

# Development Plan Document



## Core Strategy Issues and Options document

9 May 08 - 20 June 08

This and other Local Development Framework documents can be made available in large copy print, audio cassette, Braille or languages other than English. If you require the document in one of these formats please contact:

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Punjabi ਜੇ ਤੁਸੀਂ ਅੰਗਰੇਜ਼ੀ ਵਿੱਚ ਗੱਲ ਕਰਨ ਲਈ ਮੱਦਦ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ 'ਐਥਨਿਕ ਐਕਸੈੱਸ ਲਿੰਕ' ਨੂੰ 01905 25121 ਨੰਬਰ ਉੱਤੇ ਫੋਨ ਕਰੋ।

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## Introduction to Issues and Options

Redditch Borough Council has started its preparation of a replacement for Local Plan No.3. The replacement is completely different to the old style Local Plan and we are required to be more spatially aware. The replacement will be called the Local Development Framework (LDF).

The Core Strategy is the first Development Plan Document to be prepared as part of the LDF and this Issues and Options Document presents those issues relevant to the Borough that the Core Strategy will consider, as well as alternative policy options to deal with these issues.

### **Why is spatial planning different from the old style 'land-use' planning?**

Spatial planning integrates policies for the use and development of land with other relevant plans and policies prepared by others. Having a strategic vision for the LDF in the Core Strategy will clearly set out how Redditch Borough should be in 2026 (the end of this next plan period). This Issues and Options Document is the first formal stage for the development of that spatial vision.

The Sustainable Community Strategy is one of the most important documents which the LDF should be taking note of. In particular, the spatial planning aspects of the Sustainable Community Strategy should be realised through the LDF, particularly the aspects of the Sustainable Community Strategy which relate to the development and use of land. This Issues and Options Document will explain how the Sustainable Community Strategy for Redditch has been integrated into the planning process at this stage.

### **What is the Local Development Framework?**

The Local Development Framework will contain a folder of different documents. Some of these documents, called Development Plan Documents (DPD), will form part of the statutory Development Plan. One of the most important DPDs is the Core Strategy. To prepare any DPD, Redditch Borough Council has to go through a variety of stages. These include:

- **Pre-production** – information is collated and the evidence base prepared;
- **Production** – an Issues and Options Document complete with consultation opportunities is produced, formal participation takes place and, after considering the comments received at Preferred Options, the DPD is submitted to the Secretary of State;
- **Examination in Public** – the soundness of the DPD is tested by an Inspector;
- **Adoption** – the Inspector submits a binding report, leading to adoption of the DPD.

There are other DPDs which can also be included within the LDF, including:

- Site Specific Allocations of Land
- Proposals Map
- Area Action Plan(s)

- Development Control Policies

The LDF can also contain a Local Development Scheme which is a three year rolling timetable of our document preparation; a Statement of Community Involvement which outlines how we will consult with communities and stakeholders; and it can also contain Supplementary Planning Documents which provide vital details relevant to important policies within the DPDs.

This document constitutes part of the Production stage in the Core Strategy DPD process, as such your views on the Issues and Options for Redditch Borough are much welcomed.

### **The Issues**

This Issues and Options Document highlights the matters relevant to Redditch Borough (Issues) and the ways in which these issues can be combated through the application of planning policy (Options). The Issues in this document were not just arbitrary choices selected at random, they have been obtained through a variety of sources and stakeholders:

- The Scoping Report review of relevant Plans, Policies and Programmes (evidence base)
- The Scoping Report review of baseline information for Redditch Borough (evidence base)
- State of the Borough Conference – Monday 18<sup>th</sup> June 2007
- Local Democracy Week – Monday 15<sup>th</sup> October 2007
- Citizens Panels (held between 15th November 2007 and 15th January 2008)
- Stakeholder Panels (held between 15th November 2007 and 17th January 2008)
- Elected Members of the Borough Council through Planning Advisory Panel sessions
- Redditch Borough Council Officers knowledge of previous strategic issues

## **Key Themes**

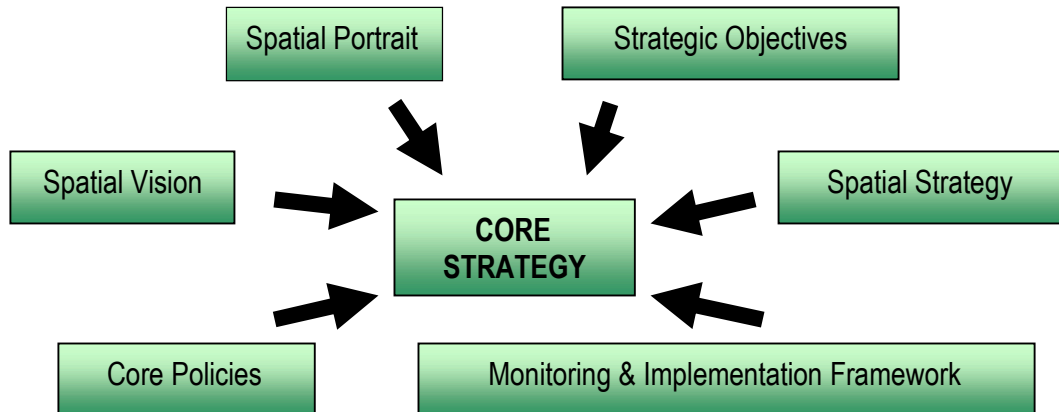
The introduction stated that Government guidance encourages Local Planning Authorities to prepare DPDs in line with the Sustainable Community Strategy for their local area. The Redditch Sustainable Community Strategy has the following set of overarching 'themes' (based on the themes of the Worcestershire Local Area Agreement) that guide decision-making:

- Communities that are safe and feel safe
- A better environment for today and tomorrow
- Economic success that is shared by all
- Improving health and well-being
- Meeting the needs of children and young people
- Stronger communities

These Sustainable Community Strategy themes will be known as the 'Key Themes' throughout this Issues and Options Document. The Key Themes are the headings in which the issues in this document have been developed and form the basis for the development of the Vision and Objectives.

## **Core Strategy**

The diagram below describes all of the aspects that have to be included in a Core Strategy DPD.



**Spatial Portrait:** Describes the current state of the Borough.

**Spatial Vision:** An aspiration statement of how we want Redditch Borough to be in 2026.

**Strategic Objectives:** Builds upon the key elements of Spatial Vision and sets out directions for change.

**Spatial Strategy:** Sets out a hierarchy of settlements in the Borough, describing the role of each settlement. It also takes into account the Vision and Objectives for the Borough.

**Core Policies:** Identifies locally distinctive policies for Redditch Borough using the 'Key Themes' as chapter headings. These will be used to implement the Vision and Objectives.

**Monitoring and Implementation Framework:** Ensures that the policies in the Core Strategy are being delivered and are working effectively.



**The timetable for the preparation of the Core Strategy is detailed below:**

<b>Timetable (Stage)</b>	<b>Date</b>
Preparation of Issues and Alternative Options and Initial SA report, including Public Consultation	September 2007 – May 2008
Public Participation on Preferred Option Document and Formal SA report	October – November 2008
Consideration of Representations and Discussions with Community and Stakeholders	January 2009
Preparation of Submission DPD and any Amendments to SA report	March – June 2009
Submission of DPD to SoS and final SA report	October 2009
Public Consultation Period on Submission DPD and SA report	October – November 2009
Examination in Public Receipt of Inspector's Binding Report	March 2010 September 2010
Adoption and Publication of Document and Revised Proposals Map	February 2011

**Key Influences**

Redditch Borough Council cannot prepare a Core Strategy DPD in isolation. We are bound by other documents at a national level (Planning Policy Guidance and Planning Policy Statements), regional level (Regional Spatial Strategy) and local level. As already discussed, the matter of cohesion between the DPD and the aims of the Redditch Sustainable Community Strategy is very important. The LDF will be a key mechanism towards achieving the Aims and Vision of the Redditch Sustainable Community Strategy.

At the regional level there is the West Midlands Regional Spatial Strategy (WMRSS) which is part of the Development Plan for Redditch. The WMRSS provides Redditch with its housing, employment, retail and office targets for the period from 2006 up to 2026. It is then the purpose of the LDF to suitably and sustainably accommodate this level of development.

The Regional Spatial Strategy has developed four major challenges for the West Midlands, and these challenges underpin the policies in the WMRSS:

- Urban renaissance
- Rural renaissance
- Diversifying and modernising the Region's economy
- Modernising the transport infrastructure of the West Midlands

The WMRSS is undergoing partial review and the Phase Two Revision Preferred Options is currently out for public consultation until around June/July 2008. With respect to Redditch Borough, the proposed development targets for the period 2006 - 2026 are as follows:

- Housing: 6600 dwellings (of which 3300 dwellings will be adjacent to Redditch in Bromsgrove and/or Stratford-on-Avon Districts).
- Employment: 51 Ha long-term requirement (of which 24 Ha will be provided within Bromsgrove and/or Stratford-on-Avon Districts).
- Retail floorspace: 50,000m<sup>2</sup> comparison retail floorspace (excludes food retail).
- Office floorspace: 45,000m<sup>2</sup> office floorspace within, or on the edge of, the town centre.

The WMRSS Phase Two Revision sets other targets for, amongst other things, development density, addressing climate change and improving public transport networks. These are all issues which we are aiming to resolve at the local level through this Issues and Options Document.

The WMRSS has also designated Redditch as a Settlement of Significant Development (SSD) as our growth (6600 dwellings) is considered to be quite high in proportion to the size of the existing town. However, our 6600 dwellings target is only to provide for the natural growth of our population and does not include any expansion growth. If Redditch remains as an SSD and the Government increases housing targets, Redditch may be in line for an even higher housing target than currently allocated. We will not know if this revision will occur until June/ July when the report into higher housing targets is published.

Even if Redditch does not get an increased housing target, of the 6600 dwellings we have currently been allocated, there is not enough appropriate space in the Borough to build them all. This means that about 3300 houses will have to be built adjacent to Redditch on land that is predominantly Green Belt land in Bromsgrove and/or Stratford-on-Avon Districts. A study was commissioned to identify the infrastructure issues associated with development in the areas around Redditch; however it is anticipated that further studies will be needed. [http://redditch.whub.org.uk/home/rbcindex/rbc-planning-services/rbc-planning-services-development\\_plans\\_team/rbc-planning-services-west\\_midlands\\_regional\\_spatial\\_strategy .htm](http://redditch.whub.org.uk/home/rbcindex/rbc-planning-services/rbc-planning-services-development_plans_team/rbc-planning-services-west_midlands_regional_spatial_strategy.htm).

The WMRSS issues which relate solely to Redditch are addressed in this document. Issues relating to the location of development in Bromsgrove and/or Stratford-on-Avon Districts will be dealt with, in the first instance in the Core Strategies for Bromsgrove and Stratford-on-Avon Districts.

### **Consultation on the Core Strategy DPD - Issues and Options**

This Issues and Options document will inform the development of Redditch Borough's Core Strategy – a key document to the future of the Borough. Given the significance of these documents to the development of Redditch, Redditch Borough Council encourages consultation from all concerned or interested parties. As such this Issues and Options Document acts as a consultation opportunity, outlining the main concerns that need addressing within the Borough and allowing for suggestions as to the actions that should be taken.

Any individual may support or object to the Issues and Options Document. Any such comments must be made within the period 9 May to 20 June 2008 and be sent to the Development Plans Department at the Town Hall. Once the consultation period is closed the Borough Council will prepare a statement summarising the main issues raised in these representations, and how these issues have been addressed in the Preferred Options Document which is scheduled for consultation autumn 2008.

The Council will consider the comments received on the Issues and Options Document and formulate the Preferred Options Document. Once the DPD is adopted it will be used when determining relevant planning applications. Accompanying the Issues and Options Document is a draft Sustainability Appraisal.

### **Sustainability Appraisal**

Accompanying this Issues and Options Document is a draft Sustainability Appraisal (SA) which is also available for consultation. Each of the Options presented in this document have been assessed as part of the SA. As an outcome of the assessment, the Options are accompanied by a score assessing the sustainability effects of each Option (e.g. if an Option has no effects it has been scored as '0', if an Option has a negative effect it has been scored '-' or '--' depending on its severity, if an Option has a positive effect it has been scored '+' or '+ +' depending on its favourableness and if the result of an effect is uncertain it has been scored '?').

