

**Open**

# **Overview & Scrutiny Committee**

## **Agenda**

**6pm**  
**Thursday, 5th March 2015**  
**Council Chamber**  
**Wyre Forest House**  
**Finepoint Way**  
**Kidderminster**



## Overview & Scrutiny Committee

### Members of Committee:

**Chairman: Councillor E Davies**

**Councillor J Greener**

**Councillor L Hyde**

**Councillor T L Onslow**

**Councillor M Price**

**Councillor C Rogers**

**Councillor M J Wrench**

**Councillor V Higgs**

**Councillor F M Oborski**

**Councillor J Phillips**

**Councillor M Rayner**

**Councillor A M Sewell**

**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](mailto:louisa.bright@wyreforestdc.gov.uk)**

Wyre Forest District Council

Overview & Scrutiny Committee

Thursday, 5th March 2015

Council Chamber, Wyre Forest House, Finepoint Way, Kidderminster

Part 1 - Open to the press and public

<b>Agenda item</b>	<b>Subject</b>	<b>Page Number</b>
<b>1.</b>	<b>Apologies for Absence</b>	
<b>2.</b>	<b>Appointment of Substitute Members</b>  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.	
<b>3.</b>	<b>Declarations of Interests by Members</b>  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.	
<b>4.</b>	<b>Minutes</b>  To confirm as a correct record the Minutes of the meetings held on the 5 <sup>th</sup> February and 19th February 2015.	6
<b>5.</b>	<b>Poverty in Wyre Forest</b>  To consider a report from the Strategic Housing Services Manager and the Head of Economic Development and Regeneration, North Worcestershire, which provides background information relating to poverty in Wyre Forest and identifies work that is currently being undertaken by the Council to tackle poverty.	12
<b>6.</b>	<b>Kidderminster's Music Heritage Trail – Consultation Response and Revised Strategy Document</b>  To consider a report from the Economic Development and Regeneration Officer (Place) which informs Members of the results of the public consultation on the draft document.	23
<b>7.</b>	<b>Work Programme</b>  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.	45



<b>8.</b>	<b>Press Involvement</b>  To consider any future items for scrutiny that might require publicity.	
<b>9.</b>	<b>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.</b>	
<b>10.</b>	<b>Exclusion of the Press and Public</b>  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

<b>11.</b>	<b>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.</b>	
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**WYRE FOREST DISTRICT COUNCIL**

**OVERVIEW & SCRUTINY COMMITTEE**

**COUNCIL CHAMBER, WYRE FOREST HOUSE, FINEPOINT WAY, KIDDERMINSTER**

**THURSDAY, 5TH FEBRUARY 2015 (6PM)**

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**Present:**

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

**Observers**

Councillors: G W Ballinger, H E Dyke, P B Harrison, M J Hart, A T Hingley, J A Shaw and P Wooldridge.

The Chairman welcomed Superintendent J Baker and Inspector E Williams from West Mercia Police to the meeting.

**OS.63      Apologies for Absence**

Apologies for absence were received from Councillor F M Oborski.

**OS.64      Appointment of Substitutes**

Councillor P Dyke was appointed as a substitute for Councillor F M Oborski.

**OS.65      Declarations of Interests by Members**

No declarations of interest were made.

**OS.66      Minutes**

**Decision: The minutes of the meeting held on 4<sup>th</sup> December 2014 be confirmed as a correct record and signed by the Chairman.**

Councillor P B Harrison entered the meeting at this point, (6.01pm).

**OS.67      Annual Crime and Disorder Review 2014/15**

The Committee received an update report from the Community Safety and Partnerships Officer on the progress of the North Worcestershire Community Safety Partnership (CSP) during 2014/15.

The Community Safety and Partnerships Officer led Members through the report and advised that the Council had a statutory duty under Section 19 of the Police and Justice Act 2006 to scrutinise the work of its local CSP.

The new Police Inspector for Wyre Forest, Edd Williams, introduced himself to the Committee and stated he was looking forward to working with partners and communities to tackle local issues.

Councillor M J Hart left the meeting at this point, (6.23pm), and returned at 6.24pm.

Members discussed the report and appendices and concerns were raised over Worcestershire County Council's street lighting energy saving initiative. Superintendent Baker advised Members that research was being carried out into experiences of similar initiatives across the country and analysing crime data. Work continued around reducing the fear of crime.

**Agreed: The progress made by the North Worcestershire CSP be noted.**

**OS.68      How Are We Doing? Performance Update**

The Committee received an update report on the performance of the Council for quarter 3, from 1<sup>st</sup> October to 31<sup>st</sup> December 2014.

The Business Improvement Officer led Members through the report and appendices and highlighted the actions which appeared in the exception report. A Member commented on the positive feedback he had received about the customer service team at the depot. The Operational Services Manager assured Members that customer demand into the depot continued to be tracked and the team were able to deal with calls more effectively. The Council's policy on systems thinking principles would continue to be used when looking at processes and systems.

The Committee discussed refuse and recycling rates and the Operational Services Manager drew Members attention to the issues regarding the high contamination rates and the continued work required to reduce the levels.

Members welcomed the report from the Museum Development Officer on the success of Bewdley Museum for the 2013/14 season.

The Committee passed on their thanks to both the depot customer services team and Bewdley Museum team for their hard work.

**Agreed: The progress in performance for quarter 3 be noted.**

**OS.69      Treasury Management Strategy 2015/16 – Recommendations from the Treasury Management Review Panel**

The Committee received a report from the Chief Financial Officer regarding the restated Prudential Indicators and Limits, the updated Treasury Management and Investment Policy and Strategy Statements, the Minimum Revenue Provision (MRP) Statement and the Authorised Limit Prudential Indicator.

Councillor T L Onslow left the meeting at this point, (7.16pm), and re-entered at 7.17pm.

The Chief Financial Officer led Members in-depth through the report and advised that the report had been fully scrutinised by the Treasury Management Review Panel at its meeting on 28<sup>th</sup> January 2015.

