

Summary of Public Responses

Respondent I.D.	Comments Received	PHE Response
Prospectus Theme – General Comments		
PR41	I have looked through the summary leaflet and my first thought is here at last is the way to bring our lovely town back to life again. Every idea has been well thought out with a mind to the future, while keeping the towns past proudly.	Noted. No further action required.
PR49	The plans or possibilities all look very exciting and it's good to see such a positive outlook for the town.	Noted. No further action required.
PR41	If all the ideas in the summary come to fruition I'm sure future generations will have a town to be proud of. Congratulations to all concerned.	Noted. No further action required.
PR50	I would advise the members of the District Council to walk through Kidderminster and look with unaccustomed eyes at the town, rather than arrive in cars and drive home at the end of the working day. Think of a town that you visited on holiday, where you enjoyed the ambiance and atmosphere of the environment. What are the elements that made these surroundings attractive and how can some of these aspects be incorporated into the regeneration.	Noted.
PR40	I do not wish to see Kidderminster become a dormitory town for places like Worcester. We have a great many families working in Worcester and living in Kidderminster. In fact, I would say that we are overrun with them. The 400 homes planned for the Churchfields development would be prime target for even more of them to move into the area. The ratepayers of Kidderminster will have to fund this monstrosity, and for what; something that will be a living breathing slum ten years after it's built? No thank you, Kidderminster may have its faults but at least it does appear to work in some cock-ammey way. If this regeneration goes ahead it will be total and utter chaos for several years.	Through the Regional Spatial Strategy, Wyre Forest District is required to provide 3,400 new homes by 2026. Kidderminster will have a major role to play in supplying this. The Churchfields area provides one of the most sustainable opportunities to provide such housing in the town. The large majority of the investment required to do this would come from private developers. High quality design and architecture would ensure that any development is sustainable in the future and remains a quality environment in which to live. Furthermore, the Prospectus is

Summary of Public Responses

		crucially looking to provide a balanced approach to regeneration with significant job creating development projects.
PR65	I would urge the planners/council to just do something and make it large and radical, we have a dying town with, shall we say, an odd current layout, so we need drastic action and we need it to start soon. Please make some big decisions, some people wont like them and some will, but please please just act.	Noted. The Prospectus is very much about delivering a bold vision for the town, but it will take time for the concepts to come to fruition.
PR60	Kidderminster is so missing out because planners have the blinkers on and take too much notice of the financial offers made by the big companies such as Tesco, Sainsbury's, M&S etc etc when they develop new sites. All these companies want is for shoppers to have easy access to their site and they don't really care about the visual impact they have on the area.	It is now widely accepted that the large retail facilities at Weavers Wharf and Crossley Retail Park have helped to claw back trade that was increasingly being diverted to the modern facilities at Merry Hill and elsewhere.
PR61	The historic and current lack of investment in the area by central governments in a former industrialised area does not help and all steps should be taken to raise this fact - if Kidderminster was a struggling northern mining town, not a struggling midlands carpet town, the fact is we would be swimming in regeneration money.	Noted. No further action required. The Prospectus initiative aims to attract inward investment.
PR54	Kidderminster still looks like a town trying desperately to shake off the image of an old industrial town, but seems too afraid to make the changes which will benefit the people of the area. Because of this we seem to have ended up with what seems like a disjointed cloning of other towns. It seems that successive shops and supermarkets dictate what happens to Kidderminster. I am extremely worried that if we continue to do what they want and not what we want, then the town will be utterly soulless and will never have a unique identity.	Noted. The Prospectus is very much about delivering a bold vision for the town that looks to connect opportunities and recognise the town's special qualities.
PR54	During the summer I went to Bewdley to visit my son and his family on a Sunday. Regular visitors I spoke to there say they had been to Bewdley and the Safari Park many times, but have never ventured into Kidderminster. When I asked them why this was, they all said that Kidderminster looks like any other town, and so was unappealing to them, they felt that there was no point in stopping there.	Noted. The Prospectus is very much about delivering a bold vision for the town that looks to connect opportunities and recognise the town's special qualities.
PR50	As far as regeneration is concerned, a chance in one District Council's lifetime, don't get it wrong as has so often happened in the past.	Noted.

Summary of Public Responses

Prospectus Theme – Subways/Ring Road		
PR52	<p>Access from the town centre to our parish church definitely needs opening up again. This was a most disastrous alteration to our town in the 1960s. I know from many visitors how difficult they find accessing the church either from the ring road or as pedestrians. The parish church, the one important and architectural buildings in the town stands aloft, absolutely cut off. A plan with steps from Church Street would be an excellent improvement and would also civic processions to use Church Street again.</p>	Noted. This is one of the ideas under investigation in the Prospectus. Further consideration to be given as part of detailed development and business planning.
PR62	<p>The buildings of the Ring Road in the 1960s has broken our town in town. The approach to St. Mary's Church was obviously not given any consideration and since this time the town has lacked access to this important ancient building. Old photographs of before 1960s show how impressive Church Street looked when there was access from the town right up to the Parish Church. A scheme needs to be devised to bring the access back again to link up the town with the Church and the Horsefair.</p>	Noted. This is one of the ideas under investigation in the Prospectus. Further consideration to be given as part of detailed development and business planning.
PR44	<p>I strongly disagree with the suggested proposals to extend Church Street to St Mary's via a pedestrian crossing. There are already two perfectly good methods of crossing the ring road: the underpass and the pedestrian crossing only a few further yards down the ring road. An additional interruption the very busy traffic flow will cause significant congestion at the already problematic entrance to the Crossley Retail Park. In addition I believe it would be a substantial waste of rate payers money.</p>	Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.
PR51	<p>It is exciting to see the computer images of an open Church Street leading to St Mary and All Saints Church. I am a member of that congregation. However, it must be dangerous to mix pedestrians and traffic in this way. Many of my friends and family believe that it would be preferable to have a footbridge replacing the horrible St Mary's subway.</p>	Noted. Any pedestrian crossing would be signalled to ensure safe crossing.
PR45	<p>It would be wrong to put a pedestrian crossing to slow the flow of traffic. When the redevelopment of Churchfields goes ahead a pedestrian bridge could then link this area to Church Street.</p>	Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.
PR67	<p>There are a number of proposals that suggest the ring road should have more pedestrian crossings, namely at the top of Church Street to St Mary's Church. This is madness, any idea that these crossings should be at road level is only going to exasperate the already heavy congestion in these areas. What we need is either improved subways, which are much wider than the current ones, thus making them lighter and less intimidating, or some form of bridge structure.</p>	Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.

