

Summary of Stakeholder Responses

Respondent	Comments Received	Head of PHE Response
Prospectus Theme – Support & Partnership		
H,B&G Partnership	Can I congratulate you and your colleagues on the excellent Kidderminster Prospectus. It is really exciting to see a vision for the area being developed in consultation with communities and partners. The document, with plans, has encouraged us all to think about what we would like to see and to talk through the proposals.	Noted. No further action required.
British Waterways	We are gratified to see that the contents of our initial consultation have been integrated into the prospectus.	Noted. No further action required.
British Waterways	British Waterways considers that as an organisation we are able to contribute to the prospectus programme through an effective working partnership.	Noted. No further action required. Since these comments were submitted, British Waterways have formally offered support and funding assistance with the initiative.
Dr. Taylor MP	I welcome the document warmly and it is the sort of ambitious, long-term plan and aspiration for the future for the area that has been suggested, particularly at business leaders meetings that I have held in recent months. It is comprehensive, covering the whole area and I particularly like the concept of bringing together industry, science and a nature park on the British Sugar site. The emphasis on tourism is also welcome. I will support the work towards achieving this prospectus whole-heartedly.	Noted. No further action required.
Hunter Page Planning	I commend the District Council and its partners on the general presentation and objectives of the document. Whilst visionary at this stage, the positive regeneration message within the document paves the way for exciting and impressive regeneration projects delivering an overall social, economic and environmental enhancement of the town.	Noted. No further action required.
Hunter Page Planning	It is pleasing that deliverability is highlighted at the outset of the document. Whatever conceptual regeneration proposals are tabled during the evolutions of the Local Development Framework, proposals must provide viable and attractive opportunities to ensure landowners and developers will deliver the desired result.	Noted. No further action required.
WCC (ECON DEV)	We recognise that Kidderminster has been somewhat restricted in securing public investment in recent years and are fully supportive of efforts to lever greater levels of public and private investment into the town.	Noted. No further action required.

Summary of Stakeholder Responses

WCC (ECON DEV)	Many of the economic restructuring issues facing Kidderminster are common to North Worcestershire and are also felt by Redditch and Bromsgrove. It will be necessary to collaborate with the WEP and LSP Economy & Transport Theme Group to jointly address problems.	Noted and agree – further consideration to be given to joint working as part of detailed development & implementation.
WCC (ECON DEV)	Worcestershire County Council is keen to work closely with WFDC and other partners to achieve the plans that have been developed through a thorough public consultation process. WCC may have a key role to play in attracting businesses to Kidderminster, in collaboration with other partners. We strongly support the approach of partnership working and wish to continue to build in regeneration plans to the Worcestershire Economic Partnership Economic Delivery Plan and continue to support plans through the LSP Economy and Transport Theme Group.	Noted and agree – further consideration to be given to joint working as part of detailed development & implementation.
WCC (Property Services)	Wyre Forest District Council has adopted a very positive approach to Partnership Working and it is encouraging that both the Planning and Regeneration functions are located in the same directorate, workings towards similar aims and objectives. The consultation process on Kidderminster is far reaching, focusing on partnerships and ambitions appear realistic although funding will clearly be a major issue.	Noted.
Centro	Centro welcomes and supports the overall vision and objectives of the Kidderminster Prospectus.	Noted. No further action required.
Inland Waterways Association	IWA welcomes the Council's revised proposals; it is much more positive and clearly shows the results of the initial consultation. We are pleased to see that it takes into account the majority of points that we raised in our earlier response and in particular that you have recognised that the two waterways form an uninteresting backwater that is unattractive to both visitors and residents.	Noted. No further action required.
Natural England	We welcome the positive reception our previous responses on this matter have received, summarised in the consultation responses supplied to us. We would be pleased to provide further guidance on how these measures can be incorporated into the regeneration of Kidderminster and anticipate proactive involvement around specific sites as and when it would be beneficially.	Noted. Further consideration to be given to joint working as part of detailed development & implementation.
O&FP Pathfinder	We hope that the development of the Kidderminster Prospectus is the start of a partnership journey and, as the plans are development, we hope that if any formal body is established to deliver this vision, that there will be an opportunity for the O&FP Pathfinder to be formally involved.	Noted. Further consideration to be given as part of detailed development.
WCC (Property Services)	Wyre Forest Planning and Regeneration officers and WCC Property Services have worked closely together for a couple of years and this will continue. There is however a pressing need to review all public sector assets with a view to public sector partners	Noted and agree. Further consideration to be given to joint working with the Head of Property

