre is on the daily route of many students from the College.

QUESTION 6

If the proposals could deliver something for your area of work, what would that be?

- **The BirdBox should stay on the Market Hall Site permanently.** Town Centre is well used for three major events such as: Christmas Lights Switch On, Beer Festival of the rugby club, bonfire night in the Sanders Park - these and new events should be supported by the Market Hall site. It is centrally located.
- New public realm should **strengthen links between Sanders Park and the Town Centre.**
- A ‘creative space’ – **a workshop-like space where creatives could work and teach,** or a community use space for teaching and making, with a possibility to rent or open a studio.
- **A covered market/makers space** - a place for makers (for potters, bakers, entrepreneurs etc. where they can create and sell at the Bird Box.
- Celebration of the old buildings and heritage - **We need to start increasing people’s awareness of history this is what creates a stronger community.**
- A display space where the community could celebrate the history of the area, or curate an exhibition - **a local gallery for Bromsgrove.**
- **A covered BirdBox area for independent traders** would benefit the businesses on the High Street in general. It would increase footfall and bring more people to the Town Centre.
- We should create more **opportunities and attractions for the visitors** in the Town Centre.
- **A great space to congregate** for professionals and small businesses, and local groups.
- Empty units on the high street should be **used by the community.**

6.3 Conclusions and Recommendations for the Town Centre and the Development Sites



1. HISTORY AND HERITAGE

Local **history and heritage should be enhanced and celebrated and** become a part of the Town Centre offer.

Any new development on Market Hall site should celebrate the local history and heritage through e.g:

- reinstatement of **the Market Place**; a hub of local craftsmanship and trading supporting BirdBox and referring to the legacy of Bromsgrove Guild.
- **naturalisation the culverted brook** - it's a natural asset with the historic meaning for Bromsgrove.
- creation of **a public square for Bromsgrove** - a reminiscence of the Market Place and the focal point for the community
- **a public space sculpture** or a special pavement treatment e.g. lettering embedded in pavement marking the importance of the Market Hall site.



2. CREATIVITY AND ENTREPRENEURSHIP

The Town Centre is unique thanks to a wide range of independent businesses and the 'market town vibe'.

- New developments should **build on and enhance what Bromsgrove is good at** - i.e local entrepreneurship and small business initiatives.
- Any proposal on Market Hall should provide a space supporting local small businesses and startups - e.g. **a business incubator**.
- A hub of local entrepreneurship and trading referring to Bromsgrove Guild and supporting BirdBox is needed.



3. COMMUNITY EMPOWERMENT

Any new development should strengthen communal links.

- Town Centre needs **a community use space as well as public space supporting local activities and initiatives that is available** to everyone.
- A community hall would strengthen the position of Bromsgrove as the hub of the District.
- **A new community use space should support local creativity. It should include a gallery space** supporting local festivals, promoting history and heritage and enhancing art and culture offer.



4. SQUARE FOR BROMSGROVE

There is a need to create **a good quality public space in Bromsgrove** - a square, that people can identify with.

- The Market Hall Site should provide a **'Square for Bromsgrove'** a focal point and a hub for the community.
- The new public space should be flexible with a capacity to accommodate a large number of visitors and a **performance stage**.
- Improved public space at the junction of the High Street and Worcester Road should act as the extension of the square on Market Hall site and allow organisation of **larger, district-wide events**.
- The junction **should be closed for traffic** at certain times to allow larger gatherings, bringing people from the district together.



5. ENHANCEMENT AND PROTECTION OF ENVIRONMENT

A sustainable, high-quality public realm in the Town Centre is needed to boost attractiveness of Bromsgrove Town Centre. It should be supported by;

- introduction of **new cycling routes and bicycle parking**,
- encouragement of **sustainable modes of transport**,
- **naturalisation of the brook**,
- **extended outdoor leisure offer** on the Dolphin Centre site
- stronger pedestrian links with local parks e.g **Sanders Park** and the Town Centre,
- provision of sitting areas and high-quality furniture,

New public realm should support the community in the view of Covid-19 crisis and changing lifestyle trends.

6. EXTEND HOUSING OFFER

There is a need for good **quality housing in the Town Centre for younger generation e.g** key workers, young people and families to diversify local demographic.

- Younger residents in the Town Centre would bring a range of socio-economic benefits e.g higher demand for a range of facilities, services, retail and F&B in the Town Centre **strengthening the local economy**.

7. LOCAL FESTIVALS AND INITIATIVES

A wide range of local festivals and celebrations should be hosted in the Town Centre to strengthen the position of **Bromsgrove as the destination town and the hub of the District**.

- A high quality public space **making larger gatherings** feasible should form part of the proposal.
- **An independent market** supporting businesses from the District and **BirdBox** should become a permanent attraction.
- Initiatives and businesses supporting **evening economy** should be encouraged.

8. STRENGTHENING THE LOCAL ECONOMY

Any future improvements in the Town Centre; new developments, and uses and public space enhancements, **must come together with an aim to extend visitors' and residents' dwell time in the Town Centre and strengthen and diversify its offer**.

Making town centre resilient and supporting local economy is the key element of any future development on Market Hall or Dolphin Centre site.

7 Market Analysis

7.1 Overview

- 7.1.1 Headline messages from the baseline assessment are summarised below.

7.1.2 Bromsgrove District is home to a relatively successful economy, with a period of relatively strong growth over the past decade, and a degree of specialisation in sectors and activities which are knowledge intensive and more productive. The district is home to a relatively affluent population, and one which is characterised by high levels of employment and skills.

7.1.3 That said, performance over the past decade has been less strong in the town itself, with the degree of growth much more constrained, and with an economy which is lower productivity and focused around activities serving the needs of the local population.
- 7.1.4 A number of key structural challenges exist which impact on the overall vitality and resilience of the local economy. These include, an ageing population and weaknesses in the local housing market, the lack of a significant economic ‘motor’ and relatively high levels of out commuting.

7.1.5 As identified in the recent Future High Street Fund application, the town centre itself is facing a number of challenges (partly lined to these wider economic challenges), as demonstrated by persisting vacancy, and a trend of declining footfall.

| Summary of Key Social Economic Metrics | | | |
|--|------------------------|---------------------|------------|
| | Bromsgrove Town Centre | Bromsgrove District | England |
| Number of jobs (2018) | 18,000 | 49,900 | 47,950,000 |
| Employment change over recent years – 2010-2018 | -5% | 43% | 12% |
| Business change over recent years – 2010-2019 | 16% | 37% | 31% |
| % of private sector jobs | 84% | 91% | 84% |
| % of knowledge jobs | 14.0% | 24.0% | 20.5% |
| % of creative | 5.0% | 9.00% | 6.80% |
| Working age population % | 61% | 59% | 63% |
| Claimant Count | 3.0% | 2.0% | 3.0% |
| Deprivation | 0.0% | 2.0% | 20.0% |
| Source: Business Register and Employment Survey, UK Business Count, Mid-Year Population Estimates, Indices of Multiple Deprivation | | | |

RESIDENTIAL MESSAGES:

7.1.6 The residential sales market in Bromsgrove is positive, with 5-year growth and Average Prices on a £value & £psf basis in the B60 and B61 postcodes above the data provided for the wider West Midlands area. The Heat Map suggests that the highest prices within these postcodes are achieved on the edge of town and within the surrounding villages, whereas in-town prices are at the lower end of the scale. It should be noted that values for flats are the only residential type that fall below the West Midlands benchmark, and this could be in part to the lack of supply within the market, as noted by Land Registry. Flats that do exist within the town are typically targetted for retired living. In general, all measures fall slightly below the indicators for England as a whole.

7.1.7 In a similar theme to the sales market, the residential rental market (PRS) suffers from a lack of quality, purpose-built flatted accommodation and this is seen in lower or similar rents to that achieved in the wider West Midlands area. The rental market for flats is therefore relatively untested, and the rents for the existing accommodation are likely not to reflect the rents that might be achieved from a purpose-built, private rented scheme. A majority of the rental accommodation available is for housing stock.

COMMERCIAL MESSAGES:

7.1.8 Retail rents are stable albeit lower than average for the Worcestershire and Herefordshire market. Vacancy rates are low compared to the UK average. The current trend is for marginally falling rents and a negative stock absorption rate. If we consider the forecasted absorption rate then the data is suggesting a supply level of circa 3 years based on the amount of stock currently available; however this could also indicate that the market has reached a natural and long-term level of availability and that new retail units of the right size and in the right location could find a level of existential demand.

7.1.9 Office rents and occupancy rates have been improving steadily over the last 7 years, presenting a healthy picture for the Bromsgrove office market. Lack of take-up is arguably a result of limited levels of stock that are considered attractive to the occupier market, and presents a climate whereby new-build accommodation could be warmly received. A focus on the smaller businesses within the SME sector might be more appropriate for the town centre location, with medium-sized businesses catered for with higher quality accommodation on the edge-of-town business parks such as Topaz.

FACTORING IN THE POTENTIAL IMPACTS OF COVID-19

6.1.10 COVID 19 will have a fundamental impact on the economy of Bromsgrove and the circumstances of residents. The coming economic downturn is likely to exacerbate deep underlying trends in the local economy, on a scale that was unlikely at the start of 2020. Unlike previous downturns, it is not related to the failure of a specific sector or industry; it will touch everyone.

6.1.11 As is the case in other areas across the UK, we can expect in the months (and potentially years ahead) the challenge for Bromsgrove will not be to manage continued economic growth (as perhaps previously anticipated), but instead to rebuild and refocus the local economy. This will also have to be achieved in a national social, economic, and political context which will be very different to that was envisaged just a few months ago.

6.1.12 Clearly, the shutdown and economic downturn will have direct implications for how Bromsgrove District Council and partners approach strategic development sites and opportunities: both in terms of use and delivery timescales and approaches. The intensity and pace of these unprecedented circumstances will require everyone- including politicians, officers and partners- to think differently about economics and the economy of the district and its places.

6.1.13 Further analysis of the potential impacts of Covid-19 is provided at the Chapter 7.4.

7.2 Introduction & Approach

7.2.1 The aim of this report is to provide a socio-economic and property market overview of Bromsgrove.

7.2.2 The socio-economic assessment draws on a range of government datasets to understand each station location in terms of the overall size, profile and performance of the local economy, and in terms of the demography, characteristics and prosperity of the local population.

7.2.3 The approach for analysing the property market is a desktop study of retail, office and residential performance, covering transactions, lettings and availability. The study concludes with a graph that considers the values determined herein combined with cost data to provide a high-level indicative level of viability.

7.2.4 For added context, research throughout is accompanied by regional and national comparator analysis, drawing on government statistics and commentary provided by national surveying firms and professional bodies.

7.2.5 The primary sources of information are Zoopla and Rightmove (for the residential analysis) and EGI Data (for the office and retail analysis). The research has been supplemented with industry report data from GJS Dillion, LSH (Lambeth Smith Hampton), KWB Office, Knight Frank, CBRE and the Local Data Company.

7.3 Socio-Economic Context

7.3.1 The socio-economic assessment provides an overview of the overarching economic and population context of Bromsgrove.

What We Already Know About The Bromsgrove Economy:

7.3.2 Undertaken in 2018, the Bromsgrove Economic Futures report explores the structure and vitality of the local economy. More focused evidence on the vitality of the town centre economy was provided in the Bromsgrove Future High Street Fund application (2019). Key findings include:

- The Bromsgrove economy is relatively successful, with evidence of growth in recent years (workplace economy) and high levels of economic activity, employment and skills (resident economy),
- The economy has experienced recent growth in knowledge intensive and creative sectors, which align with priorities set out in the UK Industrial Strategy. Indeed, recent research by the GBSLEP (Mapping the Greater Birmingham Creative Economy, 2017) identifies Bromsgrove as having one of the regions fastest growing creative sectors

Despite these strengths, there are a number of underlying challenges:

- The population is ageing, and there is a lack of affordable housing to attract younger people,
- The economy is comparatively small (in absolute terms and lacks a significant ‘motor’ underpinning long term growth and resilience,
- Linked to the above, Bromsgrove continues to be a net exporter of labour, of around 7,000 people per day, with Birmingham the top destination. Quality of life in Bromsgrove, the size and structure of the local workplace economy and strategic connectivity are key factors underpinning this. While not an issue per se, commuting places strain on local infrastructure, and impacts on levels of spend retained locally (particularly within the town centre),
- The town centre is facing a number of structural challenges, highlighted by a number of long standing units and a trend of declining footfall. Key challenges include, connectivity (the location of the station and town centre car parking), competition from other centres, the quality of the town centre environment and the breath and quality of the town centre offer.

A. UPDATING THE EVIDENCE

7.3.3 A review of government datasets has been undertaken to provide an up to date overview of Bromsgrove’s socio-economic characteristics and recent performance.

7.3.4 Analysis is structured around five topics each of which considers a small number of key socio-economic measures and indicators:

- 1. **Economic Demand:** the overall size of the local economy, and recent performance in terms of jobs and business growth
- 2. **Economic Structure:** the overall make up and composition of the local economy, considering distribution of employment by industrial sector
- 3. **Enterprise:** the characteristics of the local business base, with a focus on enterprise and the small business economy
- 4. **Population:** the overall size and demography of the resident population, and consideration of key housing characteristics
- 5. **Labour Market and Prosperity:** overall levels of prosperity within the population considering levels of economic activity and levels of relative multiple deprivation.

7.3.5 Our analysis focuses on two Bromsgrove geographies: the district and the town – defined using the ONS statistical geographies which best fit the built up area of the town.



Fig. 1 Bromsgrove District

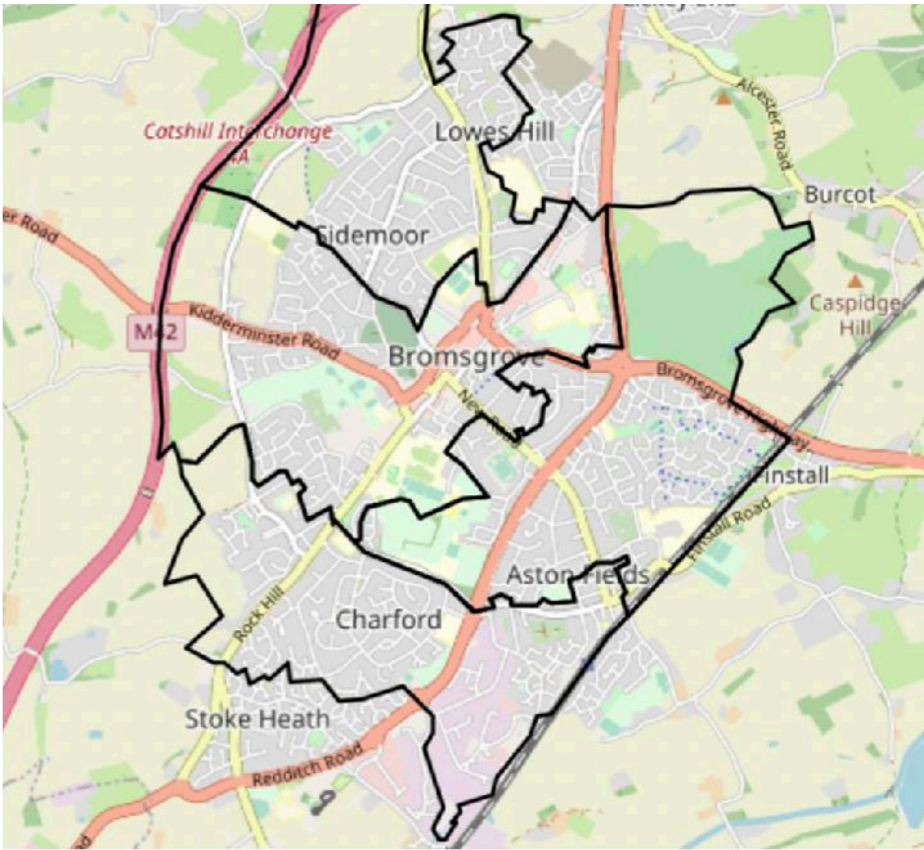


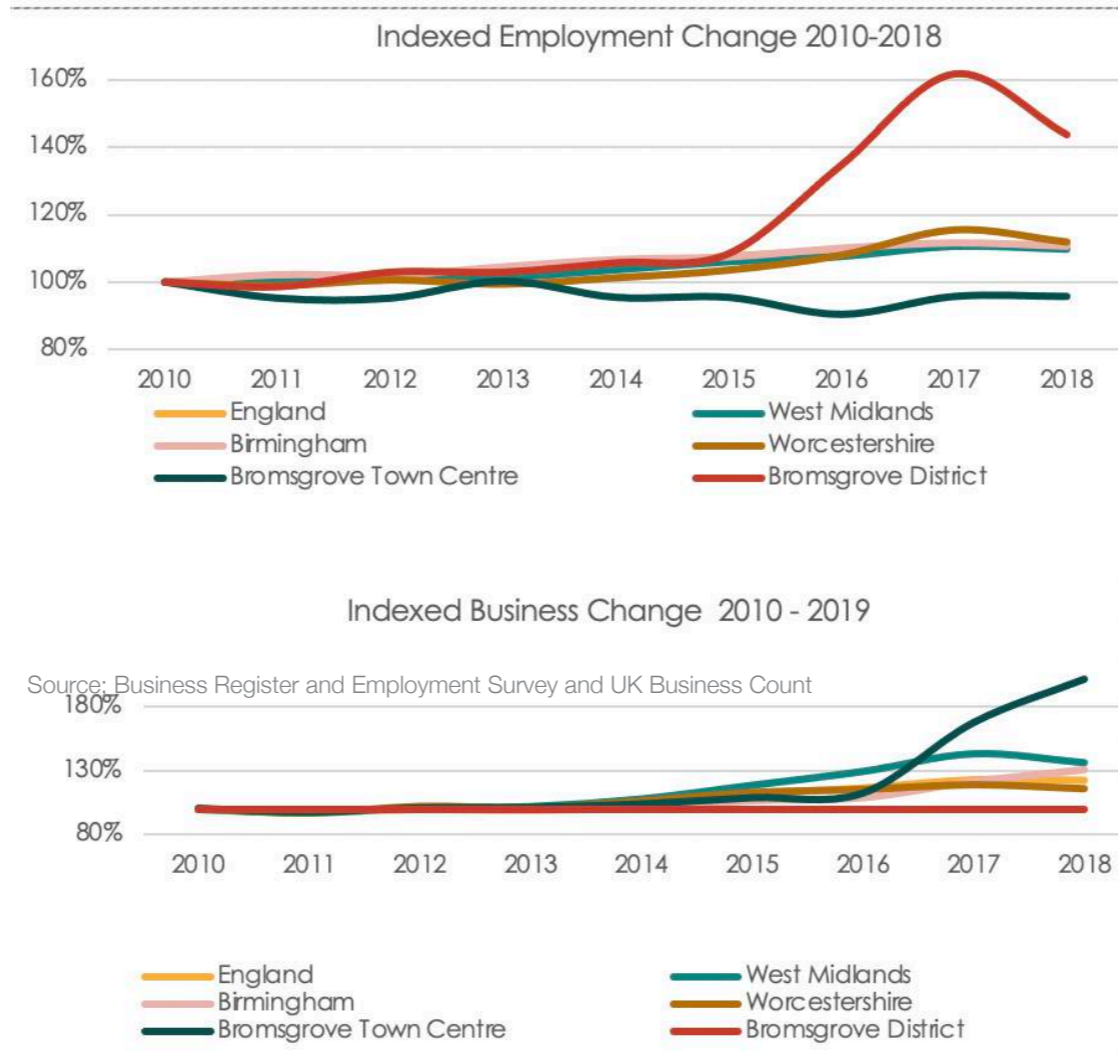
Fig. 2 Bromsgrove Town Centre Geography

Figure 3: Employment and Business Change

| | Employment Change 2010-2018 | | Business Count 2010-2019 | |
|---------------------|-----------------------------|----------|--------------------------|----------|
| | No. | % Change | No. | % Change |
| Bromsgrove Town | -500 | -5% | 150 | 16% |
| Bromsgrove District | 15,000 | 43% | 1,525 | 37% |
| Birmingham | 52,000 | 11% | 12,010 | 49% |
| Worcestershire | 29,000 | 12% | 4,760 | 21% |
| West Midlands | 241,500 | 10% | 42,510 | 25% |
| England | 2,859,500 | 12% | 562,870 | 31% |

Source: Business Register and Employment Survey and UK Business Count

Figure 4: Indexed Business and Employment Change



B. ECONOMIC DEMAND

7.3.6 There are currently around 1,100 businesses and 10,000 jobs in the Bromsgrove Town area, equating to around a fifth of all economic activity within Bromsgrove District.