**Agreed: Recommend to Council to:**

- 1. Approve the restated Prudential Indicators and Limits for the financial years 2015/16 to 2017/18 included in Appendix 3. These will be revised for the February 2015 Council meeting, as per paragraph 7.3 of this report, following any changes to the Capital Programme brought about as part of the budget process.**
- 2. Approve the updated Treasury Management and Investment Policy and Strategy Statements for the period 1st April 2015 to 31st March 2016 (the associated Prudential Indicators are included in Appendix 3 and the detailed criteria is included in Section 10 and Appendix 5).**
- 3. Approve the Minimum Revenue Provision (MRP) Statement that sets out the Council's policy on MRP included in Appendix 1.**
- 4. Approve the Authorised Limit Prudential Indicator included in Appendix 3.**

**OS.70**

**Wyre Forest House – Update on Project and Achievement of Savings**

The Committee received a report from the Chief Executive which provided an update on the project which included an achievement of savings, funding and the finalising of the project including dealing with items on the “snagging list” and provision of additional heating capacity.

The Committee were led through the report by the Chief Executive who advised that following the work undertaken by Alison Braithwaite and her team, the spare space in the building had now been let to tenants. This would generate additional income over £150,000 which would increase the financial benefit from Wyre Forest House even further.

Members were reminded the project was funded by capital receipts rather than borrowing and was still within the £10m budget which had been revised downwards from the original £10.5m.

A robust and lengthy debate ensued and several Members expressed concern over the issues surrounding the ground source heat pump and the cost of the temporary heating devices.

Councillor A M Sewell left the meeting at this point, (7.55pm) and Councillor M Price left at 8.00pm.

Due to the nature of several of the questions, Members were advised they would be answered once the Committee went into part 2 of the agenda.

Following a show of hands and upon the Chairman's casting vote, the Committee agreed to hold an additional meeting to fully scrutinise the issues relating to the heating system.

**Agreed:**

- An additional Committee meeting to be held on Thursday 19<sup>th</sup> February 2015 to fully scrutinise the issues relating to the heating system.**

- **Any further questions not covered or answered in this meeting to sent to the Committee and Member Services Officer by 12noon on Thursday 12<sup>th</sup> February 2015.**

**OS.71      Feedback from Cabinet**

**Agreed: The content of the Cabinet action list, following consideration of the recommendations from its meeting on 16<sup>th</sup> December 2014 be noted.**

**OS.72      Work Programme**

An updated version of the work programme was tabled at the meeting. The Chairman advised that if no further items were added, the April 2015 meeting may be cancelled.

**Agreed: The work programme be noted.**

**OS.73      Press Involvement**

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

**OS.74      Exempt Information**

**Decision: 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 items of business on the grounds that they involve the likely disclosure of “Exempt Information” as defined in paragraphs 2, 6 and 7 of Part I of Schedule 12A of the Act.**

**OS.75      New Leisure Centre Update**

The Committee received a report from the Cultural Services Manager which summarised the progress made on the project.

Members watched a short video of an artist’s impression of what the new leisure centre would look like, which included a virtual tour of the facilities.

The Cultural Services Manager led Members through the exempt report and advised that the planning application was scheduled to be considered by the Council’s Planning Committee on 10<sup>th</sup> March 2015.

**Agreed: The update be noted.**

There being no further business, the meeting ended at 8.40pm.

**WYRE FOREST DISTRICT COUNCIL**

**OVERVIEW & SCRUTINY COMMITTEE**

**COUNCIL CHAMBER, WYRE FOREST HOUSE, FINEPOINT WAY, KIDDERMINSTER**

**THURSDAY, 19TH FEBRUARY 2015 (6PM)**

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**Present:**

Councillors: E Davies (Chairman), J Greener, V Higgs, L Hyde, F M Oborski, T L Onslow, J Phillips, M Rayner, C Rogers, J A Shaw, S J Williams and M J Wrench.

**Observers**

Councillors: G W Ballinger, C Brewer, A R Clent, N J Desmond, H E Dyke, J Holden and M J Stooke.

**OS.76      Apologies for Absence**

Apologies for absence were received from Councillors: M Price and A M Sewell.

**OS.77      Appointment of Substitutes**

Councillor J A Shaw was appointed as a substitute for Councillor A M Sewell.  
Councillor S J Williams was appointed as a substitute for Councillor M Price.

**OS.78      Declarations of Interests by Members**

No declarations of interest were made.

**OS.79      Exempt Information**

**Decision: 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 items of business on the grounds that they involve the likely disclosure of “Exempt Information” as defined in paragraphs 2, 6 and 7 of Part I of Schedule 12A of the Act.**

**OS.80      Wyre Forest House – Heating and Cooling System**

The Committee considered an update report from the Chief Executive on the Wyre Forest House project and achievement of savings at its meeting on 5<sup>th</sup> February 2015. The Committee resolved to scrutinise issues further relating to the heating and cooling system at the building.

The Chief Executive presented the report and appendices to the Committee. The Chairman thanked the Chief Executive for providing a very comprehensive and detailed report, Members were reminded of the confidential nature of the papers.

#### **Agenda Item No. 4**

The report set out answers to 20 questions which had been submitted in advance of the meeting and carried forward from the previous meeting.

The Solicitor to the Council advised Members that there was no provision to cover unforeseen events when drawing up contracts.

Councillor T L Onslow entered the meeting at this point, (6.51pm).

Members fully scrutinised each of the questions in turn and several points were discussed in length.

Councillor J Holden left the meeting at 7.10pm and Councillor C Rogers left at 7.14pm.

The Committee were content with the information contained in the report and that all reasonable steps had been taken where appropriate. Members stressed the importance of continuing to ensure the authority's position is protected in all future projects.

#### **Recommend to Cabinet:**

- **The Committee considered the information in the report and concludes that all reasonable steps were taken in the design of the building and in dealing with the issues encountered with the heating and cooling system.**
- **Strong advice to Cabinet that for future projects we continue to ensure that all possible measures are taken to protect the authority's position, with maximum transparency and a strong audit trail.**

There being no further business, the meeting ended at 7.59pm.



## Overview and Scrutiny Committee

### Briefing Paper

Report of: Kate Bailey, Strategic Housing Services Manager and  
Dean Piper, Head of Economic Development and  
Regeneration, North Worcestershire

Date: Thursday, 5<sup>th</sup> March 2015

Open

### Poverty in Wyre Forest

#### 1. Summary

- 1.1 This report provides background information relating to poverty in Wyre Forest including specific issues currently being faced by residents as well as identifying work that is currently being undertaken by the Council to tackle poverty.