### **How to Comment**

This Issues and Options Document for the Borough of Redditch Core Strategy Development Plan Document is available for consultation. The consultation will last for a period of 6 weeks between 9 May 2008 and 20 June 2008. If you have any comments they should be received by the Borough Council by 5pm on Friday 20 June 2008. Please forward your comments to:

Development Plans  
Redditch Borough Council  
Town Hall  
Walter Stranz Square  
Redditch  
Worcestershire  
B98 8AH

Email: [devplans@redditchbc.gov.uk](mailto:devplans@redditchbc.gov.uk)  
Telephone: 01527 64252 Ext: 3219  
Fax: 01527 65216

Responses to the Issues and Options Document can also be submitted online via the following web link [www.redditchbc.gov.uk/consultation](http://www.redditchbc.gov.uk/consultation)

# Spatial Portrait of Redditch Borough

## Profile

Redditch Borough is within the County of Worcestershire and borders Warwickshire County to the east and southeast. It is surrounded by Bromsgrove District to the west and north, Stratford District to the east and southeast and Wychavon District to the southwest. The Borough is situated at the outer edge of the Green Belt boundary for the West Midlands. Redditch offers easy access to the countryside and prominent local areas, including culturally rich areas such as Stratford upon Avon and naturally rich areas such as the Cotswolds. The Borough lies 15 miles south of the Birmingham conurbation and Birmingham airport is approximately 25 minutes drive time away.

Redditch Borough consists of the main town of Redditch, the villages of Astwood Bank and Feckenham and several other hamlets. It covers an area of 5,435 hectares (13,430 acres) with a population of 78,813 (2001 census).

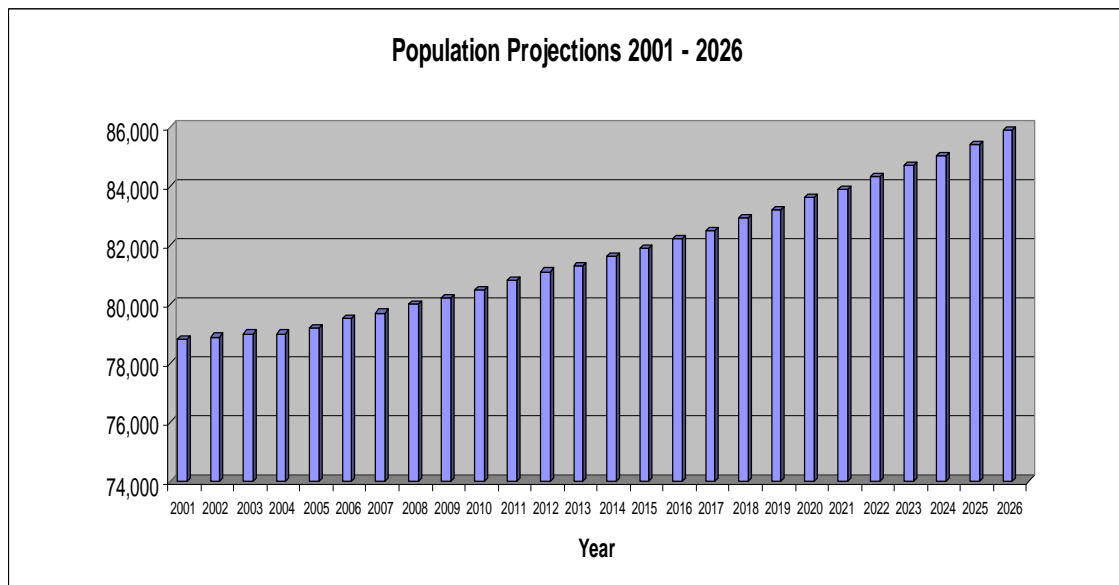
The Borough is split into the urban area of Redditch in the north, accounting for 50% of the area and 93% of the population; and the rural area to the south with 7% of the population. The rural area consists predominantly of Green Belt land, but also open countryside, as well as the villages of Astwood Bank and Feckenham.

Redditch was formerly a market town until 1964 when it was designated as a New Town; a status it maintained up until 1985. During this period the Redditch Development Corporation was responsible for the growth of Redditch, predominantly to the east of the town.



## People

The current population of Redditch Borough is more than 78,000 (2001 census) and this is projected to rise to more than 80,000 by 2011.



Redditch Borough has a significant black and ethnic minority population (5.2% of the overall population) as well as a considerable Polish community. These groups contribute to the diversity and culture of Redditch.

Redditch Borough has low levels of crime in comparison to the national average of England and Wales (20.3 offences per 1000 population in Redditch, compared to England and Wales 24.9 in 2006), with the number of offences taking place in the Borough continually falling. This is a significant achievement for the Borough and strongly contributes towards the goal for Redditch to be the '*Safest town in England*'.





## Environment

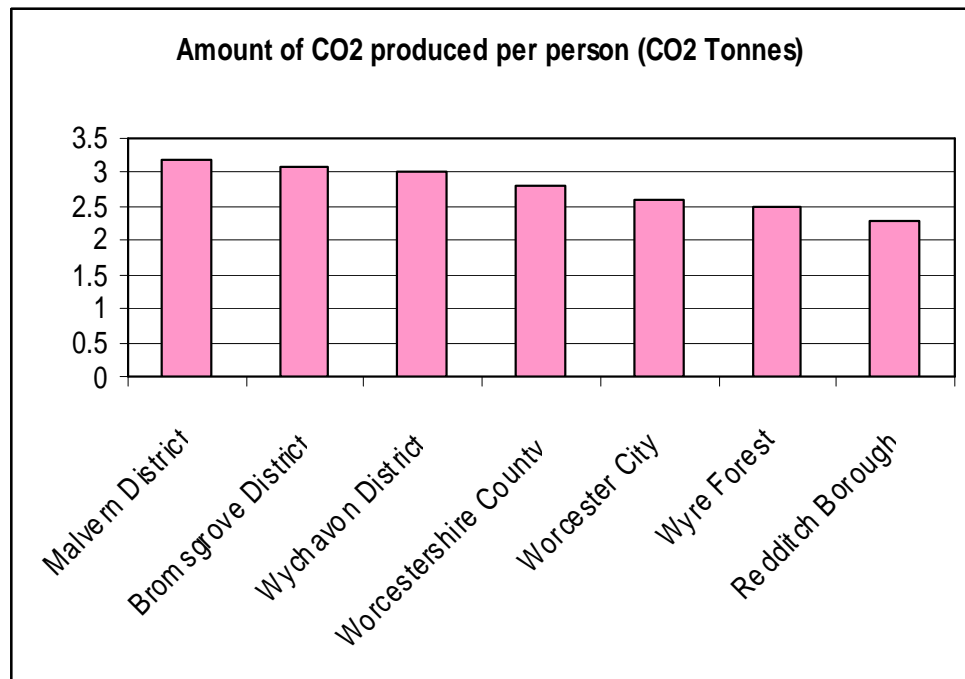
In terms of the environmental aspects of Redditch Borough, there are six Sites of Special Scientific Interest, amounting to 54.7 hectares, as well as 26 Special Wildlife Sites (213 hectares). There is also more than 87ha of land designated as Local Nature Reserves, comprising 5 separate sites of semi-natural ancient woodland. There are two areas of designated parkland, including Arrow Valley Park which follows the course of the River Arrow and Morton Stanley Park in the east of the urban area.



There are two conservation areas in Redditch Borough, one of which is located in Redditch town centre (Church Green) and the other, Feckenham village.



Redditch Borough takes an active and determined role in the fight against climate change. It boasts the first dwellings to have been assessed against the 'Code for Sustainable Homes' built to Code Level 3 and has committed to participation in the Nottingham Declaration, signed in 2006, as well as the Worcestershire Climate Change Pledge signed in March 2008. The use of renewable energy in the Borough continues to grow, with solar panels appearing on many of the buildings within Redditch Borough, including the roof of the Town Hall. Redditch has the lowest CO<sub>2</sub> emissions per person amongst all other districts in Worcestershire, as is identified in the graph below. It also produces a considerably lower total amount of CO<sub>2</sub> for the domestic sector (206 Kt) than the national average (384.6 Kt).



Redditch has established itself as a strong player in sustainable, environmentally-friendly development; a project which will be strengthened and continued. This development at Sillins Avenue is the first development of its kind in the UK and is the first to meet level 3 of the Code for Sustainable Homes.





## Transport

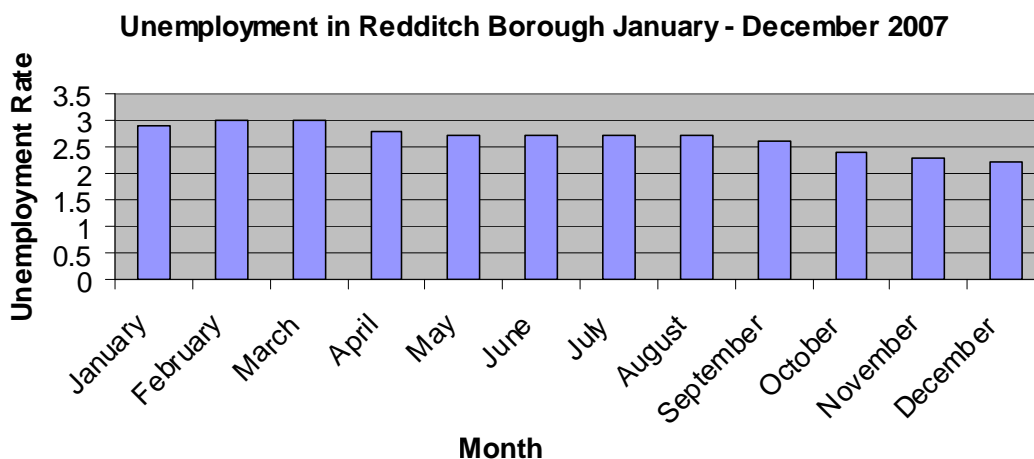
Redditch Borough has good transport links, with the M42 (Junction 3) located under 5 miles away and the M5 around 6 miles from Redditch town centre. There are segregated bus routes and a train line running services every 30 minutes to and from Birmingham New Street station and on to Lichfield. The urban area of Redditch generally enjoys free-flowing traffic and relatively little congestion. One key advantage for Redditch in terms of transport is its size. As the Borough is relatively small, distances covered travelling to work are low. Car ownership is low and bus and train use is high. Redditch has one train station that is very well used, two public transport interchanges in the Town Centre (bus and rail), bus-only lanes running through a number of the District Centres and a specific road hierarchy tailored to the New Town layout. These features contribute to the ease of travelling around the Borough.

Redditch experiences one of the lowest rates of Road Traffic Collisions (RTCs) per 1,000 population in Worcestershire. In 2006-7, there were 159 RTCs within Redditch, a rate of 2 per 1,000 people.



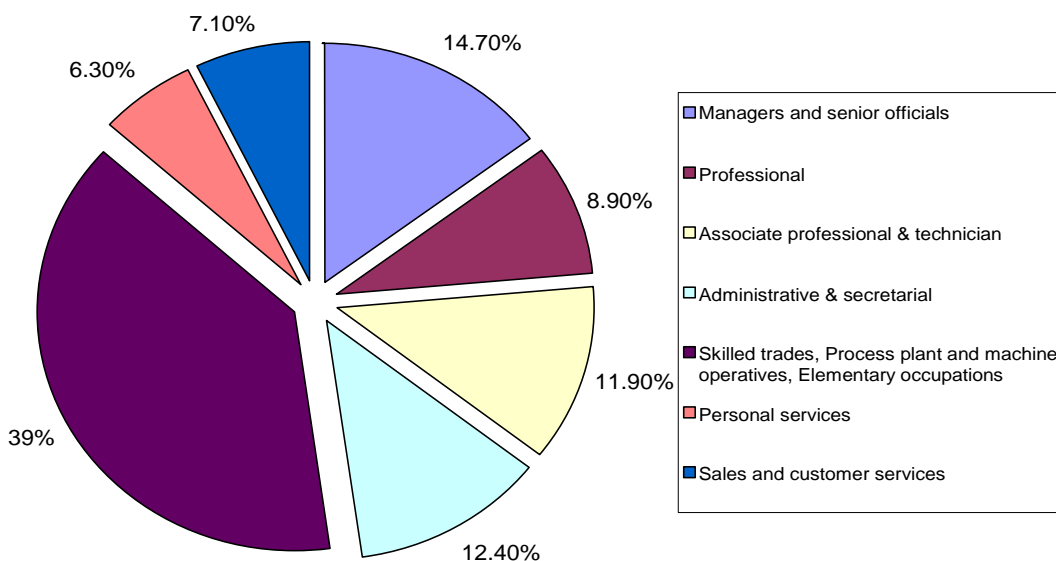
## Economy

For the period June 2006 - June 2007 4.4% of Redditch Borough's economically active population was unemployed. This is higher than Worcestershire at 3.6% but lower than the average of 5.2% across Great Britain. (source: Nomis Official Labour Market Statistics). All wards in the Borough saw a reduction in the number of unemployed people during 2007.