Summary of Stakeholder Responses

	working together to release surplus assets where possible, particularly those that may help to 'kick start' regeneration not only in Kidderminster but also in Stourport.	and Operational Services as part of detailed development & implementation.
Prospectus Theme – Town Economy		
H,B&G Partnership	There is a concern by traders in Blackwell Street that they will lose passing trade as they do not see how the changes benefit their business. This would be perhaps overcome if the outline plans for the Churchfields site are continued to include the area around Blackwell Street and Radford Avenue.	Noted. Agree – further consideration to be given as part of detailed development.
H,B&G Partnership	Whilst the prospectus gives a vision for the future, there are urgent and critical issues that the Horsefair traders currently face and we are keen to ensure in the transition period these issues are addressed so that the area does not deteriorate further.	Noted. Agree – further consideration to be given as part of detailed development. It will be important for the Prospectus to consider short term goals as well as longer term objectives. Further work to be undertaken with H,B&G Partnership to understand and seek to address short term priorities.
Doolittle & Dalley	There needs to be serious consideration given to the Kidderminster town centre retail areas where, in the current economic climate, the situation is worsening. As local agents, we are offering shops to let in Worcester Street but there is virtually no enquiry or confidence to take retail property, given the overheads that are associated with town centre property.	Noted. Agree – further consideration to be given as part of detailed development.
Doolittle & Dalley	If the landlords are prepared to agree to lower rents if there was a business rate incentive, this would help considerably. We have just had an incident in Coventry Street where the landlord has agreed to a reduction in rent to entice a tenant to stay and this has worked.	Noted. Agree in part – further discussions required with partners to understand possibilities. Various options may need to be considered including reconsidering the future role of areas in decline.
Doolittle & Dalley	If the present trend continues then it is likely that many more shop properties will be vacated in Worcester Street and this retail area may reach a stage of no return.	Noted. Agree – various options may need to be considered including reconsidering the future role of areas in decline.
WCC (ECON DEV)	Kidderminster is already an important destination for local retail and it is unclear if the goal for the town centre is to attract new businesses, to diversify the types of business or to increase the level (or quantity of) retail in the town.	Noted. Agree in part – further consideration to be given as part of detailed development. The draft

Summary of Stakeholder Responses

		'Adoption Document' makes it clear that the initiative is looking at diversifying the economic base of the town centre whilst recognising the continuing role of retail to the centre.
WCC (ECON DEV)	The retail offer in the town could be improved, practical steps such as increased signage could be undertaken. Retail has clearly improved in recent years with the addition of the Weavers Wharf and Crossley Retail Park developments.	Noted. Agree – further consideration to be given to signage as part of detailed development as part of action planning and preparation of a business plan.
WCC (ECON DEV)	Redundant buildings that have been created in the traditional town centre may now be more appropriate for development including conversion to offices and light industrial units.	Noted. Agree – further consideration to be given as part of detailed development.
WCC (ECON DEV)	Worcester Street - we are unsure if the proposal is for a change of frontages or full demolition. There must be an assessment of whether this workspace is appropriate for modern businesses.	Noted. Assuming this comment relates to the former Littlewoods and Woolworths area... then no options should be ruled out at this stage. The WYG Retail and Commercial Leisure study of 2006 highlighted that these units are unsuitable for modern retailing.
WCC (ECON DEV)	There is an important role for a town centre manager to facilitate liaison with businesses and communicate their needs to both support and retain businesses and we are fully supportive of this approach.	Noted. The joint venture approach between Henderson and WFDC has been established to achieve this.
Kidderminster Civic Society	We do not really want to see any more large supermarkets, although have to recognise that they generate wealth for the local economy and it can't really be stated as a blanket policy. Still the point could be made that it is thought that the area is sufficiently catered for in this respect.	Noted. This is perhaps more appropriate for the Local Development Framework and for consideration as part of retail capacity studies.
Kidderminster Civic Society	Worcester St - we now have the worry of 2 large empty stores with Woolworths closing. For this reason perhaps more prominence needs to be made of your 2nd option [comprehensive redevelopment], although this may be a pipe dream.	Noted. Agree – further consideration to be given as part of detailed development and business planning.

