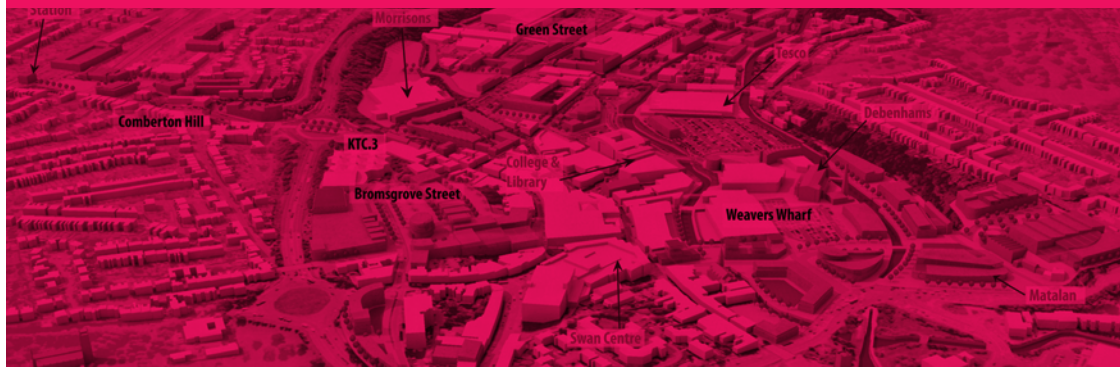


a **NEW** strategy for Kidderminster Town Centre



Make a difference to Kidderminster's development

What key issues need to be tackled?

There is a new impetus behind helping Kidderminster Town Centre. Many town centres throughout the UK now have professional management teams in place (see www.atcm.org)

We need more businesses to get involved and work with the authorities in Kidderminster to actively manage the town centre and ensure it remains a good place to do business.

This is the final year of the current Town Centre Partnership Business Plan and this is your chance to have a say on its future. An 'Issues & Options Paper' has been produced to review the current arrangements and set out some thoughts on the future... the main conclusion being the need to change!

How is your town centre managed?...from litter to entertainment we want to work with you to make sure that Kidderminster is welcoming, safe, friendly, tidy, attractive and above all - customer focused!

A Town Centre Strategy will provide a way forward - we need help to I.D. the key issues and opportunities facing the town and develop priorities that are relevant and responsive to business.

Please get involved and help manage your town more effectively!

Do you want to have a say on the future of business in Kidderminster?

What's in it for your business?

- Have your say on the key decisions affecting business in the town centre.
- Provide a forum to discuss your concerns with real influence to resolve them
- Be part of a strong, collective voice with a direct link to Councils and decision makers
- Work in partnership to help deliver the ReWyre Initiative and the regeneration of the town.



Warm Welcome

- Car Parking Strategy - consider options for car parking in the town to ensure a coordinated approach - parking provision, pricing, length of stay etc...
- Improving the public transport infrastructure - Bus Station?
- Improve and update traffic signage



Quality Streets & Spaces

- Providing quality streets and squares that make the town centre an enjoyable and memorable experience.
- Street furniture to compliment attractive streets and increase 'dwell time'.
- Cultural and physical landmarks - public art and lighting strategy.
- Open and green spaces where people can sit and relax.
- Multi-functional events spaces
- Making more of the canal & rivers.



Evening Economy

- It is often said that Kidderminster is a ghost town after 6pm - how can we make it more attractive to night-time customers?
- Attracting more cafe, bars and restaurants to the town.
- The need for evening leisure attractions - cinema, bowling etc.



Attractive shop fronts

- Window dressing of empty shops to reduce their negative impact.
- Grant support
- Advertising space for local businesses.
- Providing an 'anchor' development in the Worcester Street/Bromsgrove Street area to complete a 'circuit' with Weavers Wharf.



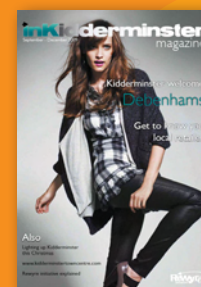
Accessible Town

- Reducing the barrier affect of the ring road - providing surface level crossings
- Improving the connections to the town from car parks
- New and improved pedestrian signage - increase legibility and improve access in and around the town.



Businesses get Involved

- Help decide how Town Centre Improvements funding from the Government is spent.
- Have a real input into the regeneration agenda through the ReWyre initiative.



Marketing

- Marketing the town to potential customers and investors - including the InKidderminster magazine and town centre website.
- Promoting and linking up the tourism opportunities in the town and the wider district.
- Staging events throughout the year.

A new era for the Town Centre Partnership...

How can we work together to improve our town? There is a need to review how partners work together in the town centre to ensure it is representative of the Town Centre community with a clear purpose, focus, credibility and real influence.

Four steps to deliver a change in culture:

Step 1

We need you... community involvement & engagement:

- Focus on engaging all partner organisations at the highest possible level;
- Board members include key decision-makers from the public & private sector who can make the big decisions; and
- Ensuring private sector participation.

