



Regeneration & Enterprise Scrutiny Committee

Date: 15 September 2008
Open Report

Report of: Ken Harrison
Regeneration & Economic Prosperity Manager

Proposed Draft Kidderminster Regeneration Prospectus

1. Purpose of Briefing Paper

- 1.1 To inform Members of progress on the development of the consultation draft Kidderminster Prospectus and seek endorsement for the consultation arrangements and the next steps set out in this report.

2. Background Information

- 2.1 In January 2008, Cabinet approved a Scoping Paper and consultation process for the development of a Regeneration Prospectus for Kidderminster. Members will recall that the purpose of the Prospectus is to promote the regeneration challenges and opportunities presented by Kidderminster.
- 2.2 Between February and June 2008 this Scoping Paper was subject to public consultation, the results of which were reported to Members in July 2008. An encouraging response was received from both statutory consultees and members of the public; and an overriding feeling of enthusiasm and support for the proposals is evident.
- 2.3 The next stage of the process involves creating a draft version of the final Prospectus. This document will take a significantly different format to the previous Scoping Paper and will be a much more visual and conceptual piece of work. The aim is to make it an exciting and stimulating brochure that will set out the future regeneration prospects for Kidderminster.
- 2.4 The consultation draft document remains under development but the latest draft structure is set out at Appendix 1 to this report. The development of the brochure is being supported and funded in partnership with Advantage West Midlands and Worcestershire County Council. Design consultants and development/ regeneration economists have been appointed to inform the process. Further details are set out at paragraphs 4.3 and 4.4 below.
- 2.5 The initial designs for infrastructure projects and development sites are currently being prepared and will provide the main images for the consultation brochure. The development of these designs is being informed by the public consultation responses. A series of preliminary 'photomontage' images is provided at Appendix 2 as an example of what is being developed.

- 2.6 It is envisaged that the final Prospectus should be adopted in February 2009.

3. Additional Scoping Paper Feedback

- 3.1 Since the last update on the proposed Prospectus, a consultation response has been received from British Waterways (BW). BW state that they welcome proposals to utilise the canal and riverside areas more effectively. They acknowledge that the waterway network running through the town centre can make a major contribution to the regeneration plans for Kidderminster; stating that they can act as a catalyst for economic and social renewal. In this respect BW believe that they can make a positive contribution to the Prospectus. They also note that they have a number of on-going initiatives in regards to waterways and development which may be relevant to achieving the aims of the Prospectus.
- 3.2 Furthermore, in July 2008 King Charles I School held an 'Options Day' for Year 9 students in which the Regeneration and Economic Prosperity section were invited to give a presentation on the Council's regeneration work. The opportunity was taken to gain the students views on Kidderminster. A summary of the feedback is provided at Appendix 3 to this report.

4. Next Stages of the Development

- 4.1 Over the coming months work will be undertaken to develop the detailed elements of the Prospectus. This will include the continuing development of artist's impressions and conceptual designs for some of the major development opportunities in Kidderminster. From this, a number of options will be worked up for each of the key sites and infrastructure challenges around the town.
- 4.2 In addition to physical regeneration, consideration will also be given to major sociological, environmental and economic programmes to be showcased. This is likely to include working with the Learning and Skills Council and Job Centre Plus as well as proposals that are emerging from prominent local business leaders.
- 4.3 Since the last update report to Members, Taylor Young have been appointed as the architecture and urban design practice to develop these designs for the Prospectus. Taylor Young are also working in partnership with Faber Mansell on the project (specialist Transport Consultants).
- 4.4 In addition, Amion have been appointed as specialist Economic Impact Consultants who will work with Taylor Young and WFDC to assess the expected economic outcomes, including the value of investment and the potential number of jobs, that may occur from a given project/site.