Summary of Public Responses

PR59	Church Street - yes, should have a level pedestrian crossing over ring road to Bull Ring.	Noted. Further consideration to be given as part of detailed development and business planning.
PR48	I have just seen in the Kidderminster Shuttle a suggestion for a surface level crossing linking the Horsefair and the Town Centre. May I say what a brilliant idea I think this is. This would negate the need to use the dreadful subway linking St Mary's ringway with Church Street. Not only is this subway dirty, smelly and current dangerous due to the lack of handrails, I also consider it to be a very menacing place to have to pass through.	Noted. Further consideration to be given as part of detailed development and business planning.
PR49	My priorities would be a balance between pedestrian, cycle, public transport and car use - I support the cross over from St. Mary's Church into Church Street. The ring road is such an appalling 60's demonstration of car over everything else.	Agreed. A mix of different modes of transport is essential.
PR64	This island is very out of date and any improvements to it would be welcomed. As would the replanting of trees up Comberton Hill. I am concerned about the traffic flow on the ring road where crossings are installed though. All subways need to be replaced or upgraded. The Coventry Street and Horsefair subways are dreadful.	Noted. Further consideration to be given as part of detailed development and business planning.
PR61	Connecting the hill [Comberton Hill] to the town is another key priority and should happen with or without a new station. I would favour filling in the subway. It is grotesque and a magnet for muggings. If this is too expensive then clear all bushes and buildings from it, leaving a paved area which can be well floodlit. I would also like to see a pedestrian crossing at the north end of the roundabout as an alternative.	Noted. Agreed – good physical and visual connections should greatly help improve the effectiveness of the link between the railway station and the town centre.
PR42	The ring road tends to cut the town's people off from the town centre. The only pedestrian access to the town from Birmingham Road/Coventry Street is via an outdated underpass. Me and my family have to use it regularly. Its walls are covered in graffiti. The floor gets littered with fast food cartons and beer cans. On occasion it has been used as a toilet. It smells and its prone to flooding. Please can you include a Coventry Street pedestrian access in the town's regeneration plans. Perhaps a surface crossing could be considered.	Noted. Further consideration to be given as part of detailed development and business planning.

Summary of Public Responses

PR61	To solve the subway problem on the Coventry street roundabout, you could also put a level crossing at the end of Leswell Street to the Health Centre car park and fill in that subway as well. People from Birmingham Road can use those crossings to access the new crossing on the ring road. Crossings could then also potentially be installed as part of any Blackwell Street changes, thereby removing the key subways and reconnecting the town. The fact is that at most times of day there are queues at the roundabouts so putting crossings in at key points, with central refuges to quicken traffic flow, will have little effect on journey times.	Noted. Further consideration to be given as part of detailed development and business planning.
PR39	Subways need CCTV, cleaning and painting.	Noted. Further consideration to be given as part of detailed development and business planning.
PR63	On the subject of subways - absolutely, get rid of them. They are dirty and perpetuate crime. More people would walk if they didn't have to use subways. Overland pedestrian crossings are key to creating a place that people want to visit and invest in.	Noted. Further consideration to be given as part of detailed development and business planning.
PR50	Kidderminster will never be a 'showcase' with dirty underpasses where people feel unsafe after 5pm.	Noted.
PR51	I for one will never cross the ring road above ground to get to Sainsbury's etc, because strangers to the town do not always cope with the curious road junction.	Noted.
Prospectus Theme – Pedestrian/Cycle Links		
PR51	I too feel an overwhelming dissatisfaction with Comberton Hill. Only the 'green man' crossings make it feasible for me to walk to town from Comberton Avenue. I would not object to the crossing being moved to the brow of the hill near the station, if it helps. My other concern is the dangerous areas for pedestrians on Comberton Hill - the whole area of Station Approach and the SVR where pedestrians have to negotiate traffic. Likewise the junction of Comberton Hill and George Street is horrendous for pedestrians.	Noted. There is a clear sense that pedestrian links in and between different areas of the town need to be improved.
PR61	There should be far better signing posting to the town centre - when you arrive at Oxford station you are left in no doubt as to where the town centre is. If KTC.3 is developed and better pedestrian access is facilitated you might start to attract people into the town - at the moment it is not an attractive sight.	Noted. Agreed – good physical and visual connections, including effective signage, should greatly help improve the effectiveness of the link between the railway station and the town centre.

Summary of Public Responses

PR50	When designing the details of this road [Hoo Brook Link Road], can you please remember cyclists. The new road must most definitely have cycle paths as part of it, with not only safe connections (incl cycling traffic lights at each end?) but most definitely cyclist friendly ramps connecting this new road to the canal path (route 54). I know from experience that many people commuting daily between these areas [Birchen Coppice/Foley Park and Hoo Farm/Hoo Brook] will not cycle or walk as it is too far around and it is far too dangerous to do so along Stourport Road and Worcester Road. Via the canal path this will also connect up with Stourport via Burlish Top with Bewdley along off-road routes. Surely this is a once in a lifetime opportunity to get many more people to leave their car at home and use their bikes.	Noted. Accommodating a mix of different modes of transport will be essential.
PR51	The subway [Comberton Island] should be filled in, with a new over-land pedestrian crossing, but don't make us share the route with bicycles. Yes cycling is healthy for the cyclist, but it is a menace to pedestrians who may have sight and/or hearing problems.	Noted. It is envisaged that any detailed designs would need to consider the safety of both cyclists and pedestrians. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – Open Space		
PR61	Improving the town centre with the Park Lane development, Bull Ring, and Town Hall would be of great benefit - the current lack of attractive space in the town centre means people do not congregate in it a lot during the day and especially not in the evening, which doesn't help at all.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
PR45	Public spaces - good idea providing it does not prevent buses and taxis bringing people to the town centre.	Noted. Agreed – any new development must take into consideration accessibility.
PR49	More open spaces, greened where possible.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.

Summary of Public Responses

PR50	Although Brinton Park is an asset to the town, the town centre itself is dreary. Kidderminster needs green spaces, not a mile or two outside the town centre but in it.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
PR61	Kidderminster is actually a fairly green town. It has tree lined avenues and wooded areas close to the town centre (back of Morrisons, Park Lane, the canal etc) and large parks (St Georges, Brinton etc). The problem is they are not very well signposted or available to the public. The park lane proposal is again excellent in this regard as it has very real chance of creating a green space near the town which people might use.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
PR61	One of the main issues with Kidderminster is the lack of public space. A well constructed development on the canalside would help, as would the proposed Bull Ring development. The major issue in making this attractive is not the fountain and statue relocation, but the really ugly buildings nearby. If Crown House were demolished and the offices relocated, as 99% of towns people want, the public space could be extended to cover the space vacated by Crown House and would massively improve the quality of this space.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development. The park idea proposed sounds interesting, although the demolition of Crown House to make way for a park is likely to be an extremely complicated suggestion. Further consideration to be given as part of detailed development.
PR58	Demolish Crown House, do not rebuild, and retain area as a large public space.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development. The park idea proposed sounds interesting, although the demolition of Crown House to make way for a park is likely to be an extremely complicated suggestion. Further consideration to be given as part of detailed development.

