



**connecting  
Kidderminster**  
be a part of it...

## **Introduction**

The Regeneration Prospectus is a new initiative being supported by Wyre Forest District Council, the Regional Development Agency (Advantage West Midlands) and Worcestershire County Council. It will provide a blueprint and vision for the town's future and showcase its key regeneration opportunities\*. The brochure is being put together by Wyre Forest District Council's Regeneration team on behalf of all those involved in the project and working with leading designers from Kidderminster and beyond. This Public Consultation is the second stage of consultation for the project and follows the publication of a Scoping Paper in February 2008.

## **Consultation responses**

The first stage of consultation closed in June 2008 and was promoted through a series of features in the Kidderminster Shuttle. The consultation generated significant interest from various groups. In total over 150 formal comments were received in addition to numerous other responses made via the internet through Kidderminster Shuttle website ([www.kidderminstershuttle.co.uk](http://www.kidderminstershuttle.co.uk)) and other web blogs. These comments have helped to inform and develop this latest draft.

## **How has the draft been developed?**

In addition to the first stage of consultation, workshops were held with designers, artists, business leaders, King Charles High School and Kidderminster College. This type of developmental work will continue throughout the process until the brochure is published in Spring 2009.

\* The Prospectus will inform the Local Development Framework, particularly the Kidderminster Central Area Action Plan which will provide a delivery framework as well as supporting the delivery of the Sustainable Community Strategy and Regional Economic Strategy.



## Our vision and aim...

### Vision

*"A town that recognises its role within the region; it has a strong and sustainable economy; household incomes are at the regional average and it enables people to fulfil their potential and develop throughout their lives in a safe, attractive and healthy environment."*

### Aim

*"To support the delivery of the West Midlands Economic Strategy by establishing a set of deliverable action programmes for the regeneration of Kidderminster that complements on-going work in Stourport and Bewdley and ensures the town fulfils its economic potential whilst contributing towards the success of the region and meeting the needs and expectations of residents, business leaders and visitors within the town and surrounding communities."*



# What's it all about?

Promoting the town's strengths, opportunities, and challenges.

The Prospectus will be a brochure focussing on:

> **Place...** *improving the physical environment and look of the town*

Enhancing the image of the town by creating a better environment and infrastructure for success.

Looking at transport and links to the wider region; congestion at Stourport Road & Blackwell Street; the impact of the town centre ring road and the subways; better public transport; Comberton Hill and a new railway station.

> **Business...** *delivering employment opportunities and economic development*

Realising the opportunity of key development sites and capitalising on investor interest; meeting modern day needs of existing employers and establishing credible new visions for the future economy of the area.