7.3.7 While the district area has performed strongly over the past decade in terms of both employment and business growth, performance in the town has been more constrained. The number of businesses has increased by 16% since 2010 (below regional and national average), and there has been a decline in the number of jobs (-500, -5%).

7.3.8 It should be noted that both Bromsgrove geographies have experienced significant fluctuation in performance in the past three years, which may reflect statistical accounting issues.

C. ECONOMIC PROFILE

7.3.9 High level analysis of the sector profile of each area has been undertaken to establish an overarching view of economic function.

7.3.10 The analysis highlights a degree of divergence between the economic function of the town and that of the district:

7.3.11 Bromsgrove Town: as might be expected for a town of its nature, Bromsgrove plays an important role serving the needs of the local population. There are particularly strong concentrations of employment in education (reflecting the presence of the school), health, retail and construction. While the size of the private sector economy is in line with national averages, the economy is skewed towards lower productivity activities, with a relatively low proportion of knowledge and creative based employment

7.3.12 Bromsgrove District: by contrast, the wider district has a slightly larger private sector economy, and one which is comparatively knowledge intensive. Concentrations of employment are particularly strong in business support activities, arts and entertainment, and construction. The District also have a comparatively strong concentration of employment in creative, digital and cultural activities.

Figure 5: Characterising the Bromsgrove Economy – Cross Cutting Sectors

| | | Bromsgrove Town Centre | Bromsgrove District |
|--|----------------|------------------------|---------------------|
| Private Sector | No Jobs (2018) | 8,422 | 45,491 |
| | % of Jobs | 84% | 91% |
| | LQ vs England | 1.0 | 1.1 |
| Local Services (retail, food and drink and public sector) | No Jobs (2018) | 5,500 | 19,500 |
| | % of Jobs | 55% | 39% |
| | LQ vs England | 1.3 | 0.9 |
| Knowledge Economy (selection of higher productivity sectors) | No Jobs (2018) | 1,375 | 12,000 |
| | % of Jobs | 12,000 | 24.0% |
| | LQ vs England | 0.7 | 1.2 |
| Creative, Digital and Cultural | No Jobs (2018) | 475 | 4,500 |
| | % of Jobs | 5% | 9.0% |
| | LQ vs England | 0.7 | 1.3 |

Source: Business Register and Employment Survey

Figure 6: Bromsgrove Economy: Full Sector Breakdown

| | Bromsgrove Town | | | Bromsgrove District | | |
|--|-----------------|-----|---------------|---------------------|-------|---------------|
| | Jobs (2018) | % | LQ vs England | Jobs (2018) | % | LQ vs England |
| Education | 1,625 | 16% | 1.9 | 4,000 | 8.0% | 0.9 |
| Health | 1,500 | 15% | 1.2 | 7,000 | 14.0% | 1.1 |
| Retail | 1,125 | 11% | 1.2 | 2,500 | 5.0% | 0.5 |
| Business administration & support services | 950 | 10% | 1.1 | 10,000 | 20.0% | 2.2 |
| Construction | 750 | 8% | 1.6 | 3,250 | 6.5% | 1.4 |
| Professional, scientific & technical | 700 | 7% | 0.8 | 4,500 | 9.0% | 1.0 |
| Accommodation & food services | 650 | 7% | 0.9 | 3,000 | 6.0% | 0.8 |
| Arts, entertainment, recreation & other services | 550 | 6% | 1.2 | 3,000 | 6.0% | 1.3 |
| Wholesale | 425 | 4% | 1.0 | 2,000 | 4.0% | 1.0 |
| Public administration & defence | 375 | 4% | 1.0 | 1,000 | 2.0% | 0.5 |
| Manufacturing | 350 | 4% | 0.4 | 3,000 | 6.0% | 0.8 |
| Information & communication | 300 | 3% | 0.7 | 1,375 | 2.8% | 0.7 |
| Financial & insurance | 240 | 2% | 0.7 | 1,750 | 3.5% | 1.0 |
| Motor trades | 170 | 2% | 0.9 | 900 | 1.8% | 0.9 |
| Property | 160 | 2% | 0.8 | 800 | 1.6% | 0.8 |
| Transport & storage (inc postal) | 130 | 1% | 0.3 | 1,500 | 3.0% | 0.6 |
| Mining, quarrying & utilities | 30 | 0% | 0.3 | 240 | 0.5% | 0.4 |
| Agriculture, forestry & fishing | 5 | 0% | 0.1 | 60 | 0.1% | 0.1 |

Note: Concentration is a measure of the concentration of activity in each sector locally relative to the national (England) average. A ratio above 1.0 suggests that the sector is more concentrated locally than the national average; a ratio below 1.0 means that it is less concentrated than average.

Source: ONS Business Register and Employment Survey

D. ENTERPRISE

7.3.13 The structure of the Bromsgrove business base is largely in line with wider averages, with over 99% of businesses falling in the SME category (fewer than 250 employees), and around 90% of businesses in the micro category (fewer than 9 employees).

7.3.14 Historically, the district has performed relatively well in terms of new enterprise, with a rate of business start-ups slightly higher than the averages for Worcestershire and Birmingham, and largely in line with national averages. In recent years, government data suggests a rapid increase in business start-up rates, although this is likely to reflect a caveat in how the data is being recorded (e.g. the presence of a large accountancy firm at which new businesses are registering).

7.3.15 Historically, the district has also performed relatively well in terms of the survival of new businesses when compared to the national average.

Figure 7: Profile of the Bromsgrove Business Base, 2019

| | Total | Micro (0 -9) | Small (10 -49) | Medium (50 -249) | Large (250+) |
|---------------------|-----------|-----------------|-------------------|---------------------|-----------------|
| Bromsgrove District | 5,640 | 90.1% | 8.3% | 1.2% | 0.4% |
| Birmingham | 36,710 | 89.1% | 8.9% | 1.5% | 0.4% |
| Worcestershire | 27,005 | 89.8% | 8.3% | 1.5% | 0.4% |
| West Midlands | 213,915 | 89.1% | 8.9% | 1.6% | 0.4% |
| England | 2,360,780 | 89.6% | 8.5% | 1.5% | 0.4% |

Source: UK Business Count

Figure 8: Business Start Up Rate per 1,000 Residents, 2013-2018

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|-----------------------|------|------|------|------|------|------|
| Bromsgrove | 5.6 | 5.3 | 5.9 | 27.4 | 41.4 | 18.9 |
| Birmingham | 4.6 | 4.6 | 6.4 | 8.1 | 5.9 | 8.2 |
| Worcestershire County | 4.6 | 4.5 | 4.6 | 8.5 | 10.3 | 7.0 |
| West Midlands | 4.4 | 4.4 | 5.0 | 5.9 | 5.2 | 5.3 |
| England | 5.5 | 5.6 | 6.1 | 6.7 | 6.1 | 6.1 |

Source: ONS Business Demography

Figure 9: Business Start Up Rate per 1,000 Residents, 2013-2018

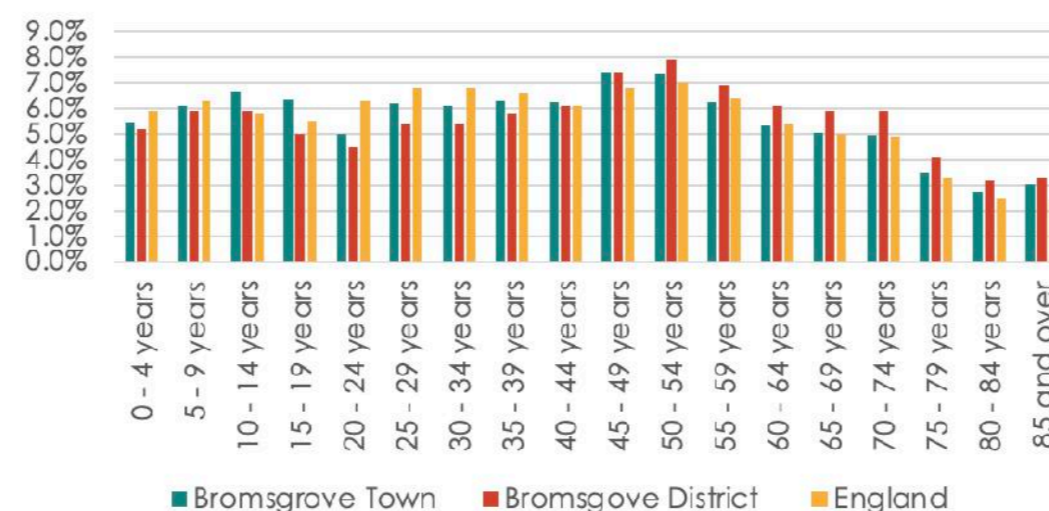
| | Births | Survival Rates - % | | | | |
|------------|--------|--------------------|--------|--------|--------|--------|
| | | 1-year | 2-year | 3-year | 4-year | 5-year |
| 2013 | | | | | | |
| Bromsgrove | 555 | 94% | 78% | 66% | 58% | 49% |
| England | n/a | 94% | 75% | 61% | 51% | 42% |
| 2014 | | | | | | |
| Bromsgrove | 520 | 91% | 75% | 63% | 51% | |
| England | n/a | 92% | 76% | 61% | 49% | |
| 2015 | | | | | | |
| Bromsgrove | 580 | 88% | 72% | 56% | | |
| England | n/a | 90% | 71% | 55% | | |
| 2016 | | | | | | |
| Bromsgrove | 2,705 | 98% | 91% | | | |
| England | n/a | 92% | 68% | | | |
| 2017 | | | | | | |
| Bromsgrove | 4,085 | 98.0% | | | | |
| England | n/a | 89.1% | | | | |

Source: ONS Business Demography

Figure 10: Population Change, 2009-2019

| Area | Population Estimate All ages (2018) | Population change in the last decade |
|---------------------|--|---|
| Bromsgrove Town | 29,958 | 4.9% |
| Bromsgrove District | 98,662 | 5.5% |
| Birmingham | 1,141,374 | 7.6% |
| Worcestershire | 592,057 | 5.0% |
| West Midlands | 5,900,757 | 6.0% |
| England | 55,977,178 | 5.0% |

Source: Mid-Year Population Estimates

Figure 11: Population by Age Group

Source: Mid-Year Population Estimates

Figure 12: Housing Tenure

| | Owned | Shared Ownership | Social Rented | Private Rented | Rent free |
|------------------------|-------|---------------------|------------------|-------------------|--------------|
| Bromsgrove Town Centre | 70.6% | 0.8% | 17.2% | 10.5% | 0.9% |
| Bromsgrove District | 79.5% | 0.6% | 10.0% | 8.8% | 1.1% |
| Birmingham | 55.2% | 1.0% | 24.2% | 17.9% | 1.7% |
| Worcestershire | 70.8% | 0.7% | 14.8% | 12.5% | 1.2% |
| West Midlands | 64.9% | 0.7% | 19.0% | 14.0% | 1.5% |
| England | 63.3% | 0.8% | 17.7% | 16.8% | 1.3% |

Source: ONS Census

E. POPULATION

7.3.16 A total of c.30,000 and 99,000 people lie in Bromsgrove town and district respectively.

7.3.17 Population growth in the town has been close to the national average in recent years, but has lagged behind the district which has grown by 5.5% since 2011.

7.3.18 Both the town and district are characterised by relatively small populations in the 20-40 age group. The town has a particularly large 10-20 aged population (reflecting the presence of Bromsgrove School), which the district has a comparatively large older population.

7.3.19 Both Bromsgrove geographies are characterised by noticeable higher levels of home ownership. The proportion of private rented accommodation is low in both areas.

F. LABOUR MARKET VITALITY AND PROSPERITY

7.3.20 Analysis of a small number of population and labour market metrics provides a high level understanding of the people who live within the Bromsgrove area:

- Both Bromsgrove geographies have a relatively small working age population, reflect the older population described previously,
- Both areas perform well in terms of overall economic activity and employment rates, and are characterised by a relatively well qualified population (with higher than average numbers of residents having degree level qualifications or higher)

7.3.21 The government's Indices of Multiple Deprivation provides a rounded assess of relative deprivation at the neighbourhood level, drawing together a range of metrics across employment, income, skills and living environment themes.

7.3.22 This measure of overall population prosperity aligns closely with population and labour market characteristics, with those areas with lower levels of economic participation typically registering lower levels of overarching prosperity.

7.3.23 Multiple deprivation is relatively low in Bromsgrove, with none of the neighbourhoods in the town within the 20% most deprived nationally, and only 2% of the neighbourhoods district within the 20% most deprived nationally.

Figure 13: Population and Labour Market Characteristics

| | Working age pop (16-64) - 2018 | Economic Activity (2011) | In employment (2011) | Claimant Count (Jan 2020) | Level 4 qualifications and above (2011) |
|---------------------|--------------------------------|--------------------------|----------------------|---------------------------|---|
| Bromsgrove Town | 61% | 74% | 67% | 3% | 28.30% |
| Bromsgrove District | 59% | 72% | 66% | 2.0% | 30.5% |
| Birmingham | 64% | 64% | 53% | 6.7% | 23.0% |
| Worcestershire | 60% | 71% | 65% | 2.3% | 27.2% |
| West Midlands | 62% | 68% | 60% | 3.9% | 23.3% |
| England | 63% | 70% | 62% | 3.0% | 27.4% |

Source: Mid-Year Population Estimates, Census, Annual Population Survey

Figure 14: Indices of Multiple Deprivation

| | % of neighbourhoods in... | |
|---------------------|------------------------------|------------------------------|
| | 20% most deprived nationally | 10% most deprived nationally |
| Bromsgrove TC | 0% | 0% |
| Bromsgrove District | 2% | 0% |
| Birmingham | 56% | 41% |
| Worcestershire | 13% | 2% |
| West Midlands | 35% | 20% |
| England | 20% | 10% |

Source: MHCLG Index of multiple deprivation

7.4 Exploring the Potential Socio-Economic and Property Impacts of Covid-19.

7.4.1 COVID 19 will have a fundamental impact on the economy of Bromsgrove and the circumstances of residents.

7.4.2 The coming economic downturn is likely to exacerbate deep underlying trends in the local economy, on a scale that was unlikely at the start of 2020.

7.4.3 Unlike previous downturns, it is not related to the failure of a specific sector or industry; it will touch everyone. It is, however, likely that the impact will have the most significant effect upon the lives of those who are in or are close to poverty and, it is expected that the ramifications likely to be felt for a number of years.

Implications for Future Growth and Investment In Bromsgrove

7.4.4 As is the case in other areas across the UK, we can expect in the months (and potentially years ahead) the challenge for Bromsgrove will not be to manage continued economic growth (as perhaps previously anticipated), but instead to rebuild and refocus the local economy. This will also have to be achieved in a national social, economic, and political context which will be very different to that was envisaged just a few months ago.

7.4.5 In particular, we expect local economic development activity across the UK to have three key areas of focus over the course of 2020 and beyond:

- First, there will need to be an immediate focus on securing the wellbeing of local residents and ensure that their core needs are met in the short and medium term. Without sacrificing community cohesion and local collectivism, individual social and economic resilience is likely to be an important area of focus.
- Secondly, protecting local economies from collapse by ensuring that businesses are able to access the central government support available to them, and where necessary, providing additional support over and above this.
- Finally, looking to the longer term to ensure that local economies recover in a way which is more resilient and less vulnerable to these sorts of shocks in the future.

7.4.6 Clearly, the shutdown and economic downturn will have direct implications for how Bromsgrove District Council and partners approach strategic development sites and opportunities: both in terms of use and delivery timescales and approaches. The intensity and pace of these unprecedented circumstances will require everyone- including politicians, officers and partners- to think differently about economics and the economy of the district and its places.

7.4.7 Key considerations are set out on in the table overleaf; the implications of these for the Former Market Hall and Dolphin Centres sites will need to be explored in more detail as the crises develops over the coming weeks.

CONSIDERATION OF POTENTIAL IMPLICATIONS OF COVID-19 ON THE LOCAL ECONOMY.

1. Sectors & Supply of Jobs

- While impacts will be economy wide, they will be particularly severe in private sector economy. In Bromsgrove, a certain degree of resilience is offered by concentrations of employment in sectors which may prove more resilient in the downturn: such as education, health, manufacturing, wholesale and transport and logistics. That said, the district also has high concentrations of employment which are likely to be most at risk – including retail, food and drink and business support activities.
- Traditional high street activities are likely to be particularly vulnerable, and it is likely that the crises will accelerate the reshaping of the high street economy which has been underway in recent years.
- This may be offset to some extent by the strengthening narrative around 'local' and 'community'. This has been a consistent theme of the early part of the shutdown and is likely to strengthen the longer shutdown proceeds for.
- The 'foundational economy' (the parts of the economy which directly serve the needs of local communities) and local place-shaping and making will continue to have an important role to play in leveraging local and community value.

2. Enterprise

- Likely significant impact on the smallest businesses, entrepreneurs and those who are self-employed.
- The length of the lockdown period will be key here, as will the extent to which businesses are able to access government support, and the degree of flexibility from landlords and landowners regarding rent.
- There may be opportunities in the medium term: as with previous downturns, enterprise will be seen as an immediate opportunity for cohorts of residents who are out of work.

3. (Inward) Investment

- Inward investment from medium and large-scale companies is likely to be limited over the short and medium term. Companies will contract and there is available supply and falling costs in other locations. Local areas will need to be wary of getting involved in a 'race to the bottom' in this respect and should think of how it can generate demand from companies at an early stage who can be incentivised to locate and stay for the long term.

- Logic would suggest that investment in business (Venture Capital and Business Angels etc) will also be constrained for the foreseeable future. Evidence and discussion suggest, however, that some longer-term investors may actually look at uncertainty in bond and currency markets and look to make equity investments in SMEs as they support a new type of recovery.