The most abundant employment sector in Redditch is manufacturing. There are a lower percentage of managers/senior officials, professional or associate professional & technician workers in Redditch Borough compared to Worcestershire and Great Britain but more than in the West Midlands. There are a higher percentage of process plant and machine operatives and elementary occupations in Redditch Borough compared to Worcestershire and Great Britain, but the figure is on a par with the West Midlands.

**Employment by Occupation (2001 Census)**



There are a number of overseas companies established in the Borough such as AT&T, Marubeni-Komatsu and Uno Medical and the headquarters of Halfords, GKN and the Law Society are located in Redditch.

Redditch Town Centre is the focus for shopping in the Borough and the surrounding area. There are a number of District Centres situated throughout the urban area as well as local parades of shops, groups of shops and corner shops. The Kingfisher shopping centre is the 8<sup>th</sup> largest in the Country; boasting big name department stores, the flagship Debenhams store as well as a range of high street names and smaller, independently run shops.

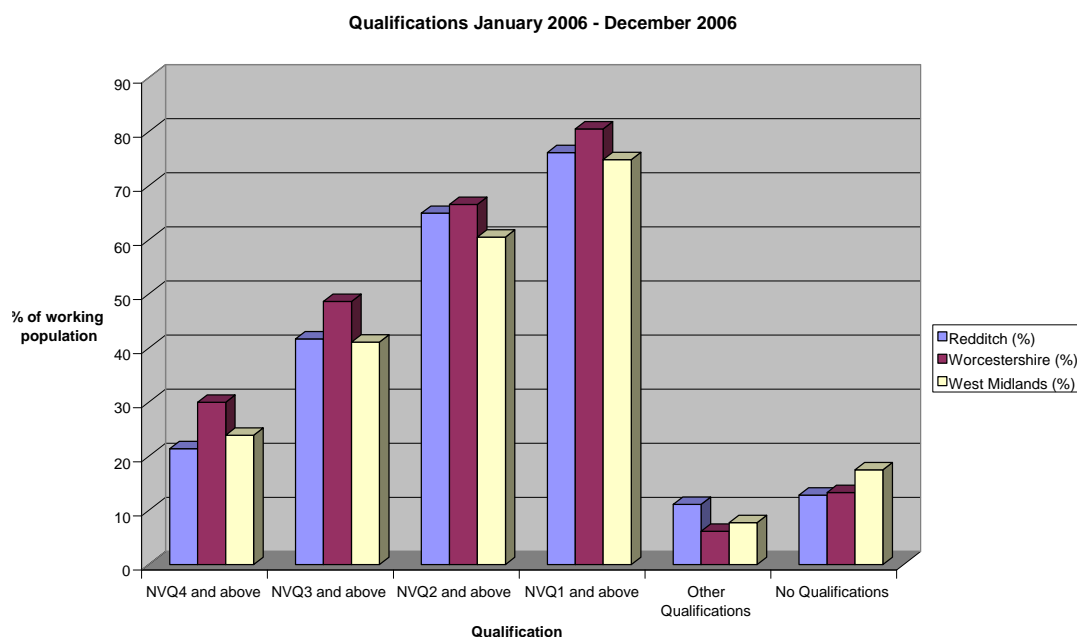


## **Education**

Redditch follows a three tiered schooling system that is intrinsic in Worcestershire and sees pupils progress from first, middle to high school. Over thirty schools in Redditch conform to this system and cater for some 12,000 pupils.

Around 25% of the Borough's population is under the age of 19. Young people in Redditch are more likely to be in post-16 education than their peers nationally. Some 48% of students attending schools in Redditch reach the government benchmark of 5 A\* - C grades at GCSE in 2005, compared to 56% at the national average.

The table below is constructed from annual samples of the population undertaken by Nomis. It suggests that overall Redditch's working population has higher qualifications than the West Midlands but less than the rest of Worcestershire. Around 12% of Redditch's working population has no qualifications. It is important to maintain and improve the skills base of the community in order to secure continued economic development.



## Housing

In 2006 (January to March 2006) the average house price in Redditch was £150,501, lower than both the average for Worcestershire (184,936) and the national average (£184,925).

As a percentage of housing stock, Redditch Borough has the highest amount of affordable housing (24%) in comparison to the neighbouring district of Bromsgrove (11%), the Worcestershire-wide average (16%), the West Midlands average (21%) and the UK (19%). However, supply still does not meet demand.

As Redditch Borough has a relatively young population, single pensioner households are lower than the Worcestershire average (11.1% in Redditch Borough and 13.7% for Worcestershire); however there are a high percentage of one person households (14.7% for Redditch Borough compared to 12.9% for Worcestershire).

With a young population and the growth in single person households nationally, this is a trend that is likely to continue, with a need for the market to respond accordingly, but also to produce housing that is sustainable and adaptable for the future changing population of Redditch.



Generally house prices in Redditch, as well as ownership levels, are lower than neighbouring districts. However, Redditch Borough does offer a vast amount of choice in terms of housing stock, with housing that covers every size, style and type of accommodation. Moreover, although geographically smaller than the neighbouring district of Bromsgrove, Redditch holds the same level of housing provision. Redditch Borough, through its varying type, style and location of housing, seeks to accommodate the needs of the whole of the Borough's population. This means that housing in Redditch Borough aims to be socially inclusive, building and providing for those who require it, including social housing, intermediate ownership housing, as well as elderly and single person households. Whilst there is a travelling show peoples' site in the Borough, currently there is no provision for gypsies and travellers.

## **Health**

The 'Health Profile for Redditch 2007' (NHS) suggests that the Borough generally has a very good health profile compared to national averages. Redditch has the lowest amount of residents with limiting long term illnesses compared to all other Worcestershire districts: this may be attributed to Redditch's younger population profile. However, an ageing population is projected for the Borough. It is anticipated that the over-65 age group will account for around 15% of the total population by 2011.





## **Culture & Leisure**

Cultural attractions within the Borough include the Forge Mill Needle Museum which explores the Borough's needle heritage, Bordesley Abbey which offers access to a medieval Cistercian abbey, and Arrow Valley Park, which centres around the 12 hectare (30 acre) lake and adjacent Countryside Centre. The Town Centre offers the 425 seat Palace Theatre as well as a multi-screen cinema located in the Kingfisher Shopping Centre.



Sports facilities across the Borough cater for traditional pastimes such as football, swimming and lawn bowls, whilst a skate park encourages enthusiasts from further a field.

The profile of Redditch Borough is dynamic and diverse. From its conception as a market town, Redditch has continued to evolve and adapt in all areas in line with the times. Changes in its profile have reflected changes in society and in the future Redditch will experience further change as it continues to evolve.

A full and detailed description of the distinctiveness of Redditch Borough is available in a document entitled 'Local Distinctiveness in Redditch Borough', produced by the Development Plans team and available on the Borough council's website [www.redditch.whub.org.uk](http://www.redditch.whub.org.uk).



## A Vision for the Core Strategy

An appropriate Spatial Vision needs to be included within the Core Strategy. This Spatial Vision should set out how we want Redditch to be in 2026.

We already have a vision in the Redditch Sustainable Community Strategy which states:

**“Our vision is for Redditch to be successful and vibrant, with sustainable communities built on partnership and shared responsibility. We want people to be proud that they live or work in Redditch.”**

The Spatial Vision in the Core Strategy needs to take on board the vision of other relevant plans. We have proposed a draft Spatial Vision below, which will apply to the whole of the Redditch Local Development Framework:

**“By 2026, Redditch Borough will be distinctively green. It will be highly accessible, culturally and ecologically rich, and the safest town in England. Redditch will have achieved regeneration of its pockets of deprived areas and the Borough will have attractive facilities, vibrant centres, diverse employment areas, new housing of the best possible quality, with development that has been carbon neutral for many years. The residents of Redditch Borough will be healthy and highly skilled.”**

**Q<sup>1</sup>**

Is this draft Spatial Vision ambitious enough for Redditch Borough, or do you think it is too ambitious? What needs to change or what needs to be added?









## Strategic Objectives

So that we can achieve our Spatial Vision for Redditch Borough we must develop a set of Strategic Objectives. These Objectives should reflect what is aspired for in Redditch in the Spatial Vision. We have therefore drafted the following set of Strategic Objectives:

- 1. To have high quality open spaces, a key component of Redditch Borough;***
- 2. To ensure that all new development in Redditch Borough is carbon neutral;***
- 3. To reduce the causes of, minimise the impacts of, and adapt to climate change;***
- 4. To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments;***
- 5. To ensure efficient use and re-use of land;***
- 6. To move towards safer, sustainable travel patterns and reduce the need to travel;***
- 7. To enhance the visitor economy and Redditch's cultural and leisure opportunities;***
- 8. Reduce crime and anti-social behaviour and the fear of crime;***
- 9. To improve the vitality and viability of Town and District Centres in the Borough by day and night;***
- 10. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations; and***
- 11. To have a strong, attractive and diverse economic base with employees with higher skills levels***

As it has already been established that this document must have significant regard for the Sustainable Community Strategy, the table below places the Strategic Objectives within the framework of Key Themes relevant to the Borough.

Key Theme	Objective
<b>Communities that are safe and feel safe</b> 	<p>To move towards safer, sustainable travel patterns and reduce the need to travel.</p> <p>Reduce crime and anti-social behaviour and the fear of crime.</p>
<b>A better environment for today and tomorrow</b> 	<p>To have high quality open spaces, a key component of Redditch Borough.</p> <p>To ensure that all new development in Redditch Borough is carbon neutral.</p> <p>To reduce the causes of, minimise the impacts of, and adapt to climate change.</p> <p>To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.</p> <p>To ensure efficient use and re-use of land.</p> <p>To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.</p>
<b>Economic success that is shared by all</b> 	<p>To enhance the visitor economy and Redditch's cultural and leisure opportunities.</p> <p>To improve the vitality and viability of Town and District Centres in the Borough by day and night.</p> <p>To have a strong, attractive and diverse economic base with employees with higher skills levels.</p>

<p><b>Improving health and well-being</b></p> 	<p>To have high quality open spaces, a key component of Redditch Borough.</p> <p>To move towards safer, sustainable travel patterns and reduce the need to travel.</p> <p>To enhance the visitor economy and Redditch's cultural and leisure opportunities.</p> <p>Reduce crime and anti-social behaviour and the fear of crime.</p>
<p><b>Meeting the needs of children and young people</b></p> 	<p>To have high quality open spaces, a key component of Redditch Borough.</p> <p>To enhance the visitor economy and Redditch's cultural and leisure opportunities.</p> <p>To improve the vitality and viability of Town and District Centres in the Borough by day and night.</p>
<p><b>Stronger communities</b></p> 	<p>To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.</p> <p>To move towards safer, sustainable travel patterns and reduce the need to travel.</p> <p>To enhance the visitor economy and Redditch's cultural and leisure opportunities.</p> <p>Reduce crime and anti-social behaviour and the fear of crime.</p> <p>To improve the vitality and viability of Town and District Centres in the Borough by day and night.</p> <p>To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.</p>

**Q<sup>2</sup>**

Will these Objectives achieve the draft Spatial Vision?

**Q<sup>3</sup>**

Can you think of any changes to these Objectives to make them measurable or more like targets?

## Spatial Policies

The Spatial Policies section of this Issues and Options Document (and ultimately the Core Strategy DPD) contains overarching policies which apply to the whole of the Borough of Redditch. The Issues presented here are the essential elements which need to be included as part of the Spatial Policies section. The Options for each issue represent genuine alternative policy directions and Redditch Borough Council encourages your opinions and assistance in deciding which directions to take.

A spatial strategy will be a key element of the Core Strategy. A spatial strategy has not been included at this stage but it will be developed as the Core Strategy is progressed following consultation.

### **Issue 1** **Redditch's Development Strategy**

#### **Relevant Strategic Objectives:**

- To have high quality open spaces, a key component of Redditch Borough.**
- To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**
- To ensure sufficient use and re-use of land.**
- To move towards safer, sustainable travel patterns and reduce the need to travel.**
- Reduce crime and anti-social behaviour and the fear of crime.**
- To improve the vitality and viability of Town and District Centres in the Borough by day and night.**
- To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

The Regional Spatial Strategy aims to make the Major Urban Areas (MUA) of the West Midlands more attractive places to live, work and invest and for development to be focussed in towns which are the most capable of balanced and sustainable growth to complement the role of the MUAs (in particular, Settlements of Significant Development, Redditch being one of these).