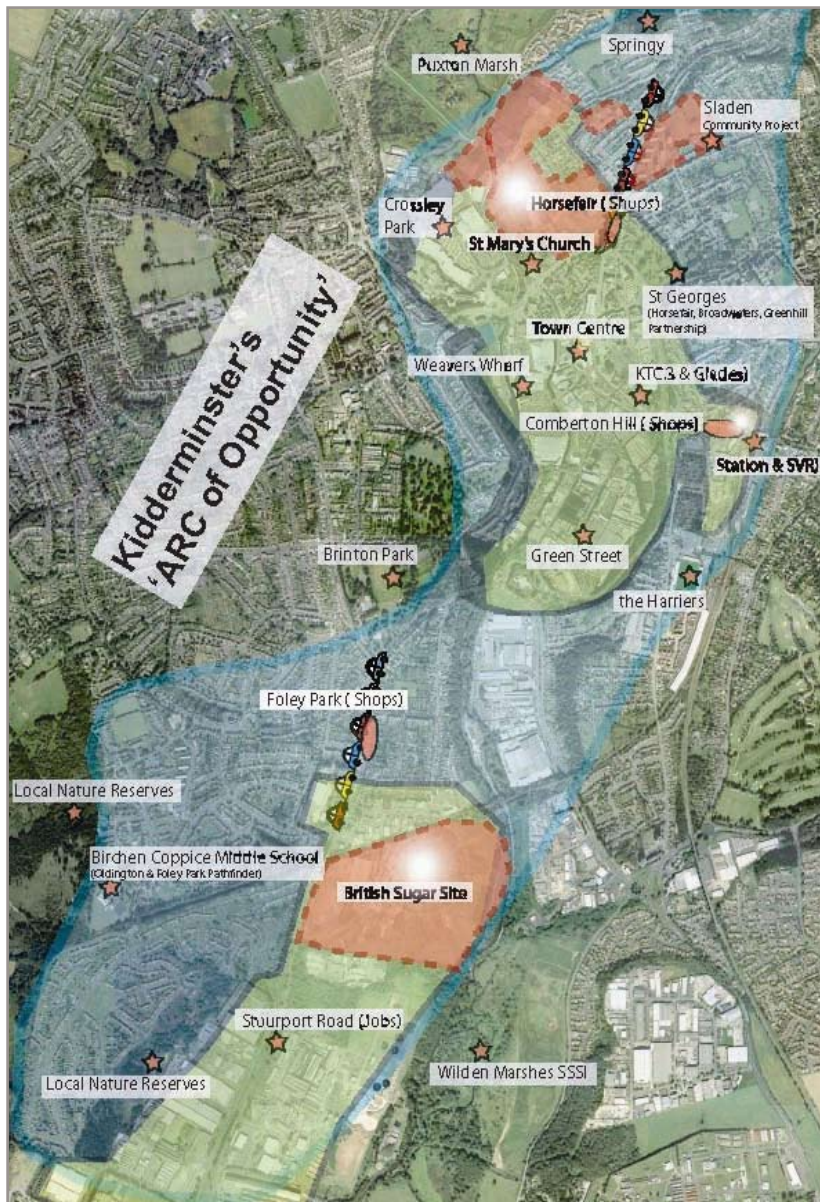
> **People...** *broadening horizons and maximising ambitions whilst providing the tools to achieve*

Ensuring choice and quality in education skills development and housing opportunity.

> **Powerful Voice...** *lets shout about it and work together to make it happen!*

Everyone getting behind the town and working together to raise the profile and maximise the opportunity.