Summary of Public Responses

PR47	I think your plans for the Kidderminster Bull Ring look brilliant. I think it is a really good idea to give Kidderminster something to be proud of.	Noted.
PR51	[Bull Ring] Fountains frequently become unofficial litter bins in our present society, but yes - more trees please! Now that we have traffic wardens, silly roadside parking is reduced. Perhaps it is not necessary to pedestrianise this area.	Noted. Further consideration to be given as part of detailed development and business planning.
PR54	Some of the ideas that have already been put forward are fair ideas, and example of this is the idea to install a fountain or statue outside the Post Office. This is a nice idea in itself, but is simply a feature and not something that would, in my opinion, bring enough change to the image of the area in question.	Noted. Agreed in part – the illustrations are merely indicative of the possibilities at this stage.
PR51	I really like the idea of more pedestrianised space at the Town Hall. The main problem of this area is the pressure on space by taxis and buses. I really believe that the taxi rank should be kept, and the buses should be allowed to use the bus station.	Noted. Further consideration to be given as part of detailed development and business planning.
PR51	Park Lane - my chief concern is the adjacent woodland. I agree that it would make a good small town park, but please do not turn into a play park with equipment which proves a magnet for older badly behaved youths. I like the idea of pocket parks where residents can walk and sit among the trees.	Noted. Further consideration to be given as part of detailed development and business planning.
PR51	If a feature was required for the 'island' [Comberton Island], it should be shrubs and trees from our wonderful Parks Department. Perhaps a statue of Robert Hamer, our unsung film maker hero, or Dr. Roden, or a group of carpet workers. At the same time, it may be possible to re-instate the waterfall which once fell down the rather fine 'concrete cliff'.	Noted. Further consideration to be given as part of detailed development and business planning.
PR54	Another area that deserves some development is the area by St Mary's Church. What a delightful area that place has the potential to be. Where else could one find a canal and locks running over a river? As this area, this is a total waste of a lovely little spot, a spot that also boasts the wonderful backdrop of a beautiful parish church looking down onto an area with a little park and seating.	Noted. Agree that this area warrants more detailed consideration as part of detailed development and business planning.
PR54	I would like to see a small green park within the town itself. My suggestion is the area between JJB Sports and the new Debenhams, leading right through and including the bus station by Tesco's. I believe that the bus station is a scruffy and uninteresting area. Removing the bus station would get rid of most of the dangerous traffic, and with a park in its place, the iconic piano building would surely come into its own as a discerning feature of the town. Surely it would be more preferable to live in an apartment adjacent to a beautiful park rather than an ugly, noisy bus station. Perhaps the park could contain delightful flower beds, fountains and possibly even a band stand.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development. The park idea proposed sounds interesting, although the removal of the bus station to make way for a

Summary of Public Responses

		park would be a complicated issue. Subject to the provision of a new footbridge, the main focus within the locality is making better use of the woodland in Park Lane.
PR61	The Town Hall again is a good idea. I would like to see the road from Tesco round to the back of Iceland fully pedestrianised and not just cobbled. The buses could go along Bridge Street which could have bus stops along its length. This would create a very large pedestrianised area in front of the Town Hall which was free from cars, and would not inconvenience bus passengers greatly. This would greatly improve this area for the pedestrians and creates a far large civic space which would be attractive and could far more easily be used for civic events/trade markets/public gatherings/open air displays.	Noted. The Prospectus has highlighted the potential of the space in front of the Town Hall as a civic 'piazza'. However, the pedestrianisation of a road, the rerouting of traffic and changing of bus stops/routes would require a more detailed study,
Prospectus Theme – Natural Environment		
PR37	The town could become a front runner along with other others already involved up and down the county and have a wonderful corridor in the River Stour in which to work on.	Noted. The importance of the River Stour as a feature and a natural habitat needs to be enhanced is fully recognised.
PR37	Whatever the future plans are for the town it is of the utmost importance that we bring wildlife into every planned project. We have got to live side-by-side and provide for it in everything we do. The future of wildlife is also our future. I just hope that money doesn't come between the two. That would be a tragic mistake.	Noted. The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and restoration of habitats,
Prospectus Theme – Baxter		
PR52	I strongly disagree with the plan to move the Baxter Statue. Surely it is now in a fine place with the church as a back drop and the canal below. It provides an artistic feature when approaching the town. To move this would an utter waste of valuable money.	Noted. This was an illustrative proposal as part of community identity. The statue was originally located in the Bull Ring in front of the Baxter Church. The proposal has received a mixed response, some being observing that he is in some ways more visible to passing motorists where he is located now, but would perhaps be more accessible in the Bull Ring.

Summary of Public Responses

PR59	Richard Baxter statue is fine where it is beside St Mary's Church, where he was vicar.	Noted. See above.
PR62	I also read in the newspaper that there are plans to remove the Baxter Statue back to the Bull Ring. WHY? He now stands in a fine position at the entry of our town and makes a picturesque view for visitors to the town.	Noted. See above.
PR59	Bull Ring - where Roland Hill statue should be, outside the post office which he was responsible for the reformation of, and facing on opposite side the 'Penny Black' which he introduced.	Noted. Although the Rowland Hill statue has always been located outside the Town Hall,
Prospectus Theme – Canal & Canalside Development		
PR64	Take a look at the regeneration in Birmingham and we have paved walkways and stylish bridges and seating areas. Kidderminster so far has ignored this asset. Weavers Wharf is basically some large brick clad sheds in a car park. I would guess that many visitors to this car park are totally unaware that there is a canal behind the wall as it is totally obscured. If they do venture onto it they are met by mud, litter and overgrown grass.	Noted. Agreed – the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus.
PR61	The canal should be one of the towns strengths as is the case in Birmingham, but all recent developments, including Weavers Wharf, have abjectly failed to utilise this asset. As a result I think the Park Lane scheme in the Prospectus is an excellent potential use of the space to create canalside uses including cafes/restaurants/smaller shops/some homes, which would vastly increase the area attractiveness, both to boaters passing through and help rejuvenate the local evening economy. Its proximity to Weavers Wharf should make this attractive to developers, and the proposed bridge would facilitate a far better use of the area behind Slingfield Mill, the piano building, and the circus area. I also think its important to ensure there is sufficient space for moorings etc - it needs to be welcoming for boaters.	Noted. Agreed – the canal is a great asset for the town and could be utilised more fully. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus.
PR45	Park Lane - there is a big opportunity to create a development to enhance the town. The canal should be widened and create an area similar to Brindley Place in Birmingham.	Noted. Agreed – the canal is a great asset for the town and could be utilised more fully. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus.
PR60	As a canal user I am so disappointed with the limited improvement of the canal. Other towns I pass through on our boat, have really capitalised on this feature. As you approach the car park area from the ring road, on the new M&S site, you would never	Noted. Agreed – the canal is a great asset for the town and could be utilised more fully. Further