In the same way, Redditch Borough must have an overall development strategy. Developing this strategy must take into account:

- That the WMRSS identified Redditch as a Settlement of Significant Development;
- That there is a need to focus development in sustainable locations where it is close to existing infrastructure; on Previously Developed Land; close to public transport links; and close to existing services and employment.

**Q<sup>4</sup>**

Where should future development be concentrated in Redditch Borough?

Option 1	Focus development in the most sustainable location in the Borough; the Town Centre	+
Option 2	Identify areas in the urban area of Redditch in need of regeneration and focus development in key regeneration areas	++
Option 3	Priority for development on brownfield land in the urban area	++
Option 4	Rebuilding existing urban areas of poor quality with land efficient buildings	++
Option 5	In some other way, please specify	?

By further refining this Development Strategy, an appropriate settlement hierarchy can be formed at the next stage of production, the Preferred Option. This process will involve defining the role and function of all settlements within Redditch Borough. Being a small local authority, the Borough of Redditch has only three settlements, those of Redditch, Astwood Bank and Feckenham. Redditch, as the principal town and a designated Settlement of Significant Development, will be the primary focus of development within the Borough. Astwood Bank is host to a range of services and facilities and is likely to be able to sustain development to meet its needs. Feckenham is a less sustainable settlement with limited facilities to support the population and is not a likely focus for development.

**Q<sup>5</sup>**

Do you have any comments on the likely settlement hierarchy of Redditch Borough?

## **Issue 2**

### **Redditch's Hierarchy of Centres**

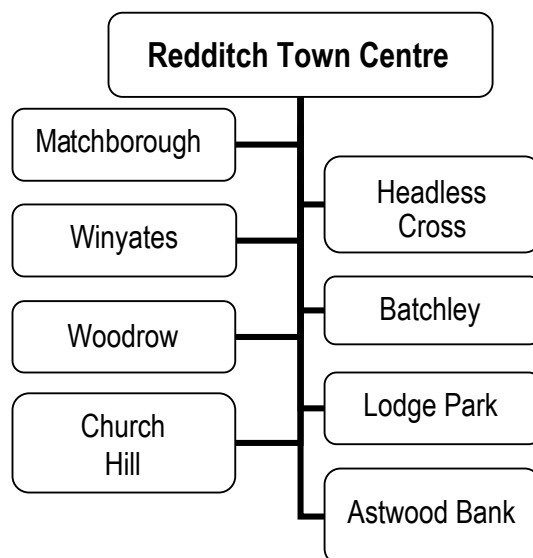
#### **Relevant Strategic Objectives:**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

The WMRSS sets out a network of Town and City Centres divided into tiers (from Birmingham in Tier 1 to Redditch in the lowest Tier 4).

Similarly, Redditch Borough should develop its own network of centres known as the hierarchy of centres. The Town Centre of Redditch is always going to be the most sustainable and preferable centre in which to accommodate major retail developments, those uses which attract large numbers of people and large scale offices. However, local neighbourhoods should also be provided with appropriate services and facilities in District or Local Centres.

Redditch has a number of 'District Centres', so named following the New Town development throughout the 1960s and 1970s; however their actual role is classed as 'Local Centres' in National Planning Policy (Planning Policy Statement 6). Some District Centres were developed during the New Town era, whilst others have been long established. At this stage, Redditch Borough Council considers the role and function of all of these District Centres to be the same, with no one centre taking precedence over any other. The suggested hierarchy of centres is therefore:



**Q<sup>6</sup>**

**Do you have any comments to make about the hierarchy of centres?**

### **Issue 3**

### **Strategic Sites**

#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

A strategic site is any site that is important for the delivery of the Core Strategy Vision. The Borough Council considers the sites within this Issues and Options Document to be strategic.

#### **Delivery of housing target**

The strategic target can be met using urban area sites and Areas of Development Restraint (ADRs). There is no need to use Green Belt within the administrative area of the Borough. There are particular reasons why the Green Belt areas in Redditch Borough should not be used for development. Therefore this makes the ADRs strategic sites for the delivery of housing growth and some employment growth in the Borough up to 2026.

#### **Delivery of employment targets**

The Borough needs to have a supply of readily available employment land. There is a limited amount of potential employment land; however the Employment Land Review will identify suitable sites for future employment land allocations. It is not the purpose of this Core Strategy to allocate specific areas for employment growth, but the Core Strategy does aim to identify broad locations for growth. The land to the Rear of Alexandra Hospital can be identified as a strategic site to deliver some employment, as work carried out identifies that this parcel of land is particularly suitable for employment.





### Gateway to the Borough

Public consultation has identified the Edward Street site as a poor gateway into the Borough. A Supplementary Planning Document (SPD) has been prepared in order to assist in the re-development of the Edward Street site. A key purpose of the SPD is to ensure that the site provides an appropriate gateway development when entering the Borough. Re-development of the Edward Street site has not yet taken place, therefore this is considered to be a strategic site.



### Deprivation in the Borough

Redditch Borough is designated as a Local Regeneration Area under Policy UR2 of the WMRSS. Policy UR2 seeks to bring forward local regeneration programmes and policies and to improve concentrations of deprivation. The LDF Sustainability Appraisal – Scoping Report sets the context for deprivation within the Borough of Redditch. The Scoping Report highlights the following key issues:

- Some Redditch Wards such as Batchley are more deprived than others;
- There is a high percentage of the population living in the most deprived Super Output Areas in Redditch.

Following the findings of this report, Batchley is therefore considered to be a strategic site and should be a focus for regeneration in the Borough if deprivation is to be decreased.

### Town and District Centres

There are a number of Strategic Objectives for the Borough relating to the Town and New Town District Centres, these include:

- To enhance the visitor economy and Redditch's cultural and leisure opportunities
- To improve the vitality and viability of Town and District Centres in the Borough by day and night.

A number of other Strategic Objectives can be considered to overlap with the importance of enhancing the Town and District Centres. Therefore the Town Centre and New Town District Centres are considered to be key strategic sites in the Core Strategy. The Borough Council has produced a SPD on Church Hill District Centre with the purpose of regenerating the area.

### Other Strategic Sites

In addition to the SPD relating to Church Hill District Centre, the Borough Council has adopted three site specific SPDs which are in the process of coming forward or have yet to be progressed and implemented. These are:

- Auxerre Avenue SPD
- Church Road SPD
- Prospect Hill SPD

It is considered imperative that development of these sites is implemented; therefore they are considered to be strategic sites.



Should there be any additional strategic sites and if so, where?

## **Issue 4**

### **Planning Obligations**

#### **Relevant Strategic Objectives:**

**All objectives**

The Government has introduced provisions in the Planning Bill for a new Community Infrastructure Levy (CIL). CIL is intended to be a standard charge set by the charging authority e.g. Redditch Borough Council, and levied by the authority on new developments. This could be levied per dwelling or per square metre. Bromsgrove District Council, Redditch Borough Council and Stratford-on-Avon District Council are considering a joint approach to securing developer contributions towards enabling development, particularly in areas with cross-boundary implications. If a CIL approach is taken it will complement existing Section 106 agreements which are negotiated on a case by case basis. In order to charge CIL, the Council will have to undertake two steps:

- Identify what infrastructure is needed and how much it will cost;
- Work out what contribution each development should make.

In relation to the CIL, it is anticipated that it will assist with the Delivery Framework<sup>1</sup>.

**Q<sup>8</sup>**

Is there anything else the Council should receive planning obligations for/Community Infrastructure Levy, in addition to the list below?

Public transport - Bus and rail;	Education;
Health – PCT and Strategic Health;	Police;
Fire;	Ambulance;
Utilities – Water, Telecoms, Electric, Gas;	Community Facilities – Libraries, Community Centre, Cemetery, Waste Disposal;
Green – Parks, Pitches, Sports and Leisure (built);	Highways – Freight, Roads, Walks, Cycling, Waterways;
Energy infrastructure;	Care Homes;
Courts;	Social Services;
Voluntary Sector;	Nurseries;
Children's Home;	Prison;
Retail;	Environment Agency;
Counter terrorism measures	Broad Band connections (fibre optic)

<sup>1</sup> The Delivery Framework will set out how the Core Strategy policies, objectives or targets will be implemented and achieved.

# KEY THEME A


## COMMUNITIES THAT ARE SAFE AND FEEL SAFE

### Issue 5 Creating Safe and Secure Environments

#### **Relevant Strategic Objectives:**

**Reduce crime and anti-social behaviour and the fear of crime**

To create truly sustainable, cohesive environments, we must consider all social, environmental and economic eventualities. This allows for the creation of safe, secure and cohesive public environments and places that people enjoy and in which they feel safe. An issue that needs to be considered in terms of the design of future developments is the potential risk of terrorism attacks. To design places with this as a consideration affords greater protection to the public. Good planning delivers places which incorporate counter-terrorism measures to make for truly safe and secure areas. An example is defensible barriers which reduce dangers such as falling or flying glass. However, it is transparent security measures, such as road layouts, incorporated as part of excellent design which allows people to feel safe and secure without unobtrusive, harsh security measures.

 <b>How can we ensure that places at possible risk are safe and secure without creating harsh, fortress-style environments?</b>		
Option 1	Have a policy which states that developments must incorporate, where appropriate, counter- terrorism measures	++
Option 2	Have a policy which formulates a check-list style approach detailing specific counter-terrorism measures that appropriate developments must include	++
Option 3	Increase consultation with those with knowledge on designing to prevent terrorism on applications likely to have a terrorism risk	-
Option 4	In some other way, please specify why you think this and provide any evidence you have for this	?

# KEY THEME B

## A BETTER ENVIRONMENT FOR TODAY AND TOMORROW

### Issue 6

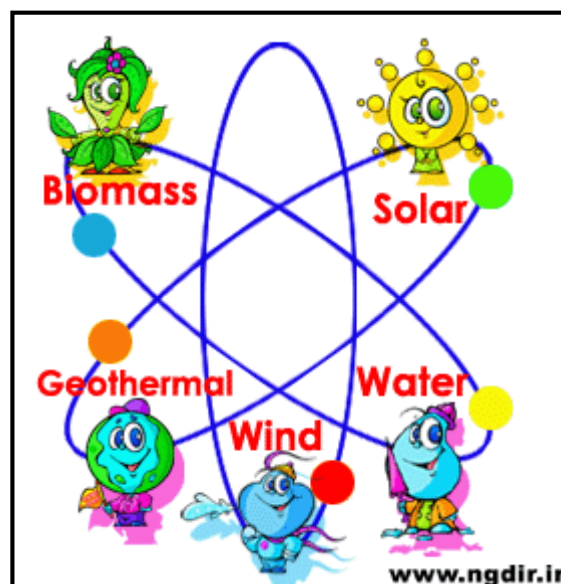
### The Conflict between the Environment and Climate Change Adaptation

#### **Relevant Strategic Objectives:**

**To reduce the causes of, minimise the impacts of and adapt to climate change.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

It is now accepted that the effects of climate change can be seen in Redditch Borough. Renewable technologies, sustainable design and construction and the sustainable location of development are a means of combating these effects. However, while these measures are critical to delivering a sustainable environment, it is important to ensure that renewable energy production does not compromise the valued landscapes, townscapes, wildlife habitats and natural resources in the Borough. It is important therefore that renewable energy production does not compromise environmental quality. Environmental quality is an umbrella term that encompasses a range of matters as discussed in the separate Context document.



<b>Q<sup>10</sup></b> How can we ensure renewable energy production without compromising environmental quality?		
Option 1	Development of local guidelines and criteria for different types of renewable energy development	++
Option 2	Identify locations suitable for renewable energy based upon an assessment such as a Landscape Character Assessment	++
Option 3	Require developers to demonstrate how their on-site renewable energy production does not compromise environmental quality	++
Option 4	Request that, where developers are unable to meet sustainability standards on-site through reducing emissions and creating their own sustainable energy, that a carbon off-setting procedure is in place to increase the efficiency and sustainability in existing housing	+
Option 5	In some other way, please specify why you think this and provide any evidence you have for this	?



## **Issue 7**

### **Proportion of Renewable Energy in New Developments**

#### **Relevant Strategic Objectives:**

**To ensure that all new development in Redditch Borough is carbon neutral.**

**To reduce the causes of, minimise the impacts of and adapt to climate change.**

All development in the Borough should to be progressed with climate change adaptation and mitigation in mind, with a significant proportion of energy used by certain developments generated from renewable sources. The Council is keen to meet and exceed RSS standards.