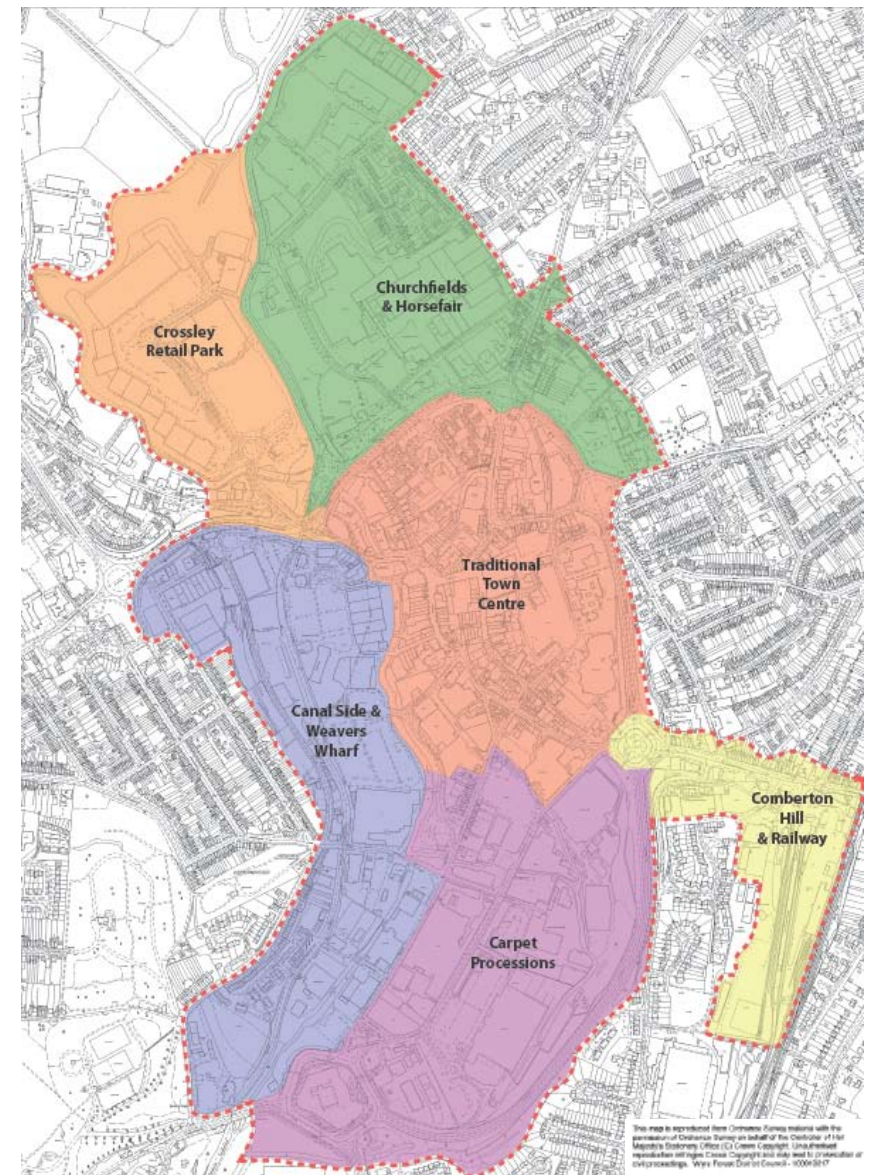


### < Kidderminster's 'Arc of Opportunity'

This 'arc' highlights the geographical context for some of the town's key opportunity sites. This is closely aligned with the A451 Stourport to Stourbridge road which runs like a spine through the area.

### Town Centre Areas >

The town centre can be divided into a number of different districts, each with its own particular challenges and opportunities.





# Place...

Focus on key opportunities:

- Canalside regeneration
- Churchfields & Horsefair
- Defining the 'Centre of Town'
- Worcester Street
- Comberton Hill
- Carpet Heritage Processions & Media Village
- Kidderminster Industry, Science & Nature Park (KISP)
- Gateway to the Severn Valley and Heritage Trail
- Kidderminster Marina

Together these opportunities could change the face of Kidderminster.

This draft Prospectus highlights possible options for each area.



## Kidderminster's Canalside

Could Kidderminster make more of the five miles of Staffordshire & Worcestershire canal waterside?

Here we show how the Park Lane area, opposite Weavers Wharf, could be transformed.

New homes, offices, specialist retail, cafes and leisure on the waterfront?

Park Lane timber yard, factories and woodland... could they be transformed with a new community and town park?

### < Park Lane timber yard & factory:

Could redevelopment here complete the transformation of this side of town?