Summary of Stakeholder Responses

Prospectus Theme – Canalside Regeneration		
British Waterways	British Waterways supports the prospectus' view that the Staffordshire and Worcestershire canal can make a major contribution to the regeneration and planning aims of the district, and agrees the canal can create a sense of place being central to the features of the districts canal side and Weavers Wharf, Crossley Retail Park, Churchfields and Horsefair.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
British Waterways	The waterways can act as catalyst for economic and social renewal, increase development value and the opportunities for investment, focus and link regeneration opportunities in urban and rural areas, contribute to civic renaissance, generation long term economic activity and opportunities for employment, sustainability, social inclusion, healthy living and quality of life.	Noted. Agree – further consideration to be given as part of detailed development and business planning. British Waterways are now active supporting partners in the initiative to help ensure this opportunity is fully realised.
British Waterways	Currently most buildings turn their back on to the canal and boaters feel let down by their experience of Kidderminster.	Noted. Agree – further consideration to be given as part of detailed development. The initial artists impressions contained in the 'Adoption Document' illustrate how this might be achieved.
British Waterways	To develop waterways as a regional and local tourism product that will attract local recreation visitors as well as national and international tourists, there is a need to encourage the creation of new waterside destinations and attractions.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
British Waterways	The Staffordshire and Worcestershire Canal provides an essential link between major waterways - Trent and Mersey Canal and River Severn - and will now link to the under construction Droitwich Canals which flow to the Birmingham and Worcester Canal. Kidderminster could become a valued destination along this enjoyable rural cruising ring. The opportunity to create or expand businesses supporting boaters would be attracted to such a newly regenerated area.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
British Waterways	The waterway must be strongly integrated into the rest of the town through the opening out of vistas and the creation of access routes for walking and cycling as well as open views from vehicles across bridge linkages.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
British Waterways	The Weavers Wharf bridge has the support of British Waterways in principle, as does the proposals to improve access at Churchfields.	Noted.

Summary of Stakeholder Responses

British Waterways	Though towpaths are in good condition in the area, access points need to be created as part of a canal corridor study where quality signage, information and lighting can assist users to feel safe, secure and informed.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
Hunter Page Planning	The prospectus highlights the potential for canalside regeneration and a Kidderminster marina. While such a concept will need to be tested in terms of viability and deliverability, at this juncture it is considered a very exciting and positive regeneration concept. The concept of high quality waterside development adjacent to the canal is supported. Such development will comprise predominantly residential development and potentially small scale complimentary uses such as cafes/restaurants. Pending viability, such development could maximise waterside development with the creation of a new marina.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	There are certainly precedents for successful urban waterside developments. Whilst there is scope for improvement, the area is fairly industrial and will not be altogether welcoming for boaters. We would encourage discussion with waterside initiatives in Stourport and Droitwich to learn lessons from how these projects have developed.	Noted. Agree – further consideration to be given as part of detailed development and business planning. The British Waterways Project Manager for the Stourport HLF project is now assisting with the Kidderminster initiative. Whilst the canal environment is currently intimidating to boaters, the vision is to transform the canalside environment so that in the future it will not be characterised by the backs of industrial properties.
Inland Waterways Association	Something needs to be done with the canal to encourage visitors to stop over and use the town's facilities. A proposal for a marina, possibly with canalside bars and restaurants, alongside Clensmore Street is thus very welcome.	Noted.
Kidderminster Civic Society	Bridges [from Park Lane] with Weavers Wharf could help make a really impressive feature and help both the town centre and redevelop the Park Lane area.	Noted.
Kidderminster Civic Society	Marina - if it were possible, moorings to tie in to Park Lane area would be very attractive and compliment those already found in Round Hill development. In practice however the marina site may well have to be in the Churchfields area, but then linked by bridges etc with Crossley Park.	

