

**Halesowen Area Committee – 25<sup>th</sup> January 2005**

**Report of the Director of the Urban Environment**

**Town Centre Management**

**Purpose of Report**

- 1.1 To update the Halesowen Area Committee on the service provided by the Town Centre Management Team in relation to Halesowen Town Centre.

**Background**

- 2.1 The six priority topics of the Council Plan 2005/6 are Caring, Regeneration, Environment, Safety, Learning and Quality of service. Town Centre Management is committed to the delivery of the Council Plan by listening to what people say, responding to what local people tell us, be accountable for performance and provide value for money. The Town Centre Management team strives to meet all the council priorities through the service and support it provides to the local community.
- 2.2 The information contained in this report provides a summary of progress made by the team since the last report presented in November 2005.

**Highlights of 2005**

- 2.3 During 2005 the following events have taken place in Somers Square and town centre and have been reported in detail to this Committee on previous occasions.
- January 2005 - Broadcast and competition from the town by BRMB.
  - March/April 2005– Ceroc dancers entertained shoppers.
  - St. Georges Day: 23<sup>rd</sup> April 2005
  - Dutch Big Brass Band: June 2005
  - June 2005 – Halesowen Global Justice – Make Poverty History event for Borough of Dudley.
  - Halesowen College: June 2005
  - Victorian Street Fayre: 11<sup>th</sup> June 2005
  - July 2005 – Salvation Army Band performed

- Beacon Bouncy Castle: August 2005
- Halesowen Celebrates 60 Years since the end of WWII: 20<sup>th</sup> August 2005
- Pilot French Market: 29<sup>th</sup> - 30<sup>th</sup> September & 1st October 2005
- 17<sup>th</sup> December 2005 – Churches together performing Carol Concert

2.4 Since the last report to the Committee in November 2005 the following events have been delivered

2.5 Christmas Lights Switch On 19<sup>th</sup> November 2005. The Halesowen Chamber of Trade successfully held their annual “Christmas lights” event on Saturday 19<sup>th</sup> November 2005. A small fun fair was arranged for the day. Throughout the day Chamber members handed out mince pies and chocolates to shoppers. The Australian celebrity actor Kip Gamblin (who portrays Scott Hunter in ‘Home and Away’) entertained the crowd and switched on the towns new Christmas lights which also triggered a firework display. Both the event and ten minute firework display went without incident. Halesowen Town Chamber report the event was a success and believes it has benefited the town, drawing in shoppers to see the new lighting scheme and once again, raising Halesowen’s profile.

2.6 Sandvik Tree Christmas Lights Switch On 5<sup>th</sup> December 2005. This is an annual event with representatives from Sandvik who have sponsored the permanent Christmas tree inviting the Mayor of Dudley, Councillor Ian Kettle to switch on the town tree lights. The event had approximately 100 local school children (including for the first time children from Leasowes) singing Christmas carols accompanied by a school brass band in Somers Square.

2.7 17<sup>th</sup> December 2005 – Churches together performing a Carol Concert

2.8 Proposed events in 2006

- Officers are currently in negotiation with a “continental” market organiser with a view to holding a further two markets in the New Year. It is hoped that one three day market will take place in the Summer of 2006 with the other to taking place for three days in one of the weeks leading up to Christmas 2006
- Officers are giving support to the Victorian Fayre organised by Halesowen Chamber Trade that will take place on the 10<sup>th</sup> June 2006.
- Discussions are currently taking place with Halesowen College’s Performing Arts Department for the provision of musicians and dancers to perform in the summer of 2006.

### **Infrastructure Improvements 2006**

2.9 During the first quarter of 2006 oil damaged pavement slabs in Somers Square will be cleaned and where necessary replaced.

2.10 Following the departure of the Regeneration Manager – Brierley Hill & Halesowen, the delivery of the Town Centre Development service across the Borough's 4 principle town centres has been reviewed to make sure that the service is provided in the most effective manner. Members will be aware that in recent years Halesowen and Brierley Hill have shared a Town Centre Manager. Following this review it has been decided not to replace the Regeneration Manager – Brierley Hill & Halesowen, but that the management of the service across the 4 town centres should be provided by the former Regeneration Manager – Dudley & Stourbridge, George Whitehouse. Each Town Centre will now have its own dedicated Town Centre Manager, which in the case of Halesowen, will remain Stuart Perry. In addition, to support the Council's priority of Town Centre Regeneration, 2 Project Officers have been appointed. These potholders will act to coordinate the production of Town Centre Masterplans, and the delivery of projects and initiatives that will follow the adoption of these plans.

### **3 Finance**

3.1 The activities discussed in this report are delivered from existing budgets.

### **4 Law**

4.1 The promotion or improvement of the economic, social and environmental wellbeing of an area is supported by Section 2 of the Local Government Act 2000.

### **5 Equality Impact**

5.1 A primary role of the Town Centre Management Team is to encourage inclusiveness amongst all sectors of the community.

### **6 Recommendation**

6.1 It is recommended that:-

- The contents of this report are noted and that reports be provided at future meetings on the activities of the Town Centre Development Service.



.....  
**John Millar**

**Director of Urban Environment**

Contact Officer: Stuart Perry

Telephone: 01384 815708

Email: [stuart.perry@dudley.gov.uk](mailto:stuart.perry@dudley.gov.uk)

**List of Background Papers**

None