## Kidderminster's Canalside Park Lane

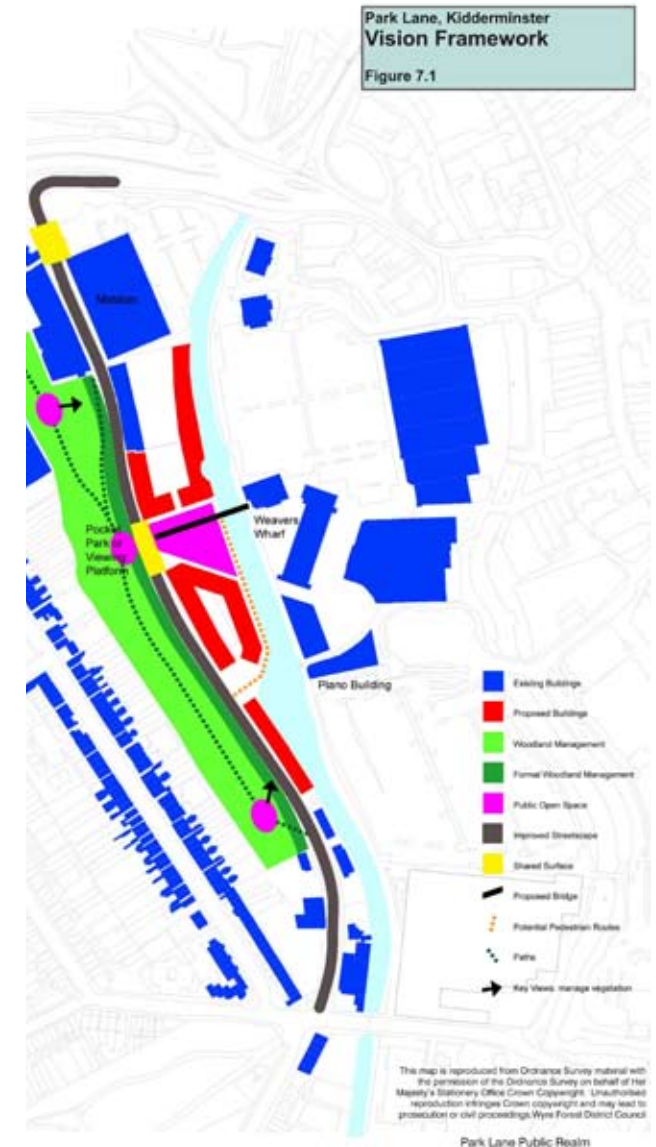


The Park Lane timber yard and Rock Works are earmarked for new homes in the Wyre Forest District Local Plan. The adjacent woodland is also recognised as an important open space.

The key to the regeneration of this area and realising its full potential will be through the pedestrian links that could be delivered to the adjacent Weavers Wharf area.

Could more be made of the canalside for commercial uses including leisure, restaurants, shops and office?

Could the woodland be used as a small town park?





## Churchfields

The Churchfields area is a 13 hectare (approx.) part of the town that lies just to the north of the town centre.

The area includes the former Georgian and Tompkinson carpet factories sites. Since their closure, these premises have provided useful temporary workspace for small to medium sized enterprises.

The residential setting of the wider Horesfair suggests that the area may be targeted for housing led regeneration. The site is capable of accommodating more than 400 new homes.

How could this area be changed for the better?

Could the creation of new residential neighbourhoods revitalise and breath new life into this part of the town?

Could a new bypass around the Horsefair (Blackwell Street) improve the current traffic and pedestrian situation?



Could the redevelopment of Churchfields include a new canalside marina with limited commercial opportunities?

New Bridge to Crossley Park... could facilitate bus routes in to Horsefair?

Could more be made of the area's waterside setting by having new development fronting onto the canal?



## Churchfields



For centuries, St. Mary's Church was directly linked to Church Street and the town centre but in the 1960's that link was severed by the ring road.

This has resulted in a poor physical and visual connection between town centre and the Churchfields/Horsefair area.



With major regeneration opportunities in the Horsefair, this link may once again provide a key connection to the town centre.

### **Below & left:**

How a new pedestrian crossing could look.





## Defining space at the centre of town: The Bull Ring

Is there a shortage of public squares and open spaces in the town centre?

Here and over the page we show how two existing spaces could be transformed into new piazzas.

Water features and public art could be incorporated into the streetscene to create a sense of fun and a focus for relaxation.

### < the Bull Ring

Could we imagine this space having a new role in the centre of town?

### > Baxter's Back in Town!

Monument to one of Kidderminster's most famous ancestors... The statue of Richard Baxter, on the Ring Road was originally located in the Bull Ring





## Defining space at the centre of town: Town Hall

A location for civic receptions and the popular Christmas light switch-on ceremony, but the space around the town hall is not really designed for this type of occasion.

Currently characterised by bus congestion, lack of seating, dropped kerbs, and street clutter.

Precedent:

It's hard to believe it now but the open space in front of Birmingham's Council House was once a series of heavily congested thoroughfares.

### Town Hall square >

Creating a dedicated civic space for events in the centre of town... shared surfaces with pedestrians having priority!





## Worcester Street

A number of poor quality buildings combine with outdated architecture and streetscene.

What might the future role of Worcester Street be?

How could the street become more attractive to retailers and occupiers?

### Option/ Phase 1 to 2016:

Relandscaping the pedestrianised street and recladding the buildings with modern facades. The inclusion of street trees, other greenery and cosmetic improvements to Step Entry to give the street new life?