Summary of Stakeholder Responses

Prospectus Theme – Heritage & Tourism		
WCC (ECON DEV)	It is recognised that Kidderminster has nationally significant tourism destinations. It is important to continue the strong working relationship between partners and Destination Worcestershire!	Noted. Agree – further consideration to be given as part of detailed development and business planning. Specifically liaison with Destination Worcestershire will need to be instigated.
WCC (ECON DEV)	There is a perception that major attractions, such as the Safari Park and the Severn Valley Railway could possibly be packaged up more effectively.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	There is a significant supply of day tourists to Kidderminster that could possibly be more effectively retained within the town.	Noted.
WCC (ECON DEV)	The two wetlands sites identified provide a valuable ecological resource. Development projects at Sandy Lane and Droitwich have demonstrated that it is possible to integrate these environmental assets to ensure a holistic approach that brings additional benefits including tourism.	Noted.
WCC (ECON DEV)	SVR Trust - this would be a significant benefit to complement other investment into the town. It gives the town another significant tourism assets that would also address the issue of improving perceptions of the town and connecting residents to its industrial routes.	Noted.
Kidderminster Civic Society	Town Park, Park Lane - Rock Works and Mount Skipet area is very unattractive but an important part of the towns heritage and could made much more of.	Noted. Agree – further consideration to be given as part of detailed development.
Kidderminster Civic Society	Information boards around the town to show off our heritage should be provided.	Noted. Further consideration to be given as part of detailed development and business planning.
Prospectus Theme – Evening Economy/Entertainment		
WCC (ECON DEV)	Kidderminster canalside - this will encourage a night time economy. We are unsure what a town park will actually provide and whether there is a demand for 'café culture' in Kidderminster.	Noted. The town park concept is subject to more detailed design consideration and offers a potential pocket of green space in the very heart of the town centre –

Summary of Stakeholder Responses

		something which consultation responses have highlighted as being greatly lacking. The apparent popularity of cafes was recently underlined in planning permission being granted for a further coffee shop at Weavers Wharf.
Kidderminster Civic Society	Agree entirely that the Evening Economy/Arts need encouraging and tourism. Carpet museum should assist here but also other aspects of heritage/attractions.	Noted.
Prospectus Theme – Churchfields		
Hunter Page Planning	The identification of Churchfields and Horsefair as a key regeneration area is supported. It is considered that Churchfields can deliver a highly significant regeneration project in the context of the District Council's vision for Kidderminster.	Noted.
Hunter Page Planning	It is considered that the regeneration of Churchfields and Horsefair should provide an appropriate mix of uses to provide accessibility for all members of the community to jobs, health, housing, education, shops, leisure and community facilities. It should provide a mix of complimentary uses including residential, commercial (innovative B1), retail and public spaces.	Noted. Agree in part with the area being earmarked for mixed use redevelopment. The extent of the mix will be a matter for consideration in the Local Development Framework. However, the site is considered to be out-of-centre and this may limit the scope for certain forms of commercial uses. Further discussions will be required with partners to understand possibilities.
Hunter Page Planning	It is considered that Churchfields is one of the very few sites in Kidderminster which could be developed in a manner to sustain the economic vitality of the town and create new business opportunities. Commercial development as part of the regeneration should focus on providing small scale but innovative B1 accommodation.	Agree – further discussions required with partners to understand possibilities.
Hunter Page Planning	Given the setting of the land north of Clensmore Street and surrounding land uses, a predominantly residential led regeneration scheme is considered most appropriate. Quality high density development that provides a good mix and variety of residential units, both in terms of design, size and tenure is envisaged.	Agree – further discussions required with partners to understand possibilities.
Hunter Page Planning	Whilst the concept of providing a new vehicular access at Limekiln Bridge would enhance accessibility to Churchfields, the viability and delivery of such infrastructure	Noted. Agree – further consideration to be given as part of