#### 2. Background

##### Context

- 2.1 There are many different ways of defining and measuring poverty. In the UK and Europe, there is widespread recognition that poverty can be measured in relation to the standard of living in a particular country or society and can therefore change over time. The European Union defines people in poverty as:

*'persons, families and groups of people whose resources (material, cultural, social) are so limited as to exclude them from the minimum acceptable way of life in the member state where they live'*

- 2.2 Within the UK, poverty is normally measured by using relative income 'poverty lines'. This involves calculating average or median household incomes in a country. A poverty line is then set which is a percentage of that average income. In the EU, people falling below 60% of median income are considered to be 'at risk; of poverty. Poverty can also be measured by looking at average incomes by gender, age, household type and employment status to give a more 'fine grain' identification of at risk groups. Typically groups such as children, older people and the unemployed are picked up through this analysis.

- 2.3 Most recently in its report, 'A UK without Poverty', The Joseph Rowntree Foundation (JRF) defines Poverty as:

*When a person's resources are not enough to meet their basic needs. This includes the need to be part of society, by being able to participate in basic customs and activities.*



- 2.4 JRF states that people mainly rely on material resources to meet their needs. This includes money earned by working, benefits paid to those with low earnings or without work, or material goods accumulated over time, like household appliances or savings.
- 2.5 JRF argues that by defining poverty in this way means that two things can be done; increasing the resources available to individuals and households and or reducing the costs of meeting their needs.
- 2.6 JRF also argues that the state's role is important, particularly the tax and benefit system, but other factors exist such as the availability of paid employment, the cost of goods and services, where people live and the choices that individuals make with regards to their lifestyles. Addressing each of these issues in isolation will not provide an overall solution, instead JRF that a more comprehensive approach to tackling poverty is required.
- 2.7 One of the most interesting facets of poverty is that almost anyone can be affected by it, despite an individual's background or current living and working arrangements. A change in an individual's life can bring about poverty i.e. losing a family member, redundancy or long-term illness / injury. Equally, there are factors that can lift an individual or family out of poverty such as getting a new job, working more hours to meeting a new partner (who works).
- 2.8 Workless households are at 'high risk' of falling into poverty, but working families with low household income are also at risk of living in poverty, particular where individuals are on low pay, on 'zero-hour' contracts or one adult within the household is out of work.
- 2.9 Child poverty is a major problem within the UK. The children's charity, Barnardo's estimates that in the UK there are 3.5 million children living in poverty, whilst Government statistics show that 1.5 million children are living in poor working families.

### **National strategies for tackling poverty**

- 2.10 The current Government has shifted the focus from 'tackling poverty' towards improving 'social mobility'. In 2011, the Government published its Social Mobility Strategy which was followed in 2012 by a Social Justice Strategy and in 2014. Current Government policy is to focus attention on improving 'intergenerational social mobility', which is the extent to which an individual can improve their position during their working lives, irrespective of where they started off. The Government has stated its intention to 'break the cycle' of disadvantage from one generation to the next and sets out a number of policies that aim to support a person through each stage of the 'life cycle'
  - ➔ Foundation Years: 0-5 years; *Childcare, Surestart, Early intervention and Parenting*
  - ➔ School Years: 5-16 years; *Pupil Premium, Education reforms*
  - ➔ Transitional Years: 16-24 years; *Raising participation, Apprenticeships, Higher Education Access*
  - ➔ Adulthood: 24 years plus; *Internships, Work Programme, Universal Credit*

- 2.11 Within the strategy, the Government reports that there is a long way to go in improving social mobility in the UK, with 25% of children from poor backgrounds failing to meet the expected attainment level at the end of Primary School, compared to 3% from affluent backgrounds. Furthermore, only one in five young people from the poorest families achieve 5 good GCSEs, including Maths and English, compared with three quarters from the richest families.
- 2.12 The Government's updated Child Poverty Strategy was published in 2014 and sets out a commitment to ending Child Poverty in the UK by 2020. The Strategy states that the root cause of families being in poverty are worklessness or low earnings and that children in workless families are three times as likely to be in relative poverty than families where at least one parent works. The Government states its intention to support families into work and increase earnings by creating more jobs, introducing Universal Credit, increasing subsidies for childcare, raising the minimum wage, improving qualifications and taking low income families out of the tax system. The Government sets out its expectation that employers should pay employees at least the National Minimum Wage,<sup>1</sup> consider paying the 'Living Wage'<sup>2</sup> and support flexible working.
- 2.13 The Government's Welfare Reform Programme is at the heart of its strategy to promote social justice and to address the root causes of poverty. The key component of Welfare Reform is the introduction of the Universal Credit, which replaces six main benefits with a single monthly payment for people in work or out of work and sanctions introduced for those who do not take reasonable steps to find work. Other measures such as the capping of Household Benefit payments, personal independence payments for disabled people and the Work Programme focused on the long term unemployed have also been introduced.