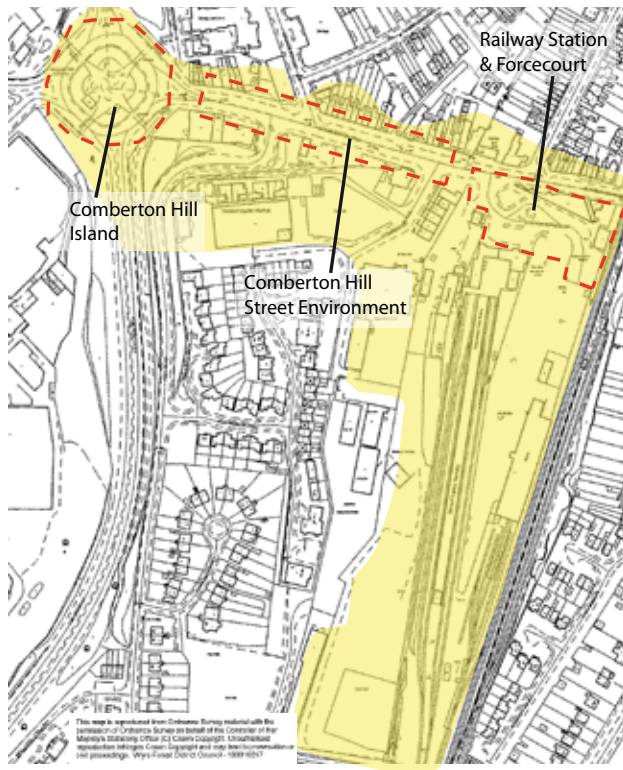
### Option/Phase 2 to 2021

Demolish the existing Littlewoods store and replace it with a Winter Gardens style shopping complex with atrium connecting the nearby car park with Worcester Street via lifts and escalators.



## Comberton Hill

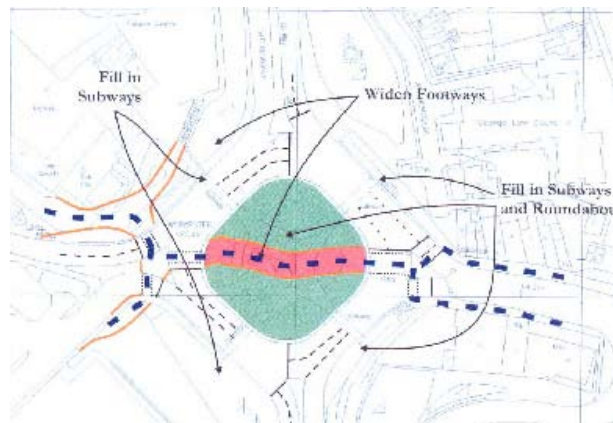
This area is one of the key gateways in the town as it contains both the SVR station and the railway station. However, the visual and physical connections to the town are poor. How might this be addressed?



## Comberton Hill Island

Consulation responses on the Prospectus Scoping Paper revealed the overwhelming dissatisfaction with the Comberton Hill Island.

How might this be improved in the future? Could the subway ultimately be filled in with a new 'over-land' pedestrian crossing? Perhaps making a feature of the island?



## Railway Station

A new station and bus interchange will be crucial to the town's role as 'gateway to the Severn Valley'.

Network Rail have recognised the rapid increase in passenger numbers at Kidderminster Station in recent years and the inadequacy of facilities to cope with this. Therefore, as part of their Fast Track scheme, Network Rail have identified Kidderminster as a possible priority for a new railway station.

There are also plans to redesign the concourse to improve pedestrian and traffic movements in and out of the concourse. This could serve to enhance links to the wider area and improve the effectiveness of the station to provide an effective gateway for visitors.

## Carpet Heritage Processions and 'Green' Street

The new Morrison's store in Green Street opened on 29 September 2008 and achieved an 'Excellent' BREEAM (Building Research Establishment Environmental Assessment Method) rating - the first retail store to achieve this tougher grade under the new 2006 criteria. This method rates the overall environmental performance of the store, based on specific criteria, such as providing cycle racks and cycle paths for the customers and staff, protecting the ecological surroundings and installing energy efficient systems.