4. Property

- Inward investment from medium and large-scale companies iThe fallout of COVID-19 will have structural impacts on the property market which will likely only compound the challenges the local areas such as Bromsgrove faced in activating and supporting its local centres and overall economy.
- In the short to medium term we would expect increased availability of premises, office and retail space, more void units across local centres, and linked to this, reduced rental levels. This will place pressure on landlords, with the potential for significant changes in Freehold ownerships.
- We expect that, there will be opportunities for local councils to take a more targeted and interventionist role to seek to acquire key strategic property assets (where a business case can be developed), to support local recovery, investment and growth.
- This could enable the development of more innovative approaches to letting and tenant interface, with new models of Inward investment from medium and large-scale companies iThe fallout of COVID-19 will have structural impacts on the property market which will likely only compound the challenges the local areas such as Bromsgrove faced in activating and supporting its local centres and overall economy.
- In the short to medium term we would expect increased availability of premises, office and retail space, more void units across local centres, and linked to this, reduced rental levels. This will place pressure on landlords, with the potential for significant changes in Freehold ownerships.
- We expect that, there will be opportunities for local councils to take a more targeted and interventionist role to seek to acquire key strategic property assets (where a business case can be developed), to support local recovery, investment and growth.

- This could enable the development of more innovative approaches to letting and tenant interface, with new models of occupation focused on localised priorities, more support for start-up and SME businesses and the development of a broader range of use and occupancy models (allowing space to be 'democratised' away from the single occupier model). This will facilitate a more flexible and resilient system, allowing businesses to operate from smaller spaces or more flexible spaces.

- Impacts on residential property are difficult to project. In the short term, the shutdown period has bought the property market to a standstill which in some respects will bottle demand. Impacts on demand and value will to some extent be governed by the length of the shutdown and the depth of impacts on employment levels. In the medium term, it may exacerbate trends away from home ownership and the increase in the private rented sector) which is currently relatively small in Bromsgrove).

5. Household Economic Resilience

- Impact likely to be most significant on lower income groups; welfare and resilience of residents likely to emerge as a key priority in public sector response. In some respects, the scale of risk here is lower in Bromsgrove than other areas given the relatively well skills and relatively affluent population. That said, there will clearly be a significant increase in the number of residents out of work, which will in turn impact on levels of local disposable income (with implications for high street activities).

6. Place and Placemaking

- Beyond the crisis, place will continue to have an integral role to play in determining local economic function and vitality and will have a key role to play in serving the social and welfare needs of residents. Evolving more resilient, locally focused centres will continue to be key – although as noted above recent trends in traditional high street sectors will likely be exacerbated.

7. Role of the Public Sector

- As noted above, it will be important for all public sector authorities to continue to develop their roles as proactive 'shapers' of the recovery. With unprecedented state intervention in resident and business life there is a need to define the clear role and added value of each authority locally.

7.5 Office and Retail Market Baseline

INTRODUCTION

- 7.5.1 This section will consider the two main commercial uses that have been identified for the subject sites (office and retail) and will present data on measures such as supply, demand and performance.
- 7.5.2 The main purpose of this section is to establish (at a high level) whether demand exists for additional floorspace and whether this floorspace will be viable to deliver (by using the inputs herein to run a high-level viability assessment at the end of this report). Where possible, the aim is to provide a broad answer to the following questions:
- 7.5.3 - whether the existing quantity of floorspace is sufficient to meet future levels of demand
- 7.5.4 - whether the existing floorspace is of a sufficient type and quality to satisfy future demand requirements
- 7.5.5 - whether the value fundamentals are sufficiently viable to justify the idea of practical development
- 7.5.6 A more detailed methodology for each commercial use is listed at the start of their respective sub-section.

STUDY LIMITATIONS

- 7.5.7 This review only covers two areas of study; areas for which data has already been measured and thereafter data from which future trends can be estimated.
- 7.5.8 A more comprehensive study could see primary research being undertaken to understand in more detail the future drivers of demand, such as:
- 7.5.9 - any likely population changes in the local area, to include numbers of residents, demographic of residents, and wealth of residents
- 7.5.10 - any indicators that would see a greater share of demand being ‘taken’ from nearby competing commercial locations
- 7.5.11 - any comprehensive shifts in occupier requirements that are not satisfied by the current accommodation provision.

A. RETAIL

- 7.5.12 The following section provides an overview of the retail market in Bromsgrove and the surrounding area. This section begins with a pre-Covid-19 commentary on the national retail market, and a look forward into the remainder of 2020. This provides a context for Bromsgrove, given the national economic pressures that are being felt across nearly every regional retail market across England.
- 7.5.13 The analysis will then focus on the retail market with Bromsgrove, and specifically the High St / General Retail market and excluding the out-of-town retail parks. The prime sources of this information are CoStar and EGI Data.

The analysis presented is as follows:

- National Retail Commentary
- Bromsgrove Retail Overview
- Table, Map and Graph: Retail Availability with numbers of units, sizes and asking rents
- Graph: Market Rents and Occupancy Rates 2010-2024
- Graph: Vacancy Rates
- Graph: Supply and Demand (Inventory and Net Absorption)
- Examples of retail space currently on the market to let.

B. NATIONAL RETAIL COMMENTARY

Retail downturn shows no sign of easing;

7.5.14 As reported by the RICS, the General Election in December 2019 relived a degree of uncertainty in both macro-economy and property investment markets which has improved investor sentiment considerably. However, this was not reflected across the retail sector as retail assets have seen capital values further decline in Q4 2019.

7.5.15 The results from the RICS UK Commercial Property Market Survey for Q4 2019 reports that the national retail sector continues to struggle. The demand for retail space has continued to fall, following the downward trend which was first seen in early 2017.

Vacancies continue to rise

7.5.16 Given the continued rise in retail vacancies and sharply falling demand, CBRE believe that any change across the sector still seems some way off. They envision that excess retail space will be redeveloped and repositioned for alternative uses, increasing the number and quality of mixed-use schemes across the UK. Performance will also be strongest in London and the surrounding key urban locations whilst polarisation of assets will see prime retail outperform.

Expect caution when looking ahead into 2020

7.5.17 Knight Frank report that occupier sentiment will remain very cautious, particularly during the first half of 2020. Occupiers often work to a six month horizon, which limits development opportunities where pre-lettings are required. Affordability, sustainability and flexibility remain key themes for retailers.

Traditional lease terms are changing

7.5.18 With a few exceptions, flagship operators are seeking to mitigate risk by looking at alternate rent structures, particularly turnover-based

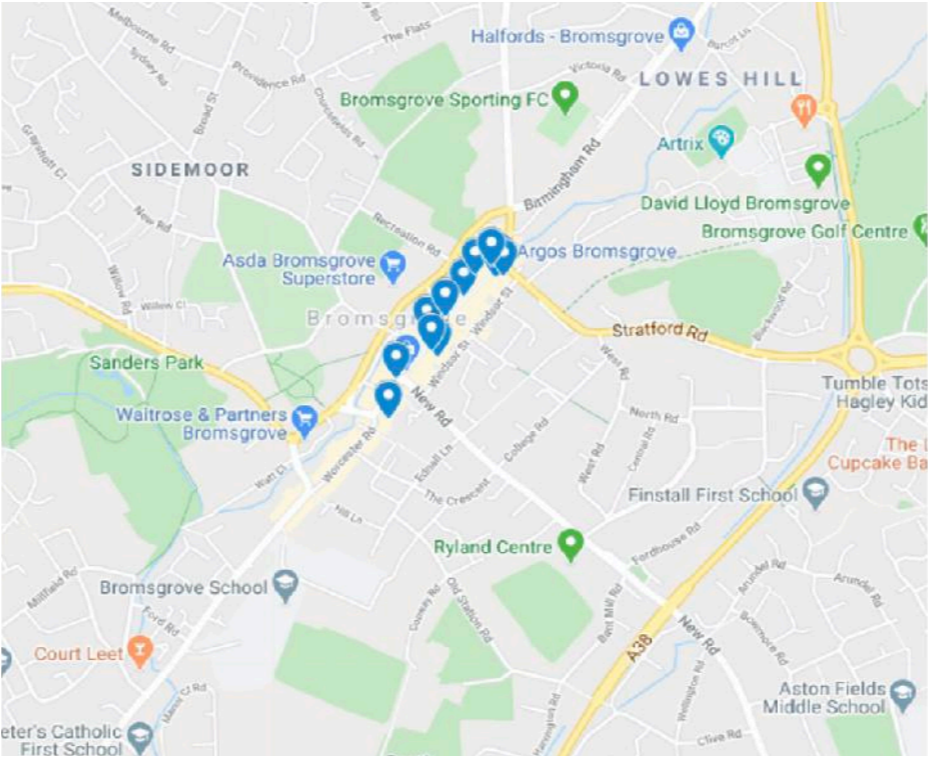
7.5.19 rents and regularity of break clauses, commonly now after 5 and 7 years, but 3 and 4 year breaks also becoming commonplace. Traditional valuation / evidence-based approach to these types of negotiations will become increasingly irrelevant in 2020 and ultimate

7.5.20 outcomes and rental levels will be reflective of specific store profitability, alternative demand, and occupier desire to retain a particular store.

Fewer CVAs are expected than in 2019

7.5.21 Increased pressure on some occupiers to rationalise their portfolios, according to Knight Frank, with further store closures and vacancies and heavy leveraging against lease expiry and break events. More CVAs are expected, but fewer than in 2019. Some midway through CVA (e.g. Debenhams, New Look, and Arcadia) remain at risk of failure.

C. BROMSGROVE RETAIL OVERVIEW



7.5.22 Bromsgrove town centre is focussed around a pedestrianised High Street which follows the route of a Roman road and contains a number of historic buildings, some of which are listed and/or fall within a conservation area. There is, however, some evidence of more modern infilling, and out-of-character shopfronts and signage within the town centre which deter from the historic feel.

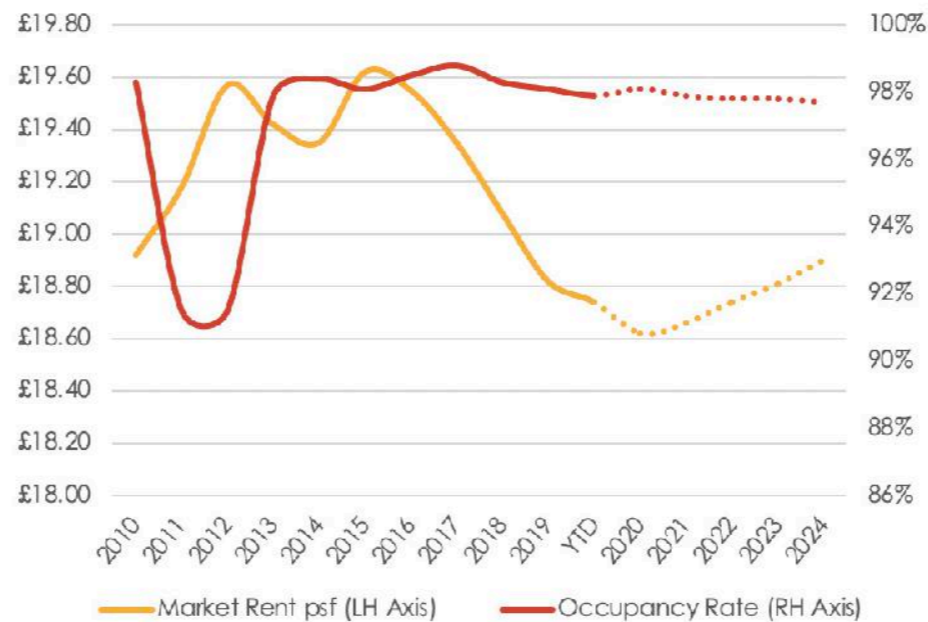
7.5.23 In general, it is understood that the centre caters for the needs of local residents and does not attract a significant number of shoppers from outside the town. Many of the units are considered small and are consequently occupier by independent retailers, with the lack of larger retail units deterring a number of the national retailers.

7.5.24 A market takes place in the High Street every Tuesday, Friday and Saturday.

7.5.25 A snapshot of the EGI database in March 2020 revealed that there were 13 retail units available within Bromsgrove town centre, offering a total of 15,150 sqft to let. The average size of the units is approximately 1,165 sqft and the average asking rent was circa £18.00. In general, the available properties are spread along the length of the High Street, as illustrated on the map above.

7.5.26 Market rents have remained reasonably consistent since 2010, recovering slightly from the 2008 economic crash to reach a high of £19.60 psf in 2015 and then falling back over the past few years to reach a current estimate of £18.70. The current downward trend needs to be monitored with rents falling 1.7% in the last 12 months, albeit CoStar are forecasting that the retail market will strengthen again from late-2020 onwards.

RETAIL MARKET RENTS AND OCCUPANCY RATES: 2010-2024



(CoStar, 2020)

| | |
|------------------------------------|--------|
| Availability (no. of units) | 13 |
| Availability (sq ft) | 15,150 |
| Avg. unit size (sq ft) | 1,165 |
| Avg. Second Hand Asking Rent (psf) | £17.75 |

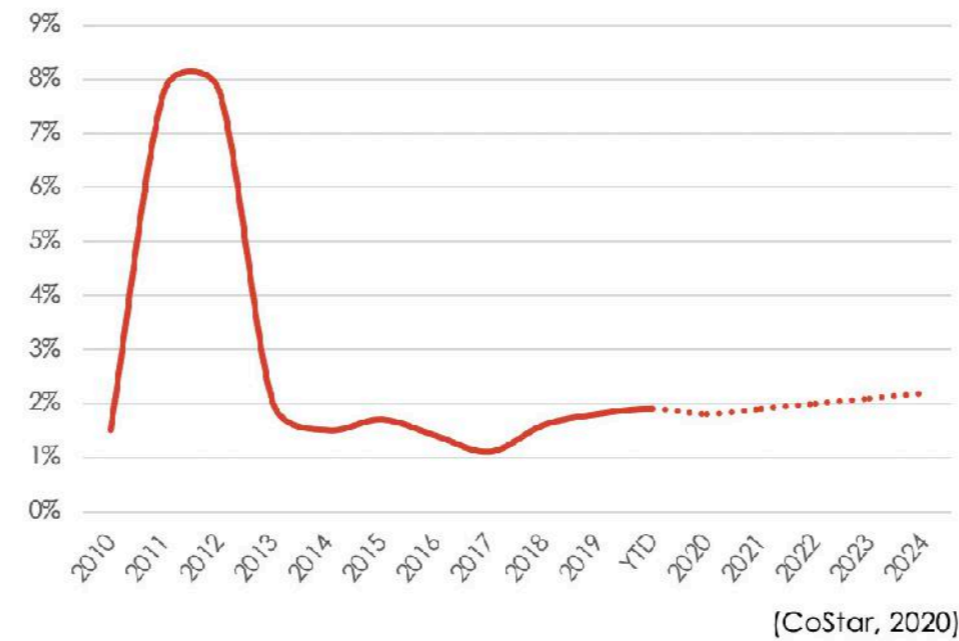
7.5.27 As a comparison, market rents in the wider Herefordshire and Worcestershire area have tracked consistently with Bromsgrove over the period 2013-date, presenting data that is approximately £0.50 psf above the Bromsgrove rental levels but rising and falling to a similar trend.

7.5.28 Occupancy rates are very strong, and apart from the 2011-2012 period where there was a notable dip, rates have consistently remained in the 97-98% range.

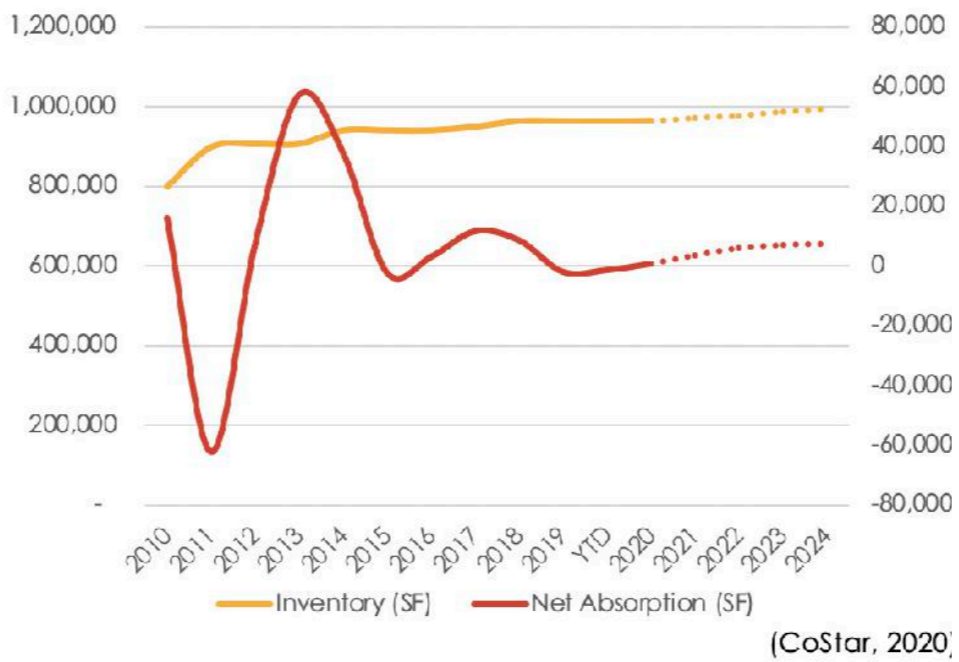
7.5.29 The vacancy rate in Bromsgrove has been consistently reported at between 1% and 2% since 2014, which followed a period between 2011-2012 where the levels were significantly higher at circa 8%. As a benchmark, the UK average retail vacancy rate is circa 10% and Bromsgrove is performing very strongly in comparison.

7.5.30 The net absorption figure factors take-up and availability to produce a single net gain/loss in accommodation, and the 12-month figure for Bromsgrove is -3,600 sqft. The compares to an historical average of 10,100 sqft. The CoStar forecast is for net absorption to be circa 4,900 sqft per annum, which when reviewed against the accommodation currently available stock on EGi (at 15,150 sqft), would suggest a stock supply of circa 3 years. The stock supply could however also indicate a natural availability level that will always exist and thus a healthy retail market.

VACANCY RATES



OVERALL SUPPLY AND DEMAND (INVENTORY AND NET ABSORPTION)



EXAMPLES OF RETAIL SPACE CURRENTLY AVAILABLE TO LET



85 High Street, Bromsgrove, B61

- 476 sq ft
- £13,000 pa (£27.00 psf)
- This small premises comprise a self-contained ground floor lock up retail unit providing main sales area with partitioned office together with rear ancillary storage including WC and kitchenette.



67 High Street, Bromsgrove, B61

- 1,845 sq ft
- £29,500 pa (£16.00 psf)
- The property is a Grade II Listed building and dates to the 18th Century. It has been extensively refurbished and altered, to provide a large ground floor retail unit with residential accommodation on the upper floors. The unit is finished to a shell specification and has vehicular servicing and 2 allocated car parking spaces.



76 High Street, Bromsgrove, B61

- 2,847 sq ft
- £50,000 pa (£17.50 psf)
- The property comprises a double fronted shop with a ground floor sales area and first floor storage/office space. The property benefits from loading via the rear service yard which also provides approximately 4 parking spaces.
- NB. Rent psf based on GF sales area only



10 Worcester Road, Bromsgrove B61

- 276 sq ft
- £8,500 pa (£30.80 psf)
- The property comprises of a ground floor retail unit together with storage, staff facilities and a W.C. The upper floors comprise of several rooms including a bathroom and shower, which may be suitable for ancillary or living accommodation (subject to usual consents).
- NB. Rent psf based on GF sales area only

D. OFFICE

7.5.31 The following section provides an overview of the office market in Bromsgrove and the surrounding area. The section begins with a review of the Out of Town Birmingham market, which covers the main commercial zones outside of Birmingham city centre such as Solihull, Redditch and the numerous business parks that flank the M42 motorway such as Fore, Blythe Valley and Birmingham Business Park. This provides the most relevant context for Bromsgrove.