Step 2

Professional governance and management need to be in place:

- Formalising the Partnership - a self-sustaining body employing a Town Centre Manager and support staff;
- Appointing a high profile business leader to Chair and lead and be its public 'face';

Step 3

Securing funding from government and business:

- A sustainable funding strategy that ensures fundraising efforts are effective, aligned and targeted at making a tangible difference in the town centre.
- Deliver a managed portfolio of income to address 'core costs' - management, staffing and other infrastructure for the organisation.

Step 4

Making it happen... joined up Delivery:

- Linking the Partnership into the ReWyre Regeneration delivery vehicle board;
- Implement a wider Town Centre Membership scheme with the benefits of a unified network of influence.

Please get in touch...

We need to hear from you...tell us what you think the main issues are.

If you wish to send comments on the Town Centre Strategy or Partnership then please get in touch with us:

regeneration@wyreforestdc.gov.uk

Policy & Regeneration
Wyre Forest District Council
Duke House
Clensmore Street
Kidderminster
DY10 2JX

or talk to your Town Centre Manager
Jackie Roberts
email: towncentremanager@wyreforestdc.gov.uk

View the full draft Strategy document online at www.rewyre.org

Closing date for comments:
20th May
2010

Are you a resident or a business in the town centre?

QUALITY OF LIFE

1. From 1-5 how satisfied or dissatisfied are you with life in Kidderminster town centre? (5 being most satisfied)

1 | 2 | 3 | 4 | 5

2. In general, are you happy being located in the town centre, or would you prefer to move out?

3. What are the 3 best things about life in the town centre?

4. What are the worst 3 things?

5. In the town centre, to what extent, if at all, are you concerned about the each of the following issues?

(5 being most concerned)

1	2	3	4	5	Noise	1	2	3	4	5	Parking
1	2	3	4	5	Traffic Congestion	1	2	3	4	5	Crime
1	2	3	4	5	Air Quality	1	2	3	4	5	Access to open/green space
1	2	3	4	5	Anti-social behaviour	1	2	3	4	5	Flooding
1	2	3	4	5	Litter						

6. What would be your top three priorities for improving life in the town centre?

AMENITIES

7. How do you rate the level of provision of these services within the town centre? (5 being good)

1	2	3	4	5	Doctors/Dentist	1	2	3	4	5	Parks/Green Areas
1	2	3	4	5	Schools	1	2	3	4	5	Leisure Facilities
1	2	3	4	5	Supermarkets/Food Stores	1	2	3	4	5	Evening Entertainment

8. What, if any, additional leisure/cultural/entertainment facilities would you like to see in the town centre?

9. Do you think more green space and trees would make the town centre a more attractive place to be?

NEIGHBOURHOOD

10. Do you feel that there is a feeling of 'community' within the town centre?

Yes ☐ No ☐

11. How do you feel a sense of 'community' could be fostered in the town centre?

12. How strongly do you feel you belong to your immediate neighbourhood? (5 being strong)

1 | 2 | 3 | 4 | 5

CRIME & SAFETY

13. How safe do you think the town centre is... (5 being safest)

1 | 2 | 3 | 4 | 5 After dark?

1 | 2 | 3 | 4 | 5 In the day?

14. What, if anything, do you think would make the town centre feel safer? (5 being top)

1 | 2 | 3 | 4 | 5 More visitors to the town centre at night 1 | 2 | 3 | 4 | 5 Improved lighting

1 | 2 | 3 | 4 | 5 More residents in the town centre 1 | 2 | 3 | 4 | 5 More CCTV

Other....

FUTURE OF TOWN CENTRE

15. Looking at the following list, which do you think should be the Council's top 3 priorities for the town centre?

(Choose your top 3)

- ☐ Providing a clean and attractive town
- ☐ Reducing crime and anti-social behaviour
- ☐ Providing more affordable homes to buy/rent
- ☐ Providing high quality cultural and leisure facilities/events
- ☐ Improving transport and parking
- ☐ Improving the variety of shops
- ☐ Waste and recycling services
- ☐ Getting more businesses into the town

17. REWYRE INITIATIVE

In 2009 the District Council launched the ReWyre Regeneration Initiative to provide a vision for the town's future and work towards improving the town in the short and long term. Are you aware of the initiative?

Yes ☐ No ☐

17. What areas in the town centre do you think should be the priority for regeneration? (5 being high priority)

1 | 2 | 3 | 4 | 5 Canal-side Weavers Wharf 1 | 2 | 3 | 4 | 5 Bromsgrove Street/Worcester Street

1 | 2 | 3 | 4 | 5 Canal-side Tram Street 1 | 2 | 3 | 4 | 5 Green Street/New Road

18. Do you agree that more houses should be built in the town centre? If so, where in the town centre do you feel there should be located?

19. How much do you agree with the idea that developing the areas alongside the canal would help the town to make the most of this important feature?

Agree ☐ Disagree ☐ Don't know ☐