Summary of Public Responses

	<p>guess there was a canal there, all you see are the advertising hordings and two HUGE signs for McDonalds and Pizza Hut. Oh dear! The Planning department have failed to utilise this feature as have other towns I have visited have done, so please, as has been suggested, make the area just below St Mary's a green oasis and an attractive place to visit. Link this area to another green area that is Brinton park and also to the SVR. Doing this will circulate visitors through and around the town.</p>	<p>consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus.</p>
PR55	<p>In many ways, boaters are deterred from visiting and lingering in our area by the 'Tow-Path Telegraph' which classes Kidderminster almost on a par with Nuneaton - somewhere to pass through with little to offer in the way of facilities except to stock up on groceries, and little incentive to linger due to the hooligan culture.</p>	<p>Noted. Agreed – the canal is a great asset for the town and could be utilised more fully. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus. Attracting boaters to the town is a significant tourism opportunity.</p>
PR55	<p>Perhaps one of the first steps in attracting boats to the area would be persuade Sainsbury's to install coinfed trolleys - submerged metal scraping the blacking on the bottom of a steel boat causes rust which is an expensive bogey for owners of steel-hulled craft.</p>	<p>Noted. British Waterways are fully supportive of the Prospectus and attracting boaters to the town is a significant tourism opportunity.</p>
PR64	<p>Any new build on the wood yard site MUST front the canal and open up the waterside area. Buildings should be predominantly brick and of a style to reflect the generally 'Victorian' era of the area.</p>	<p>Noted. Agree in part, although the emphasis should perhaps be on quality architecture and design rather than prescribing Victoriana which may lead to pastiche. Further consideration to be given as part of detailed development and business planning.</p>
PR46	<p>We live at Round Hill Wharf and have our own narrow boat 'Aurora' - sailing out of Kidderminster here and back is quite an experience. You see a side of the town little know to people unless you have a boat. I think it's important to look at canalside developments from the water as well as on land.</p>	<p>Noted and agree that this perspective could be very useful to understand the perspective of visiting boaters.</p>

Summary of Public Responses

Prospectus Theme – Built Environment		
PR60	Money spent on these projects may be hard to come by, however, spending money in the short term will be hugely beneficial in the long term. Bridgnorth District Council have done this, amid some criticism about spending money on flowers, and the number of visitors has increased enormously to the benefit of local traders. While Kidderminster will never be as picturesque as Bridgnorth or Bewdley it can offer shoppers much more variety, but please make that shopping more pleasurable by some beautiful planning and use of assets such as the canal.	Noted. Further consideration to be given as part of detailed development and business planning.
PR67	The current developments at Crossley Park and Weavers Wharf were an opportunity missed when nothing was made of the features of the canal side. Frankie and Bennys, Pizza Hut, McDonalds and Sainsbury's should all have had planning proposals which has restaurants facing the canal side, not the car park.	Noted. Agreed – the canal is a great asset for the town and could be utilised more fully. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of the Prospectus.
PR66	The town pavements are very poor and the roads are a disgrace. Manhole covers way below the road surface - I don't see the point in marking pot holes with white paint, that's a waste of time and money, better for a team to go round with tarmac and let them fill in holes before they developer into craters.	Noted. Your comments have been forwarded to Worcestershire County Council as the Transportation & Highway Authority
PR43	Hill Street needs a total makeover, the current modern industrial buildings should be demolished and the business removed to an out of town site. The street should then be developed sympathetically bearing in mind it is the birthplace of the carpet industry. Their should be a viewing place created where the wonderful views over the town and St. Mary's church can be seen, together with a plaque or board pointing out the sites.	Noted. This area is under consideration as part of detailed development and business planning.
PR43	The area at the end of Park Lane will never look any good until the large blue shed currently housing Matalan is removed. The removal of this blot of the landscape will open up this area for redevelopment.	Noted. Matalan is recognised as an unattractive building that is detrimental to the townscape. This area is under consideration as part of detailed development and business planning.
PR43	The old dilapidated building known as the Rock Works should be restored or, if these proves to difficult, demolished and a new building erected to look very much the same.	Noted. The Rock Works is a Locally Listed building.

Summary of Public Responses

PR39	The Weavers Cottages need pulling down and save the rate payers a lot of money.	This is a detailed matter beyond the scope of the Prospectus and is subject to separate consideration through the regulatory process.
PR39	Blackwell Street shops should be made to clean their windows and paint the outside of their shops where needed.	Noted. The environment of Blackwell Street currently suffers as a result of major traffic congestion and narrow pavements. The buildings are privately owned which restricts the Council's ability to address this problem directly. However, it is noted that a number of the properties have recently been redecorated including the Peacock PH and this is to be welcomed.
PR63	I am aware that it has been discussed before, but don't know what the outcome was - the ugly high rise building where the Post Office is in town. It needs to be demolished (as do the tower blocks in the Horsefair), it is an eyesore.	Noted. Crown House is a widely recognised unattractive building. However, despite being nominated for demolition over recent years, there are no quick-fix solutions. Further consideration to be given as part of detailed development.
PR64	Vicar Street could be improved. If the pillars on the front of Bartons old factory were clad in brickwork and new shop fronts installed then maybe the architecture above would be appreciated. All areas would welcome more trees.	Noted. Further consideration to be given to these interesting suggestions as part of detailed development and business planning.
PR45	It would certainly help the architecture of this area [Town Centre – Worcester St] to even put on a glass cover reasonably high over the pavement area.	Noted. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area.
PR51	[Crown House] Your computer graphics show the building reduced in height and brick clad. How wonderful that would be.	Noted. Crown House is a widely recognised unattractive building. However, despite being nominated

Summary of Public Responses

		for demolition over recent years, there are no quick-fix solutions. Further consideration to be given as part of detailed development.
PR64	[Worcester Street] I am personally not convinced by glass fronted buildings. They age just as much as concrete. Some kind of regeneration that returned the frontage to a more stylish era would be welcome. Any old photographs showing the Lion Hotel standing proudly at the top of High street give an idea of what was lost. A winter garden would certainly be better than Littlewoods.	Noted. The artist's impression of Worcester Street are illustrative only. It would not be appropriate for the Prospectus to dictate architectural styles. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area.
PR51	I would like to see stricter design of street furniture (which in my view should always be painted black). I think it is very silly to say Bewdley has one colour and Stourport another, and Kidderminster gets deep red. No logic in it!	Noted. This has also proved topical in Stourport where predominantly black (with gold detailing) street furniture has been introduced as part of the Stourport Pride initiative. Similarly, the Street furniture of Bewdley is predominantly black. Further consideration to be given to these interesting suggestions as part of detailed development.
PR50	A real eyesore is nearly the whole of Bromsgrove Street - positively dreary and sinister. My last wish when I'm in my dying days is that I will not be lying in the Co-Op funeral centre, behind the recycling bins, the parked cars, and the empty Littlewoods store.	Noted. Bromsgrove Street suffers from having the rears of the Worcester Street buildings facing onto it and a proliferation of unattractive 1960's buildings. Agree that this area warrants more consideration as part of detailed development and business planning.