7.5.32 The analysis will then focus on the office market within Bromsgrove. The prime sources of this information are CoStar and EGi Data.

The analysis presented is as follows:
Birmingham Out of Town Market

- Graph: Office Take-Up, viewed as Grade A and Grade B/C space
- Graph: Office Availability, viewed as Grade A and Grade B/C space
- Graph: Office Space Under Construction, viewed as speculative and pre-let opportunities
- Graph: Prime Headline Rents
- Graph: Prime Office Yields for Birmingham City Centre and the Birmingham Out of Town market, compared against other major commercial centres in the West Midlands

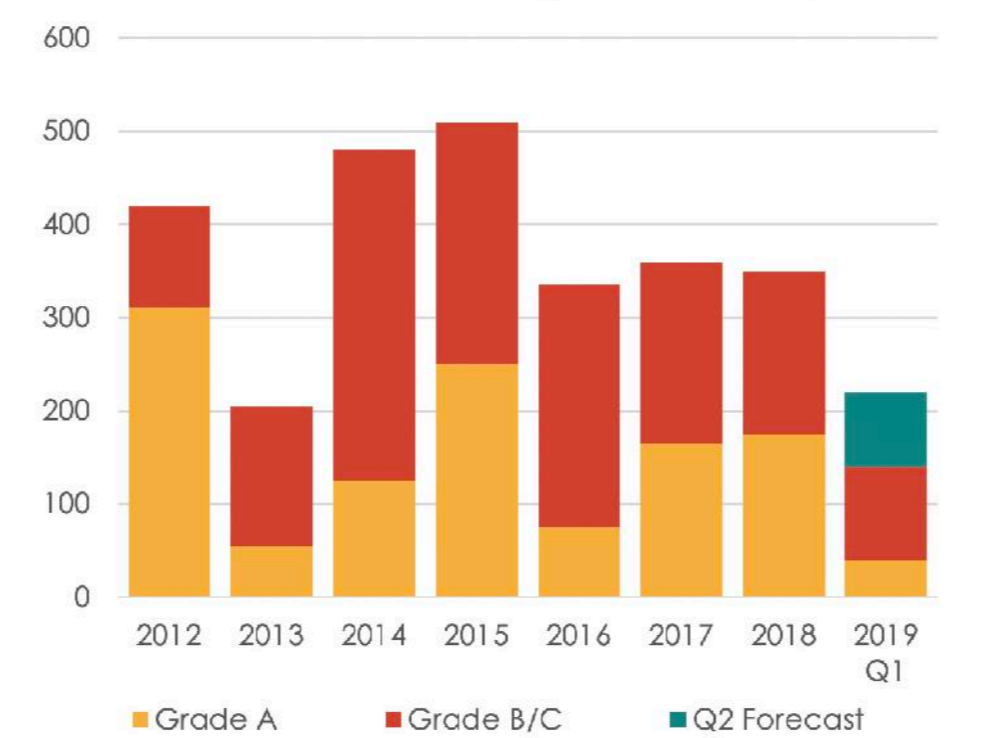
Bromsgrove Office Overview

- Table, Map and Graph: Office Availability with numbers of units, sizes and asking rents
- Average Second Hand Asking Rents and Prime Rents (where information is available)
- Average Achieved Rent reviewed for the period 2015 to 2019
- Case studies of office space currently on the market.

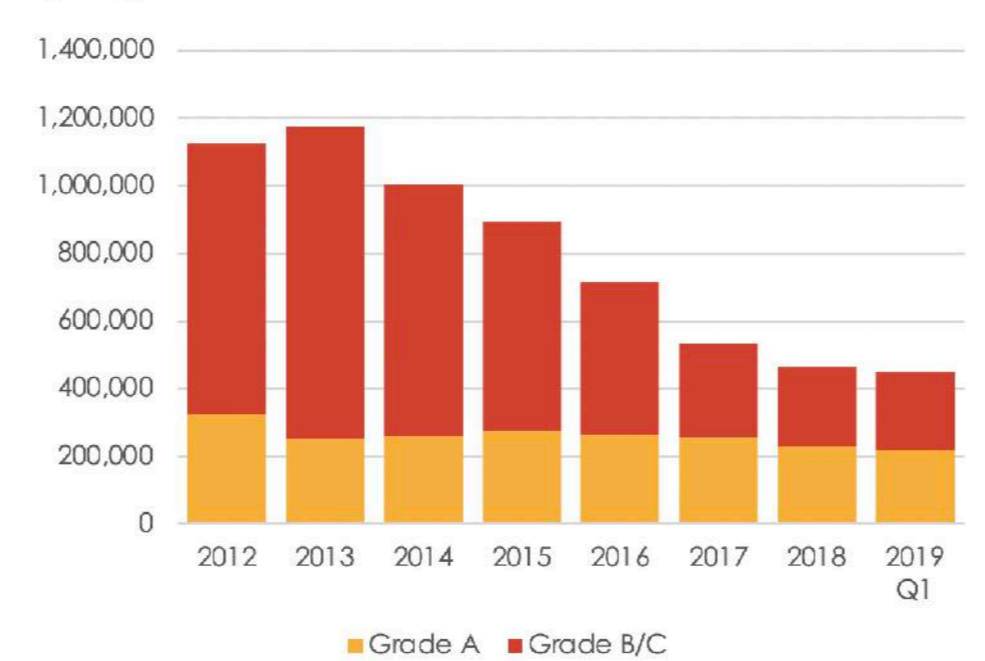
7.5.33 According to the latest LSH report produced in 2019, the Birmingham Out of Town take-up Q1 2019 stood around 119,000 sq ft. making it the strongest quarter since 2015. The market has been benefitting from the expansion of science and technology business in the region. However, supply is relatively low across most established locations, and further development is needed to secure its reputation long into the future.

7.5.34 LSH report that a sustained period of healthy demand has left the Out of Town office market short of quality supply. Availability has remained stagnant within the last 3 years, which could suggest that the quality and size of the current units is not suitable to occupier requirements.

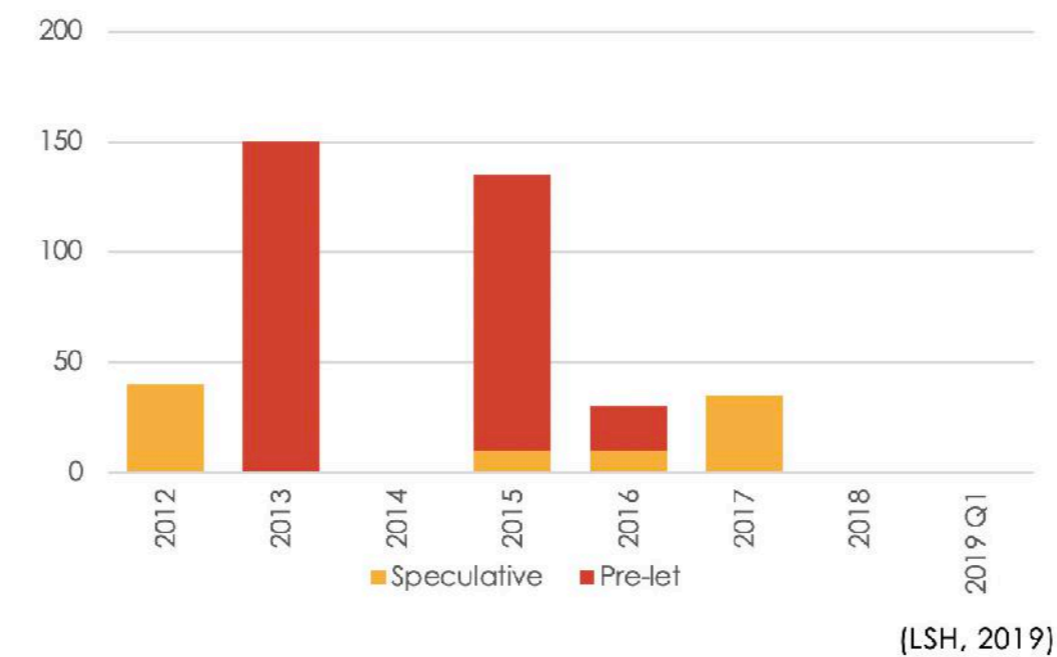
THE WIDER MARKET - BIRMINGHAM OUT OF TOWN OFFICE TAKE UP (000, SQFT.)



OUT OF TOWN OFFICE AVAILABILITY (000 SQFT.)



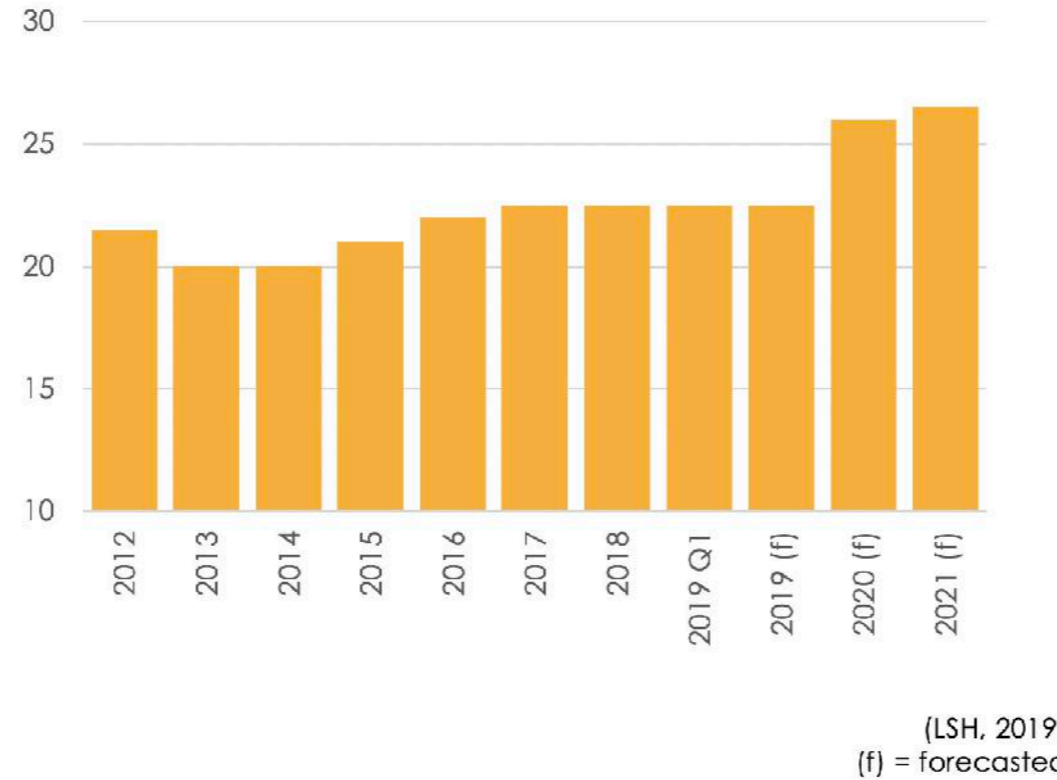
OFFICES UNDER CONSTRUCTION ('000, SQ FT)



7.5.35 LSH report that there was a lack of new build office development within the Birmingham Out of Town office market during 2018/19. This caused prime office rents to stagnate. Despite limited construction, LSH reported several refurbishments to existing stock that provided a boost to the quality of supply. In 2017, pre-let construction dominated the Out of Town market. The lack of stock is holding back the frequency of transactions.

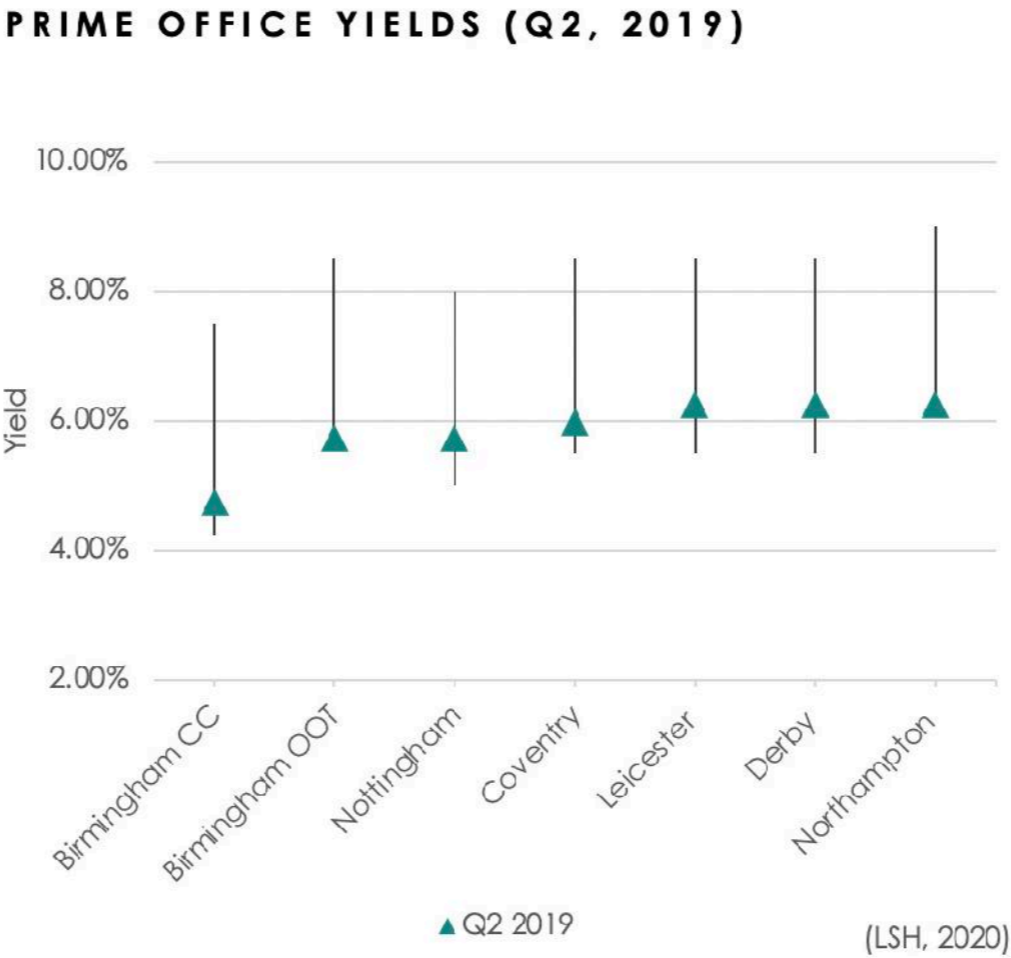
7.5.36 Prime headline rents have stable at £23.00 psf for the last three years; however, constrained levels of supply and the delivery of additional office supply in the near future (reported by LSH) are sent to move rents onto a new high. Prime headline office rents are forecast to move in excess of £25.00 per sq ft. during 2020.

OFFICE PRIME HEADLINE RENT (£ PER SQ FT)



7.5.37 There is a lack of reported investment activity in the regional locations, as the markets are typically not large enough to justify monitored activity. It is therefore more appropriate to consider the wider investment market and in particular the data reported for Birmingham City Centre and the Out of Town Birmingham markets. In this respect, LSH report that the investment yields were 4.5% and 5.75% respectively in Q2 2019 (the most recent date for which the Out of Town data is available).

7.5.38 Looking forward, Knight Frank report that 2019 activity in the Birmingham market was heavily subdued due to political uncertainty including Brexit and the election, but that the 2020 should be more positive on the back of additional political stability and the recent confirmation on infrastructure projects such as HS2. Knight Frank expect that the pent-up demand will see new build schemes being completed and that investment activity will increase on the back of the new lettings that will occur as a result of the new stock.



Availability (EGi, March 2020)

| | |
|---------------------------------------|--------|
| Availability (no. of units) | 14 |
| Availability (sq ft) | 32,070 |
| Avg. unit size (sq ft) | 2,291 |
| Avg. Second Hand Asking Rent (psf.) | £14.08 |
| Reported prime rent (GJS Dillon 2020) | £19.50 |



E. BROMSGROVE OFFICE OVERVIEW

7.5.39 The most recent office market report from Bromsgrove specialists GJS Dillon was published in March 2020, and below is a summary of their findings.

DEMAND

7.5.40 “Take-up in 2019 was marginally below 2018 levels and in line with 2017, although still below the 10-year average. This is fundamentally owing to the continued lack of office stock, with Bromsgrove having the fastest transaction time in the county (the time between a property coming to market and completing); at 5.9 months (the county average is 9.0 months). Demand is largely centred around the motorway junctions and A38 corridor, however business park locations remain strong.”

SUPPLY

7.5.41 “Availability is up by 55% from a year ago at 53,000 sq ft, however this is distorted by a few mid-size properties that have returned to the market – such as Bellway House in the town centre, which as at the date of this report was Under Offer. Of this 53,000 sq ft, there is no new build accommodation and a limited amount of Grade A space.”

RENTAL AND CAPITAL VALUES

7.5.42 “Despite the ageing stock within Bromsgrove, headline rents have increased on 2018 levels, showing the demand for quality, well connected space. Rents at this level are being quoted and set by schemes that have exploited the motorway junctions and connectivity of Bromsgrove, such as Topaz. The average sales rate has fallen as a consequence of two large sales of existing, dated stock; including the sale of a 5,500 sq ft office on Saxon Business Park.”

OUTLOOK

7.5.43 “With the existing office stock becoming dated, there is a huge opportunity within Bromsgrove to develop new or refurbished Grade A office space that can capitalise on the stock shortage. Bromsgrove has the thriving business base to support this, particularly within the SME sector.”

7.5.44 A snapshot of the EGI database in March 2020 revealed that there were 14 offices available to let within the wider Bromsgrove area, offering a total of 32,070 sqft. The average size is approximately 2,300 sqft and the average asking rent was circa £14.00. A high percentage of the available properties were centred around Bromsgrove town centre and the business and industrial parks on the edge of town to the south, as illustrated on the map above.

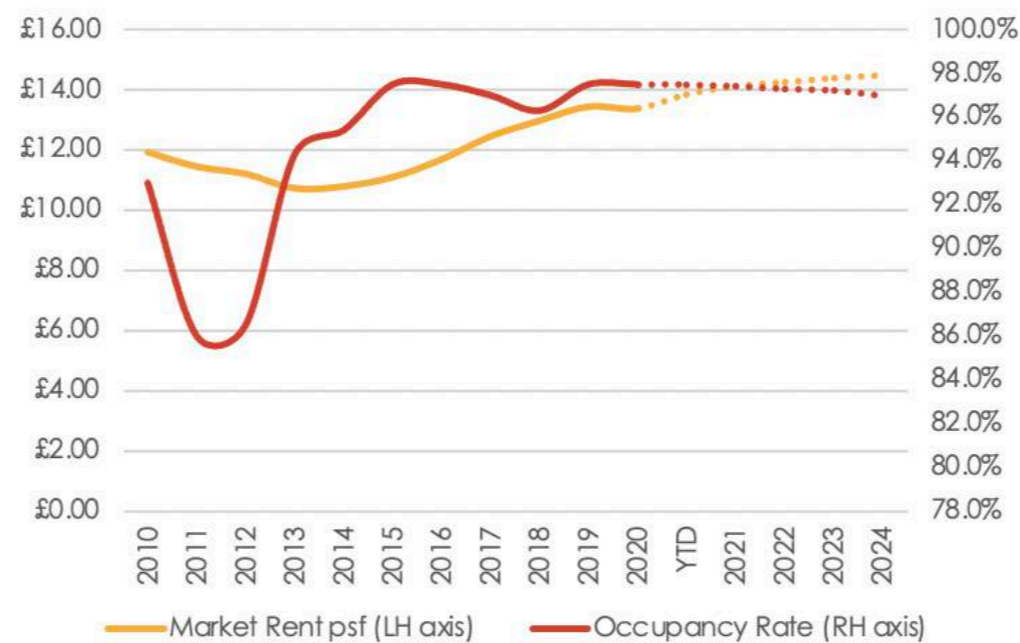
7.5.45 Market rents have been reasonably consistent since 2010, varying between £11 and £13.50 psf, and rising gradually for the past 6 years. The past 12 months have seen a levelling-off of rental growth arguably caused by Brexit uncertainty, but we would expect this to trend to resume now that the uncertainty has been removed and CoStar have forecasted the same.

