

## Appendix 1

# “Connection Kidderminster” The Prospectus Storyboard

## 1. Introduction

### Brief introduction into previous work – i.e. scoping paper

- Consultation – how, where, responses
- Place Identity event

### Vision

*“A town that recognises its role within the region; it has a strong and sustainable economy; household incomes are at the regional average and it enables people to fulfil their potential and develop throughout their lives in a safe, attractive and healthy environment.”*

### Aim

*“To support the delivery of the West Midlands Economic Strategy by establishing a set of deliverable action programmes for the regeneration of Kidderminster that complements on-going work in Stourport and Bewdley and ensures the town fulfils its economic potential whilst contributing towards the success of the region and meeting the needs and expectations of residents, business leaders and visitors within the town and surrounding communities.”*

### What is the Prospectus all about?

The prospectus will be a brochure that will showcase all of the town’s main assets, opportunities, and challenges and will focus on:

- **Place Making** - Enhancing the image of the town and creating a better environment.
- **Transport** – Improving links into and out of the area; Stourport Road; town centre ring road; Comberton Hill; Blackwell Street; public transport; railway station.
- **A Place for Business** – Developing an enterprise economy; providing for the modern day needs of existing businesses.
- **People** - Learning and skills at the heart of the regeneration agenda.
- **Powerful Voice** - Raising the profile of the town and surrounding area.

## **2. Place Making**

What are the aspects of the place that make it particularly exciting as a regeneration/ development opportunity... scene setting. The main issues and opportunities to enhance the physical environment of the town include the key sites and infrastructure projects e.g. transport improvements such as enhancing the Ring Road, highlighted at Appendix A. It will consider design options and focus on creating a better environment and improving the image of the town.

This section will:

- Feature the Taylor Young design options for the key sites – “how Kidderminster could look...”
- Focus on key opportunity sites:
  - Churchfields & Horsefair
  - Canal Corridor
  - Worcester Street
  - Comberton Hill
  - British Sugar
  - Carpet Heritage Processions
  - Traditional town centre
- Include Taylor Young design options for ring road and traffic islands.
  - Surface level crossings
  - Improvements to the existing subway system
  - New traffic signalling
  - New buildings fronting the ring road
  - Environmental enhancements – improve pedestrian experience
  - Tackling traffic congestion
- Hoo Brook Link Road (British Sugar)
  - A new road linking the A451 (Stourport Road) to the A449 (Worcester Road) running through the British Sugar site.
  - This will help to reduce traffic congestion along the Stourport Road and provide better transport links for businesses located in this area.
- Network Rail – New modular railway station designs, to replace the existing brick built building.
  - “There has been a rapid increase in passenger numbers at Kidderminster railway station in recent years. However, station facilities and transport network integration remains inadequate.”
  - “Worcester County Council as part of their Local Transport Plane is keen to improve transport facilities at this location... they have expressed an interest in the replacement of the existing station with a Network Rail modular station”
- Key questions on the issues and options presented in the document to guide consultation responses.

## **4. Business**

The Prospectus will profile some of Kidderminster's key companies from well established major employers to smaller companies that are developing. The brochure will also profile the Kidderminster Town Centre Partnership and its role in delivering town centre management.

This section will:

- Profile of some of Kidderminster's top companies in the following categories:
  - Carpet manufacturing
  - Creative industries
  - Sustainable & environmental technologies
  - Shopping and Leisure
  - Tourism & Visitor Economy
  - Other major employers
  
- Kidderminster Town Centre Partnership
  - Established in 1993 to manage the town centre and co-ordinate the activities of the many private and public sector partners operating in the town centre.
  - Their vision: *"To play a leading role in the development of Kidderminster as a regional retailing and business centre, through a partnership approach with the Council and other key stakeholder interests."*
  - Discuss the role of Town Centre Manager

## **5. People**

This section will explore the role of the community, learning, and skills in the regeneration agenda of the town. It will profile Kidderminster College and highlight their plans for future development such as the Sladen School project. This section will also introduce the Building Schools for the Future Programme.

- Kidderminster College & the Sladen School Project.
  
- Schools for Future:
  - Worcester County Council has been successful in its bid to secure vital Government funding for schools in Wyre Forest under the 'Building Schools for the Future' (BSF) programme.
  - "The schools included in the County Council's bid are currently operating in less than ideal accommodation and this BSF funding will enable them to be brought into the 21<sup>st</sup> Century."
  - Schools included in Kidderminster are: Baxter College, King Charles I, Wolverley High. However, Bewdley High and Stourport High are also included.
  - The bid also includes a new build 2-18 years Special School and a new Pupil Referral Unit for secondary age pupils.

- Skills Agenda – LSC
  - The proportion of young people not engaged in education, employment or training (NEET) remains significantly higher than the local average of 6.5% in Wyre Forest. (source: LSC Local Area Statement of Need, 2008/09)
  - Kidderminster has one of the highest levels of job seekers allowance claimants in Herefordshire and Worcestershire (source: LSC Local Area Statement of Need, 2008/09)
- O&FP Neighbourhood Management Pathfinder
  - “Neighbourhood Management is a resident centred approach to improve the provision of public services and life chances for residents of the Oldington & Foley Park area.”
  - The pathfinder is a government funded scheme that first emerged due to the fact that the area is within the 10% most deprived in the country. It will receive a £2.5 million injection of community funding over its 7 years lifespan to tackle the problems of the area.
  - “The principle is that local people and partners work together to find long term solutions to the problems that affect the area and to develop strong working partnerships.”
- HB&G Partnership
  - The Horsefair, Broadwaters and Greenhill Partnership is a collaboration of residents and organisations that are working together to improve their area.
- Other community based development organisations in the District

## **6. Powerful Voice**

This section highlights that by working together, partners and delivery organisations will be able to deliver the vision and ambitions of the Prospectus and in so doing will help to raise the profile of the town. The section will list key organisations such as Advantage West Midlands, Worcestershire County Council and Wyre Forest Matters LSP as well as other community and voluntary groups and will introduce key partner and delivery organisations such as:

- AWM
- Worcestershire County Council
- Government Officer of the West Midlands
- Kidderminster College
- Wyre Forest Matters LSP
- Learning & Skills Council
- WFDC and others...

## 7. Consultation

It is proposed that the public consultation will run from late October to November 2008 to include a series of road-shows to be held in the Horsefair, 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. The consultation is being widely publicised via various promotion materials including posters and fliers as well as the local press and being made available on the Council's website.

- Timetable of action

DATE	DEVELOPMENT
September 2008	Draft Prospectus to Regeneration & Enterprise Scrutiny 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

### MORE INFORMATION...

For more Information please visit:

<http://www.wyreforestdc.gov.uk/planning-environment/regeneration/>

Comments, suggestions and ideas should be forwarded (preferably by email) to:

Regeneration & Economic Prosperity Manager  
Wyre Forest District Council  
Duke House  
Clensmore Street  
Kidderminster  
DY10 2JX

Tel. 01562 732557 Email: [regeneration@wyreforestdc.gov.uk](mailto:regeneration@wyreforestdc.gov.uk)

**Closing Date for Responses... (to be confirmed)**

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