Summary of Public Responses

PR50	What happened to Comberton Hill? If you look up, you see beautiful facades from the late 19th and early 20th Centuries, thoroughly ruined by the shop fronts beneath it.	Noted. Agree that this area warrants more consideration as part of detailed development and business planning.
Prospectus Theme – Town Centre Economy		
PR61	The winter gardens idea is again what this area needs I think. With Woolworths on the brink of closure and the former Littlewoods store seeing no interest, the end of the current recession would be an excellent time to focus the towns future retail development here. The towns has requirements for a huge amount of retail development by 2026. This is unrealistic given the housing projections I think, but the first area of town in which such development should be located is here.	Noted. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area.
PR61	The key two buildings [Woolworths and Littlewoods] are empty and unlikely to be occupied given the rents, and therefore redevelopment is the key option. This would address a set of ugly buildings, create better links to Bromsgrove Street car park to utilise them more fully, and facilitate some balance back from the Weavers Wharf development to this part of the town. The buildings could easily facilitate more retail floorspace if the development was of a sufficient size, and would create a far more attractive street scene, and improve the area to the back of the buildings which can appear run down.	Noted and agreed. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area and this should also assist the Bromsgrove Street perspective.
PR62	You mention Worcester Street in your leaflet. This part of our town is another example of how an area has been 'cut off' from the new new development in Weavers Wharf. Something drastic needs to be designed to improve this 'rundown' and uninviting area of our town.	Noted and agreed. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area and this should also assist the Bromsgrove Street perspective.
PR63	I support the idea of a Town Hall square, and like the appearance of the proposed transformation of the former Littlewoods store. The top end of town needs to be saved and transformed. M&S and Next have moved, Littlewoods has gone and Woolworths, very sadly, is going. I would like to see less shops like Poundland and the one that occupies the old Waitrose store, and more successful brand name stores, like River Island for example. I will be delighted when Debenhams arrives, I hope it still is coming to Kidderminster.	Noted. Agreed, although current units are undesirable for modern retail needs. Proposals to rejuvenate Worcester Street will be considered as part of any potential comprehensive restructuring of the area and this should also assist the Bromsgrove Street perspective.
PR66	The indoor market has gone, a good market draws the crowds in, look at Durham, Chester, S'bury [Shrewsbury?] and Pershore, all very active.	Noted.

Summary of Public Responses

PR67	It's all very well jumping up and down about improving vistas in the town centre, but if the infrastructure is not right then people will shop elsewhere and businesses will move elsewhere.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including infrastructure.
Prospectus Theme – Entertainment/Evening Economy		
PR54	I believe that a lot of importance in Kidderminster's regeneration lies in the need to bring in people after the shops have closed. We must endeavour to stop the town 'dying' in the evenings.	Noted. Agreed – the improvement of the 'evening economy' is crucial for the town. Further consideration to be given as part of detailed development and business planning.
PR54	To provide the centre of Kidderminster which much needed vitality, emphasis must almost solely be placed on people. Brining people into the town, especially for the purposes of leisure, ideally in the evening, is absolutely key to restoring a good atmosphere and the 'buzz' that we are all surely looking for. It is the vitality of people, not just buildings that really make a town or city a good place to be.	Noted. Agreed – the improvement of the 'evening economy' is crucial for the town. Further consideration to be given as part of detailed development and business planning.
PR61	If this site [KTC.3] occurs as planned I think it would mean the canalside Park Lane development would take longer to realise. National restaurant/pub/café chains are likely to be the sort of business attracted to supplement the KTC.3 development. This would mean a lack of takers for the far more attractive canalside setting which has the greater potential in my opinion to facilitate a more family orientated, popular evening economy concentrated in town. If both developments went ahead you may end up with watered down versions in both places which Kidderminster as a town may not be able to sustain. However, avoiding such a scenario would involve some potential political backtracking and a u-turn on KTC.3 which I appreciate may not be attractive to Members.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including infrastructure. Amion consulting and Thomas Lister are advising on economic appraisals.
PR54	Worcester Street would benefit considerably if the proposals already put forward, including a cinema, bowling alley and other places of entertainment were clarified and hopefully put into action. Incidentally, just across from the Law Courts, is the recently vacated Morrisons building. Perhaps something there could become a popular family entertainment experience, for example, an ice skating rink or bowling alley.	Noted. Agree that the wider area warrants further consideration as part of detailed development and business planning.

Summary of Public Responses

PR63	The town needs more restaurants to complement Frankie & Benny's, Pizza Hut, and the excellent La Brasserie.	Noted. Further consideration to be given as part of detailed development and business planning.
PR50	The success of Café Nero shows that the town is crying out for more continental style cafes rather than bars and nightclubs.	Noted.
PR39	Ice rink and/or bowling alley for all people.	Noted. Commercial Leisure facilities including facilities such as cinema and bowling are planned for the KTC.3 site and part of diversifying the economy of the town centre.
PR54	The Kidderminster of the past was far more lively and interesting than it is now, and I am desperate for that 'buzz' to be back in the town, where it belongs. Kidderminster had an image and was once proud. It housed cinemas, churches, dancehalls and a theatre all in the middle. The centre of town was always full of people during the day and also in the evening, and was an exciting place to be. The town now seems often empty and quite intimidating.	Noted. Agreed – the improvement of the 'evening economy' is crucial for the town. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – Tourism & Heritage		
PR61	I support the heritage processions idea, which would be greatly enhanced by the carpet museum which could be linked easily to the railway.	Noted. No further action required.
PR61	Supporting the Safari Park and the SVR should be a priority - encouraging national chains of hotels like Travelodge and Premier Inn to locate to the town centre (e.g Slingfield Mill, KTC.3) would be of great benefit to the town. Locating them somewhere like Victoria sports field would not.	Noted and agree in part. The improvement of the 'evening economy' and tourism could have a crucial role for the town. Further consideration to hotel development to be given as part of detailed development and business planning. Specific proposals subject to planning applications are outside the scope of the Prospectus framework and matters for the Development Control process.
PR60	Where is Kidderminster's museum of the carpet industry? If one exists it should be incorporated into this regeneration scheme.	Noted – a Carpet Museum is in development and is envisaged to be housed in the restored carpet

