

Open

Overview & Scrutiny Committee

Agenda

6pm
Thursday, 4th December 2014
Council Chamber
Wyre Forest House
Finepoint Way
Kidderminster



Overview & Scrutiny Committee

Members of Committee:

Chairman: Councillor E Davies	
Vice-Chairman: Councillor J Phillips	
Councillor J Greener	Councillor P V Hayward
Councillor V Higgs	Councillor L Hyde
Councillor T L Onslow	Councillor M Price
Councillor M Rayner	Councillor C Rogers
Councillor A M Sewell	Councillor M J Wrench

Would Members please note that, to ensure continuity in scrutiny, substitutes should only be appointed for the Scrutiny Committee in exceptional circumstances.

Information for Members of the Public:

Part I of the Agenda includes items for discussion in public. You have the right to inspect copies of Minutes and reports on this Agenda as well as the background documents used in the preparation of these reports.

Part II of the Agenda (if applicable) deals with items of “Exempt Information” for which it is anticipated that the public may be excluded from the meeting and neither reports nor background papers are open to public inspection.

Declaration of Interests by Members – interests of members in contracts and other matters

Declarations of Interest are a standard item on every Council and Committee agenda and each Member must provide a full record of their interests in the Public Register.

In addition, alongside the Register of Interest, the Members Code of Conduct (“the Code”) requires the Declaration of Interests at meetings. Members have to decide first whether or not they have a disclosable interest in the matter under discussion.

Please see the Members’ Code of Conduct as set out in Section 14 of the Council’s constitution for full details.

Disclosable Pecuniary Interest (DPI) / Other Disclosable Interest (ODI)

DPI’s and ODI’s are interests defined in the Code of Conduct that has been adopted by the District.

If you have a DPI (as defined in the Code) in a matter being considered at a meeting of the Council (as defined in the Code), the Council’s Standing Orders require you to leave the room where the meeting is held, for the duration of any discussion or voting on that matter.

If you have an ODI (as defined in the Code) you will need to consider whether you need to leave the room during the consideration of the matter.

Co-opted Members

Scrutiny Committees may wish to appoint Co-Opted Members to sit on their committee in order to add value to the scrutiny process. To appoint a Co-Opted Member, a Committee must first agree to appoint either a specific person or to approach a relevant organisation to request that they put forward a suitable representative (e.g. the local Police Authority). Co-Optees are non voting by default but Committees can decide to appoint voting rights to a Co-Optee. The Co-Option of the Member will last no longer than the remainder of the municipal year.

Scrutiny Committees can at any meeting agree to terminate the Co-Option of a Co-Opted Member with immediate effect. Where an organisation is appointed to put forward a Co-Opted Member, they are able to send a substitute in exceptional circumstances, provided that they notify Democratic Services in advance. Co-Opted Members must sign up to the Members Code of Conduct before attending their first meeting, failure to sign will mean that they are unable to participate. This also applies to substitute Co-Opted Members, who will need to allow sufficient time before a meeting in order to sign the Code of Conduct.

The following will apply:

- i) The total number of voting co-opted members on any Scrutiny Committee will not exceed 25% at any one time.

- ii) The total number of voting Co-opted Members on any Review Panel will not be limited.
- iii) Those Co-opted Members with voting rights will exercise their rights in accordance with the principles of decision making set out in the constitution.

For Further information:

If you have any queries about this Agenda or require any details of background papers, further documents or information, you should contact Louisa Bright, Committee and Member Services Officer, Wyre Forest House, Finepoint Way, Kidderminster, DY11 7WF. Telephone: 01562 732763 or email louisa.bright@wyreforestdc.gov.uk

Wyre Forest District Council
Overview & Scrutiny Committee

Thursday, 4th December 2014

Council Chamber, Wyre Forest House, Finepoint Way, Kidderminster

Part 1 - Open to the press and public

Agenda item	Subject	Page Number
1.	Apologies for Absence	
2.	Appointment of Substitute Members To receive the name of any Councillor who is to act as a substitute, together with the name of the Councillor for whom he/she is acting.	
3.	Declarations of Interests by Members In accordance with the Code of Conduct, to invite Members to declare the existence and nature of any Disclosable Pecuniary Interests (DPI's) and / or Other Disclosable Interests (ODI's) in the following agenda items and indicate the action that they will be taking when the item is considered. Please see the Members' Code of Conduct as set out in Section 14 of the Council's Constitution for full details.	
4.	Minutes To confirm as a correct record the Minutes of the meeting held on the 6th November 2014.	6
5.	New Leisure Centre Update To consider a report from the Cultural Services Manager which summarises the progress made on the project.	9
6.	Worcestershire Hub Update To consider a report from the Corporate Customer Development Manager which provides an update on the current customer demand at the customer service centre in Kidderminster, following changes made to the hub service over recent years.	13
7.	Kidderminster's Music Heritage Trail To consider a report from the Economic Development and Regeneration Officer (Place) which introduces Members to the draft consultation document.	21
8.	Work Programme To review the work programme for the current municipal year with regard to the Sustainable Community Strategy Theme, Corporate Plan Priority, Annual Priorities and the Forward Plan.	48

9.	Press Involvement To consider any future items for scrutiny that might require publicity.	
10.	To consider any other business, details of which have been communicated to the Solicitor of the Council before the commencement of the meeting, which the Chairman by reason of special circumstances considers to be of so urgent a nature that it cannot wait until the next meeting.	
11.	Exclusion of the Press and Public To consider passing the following resolution: “That under Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting during the consideration of the following item of business on the grounds that it involves the likely disclosure of “exempt information” as defined in paragraph 3 of Part 1 of Schedule 12A to the Act”.	

Part 2 - Not open to the Press and Public

12.	To consider any other business, details of which have been communicated to the Solicitor of the Council before the commencement of the meeting, which the Chairman by reason of special circumstances considers to be of so urgent a nature that it cannot wait until the next meeting.	
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WYRE FOREST DISTRICT COUNCIL

OVERVIEW & SCRUTINY COMMITTEE

COUNCIL CHAMBER, WYRE FOREST HOUSE, FINEPOINT WAY, KIDDERMINSTER

THURSDAY, 6TH NOVEMBER 2014 (6PM)

Present:

Councillors: E Davies (Chairman), J Phillips (Vice-Chairman), J Greener, P V Hayward, V Higgs, L Hyde, T L Onslow, M Price, M Rayner, C Rogers, A M Sewell and M J Wrench.

Observers

Councillors: A R Clent, M J Hart and P W Wooldridge.

OS.45 Apologies for Absence

There were no apologies for absence.

OS.46 Appointment of Substitutes

No substitutes were appointed.

OS.47 Declarations of Interests by Members

No declarations of interest were made.

OS.48 Minutes

Decision: The minutes of the meeting held on 9th October 2014 be confirmed as a correct record and signed by the Chairman.

OS.49 How Are We Doing? Performance Update

The Committee considered a report from the Business Improvement Officer which updated Members on the performance of the Council for Quarter 2 (from 1st July 2014 to 30th September 2014).

An updated copy of the Exception Report was tabled. The Business Improvement Officer led Members through the report and advised that the information relating to the Implementation of CHRIS21 HR System had been updated and the Transfer of Playing Pitches had now been completed.

Members asked what action was being taken regarding WFF 14/15 05 Wyre Forest House, WFF 14/15 10 Shared Services Review, WFF 14/15 51 Implementation of CHRIS21 HR System and WFF 14/15 41 Transfer of Playing Fields. The Business Improvement Officer advised that the Transfer of Playing Fields action had now been completed and was therefore no longer showing on the updated exception

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reports. The Business Improvement Officer advised she would obtain written updates on the Wyre Forest House and Shared Services Review actions and would circulate the information to all Members.

The Chief Financial Officer referred Members to CHRIS21 and advised them that further testing was being done on the system which would mean that officers could input their mileage and expenses claims on line. There had been positive feedback from the test to date but although the project was small it was challenging.

In response to a Member question on the risk of not being able to support local economic recovery, the Director of Economic Prosperity & Place advised that the matter referred to was one of the Council's Corporate Risks and that all the economic projects that the Council was working on contributed to the mitigation of this risk.

Agreed:

- a. **The progress in performance for quarter 2 be noted.**
- b. **The Business Improvement Officer would provide a response on WFF 14/15 05 Wyre Forest House and WFF 14/15 10 Shared Services Review and circulate to Members.**

OS.50

Recommendations from the Treasury Management Review Panel: Consideration of Treasury Management Strategy Statement and Annual Investment Strategy Mid-year Review Report 2014/15

The Committee considered a report from the Chief Financial Officer which provided Members with a mid-year review of the Council's treasury management policies, practices and activities in accordance with the revised CIPFA Treasury Management Code of Practice.

The Chief Financial Officer took Members through the report and advised that a good debate had been held at the Treasury Management Review Panel meeting on 3rd November 2014. Another training session would be held on 28th January 2015 prior to the Treasury Management meeting and Members were asked to forward any items to the Chief Financial Officer which they would like to be discussed at the session.

Members were advised that an announcement today confirmed that there would be no change in the bank rate.

Agreed: Recommend to Council that the mid-year review and updated Prudential Indicators be approved.

OS.51

Joint Worcestershire Regulatory Services (WRS) Task Group Final Report

The Committee received a summary of the decision made in respect of the recommendations from the Joint WRS Task Group.

Members were reminded that they had received a presentation from the Members

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leading the joint scrutiny exercise and that an additional meeting had been held to discuss this further. When the joint scrutiny exercise had been presented to the WRS Joint Committee, it had agreed all the recommendations apart from recommendations 7, 8, 9 and 10 where officers had been requested to bring further alternative proposals but it was not known what the timescale for this would be nor what the outcome would be. Members agreed that a lot of work had been carried out and as the Council's appointed representatives, Councillors M J Hart and P B Harrison would continue to speak on behalf of the Council.

Agreed: Recommend to Cabinet that the Joint Worcestershire Regulatory Services (WRS) Task Group Final Report be noted.

OS.52

Work Programme

The Chairman stated she was concerned that no items for the work programme had been raised by Members and she stated that she had recently attended a poverty seminar and thought it was something that the Committee should look at. Members were in full agreement of this.

Agreed:

- a. The January 2015 meeting of the committee be cancelled as there were no items on the work programme.**
- b. The Committee would look at Poverty in the Wyre Forest district and this would be added to the work programme.**

OS.53

Press Involvement

There were no future items for scrutiny that might require publicity.

Councillor N Knowles entered the meeting at this point, (6.38pm).

The meeting ended at 6.39 pm.