Summary of Stakeholder Responses

	needs to be examined in detail before planning policies are progressed in this regard.	detailed development and business planning.
Prospectus Theme – Housing		
WCC (ECON DEV)	It is apparent that housing regeneration and investment in transport infrastructure is key to realise the regeneration of Kidderminster and to deliver the aims and objectives of the prospectus.	Noted. Agree in part – further discussions required with partners to understand possibilities and strike the appropriate balance between residential regeneration and employment generating uses.
WCC (ECON DEV)	It is unclear if regeneration plans will support the levels of new housing growth currently allocated for the town. It will be important to work with key partners, particularly Homes and Communities Agency, Highways Agency and Housing Associations to deliver appropriate levels and types of residency.	Noted. The regeneration sites earmarked in the Prospectus will have a key role to play in the Wyre Forest District meeting it's housing targets. However, this will be a detailed matter for the statutory planning system including the Local Development Framework.
WCC (ECON DEV)	Churchfields/Horsefair - Housing regeneration is appropriate to these deprived areas. Will this provide the levels of housing and affordable housing required for the town?	Noted. The regeneration sites earmarked in the Prospectus will have a key role to play in the Wyre Forest District meeting it's housing targets. However, this will be a detailed matter for the statutory planning system including the Local Development Framework.
WCC (Property Services)	Mixed use developments may provide the best opportunity for regenerating areas However the state of the housing market, which often helps 'pump prime' regeneration proposals, is clearly facing difficult times and it will be a number of years before any real confidence returns.	Noted.
WCC (Property Services)	There is uncertainty over S106 developer contributions to pay for community infrastructure, especially in a depressed market and this is compounded by further uncertainty regarding the proposed new Community Infrastructure Levy.	Noted. This will be a matter for further consideration through the LDF.

Summary of Stakeholder Responses

Prospectus Theme – Employment		
H,B&G Partnership	Within the Churchfields area it would be useful to understand what business sectors and types of employment use might realistically be attracted to the area and the mix of accommodation that would be provided.	Noted. Agree - further consideration to be given as part of detailed development and through the Local Development Framework.
WCC (ECON DEV)	There is reference to potential growth industries such as creative industries and environmental technologies to generate employment growth. It is essential to develop a balanced economy and we would support the approach of diversifying the economic base of the town. There are similar aspirations to support creative and environmental technology businesses throughout the County and we will look to work with relevant agencies and infrastructure bodies to achieve this joint goal.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	As much as possible, we would like the employment sites indicated to remain for employment use. Although difficult at this stage, we would like to see clarity on the potential number of new and safeguarded jobs through the plans. This will provide a key economic message on the aspirations of the town for all partners.	Noted. This is set out in more detail in the reports of Amion Consulting that are appended to the proposed ‘Adoption Document’.
WCC (ECON DEV)	To produce a rounded plan it will be important to show how growth in residents can be retained locally through job creation. This is particularly true of the old British Sugar site, a key development site for the County and the region.	Noted. Agree – although this is a matter for the statutory planning process and factor that has helped to determine the requirements set out in the Regional Spatial Strategy.
WCC (ECON DEV)	There are considerable costs of physical regeneration, particularly adapting, demolishing or relocating business space. We would encourage discussion of whether small workshop space can be provided through existing business units to provide opportunities for micro and small businesses.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	We would encourage assessment of employment land and workspace so that the town has a clear picture of its commercial opportunities.	Noted. This is set out in more detail in the reports of Amion Consulting that are appended to the proposed ‘Adoption Document’. These provide an initial assessment of the opportunities.
WCC (ECON DEV)	Environmental technologies and new media are certainly significant potential growth industries. The appropriate links need to be made in terms of business support infrastructure and agencies.	Noted. Agree – further consideration to be given as part of detailed development and business planning.