Summary of Public Responses

		factory adjoining to new Morrison's store. The project has received £1.7 million funding from the Heritage Lottery Fund. The initiative will be integral to the Prospectus.
PR61	I would like to see a higher profile car park - perhaps next to the Watermill - to encourage more people to use Brinton Park as happens in Bromsgrove at Saunders Park. This low cost and potentially a high gain as people would use the park who don't often use it.	Noted. Further consideration to be given as part of detailed development and business planning.
PR57	I find it difficult to comprehend, but Wyre Forest repeatedly forgets that they are the hub of what is one of the best cycle routes in Britain - Sustrans Route 45. It starts at Stonehenge, centres on Wyre Forest, then continues up to Ironbridge and on to Chester. In Cornwall, the tourism from their cycle route - the Camel Trail - produces more income for Cornwall than the Eden Project. Why are you so keen to forget something which has a huge potential for income generation?	Noted – this is another good asset and opportunity to get visitors to the town. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – British Sugar		
PR36	The people of Kidderminster and its environs suffered for many years the unpleasant sight and sweet sickly smell of the sugar beet silos and for many years since they have been idle; but nevertheless make an interesting landmark for miles around. Now there is an opportunity to transform them into a landmark with purpose and beauty. I read they are to be dismantled in the near future. Can nobody come up with the possibility of an idea to convert them into things of beauty and purpose as well as preserving a landmark.	Noted. There has been much debate about the future of the silos. The site and structures are privately owned. It will be beyond the scope of the Prospectus to require these structures to be retained and re-used.
PR36	I wholeheartedly agree with transforming the area [British Sugar site] into a science/industry and nature reserve; but surely the 'twin towers' could be incorporated! Where are our businessmen of creativity and imagination?	Noted. There has been much debate about the future of the silos. The site and structures are privately owned. It will be beyond the scope of the Prospectus to require these structures to be retained and re-used.

Summary of Public Responses

PR61	This [KISP] is clearly a priority for the town, however, given the congestion I don't think this can happen unless the link road is built. The narrow part of the Stourport Road is simply too congested for this to work without a different access point. The link road could facilitate an easier route into town for buses, and the Stourport Road is just wide enough south of this point for bus lanes and priority signals to be installed to jump queues and make bus travel attractive.	Noted. Agree that the link road suggestion warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning.
PR45	British Sugar Factory - should be able to attract large business to the area providing there is a good transport link. It is essential that any permission given to the developers for the site will provide a large contribution to a new road link from the Stourport Road to Wilden Lane and then to the Worcester Road. This will have to go across an SSI area; sometimes one has to make difficult decisions and this is one. This road could make a tremendous difference to the flow of traffic from Stourport to Worcester Roads and alleviate congestion around the Brinton Park area.	Noted. Agree that the link road suggestion warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning. However, more detailed research will be required on the merits of the scheme and possible route options. The initial designs illustrate how the road could connect with the A442 at Hoo Brook Industrial Estate.
PR58	Hoo Brook Link Road - seems to be a good option.	Noted. Agree that the link road suggestion warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning.
Prospectus Theme – Employment		
PR61	Given the difficulty in attracting new business, supporting locally generated business (i.e though building Live/work units, small offices etc) and helping existing ones to relocate should be a focus. Purac recently moved out and other key employers like Titan Steel Wheels are not currently located in advantageous positions - these should be discussed with carefully to at least retain the few non-retail businesses we have.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including future employment and closer working with the Wyre Forest Business Leaders.

Summary of Public Responses

PR61	Attracting business is a key challenge given the recent downturn. The prospectus will certainly help. However, the fact remains that until a better link with the motorway network is created then the area will struggle attract business.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including future employment and closer working with the Wyre Forest Business Leaders.
PR54	There is a need to encourage talented local people, such as craftsmen, sculptors, special greeting card makers, tailors, small furniture makers, cake and sweet makers, to get into the town centre and liven it up with their presence. Perhaps a good number of small retail units.	Noted. Further consideration to be given as part of detailed development and business planning.
PR61	Its [KTC.3] location next to the ring road and a short walk from the rail station makes more sense as a strategic officer/work development. It is accessible by road, rail and bus, in the centre of town and given its past life as a court, should be relatively easily converted. Given that Kidderminster is supposed to accommodate a huge amount of office space as part of the RSS requirements such a strategic site is required. This would also be a good fit with the Green Street offices area etc. This would also do a great deal to regenerate this part of the town - part of the problem is that the lack of office work in the town means footfall is low. Jobs located in the town centre creates footfall and rejuvenates the economy.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including future employment. It is recognised that Kidderminster has a strong creative industries sector to build on. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – Transport		
PR67	Fundamentally, the ring road is in the wrong place; poor planning in the 60's has left Kidderminster split, and congestion will never be eased until someone addresses this point and diverts traffic around, not through, the town.	Noted. However, current funding streams for major road building are very limited as the focus has turned to sustainable transport options. Past proposals to by-pass Kidderminster i.e. the Kidderminster, Blakedown and Hagley and Kidderminster Southern bypasses have been shelved. However, the regeneration Prospectus highlights a number of potentially important infrastructure

Summary of Public Responses

		<p>projects at key locations including Hoo Brook Link. Further consideration to be given as part of detailed development and business planning.</p>
PR61	<p>By my reckoning, Kidderminster is the biggest town in the midlands without any form of motorway or bypass running near it. Everything that goes near the town goes through the town. Whilst the KBH route is no more, and with no other proposals in the offing, the town will continue to be blighted by congestion and AQMAs which, combined with the slow and arduous journey from the strategic motorway network, means businesses will not locate here.</p>	<p>Noted. However, current funding streams for major road building are very limited as the focus has turned to sustainable transport options. Past proposals to by-pass Kidderminster i.e. the Kidderminster, Blakedown and Hagley and Kidderminster Southern bypasses have been shelved. However, the regeneration Prospectus highlights a number of potentially important infrastructure projects at key locations including Hoo Brook Link.</p> <p>Despite the perceived distance to the M5 it is less than 15 miles and many business find Wyre Forest District to be a profitable place to do business and a good place for a healthy workforce to live. For footloose businesses the town is perceived as being relatively central to the UK. The Prospectus will look to highlight some of the strengths whilst recognising and seeking to address the challenges.</p>
PR58	<p>Divert ring road from Blackwell Street to behind St Mary's Church, passing through the Tomkinson's site and Duke House to rejoin at Park Lane - continue ring road along Park Lane as originally planned. This will help draw St Mary's Church into the town and, by</p>	<p>Noted. One of the main challenges being faced in the Prospectus will be overcoming the barrier effect</p>

