



# Prosperity Policy Panel Briefing Paper

Report of: Delia Yapp/ Economic Regeneration  
and Funding Officer  
Date: 14 June 2006  
**Open**

## Stourport Pride Consultation

### 1. Summary

- 1.1 A report to appraise Members of work on the 'Stourport Pride' project and to establish a case for wider public consultation.

### 2. Background

- 2.1. 'Stourport Pride' is one of a number of projects emerging through the Stourport Forward Market Towns Initiative programme (MTI). In February 2006 consultants Taylor Young were appointed to prepare the basis of a Public Realm Strategy for Stourport-on-Severn. This follows the District Council successfully applying for £15,000 from Stourport Forward to part fund the work. The underlying study has now been complete following research into the town's public realm including scope for improvements to the riverside environments, gateways, town centre streets and canal basins.
- 2.2. The study aims to provide a comprehensive and themed approach to the design of public spaces throughout the Stourport-on-Severn and specifically the town centre environments. In doing so, it identifies the distinct character areas namely Gilgal, Town Centre, Riverside and Canal Basins. A suite of materials is then proposed for each of these character areas including street furniture, surface treatments and overall landscape quality. The aim is to make more of the towns key assets and emerging opportunities from the redevelopment areas to the east of the town centre to longer term visions for the riverside meadows.
- 2.3. It is envisaged that ultimately the document will be used as a direct implementation tool i.e. through the work of the Town Centre Forum, Stourport Forward and the District and County Council's and our shared responsibilities for maintaining public spaces. It will also be an essential planning and conservation tool as a companion guide to the adopted Wyre Forest District Design Quality Supplementary Planning Guidance (SPG) July 2004. It is envisaged that the document will be

actively used in pre-application discussions with prospective developers as a means of seeking quality public realm through the new in the Severn Road corridor for example.

- 2.4. At this stage, the preparation of the document has involved only limited consultation involving key local stakeholders and it is, therefore, proposed that wider public participation should be undertaken.

### **3. Summary of Public Realm Guide**

#### BASELINE

- 3.1 The baseline section of the study highlights the key context and emerging opportunities including the strategic opportunities presented by the MTI, Heritage Lottery Fund (HLF) and regeneration agenda within the town. The public realm and open space audit also highlights the key discernible character areas.

#### CONCEPTUAL FRAMEWORK

- 3.2 This emerging framework further develops the character area concept towards more detailed proposals.

#### LIGHTING STRATEGY

- 3.3 This sections provides insights into the scope for innovative lighting to be sensitively and creatively incorporated within the public realm and highlights key opportunities including bridges and landmarks.

#### DESIGN CODES

- 3.4 Provides more detailed design advice for street furniture, surfacing, lighting, artwork, soft landscape and bridge design. Furthermore, these design codes provide distinct palettes i.e. specifications for each of the four character areas. These specifications have also been costed in Appendix F.

#### IMPLEMENTATION

- 3.5 Making it happen will involve prioritising opportunities and projects and the report guide starts to highlight different scenarios including possible quick win projects.

### **4. Way Forward**

- 4.1 It is proposed that Wyre Forest District Council in partnership with Stourport Forward carry out public consultation on the draft document.
- 4.2 Suggested venues for the consultation include the Stourport Farmers Market, Stourport Library and the Civic Centre.

- 4.3 A roadshow of information is planned enabling parties to acknowledge the proposals and discuss the practicalities of the suggestions.
- 4.4 There is also a project currently being undertaken by Worcestershire County Council to repair and update Stourport Bridge. It is planned to maintain contact with the Stourport Bridge development group, as proposals for this project will effect the streetscene of Stourport.
- 4.5 The proposed timetable for the future of the project is listed below:

<b>14<sup>th</sup> June</b>	<b>Report to Prosperity Policy Panel</b>
<b>29<sup>th</sup> June</b>	<b>Report to Cabinet</b>
<b>13<sup>th</sup> July</b>	<b>Public Consultation Opens</b>
<b>25<sup>th</sup> August</b>	<b>Public Consultation Closes</b>
<b>4<sup>th</sup> October</b>	<b>Feedback report to Prosperity Policy Panel</b>
<b>16<sup>th</sup> October</b>	<b>Feedback report to Cabinet</b>
<b>15<sup>th</sup> November</b>	<b>Feedback report to Council</b>

- 4.6 When the report is fully adopted by Wyre Forest District Council the implementation of the proposals can be investigated bringing together partners and stakeholders to utilise available funding to ensure the town benefits from improvements in line with the consultation results. Furthermore, as mentioned above, upon adoption it is envisaged that the document will have some material weight as informal planning guidance in support of the adopted Design Quality SPG.

## **5. Options for the Panel**

- 5.1. The Panel may wish to endorse the draft Public Realm Design Guide and proposed consultation arrangements.
- 5.2. The Panel may wish to make comments and suggest amendments to the proposals.

## **6. Consultation**

This Paper has been prepared jointly with the Head of PHE.

## **7. Relevant Council Policies/Strategies**

- ❖ Integrated Economic Development and Tourism Plan
- ❖ Local Plan

## **8. Financial Implications**

Members are advised that up to £5,000 has been contributed to the study from within existing District Council budgets to provide the necessary partnership funding.

## **9. Wards affected**

All of the Wards within Stourport-on-Severn.

## **10. Appendices**

Appendix A – Public Realm Design Guide: Stourport-on-Severn,  
Worcestershire, May 2006

Printed copies of all of the Appendices are available on request from the Economic Regeneration and Funding Officer.

## **11. Background Papers**

- Wyre Forest District Design Quality SPG

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