Overview and Scrutiny Committee

Briefing Paper

Report of: Kay Higman, Cultural Services Manager
Date: Thursday 4th December 2014

New Leisure Centre Update

1. Summary

- 1.1 This regular bimonthly report summarises the progress made on this project.

2. Background

- 2.1 Members will be aware of the background to this project as this was the subject of a detailed scrutiny review in 2011, regular updates to Scrutiny from Dec 2013, members' briefings, Cabinet reports and decisions since 2009, and group leaders' briefings. The decision to go forward with a new leisure centre and rationalise current provision dates back to January 2012.

3. Key Issues

- 3.1 The contract to manage the leisure centre will be for a period of 25 years and it will be the contractor's responsibility to repair and maintain the building.
- 3.2 Tenders were received on Friday 19th September. The evaluation has now been completed and based on this evaluation the preferred bidder is Places for People Leisure (formerly DC Leisure), the Council's current contractor. It is anticipated that contract signing will be completed in the next few weeks.
- 3.3 The application for Sport England lottery funding for £2million was successful and the grant was awarded on November 3rd 2014; award of contract was dependent on this lottery funding. This grant is part of the Strategic Facilities Fund programme and this project is the first Design, Build, Operate and Maintain contract that it has funded. Sport England was particularly complimentary on the way the Council has carried out its strategic review of the current facilities and the decision to rationalise its leisure stock and to replace with a high quality leisure centre. Sport England has been involved in clarification meetings with the tenderers during the process and continues to attend meetings and comment on design where appropriate.
- 3.4 A presentation of the design by Places for People Leisure will be arranged for members in the new year.
- 3.5 The timetable is now for the planning application to be submitted in December 2014 to be considered at planning committee in March 2015.

- 3.6 It is anticipated that work will commence on site in Spring 2015 and that the centre will be completed in June 2016, although the timetable is tight.
- 3.7 The enhanced tender from PfP was accepted as the winning tender.
- 3.8 The minimum facility mix comprises:
- 25 metre 6 lane pool
 - Learner pool
 - 6 court sports hall
 - Fitness suite and dance studios
 - Cafe
 - Outdoor synthetic small sided pitches
 - Climbing wall
 - Ancillary changing and additional facilities

The additional facilities provided in the enhanced tender are:

- Indoor play area
 - Health suite (sauna etc on poolside)
 - Larger learner pool
- 3.9 The Council at the meeting on 24th September 2014 agreed:
- a. That the Capital Programme is updated to increase the budget for the Leisure Future project from £11.2m to a maximum of £14.2m;
 - b. That any additional expenditure over £11.2m will be undertaken only if there is an additional management fee payable by the contractor to the Council, to fund in full the extra borrowing in accordance with rules on prudential borrowing
- 3.10 The enhanced tender from PfP Leisure was contained within this financial envelope as detailed above. Details will be provided when the contract has been signed.
- 3.11 The current revenue cost for the operation of the Council's sports and leisure centres is over £900k a year. The new leisure centre had a target saving to the Council of at least £250k a year as well as providing new, high quality facilities. The winning tender significantly improved on this saving and further details will be provided once the contract has been formally agreed.

4. Public transport bus routes

- 4.1 At the May meeting of the Scrutiny committee it was agreed that an update would be provided regarding potential for bus routes to be established to service the new leisure centre.
- 4.2 At the July meeting of Scrutiny the Cultural Services Manager reported that a meeting had taken place with a representative from Rotala (who operate

Diamond, Wessex and Preston buses). Detail of opening hours, usage figures and location have been provided to Rotala who were working on some options for bus routes to service the new leisure centre. The meeting was very positive.

- 4.3 A communication was received and reported at the October scrutiny meeting from Rotala which reinforces the view that there is a commercial opportunity, but that the company cannot guarantee the passengers/cash to cover at least £70,000 of the cost in the first year. The company does not believe it could expose itself to that level of financial risk but if after 12 months the figures stacked up and it would not require funding then the company would revisit. Rotala has agreed to monitor this closely to see what the effects of the extra bus are and if it does turn out to be commercially viable.
- 4.4 The Director of Economic Prosperity and Place is exploring alternative funding sources with WCC and St Francis. The Cultural Services Manager has also responded to Rotala asking them to factor in the additional customer base from the 300 (approx no.) houses as well and, if they went out onto Worcester Road at the other end, the workers at the industrial estate.

5. Options

- 5.1 There are currently no options for this committee to debate at this stage.

6. Consultation

- 6.1 A consultation/communication plan is continually being updated and there will be press releases and key communication with the media, staff and the public. Communications will increase significantly now the award of contract has been made.

7. Related Decisions

- 7.1 The budget process is a related decision and the new leisure centre will provide a saving to the Council on current revenue budgets.

8. Relevant Council Policies/Strategies

- 8.1 Council's Corporate Plan.

9. Implications

- 9.1 There are no additional implications to report.

10. Equality Impact Needs Assessment

- 10.1 This has been carried out and reveals no significant impact.

11. Wards affected

- 11.1 All

12. Appendices

12.1 Nil

13. Background Papers

13.1 Cabinet Report 26 March 2009.

13.2 Cabinet Report 25 January 2011.

13.3 Cabinet Minutes 21 June 2011.

13.4 Cabinet Report 18 October 2011.

13.5 Cabinet report 31 January 2012.

13.6 Cabinet report 22 October 2013.

13.7 Council Budget Report 29 February 2012.

13.8 Council, 24th September 2014

13.9 Scrutiny Scoping Paper and Scrutiny Meeting Minutes 16 March, 23 March 2011, 13 April, 27 April 2011, 2 June 2011.

13.10 Scrutiny Dec 2013, Jan 2014, Feb 2014, March 2014, April 2014, May 2014, July 2014, Oct 2014.

Officer Contact Details:

Name: Kay Higman

Title: Cultural Services Manager

Contact Number: 01562 732902



Overview and Scrutiny Committee

Briefing Paper

Report of: Lucy Wright, Corporate Customer Development Manager
Date: Thursday, 4th December 2014
Open

Worcestershire Hub Update

1. Summary

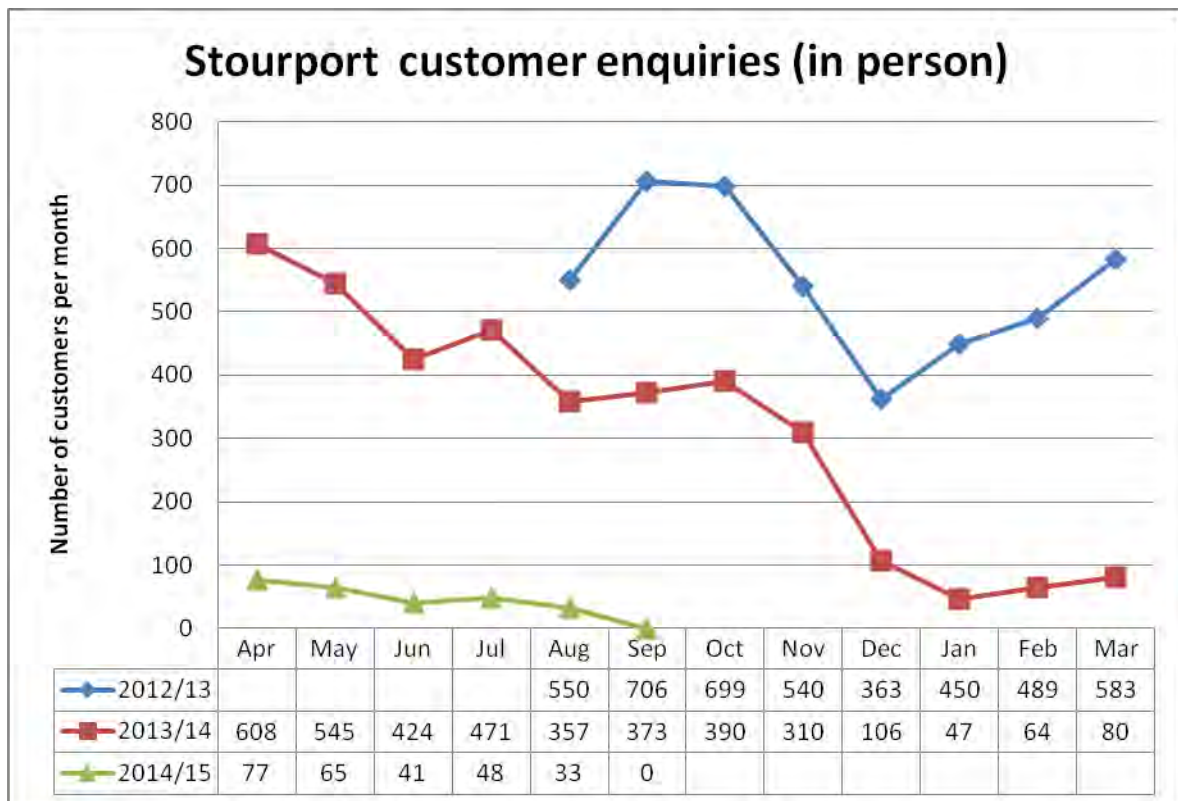
- 1.1 The purpose of this briefing paper is to provide an update on the current customer demand at the customer service centre in Kidderminster, following changes made to the hub service over recent years.