7.5.46 As a comparison, market rents in the wider Herefordshire and Worcestershire area have tracked consistently with Bromsgrove over the period 2013-date, presenting data that is approximately £2.00 psf above the Bromsgrove rental levels but rising and falling to a similar trend.

7.5.47 GJS Dillon report a headline rent of £19.50 psf, which compares against the headline Outer Birmingham rental figure of £23.00 psf reported by LSH.

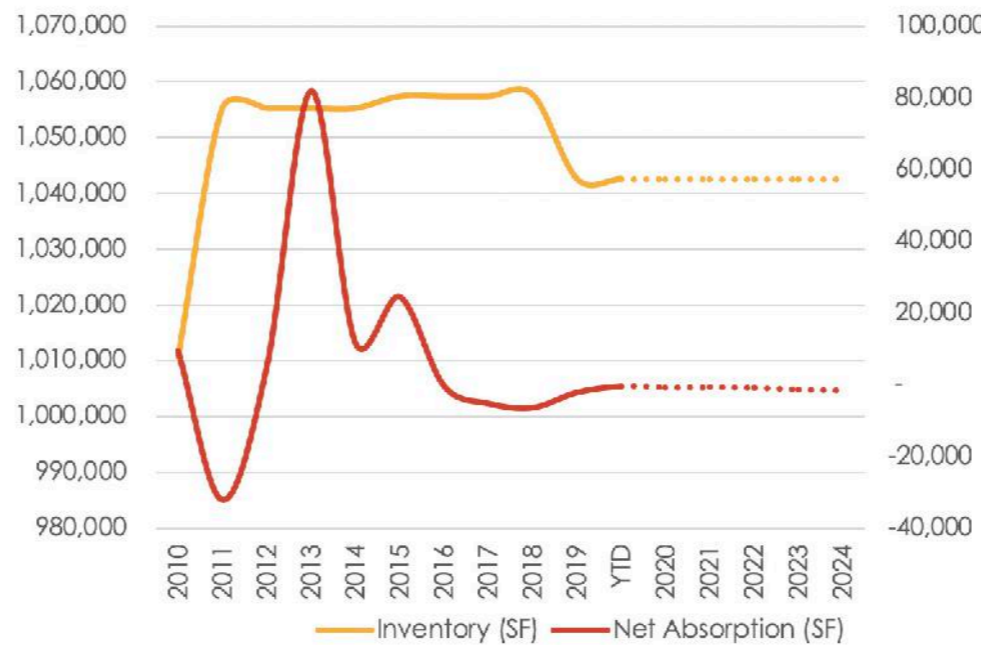
7.5.48 Occupancy rates are very strong, and apart from the 2011-2012 period where there was a notable dip, rates have consistently remained in the 95-98% range.

OFFICE MARKET RENTS AND OCCUPANCY RATES: 2010-2024



(CoStar, 2020)

OVERALL SUPPLY AND DEMAND (INVENTORY AND NET ABSORPTION)

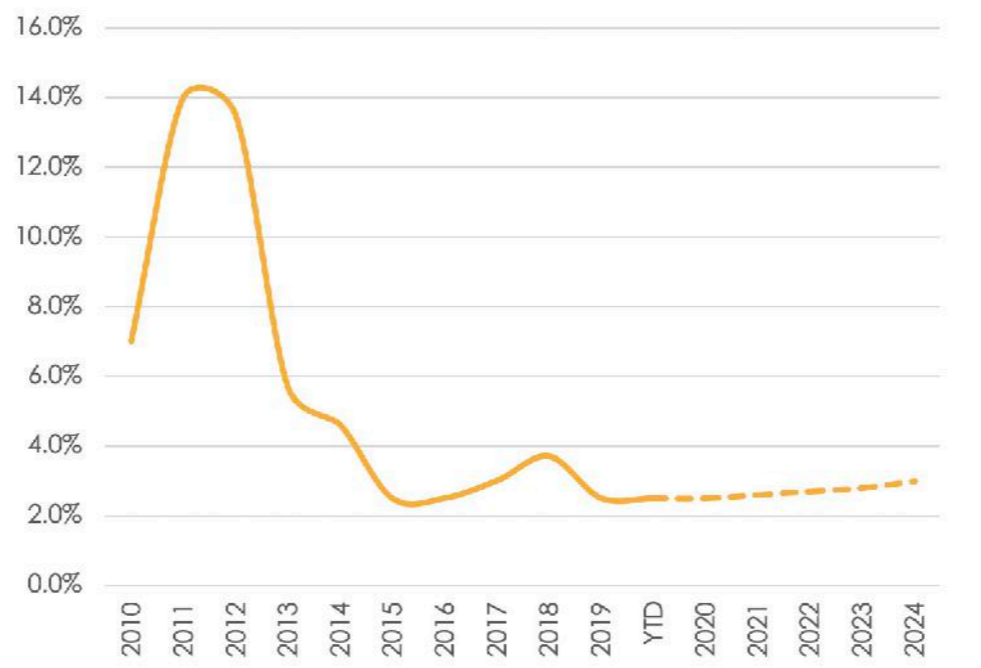


(CoStar, 2020)

7.5.49 The vacancy rate in Bromsgrove has been consistently reported at between 2% and 4% since 2014, which followed a period between 2011-2012 where the levels were significantly higher at circa 14%. The current rate is arguably the 'natural' vacancy rate that will always exist, and suggests that the office market is in a healthy position.

7.5.50 The net absorption figure factors take-up and availability to produce a single net gain/loss in accommodation, and the 12-month figure for Bromsgrove is -3,700 sqft. The compares to an historical average of 9,600 sqft. The CoStar forecast is for net absorption to be circa -1,200 sqft per annum, which when combined with the falling inventory rate, could suggest that the currently available stock is not attractive to occupiers.

OFFICE VACANCY RATES



(CoStar, 2020)

EXAMPLES OF OFFICE SPACE CURRENTLY AVAILABLE TO LET



Topaz Business Park, Bromsgrove, B61

- 1,468 sq ft
- £26,500 pa (£18/sq. ft.)
- Office to let in Bromsgrove, set within a mature landscaped, low-density business park environment. Topaz Business Park is accessed via barrier-controlled entry point directly off the A38 Birmingham Road.



Bellway House, Worcester Road, Bromsgrove B61

- 4,680 sq ft
- £48,000 pa (£10/sq. ft.)
- Located in Bromsgrove town centre, this modern office building benefits from secure car parking and open plan accommodation. The specification is tired. We understand that this property is currently Under Offer



Bartleet House, Birmingham Road, Bromsgrove

- 1,226 sq ft
- £16,500 pa (£13.50/sq. ft.)
- Fronting onto the busy Birmingham Rd and lying 500m north of Bromsgrove town centre, this office benefits from a high specification and good levels of on-site parking



The Old Courthouse, The Crescent, Bromsgrove, B60

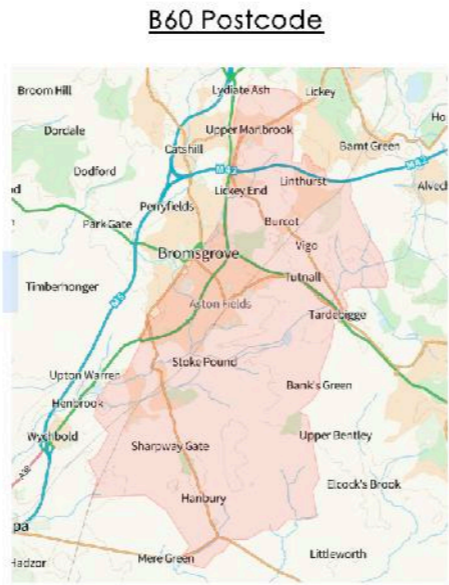
- 2,795 sq ft
- £29,000 pa (£10/sq. ft.)
- Office which previously formed part of Bromsgrove's Old Courthouse. Open plan office with bespoke mezzanine floor and onsite car parking. Within walking distance of Bromsgrove Town Centre and local amenities.



Residential: Sales Market, Zoopla Heat Map

| | Avg. Price paid (last 12 months) | Value Change (last 12 months) | Percent Change (last 12 months) | Value Change (last 5 years) | Percent change (last 5 years) |
|---------------|----------------------------------|-------------------------------|---------------------------------|-----------------------------|-------------------------------|
| England | £301,000 | £13,000 | 4% | £63,500 | 23% |
| West Midlands | £229,000 | £10,000 | 4% | £49,700 | 26% |
| B60 | £294,000 | £15,000 | 5% | £70,000 | 27% |
| B61 | £286,000 | £14,500 | 5% | £63,000 | 27% |

(Zoopla, 2020)



7.6 Residential Property Market Baseline

INTRODUCTION

7.6.1 The following section provides an overview of the residential market around Bromsgrove.

The analysis presented is as follows:

All Property – Sales

- Table: Average Price Paid, Total No. of Sales and Value Changes over the last 12 months and last 5 years
- Graph: Average Price Paid and Value Changes over the last 12 months and last 5 years
- Graph: Average Current Residential Values based on Zoopla estimates of the market
- Graph: Average Sales Value on a per sq ft basis and Average Number of Bedrooms per property type,

All Property – Rents

- Current Average Asking Rents

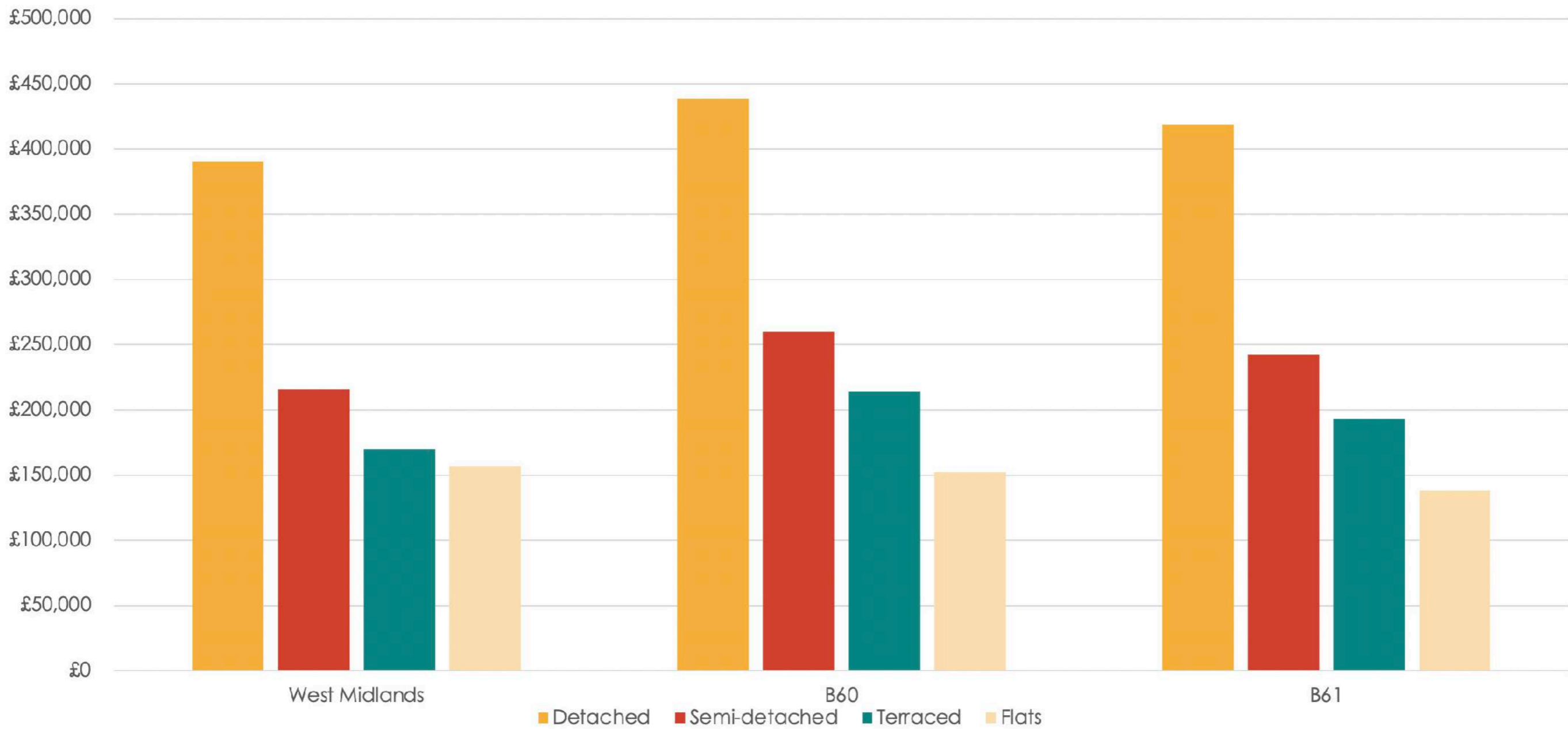
New Build Residential – Availability

- Scheme details for new build developments currently or recently on the market, including sizes, asking prices and descriptions,

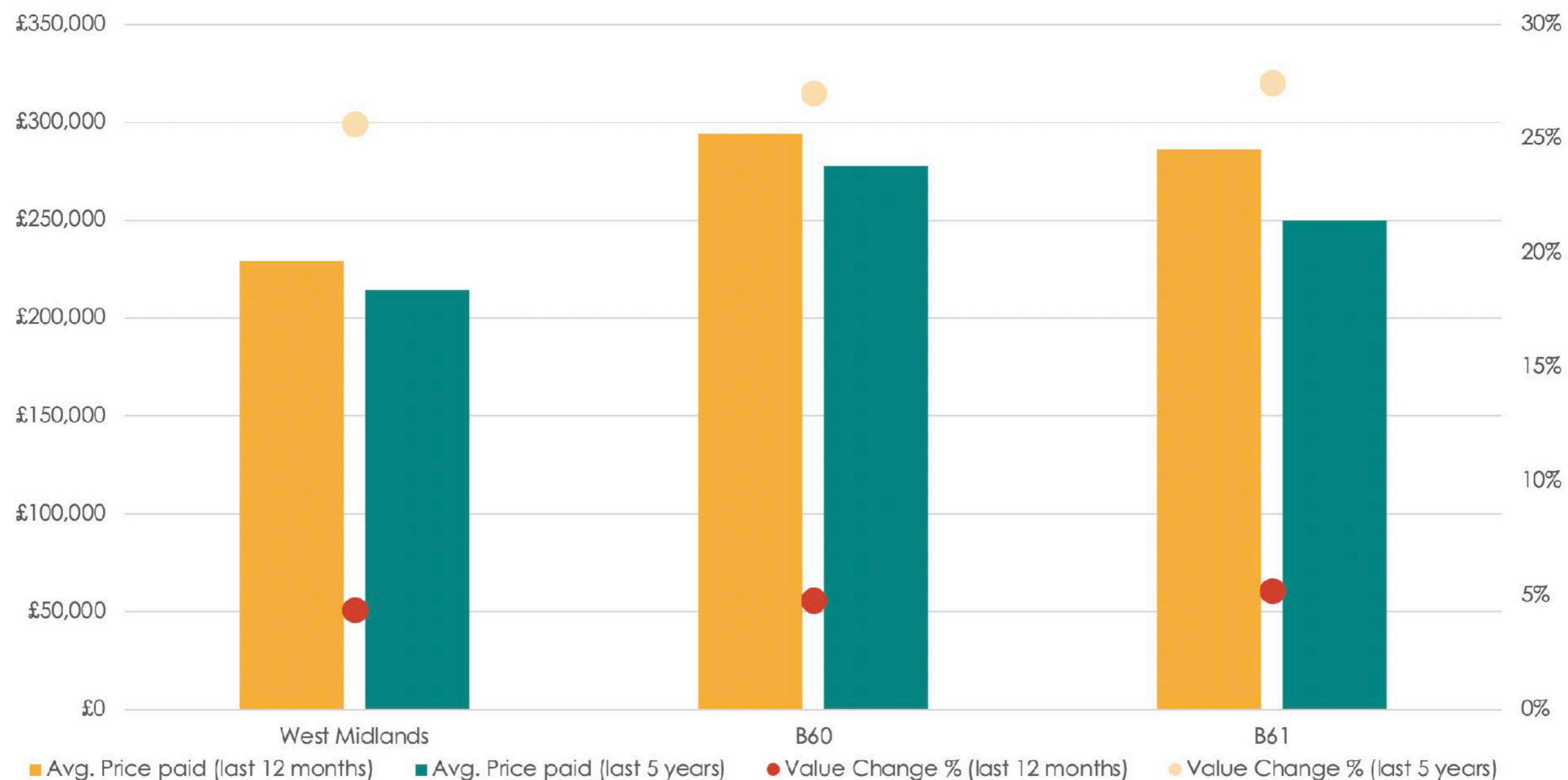
Summary of Active Residential Developers

- Table: residential developer activity in the wider area, providing headline descriptions of schemes that have recently completed or are in the planning stages for development.