### **Wyre Forest context**

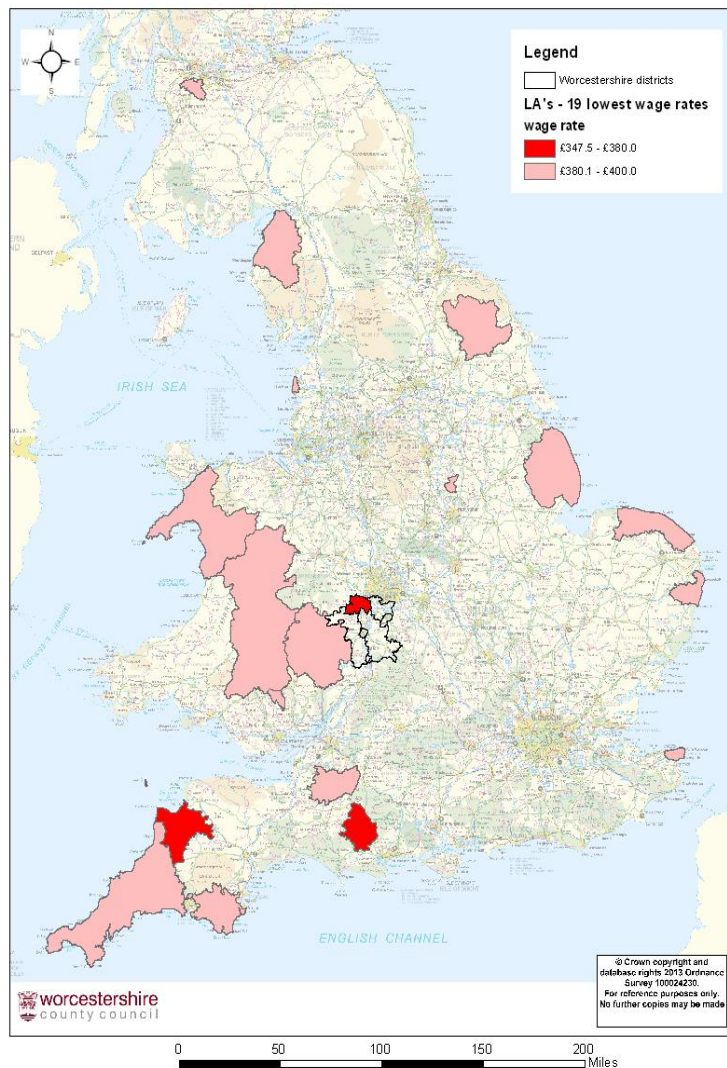
- 2.14 During the period 1995 to 2008, the UK as a whole experienced an economic upswing with consistent levels of employment and GDP growth. However, Wyre Forest struggled to adjust to becoming an economy that was less dependent on traditional manufacturing. Of the three North Worcestershire local authorities, Wyre Forest during the period 1995-2008 experienced the most difficult economic environment. Private sector employment in Wyre Forest declined by 6.2% in the 1995-2008 period, compared to a national (Great Britain) increase of 17.3%, giving a divergence of nearly 25% in employment performance. The reduction in employment locally meant that Wyre Forest residents were increasingly required to travel to more buoyant adjacent employment markets to find work.
- 2.15 The effect of reduced employment also had a significant impact on local wages, with earnings by workplace in Wyre Forest registering just £352.80 per week in 2012, the second lowest rate in Great Britain. The map below

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<sup>1</sup> National Minimum Wage is currently set at £6.50 per hour for adults

<sup>2</sup> The Living Wage is an hourly rate set independently and updated annually. It is calculated to take into account the basic cost of living in the UK. Employers can choose to pay the Living Wage on a voluntary basis. See [www.livingwage.org.uk](http://www.livingwage.org.uk)

shows that in 2012 Wyre Forest was amongst the 19 Local authority areas with the lowest rate in the UK. However, some progress has been made over the two last two years with average earnings in 2014 increasing to £430 per week. This figure is still short of the current West Midlands figure of £479 per week.



Map showing 19 LA's Nationally with Wage Rates <£400

Map produced by the R&I Unit, November 2013

MR

- 2.16 The high mobility of local labour has seen skilled workers who live in Wyre Forest travel to adjacent areas for work. The travel to work statistics show that Wyre Forest exports 19.2% of its workforce to other parts of Worcestershire.
- 2.17 There is a marked difference between the average earnings of those who work locally and those that travel to adjacent markets. In 2013, the average weekly pay of residents in Wyre Forest was £76 higher than the workplace rate. During the period 2009-2013, residents earnings increased by 7.2% whilst workplace earnings decreased by 4.5%.
- 2.18 Since 2008, the North Worcestershire economy has struggled to recover, with total employment contracting by 0.8% over the period 2009-2012. Wyre Forest has not fared any better with zero net employment growth during this

period. The total number of public sector workers has decreased by 5.4%, with the private sector only partially taking up the slack with growth of just 1.2% (net increase of 300 jobs).

- 2.19 Overall, the sluggish economic growth in Wyre Forest during the last 20 years has led to depressed remuneration for local workers. The outcome of which has seen Wyre Forest district have the one of the lowest average earnings in Great Britain. Within the district there are areas of multiple deprivation and economic disadvantage, where there are concentrations of low income households, worklessness and poor educational attainment, all of which are key factors of poverty.
- 2.20 The Local Strategic Partnership (LSP) agreed a strategy in April 2013 that included six key themes, one of which was “To promote prosperity and reduce poverty”. This strategy had some specific actions around tackling poverty which included hosting a Stakeholder Engagement Conference. This took place on 23 October 2014 and the purpose was to provide opportunities for front-line staff across agencies and the voluntary and community sectors to network, share ideas, and ensure that partners are more aware of initiatives (e.g. establishment of credit unions). The LSP Board will be responsible for overseeing the delivery of actions, undertaken by partners, within the strategy and reviewing any actions including those around poverty.
- 2.21 Some of the Council’s purposeful systems relate directly to poverty, especially “Help me with my financial situation” (please see Appendix One). Primarily this system is addressed through the role of officers based at the Hub, who support people with accessing benefits and additional support, including the welfare assistance scheme, Discretionary Housing Payments and council tax reduction scheme.
- 2.22 The council has to review its council tax reduction scheme every year and this work is expected to be undertaken in summer/autumn for 2016-17 so that decisions on any changes can be taken by council before the statutory deadline.
- 2.23 Although the ringfenced provision of welfare assistance has ended the County Council has agreed to make a financial contribution, which including some match funding, takes the total to £190k in WFDC for 2015/16.
- 2.24 Promoting economic prosperity within Wyre Forest is a key priority for the Council and one of its corporate priorities is to ‘Support you to contribute to a successful local economy’. The Council has invested heavily in its economic development and regeneration activities over the past few years and is engaging pro-actively with the two Local Enterprise Partnerships it is a member of and the private sector to deliver economic growth for the district.

### **3. Key Issues**

#### **3.1 Employment, economic activity and earnings**

- 3.1.1 ONS data shows that the economic activity rate in Wyre Forest between October 2013 and September 2014 was 76.4% (47,500 people). This is marginally higher than the West Midlands rate of 75.3%.