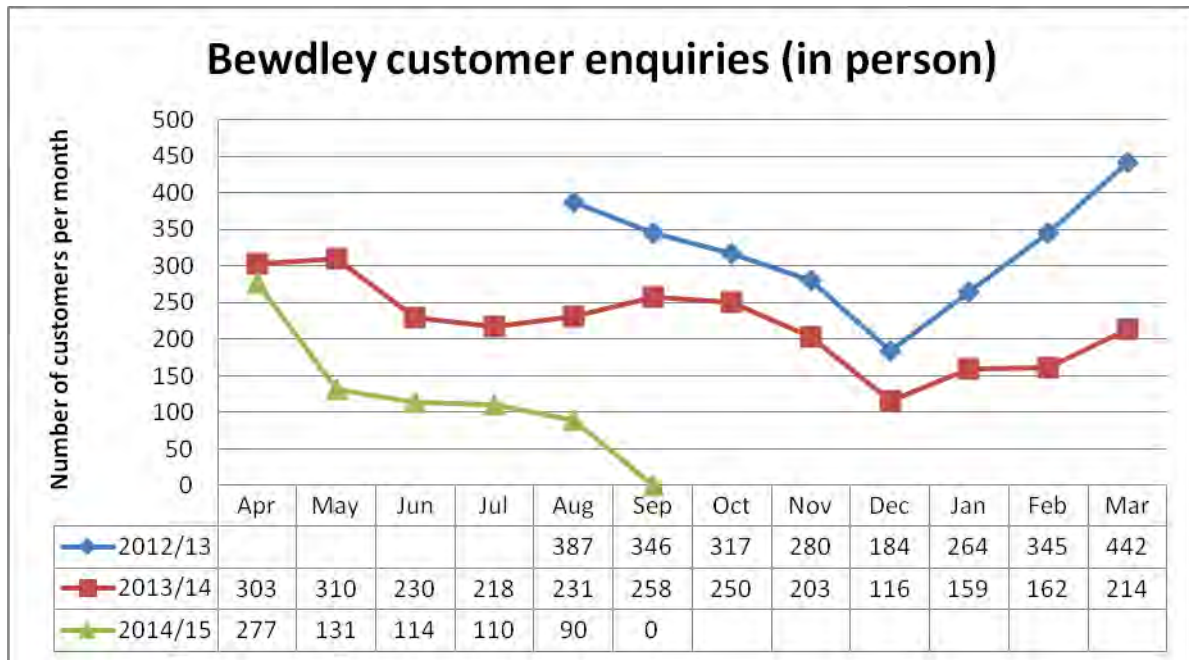
2. Background

- 2.1 When the Hub opened in November 2006, customers were able to receive a similar level of service from offices based in each of the three towns.
- 2.2 In April 2011, the cash desk in Kidderminster was replaced by two self service payment kiosks. A self service payment kiosk was also installed in the Community Housing Group office in the High Street in Stourport. All three kiosks allowed customers to make payments for both the Council and the Community Housing Group.
- 2.3 In September 2012, following the closure of the Civic Centre, the Hub office in Stourport relocated to the Community Housing Group office in the High Street.
- 2.4 In December 2013, when Community Housing Group closed their Stourport office, the Hub in Stourport relocated to the library. At the time of relocation, it was agreed to remove the payment kiosk from Stourport as it would not be possible to locate it within the library.
- 2.5 On 1st April 2013, significant changes took place that directly affected the front line customer services team which were:
- Introduction of the Welfare Reform Act involving significant changes to Housing Benefit.
 - Council Tax Reduction Scheme (which replaced Council Tax Benefit).
 - Commencement of the Local Welfare Scheme.
- 2.6 From December 2013, customers who would normally have taken their payment to Stourport, were able to pay via AllPay through PayPoint outlets or Post Offices instead. From this time, there was a clear decline in visitor numbers to the Stourport office as the majority of customer enquiries were

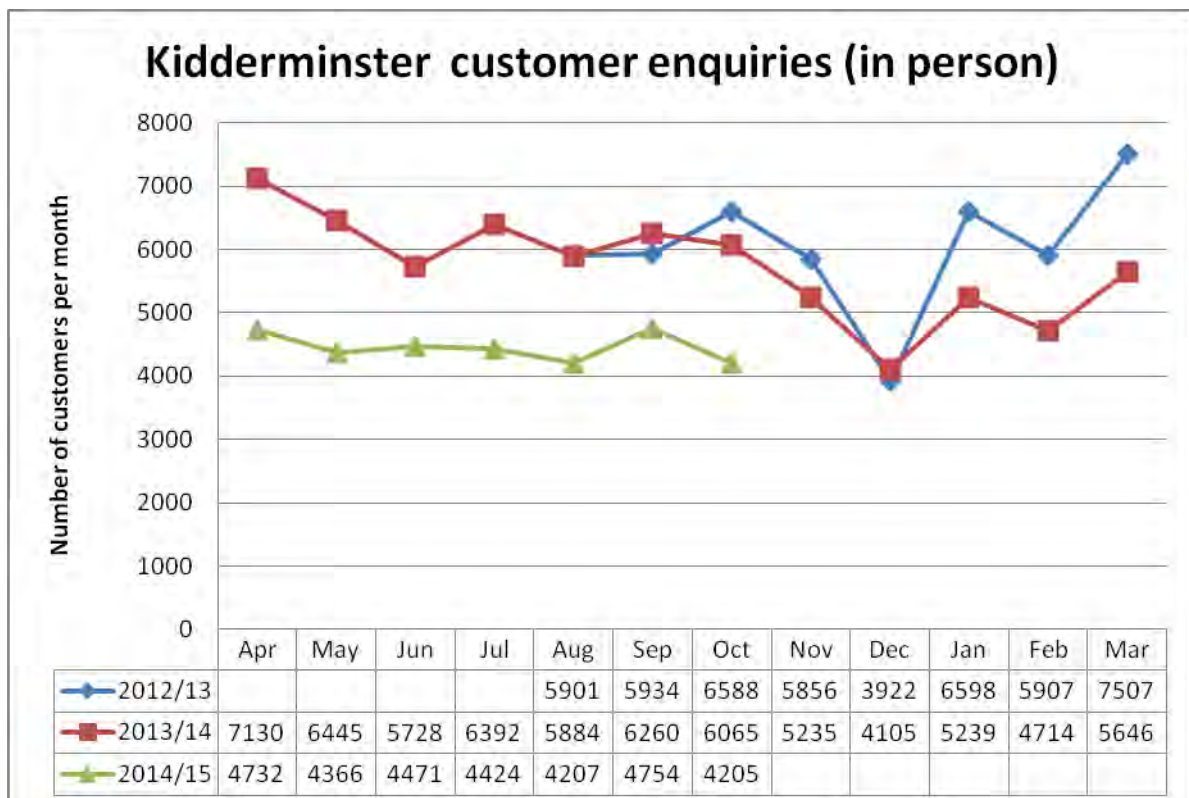
made when making payments. These arrangements were extended to the whole district in March 2014.

- 2.7 In April 2014, the two payment kiosks were removed from Kidderminster and AllPay was promoted along side other payment methods such as direct debit, Automated Telephone Payments (ATP) and online payments.
- 2.8 On 1st July 2014, the Cabinet Member for Resources and Transformation agreed to endorse the proposal to close the Hub offices in Stourport and Bewdley following a significant decline in usage as shown in the charts below and overleaf.





- 2.9 Since the removal of the payment kiosks at Kidderminster, customer enquiries in person have also reduced as seen in the chart below.



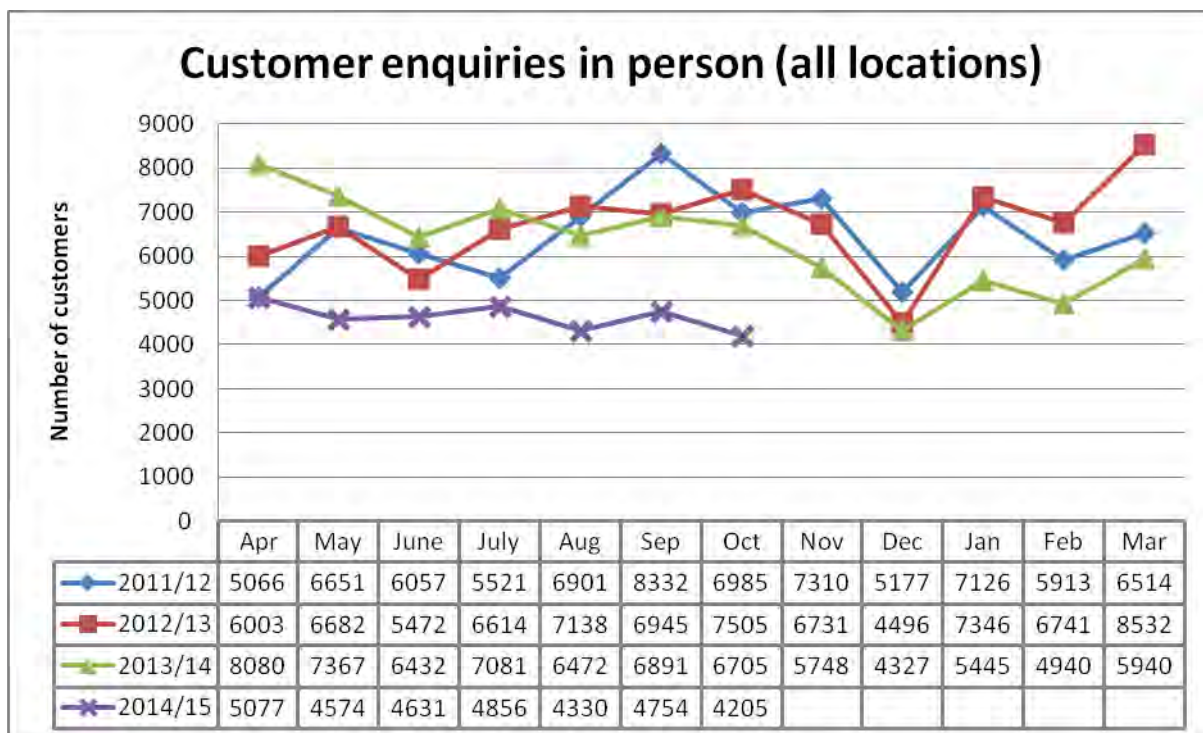
- 2.10 In addition to the reduced number of enquiries as a result of the removal of the payment kiosks, Worcestershire County Council also changed the way their Blue Badges and Concessionary Bus Passes were delivered and heavily

promoted online service delivery only. This has too had an impact on the number of customers visiting the Hub.