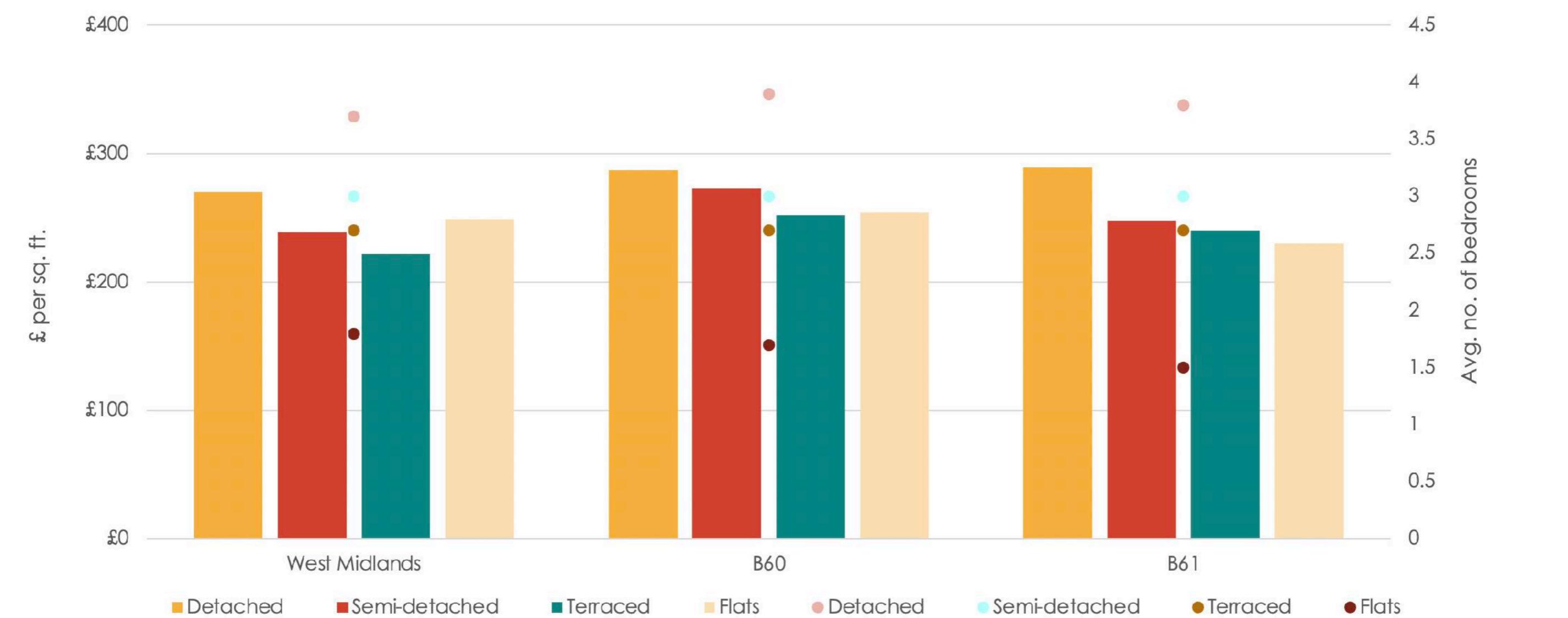
AVERAGE CURRENT RESIDENTIAL VALUES BASED ON ZOOPLA ESTIMATES



AVERAGE PRICE PAID AND VALUE CHANGE (ALL PROPERTY) – HIGHEST VALUE ACHIEVED IN THE LAST 12 MONTHS



AVERAGE SALES VALUE (£ PER SQ FT) AND AVERAGE NUMBER OF BEDROOMS, PER PROPERTY TYPE



| | | Overall average rent | 1 bed | 2 beds | 3 beds | 4 beds | 5 beds |
|---------------|--------|----------------------|--------|--------|--------|--------|--------|
| England | Houses | £2,050 | £600 | £980 | £1,410 | £2,260 | £3,340 |
| | Flats | | £1,211 | £2,115 | £4,400 | £5,767 | £9,165 |
| West Midlands | Houses | £900 | £460 | £745 | £910 | £1,253 | £1,370 |
| | Flats | | £572 | £846 | £1,150 | £1,230 | £915 |
| B60 | Houses | £830 | £347 | £920 | £860 | - | - |
| | Flats | | £598 | £1,150 | - | - | - |
| B61 | Houses | £900 | - | £750 | £750 | £1,390 | £1,400 |
| | Flats | | £500 | £710 | - | - | - |

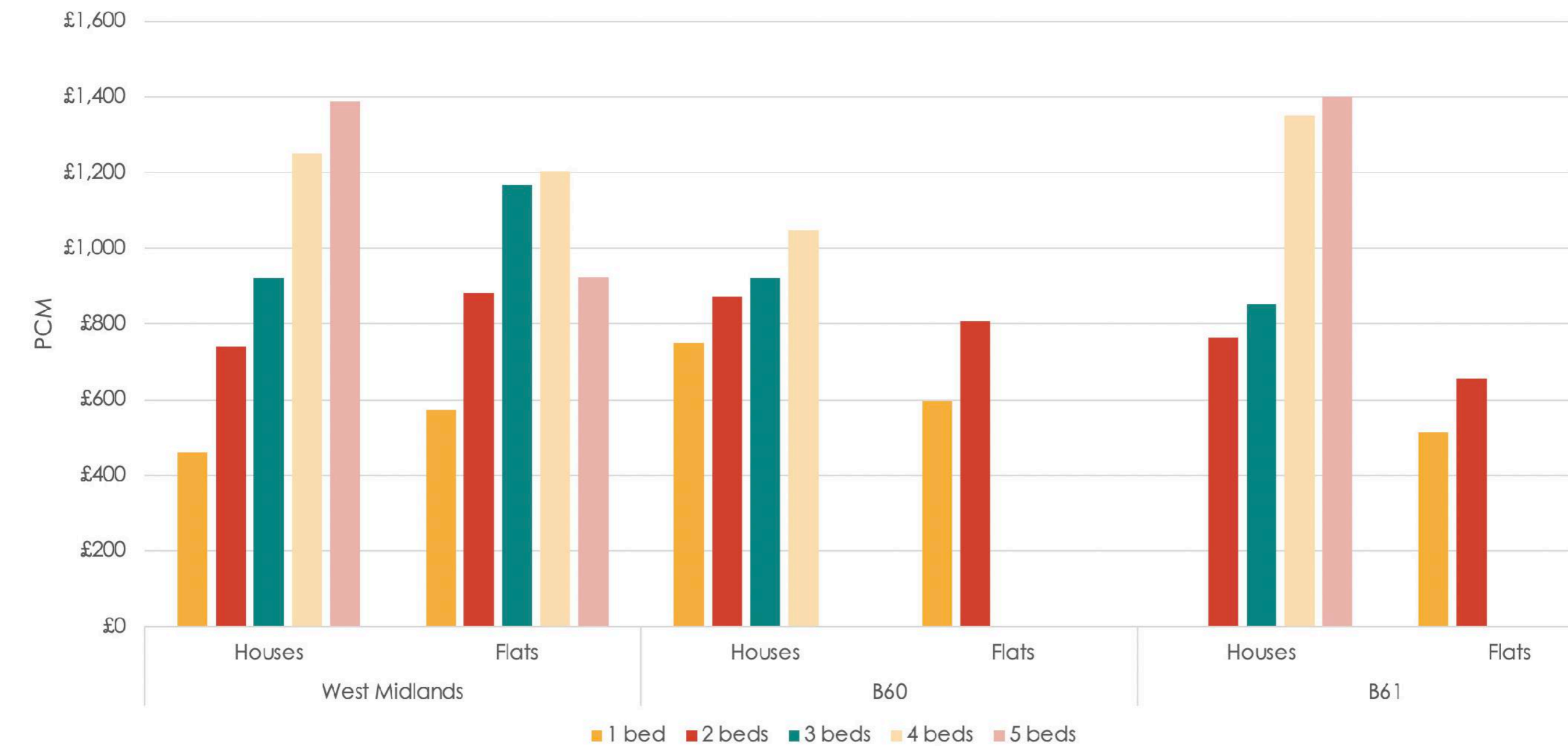
7.6.2 It should be noted that asking rents are reflective of both levels of rent in a particular area, and also types of property that are available. A location with a high proportion of flats will have a ‘high rent’ area. it may be more prudent to consider the individual property type data within the table depending on which general property type is expected to be developed.

To note:

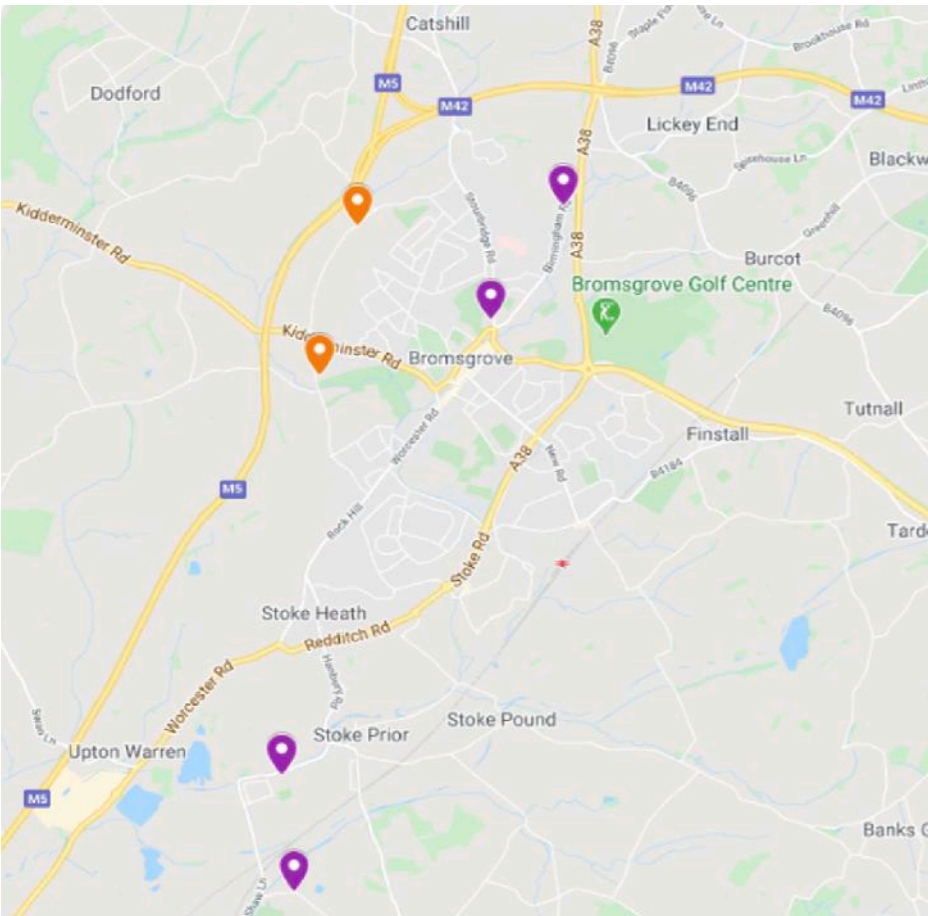
7.6.3 Zoopla calculated the overall average rent data using an algorithm that considers all 27m homes within the UK. It is for this reason that the overall rent is not reflective of the asking rents that are displayed at bedroom level.

Residential: Rental Market

CURRENT AVERAGE RENT (PCM)



New Build Availability



| Orchard Gardens, Stoke Prior B60 4DS - Coda Development | | | | |
|---|-----------|-----------|--------------|---------------------|
| Type | Amenities | Size ft². | Asking price | Price per Size ft². |
| Semi Detached | 3 bed | 862 | £299,950 | £348 |
| Semi Detached | 3 bed | 842 | £289,000 | £343 |
| Henbrook Gardens, B60 4AL - Barratt Homes | | | | |
| Type | Amenities | Size ft². | Asking price | Price per Size ft². |
| Terrace | 2 Bed | 510 | £219,995 | £431 |
| Semi Detached | 3 bed | 659 | £274,995 | £417 |
| Detached | 3 bed | 771 | £326,995 | £424 |
| Detached | 3 bed | 689 | £309,995 | £450 |
| Semi Detached | 4 bed | 900 | £289,995 | £322 |
| Norton Farm B60 OEP - Barratt Homes | | | | |
| Type | Amenities | Size ft². | Asking price | Price per Size ft². |
| Detached | 4 bed | 1,046 | £399,995 | £382 |

AVERAGE PRICES AND VOLUME SALES – BROMSGROVE DISTRICT

| Property Type | Average value | Sales |
|------------------------------|---------------|-------|
| Detached | £428,189 | 114 |
| Semi-detached | £282,030 | 29 |
| Terraced | £211,195 | 5 |
| Flat/maisonette | £296,330 | 5 |
| Overall average/ Total sales | £304,436 | 153 |

(Land Registry, 2020)

RESIDENTIAL - NEW BUILDS

7.6.4 The following section looks into residential new builds within Bromsgrove, focusing on properties currently being marketed and the key developers within the area. The commentary on new build developments have been extracted from marketing materials and does not reflect our personal opinion of the schemes.

Orange = proposed residential schemes
Purple= completed residential schemes

SUMMARY OF ACTIVE RESIDENTIAL DEVELOPERS

7.6.5 The following table captures the key data on residential developments across Bromsgrove that have either recently completed or are in the planning stages for development. The information has been sourced from a desktop research task. A number of the schemes are also described in the section above and have been repeated here for completeness.

VIABILITY GRAPH

7.6.6 In the analysis that follows, viability has been scored by assessing the very high level relationship (ratio) between estimated revenues and costs, with 100% being the determinant point at which a property use is deemed viable or unviable. The score will demonstrate the level of ‘surplus’ as a proportion of the total costs so that the property-use options can be analysed on a like-for-like basis regardless of their size.

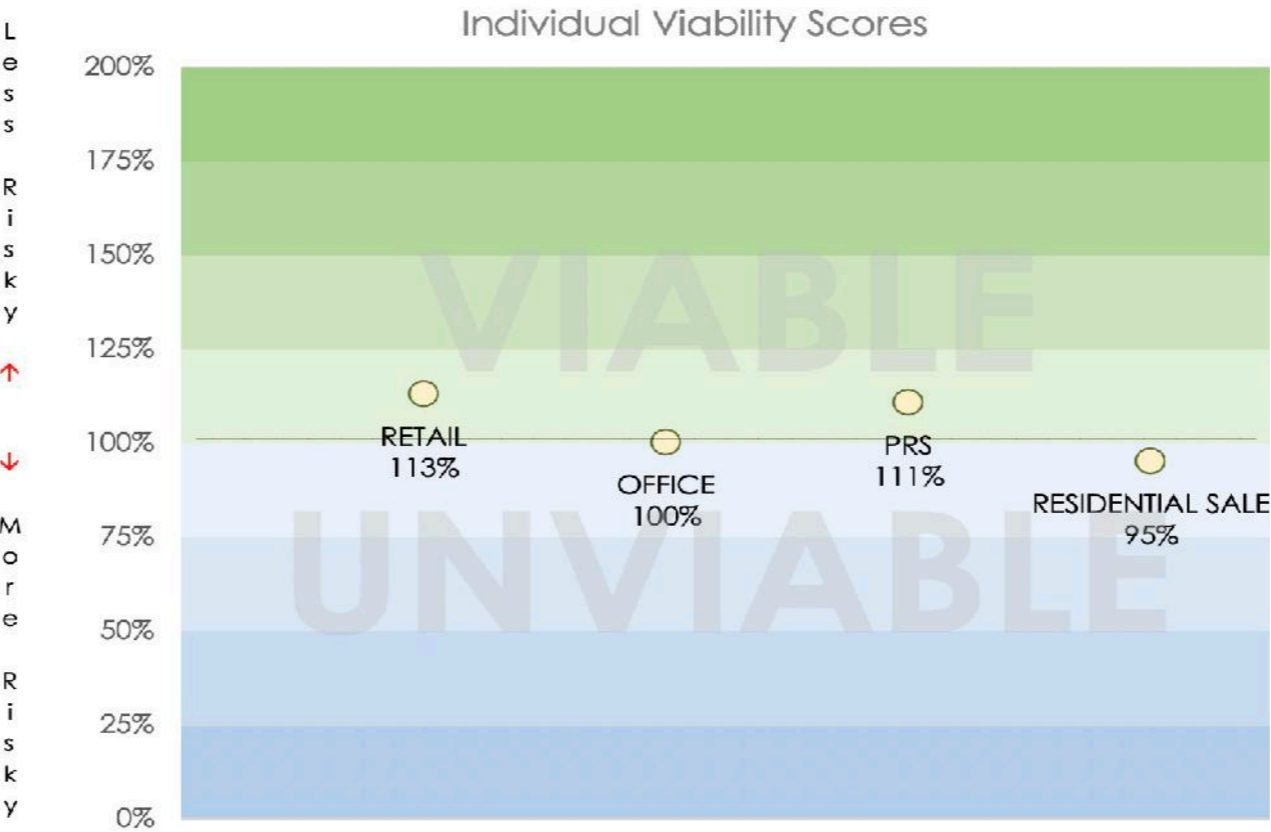
7.6.7 The higher the viability score, the greater the resilience to input changes such as increased build costs and lower sales values, and the more profitable they are deemed.

7.6.8 A score of less than 100% indicates an unviable element. This may manifest in a negative land value (if the land value is the variable being measured) or a scheme that generates lower levels of profit than are typically required by developers / investors (if the land price is already fixed and the profit level / surplus is the variable being measured). In some instances, the viability analysis will indicate that no profit is received and that costs would exceed revenues, thus creating a loss-making scheme.

7.6.9 Based on the high level value inputs determined within this report, combined with industry standard cost data, the viability graph would suggest that all the uses

7.6.10 considered within this report are on the borderline of being viable, with retail and PRS the most viable within this analysis. It is noted that further exploration on demand is required in order to ascertain viability. Residential sales focus on flatted accommodation and this materialises as the most unviable property use.

| Location | Developer | Location | Description |
|------------|---------------------|---|--|
| Bromsgrove | Taylor Wimpey | Land at Perryfields Road, Bromsgrove | Proposed development on land at Perryfields Road. The application is being considered by planning officers at Bromsgrove District Council 16/0335 (Submitted 2016) |
| | Coda Development | Orchard Gardens, Stoke Prior B60 4DS | A small exclusive development of four 3 & 4 bedroom homes. Situated in the semi-rural village of Stoke Prior. |
| | Barratt Homes | Henbrook Gardens B60 4AL | 216 New homes consisting of 2 bedroom apartments and 2,3 and 4 bedroom homes |
| | | Norton Farm, B60 0EP | Joint venture development with Barratt homes and David Wilson Homes providing 316 new homes of which 40% are affordable. |
| | Catesby Estates plc | Whitford Green B61 7ED | Planning application for Whitford Green went before Bromsgrove District Council Planning Committee in October 2019. Subject to formal confirmation. |
| | BDHT Developments | The Council House, Burcot Lane Bromsgrove | Planning application has been submitted for 61 new homes on the site of the former Bromsgrove Council House. |
| | Barberry | Buntsford Hill | Strategic Land (35 acres). The greenfield site being promoted through the planning process and has the potential to deliver up to 400 units. Once successfully allocated, this will assist in meeting Bromsgrove and Birmingham's housing shortfall. |



8 Future Proofing Bromsgrove Town Centre



8.1 Recommendations for Future Growth

8.1.1 Market Hall and Dolphin Centre development sites give an opportunity to **address challenges facing Bromsgrove Town Centre and better prepare it for the future.**

8.1.2 Town centres across the country are needing to adapt to change in the retail landscape and lifestyle trends, and address challenges caused by climate change and Covid-19.

8.1.3 **The ageing population, weaknesses in the local housing market, lack of a significant engine of economic growth, high levels of out-commuting and therefore declining footfall** in the Town Centre are some of the main challenges for Bromsgrove. The crisis caused by Covid-19 adds pressure to rebuild and refocus on local economy while climate change requires proactive approach to invest in high-quality and sustainable public realm.

8.1.4 New **homes for young families and key workers could be created in the Town Centre**, to diversify population demographics, and subsequently increase footfall and dwell time in Bromsgrove Town Centre strengthening its local economy. The main objective is to ensure that Bromsgrove develops as a **healthy, safe, sustainable** and people-oriented place, based on a **strong local economy that** supports the town itself and the whole District.

8.1.5 The key recommendations to support the future growth, described on the following pages are aimed to boost the attractiveness of Bromsgrove in line with the Council's vision to create a vibrant and a people-oriented, economic hub of the District.

Our recommendations are grouped under seven heading as follows:

1. Redevelopment of key **opportunity sites** in Town Centre,
2. Improvement of **Streets and Spaces** to create 21st-century public realm,
3. Diversification of **Town Centre offer** to cater for the needs of everyone,
4. **Smart Technology** and Innovation,
5. Improvement of **Transport and Accessibility**,
6. Promotion of Bromsgrove **Heritage and Culture**,
7. Strengthening of local **Community and Partnerships**.