- 3.1.2 Unemployment – in December 2014 there were 926 active job seekers, which equates to an unemployment rate of 1.6%, significantly lower than the West Midlands rate of 2.4%. There are disparities across Wyre Forest though. The unemployment rate in Oldington and Foley Park for example was 3.8% in December 2014, whilst Blakedown and Chaddesley has a rate of 0.6%.
- 3.1.3 Total out of work rate was 13.3% in May 2014, taking into account active job seekers and the long term unemployed. This is 1.1% lower than the West Midlands rate. 29.4% of the working age population in Oldington and Foley Park are on out of work benefits compared to just 8.3% in Blakedown and Chaddesley.
- 3.1.4 Workplace earnings have increased from an average of £352 per week in 2012 to £439 per week in 2014. However, residents' average earnings are still higher at £468 per week but the gap is starting to close between workplace and residents earnings.
- 3.1.5 In terms of income, Wyre Forest ranks the lowest out of the 30 West Midlands local authority areas. Bromsgrove ranks third and Redditch 28<sup>th</sup>.
- 3.1.6 In Wyre Forest the proportion of households earning less than £10,000 a year is 14%. The proportion in Worcestershire is 12.0%. The average household income in Wyre Forest is £33482. In contrast the average is £37000 in Worcestershire, and £36,367 in England.
- 3.1.7 Skills levels in Wyre Forest are variable, with ONS data in 2013 showing that the amount of the working age population qualified to NVQ4 Level (Degree) standing at 32.5% - this is higher than the West Midlands rate of 28.4%. However, there are 7,000 people in Wyre Forest of working age who do not have a qualification which is higher than the national average.

## **3.2 Housing**

- 3.2.1 The number of households in Wyre Forest that are accepted for the full rehousing duty (as statutory homeless) is worse than the national average (3.4 in every thousand). In 2013/14 we also gave housing advice to over 1000 households. These figures indicate the difficulty people have each year in accessing the housing market, primarily due to the lack of resources.
- 3.2.2 Fuel inflation has increased at a higher rate than the headline rate, reducing disposable income for a greater number of people. 5,679 households are in fuel poverty in WF – which is 13.5% of households in the District.
- 3.2.3 There are currently 10085 housing benefit claimants and of these 52% are working age. Of the working age benefit claimants up to 67% are unemployed and therefore potentially able to work and raise their standard of living (although some of these will be in receipt of disability related benefits and therefore may not be fit to work).
- 3.2.4 The level of DHP has increased substantially from 2009/10 (£8076.45 for 62 awards) to 2014/15 (£86,355.00 for 286 awards).

## **3.3 Welfare Reform**

- 3.3.1. In 2013/14 the Council took responsibility for delivering a welfare assistance scheme from the County Council (devolved to upper tier by the Department of Work and Pensions). In the first year 1479 households approached for assistance and help was given to 1051 of these. The majority of households needed help with obtaining food (625), furniture (219) and paying utilities (74).
- 3.3.2 Reasons for approaching the Council for assistance varied but included low pay, benefit sanctions and welfare reform changes e.g. benefit cap, spare room subsidy and the changes to the Council Tax Benefit. There were also changes made to the setting of Local Housing Allowance in the private rented sector where it moved from the median (50th) to the 30th percentile of local market.
- 3.3.3 Research produced by Sheffield Hallam University shows that the introduction of welfare reform will see a withdrawal of £28 million per year of public spending in Wyre Forest and a financial loss of £463 per year per working age adult.<sup>3</sup>

### **3.4 Children & Young People**

- 3.4.1 Within the Wyre Forest District youth unemployment (aged 18-24 years) –is falling (7%, 510 claimants at Nov 2013) but it is still high compared to the national picture.
- 3.4.2 The not in Employment, Education and Training (NEET) rate in WF is higher than the national rate but again is falling slightly to 6.4% (190).
- 3.4.3 Overall there are 3,325 children are living in poverty in WF (in receipt of means tested benefits / low income) which is 19.8% of all under 16's and 15.4% of pupils received Free School Meals.
- 3.4.4 In terms of educational attainment, the proportion of candidates achieving 5 + A\*-C Grades in Wyre Forest is broadly in line with the county rate. In terms of A-Levels. Wyre Forest lags behind the county attainment rate for pupils achieving 3 or more A\*-B grades.

### **3.5 Health**

- 3.5.1 Whilst life expectancy rates within the District is the same as the national average, within the most deprived areas the rates are 9.2 years lower for men and 6.4 years lower for women than in the least deprived areas.
- 3.5.2 The District also has worst profiles than the national average for obesity in adults and children, diabetes, self harm and alcohol related stays in hospital for the under 18's.

### **3.6 Older People**

- 3.6.1 According to the Joseph Rowntree Report "Monitoring Poverty and Social Inclusion 2012" pensioner poverty has halved between the 1970s and the present time (from 40% to 20%).

- 3.6.2 Although Pensioners have been protected from recent welfare reform changes, those on fixed incomes have been affected by rising fuel and food prices and those with savings have been affected by a period of low interest rates.

### **3.7 Council Actions to promote prosperity and reduce poverty**

- 3.7.1 The Council makes a significant contribution to improving the well-being and prosperity of its residents and communities through the various services it offers. The following section of the reports outlines some of the ways in which the Council is supporting local residents through its purposeful systems.

#### **Help me with my financial situation**

- 3.7.1. Following the Revenues and Benefits intervention many of the working practises at The Hub and within the Strategic Housing Services team have been altered to support households in financial difficulty.
- 3.7.2 At the Hub, officers work with households to support them in finding work (through organisations such as EOS), tackling poverty and debt and raising levels of financial literacy through information, private rented sector tenancy training, benefit advice and referrals to specialist agencies that we fund e.g. CAB.
- 3.7.3 The SHS team have also worked with two Credit Unions operating within the district to ensure their services are well promoted and accessible to all.

#### **Support you to contribute to a successful local economy**

- 3.7.4 The Council's efforts to promote the regeneration of the district cut across all of its functions from car parking to benefits and arts and culture to neighbourhood planning. To encapsulate this Council wide approach, one of the Council's corporate priorities is to 'Support you to contribute to a successful local economy'.
- 3.7.5 In particular, the Council has supported the local economy and improve local prosperity through its very active regeneration programme and investment in the North Worcestershire Economic Development & Regeneration (NWEDR) service, which also covers adjacent districts of Bromsgrove and Redditch.
- 3.7.6 In 2009, the Council launched its ReWyre regeneration prospectus and in 2011 and 2012 held 'State of the Area' debates to engage with partners, businesses and the public to shape the response to the decline of the local economy to agree a Council led Action Plan to drive local economy recovery. Subsequently, the Council has invested nearly £2 million in its regeneration programme, including investment in new business incubation units at SPACE, Apprenticeships, Public realm improvements in Kidderminster Town Centre and a package of rate relief and refurbishment grants to fill vacant units in the 3 town centres and securing funding for major infrastructure schemes such as the Hoo Brook Link Road which will unlock significant numbers of new jobs. A report was taken to Cabinet on 16<sup>th</sup> December 2014, which outlined the outcome of the ReWyre ReNewed conference in October and presented a refreshed action plan for the next five years.