Summary of Stakeholder Responses

WCC (ECON DEV)	There are significant and successful businesses present in Kidderminster. Support will be necessary to secure inward investment and to target growth industries.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
Prospectus Theme – British Sugar		
British Waterways	The proposed Hoo Brook Link Road would involve a substantial crossing which could impact on the adjacent SSSI and canal. British Waterways would wish to assess this proposal in greater detail.	Noted. Further consideration to be given as part of detailed development.
WCC (ECON DEV)	In terms of the SREC and Wilden SSSI, how can the local environment attract environmental businesses? Is this a marketing exercise or can they utilise these environmental assets. Attracting businesses that complement the local environment would certainly be a distinct advantage and an approach should be pursued throughout all concurrent action plans.	Noted. At a most basic level the high quality natural environment may provide a more conducive environment for sustainable technologies business, however, further consideration to be given to possible direct relationships.
WCC (ECON DEV)	The Beet - Hoo Brook Link Road is a beneficial proposal in principle but this would require significant investment and needs to be specified in the RSS as a priority scheme. This remains a long-term objective.	Noted. Further consideration to be given as part of detailed development and business planning.
Inland Waterways Association	Policy T10 of the RSS encourages the development of freight waterway links wherever possible and, with the canal at the one end of the site that links to the areas only commercial waterway (River Severn), this project should be consider a water link as an option.	Noted. Further consideration to be given as part of detailed development.
Prospectus Theme – Community, Skills & Learning		
LSC	Considerable capital investment is to take place within the local authority. Initiatives are taking place in the region. In Herefordshire the LSC have brought all the relevant organisations together to work in partnership with the developer, contractors, sub-contractors and the supply chain. The outcomes: maybe using some of the local workforce, work experience, job shadowing, work placements etc. Events held where professionals involved in the build will speak to an appropriate audience to portray what happens within the construction but also what is involved in working on the peripheral of the business.	Noted. Further consideration to be given as part of detailed development and business planning.
LSC	More so now than ever with the economic climate, there will be a need when we move out of the decline to have skilled workers.	Noted. Further consideration to be given as part of detailed

Summary of Stakeholder Responses

		development and business planning.
LSC	With Building Schools for the Future the potential to use all the new builds to provide greater opportunities for young people and adults, raising aspirations and broadening the knowledge base, in development and training activities. Enabling an improved workforce performance and productivity, address the industry's skills shortage and lead to world class standards.	Noted. Further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	A skills centre is vital and the expansion plans for Kidderminster College will bring considerable benefits to the town. A potential expansion in creative industries may assist with disaffected learners and vocational learning, such as new 14-19 diplomas. Creating ambition and increasing aspirations is vital to Kidderminster, although a culture of entrepreneurialism will continue to support growth of the town.	Noted. Further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	An immediate response to the plan could be liaison with colleges, schools, the Learning and Skills Council and private training providers to ascertain the level and type of skills training available locally. A dialogue could begin to plan training to fit the potential employment opportunities of the future.	Noted. Further consideration to be given as part of detailed development and business planning.
WCC (ECON DEV)	The inclusion of the voluntary and community sector and social enterprises are not explicit in the plans. We trust that these are recognised and appreciated as essential to the local economy, especially to address social deprivation prevalent around Oldington & Foley Park and Churchfields & Horsefair.	Noted. Agree that more explicit reference needs to be made to crucial role of the voluntary and community sector.
O&FP Pathfinder	The Pathfinder would like to encourage the District Council and the Community Housing Group to look at some of the areas around Birchen Coppice, and more specifically the Rifle Range, to see if those areas which are poorly designed and a focus for anti-social behaviour could be redeveloped to improve the area to benefit the local community. As a partnership including residents, the Pathfinder may be an ideal partner to facilitate consultation within the community.	Noted. Agree that specific design challenges in these areas warrant further consideration as part of detailed development and business planning.
WCC (Property Services)	The County Council's Building Schools for the Future programme for the Wyre Forest District is a major investment (£150m plus) and will have significant benefits, not only for Kidderminster but the whole district. This programme should feature strongly within the regeneration agenda. Improved Education facilities should be seen as a driver for improved prosperity by raising education standards and hopefully providing employers with an improved workforce pool.	Noted and agreed. The Prospectus highlights this crucial initiative.