8.1.6 It is important that any improvements and future projects are based on close collaboration with the local community, and come as a result of answering the need of the people who live-in, work-in and visit Bromsgrove.



1. REDEVELOPMENT OF THE MARKET HALL AND DOLPHIN CENTRE SITES

Development of two key sites in the Town Centre gives an opportunity to provide two anchors, strengthening the local economy and supporting the community of Bromsgrove.

The new beacons of local regeneration are to set high standards for the future developments. They give a potential to stitch the town centre through public realm improvements and a balanced and complementary offer:

Market Hall Development could:

- be seen as a beacon of local regeneration, and **the focal point for commercial and social activity** for Bromsgrove,
- deliver a mixed-use, sustainable development, providing **new offices and flexible workspaces**, strengthening local economy and supporting local businesses, establishing a new business hub of the District,
- **deliver a major public space** - A Square for Bromsgrove that the residents can be proud of,
- create **an ambitious, high-quality development** on the historic site - setting high expectations for the future projects,
- provide **a sustainable public realm** including SMART CITY technology that is fit for the 21st century.

Dolphin Centre Development could:

- provide much needed **high-quality accommodation for younger residents** e.g key workers and entrepreneurs in the Town Centre,
- create a **functional link** between High Street and the existing uses along School Drive,
- create **a physical link through improved public realm** connecting Dolphin Centre Site with the Town Centre,
- provide **complementary uses**, strengthen and diversify the Town Centre offer and complement the Market Hall development,
- bring **energy to the northeast quarter** of the town and extend its offer,
- promote **sustainable modes of transport and SMART Homes**.

NEW KEY DESTINATIONS AND USES IN THE TOWN CENTRE





2. IMPROVEMENT OF STREETS AND SPACES

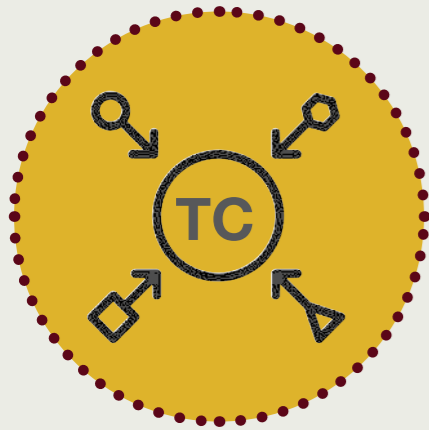
In the wake of the Covid-19 crisis, greater emphasis should be placed on public realm to support communities.

Improved public realm in Bromsgrove Town Centre could:

- create centrally located green pocket parks promoting well-being (activities such as yoga classes etc.) where **people can relax, exercise, socialise and play**,
- provide **green infrastructure** in the Town Centre, including opening up of the culverted Spadesbourne Brook,
- link the disjointed pedestrian environment and provide a **flexible public realm** that allows a range of activities and events to be organised in the Town Centre,
- introduce a **major public space** for local events and initiatives that Bromsgrove District can be proud of
- create a 21st-century, **SMART public realm** with smart benches, suds, electric charging points and lighting, etc.
- promote **sustainable transport** and well-being providing outdoor gyms and micro-mobility hubs etc.
- enhance the Town Centre offer and provide opportunities to **support the local economy through an attractive and flexible public realm**,
- better link Town Centre with **the local parks** through a network green routes,

NETWORK OF GREEN INTERCONNECTED SPACES





3. DIVERSIFICATION OF TOWN CENTRE OFFER

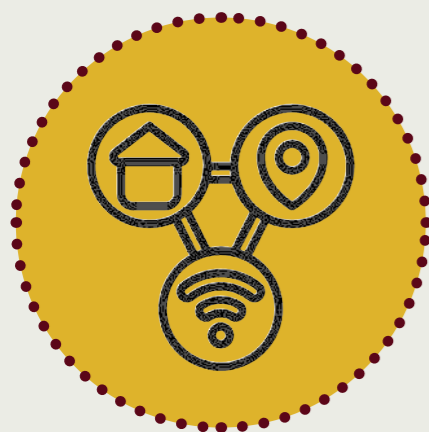
Town centres must reinvent themselves into new forms and functions and **move away from being strictly retail focussed and become dynamic centres** that support local community and local businesses and cater for needs of a wide spectrum of users and various demographics.

Bromsgrove Town Centre should answer the local needs and aspirations and support local business and community through e.g;

- **Smart Technology** - an app promoting history, heritage and local offer,
- 21st-century **SMART and sustainable public realm**,
- **community hub providing spaces for initiatives**, workshops, surgeries, art and cultural activities, local gallery etc.,
- **business hub and business incubator**, flexible spaces supporting a wide range of enterprises, makers space and tech lab, units for pop-ups etc.,
- **encourage well-being**; yoga/ fitness classes, promoting walking, cycling, and sustainable modes of transport,
- a **youth club or space for young entrepreneurs**,
- **spaces for events and festivals** and attractive public realm - festival, craft beer, BIRD BOX, support local entrepreneurship.
- other outdoor initiatives,
- better connectivity and better links with heritage assets and parks,

IMPROVED TOWN CENTRE OFFER





4. SMART TECHNOLOGY AND INNOVATION

Smart solutions up until recently have predominantly focused on densely populated areas. More recently suburban areas and smaller towns see the **need for digital innovation and integrated digital solutions to improve the way they operate.**

Bromsgrove is located **close to the third-largest urban area in the UK - West Midlands conurbation** and it sees the importance of embracing and promoting smart solutions that can in the future link with the wider networks implemented by e.g. Birmingham.

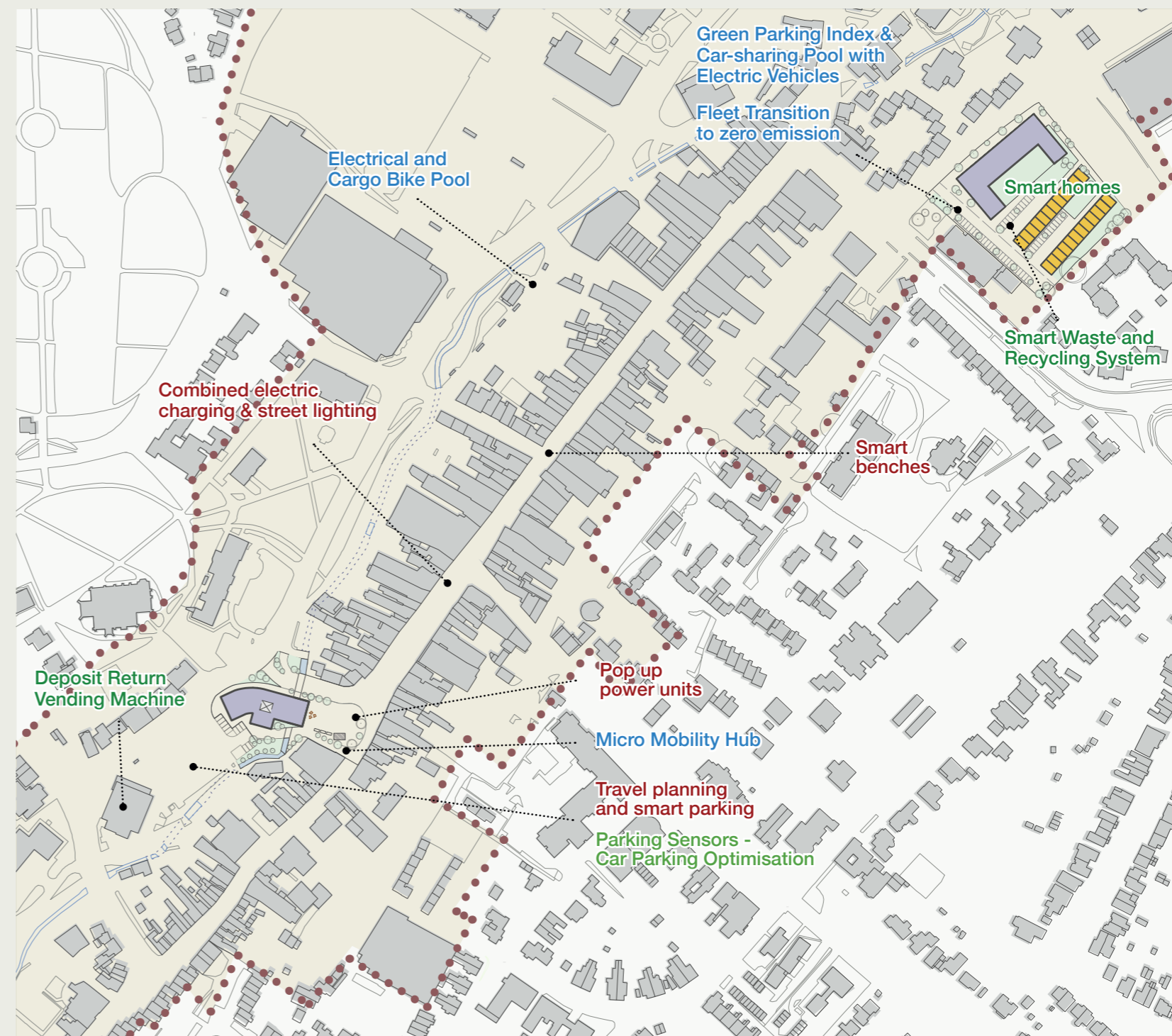
Smart technology **can provide major benefits:** reducing vehicle emissions, lowering costs, and improving quality of life with better delivery of services.

A range of SMART Technology solutions can be implemented to improve the Town Centre that have been categorised under four headings:

- **responsive public realm** - smart benches, travel planning apps,
- **better environment** - parking sensor, smart homes, smart recycling,
- **enhanced town centre offer** - e.g heritage app, local currency,
- **sustainable mobility** - electric charging and street lighting, green parking index, car-sharing pool.

A detailed description of SMART solutions for Bromsgrove can be found on the next pages.

POTENTIAL SMART SOLUTIONS





5. IMPROVEMENT OF TRANSPORT AND ACCESSIBILITY

Upgrades to public transport, **electric vehicles and easily accessible charging points, bicycle and electric scooter pools, mobility hubs, and enhanced cycling and walking routes** can improve the quality of air and quality of life for commuters and residents and **make Bromsgrove Town Centre better connected** and more attractive for visitors and investors.

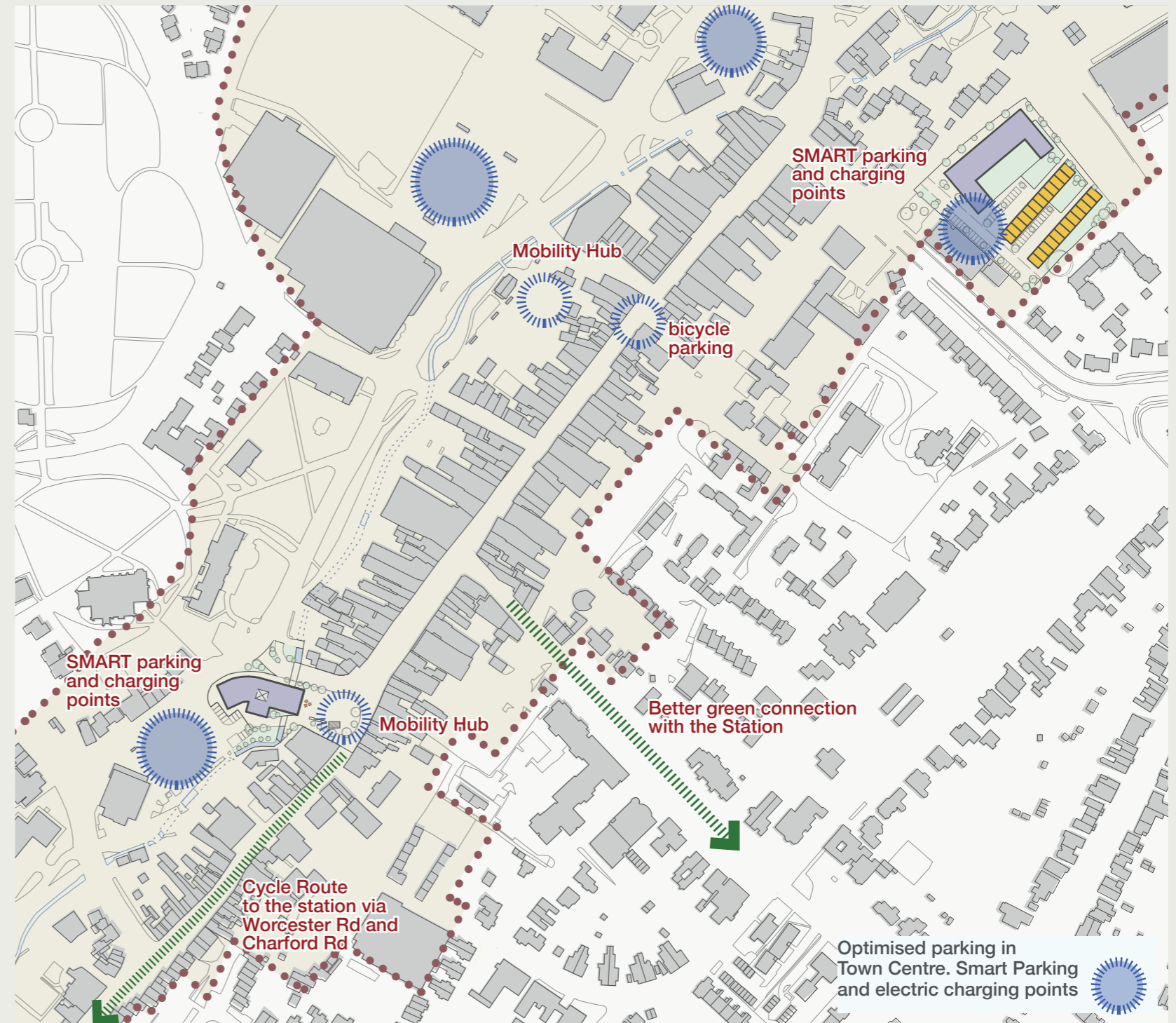
There is a need to **better connect Town Centre with the train station and** some key destinations such as parks, council offices, library, Artrix, and break separation created by busy Market Street.

Interventions to help improve connectivity can include;

- **frequent electric bus service** operating between the train station and Town Centre,
- **cycle ways to the station** and around Bromsgrove,
- **smart parking spaces / optimised parking,**
- **bicycle cargo and, mobility hubs,**
- **electric charging points,**
- **well-planned bicycle parking infrastructure,**

Greater sustainable mobility increases health and well-being, and provide flexibility for the commuters.

POTENTIAL SMART TRANSPORT SOLUTIONS





6. PROMOTION OF HERITAGE AND CULTURE

Culture and heritage are to be seen as part of **the local offer, boosting local and regional competitiveness.**

Looking at the past; local history and heritage to better address future should form part of the strategy for the growth of Bromsgrove.

Residents of this historic market town are proud of their local heritage and recognise **it should be better promoted and integrated** into the town centre offer through a range of initiatives such as:

- a visitor's **information kiosk**,
- a **local gallery** on the High Street,
- **celebration and marketing of the local history** and heritage through e.g. 'BROMSGROVE APP' - an application providing information for visitors, suggesting local walks & sites to visit,
- **promotion and enhancement of Town Centre** and the District on social media and websites,
- involvement of local business groups and **stakeholders such as Bromsgrove School**,
- **promotion of walking routes** to explore local history and important sites and increase footfall and dwell time in the centre,
- building on legacy of **Bromsgrove Guild** - promotion of craftsmanship and entrepreneurship,
- **history and heritage-related events and festivals**, to be promoted regionally,
- introduction of local currency; **Bromsgrove pound £**.

ENHANCED HERITAGE





7. PARTNERSHIPS AND STRUCTURES

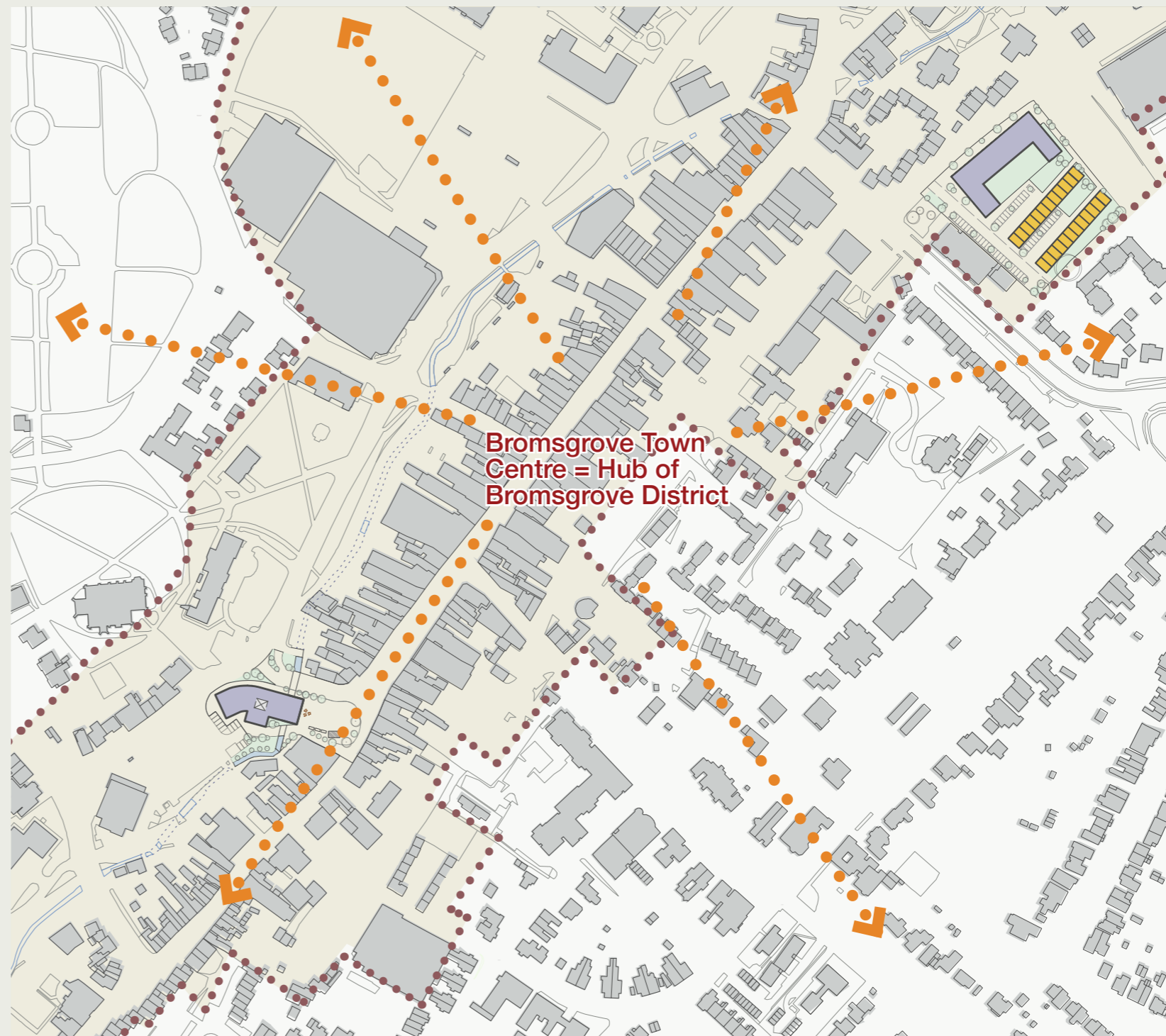
Collaboration with a network of partnerships and organisations including public bodies, the private sector and the voluntary sector - **is an increasingly important aspect of public service delivery and an opportunity to promote and boost attractiveness of local town centres.**

Collaboration across structures and with wide network of stakeholders is crucial to:

- **implement joint solutions** including smart technology and transport improvements,
- **actively engage and promote** extend network and investment opportunity, - learn from each other and grow together,
- **implement joint initiatives** including funding initiatives ,
- encourage and benefit from **local enterprise partnerships, Business improvement districts**
- **improve public realm and form steering groups** and partnerships that bring together a number of relevant interests from across the public, private, and third sectors,
- **open collaborative way of working** to encourage public engagement and listen to multiple voices to come up with solutions catering for many.