Could this be a catalyst for the aptly named 'Green' Street?



## Media Village

There are a number of media related businesses in the area and there may be scope for a cluster or 'media village' with links to the nearby college?

Could environmentally friendly technologies be rolled out in Green Street?





## Kidderminster, Industry, Science and Nature Park (KISP) & former British Sugar site

A concept to emerge from the Wyre Forest Business Leaders, the KISP initiative will bring together key opportunities to the south of the town including the Stourport Road Employment Corridor (SREC) and the Wilden Marsh SSSI wetland restoration. In terms of job creation a major new site known as 'the Beet', would be at the heart of the new Park, which would have a sub-regional importance. At 24 hectares, the former British Sugar Factory, itself is one of the largest sites in the West Midlands Region. The wider Park would include establish sites at Hoo Farm and Summerfield. The intention is to focus on technology and environmental lead businesses. The wider area already benefits from Vision Labs (Optical Lenses), ROXEL and other creative industries.



KISP looking south







## The 'Beet'

The former British Sugar site is a 24 hectare site located a mile south of the town centre.

The site, the former home of a sugar beet factory is seen as having significant redevelopment potential that could be of great strategic importance to both the town and wider sub-region.

The site could have a key role to play in providing more modern and efficient businesses premises. This would have the potential to provide space for Kidderminster's existing businesses to relocate, as well as enticing new firms in to the area.

One of the key infrastructure challenges to developing the whole 24 hectare will be improving access and tackling congestion on the Stourport Road.

A possible option for consideration could be a new Hoo Brook Link Road connecting the Stourport Road with the A449 Worcester Road and, therefore, improving access to the M5 South.

Further work would be required to understand the options to addressing these challenges.

Potential to link up with the Severn Valley Railway?



**British Sugar: >**  
Could the redevelopment of this site spell a new economic future for the town and the District.

Potential premises for large anchor tenant



## Gateway to the Severn Valley and Heritage Trail

More than 750,000 people arrive in Kidderminster each year to visit the West Midland Safari Park and Severn Valley Railway (SVR) which terminates in the town's Comberton Hill station. These are two of the regions main visitor attractions.

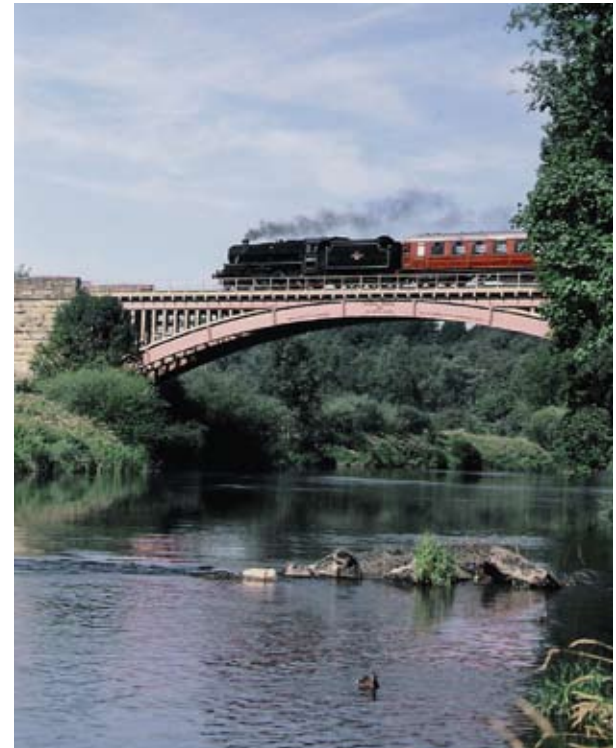
The proposed improvements to Comberton Hill and the station concourse will have a key role to play in enhancing the gateway and with better interchange facilities offers greater scope for combined ticketing with the areas main attractions.