Summary of Stakeholder Responses

WCC (Property Services)	An improved Youth and Community infrastructure, particularly in the more deprived areas, is being sought as part of the County Council's Youth Support review, again this could be linked to regeneration	Noted and agree. Further consideration to be given to joint working as part of detailed development & implementation.
Prospectus Theme – Transport		
WCC (ECON DEV)	Transport congestion and public transport is a key problem that has been identified through the plans. Our integrated transport team will be keen to ensure that infrastructure plans are built into the timescales of development within the County.	Noted. Further consideration to be given as part of detailed development and business planning.
Centro	It is important that there is strong correlation between the issues explored by this prospectus and the objectives and the principles set out in the West Midlands Regional Spatial Strategy, the Regional Transport Strategy and the West Midlands Local Transport Plan.	Noted. More explicit links could be made with regional strategies as part of the action planning process.
Centro	A high quality public transport network can assist in sustainable economic growth and regeneration, whilst also ensuring that the West Midlands Transport sector contributes to the wider challenges including reducing climate-changing emissions.	Noted. Agree - Further consideration to be given as part of detailed development and business planning.
Centro	Transport, and in particular public transport, should be a key theme throughout this document in order to promote accessible developments and sustainable regeneration. It is vital that an efficient and effective transport system is in place which will improve accessibility to any new development.	Noted. Further consideration to be given as part of detailed development and business planning.
Centro	It is important to promote good public transport links to the key strategic centres in the metropolitan area and ensure that key employment sites are easily accessible as well as explore the potential for park and ride.	Noted. Further consideration to be given as part of detailed development and business planning.
Centro	Centro supports the new station and bus interchange in Kidderminster in principle and recommends that it is ensured that connections between the station and bus interchange, as well as the wide public transport network, are provided for.	Noted.
Centro	Centro are working alongside WFDC in the redevelopment of the rail station. Kidderminster is a significant rail station in the West Midlands and Centro support the current modifications to the station including the DDA compliant footbridge with lifts, accessibility to the station and safety and security measures, and future proposals to create a modern and modular station. Centro is also in support of the station being a gateway for the town, to help assist regeneration.	Noted.

Summary of Stakeholder Responses

Kidderminster Civic Society	Providing sufficient parking needs addressing, especially at the Northern end of the town centre and not only short stay but for those who work in the town centre.	Noted. Further consideration to be given as part of detailed development and business planning.
WCC (Property Services)	The overall highway infrastructure will clearly require review should any major redevelopment take place this would include assessing the viability of proposals such as the Hoo Brook Link Road.	Noted. Further consideration to be given to joint working as part of detailed development & implementation.
Prospectus Theme – Pedestrian Connectivity		
WCC (ECON DEV)	It is apparent that Comberton Hill and the town centre are physically detached. How can the barrier of the roundabout and ring road be addressed. There would be a benefit of filling in the subway and reducing anti-social behaviour, but a loss of accessibility could be a problem.	Noted. Further consideration to be given as part of detailed development and business planning.
Inland Waterways Association	We note that it is proposed to improve the Comberton Hill corridor that provides the key link from the town to the SVR, its museum and the proposed Carpet Museum. Again, like the waterways corridor, this is an unattractive area for visitors, especially those who arrive by train off the main national network, that doesn't encourage people to come into the main part of town (or vice versa). The development corridor should not just stop at the by-pass roundabout but should continue into the town centre, possibly by pedestrianising Oxford St and Vicar St and creating a tree lined boulevard in the town centre, and thus onto the waterside.	Noted. Further consideration to be given as part of detailed development and business planning.
Kidderminster Civic Society	Improving traffic flows and in particular pedestrian walks through the town centre and better signage to try and bring in all areas - this could possibly benefit Worcester St if thought through. For instance, the linking in of the new Morrison's and pedestrian link across New Road car park seems both visually attractive and to work in showing people the way into the rest of the town centre.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
WCC (Property Services)	There are clearly issues with pedestrian links with physical barriers making the town fragmented and difficult to navigate. However the issue of creating further pedestrian crossings across the ring road must be looked at with caution as any additional interruptions to traffic flow are likely to create a greater level of congestion	Noted. Further consideration to be given to joint working with transport planners as part of detailed development & implementation.