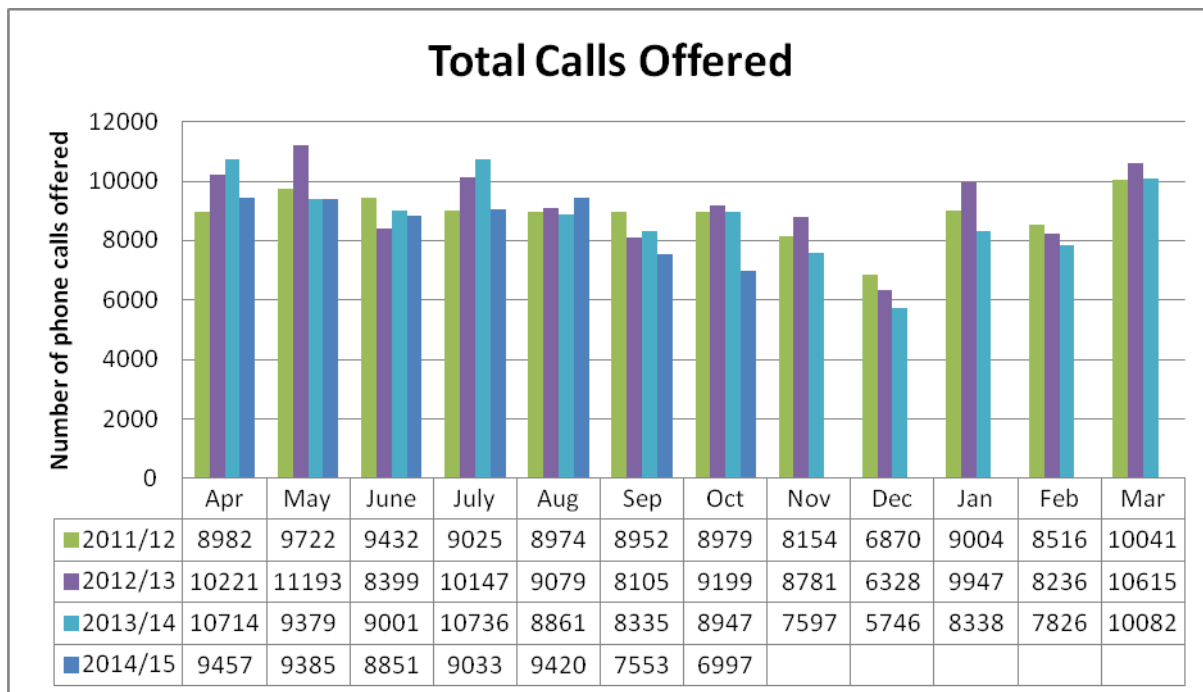
- 2.11 In July 2014, 2 full time equivalent Customer Service Advisors were transferred from the Hub team to the Business Support unit based at Green Street.
- 2.12 On 1st September 2014, the Hub team reduced by a further 3 full time equivalent members of staff as a result of voluntary redundancies following a consultation paper in February 2014 in order to reduce the revenues, benefits and customer service expenditure budget by £213,000.
- 2.13 Prior to the staff reductions outlined in 2.10 and 2.11, the Hub team totalled 16 full time equivalents. This has now reduced to 11 full time equivalents which equates to 10 Customer Service Advisors and 1 Team Leader (reduced from 2.5 Team Leaders).

3. Key Issues

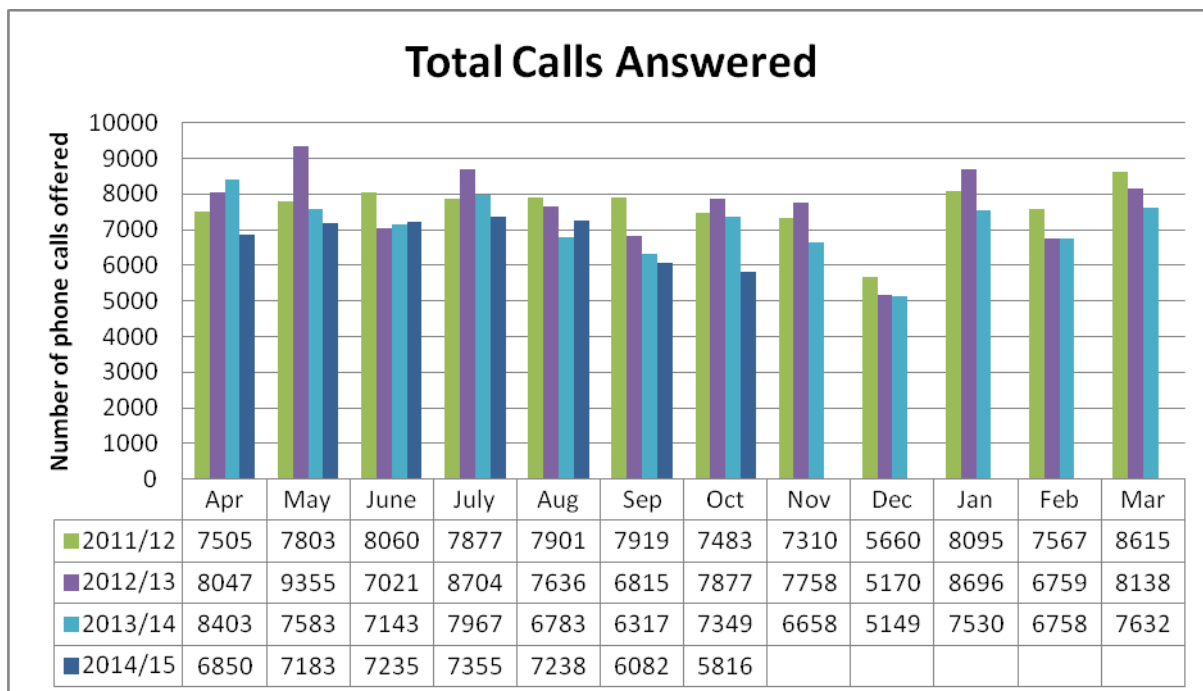
- 3.1 The following charts show high level information regarding customer volumes both in person and by phone. This data has been provided in order to give the Committee an overview of the impact of the recent changes.
- 3.2 The following chart shows the overall visitor numbers by month from 2011/12 to date. This data contains information of all customer enquiries in person across all 3 offices, up to September 2014 when all visitors are shown for Kidderminster only.



- 3.4 The following chart shows the total number of calls made to the Hub by month from 2011/12 to date. With the exception of August, call volumes have been fewer than in previous years. August saw an unusually high volume of calls in one week as a result of the changes to the electoral registration process.



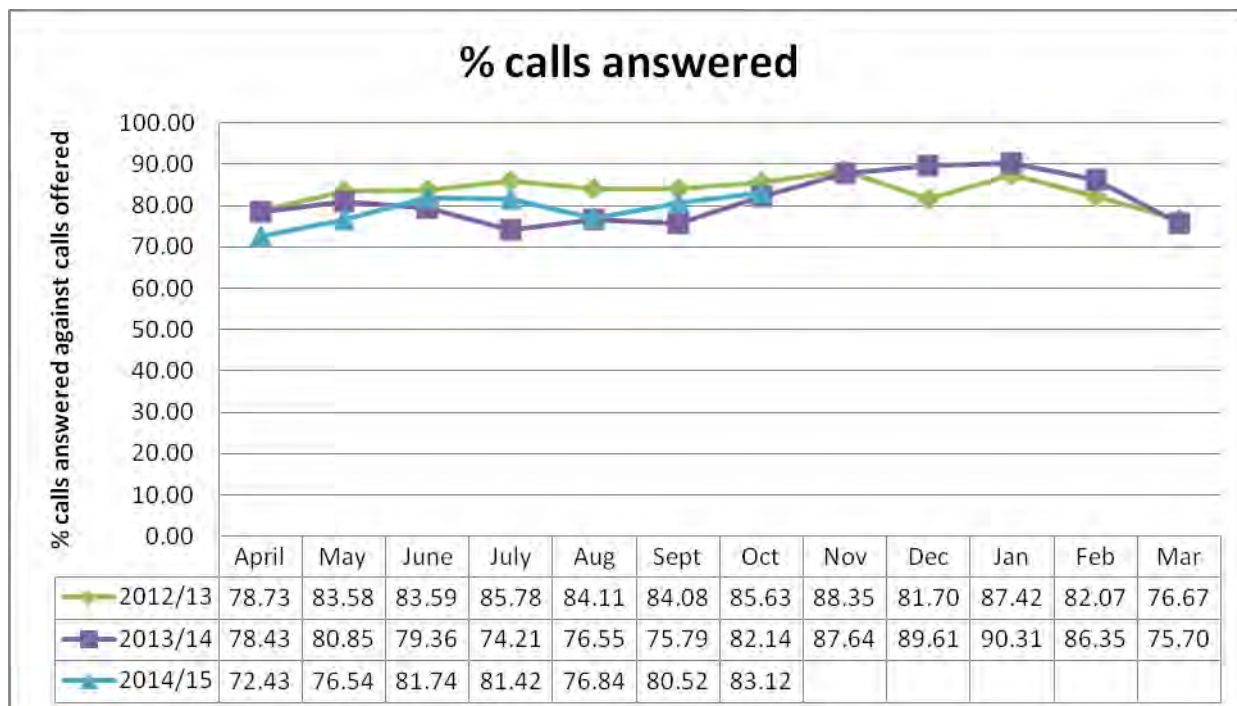
- 3.5 The chart below shows the total number of calls answered by Hub staff by month from 2011/12 to date.



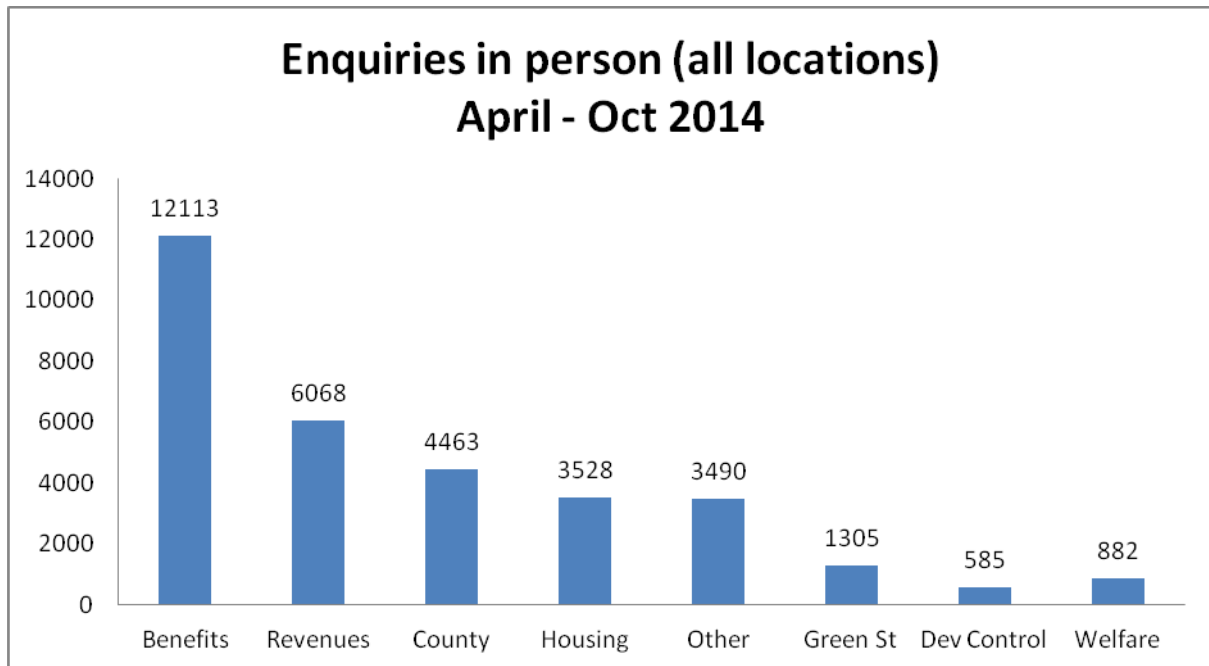
- 3.6 From 15th September, a message is played to all callers asking them to 'press 1' if their enquiry relates to a service that is delivered by Green Street depot.