<b>Q<sup>11</sup></b>	What proportion of renewable energy should be required from all new development?	
Option 1	The standard request rate, as stated in the West Midlands Regional Spatial Strategy Preferred Options document (currently 10%)	++
Option 2	To improve on current standards (20%), please specify why you think this and any evidence you have for this	++
Option 3	Some other figure, please specify why you think this and provide any evidence you have for this	?



## **Issue 8**

### **Standards of Development**

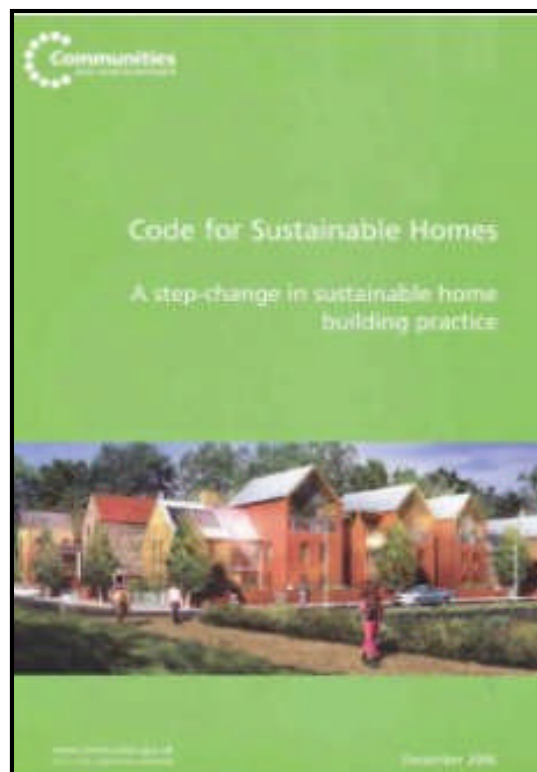
#### **Relevant Strategic Objectives:**

**To reduce the causes of, minimise the impacts of, and adapt to climate change.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

Redditch Borough Council is already committed to taking action against climate change by signing the Nottingham Declaration in 2006 and by being the first local authority in the UK to have a housing development assessed against the Code for Sustainable Homes. The Code for Sustainable Homes is a national standard which assesses the environmental performance of all new build homes and addresses issues including water conservation, biodiversity and energy-efficiency. The Code has 6 categories of sustainability, with Level 6 being the highest (for more information please see <http://www.communities.gov.uk/documents/planningandbuilding/pdf/codesustainablehomesstandard>).

Homes are only one form of development that can contribute to the adaptation and mitigation of climate change in Redditch Borough. The Building Research Establishment has a number of environmental assessment methods (BREEAM), which can be used to assess the sustainability of industrial buildings, offices, commercial development and other developments. Using this mechanism in Redditch Borough ensures that our buildings are as environmentally friendly as possible.





<b>Q<sup>12</sup></b>	<b>What should Redditch Borough request in terms of a feasible level/ standards for all new development to meet?</b>	
Option 1	Level 4 or above of the Code for Sustainable Homes should be requested on all new housing	+ +
Option 2	The Code for Sustainable Homes standard sought in the Borough should only be the same as that sought regionally (currently Level 3 in the WMRSS Preferred Option document)	+ +
Option 3	Some other level for residential development, please specify why you think this and provide any evidence you have for this	?
Option 4	Require all new non-residential developments to achieve at least a 'very good' BREEAM rating (a recognised independent assessment of the environmental performance of buildings)	+ +
Option 5	Some other level for non-residential development, please specify why you think this and provide any evidence you have for this	?

## Issue 9 Sustaining Redditch Borough's Rural Area

### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To enhance the visitor economy and Redditch's cultural and leisure opportunities.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

Access to local facilities in rural areas is a national issue but it is also a relevant issue at the local level within Redditch Borough, especially in the village of Feckenham where there are no local convenience stores. There must be a balance between encouraging a strong, prosperous local economy and encouraging a vibrant place to live whilst protecting the countryside's character.

**Q<sup>13</sup>**

**How can we support the economy of the rural areas of Redditch?**

Option 1	Focus on the re-use of buildings for economic purposes in preference to residential	++
Option 2	Support farm diversification in appropriate circumstances	++
Option 3	Encourage the provision of, and expansion and improvement of, static caravan parks or holiday chalet developments	+
Option 4	Rely on Regional Planning Policy Guidance in the Regional Spatial Strategy	+
Option 5	Encourage the development of local shops and services in Feckenham, because the village can sustain them	+
Option 6	In some other way, please specify why you think this and provide any evidence you have for this	?

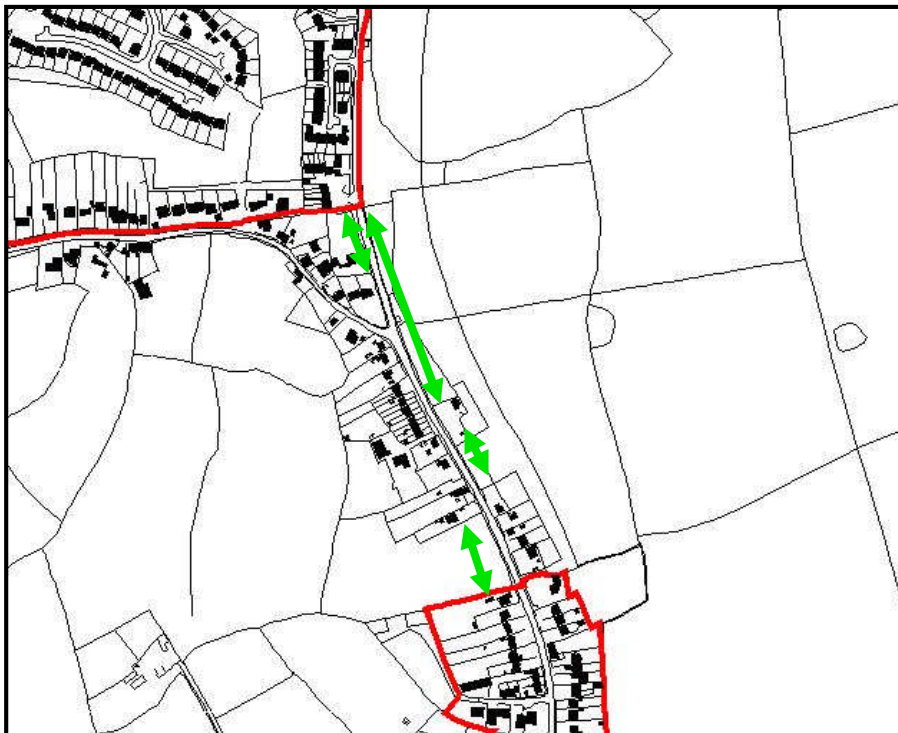
## Issue 10

### Coalescence of Settlements




#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

Coalescence of settlements is an issue to consider when allocating development to meet the 3,300 dwellings and 24 Hectares of long term employment provision within the neighbouring Districts of Bromsgrove and Stratford-on-Avon in their respective Core Strategies. In terms of Redditch Borough, the rural settlement of Astwood Bank and the urban area of Redditch are very close to one another geographically.



#### Key

-  Astwood Bank Settlement Boundary (South)  
Redditch urban area boundary (North)
-  Built form
-  Gaps in built form between settlements (Green Belt)

As shown by the map above, the urban area of Redditch (to the north) and the settlement boundary of Astwood Bank are fairly close. It also shows that between the two boundaries there is a continuous line of built form, switching from one side of the road to the other. The gap in between the two settlements is designated Green Belt. It is considered that the gap between the settlements

contains built form which pre-dates the designation of Green Belt. Because of this, there are no issues relating to the deterioration of the openness of the Green Belt and therefore its designation of Green Belt should not be changed. The issue relates to the gaps of non-built form in this area which are designated Green Belt but are subject to development pressure.

<b>Q<sup>14</sup></b>	How can we ensure that one of the purposes of Green Belts (to prevent the coalescence of settlements) is not undermined between Redditch and Astwood Bank?	
Option 1	The landscape characteristics of Redditch Borough are well-defined in these areas of Green Belt and should be protected for their landscape value alone	+
Option 2	Rely on National Policy in Planning Policy Guidance 2: Green Belts	+
Option 3	In some other way, please specify why you think this and provide any evidence you have for this	?



## Issue 11

### Areas of Development Restraint (ADR)

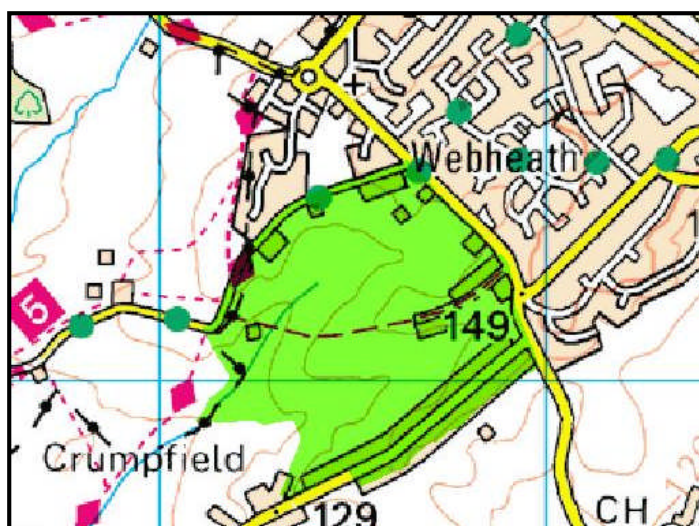
#### Brockhill ADR (shaded green on the map below)

It is anticipated that the Area of Development Restraint west of the railway line, may be a suitable location for future residential development, (Brockhill to the west of the railway line could accommodate 450 dwellings). This area is assumed to have no employment potential because of topographical/visual impact/urban design issues. In relation to the ADR land east of the railway line, the Council's submission to the RSS Phase Two Revision Issues and Options consultation, stated that it is expected that 150 dwellings could be accommodated. The Brockhill east ADR is assumed to also have a potential Employment capacity of 3.1ha.



#### Webheath ADR (shaded green on the map below)

The Webheath ADR is considered appropriate only for residential development.





**A435 ADR** (shaded green on the map below)

Parts of the A435 ADR are considered to be suitable for housing and employment purposes. The A435 ADR land that is adjacent to the existing employment land as defined by the Borough of Redditch Local Plan No.3 is considered suitable for employment purposes. The rest of the ADR, which is adjacent to residential uses, is considered suitable for residential use.



**Q<sup>15</sup>**

Because there is only limited opportunity for employment development on ADR land, do you think that all ADR land that can accommodate employment development should be used for employment purposes?

## **Issue 12**

### **Landscape and Townscape**

#### **Relevant Strategic Objectives:**

**To have high quality open spaces, a key component of Redditch Borough.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure the efficient use and re-use of land.**

It is important to continue to encourage the protection of the landscape of Redditch Borough. It is also important to encourage our rural area to continue to function to its full capability without detriment to our landscape. Our townscape has many key features which add to Redditch Borough's distinctiveness. Not all of these distinctive townscape features are considered valuable; a good example is Redditch's water tower. However they are recognisable and valued for their contribution to Redditch's distinctive character.

Protection of landscape in the neighbouring Districts of Bromsgrove and Stratford-on-Avon has been dealt with differently in their previous Local Plans from Redditch Borough's Local Plan. In Bromsgrove District, the landscape adjacent to Redditch Borough has been protected as a 'Landscape Protection Area' and in Stratford-on-Avon District, the landscape adjacent to Redditch Borough has been classed as a 'Special Landscape Area'. In contrast, in Redditch, no landscape character protection has been applied. However, the landscape of Redditch Borough is of no less a quality, and thus it is thought that the rural area of Redditch Borough warrants similar protection.

**Q<sup>16</sup>**

Redditch has a distinctive townscape and landscape which needs to be maintained and enhanced.

If you agree with this, where are the important places in the Borough that need this protection?



## **Issue 13**

### **Historic Environment/ Local List**

#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure the efficient use and re-use of land.**

National Planning Policy recognises the importance of local designation in ensuring the effective management and preservation of heritage. The Borough Council already has Supplementary Planning Guidance (SPG) with a Schedule of Buildings of Local Interest. Redditch Borough Council is committed to the protection of its built heritage and as such we ask that you provide details below of any buildings that you would like to suggest for inclusion on the Local List. All suggestions will be considered according to the criteria set out in the SPG to assess whether or not they are suitable for inclusion and how the SPG should be updated accordingly.

**Q<sup>17</sup>**

Are there any buildings that you think should be added to the Schedule of Buildings of Local Interest?