5. The Proposal – Content

- 5.1 The Prospectus will also help to ascertain investor commitment in addition to securing further investment and creating a beneficial network and sustainable regeneration process. The final 'Prospectus' document and the associated process (outlined below) will be an important strand in delivering the Council's sustainable development and 'place making' agenda for Kidderminster. However, in the interests of partnership and wider community buy in the consultation document will continue to develop a distinct brand. The aim being for all partners to gain a sense of ownership.
- 5.2 The content of the final document will revolve around the four main themes of the West Midlands Regional Economic Strategy:
- Place
 - Business
 - People
 - Powerful Voice
- 5.3 **Place** – This section will be concerned with the main physical issues including sites and infrastructure projects e.g. transport improvements such as enhancing the Ring Road. It will consider design options and focus on creating a better environment and improving the image of the town. The designs and artist impressions created by Taylor Young will be included here.
- 5.4 **Business** – This section will profile some of Kidderminster's key companies and many include as the likes of Sealine, Vision Labs, Titan Europe, Severn Valley Railway and the West Midlands Safari Park. This section will also profile the Kidderminster Town Centre Partnership and its role in delivering town centre management.
- 5.5 **People** – This section will explore the role of the community and learning, and skills in the regeneration agenda of the town. It will profile Kidderminster College and discuss their plans future development such as the Sladen School project. This section will also introduce the Building Schools for the Future Programme and the Learning Skills Council's skills agenda whilst profiling the many community groups and voluntary sector organisations which add valuable additional capacity to the regeneration programme.
- 5.6 **Powerful Voice** – This section concerns the partner and delivery organisations working together to promote and deliver the Prospectus and so helping to raise the profile of the town. It will list and include messages of support from key organisations such as Advantage West Midlands, Worcestershire County Council, Worcestershire Ambassadors and Wyre Forest Matters LSP as well as other community and voluntary groups.

6. Process and Timetable

- 6.1 Over the coming months the Council's Regeneration and Economic Prosperity team will be working with key stakeholders to consider the main

options for the regeneration of the town set out in the draft Prospectus.

- 6.2 Firstly, public consultation will be undertaken to facilitate wider discussion within the community. The document will be promoted to the public via various promotion materials including posters and fliers as well as being made available on the Council's website. It is also proposed to continue the series of articles that appeared in the Shuttle newspaper earlier in the year. Furthermore, statutory consultees and those responding to the initial Scoping Paper will be informed of the draft Prospectus in writing and be invited to respond again.
- 6.3 It is proposed that the public consultation will run from late October to November 2008 and in addition to the above will include a series of road-shows to be held in the Horsefair, at Oldington and Foley Park and Kidderminster Market in the town centre. In addition it is proposed that mini-displays will be available at the library and the Worcestershire Hub.
- 6.4 The responses received will again be considered with a view to finalising the content for the final version of the Prospectus in early 2009. A further report advising Members of the responses received and to finalise the Prospectus will be put forward to this Committee in January 2009 in advance of Adoption as Council Policy at February Council.
- 6.5 Provisional Timetable:

DATE	DEVELOPMENT
September 2008	Draft Prospectus to Regeneration & Enterprise Scrutiny Committee Committee and Cabinet
Oct - Nov 2008	Public Consultation on final draft prospectus and action plan
December 2008	Consultation responses considered
January 2008	Finalise content for Prospectus
January 2008	Final Prospectus to Regeneration & Enterprise Scrutiny Committee and Cabinet
February 2008	Adoption of Kidderminster Regeneration Prospectus

7. Financial Implications

- 7.1 The costs of Kidderminster Regeneration Prospectus be met from existing budgets with the assistance of Advantage West Midlands and Worcestershire County Council.

8. Conclusion

- 8.1 The next round of public consultation will provide an opportunity for wider discussion about the emerging proposals and possible design options. The consultation document will take on board comments received in response to initial consultation held earlier in 2008.

9. Options for the Committee

- 9.1 The Committee may wish to:
- Recommend to Cabinet the proposals set out in this Paper to prepare a Regeneration Prospectus for Kidderminster.
 - Put forward alternative or additional proposals for consideration by the Cabinet.

10. Background Papers

- West Midlands Economic Strategy: Consultation Draft, May 2007
- Kidderminster Economic Development & Regeneration Strategy, 2005
- Wyre Forest District Local Plan, 2004
- Wyre Forest District Design Quality SPG, 2004

11. Consultees

N/A

12. Appendices

- Appendix 1 – Draft Prospectus Storyboard
- Appendix 2 – Initial Photo Images
- 2a) (to follow) – Initial Photo Image: Town Hall
- 2b) (to follow) – St Mary's Ringway (south-facing)
- 2c) (to follow) St Mary's Ringway (north-facing)
- Appendix 3 – Summary of suggestions from students at King Charles 1 High School.

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