This enables the caller to be answered by the staff within the business support unit at the depot and, as a result, call volumes to the Hub have started to reduce.

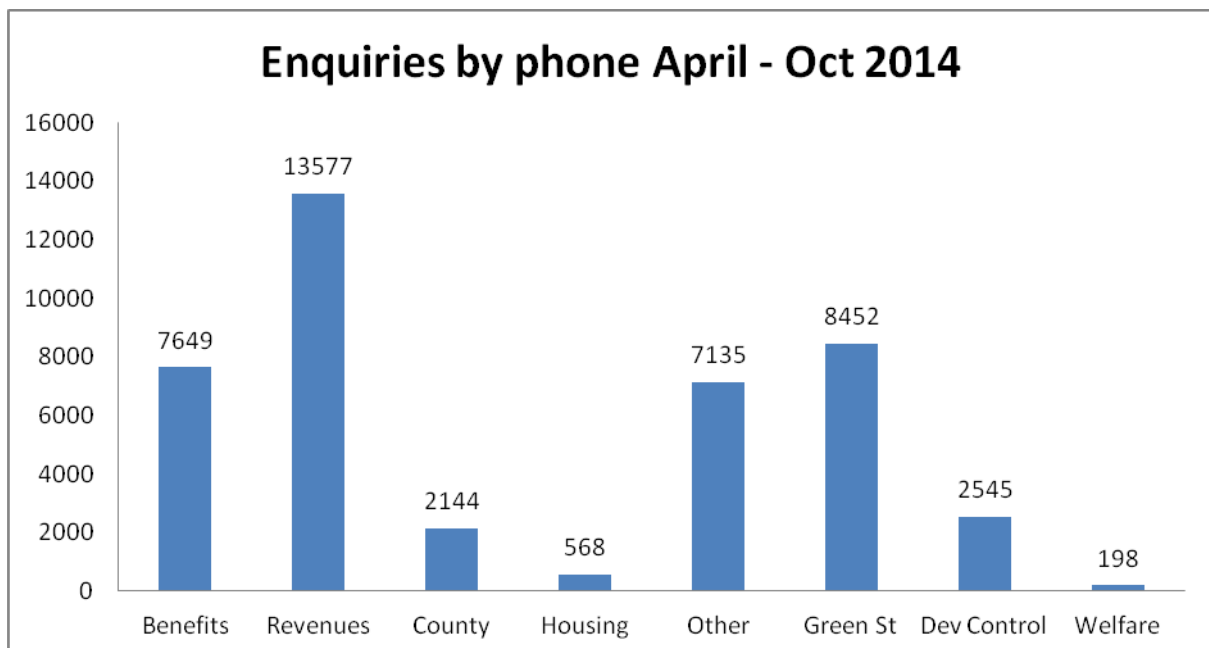
- 3.7 The following chart shows the percentage of calls answered compared to the total numbers of calls made to the Hub before the caller abandoned the call.



- 3.8 The above data shows that customer volumes across both channels have started to reduce and the impact of fewer staff numbers has not adversely impacted on the ability to meet customer demand.
- 3.9 Historically, call volumes are higher at the start of the financial year following annual council tax billing and call volumes gradually reduce towards the end of the year. There has however been an increased number of council tax reminders being sent out since the introduction of the council tax reduction scheme, which have almost trebled in number. Calls increase dramatically when reminders are sent out, thus increasing the call waiting times during these periods.
- 3.10 The closure of Stourport and Bewdley offices has not increased customer volumes at Kidderminster and no complaints have been received since the offices closed.
- 3.11 The chart overleaf shows the volume of service enquiries by area for all enquiries in person during the first seven months of 2014/15.



3.12 The chart below shows the volume of service enquiries by area for all enquiries received by phone during the first seven months of 2014/15.



4. Options

4.1 Recommendation that the Committee note the update of the impact of recent changes to the provision of service delivered by the customer services team.

5. Consultation

5.1 Not applicable.

6. Related Decisions

- 6.1 Decision taken by Cabinet Member for Resources and Transformation on 1st July 2014 to endorse the proposal to close Stourport and Bewdley Hub offices.
http://www.wyreforest.gov.uk/council/docs/doc49223_20140703_cab_member_dec_report.pdf

7. Relevant Council Policies/Strategies

- 7.1 Not applicable.

8. Implications

- 8.1 Not applicable.

9. Equality Impact Needs Assessment

- 9.1 Not applicable.

10. Wards affected

- 10.1 All WFDC.

11. Appendices

- 11.1 Not applicable.

12. Background Papers

Not applicable.

Officer Contact Details:

Name	Lucy Wright
Title	Corporate Customer Development Manager
Contact Number	01562 732948



Overview & Scrutiny Committee

Agenda Item No. 7

Briefing Paper

Report of: Jane Berry, Economic Development and Regeneration Officer (Place)
Date: Thursday, 4th December 2014
Open

Kidderminster's Music Heritage Trail

1. Summary

- 1.1 The purpose of this report is to introduce members to the draft consultation document titled 'Kidderminster's Music Heritage Trail'. This report introduces the concept, proposals and aims of the project whilst also introducing the draft art strategy guidance, which is proposed for public consultation (Attached at Appendix 1). The report also introduces Member's to a number of suggested logo's that would be used to accompany the document and Member's views are sought on which logo is preferred.

2. Background

- 2.1 Kidderminster is best known for its carpet manufacturing industry which started around 1735 and became world famous for its quality. The carpet industry was the town's main employer, with over 20,000 workers, until its gradual decline in the 1970s. Whilst the carpet history and identify of Kidderminster is well known and celebrated, the cultural history of Kidderminster can be sometimes overlooked.
- 2.2 In addition to carpets, therefore, Kidderminster also benefits from a strong cultural heritage as a major musical hub. The peak of this was in the 60s and 70s when the Town Hall and Frank Freemans Dance Hall played host to major up-and-coming bands including Captain Beefheart, Manfred Mann and Led Zeppelin. In addition to this heritage it is also worth noting that Kidderminster still produces a large number of music industry stars via Kidderminster College and is also home to MAS records, which is a successful label for emerging musicians.
- 2.3 In order to try and redress the balance and celebrate the other elements of Kidderminster's heritage, a draft Music Heritage Trail document has been produced. This strategy is a multi purpose document that will inform the general public and will be easily accessible on line with hard copies in the hub and library. It will be used to inform external agency to create partnerships and secure funding and as a document for developers, providing guidance of Wyre Forest District Council's expectations when contributing to public art within Kidderminster.

3. Key Issues

- 3.1 It is considered important that Kidderminster's rich musical heritage is not only preserved but is celebrated. Kidderminster's industrial heritage will not be forgotten with listed carpet factories brought back into use and repurposed (e.g. Carpet Museum, Slingfield Mill), however it is felt more could be done to celebrate the cultural past of the area; this is where the proposed Music Heritage Trail comes in.
- 3.2 The draft document is included at Appendix 1 to this report but the key elements of the strategy are identified below.

The Music Trail

- 3.3 The main aims of the Music Heritage Trail is to help people to understand Kidderminster's cultural and historical past; to encourage tourism; to engage communities; and to inform future creative projects in the town. The vision for the Music Heritage Trail is a multi media approach which will start with a large scale immersive theatre piece as a promotional/launch event (including reconstruction of old venues and key events in musical history, digital media, projections, tours, live music performances and more).
- 3.4 It is proposed that the music trail will incorporate a number of features, including
- Audio Trail: to include a composed soundscape of music relevant to venues and areas in the town;
 - Web Site: to include narratives and factual information to guide the user through a selection of significant sites and linked to locally produced relevant merchandise;
 - Film: to comprise of images and recreated scenarios from our musical history will be projected on to buildings during performance, used for web content and be available on screens in shops windows in the town;
 - Phone App: Proposal to install QR codes to link the audio trail, website and films;
 - Mixed format memorials: it is proposed that the Town Hall could become a hub with collections of memorabilia, information points and a themed cafe; and
 - Physical Elements: themed street furniture is proposed as part of the Public Realm improvements in Kidderminster town centre. Other initiatives proposed include plaques on buildings or sites of importance.

Documenting the Change

- 3.5 Given that Kidderminster is due to undergo significant transformation over the next few years it is proposed to document some of the changes and to host ongoing exhibitions showing progress throughout the creative process.

Benefits

- 3.6 It is considered that there will be a number of benefits that will come about as part of this initiative. These include:
- Improved Economy;
 - Increased Tourism;

- Better Environment
- Learning through the landscape
- Pride in Kidderminster

- 3.7 It is considered that art adds an extra dimension to a place, giving it a unique identity, unearthing lost stories and creating new ones.

Development Sites

- 3.8 The Strategy picks up on some of the key development sites within Kidderminster. These opportunity sites are proposed to be the main areas to seek contributions towards the strategy. These main areas are as follows:

- Weavers Wharf and Bull Ring;
- Eastern Gateway (Bromsgrove Street, Worcester Street and the Former Magistrates Court); and
- Churchfields

Funding

- 3.9 One of the key issues that always effects the cultural sector is in relation to funding. It is proposed that working in partnership with xxx will help to bring forward a number of these initiatives. Some of the elements are already progressing such as the street furniture proposed as part of the public realm project. However, some of the more visionary elements may take longer to come to fruition and will be dependent on available funding. It is proposed, however, that where possible contributions will be sought from the main development sites, as identified above.

Timetable

- 3.10 A timetable is included within the document attached at Appendix 1. However, the key dates are as follows:

- Consultation on Strategy – Early 2015
- Final Strategy produced and approved – Spring 2015
- Seek funding for various elements of proposal – Spring 2015 to Spring 2016
- KAF – Launch event for Music Trail – August 2016

Conclusion

- 3.11 It is considered that the proposals provide an exciting new initiative for the District's main town and will build on Kidderminster's cultural past and celebrate its creative image. There are a number of innovative ideas included within the consultation strategy and if realised would help to create an alternative image for Kidderminster that provides an insight to the cultural offer, which would help to complement the well established historic connections to the carpet industry.
- 3.12 This project also ties in well with one of the key messages that emanated from the ReWyre Conference, held at Spring Grove House on 13th October. This was in relation to the key note speech from Wayne Hemingway which focussed on the cultural opportunity that exists within the built environment and stressed the need to create the conditions for young cultural people to

thrive. It is also worth noting that recent research by the Design Council suggests that the creative and cultural sector is worth £71 billion to the UK economy as well as creating approximately 144,000 jobs in 2013. There are therefore clear economic, as well as cultural, reasons for pursuing this strategy.