Please give details...



## **Issue 14**

### **Tall Buildings**

#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure the efficient use and re-use of land.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

The draft Planning Policy Statement 4 'Planning for sustainable economic development' states that local planning authorities should implement a policy on tall buildings where this is justified by local circumstances. This is also reinforced by guidance from CABE and English Heritage (2007), which encourages the local implementation of a policy on tall buildings. PPS 4 also states that where a policy is implemented, specific locations should be considered for the appropriate location of tall buildings. What constitutes a tall building depends upon the local surroundings in which it may be placed; factors that define the local surroundings include the urban, cultural and societal conditions in which it may be situated. A tall building is a building which creates a different set of conditions in the design, construction and operation from the current buildings that already exist in various areas of Redditch. As the definition of a tall building is based on the surrounding buildings this could vary across the Borough, for example a tall building in the Town Centre could be over 5 stories, as currently the Town Centre already has buildings over 4 stories. In the District Centres this would be lower due to the height of the surrounding buildings.

The issue for Redditch Borough is whether there is a need for a policy on tall buildings for a range of uses, and if so where they should be located. On the one hand, it could be argued that tall buildings are not in keeping with the current urban form of Redditch. However, it could also be argued that due to the WMRSS targets being high in relation to the size of the town and the fact that the town abuts the administrative boundary of the Borough, tall buildings are necessary for the successful development of Redditch Borough. Consequently the possible use of tall buildings to meet the WMRSS development targets is a matter that needs to be explored.

**Q<sup>18</sup>**

Should Redditch Borough adopt a local policy on tall buildings for a range of uses, if so, where?

Option 1	Progress a policy on tall buildings appropriate to the local circumstances for the Town Centre only	+
Option 2	Progress a policy on tall buildings appropriate to the local circumstances for the whole Borough	+
Option 3	Progress a policy on tall buildings appropriate to local circumstances only in certain parts of the Borough, if so where and please provide a reason why?	?
Option 4	Do not progress a policy on tall buildings but rely on National Planning Policy and Guidance on tall buildings from English Heritage and CABE (2007) for the consideration of tall building proposals	+

## **KEY THEME C**

### **ECONOMIC SUCCESS THAT IS SHARED BY ALL**

#### **Issue 15**

#### **Location of Employment**

##### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

Achieving economic growth for Redditch is a major challenge. The location of Redditch is a significant factor in the type of businesses that decide to locate in the Borough. A high proportion of industries locating in the Borough are warehouse and distribution. The Borough is ideally located to the M42 and M5 which is an attractive feature for warehouse and distribution companies. The Borough is also located in the sphere of the High Technology Corridor. The UK economy is changing rapidly and to remain competitive the Borough of Redditch needs to adapt and become more innovative and diverse in terms of its economic profile.

Taking these factors into account, we have to consider how economic growth can be achieved in a sustainable manner. The main ways of achieving this is to ensure there is enough land available for employment uses, that land is protected for new businesses and that the expansion of existing industries is ensured. There should be a balanced portfolio of employment land in relation to catering for a broad range of businesses which demonstrate market attractiveness. Consideration also needs to be given to wider sustainability issues such as minimising the need to travel.

A mechanism for the Core Strategy to promote economic growth is to provide sufficient land for economic development. A portfolio of employment land should demonstrate market attractiveness and sustainability.

<b>Q<sup>19</sup></b>	<b>Where should employment growth be located in order to contribute to sustainable development?</b>	
Option 1	Adjacent to new residential development in all circumstances	-
Option 2	Adjacent to new residential development where there is suitable infrastructure for industrial development	+
Option 3	Concentrate in and around existing employment sites	-
Option 4	Principally in and around existing employment sites with the remainder distributed in relation to the location of new housing	-
Option 5	Concentrate development along main transport routes	-
Option 6	Locate employment land adjacent to attractive surroundings	- -
Option 7	In some other way, please specify why you think this and provide any evidence you have for this	?

The Borough of Redditch has been allocated as a Settlement of Significant Development in the WMRSS - Phase Two Revision Preferred Option document (2007). As a result of this allocation, the Borough will have to accommodate significant development growth to 2026; this needs to be achieved in a sustainable manner so that the needs of future generations are not compromised. The principal job of the Core Strategy is to accommodate this growth.



The table below illustrates the provisional Employment Land allocation for the Borough of Redditch. The allocation referred to is provisional as set out in the WMRSS - Phase Two Revision Preferred Option document (2007).

<b>Rolling five-year reservoir (ha)</b>	<b>Indicative long-term requirements (ha)</b>
<b>17<sup>*1</sup></b>	<b>51<sup>*2</sup></b>

<b><sup>*1</sup>Total proportion of proposal to be developed in Redditch Borough</b>	<b><sup>*1</sup>Total proportion of proposal to be developed adjacent to the Borough of Redditch in the Districts of Bromsgrove and/or Stratford-on-Avon</b>
<b>9</b>	<b>8</b>

<b><sup>*2</sup>Total proportion of proposal to be developed in Redditch Borough</b>	<b><sup>*2</sup>Total proportion of proposal to be developed adjacent to the Borough of Redditch in the Districts of Bromsgrove and/or Stratford-on-Avon</b>
<b>27</b>	<b>24</b>

In order to accommodate this allocation, it is possible to have a number of small to medium sized employment sites. The Borough Council needs to maintain a 5-year reservoir of readily available sites as illustrated above. However, it is the duty of local authorities to test the indicative long term requirement.





**Q<sup>20</sup>**

Do you think the indicative long term requirement (as explained above) is appropriate for Redditch Borough needs?

**Q<sup>21</sup>**

How should the Borough of Redditch meet its Employment Land requirement?

Option 1	Identify small to medium sized locations for employment growth based on market forces	-
Option 2	Rely on an Employment Land Review to identify the most appropriate approach	++
Option 3	In some other way, please specify why you think this and provide any evidence you have for this	?





## Issue 16 Existing Employment Areas

### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

Redditch has a large supply of existing employment stock, some of which has been exposed to the market for a considerable amount of time. Draft PPS 4 states that existing employment stock should not be protected where it can not be demonstrated that it is viable to the market. The issue for the Borough of Redditch is to decide the most suitable approach to dealing with existing employment stock.

There is a need to renew some existing employment areas within the Borough that have become outdated and 'untidy'. This negative appearance can discourage investment. The issue for the Borough of Redditch is to establish the most effective way of regenerating the run-down employment areas.

<div style="display: flex; align-items: center;"> <div style="font-size: 2em; font-weight: bold; margin-right: 10px;">Q<sup>22</sup></div> <div>What is the best approach towards Redditch's employment areas?</div> </div>		
Option 1	Protect all employment sites for employment purposes that demonstrate they have market attractiveness and viability; physical suitability of land for employment purposes; are served by high quality public transport and have potential for contributing to employment land requirement (This will be assessed through the Employment Land Review).	+
Option 2	Encourage existing companies to participate in the revival of local business communities by establishing local partnerships	+
Option 3	Prioritise areas for funding regimes, with areas in need of renewal being identified through the Employment Land Review	+
Option 4	In some other way, please specify why you think this and provide any evidence you have for this	?

## **Issue 17**

### **High Technology Corridor and Economic Growth**

#### **Relevant Strategic Objectives:**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

There are three High Technology Corridors (HTC) in the West Midlands. The HTC in proximity to Redditch is known as the Birmingham to Worcestershire corridor (Central Technology Belt), and runs along the A38. The issue for Redditch is that, as a Borough, it is located within the sphere of influence of the HTC, rather than within the actual HTC. The fundamental aims of HTCs are to:

- Develop and improve the infrastructure of the corridors;
- Promote and enable collaboration;
- Provide integrated business support services and investment funds;
- Improve workshop and leadership skills;
- Market the corridors as prime locations.

Integration with the HTC could be viewed as a means of diversifying the Borough's economy.

In terms of the economic growth within the Borough, a point raised during pre-Issues and Options consultation was the need for educational courses to relate to the relevant jobs/industry being promoted. It can be argued that this link needs to be in place to ensure local inhabitants have the appropriate skills to fill the jobs. This is considered as an option. It is accepted that this option may be achieved as well as other options presented.

**Q<sup>23</sup>**

**How can the economy be diversified and should links with the High Technology Corridor be encouraged?**

Option 1	Actively encourage high technology industries into the Borough of Redditch by promoting specific high technology employment zones	++
Option 2	No specific encouragement to promoting high technology areas	--
Option 3	Establish links with Higher and further education institutions to tap into HTC industry	++
Option 4	In some other way, please specify why you think this and provide any evidence you have for this	?

The Borough of Redditch is considered to have the following clusters (clusters are defined by Advantage West Midlands <http://www.advantagewm.co.uk>) of industries:

- Automotive;
- Aerospace;
- ICT;
- Food and Drink;
- Building technologies;
- Rail; and
- Medical technologies.

The objective of business clusters is to grow regional industries to exploit attractive markets where the region has existing or potential strengths. Clusters encourage businesses to work together to achieve this (<http://www.advantagewm.co.uk>).

**Q<sup>24</sup>**

Should there be greater support for economic 'Clusters' within the Borough in order to strengthen the economy?

## **Issue 18**

### **Redditch Town Centre**

#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure efficient use and re-use of land.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To enhance the visitor economy and Redditch's cultural and leisure opportunities.**

**Reduce crime and anti-social behaviour and the fear of crime.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

Redditch Borough has accessible and popular shopping facilities, attracting shoppers from a catchment area outside of Redditch Borough boundaries. The main focus for these shopping facilities is Redditch Town Centre. The primary shopping area in Redditch Town Centre focuses around the Kingfisher Shopping Centre, which is a covered mall.

There are multiple issues surrounding Redditch Town Centre. Firstly, there is the issue of the need for a balance between retail, housing, office and leisure uses in Redditch Town Centre so that it remains vital and viable. The possibility of implementing a live-work concept also comprises part of this issue. Other issues that surround the Town Centre regard its current functioning. There has been a high vacancy rate in terms of the number of units within the primary shopping area that are not let. Furthermore, within Redditch Town Centre there is very little in terms of a night time economy and very few attractions or facilities available for families. These issues are made more pertinent when considering that the majority of the retail core and, therefore, the Town Centre offer is under the control of one landowner.

Also worthy of consideration is the fact that there has also been no residential development in the Town Centre since monitoring began in 1996 and that the current office provision in the Town Centre is considered inadequate because of low accessibility and this is reflected in low rents. Some offices can only be accessed via the Kingfisher Shopping Centre.

Lastly, the biggest issue is that there may be a constraint to the ability of Redditch to accommodate the levels of growth for Town Centre uses that are set out in the WMRSS - Phase 2 Revision Preferred Option. For comparison retail (i.e. excluding food shopping), the Preferred Option Document states that Redditch Town Centre should plan to accommodate 30,000 m<sup>2</sup> between 2006 and 2021 and have regard to the need to accommodate a further 20,000 m<sup>2</sup> between 2021 and 2026.

<b>Q<sup>25</sup></b>	<b>How can we maintain the vitality and viability of Redditch Town Centre?</b>
Option 1	Place Redditch Town Centre at the top of the Hierarchy of Centres, as the preferable location for major retail developments, uses which attract large numbers of people and large scale offices
Option 2	Place Redditch Town Centre at the top of the Development Strategy, as the preferable location for housing
Option 3	Expand the Town Centre boundary to accommodate retail and office development needs set out in the WMRSS
Option 4	In some other way, please specify why you think this and provide any evidence you have for this

<b>Q<sup>26</sup></b>	<b>How can we improve Redditch Town Centre's night time economy?</b>
Option 1	Secure monies from Town Centre developments for facilities for families to be provided in the Town Centre as part of a planning obligations policy
Option 2	Secure monies from Borough-wide development for facilities for families to be provided in the Town Centre as part of a planning obligations policy
Option 3	Encourage the provision of uses likely to promote a family orientated night time economy
Option 4	In some other way, please specify why you think this and provide any evidence you have for this

## **Issue 19**

### **District Centres**

#### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure efficient use and re-use of land.**

**Reduce crime and anti-social behaviour and the fear of crime.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

Redditch Borough has a variety of District Centres. Some are of a New Town style, planned to serve expanding Districts during Redditch's New Town era, while others are of an older traditional style; however all are intended to meet the needs of the immediate locality now and in the future. The New Town era District Centres (Church Hill, Winyates, Matchborough and Woodrow) are not considered to be attractive, well-designed or workable centres for the communities they serve. Church Hill District Centre has already been the subject of a Supplementary Planning Document encouraging its complete redevelopment.