- 3.7.7 In 2012, the Council designated the South Kidderminster Enterprise Park as a 'Local Development Order' area, which meant that businesses could expand without the benefit of planning permission. The LDO area straddles several wards which have issues around deprivation, with the intention of connecting economic opportunity with need. Recently there have been positive examples of local firms expanding and investing in the LDO area such as Amada UK, Beakbane and Oakleaf.
- 3.7.8 Furthermore, the area has been buoyed by the decision of Amtek UK to invest over £20m in the former Lawrence's Recycling plant that could deliver up to 500 new jobs in its aluminium casting business. The arrival of Amtek will make a valuable contribution to the local economy as it is the type of employer that will pay higher wages which is exactly what is needed to address the problem around low average earnings.

**Help me improve my Health and Wellbeing**

- 3.7.8 The Strategic Housing Services team are responsible for commissioning projects and paying grants to local third sector organisations through the Ageing Well Fund and Innovation Fund (from the CCG). In the last year there has been a focus on projects that improve the wellbeing of residents and recognition of the impact poverty can have on physical and mental health. Projects such as the Community Wellbeing Buddies help to signpost residents to specialist advice including maximising benefits and debt advice. Other projects have supported people to undertake affordable exercise (such as swim fit and Postural Stability Classes), access inexpensive fruit and vegetables and access edible produce for free within Parks (Lets Eat The Park project).
- 3.7.9 We have also hosted energy advice surgeries and supported affordable warmth events such as the Green Fair to help residents tackle fuel poverty.

**Help me to have access to a good quality and affordable home**

- 3.7.10 The Strategic Housing Services team are responsible for negotiating the delivery of affordable housing through s106 agreements and directly from Registered Providers.
- 3.7.11 We seek to restrict the number of conversions to affordable rent through the tenancy strategy to ensure larger family homes and homes in rural areas remain within the reach of lower income households. The most recent Housing Market Assessment shows 60% of households in Wyre Forest would not be able to afford the affordable rent of a three bedroom property (80% of market rent).
- 3.7.12 The Strategic Housing Services team have also worked with landlords and tenants to reduce heating costs and improve the quality of private rented sector properties through a boiler repair and replacement scheme (currently delivered through Worcestershire Care and Repair) and humidistat extractor fan replacements.



## **Other partners and service providers**

- 3.8 Although the Council in its community leadership role and as a provider of key services to its residents has a major role to play in addressing poverty and promoting economic prosperity, there are a plethora of other organisations and bodies that exist locally that provide services to residents affected by poverty or can help to tackle poverty. These organisations will need to be included in any potential future work around poverty within the district.

## **Conclusions**

- 3.9 The issue of poverty is hugely complex and is a global and national problem. The UK Government has set out through a variety of strategies and policies a response to the current problem and is committed to ending child poverty by 2020. The impact of welfare reform will have an effect locally as residents adjust to a different payment regime and caps are put in place to control the amount of public expenditure that is spent on benefits.
- 3.10 Wyre Forest has come through a difficult economic period with slow economic growth and sluggish recovery, affecting local wages and creating inequality between the most prosperous and poorest wards of the district. Through its purposeful systems approach, the Council is providing services that aim to improve people's lives and improve their prosperity. Recent evidence suggests that the average workplace earnings in Wyre Forest are starting to increase and there are positive examples of local businesses and inward investors investing in Wyre Forest and creating new employment opportunities.
- 3.11 However, average household income and workplace earnings remain lower than the regional and national rate and the area has a number of areas of multiple deprivation, which have associated issues around poor housing, crime, poor educational attainment and poor quality of life.

## **4. Options**

- 4.1 The committee may wish to:
- 4.1.1 Notes the findings of this report.
- 4.1.2 Decide what, if any, further action they wish to take in the light of this report.

## **5. Consultation**

- 5.1. This report has been circulated to the Customer Services Manager and her comments have been included.

## **6. Related Decisions**

- 6.1 Not applicable.

## **7. Relevant Council Policies/Strategies**

- 7.1 LSP Strategy.
- 7.2 Worcestershire Housing and Homeless Strategies.

- 7.3 Reference to LEP documents & employment policies within Local Plan.
- 7.4 Rewyre Regeneration Prospectus and report to Cabinet 16<sup>th</sup> December 2014.

**8. Implications**

- 8.1 Resources: not known at this stage.

**9. Wards affected**

- 9.1 All

**10. Appendices**

- 10.1 None.

**11. Background Papers**

- 11.1 None.

**Officer Contact Details:**

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Worcestershire  
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## Overview & Scrutiny Committee

### Briefing Paper

Report of: Jane Berry - Economic Development and Regeneration Officer  
(Place)  
Date: Thursday, 5th March 2015  
Open

### Kidderminster's Music Heritage Trail – Consultation Response and Revised Strategy document

#### 1. Summary

- 1.1 This paper is to inform members of the results of the public consultation on the draft document titled 'Kidderminster's Music Heritage Trail'. The report introduces an amended version of the Art Strategy (Attached at Appendix 1).

#### 2. Background

- 2.1 At its meeting in December 2014 the Overview and Scrutiny Committee recommended to the Council's Cabinet that the draft 'Kidderminster Music Heritage Trail' be approved for consultation. The Cabinet agreed with this recommendation and the Council subsequently consulted on the strategy for 5 weeks during December 2014 and January 2015. The results of this consultation and the amendments proposed to the Art Strategy as a result of this consultation form the body of this paper.

#### 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 is ever present, 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.

#### 4. Consultation

##### 4.1 Consultation Process

The consultation document was made publicly available on the Wyre Forest District Council Web Site. In addition it was sent to groups and individuals within the Wyre Forest whom it was deemed would have a particular interest in the Art Strategy. All musical user groups on the Town Hall data base were contacted directly along with National and Local Funding bodies, all Parish and Town Councils, local musical figures of prominence, historical societies and prominent local musical contributors. A closing date of the 31<sup>st</sup> on January was given as a dead line for comments.