4. Options

4.1 The committee may wish to;

- Make suggestions and amendments to the document attached at Appendix 1 for consideration by Cabinet.
- Recommend to Cabinet that the document attached at Appendix 1 be approved for consultation.
- Make suggestions as to which logo (attached at Appendix 2) should be used to take forward to market the trail.

5. Consultation

5.1 It is proposed that consultation on the document will be undertaken for 6 weeks, starting in the New Year. Whilst the consultation will be publically available it is proposed that the following organisations will be specifically targeted:

- Arts Connect
- Arts Council
- Kidderminster Creatives
- Worcestershire County Arts Officer
- Worcestershire Arts Partnership
- Elmley foundation
- IXIA
- MADE
- Kidderminster Town Team
- Birmingham Local Enterprise Partnership
- Worcestershire Local Enterprise Partnership
- MAS Records

6. Related Decisions

6.1 N/A.

7. Relevant Council Policies/Strategies

7.1 ReWyre – A prospectus for Regenerating Kidderminster (September 2009).
7.2 Kidderminster Central Area Action Plan (July 2013).

8. Implications

8.1 Resources: The development and consultation on this document can be met from existing resources.

8.2 Equalities: N/A.

- 8.3 Partnership working: The document has been prepared in partnership combining officers from Arts, Leisure and Economic Development & Regeneration.
- 8.4 Human Rights: N/A.
- 8.5 E-Government: N/A.
- 8.6 Transformation: N/A.

9. Equality Impact Needs Assessment

- 9.1 N/A.

10. Wards affected

- 10.1 Greenhill Ward.
Broadwaters Ward.
Sutton Park Ward.
Habberley and Bakebrook Ward.
Frange Ward.

11. Appendices

- 11.1 Appendix 1: Kidderminster's Music Heritage Trail.
- 11.2 Appendix 2: Potential logo to accompany document.

12. Background Papers

- 12.1 None.

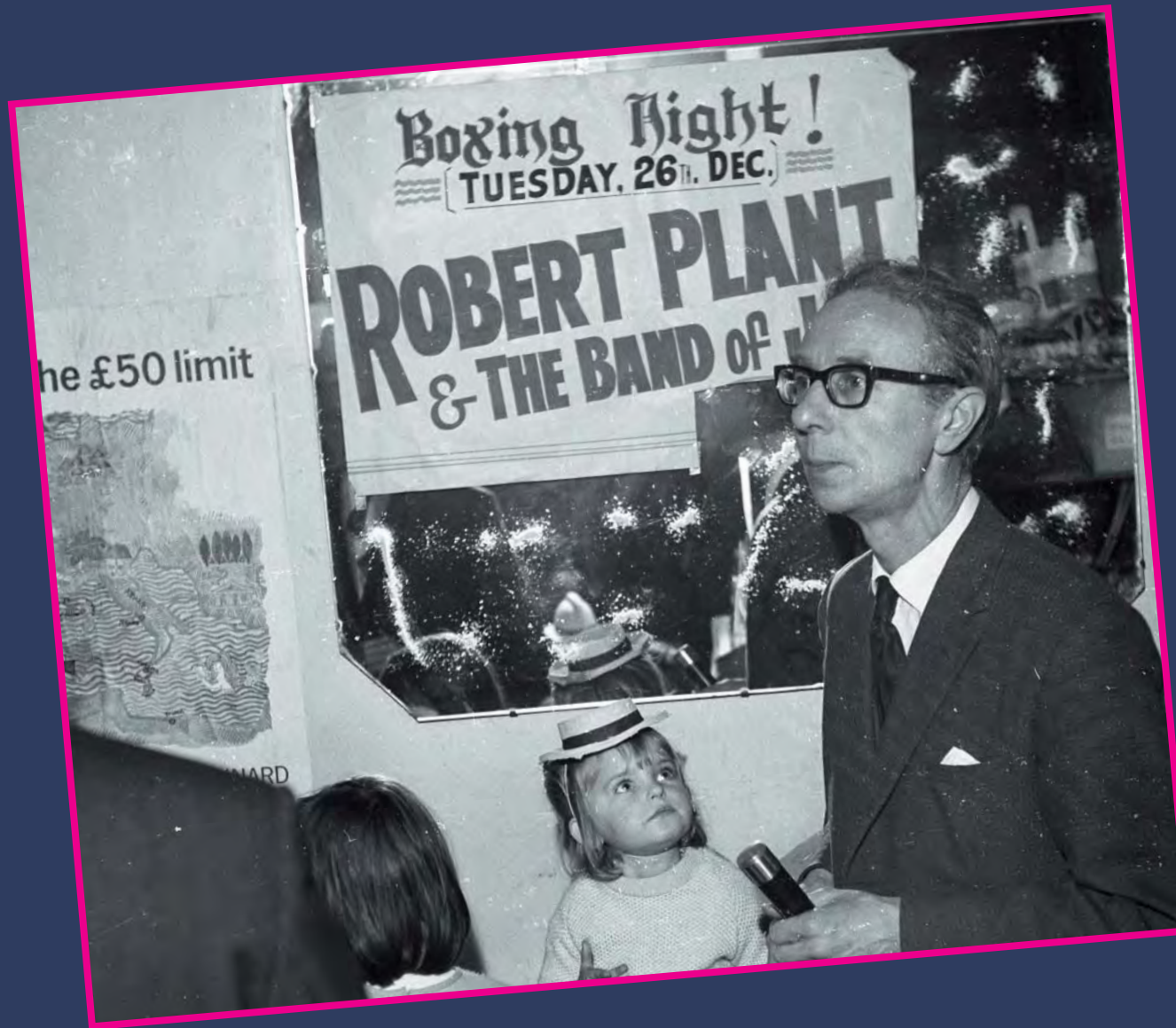
Officer Contact Details:

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Title: Director Economic Prosperity & Place
Telephone: 01562 732500

Kidderminster's Music Heritage Trail



Kidderminster's Music Heritage Trail

A VISION FOR PUBLIC ART IN KIDDERMINSTER



Foreward

Our vision is to deliver an arts programme that engages, inspires and improves the quality of lives, places, communities and the economy.

We aim to create an exciting multimedia Music Trail ensuring that Kidderminster's musical heritage is not lost and is entwined within the fabric of the regeneration process. The trail will enrich the visitor experience for local people and those with an interest in the subject matter creating a valuable tourist offer.

Wyre Forest District Council



Kidderminster's Music Heritage Trail

THE HISTORY OF KIDDERMINSTER CARPETS AND MUSIC



Carpets

Kidderminster is best known for its carpet manufacturing industry which started around 1735 and became world famous for its quality. The carpet industry was the town's main employer, with over 20,000 workers, until its gradual decline towards the end of the last century.



Some major brands still operate from Kidderminster such as Brintons and Victoria, providing a source of employment to the town.

Music

Kidderminster has a strong cultural past as a major musical hub in the 60s and 70s with the Town Hall and Frank Freeman's Dance Club playing host to major up-and-coming bands, boasting an impressive line up including Captain Beefheart, Manfred Mann and Led Zeppelin front man Robert Plant.



Dance teachers Frank and Wynn Freeman set up Frank Freeman's Dance Club in 1956 and taught classes as well as hosted bands. The venue became a major destination for music fans and aficionados and the highlight in Kidderminster's night scene.

Kidderminster still produces a large number of music industry stars via Kidderminster College and is home to MAS records a successful label for emerging musicians.

Kidderminster's Music Heritage Trail

KIDDERMINSTER TODAY



The Town Hall is still used as a public building, playing host to weddings, events and is building its reputation as a central entertainment venue. The Town hall has been rebranded with a new logo and there are plans to explore the creation of a music themed memorabilia cafe integrated into the redevelopment and modernisation of the building. This will become the hub for visitors to commence their music heritage experience.



Frank Freeman's Dance Club will soon make way for a major new regeneration project, boosting the economy and prosperity of Kidderminster.

Kidderminster's industrial heritage will not be forgotten, with some of the listed carpet factory buildings brought back into use and repurposed, and the Museum of Carpet providing an educational visitor experience. It is important to ensure that Kidderminster's rich musical heritage is not only preserved but celebrated.

Along with Kidderminster's new identity, an arts heritage programme will entwine the past, present and future, enriching the fabric of the public realm launched with a dynamic multi-media experience.



This project will be of regional significance and will help re-shape the perception of Kidderminster and bring new audiences and visitors into the town.

Kidderminster's Music Heritage Trail

THE MUSIC TRAIL

The Music Heritage Trail will help people to understand Kidderminster's cultural and historical musical past and present, creating a legacy that will encourage tourism, engage communities and inform future creative projects.



Art and Culture enriches the experiences of life, educates, informs and stimulates discussion.

Our vision for the Music Heritage Trail is a multi media approach, starting with a large scale immersive theatre piece as a promotional/launch event, including reconstructions of old venues and key events in musical history, using actors, digital media, projections, tours, live music performance and more. Elements of this performance will be retained and used as permanent resources to be included in the Music Heritage Trail and cafe.

Kidderminster's Music Heritage Trail

Audio Trail

This will include a composed soundscape of music relevant to venues and areas in the town, interviews or dramatically recreated conversations from history bringing to life social history and musical heritage.



Web Site

A website with narratives, accessed through personal smart devices, will provide factual information guiding the user to a selection of significant sites, link to locally produced relevant merchandise and more.

Film

Images and dramatically recreated scenarios from our musical history will be projected on to buildings during the performance, used for web content and available on screens visible in shop windows in the town, in the museum/cafe and on the website.



We are working with documentary makers to support the making of a broadcast quality documentary about Frank Freeman's Dance Club.

Phone App

Each site will have a QR code to link to the audio trail, website and films. This will be presented in a gaming style to ensure young people get interested in recent popular culture and to inform them on how to be part of continuing to contribute to making history themselves, promoting local courses and promoting music events.

Kidderminster's Music Heritage Trail

Creation of a living archive

We will promote current music culture in the area, venues and events through an online 'What's On'. We will encourage mass participation through social media encouraging people to post old pictures, programmes, recordings and reminiscences create a living archive.

Mixed format memorials

It is envisaged that the Town Hall will become a hub with collections of memorabilia, information points, and a themed decor cafe.



Physical elements

The Music Heritage Trail will create a distinct identity for the urban network of streets and squares, creating a mix of permanent physical works and temporary elements.