Summary of Public Responses

	<p>completing the ring road, relieve some of the pressure from off the intersection of the ring road at the Worcester Road roundabout.</p>	<p>created by the existing sections of the Ring Road. The Prospectus does highlight the possibility of new road connections in the vicinity of Horsefair and Crossley. However, care will need to taken to strike the right balance between relieving congestion at key bottlenecks such as Blackwell Street and not creating barriers elsewhere. Agree that these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.</p>
PR61	<p>Linking St Mary's Church to Church street is another excellent idea but I fear this is simply not a possibility given the weight of traffic using St Mary's ringway. The road is already an AQMA and putting more lights up halfway down would create queuing traffic which would exacerbate the problem. The only way to mitigate this would be if it was part of a wider traffic management scheme involving the Blackwell Street bypass, and had a refuge in the middle of the carriage to shorten queue times.</p>	<p>Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.</p>
PR61	<p>This development [housing in Churchfields] would have to involve major highways improvements. The bridge from Crossley to Horsefair is a must, as is a bypass of Blackwell Street - there is money in the LPT2 to help pay for the latter which should be used soon otherwise it may never see the light of day again given that Worcester needs 10,000 new homes over the next 15 years! Just like the Wyre Forest Transportation Study, which seems to have been underway for about 5 years. A canalside marina is an excellent vision but attracting business here without far better accessibility would be a major challenge.</p>	<p>Noted. The Prospectus does highlight the possibility of new road connections in the vicinity of Horsefair and Crossley. Agree that these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.</p>
PR64	<p>Housing in this area would a great improvement, especially the possibility of mooring sites proposed. Public access must be included through to at least some of it. The biggest problem is traffic congestion in Broad Street/Horsefair as this is the only access at the moment. The possibility of a bypass/direct link to the ring road would help to</p>	<p>Noted. The Prospectus does highlight the possibility of new road connections in the vicinity of Horsefair and Crossley. Agree that</p>

Summary of Public Responses

	alleviate some of this. This is already a very busy awkward junction so great care would need to be taken not to increase traffic problems. The same applies to the possible linking of Church Street and St. Mary's, more jams are inevitable if not planned well.	these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.
PR67	The Horsefair and Churchfields area of Kidderminster is long overdue for re-development. Opportunities to develop both commercial and housing with a waterside feature should be welcomed. However, with this new development will come yet more cars into an already congested road network in the area.	Noted. The Prospectus does highlight the possibility of new road connections in the vicinity of Horsefair and Crossley. Agree that these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.
PR50	The planned bypass from Birchen Coppice to Hoo Farm looks as if it is such a perfect route, relatively easily achieved and so useful, that it is bound to happen. This route will connect residential areas (Birchen Coppice, Foley Park) at the western end (and Spennels and Aggborough) with industrial areas (Hoo Brook, Hoo Farm, Birchen, Fir Trees) to the east.	Noted. Agree that the link road suggestion warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning. However, more detailed research will be required on the merits of the scheme and possible route options. The initial designs illustrate how the road could connect with the A442 at Hoo Brook Industrial Estate.
PR64	The possibility of a link road to Hoo Brook must be included. This road should be planned as a bypass as well. It would help to relieve traffic along Worcester Road and through Foley Park. This would be a great improvement for the whole area.	Noted. Agree that the link road suggestion warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning. However, more detailed research will be required on the merits of the scheme and

Summary of Public Responses

		possible route options. The initial designs illustrate how the road could connect with the A442 at Hoo Brook Industrial Estate.
PR60	A cry for help for all the people who live in Park St and Wood Park Lane. These two roads are used as a way to avoid the ring road and go from Proud Cross Ringway to the A442. Make these a one-way system and give residents sideways park on one side of the road only, interspersed with tree planting.	Noted. This is a detailed transport matter that is perhaps beyond the scope of the Prospectus document. Your comments have been forwarded to the Transport section of Worcestershire County Council.
Prospectus Theme – Parking		
PR67	I see no proposals in the regeneration project to improve or increase off-street parking. Where are the plans for a decent multi-storey car park.	Noted. Further consideration to be given as part of detailed development and business planning.
PR67	The current car park within Weavers Wharf has poor access, causing tailbacks and congestion on the ring road. Pedestrians and cars clash numerous times before you even get into the car park and the parking spaces are at right angles to the traffic flow, why can't the parking bays be at 45 degrees, thus allowing easier parking and reducing congestion.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including design and transport infrastructure. Agree that the circulation of traffic warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning.
PR43	The space created [from the removal of the existing Matalan building] can be used as a much needed car park with a connecting footbridge to Weavers Wharf.	Noted. Further consideration to be given as part of detailed development and business planning.
PR66	Parking for the disabled in the Bull Ring - remove the island and let the cars drive up to the kerb - more cars in a given space.	Noted. Further consideration to be given as part of detailed development and business planning.

Summary of Public Responses

PR47	I see from your plans that the Bull Ring will become totally car free. Well in that case could you tell me why yet again we are destroying one of the very few places a disabled person can park in Kidderminster? You may argue that there are other disabled spaces in Kidderminster, this is true, but they are always full and now you plan to take away eight more.	Noted. The artist's impressions of the Bull Ring created for the Prospectus consultation and for illustrative purposes only, showed parked cars within this space. There was some confusion caused due to an image being cropped in the Express and Star. It is recognised that any detailed designs will need to comprehensively consider the provision of on-street parking including disabled parking within the town.
Prospectus Theme – Public Transport		
PR61	The railways station is nothing short of a disgrace given that it has nearly 1 million passengers a year - Langley Green and Lye stations have 10% of the passengers yet 'boast' offices which are open after 6pm, have functioning toilets and waiting room area. Surely Kidderminster station is high on the list for redevelopment given Network Rail's criteria of facilities vs usages.	Noted. Negotiations are on-going with Network Rail and other partners in a scheme for the redevelopment of the current station and forecourt. Further consideration to be given as part of detailed development and business planning.
PR61	More parking is needed [at the train station] - despite the high £3 per day charge it is usually full. In addition, many people (including most commuters I know) drive to Stourbridge to park for free - and who wouldn't. This creates unnecessary car journeys and congestion given that Kidderminster now has 4 trains per hour throughout the day. A larger car park and lower fees are required if this 'rail heading' is to be avoided.	Noted. Further consideration to be given as part of detailed development and business planning.