The SVR station is complemented by the adjacent Kidderminster Railway Museum and looks set to be joined by a heritage centre and museum celebrating the town's carpet manufacturing traditions. This £2.5m attraction, which has been awarded

£1.7m of funding from the Heritage Lottery Fund, will be located just a short stroll from the SVR and museum complex in Green Street. These three complementary attractions provide the basis for a local 'Heritage Trail' to extend the visitor offer into the wider town and this will be further enhanced by proposals to improve the canalside environment within the town.

### Related Projects:

- Carpet Museum Trust: Heritage Lottery Fund Project
- Comberton Hill Island (see page 13): Connecting to Green Street/Town Centre
- Railway Station concourse



## Kidderminster Marina

There is approximately a 5 mile stretch of the Staffordshire and Worcestershire Canal in Kidderminster, running from Wilden Marsh in the south, through the town centre, to Puxton Marsh in the north. For the most part, existing development turns its back on this valuable waterside setting. At present it is understood that boaters find the Kidderminster stretch of the canal intimidating rather than welcoming.

Evidence from other towns demonstrates how urban regeneration can capitalise on these waterside settings. A possible area of search for a new Kidderminster 'marina' concept?

With a number of major development sites emerging on the banks of the canal within the town centre and at Clensmore Street in the Horsefair. A small mooring facility was created

as part of the Round Hill Wharf development on Park Lane and perhaps this provides a precedent for the future?



**The future?** Former Georgian Carpets site, Clensmore Street



## Business...

This section considers the main business opportunities. This includes looking at the main development sites and opportunities in addition to core business sectors for the future.

Recognising the importance of the area's existing businesses is a key starting point.

In addition to the public services, including the NHS who are the town's largest employer, there are a number of high performing businesses from manufacturing to creative industries.

The Prospectus will seek to showcase these businesses. If your company would like to be associated with the future of Kidderminster and if your company details are not included in this draft Prospectus we would like to hear from you.

The brochure will also look at attracting new businesses to the area and inward investment. Target business sectors and new visionary concepts that will provide strategic context. These could include:

- > **Town Centre Renaissance**
- > **Kidderminster Industrial, Science & Nature Park (KISP)**
- > **Gateway to the Severn Valley and Heritage Trail**
- > **Kidderminster Marina**
- > **Green Street Media Village**



HIGHCROSS

GRAFTON GATE  
DEVELOPMENTS  
Logistics Solutions



SEALINE





## Town Centre Renaissance

The vision for major sites is set out in the 'Place' section. Many sites will be suitable for a mix of uses. Each brings with it commercial opportunities including new retail, leisure, food and drink, and office employment opportunities. A new office quarter could emerge in the Churchfields area and it is likely that office suites may also be developed in parts of the canalside developments.

### Kidderminster Town Centre Partnership (KTCP) & Manager

The KTCP was established in 1993 to manage the town centre and co-ordinate the activities of the many private and public sector partners operating in the town centre. Its vision is:

**“To play a leading role in the development of Kidderminster as a regional retailing and business**

**centre, through a partnership approach with the Council and other key stakeholder interests.”**

In March 2008 the District Council, in a joint venture with the owners of Weavers Wharf, appointed a Town Centre Manager (TCM) to support the Partnership.

The role of the TCM is to work in partnership with local businesses to identify and support their needs with service providers. The KTCP are also responsible for raising funding and working towards greater levels of self-sufficiency. Ultimately, the TCM will work to maintain and improve the quality and viability of the town for all users by acting as a co-ordinator and catalyst for co-operation between stakeholders.

The KTCP and the TCM will have a key role to play in delivering the vision,

aims and objectives being presented in the Kidderminster Regeneration Prospectus, as well as the Local Development Framework and ultimately a new Town Centre Strategy. This will provide added confidence to public and private sector investors.



## People...

**The Sladen School Project** - The College have been looking into the feasibility of setting up a community and vocational learning centre on the now disused school site near the Horesfair.

Through the **'Building Schools for the Future'** programme, Worcestershire County Council has been successful in securing £150 million of Government funding for new schools in Wyre Forest District.

The schools included in the County Council's bid are currently operating in less than ideal accommodation and this funding will enable them to be "brought into the 21st Century".