Themed street furniture

Large scale panoramic images from Frank Freeman's Images of rock memorabilia and musicians on recesses on the side of the Hub building/Weavers Wharf LCD screens in shop fronts, QR codes located around the town linking to website, Push button sound recordings in bollards or similar Themed cafe in Town Hall Plaques on buildings or sites of importance

Digital elements

Documentary
Audio recordings
Acoustic foot printing of Frank Freeman's
Phone App
Website

Kidderminster's Music Heritage Trail

THE LAUNCH

The trail will be launched with a large scale high profile immersive theatre piece using professional artists, expert production crew and high quality technical elements. It will also allow for partnership working with local creative groups and artists



This promotional event will be aimed at residents and visitors and those with a particular interest in music history. The show will include reconstructions of old venues and key events in local musical history using actors, digital media, projections, binaural sound on headphones, tours, live music performance and more. The show will include both national and local artists, performers, photographers and film makers.

We are seeking partnerships with Further Education Colleges and look to create opportunities for training and capacity building where appropriate, engaging local people throughout the process.

Research will inform all related projects. Film footage produced for the show would be used on our website, costumes could be used in the memorabilia cafe for dressing up box photo booth style activities. Recordings of the sound track would be used in phone apps. and on the website or push button activated info points around the town.



Kidderminster's Music Heritage Trail

DOCUMENTING THE CHANGE

The huge changes we are making are creating history and new heritage and this transformation will provide another interesting area of exploration.

We will host ongoing exhibitions to the public, showing progress throughout the creative process and giving the opportunity for ongoing conversation and consultation.



Wyre Forest District Council will be recruiting artists in residence to document this process, filming the demolition with stop frame animation, photographer and other media.

We will be mindful of our evaluation process and seek to facilitate effective evaluation throughout the duration of the project.

Kidderminster's Music Heritage Trail

THE WYRE FOREST

“The Wyre Forest District is a considerably diverse area with particularly distinctive characteristics and heritage assets. It is therefore important to strive for high quality design in any future developments in order to complement and enhance that sense of local distinctiveness and create an excellent environmental setting.”

(9.6 a unique place, Wyre Forest Core Strategy 2006-2026)

A Music Heritage Trail and its associated events will create a sense of place, enrich the lives of the local community and encourage participation and improve wellbeing whilst also improving economic prospects through increased tourism. We anticipate significant interest in the music heritage of the town, increasing visitor numbers and creating a ripple effect for the town's cultural and evening economy. The launch event will send a strong message to regional audiences signalling Kidderminster's new offer, changing perceptions of the town and giving new investors exposure ensuring future success.



Kidderminster's Music Heritage Trail

ACHIEVING OUR GOALS TOGETHER

AIMS AND OUTCOMES A VISION FOR THE FUTURE

We will provide an ongoing, evolving arts and culture programme within the public realm focusing on the following priorities which will help to inform developers and partners to create a collaborative approach to public art.

Engagement and participation
Bringing the past to life for the present
Accessible to all
A source of inspiration

Music Cafe in the Town Hall
Physical elements
New seating in the public realm
Immersive elements -performance, sound, vision



THE BENEFITS

Improved Economy
Increased Tourism
Better Environment
Learning through the Landscape
Pride in Kidderminster.

Art adds an extra dimension to a place, giving it a unique identity, unearthing lost stories and creating new ones.

Wyre Forest District Council understands how this work can benefit the economy through encouraging tourism and providing attractive spaces for people to do business, socialise and settle.

Businesses are more likely to locate in an area where the built and natural environment is attractive and there is a good cultural offer.

The natural and built environment of the district is attractive to tourists and can create a strong sense of place, helping to retain residents within the district."

(9.2 a unique place, Wyre Forest Core Strategy 2006-2026)



Kidderminster's Music Heritage Trail

THE SITES

Weavers Wharf

The Weavers Wharf development is undergoing a second phase in its regeneration. The former Frank Freeman's building will be demolished and the waterways will be enhanced by introducing a row of canal side restaurants.

The inclusion of elements of public art and the Music Heritage Trail would be welcome in this area, where people will enjoy spending time relaxing. This will be in the form of performance, sculpture, street furniture and temporary installations.

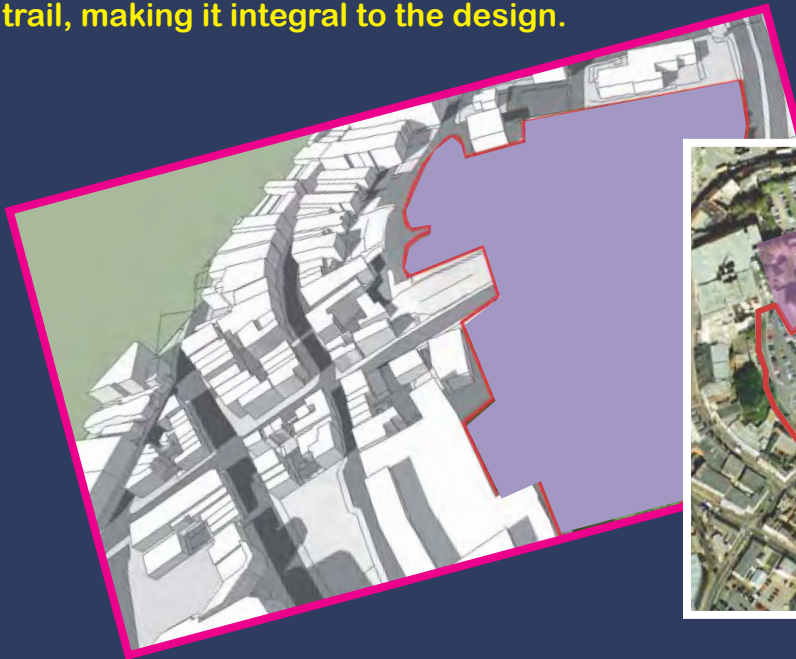


Kidderminster's Music Heritage Trail

Kidderminster Eastern Gateway

The Eastern Gateway in Kidderminster comprises a number of sites that sit between the main retail area of Kidderminster Town Centre and Comberton Hill, the location of the District's main Railway Station. This strategic location provides a real opportunity for change within the centre of the town.

These sites offer a real opportunity for change within a central area of the town, new developments in this area should take a holistic approach to implementing the heritage trail, making it integral to the design.



The key areas that comprise the Eastern Gateway are:

Bromsgrove Street: Comprising the existing car park and Wyre Forest Glades Leisure Centre, the current Kidderminster Health Centre and Kidderminster Youth House. A number of these assets are being relocated and therefore a large site, in primarily public sector ownership, is likely to be available in 2016;

Former Magistrates Court Site: This site is owned by the District Council but has been vacant for a number of years. This site offers the opportunity to link in with the Bromsgrove Street site, identified above;

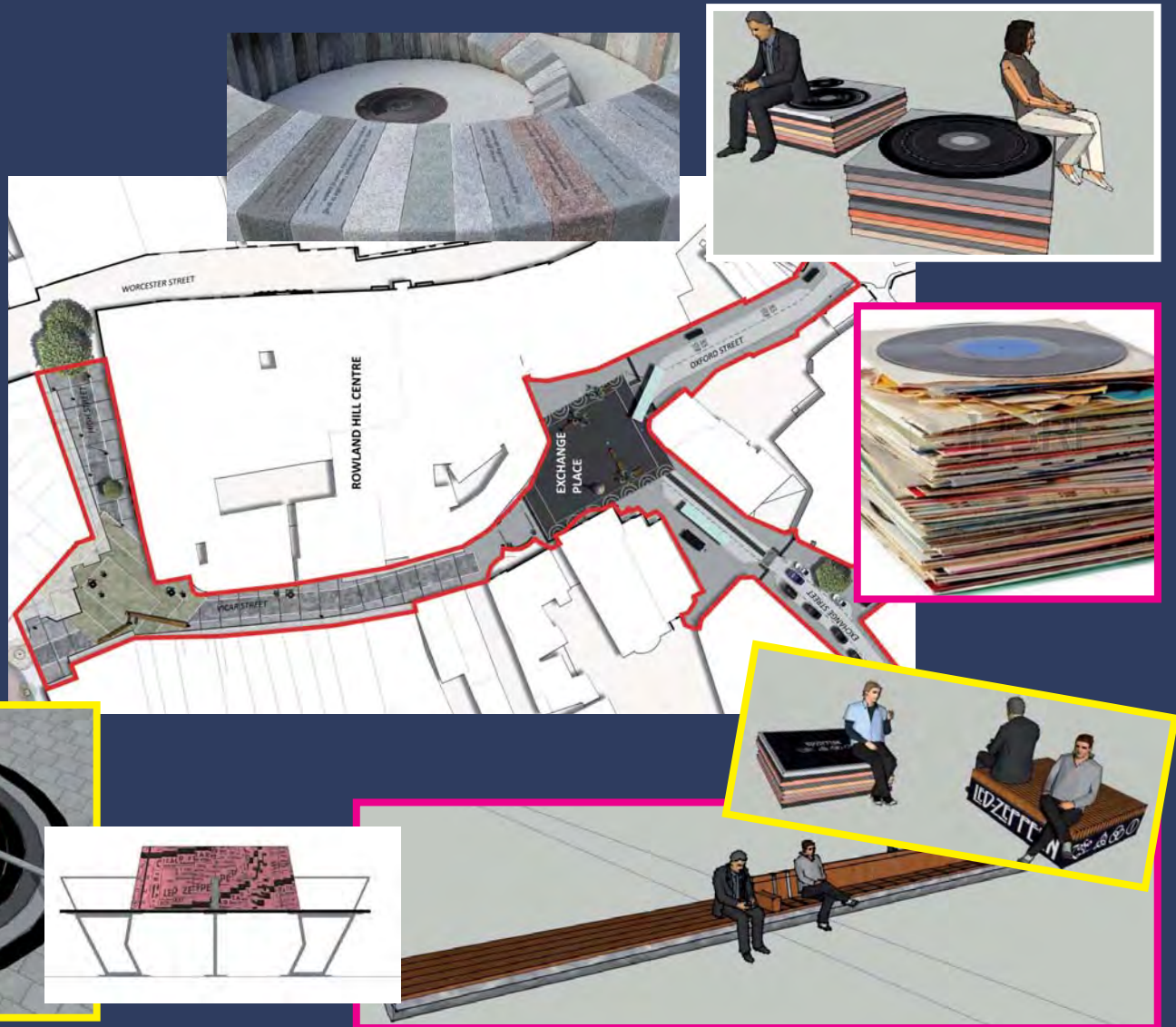
Worcester Street: This area is currently dominated by retail units, with many currently vacant. The future for Worcester Street therefore needs careful consideration and it is considered that this should be in relation to the wider Eastern Gateway area.