Summary of Public Responses

PR61	The public transport interchange [at the train station] also has great potential. Lights with a filter lane would make bus services more attractive here and encourage integrated public transport which is nigh on impossible at the moment. It would also help if the County doesn't cut services to facilitate integrated transport like the Bewdley - Spennells No.2 bus which served Bewdley-Safari Park-Hospital-Town-KTC.3-rail station and Spennells. It is priority bus routes like these which have a chance of success if supported properly.	Noted. Negotiations are on-going with Network Rail and other partners in a scheme for the redevelopment of the current station and forecourt. Further consideration to be given as part of detailed development and business planning. Detailed comments about specific services have been forwarded to the County Council.
PR54	The bus station is totally unsuitable in its current location, just go and witness it at most times of the day, and it will be almost totally deserted. A far better place to locate it would be on Bromsgrove Street. It is situated almost on the ring road, and could also bring some more trade to Coventry Street, Blackwell Street and possibly Worcester Street.	Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.
PR51	I understand that Weavers Wharf developers demand that the bus companies should pay to use the bus station. One might ask 'what is a bus station?' when the developers have been allowed to dominate it in this way, allowing only the long-distance buses to use it. It may be that a proper bus station should be developed at, say, the old Morrisons site.	Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.
PR38	The problem if you don't own a car is the lack of transport. To catch a bus (No.7 Greenhill) from Chester Road to the bus station to visit and shop in the town is ok. However, to then walk from the bus station to, say, Sainsbury's is a very hard task indeed. We desperately need transport to the 'other side' of town.	Noted. Agree that public transport accessibility warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning. For example, the Prospectus has highlighted potential links including a new bridge near Lime Kiln, Clensmore Street which might facilitate the rerouting of bus services through the area around Crossley.

Summary of Public Responses

PR54	I believe it would make much more sense to locate the pickup point [park and ride] on the Birmingham Road, about a mile or so out of town. Many people coming from different areas, be they relatively local such as Blakedown or Hagley or further a field, are finding parking a problem in Kidderminster. I am certain that this measure would ease the traffic in the centre of town, at least to some degree. In fact, the bus could even continue its journey to Bewdley after Kidderminster.	Noted. This suggestion goes beyond the scope of the 'regeneration' Prospectus document and is more a matter for the Local Development Framework and Transport Planning processes.
PR61	The suggestion of a light tram service from Bewdley to Kidderminster is a nice idea but would probably only happen if this site [KISP] was a success and attracted a significant amount of business.	Noted. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – Housing		
PR61	I would like to see a vision which takes down the tower blocks in the town. The picture of page 24 is an improvement but the fact remains that 3 ugly tower blocks, which mar views of St. Mary's Church from some angles, will remain. Why? They add nothing, are magnets for crime and out aim should surely be for them to be demolished and replaces, even if this happens over many years. Same goes for the Hoobrook flats - what a terrible gateway into the town. The plan should be to flatten them, even if thus does take 20 years to achieve.	Noted. Discussions have focussed on the five most problematic blocks i.e. the maisonettes to create a new street lay out and increase natural surveillance throughout the estate. The three towers do house a considerable number of residents and are understood to have been extensively refurbished in the late 1980's.
PR39	Pull Hurcott flats down and make small homes.	Noted. Discussions have focussed on the five most problematic blocks i.e. the maisonettes. The three towers do house a considerable number of residents and are understood to have been extensively refurbished in the late 1980's.
PR61	I think housing makes great sense for this [Churchfields] part of town, especially if it can be incorporated into the canalside which makes this stretch far more attractive and would create good quality housing.	Noted. Proposals for specific land-use designations are now being taken forward through the Local Development Framework Kidderminster Central Area Action Plan.

Summary of Public Responses

PR39	Empty houses in Park Street and anywhere else should be used for homeless people.	Noted. This is a detailed housing suggestion that is perhaps beyond the scope of the Prospectus document. Your comments have been forwarded to the Housing Services Manager.
PR56	The site [British Sugar] is something of an eyesore and it's pleasing to know that plans are afoot to create 2,000 jobs. However, I imagine that most of the work force would be low paid factory/shop assistants who would be unable to travel any distance to work at the redeveloped site. It has therefore occurred to me that there is a real need for affordable housing close by. Given that affordable housing is in short supply already, have you given any thought as to how you will create affordable housing near to this point of employment?	Noted. Proposals for specific land-use designations are now being taken forward through the Local Development Framework Kidderminster Central Area Action Plan.
Prospectus Theme – Community		
PR40	For a scheme like this to work you must have in place a infrastructure such as schools, hospitals etc. In Kidderminster we have nothing like that. Our hospital was stolen from us by the Government.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including health, education, housing and community facilities. Further consideration to be given as part of detailed development and business planning working closely with the major service providers including PCT and Worcestershire County Council.
PR57	Worcestershire has such a high prevalence of childhood obesity, and Wyre Forest has a higher prevalence than the rest of the country. At present, because of obesity, children of Wyre Forest will die younger than their parents - apart from World War I and II this is the first time this has occurred since the beginning of time, so why are you so keen to ignore this important feature of Wyre Forest.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including health. Further consideration to be given as part of detailed development and business planning working with PCT, health enablers etc,

Summary of Public Responses

PR61	<p>More support should also be given to groups which help put the town on the map and give it a sense of place, especially sports groups such as the towns cricket and football clubs. All you hear about in the Shuttle is moaning about football parking this or moan about that, typical of some towns people and local councillors who do nothing but moan. Yet no one mentions that the club were playing at Aggborough 120 years ago, presumably before any of the current locals, at least in actual age if not in outlook. A more positive approach to organisations which help foster a sense of place should help overcome this stigma. You only need to look to see how Telford & Wrekin Council, in proactively supporting AFC Telford, has helped to do this in a place with similar identity problems to Kidderminster. This is a missed opportunity to help foster a sense of place (how many other organisations could get 24,000 people from the area in one place as for the Harriers at Wembley - answer NONE), help to encourage local kids to take up sport and get them off the streets. The same goes for cricket and rugby clubs - see the positive effect of WCC playing at Kidderminster CC for example. Kidderminster is a sporting town and so much more could be made of this.</p>	<p>Noted and agreed. The Powerful Voice theme is very much about getting everyone involved and sport, community and volunteer groups have a significant potential role to play. Further consideration to be given as part of detailed development and business planning.</p>
PR61	<p>Kidderminster is a creative music town. A small live music venue which is more modern than the town hall should be an aspiration and supportable - perhaps as part of KTC.3 or even the Park Lane development - would be great for local kids and young adults as well as encouraging a more diverse evening economy.</p>	<p>Noted. It is recognised that Kidderminster has a strong creative industries sector and music scene to build on. Further consideration to be given as part of detailed development and business planning.</p>
PR39	<p>Toilets in the Horsefair, we need new ones.</p>	<p>Noted. This is a specific proposal beyond the scope of the Regeneration Prospectus.</p>