Building schools for the future

Consultation on a new approach to capital investment



The Oldington & Foley Park Neighbourhood Management Pathfinder, established to improve the provision of public services and life chances for residents of the Oldington & Foley Park area, brings a £2.5 million funding injection over a 7 year lifespan to tackle the issues within the area.

"The principle is that local people and partners work together to find long term solutions to the problems that affect the area and to develop strong working partnerships."

"The Horsefair, Broadwaters and Greenhill Partnership is a collaboration of residents and organisations that are working together to improve their area."

## Learning & Skills Council

The Learning and Skills Council (LSC) is a publicly-funded organisation charged with building a dynamic and successful further education system for England, to give young people, adults and employers the high quality learning and skills they need to economic and social success.

The LSC work locally, regionally and nationally to:

- Create demand for learning and skills – ensuring that more people and employers are aware of their benefits in order that they are prepared to invest their time and money in them.
- Transform the FE system – working on behalf of people and employers, to make sure that

schools, colleges and providers offer a wide range of high quality learning and training that meets their needs and aspirations.

- Aid economic development – working with partners to ensure that skills are central to economic development.

### LSC Key facts

“The proportion of 19 year olds achieving a NVQ level 2 qualification has increased by five percentage points since 2004 to 60% in 2006. However, this is still eleven percentage points lower than the regional average.”

“Kidderminster has one of the highest levels of job

seekers allowance claimants in Herefordshire and Worcestershire.”

“The proportion of young people not engaged in education, employment or training (NEET) remains significantly higher [in Kidderminster] than the local average of 6.5% in Wyre Forest”

Source: LSC Herefordshire and Worcestershire Key Statistics 2007





## Housing

Housing is one of the most lucrative forms of development and new homes can bring wider benefits in terms of new infrastructure.

Partnership working with Housing Associations and private house builders to deliver regeneration can deliver a choice of housing types, enhanced environment and infrastructure improvements that can also generate economic benefits. Many housing companies have 'regeneration' expertise and are interested in helping deliver the regeneration of Kidderminster.



**Above:** Proposed redevelopment of maisonettes on Hurcott Road in the Horsefair by the Community Housing Group.  
**Below left:** The recently completed Maureen Aston Court, Broad Street, Horsefair.

This type of regeneration often involves redeveloping redundant industrial areas and the new housing can fund improvements to the local area and/or relocation to modern premises that can help

to safeguard jobs through the creation of more sustainable and efficient business operations.

## Powerful Voice...

For the Prospectus to succeed, key partner and delivery organisations will need to work together to promote and deliver the visions, aims and objectives. It is all about raising the profile of the town as whole and maximising the opportunities.





## Consulting Kidderminster...

The Public and other Stakeholders will be given the opportunity to comment on the draft Prospectus in the consultation period from November - December 2008.

The consultation will include a series of road-shows to be held in the town centre, in the Horsefair, and in Oldington and Foley Park areas of the town.

Other mini-displays will be available for community groups and at Kidderminster Library and the Worcestershire Hub.

The consultation is also being widely publicised via various promotions including posters, fliers and through the local press and the Council's website.

Date	Development
September 2008	Draft Prospectus to Regeneration & Enterprise Committee and Cabinet
Nov - Dec 2008	Public Consultation on final draft prospectus and action plan
Dec - Jan 2008	Consultation responses considered
Jan - Feb 2008	Finalise content for Prospectus
February 2008	Final Prospectus to Regeneration & Enterprise Committee and Cabinet
Feb - May 2008	Adoption of Kidderminster Regeneration Prospectus

## More information & contacts...

For more information please visit:



[www.wyreforestdc.gov.uk/planningenvironment/regeneration/](http://www.wyreforestdc.gov.uk/planningenvironment/regeneration/)

Comments, suggestions and ideas should be forwarded (preferably by email) to:



[regeneration@wyreforestdc.gov.uk](mailto:regeneration@wyreforestdc.gov.uk)



Regeneration & Economic Prosperity Manager  
Wyre Forest District Council  
Duke House  
Clensmore Street  
Kidderminster  
DY10 2JX

**Closing date for responses: 19th December 2008**