Kidderminster's Music Heritage Trail

New Public Realm

A new design for Exchange Place outside the Town Hall is fittingly based on the Penny Black Stamp as the Square is also the home of the statue of Sir Rowland Hill, its creator.

This new square and its adjoining regenerated streets will be the starting point for the music heritage trail. The square will host elements of launch event and be a main stage for future multimedia performances. Additional elements will be along Vicar Street and High Street in the form of themed street furniture that can also be used as one man stages with wifi links/QR codes opening up the musical tour to users.



Kidderminster's Music Heritage Trail

Churchfields



Churchfields has been identified as a key regeneration area through the ReWyre initiative and subsequent Churchfields masterplan.

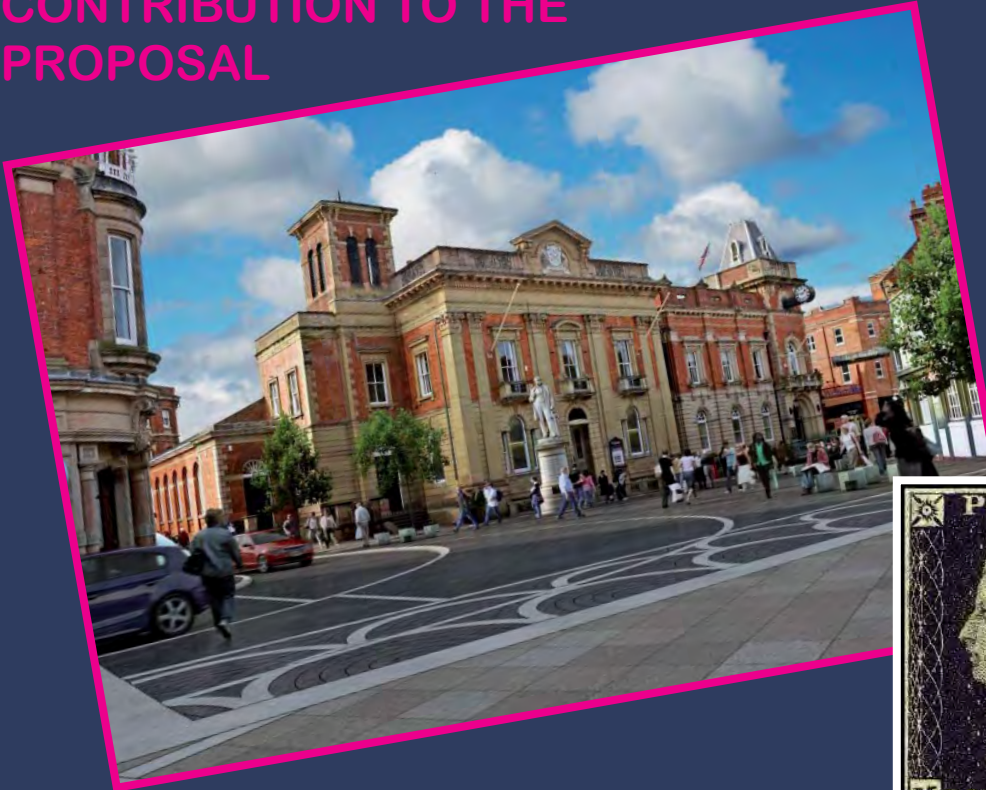
The former industrial area, once home to carpet manufacturing, now provides a residential led redevelopment opportunity. Work has already started on this transformation with new homes being developed within the area. The site location, close to the town centre, means opportunity exists to link in with the wider arts strategy.



“Any proposals for the area should include the public art theme in its public spaces.”
Public Realm Improvements (KCAAP-7.20)

Kidderminster's Music Heritage Trail

CONTRIBUTION TO THE PROPOSAL



An important part of making Kidderminster a great place to be is the treatment of the public realm on its streets and spaces. A good public realm enhances the visitor experience and improves the perception and enjoyment of the town.

An attractive environment is more likely to encourage people to come and spend their time in the town.



We are committed to ensure that art and the promotion of the Music Heritage Trail are included alongside major new developments and retrospectively fitted into existing spaces.

“Ensure that heritage assets are maintained, enhanced and integrated into the urban environment.”

Kidderminster Central Area Action Plan A Unique Place – Heritage Objectives(KCAAP-7)

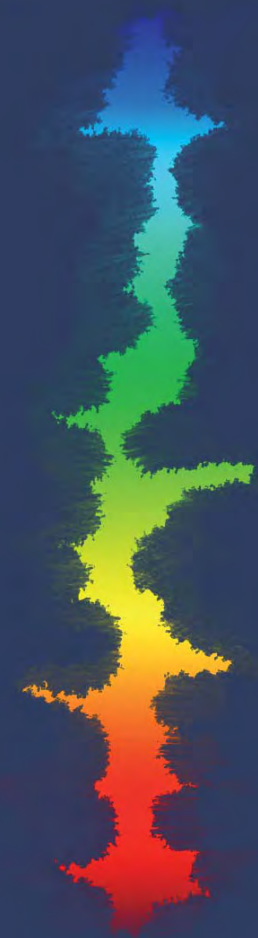
“Good quality public realm will be expected to be implemented as part of any new development to ensure the creation of a successful urban environment.” KCAAP7.21



“An ambition of the rewyre initiative, therefore, is to seek improvements to the public streets and spaces. The priority for these improvements will be centred around vicar street, high street and Worcester street as primary shopping frontages.” KCAAP7.23

Kidderminster's Music Heritage Trail

EVENT TIME LINE



Phase One 2014-2015

- Develop brand
- Explore funding options
- Research and development of trail elements and related activity

Phase Two 2015-2016

- Public realm works commence on site
- Start consultation with external organisations
- Start the living archive
- Promotion through social media
- Explore merchandise options
- Funding secured
- Public realm works completed with music heritage seating
- Elements of artistic work commissioned.

Phase Three 2016-Onwards

- Kidderminster Arts Festival (KAF) - using the music trail as a theme
- Memorabilia cafe in the town hall
- Continue to contribute and enhance....

Kidderminster's Music Heritage Trail



Contact Details:

Wyre Forest District Council
Wyre Forest House
Finepoint Way
Kidderminster
Worcestershire
DY11 7WF

Artists and Photo Credits:
Colin Hill









Overview & Scrutiny Committee Work Programme 2014-2015

July 2014

3rd Leisure Centre Update
Housing Allocation Policy
How Are We Doing? Performance Update (Q4)
Climate Change Update
Joint WRS Task Group (Final Report)
Tracking Recommendations 2013-2014

10th Development of Council's Assets (Exempt)

23rd Joint WRS Task Group (Final Report)
Call In – Review of Hub Satellite Offices at Stourport and Bewdley

September 2014

How Are We Doing Q1 update (Enabling)
Recs from Treasury Management Review Panel (to Council)
Health Action Plan

October 2014

Leisure Centre Update
Design Supplementary Planning Document

November 2014

How Are We Doing Q2 update (Business and People)
Recs from Treasury Management Review Panel (to Council)
Joint WRS Scrutiny Task Group Final Report – Summary of decision made in respect of recommendations

December 2014

Leisure Centre Update
Hub Update
A Music Heritage Strategy for Kidderminster

January 2015 – Cancelled

February 2015

Leisure Centre Update
How Are We Doing Q3 update (Place)
Recs from Treasury Management Review Panel (to Council)
Design Supplementary Planning Document
Annual Crime & Disorder Review

March 2015

April 2015

Leisure Centre Update
S106 Obligations Supplementary Planning Document (SPD)

2015-2016 Municipal Year

June 2015

Leisure Centre Update

How Are We Doing Q4 update (Housing and Planning)

Terms of Reference - The Overview and Scrutiny Committee

1. Reviews the policies of the Council and the Cabinet and recommends to the Council or the Cabinet:
 - (i) Whether any new policies are required.
 - (ii) Whether any existing policies are no longer required.
 - (iii) Whether any changes are required to any existing policies.
 - (iv) Whether any action is required to make the policies more effective.
2. Reviews the discharge of Cabinet functions, and recommends to the Council or the Cabinet:
 - (i) Whether any action should be taken to improve the economy, efficiency and effectiveness of those functions.
 - (ii) Whether any action should be taken to improve the co-ordination of the various functions within the Authority, or with any other person or body.
 - (iii) Whether the function should continue to be discharged or be discharged in another way.
3. Reviews any decisions or proposed decisions of the Council and of the Cabinet. In undertaking such reviews, the Overview and Scrutiny Committee shall in particular consider:
 - (i) Whether the relevant criteria were used.
 - (ii) Whether the decision is in accordance with the budget and policy framework of the Council.
 - (iii) Whether the decision or action was within the powers of the Authority.
 - (iv) Whether the decision was lawful.
 - (v) Whether the decision contributes to the efficient, effective and economic discharge of the function.
4. Recommendations should all take account of the following:
 - (i) Whether the decision should be reconsidered, and if so, what alternative decision should be taken.
 - (ii) Whether the proposed decision should be taken or taken in a different form.
 - (iii) Whether any further action should be taken in the experience of that decision to ensure proper or better implementation of decisions.
 - (iv) Whether any further actions should be taken in the experience of that decision to improve the manner or quality of decision-making for the future.

5. Considers any matters which affect the Council or its administrative area or the inhabitants of that area and makes recommendations to the Council or the Cabinet arising from that consideration.

6. External Partners

Reviews the performance and effectiveness of the Council's external partner organisations, including the duty to scrutinise the local Crime and Disorder Reduction Partnership.

7. Review Panels

Establishes time limited Review Panels which focus upon specific issues of concern raised by Members through a Scrutiny Proposal Form, consider evidence, and subsequently make recommendations to the Overview and Scrutiny Committee. A protocol for the establishment of Review Panels is attached as Appendix C at section 10 of the Constitution.

8. Review the Forward Plan

Regularly reviews the Forward Plan with a view to deciding which, if any, forthcoming items require consideration.

9. Sets and agrees an Annual Work Programme and prioritises the work of the Committee.

10. Ensures consideration is given to encouraging public participation and engagement in functions of the Committee.

11. Ensures that the views of any invitees and co-opted Members (where appropriate) are taken into account when conducting investigations.

12. Monitors the implementation of scrutiny recommendations.

13. Reviews and scrutinises relevant public bodies and partners in the District, including the Council's contribution and relationship with them. Where necessary, requesting them to address overview and scrutiny about their activities, performance, particular decisions, initiatives or projects.