Redditch Borough will see a rising population as a result of its natural growth and as a result pressure may be placed on District Centres. New services and the allocations of new Centres may be required for future developments and it is important that these services are provided at an early stage in development to provide facilities for a sustainable community. The Scoping Report identified that some District Centres had excessive amounts of hot food takeaways in relation to the number of units within the District Centre. An increasing amount of these uses in District Centres may undermine the vitality and viability of their role and function.



<b>Q<sup>27</sup></b>	The New Town era District Centres in Redditch are not attractive and need to be improved, how can we do this?	
Option 1	Redevelop and regenerate all District Centres built during the New Town era, providing for the needs of the existing and the likely future local communities	++
Option 2	Expand the boundaries of the District Centres to enhance local retail offer and other services and facilities	+
Option 3	Continue to protect the allocated District Centres and retain the current boundaries	-
Option 4	Allocate new District Centres where necessary	-
Option 5	Encourage District Centres as community focal points with distinctive design and architecture encouraged for each Centre	+
Option 6	Set a limit to the number of hot food takeaways in each District Centre so that it continues to perform its role and function to provide variety and choice to communities	+
Option 7	In some other way, please specify why you think this and provide any evidence you have for this	?



## KEY THEME D

### IMPROVING HEALTH AND WELL-BEING

#### Issue 20 Health Facilities

##### Relevant Strategic Objectives:

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

The highest concentration of key healthcare facilities in Redditch Borough can be found at the Alexandra Hospital. There is a lot of land within the curtilage of the Alexandra Hospital that has traditionally been safeguarded for genuine health-related purposes only. There have been recent enquiries and planning applications to amalgamate and expand health care provision within the Town Centre. In terms of District Centres, provision of health care facilities could add to their vitality and viability. There are currently 12 GP surgeries throughout the Borough, however there are parts of the town where distances from GPs are more than 2.5km, which may be deemed excessive if people are ill and in need of a GP.

**Q<sup>28</sup>**

**Are there any locations within the Borough that could be safeguarded for health-related uses?**

Option 1	Within the curtilage of the Alexandra Hospital	++
Option 2	Town Centre	+
Option 3	District Centres	+
Option 4	In areas currently furthest away from a GP surgery	+
Option 5	Within new developments	?
Option 6	Other location, please specify why you think this and provide any evidence you have for this	?

## Issue 21 Leisure and Tourism

### **Relevant Strategic Objectives:**

**To have high quality open spaces, a key component of Redditch Borough.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To enhance the visitor economy and Redditch's cultural and leisure opportunities.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

Tourism and Leisure facilities in Redditch Borough are currently underdeveloped in comparison to neighbouring Districts. In particular, Stratford-on-Avon generates around seven times more visitors than Redditch Borough. Current leisure and tourism attractions within the Borough include the Forge Mill Needle Museum, Bordesley Abbey, Arrow Valley Country Park and Countryside Centre and in the Town Centre the Palace Theatre, Kingfisher Centre and Cinema. The WMRSS encourages both the improvement of existing facilities, as well as the creation of new facilities. The issue therefore is how to further promote leisure and tourism in Redditch Borough.

<div style="display: flex; align-items: center;"> <div style="font-size: 2em; margin-right: 10px;">Q<sup>29</sup></div> <div>How should we promote tourism and culture/leisure in Redditch Borough?</div> </div>		
Option 1	Support existing tourist attractions (i.e. Arrow Valley Park, Forge Mill Needle Museum) and encourage new visitor attractions	<b>+</b>
Option 2	Improve conference facilities	<b>0</b>
Option 3	Increase the quality and quantity of tourist accommodation	<b>+</b>
Option 4	Attract retail tourism to the Town Centre	<b>+</b>
Option 5	In some other way, please specify why you think this and provide any evidence you have for this	<b>?</b>

## **Issue 22**

### **Open Space**

#### **Relevant Strategic Objectives:**

**To have high quality open spaces, a key component of Redditch Borough.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

**To have a strong, attractive and diverse economic base with employees with higher skills levels.**

Redditch is a former New Town. Part of the distinctiveness of the town is the high levels of open space compared to surrounding Districts. In terms of the WMRSS target and pressure for development, the issue is whether or not the higher than average levels of open space that contribute to the distinctiveness of the town can be sustained.

An Open Space Needs Assessment was adopted by the Borough Council in June 2005. This shows the average level of open space in the Borough to be 7.43ha/1000 population. A key component of the open space provision in the Borough is the linear Arrow Valley Park which amounts to some 365ha as well as Morton Stanley Park, which is a legacy to the people of Redditch at more than 37ha. Within the Borough there are 54.7ha of Sites of Special Scientific Interest and 213ha of land designated as Special Wildlife Sites. There is also more than 87ha of land designated as Local Nature Reserves; this includes sites such as Pitcheroak Wood and Proctors Barn Meadows.

The open space provision in Redditch is around three times higher than other districts in Worcestershire. In comparison, Wyre Forest, Malvern Hills and Bromsgrove districts all have 2.4ha/1000 population and Wychavon, 2.8ha/1000 population.

The Open Space Needs Assessment does need to be updated because Ward boundaries have changed. There is also a need to reassess open space provision in relation to strategic housing and employment land targets. This work is about to be commissioned.

# Q<sup>30</sup>

Should Redditch continue to be distinctive with its higher than average standard of open space?

Option 1	Yes, keep Redditch distinctive. Definitely do not build on any open space	-
Option 2	Yes, keep Redditch distinctive. But some land on the periphery of open space or parkland could be used for development. Please suggest possible locations	?
Option 3	No. Comprehensively review the open space to identify significant parcels of land (including parkland) for development, even if this has the potential to undermine local distinctiveness	-
Option 4	No, compromise local distinctiveness and parkland provision in an attempt to reduce open space standards in Redditch to the averages of surrounding Districts	-



## **KEY THEME E**

### **MEETING THE NEEDS OF CHILDREN AND YOUNG PEOPLE**

During the 'Pre-Issues and Options consultation' period a number of considerations regarding the needs of children and young people in Redditch Borough were raised. The analysis of these considerations found that a number of the concerns highlighted were very detailed and not appropriate to include within the Core Strategy. These issues may however be considered for future Local Development Documents. Many of the concerns were not spatial planning matters and will be passed on to the Borough Council's Corporate Management Team for consideration. One of the issues raised regarding stronger communication between NEW College and the industrial sector is presented as an option for an issue in the 'Economic success that is shared by all' section.

It was felt that for the 'Meeting the needs of children and young people' section there are no issues currently relevant to include in the 'Issues and Options Document'.

# KEY THEME F

## STRONGER COMMUNITIES

### Issue 23 Previously Developed Land

#### Relevant Strategic Objectives:

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure efficient use and re-use of land.**

The Borough of Redditch has been designated as a Settlement of Significant Development in the WMRSS - Phase Two Revision Preferred Option (2007). As a result of this designation, the Borough will have to accommodate significant development growth to 2026; this needs to be achieved in a sustainable manner so that the needs of future generations are not compromised. The principal job of the Core Strategy is to accommodate this growth.

The table below illustrates the provisional housing allocation for the Borough of Redditch. The figures referred to are provisional figures set out in the WMRSS - Phase Two Revision Preferred Option (2007).

#### Housing Proposal for Redditch Borough 2006 - 2026

Proposal Total (Net)	Indicative annual average 2006 - 2026
<b>6600*</b>	<b>330</b>

*Total proportion of proposal to be developed in Redditch Borough	*Total proportion of proposal to be developed adjacent to the Borough of Redditch in the Districts of Bromsgrove and/or Stratford-on-Avon
<b>3300</b>	<b>3300</b>

Preference for all development is on brownfield land (land which has been built on before). Redditch does not have sufficient land to achieve the WMRSS target of 60% of new housing to be developed on Previously Developed Land.

Under the Worcestershire County Structure Plan (June 2001), Redditch had a target of 25% of its overall housing target to be developed on Previously Developed Land. This was based on Redditch Borough having a limited potential for development on Previously Developed Land.

National Planning Policy sets a target of at least 60% of new housing development to be developed on Previously Developed Land. “This includes land and buildings that are vacant or derelict as well as land that is currently in use but has the potential for re-development” (Planning Policy Statement 3).

National Planning Policy states that, within DPDs, Local Authorities should include a local Previously Developed Land target. Previously Developed Land includes gardens. An issue in certain parts of Redditch is that of housing development on garden areas which can impact on the character of an area. The issue of development on back gardens is explored later within this section.

<div> <div>Q<sup>31</sup></div> <div>What is the most suitable approach to delivering as much housing on Previously Developed Land?</div> </div>		
Option 1	Set a local target for housing development on Previously Developed Land in line with National Planning Policy based on all types of Previously Developed Land, inclusive of back gardens (see issue below)	++
Option 2	Set a local target for housing development on Previously Developed Land in line with National Planning Policy based on all types of Previously Developed Land, with a specific policy relating to the protection of back gardens (see issue below)	++
Option 3	Prioritise all possible Previously Developed Land for housing regardless of its suitability for other uses	-
Option 4	In some other way, please specify why you think this and provide any evidence you have for this	?

Q<sup>32</sup>

Do you have any comments on the Previously Developed Land target for Redditch?

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## Issue 24 Development on Back Gardens

### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

Back garden development is currently classed as brownfield land (Previously Developed Land). An issue for Redditch is a lack of available Previously Developed Land, therefore when development on back gardens occurs, it helps to increase the percentage of development on Previously Developed Land. However, Regional Planning Policy states that local authorities should consider whether there should be any special protection given to the development of gardens across the Borough or in special areas to retain their character. The table below illustrates the amount of development within the curtilage of a dwelling from the monitoring period 2001/2002 to 2006/2007.

<b>Year of completion</b>	<b>Total number of completions which constitute development within the curtilage of a dwelling</b>
2001/2002	27
2002/2003	22
2003/2004	23
2004/2005	11
2005/2006	41
2006/2007	80

It is a value judgement as to whether these developments have constituted a detrimental effect on the character of the area in which they have been developed.



# Q<sup>33</sup>

## How can the effects of development on back gardens be minimised?

Option 1	Implement a policy in line with the Regional Spatial Strategy restricting development on back gardens where there is evidence of its impacts on the locality	+
Option 2	Set out a criteria based policy which aims to ensure any development on back gardens is in keeping with the surrounding environment	+
Option 3	In some other way, please specify why you think this and provide any evidence you have for this	?



## Issue 25 Housing Density

### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To ensure efficient use and re-use of land.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

In order to achieve the most efficient use of land, an appropriate density policy will need to be applied setting out the amount of housing suitable within an area, usually based on 30 dwellings per hectare. Densities should be applied which retain the character of an area, however in certain parts of the Borough, this may conflict with the aim of retaining the area's character. In particular locations, such as the Town Centre and District Centres, it may be more appropriate to consider development at a higher density.

<b>Q<sup>34</sup></b>	<b>What is the most appropriate approach to density standards across the Borough?</b>	
Option 1	30 dwellings per hectare, except in the Town and District Centres being 70 dwellings per hectare (as per minimum National Standards for density)	<b>+</b>
Option 2	30 dwellings per hectare for the urban area of Redditch; Astwood Bank and Feckenham being developed at densities of between 30 and 50 dwellings per hectare and; the Town and District Centres being 70 dwellings per hectare	<b>+</b>
Option 3	Apply a density standard of 30 dwellings per hectare for Astwood Bank and Feckenham, and a density standard for the urban area of Redditch of 30 – 50 dwellings per hectare, with the Town and District Centres being 70 dwellings per hectare	<b>++</b>
Option 4	Different densities for each District in Redditch (between 30 – 70 dwellings per hectare) depending on their character	<b>+</b>
Option 5	In some other way, please specify why you think this and provide any evidence you have for this	<b>?</b>

## **Issue 26**

### **Phasing of New Development**

#### **Relevant Strategic Objectives:**

**To ensure the efficient use and re-use of land.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

The Strategic Housing Land Availability Assessment (SHLAA) and Employment Land Review point to areas of the Borough that are deemed most sustainable for development.

There need to ensure that the most sustainable areas of the Borough are developed first. The infrastructure should be in place before significant areas are developed. Phasing new development ensures that demand is met and a continued level of development is maintained.

**Q<sup>35</sup>**

What is the most appropriate approach for phasing new development in Redditch Borough?

## **Issue 27**

### **Redditch Distinctiveness**

#### **Relevant Strategic Objectives:**

**To have high quality open spaces, a key component of Redditch Borough.**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

Redditch Borough is different to other areas of the country. The things that make Redditch different are what is 'distinctive' about it. Some types of development in certain locations could threaten Redditch's distinctiveness and we do not want that to happen. Some of the most distinctive features of Redditch stem from its former New Town status and there are distinctive design features in the Town, which have originated from the New Town Master Plan.