**4.2 Consultation Responses**

A total of 7 replies were received during the consultation period and a summary of the replies, along with officer comments are provided (Appendix 2 to this report). Only 1 response was received via the Wyre Forest District Council Website, with the remaining 6 from people and organisations who were contacted directly.

**4.3** Some of the main comments arising from the consultation responses were as follows:

- Very keen to support the trail and get involved
- Would like to link up and work with the colleges on the idea
- The draft looks really exciting
- Fully welcome the councils interest in developing a music heritage trail
- Remove some of the jargon

**4.4** The Main amendments to the Draft Kidderminster Music Heritage Trail Art Strategy are as follows:

- Jargon removed where necessary
- Proposals for the Town Hall clarified
- Information relating to social media streams

**5. Related Decisions**

**5.1** N/a.

**6. Relevant Council Policies/Strategies**

- 6.1** ReWyre – A prospectus for Regenerating Kidderminster (September 2009).  
**6.2** Kidderminster Central Area Action Plan (July 2013).

**7. Implications**

**7.1** Resources: External funding is being explored to meet the aspirations set out in the Art Strategy.

**8. Options**

**8.1** 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.

**9. Equality Impact Needs Assessment**

**9.1** N/A.

**10. Wards affected**

Greenhill Ward  
Broadwaters Ward  
Sutton Park Ward  
Habberley and Bakebrook Ward  
Franche Ward

**11. Appendices**

Appendix 1: Kidderminster's Music Heritage Trail Art Strategy.  
Appendix 2: Kidderminster Music Heritage Trail – table of responses.

**12. Background Papers**

None.

**Officer Contact Details:**

Name: Jane Berry

Title: Economic Development and Regeneration Officer (Place)

Contact Number: Ex 2169

Name: Mike Parker

Title: Director Economic Prosperity & Place

Contact Number: 01562 732500





## A VISION FOR PUBLIC ART IN KIDDERMINSTER



## Foreword

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 music creating a valuable tourist offer.

*Wyre Forest District Council*







## 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 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 cafe with music themed memorabilia integrated into the redevelopment and modernisation of the building. This is a long term plan and may need considerable funding and further planning.



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.



## 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 music 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 DRAFT

Agenda Item No. 6 Appendix 1



## 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 Facebook page has been set up and is proving popular, users are already populating it with photos stories and information about related events, creating a buzz around the trail and creating a common bond between residents.

## Film

Images and dramatically recreated scenarios from our musical history will be projected on to buildings during the main performance and shown 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 show them how to contribute to making history themselves, promoting local courses and promoting music events.





## Creation of a living archive

We will promote music venues and events in the area through an online 'What's On'.

The Facebook page will continue to encourage mass participation through social media encouraging people to post old pictures, programmes and recordings create a living archive.



## 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 Town Centre buildings

LCD screens in shop fronts,

QR codes

located around the town linking to the website,

Push button sound recordings

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



## 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.





## 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.





## 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.





## 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

Memorabilia 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.

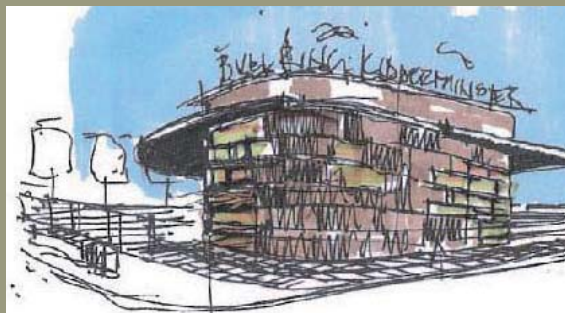
The natural and built environment of the district is attractive to tourists and can create a strong sense of place, helping to retain residents within the district."

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





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.

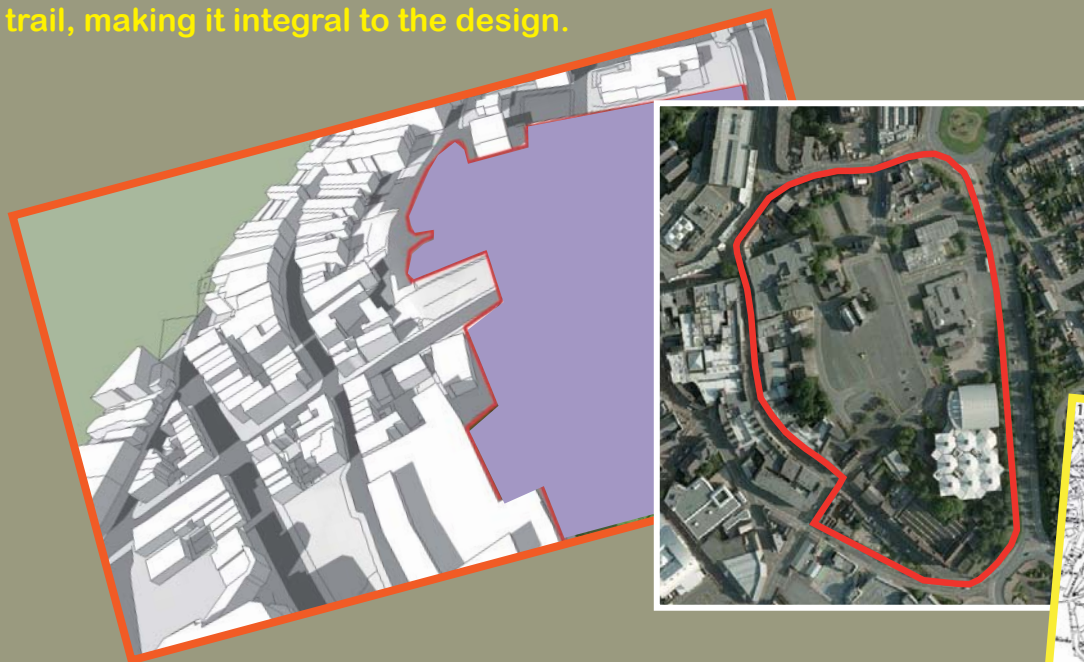




## Kidderminster Eastern Gateway

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.