Bromsgrove has an opportunity as the hub of Bromsgrove District to widen its network of collaborators and raise its profile in the Greater Birmingham area. Involvement of external stakeholders should be supported by provision of adequate spaces for business, entrepreneurship and promotional opportunities such as local markets and festivals.

LINKS WITH EXTERNAL STAKEHOLDERS





8.2 SMART Bromsgrove

8.2.1 Smart city uses digital technology to connect, protect, and enhance the lives of residents. Internet of Things (IoT) sensors, cameras, social media, and other **inputs act as an integrated system, providing the city and residents with constant feedback so they are able to make informed decisions.**

8.2.2 A smart city collects and analyses data from IoT sensors and video cameras. **In essence, it “senses” the environment so that the city can decide how and when to take action. ‘Smart’ approaches should also aim to address a wide range of health, social, economic, and environmental issues to create a place where people are facilitated and supported in their everyday life in a sustainable way.**

Benefits for Bromsgrove:

Gain more resident engagement and optimize operations through real-time data intelligence and intra-agency collaboration.

For residents:

Improve daily life through city services. Smart cities offer visibility into real-time city data for improving mobility, connectivity, and safety services.

For businesses:

Drive new revenue streams and economic development by enhancing awareness of customer activity and behaviour.

For developers and vendors:

Fuel application development of city data. Help the city improve operational efficiencies, engage citizens, and boost economic viability.

Types of Smart City infrastructure

- **Air quality:** Monitor the air so you’ll know when to regulate emissions.
- **Multi-sensor wayfinding:** Direct flow of people
- **Interactive architecture:** Connect with residents through interactive kiosks and mobile apps.
- **Environment:** Visualize and analyse all the city data to better decide when and how to act.
- **Lighting:** Lower energy consumption, cut costs, and simplify maintenance.
- **Parking:** Generate revenue with demand-based parking
- **Public Wi-Fi:** Citywide Wi-Fi connects sensors
- **Safety and security:** Protect against crime and respond more quickly to emergencies.
- **Transportation:** Reduce congestion and pollution through traffic management.
- **Urban mobility:** Understand where people move and spend their time
- **Waste management:** When waste bins are connected, city workers can collect them as needed.

A. RESPONSIVE PUBLIC REALM

1. Combined Electric Charging & Street Lighting

Cost around £2,300 each

Objectives

Provide electrical charging points and act as WiFi hotspots within the town centre – This can also be used by the Town Centre Market as an additional source of energy for stands; Reduce carbon footprint; Make the urban area connected.

Design Principles

Lampposts are no longer only a source of light, but have become multifunctional, smart or “Humble Lampposts”, which can also be used to provide electrical charging points and act as WiFi hotspots. Using existing lampposts in this way, provides operational savings, delivers better services to citizens and offers the potential for additional revenue for the town centre.

Sensitivities

- Finding suitable locations is not easy and many different parameters must be considered, such as ownership or the network situation on site;
- A realistic maintenance should be part of the strategy;
- Engagement with relevant teams within the Council and contractors should feed into the formulation of the strategy.



2. Smart Benches

Cost around £9,200 each

Objectives

- Enhancing the experience of public spaces;
- Provide free charging of portable devices and WiFi for people around the city, display information about the town; its heritage and current subjects.

Design Principles

Smart Benches to be installed around the town centre and, mainly, in strategic locations where there is a high footfall of people. The benches are stand alone systems that provide wireless/USB charging and WiFi, with no maintenance required. Environmental sensors provide local condition information to the public such as temperature, CO₂ a noise levels.

Sensitivities

- A pilot scheme should be tested and specific busy areas should be identified;
- Carefully select locations for solar powered system and to maximise use of benches;
- Engagement with relevant teams within the Council and contractors should feed into the formulation of the strategy.



Smart Benches on the high streets of Islington and Lewisham, London

3. Travel planning and parking apps

Cost £50,000 only development cost

Objectives

- It is estimated that the fleet of EVs will travel up to one million miles a year, offering significant fuel savings as electricity is cheaper than diesel (4p for electricity compared to 7p for diesel).
- Reducing carbon, NOx and PM emissions of fleet as well as demonstrating exemplar status of the council to key stakeholders.

Design Principles

There is a growing number of parking apps which can help people in the town centre to find the closest available spot. The smart system looks at data like car park capacity, opening hours and local traffic flow, including city centre roadside parking and commercial car park.

The app smart system allows to book and pay for specific parking spaces in advance, as well as to find the location of the nearest electric charging point for electric vehicles.

Sensitivities

- Parking sensors to provide data for the smart app system should be installed in every parking – coordination with providers;
- Maintenance should be considered and coordinated.



B. BETTER ENVIRONMENT

4. Pop Up Power Units

Cost around £2000 each

Objectives

- Provide safe and secure outdoor power for market stalls, event kiosks and other outdoor events;
- Provide electricity, water and data points to public spaces and urban places.

Design Principles and Initiatives

Retractable service units, such as the ones by Pop Up Power Supplies, provide a reliable and effective power supply for outdoor spaces and events. The unit can be raised from the ground and lowered back again with minimal effort, ensuring walkways are clear and free from any form of tripping hazard or risk of electrocution.

Sensitivities

- Buy in from private landlords is essential;
- A realistic maintenance strategy should be part of the strategy;
- Carefully select location so the facility doesn't create clutter;
- Pedestrian access has to be clear as possible and the risk of electrocution has to be minimal, to ensure public areas are safe and comfortable for people.



Pop Up Power Unit in Covent Garden, London

5. Deposit Return Vending Machine

Cost between €15,000 and €80,000 each

Objectives

- Incentivising a positive behaviour change and therefore potentially increasing recycling rates;
- Keep the city clean and reduce waste.

Design Principles and Initiatives

Automated machines that utilise advanced technology to identify, sort, collect and process used beverage containers. The automated machine uses an innovative 360-degree scanning recognition system to identify, segregate, collect and process waste drink containers, creating a resource that would otherwise likely be incinerated or sent to landfill.

For every plastic bottle or can recycled, users will receive a 10p discount on any soft drink which can be redeemed in any local shop.

Sensitivities

- Buy in from private landlords is essential;
- A realistic maintenance strategy should be part of the strategy;
- Carefully select location to maximise efficiency;
- A scheme pilot should be tested in specific busy areas.



Canary Wharf, London

6. Parking Sensors - Car Parking Optimisation

Cost £3,430 per kit

Libelium-S3-Loriot LW Smart Parking Cities SK BS Multitech – This kit enables detection of free parking spots. It is designed to be placed on-road (surface installation) in parking spaces and to detect the arrival and departure of vehicles with a three axis electromagnetic field sensor.

It includes solution oriented software already integrated with S3 Analytics by TAP and LoRaWAN connectivity.

Objectives

- Reducing air pollution caused by commuters looking for a parking;
- Promoting multi-modal forms of transport, whilst still ensuring commuters reached their destination with ease.

Design Principles and Initiatives

In-ground, surface-mount and overhead indicator vehicle detection sensors to monitor individual parking spaces and relay occupancy status via app which send the live status information to users, allowing real-time parking information to be viewed on multiple devices.

Sensitivities

- Tailoring sensor behaviour to individual parking space requirements.
- A realistic maintenance should be part of the strategy;
- Carefully select location to maximise efficiency;



Pop Up Power Unit in Covent Garden, London

7. Smart Waste and Recycling System

Cost £3,700 each

Objectives

- Reduce carbon footprint and waste, especially during event market, and peak days;
- Optimize waste management;
- Reduce street clutter and Integrate IoT easily.

Design Principles and Initiatives

A smart waste and recycling system, such as Bigbelly, has been deployed in all 50 US states and in 50 countries. It provides a solar-powered compacting waste bin that allows for up to five times the amount of waste as in a traditional bin, and it also alerts the appropriate city department when it needs to be emptied. This means that the number of waste bins in a city can be reduced by 70-80%, which makes the streets more aesthetically appealing, and it reduces the rodent population.

Sensitivities

- Buy in from private landlords is essential;
- A realistic maintenance strategy should be part of the project;
- Engagement with relevant teams within the Council and contractors should feed into the formulation of the strategy.
- Carefully select location so the facility doesn't create clutter.



The Bigbelly is comprised of modular components that enable cities to deploy waste and recycling using : each station provides both real-time and historical collection data that can be accessed via app.

8. Smart Homes

Cost /

Objectives

- Comfort - improve the quality of life and convenience in the home, as well as residents' safety and security. Uses identification and automation to save time and energy.
- Sustainability - reduce energy costs and optimize waste management,
- Health - potential to integrate e-health and assisted living technology enabling vulnerable users to live as independently and securely as possible,

Design Principles and Initiatives

Smart home denotes the use of technical systems, automated processes and connected, remote-controlled devices to improve the quality of life and convenience at home. Other goals are greater security and more efficient use of energy thanks to connected, remote-controllable devices.

Sensitivities

- relatively high cost of setting up a fully functional smart home,
- should be considered with council wide strategy,



C. ENHANCED OFFER

9. Bromsgrove Heritage Trial App

Cost N/A

Objectives

- to celebrate the history and heritage of Bromsgrove and its surroundings,
- promotion and enhancement of town centre and the District offer,
- promotion of walking routes to explore the local history and important sites,

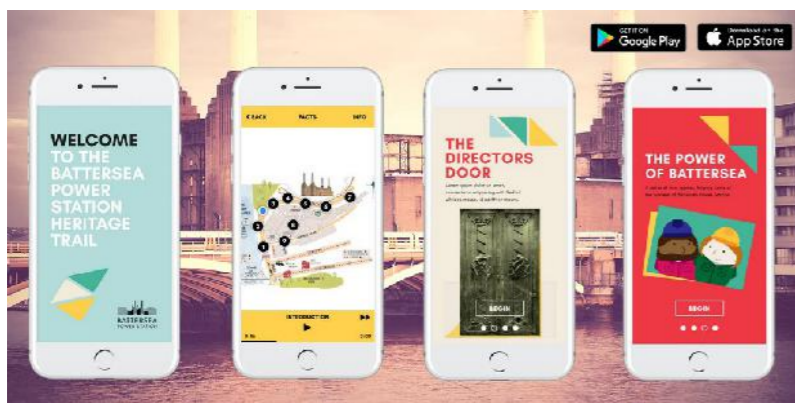
Design Principles and Initiatives

Promotion of town centre offer and local heritage through an app that's free to download. Digital placemaking offers people new and ways to discover the surrounding, to celebrate heritage and foster a richer sense of place and strengthen community links

This app gives an opportunity for locals and visitors to explore the area, promote heritage and local initiatives, promote well-being through promotion of local walks and cycling routes and cultural offer

Sensitivities

- Collaboration between the council and community to develop the app
- A pilot app should be tested prior to launch
- Engagement with relevant stakeholders should feed into the formulation of the app,
- Cost difficult to estimate and based on the complexity of the final product



Battersea Power Station Heritage App by Calvium

10. Bromsgrove District £ Pound

Cost N/A

Objectives

- to boost competitiveness of the District within Greater Birmingham
- Raise Bromsgrove profile regionally and contribute to positive perceptions of the area by drawing attention to its strong community, diverse economy and capacity for innovation
- to strengthen and safeguard local economy,
- to promote local businesses and support entrepreneurship,
- raise community awareness of the local social economy

Design Principles and Initiatives

Local currency is designed to support local businesses and encourage local trade and production. It's a complementary currency, working alongside (not replacing) pounds sterling, for use by independent local shops and traders.

Sensitivities

- Cost of developing and implementing local currency difficult to estimate
- A pilot app should be tested prior to launch
- Engagement with relevant businesses and organisations prior to launch



BROMSGROVE Pound

D. SUSTAINABLE MOBILITY

11. Green Parking Index & Car-sharing Pool with Electric Vehicles

Cost N/A
Objectives

- Enable greater sustainable mobility to increase health and wellbeing;
- Reduce the amount of space that cars occupy in within the town centre;
- Encourage the use of alternative forms of transport.
- Design Principles and Initiatives

The Green Parking Index aims to reduce the amount of space that cars occupy in the town centre. By reducing the demand for private parking places, this helps to encourage the use of alternative forms of transport and the introduction of car sharing schemes. The car-sharing pool is successful and frequently used by residents.

- Sensitivities**
- Council should try to carry out in-depth market analysis and attempt to align different stakeholders and explore their willingness to pay for the service early in the development process;
 - Provision of parking permits for electric vehicles whilst keeping non-electric vehicles out;
 - Additional costs can occur for securing the power supply for charging;
 - It is recommended that the Council regulates cost of private parking in order to support expansion of car-sharing services.



Electric scooters and car sharing lot in Stockholm town centre

12. Fleet Transition to zero emission

Cost N/A
Objectives

It is estimated that the fleet of EVs will travel up to one million miles a year, offering significant fuel savings as electricity is cheaper than diesel (4p for electricity compared to 7p for diesel). Reducing carbon, NOx and PM emissions of fleet as well as demonstrating exemplar status of the council to key stakeholders.

Design Principles

The Fleet Replacement programme is designed to identify the lowest emission vehicle available when needing to be replaced. Where possible, this means electric vehicles (EVs) as the default option, however this requires appropriate charging point facilities to support this change. When vehicles are identified as suitable for EV replacement, details of their depot locations are mapped and collated and they're then replaced, however this was not always straightforward.

Site surveys often revealed that locations would only be able to accommodate charging points for two to four vehicles, unless expensive upgrades to the electrical capacity were undertaken. This created a challenge to the plan for accelerated transition to a zero-emission fleet.

- Sensitivities**
- A scheme pilot should be tested – the transition from diesel to electrical cars should be facilitated for private;
 - A champion within the Council should be identified to look after the implementation of the strategy since this will take an extended time to be fully implemented;
 - A realistic maintenance strategy should be part of the strategy;



Fleet transition to zero emission – Home charging system

13. Electrical and Cargo Bike Pool

Cost £2,500 (Indicative budget for bike only)
Objectives

- Enable greater sustainable mobility to increase health and well-being, as well as enable better access to training and employment;
- Engage citizens in their energy use and travel patterns to enable them to make the changes they want;
- Contribute to an overall aim to significantly help towards reducing the city's CO2 emissions.

Design Principles and Initiatives

An electric cargo bike pool located alongside the electric vehicle car-sharing pool in a residential housing area. Use of electric bicycles makes it possible to travel further with greater comfort for a wider range of citizens than normal bicycles. Electric cargo bikes offer a practical solution for families without cars or individuals shopping or making other large purchases.

- Sensitivities**
- Provision of alternative routes for cyclists;
 - Provision of parking permits for electric vehicles whilst keeping non-electric vehicles out;
 - Proposals would need to consider Network Rail and train operator priorities;
 - Maintenance and storage, along with the business model for concessions, membership, etc. are issues to be assessed with private company/provider.



Alternative electrical vehicles to enable greater sustainable mobility

14. Electrical and Cargo Bike Pool

Cost £4,000 (Indicative budget for bike only)

Objectives

- Enable greater sustainable mobility to increase health and well-being,
- Enable pedestrianisation of Town Centre area and improved public realm
- Contribute to an overall aim to significantly help towards reducing the city's CO2 emissions, noise pollution and energy waste.

Design Principles

A last-mile delivery service using e-cargo bikes from a micro-consolidation centre in a central location in the city. The solution is suited to neighbourhoods, where traffic restrictions mean cars and trucks can only make deliveries in the morning and night, whereas cycle delivery is possible throughout the day.

Sensitivities

Support would include designating entire zones only accessible for e-bike delivery; monitoring non-compliance; and identifying premises for the micro-consolidation centre and agreeing a tenancy arrangement to enable implementation;

Identifying a suitable location for the service, agreeing the terms of operation, and ensuring a suitable installation of the sensor units on the bikes;

- Provision of alternative routes for cyclists;
- Provision of parking permits for electric vehicles whilst keeping non-electric vehicles out;
- Contracts with logistics companies are necessary to upscale the solution.
- Used to assist with routing, and monitoring of the service and environmental conditions along the routes.



Electrical vehicles used for freight delivery

15. Micro Mobility Hubs

Cost /

Objectives

- moving towns into a sustainable future providing a range of 'public transportation' options
- Enable pedestrianisation of Town Centre area and improved public realm
- Contribute to an overall aim to significantly help towards reducing the city's CO2 emissions, noise pollution and energy waste.

Design Principles

Shared micro-mobility hubs are shared-use fleets of small fully or partially human powered vehicles such as bikes, e-bikes, scooters and can include electric car chargers and are solar energy powered. Network of hubs includes central or town centre (at transit point) and neighbourhood hubs.

Sensitivities

- Support would include designating entire zones only accessible for e-bike delivery; monitoring non-compliance; and identifying premises for the micro-consolidation centre
- Identifying a suitable location for the service, agreeing the terms of operation, and ensuring a suitable installation of the sensor units on the bikes;
- Provision of alternative routes for cyclists;
- Contracts with logistics companies are necessary to upscale the solution.
- used to assist with routing, and monitoring of the service and environmental conditions along the routes.
- vandalism



Mobility Hub

Summary

The analysis of Bromsgrove District, the Town Centre and the study sites presented in this report and including;

- Townscape Analysis,
- Movement and Transport,
- Study of the Sites,
- Stakeholder Interviews,
- Market Analysis, and
- Future - proofing of Bromsgrove Town Centre

gave the Design Team in-depth understanding of the area, and helped to set out a list of development opportunities and constraints for the Town Centre and for the Market Hall and Dolphin Centre Sites.

The design options, developed based on the above analysis are presented in the second part of this report entitled; Bromsgrove Town Centre Regeneration, Market Hall and Dolphin Centre Sites PART B - Options Report.

Both Reports - Part A - Analysis Report and Part B - Options Report are to be read in conjunction with the following appendices;

- A. Environmental Assessment & A1.Background Analysis
- B. Market Analysis
- C. Movement and Transport Analysis
- D. Viability Report
- E. Cost Plans.

Sources;

- *The Historic Environment of Bromsgrove Town Centre, Worcestershire: a baseline survey* - Worcestershire Archaeology
- *Historic Environment Assessment For Bromsgrove District Council , Historic Environment and Archaeology Service, Worcestershire County Council June 2010.*
- <https://en.wikipedia.org/wiki/Bromsgrove>
- *The Historic Environment of Bromsgrove Town Centre, Worcestershire: a baseline survey* - Worcestershire Archaeology
- *Townscape Heritage Initiative, Bromsgrove...a thriving market town Stage 2 Bid and Action Plan. Prepared by Bromsgrove District Council A bid to the Heritage Lottery Fund, 20 April 2012*
- *Bromsgrove District plan 2011-2030*

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