Summary of Stakeholder Responses

Prospectus Theme – Open Space		
WCC (ECON DEV)	Bull Ring - Pedestrianisation and piazzas are interesting ideas. There are several public spaces throughout the town. A more important issue is access to the town centre across a busy ring road.	Noted. Although the wider response suggests that there is a shortage of public space in the town and both issues are important in different ways.
WCC (ECON DEV)	Town Hall - Pedestrianisation of the area may provide more of a focal point for civic occasions.	Noted.
Kidderminster Civic Society	We most certainly would welcome more, and better public spaces and open spaces, including public art/water features. The Town Hall and Bull Ring proposals look great but as a Church St 'resident' access and parking issues will have to be resolved as there is no other way in.	Noted.
Prospectus Theme – Built Environment		
WCC (ECON DEV)	Comberton Hill/Railway station - we agree that this is a poor environment and should be an investment priority.	Noted.
Kidderminster Civic Society	Railway station - we want an attractive building to compliment the SVR building and the Railway Museum and other warehouse type buildings in the vicinity; not 'bus shelter' type buildings. Traditional phone boxes, post boxes and cobbled areas - particularly around the station, but also generally in appropriate locations, would add attractiveness and show off the heritage links.	Noted. However, such levels of prescription are beyond the scope of the Prospectus document.
Kidderminster Civic Society	The best thing of all would be to get rid of Crown House, but how feasible this is is another story.	Noted. Further consideration to be given to addressing Crown House as part of detailed development and business planning.
Kidderminster Civic Society	Town centre - conformity in type/spec/colour of street furniture, encourage more flowers etc	Noted. Agree that the quality of public streets needs further consideration as part of detailed development and business planning. This is issue is also consideration through the Kidderminster Town Centre Partnership.

Summary of Stakeholder Responses

Kidderminster Civic Society	The whole of the river/canal corridors need making more of - I'm particularly concerned at the appearance of the service area at the back of T.J. Hughes and Vicar St shops. The only way round this I can think of is to make the whole area into a fenced off service yard with a footpath running along the river.	Noted. Further consideration to be given to be given to Pitt Street as part of detailed development and business planning.
Prospectus Theme – General Comments		
WCC (ECON DEV)	The issue of economic and financial stability is clearly essential to successful delivery of the prospectus and will have to be thoroughly scoped before action plans are produced.	Noted, This is the purpose of the commission with Amion Consulting.
WCC (ECON DEV)	The prospectus offers a raft of potential changes; we hope that consultation will enable some ranking of these priorities so they can be addressed in turn. The full incorporation of outcomes into relevant strategies and plans is clearly not a short-term process.	Noted. However, the responses to the consultation process together with final supporting design and economic feasibility reports will underpin the business planning process and identification of key outcomes. In line with the strategy set out in the adoption document, one of the earliest priorities will be to undertake an action planning event and prepare a business plan.
WCC (ECON DEV)	The image and perceptions of the centre of Kidderminster is clearly an issue that needs to be addressed. It is apparent from the response to the consultation that the physical image of the town hinders its full potential in terms of inward investment, tourism and job creation. It will be necessary to market the town effectively, communicating positive messages about its place and identity.	Noted. The strategy set out in the adoption document starts to address this issue. However, it will be important to avoid raising expectations. For example, it may be more appropriate to focus on enhancing the overall offer before promoting Kidderminster as a centre for tourism.
WCC (ECON DEV)	We would encourage the consideration of sustainable transport measures around the town to improve perceptions such as improved pedestrian and cycle routes.	Noted. Agree – further consideration to be given as part of detailed development and business planning.
WCC (Property Services)	There should be a joint approach when looking at Economic Viability of any development, much in the same way as housing sites are currently being considered for inclusion within the LDF.	Noted.