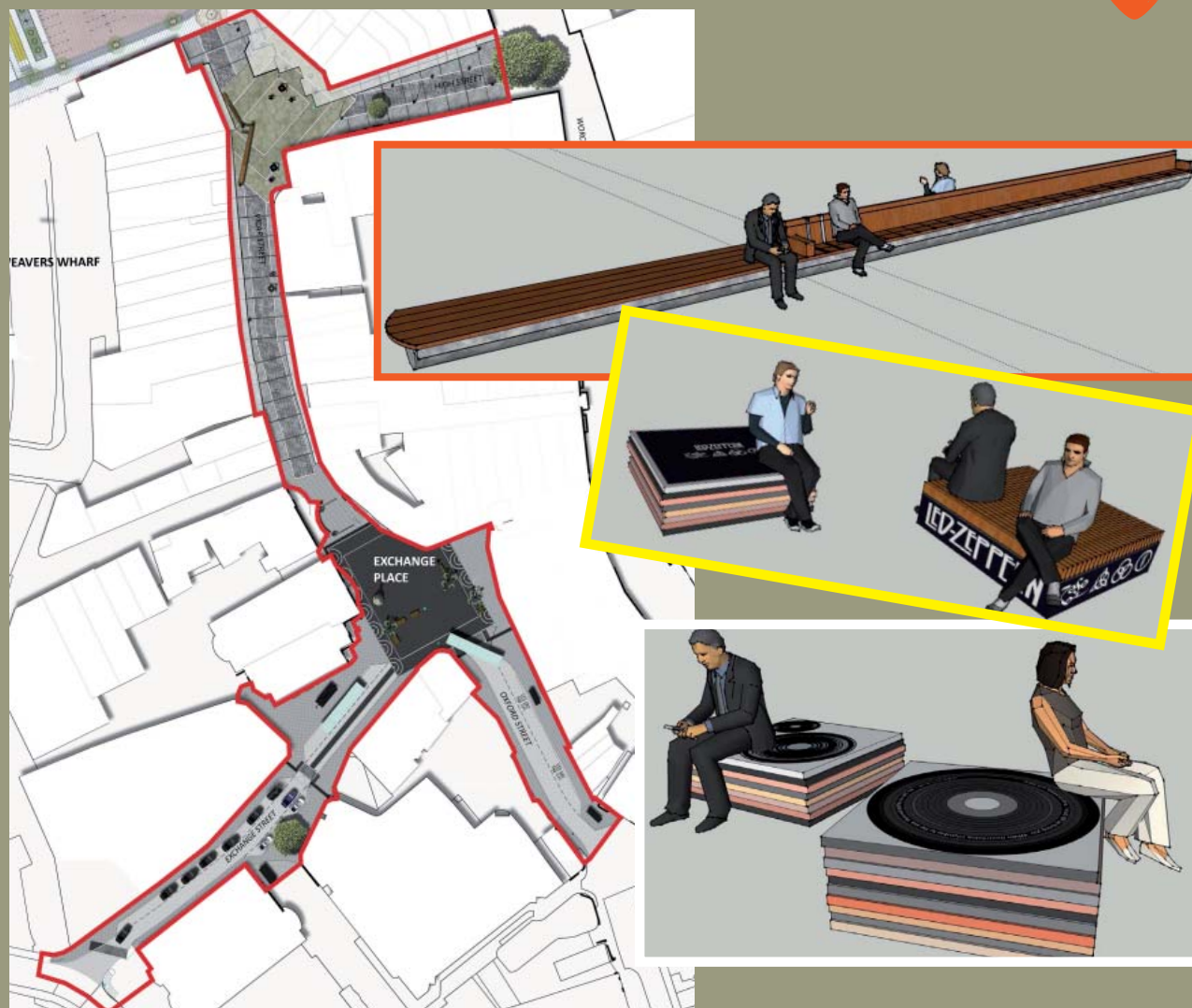




## New Public Realm

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 the 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.





## 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)



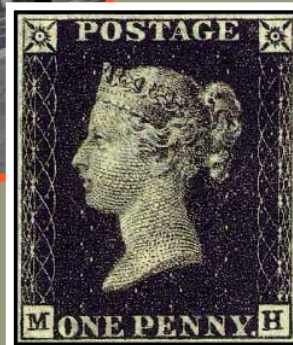


## CONTRIBUTION TO THE PROPOSAL



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



## 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....



## Contact Details:

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

Artists and Photo Credits:  
Colin Hill



## Agenda Item No. 6 Appendix 2

### Consultation Report – Kidderminster’s Music Heritage Trail

Name	Comments	Officer Response
Steven Wilson – Worcestershire County Council Arts Officer	Positive comments, send web links to assist the development of ideas	Noted
David Shuck - Local Events Organiser	Very keen to get involved with the project and work jointly with local colleges. Would like to discuss the project further. Thought there was too much jargon	Arts officer to be in contact during the development of the project. Jargon reduced
Jackie Roberts – Weavers Wharf Manager	Happy to help out as much as possible. Exciting proposal	Noted
Member of the Civic Society	Suggesting the music heritage of Kidderminster has already been lost.	Following correspondence with the Civic Society, the comments are the opinion of an individual within the group. The Civic Society as a whole is largely supportive of the proposals.
Member of the public via the WFDC website	Very informative response, rich in musical history detail	Officer replied thanking them for their reply and opening a channel for further discussion.
John Coombs – Author of ‘Get Your Kicks on the A456	Very supportive and excited about the project, would like to get involved as much as possible.	Maintaining contact
Kidderminster Male Choir	Welcomes the councils proposals and declares itself open to assist in any practicable way	Maintaining contact



**Overview & Scrutiny Committee Work Programme 2014-2015**

**July 2014**

3<sup>rd</sup> 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

10<sup>th</sup> Development of Council's Assets (Exempt)

23<sup>rd</sup> 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**

5<sup>th</sup> Leisure Centre Update  
How Are We Doing Q3 update (Place)  
Recs from Treasury Management Review Panel (to Council)  
Annual Crime & Disorder Review  
Wyre Forest House Project Update

19<sup>th</sup> Wyre Forest House Heating and Cooling System

**March 2015**

Tackling Poverty  
A Music Heritage Strategy for Kidderminster

**April 2015 - To be cancelled if no further items added**

**2015-2016 Municipal Year**

**June 2015**

Leisure Centre Update

How Are We Doing Q4 update (Housing and Planning)

Design Supplementary Planning Document

S106 Obligations Supplementary Planning Document (SPD)

Revised Local Development Scheme (LDS)

**July 2015**

Local Plan Revision – Issues and Options Consultation

## **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.