The challenge is to interpret the requirements of national and regional policies at a local level and specifically to Redditch Borough without compromising the area's distinctiveness. Therefore anything distinctive about the Borough will be a consideration when developing local policies for the Core Strategy DPD.

#### **Trees**

<b>Advantages</b>	<b>Disadvantages</b>
Carbon Dioxide absorption	Highways look the same – bad for legibility
Landscaping	Cost and maintenance
Buffers between land uses	Loss of natural surveillance
Residential amenity	

**Q<sup>36</sup>**

Do you think trees are an important part of Redditch's distinctiveness which needs to be maintained and encouraged as a feature of Redditch for the future?

## Self-contained districts

Advantages	Disadvantages
Reduces the need to travel – provides links to public transport routes	Does not encourage neighbourhoods to integrate
Creates a community focus	Lack of passing trade
Creates a 'sense of place'	Lack of natural surveillance

**Q<sup>37</sup>**

Do you think that self-contained districts should be promoted as a distinctive feature of Redditch for the future?

## Road hierarchy

Advantages	Disadvantages
Roads are clearly defined in terms of their role – although sometimes this is undermined	The older parts of Redditch do not have a clearly defined hierarchy
The principle was accepted at recent Public Local Inquiry (2006)	In the rural areas of Redditch the road hierarchy does not exist
Free-flowing traffic and little congestion	

**Q<sup>38</sup>**

Do you think that Redditch's road hierarchy should be maintained as a distinctive feature of Redditch for the future?

## The separation of roads and footpaths

Advantages	Disadvantages
Safety for pedestrians from motor vehicles	Pedestrians walk on highway verges
More attractive walking routes than it would otherwise be next to a highway	Loss of natural surveillance from motor vehicles
	Need for subways and underpasses – creates a lack of natural surveillance, increases fear of crime and maintenance expenses
	Indirect pedestrian routes
	Uses a lot of land
	Pedestrian safety is compromised by cyclists, and cyclists using the highways may have further to travel and their safety is compromised

**Q<sup>39</sup>**

Do you think that the separation of roads and footpaths should be maintained as a distinctive feature of Redditch for the future?

**Q<sup>40</sup>**

Can you think of any other distinctive characteristics of Redditch which may be important to continue as 'features' in new development?



## **Issue 28**

### **Gypsies, Travellers and Travelling Showpeople**

#### **Relevant Strategic Objectives:**

**To ensure efficient use and re-use of land.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

National and Regional Planning Policy states that adequate provision should be made for the housing needs of gypsies, travellers and travelling showpeople in Redditch Borough. Redditch Borough will need to provide an adequate number of pitches in the appropriate locations for gypsies, travellers and travelling showpeople; these requirements will be set by the WMRSS Phase Three Revision in due course. The current issue for Redditch Borough is to decide, when these requirements are set, where the most appropriate broad area is for the location of gypsies, travellers and travelling showpeople in the Borough.

**Q<sup>41</sup>**

Which criterion are the most important when considering sustainable broad locations for gypsies, travellers and travelling showpeople?

Option 1	Near existing facilities and transport networks	++
Option 2	Previously Developed Land	++
Option 3	Established industrial or employment sites with spare land	-
Option 4	Anywhere in the urban area, subject to other planning considerations	-
Option 5	Any other location, please specify why you think this and provide any evidence you have for this	?

## **Issue 29**

### **Getting Around in Redditch Borough**

#### **Relevant Strategic Objectives:**

**To have high quality open spaces, a key component of Redditch Borough.**

**To reduce the causes of, minimise the impacts of, and adapt to climate change.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To enhance the visitor economy and Redditch's cultural and leisure opportunities.**

**To improve the vitality and viability of Town and District Centres in the Borough by day and night.**

Accessibility in Redditch is considered to be very good, but nonetheless remains an important consideration. There is very little traffic congestion due to the distinctive road hierarchy around the former New Town areas of the Borough. However during the design of the New Town, it was the motor car that took precedence and cars are still the transport mode of choice for many Redditch residents. Minimising the need to travel within the Borough will have many positive benefits including a reduction in the amount of transport emissions and the promotion of healthier living.

The most sustainable methods of transport include public transport, walking and cycling. Not only are these ways of travelling better for our environment, but they are also a healthier way to travel as they encourage exercise. A way of achieving a modal shift (i.e. private car to public transport) is to ensure that new developments show they have considered how people will access the new facility. Good links by all modes of transport should similarly be secured for all developments, both existing and proposed, within the Borough.

The tourist economy in Redditch Borough is limited, however a large number of people do use the Town Centre for shopping; to facilitate access to the Town Centre coach parking would be required. The bus lanes in Redditch Borough are distinctive, this is because they form an arc around the Borough through the centre of each New Town District Centre. The issue of whether the bus lanes should be opened up to all modes of transport needs to be explored. On the one hand, opening up the bus only lanes gives an opportunity for greater natural surveillance, by increasing the number of people using the routes which consequently makes people feel more secure. The other benefit of opening up of the bus lanes is the potential added vitality and viability of District Centres. However, on the other hand, by retaining the lanes solely for buses; congestion is minimised and thus the buses are able to run a more efficient and regular service.

## Q<sup>42</sup>

What should be the transport requirements expected of new developments in Redditch Borough?

Option 1	Transport Assessment to accompany any new development regardless of size	-
Option 2	Transport Assessment should only be sought for planning applications involving a significant travel demand, as currently sought by the WMRSS Preferred Option document	+
Option 3	To ensure the development is located within 250m of passenger transport (bus stop or train station)	++
Option 4	A green travel plan to accompany any new development regardless of size	-
Option 5	Green travel plans should only be sought for certain developments, as set out by PPG13 – Transport	+
Option 6	All developments to be accessible to all modes of transport	++
Option 7	In some other way, please specify why you think this and provide any evidence you have for this	?

## Q<sup>43</sup>

Where should the broad location be for coach parking in Redditch Borough?

Option 1	Redditch Town Centre	+
Option 2	Forge Mill Museum	+
Option 3	Arrow Valley Countryside Park	+
Option 4	Other location, please specify why you think this and provide any evidence you have for this	?

<b>Q<sup>44</sup></b>	What are the key priorities to create a sustainable transport network in Redditch Borough?	
Option 1	Reduce the need to travel	++
Option 2	Provision of walking and cycling facilities	++
Option 3	Promote travel awareness initiatives e.g. car sharing	++
Option 4	Significant improvement in public transport	++
Option 5	Better management of public and private car parking	+
Option 6	Demand management measures	++
Option 7	Better management of transport networks	++
Option 8	In some other way, please specify why you think this and provide any evidence you have for this	?

<b>Q<sup>45</sup></b>	Should public transport routes (bus and emergency vehicles only) be opened up to general traffic if there is a wider and demonstrable community benefit e.g. the regeneration of a District Centre?	
Option 1	Yes, they should be opened up where a wider community benefit can be demonstrated	+
Option 2	No, they should be retained in their current state	-

### Provision for cycles

The New Town development did not have regard to cycling when it was designing roads and footpaths. Cycle routes have since been added. Irrespective of whether or not future development segregates roads and footpaths, consideration should be given to the needs of cyclists.

**Q<sup>46</sup>**

How should the needs of cyclists be best accommodated?



## Issue 30 Lifetime Homes


### **Relevant Strategic Objectives:**

**To protect, promote and enhance the quality and distinctiveness of the Borough's natural, rural and built environments.**

**To move towards safer, sustainable travel patterns and reduce the need to travel.**

**To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations.**

With an ageing population, there will be more elderly people requiring care in one form or another. In the past this has been provided by sheltered housing and elderly peoples' homes. Currently 'Extra Care' homes and 'Care Villages' are being promoted by the development industry. Both of these initiatives claim to enable a more efficient and effective use of the total housing stock, e.g. allowing some of the elderly to 'downsize' and release larger units of accommodation to the market to meet demand for family accommodation. Conversely, funding programmes, such as 'Disabled Facilities Grants', allow elderly residents to remain in their homes as opposed to downsizing or seeking specialist accommodation. Another initiative is the concept of 'lifetime homes', whereby the property is designed so as to be flexible and adaptable for the different stages in people's lives, from young persons, through families to the elderly.

	How can we improve the flexibility and adaptability of housing in Redditch Borough?
Option 1	Encourage people to move to the most suitable housing through the allocation/promotion of specialist homes and developments ++
Option 2	Only locate homes for the elderly in locations which are accessible to facilities, services and public transport +
Option 3	All new residential developments to include a proportion of dwellings to be constructed to 'Lifetime Homes' standard +
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ?

## Conclusion

This Issues and Options Document represents the first stage in the development of Redditch Borough's Core Strategy. As part of the planned future for Redditch, Redditch Borough Council encourages active consultation in the preparation of these documents. In particular, this Issues and Options Document seeks participation from the community in addressing issues pertinent to the Borough and selecting the most appropriate options in tackling these matters. As such, the document has been structured so as to outline the main concerns within the Borough and to adjoin to them relevant questions for the consideration of interested parties. It is hoped that by identifying the issues and offering the chance for feedback on possible options, Redditch Borough will develop a Core Strategy that is informed by and thus supported by the community.

The consultation period for this Issues and Options Document runs from 9 May to 20 June 2008 and we encourage people to complete the supporting questionnaire which brings together all of the questions proposed within this document. Online responses are also welcomed.

Anyone wishing for further information or help with queries should contact the Development Plans team at [devplans@redditchbc.gov.uk](mailto:devplans@redditchbc.gov.uk). Alternatively information can be obtained via the Redditch Borough Council website, with all supporting and background documents located at:

[http://redditch.whub.org.uk/home/rbcindex/rbc-planning-services/rbc-planning-services-development\\_plans\\_team/rbc-planning-services-consultationdocuments.htm](http://redditch.whub.org.uk/home/rbcindex/rbc-planning-services/rbc-planning-services-development_plans_team/rbc-planning-services-consultationdocuments.htm)



## Glossary

### A

**Accessibility** – how easy or difficult it is to get to various locations within the Borough.

**Adoption** – the final confirmation of a plan as a statutory document by the Local Planning Authority.

**Areas of Development Restraint (ADRs)** – an area of land safeguarded for consideration for possible long-term development needs. These areas are excluded from the Green Belt.

**Affordable Housing** – The Government's definition of Affordable Housing includes social rented and intermediate housing, provided to specified eligible households who are unable to buy or rent housing on the open market.

**Area Action Plan** – provides the planning framework for an area where significant change or conservation is needed.

### B

**Brownfield** – see Previously Developed Land.

### C

**Census** – an official count of the population, demographic information is also usually collected.

**Cluster** – refers to a concentration of businesses. The objective of business clusters is to grow regional industries to exploit attractive markets where the region has existing or potential strengths. Clusters encourage businesses to work together to achieve this (<http://www.advantagewm.co.uk>).

**Conservation Area** – a specifically defined and protected environmental area chosen because of its special architectural or historic interest. They are designated by local planning authorities.

**Core Strategy** – this is the principal Development Plan Document (DPD) within the Local Development Framework (LDF). Among other things, it sets the Key Vision for the future development of the area.

### D

**Demand Management** – measures that are implemented to ease the demand for travel, particularly the car in order to overcome the negative and detrimental

impacts of traffic congestion. Congestion charging is one of the better known demand management measures.

**Development** – the Town and Country Planning Act 1990 defines ‘development’ as ‘the carrying out of building, engineering, mining or other operations in, on, over or under land or the making of any material change in the use of any building or other land’. Unless a particular activity is exempt by statute, the carrying out of any form of development requires planning permission. Additionally, there are specific exclusions from, and inclusions within, the definition.

**Development Plan** – documents which outline local planning authorities’ policies and proposals for the development and use of land within their areas. The Redditch Borough Development Plan comprises the Regional Spatial Strategy and DPDs contained in the LDF. Decisions on planning applications should be made in accordance with the Development Plan unless material considerations indicate otherwise.

**Development Plan Document (DPD)** – planning policy documents that a local planning authority must prepare, and which have to be subject to rigorous procedures of community involvement, consultation and examination. All planning applications should be determined in accordance with the DPDs unless there are material considerations that indicate otherwise.

**District Centre** – there are three distinctive levels of shopping facilities in Redditch: the Town Centre, District Centre and Local Parades. District Centres are the secondary level of shopping, meeting daily needs for basic items. With relation to the types of shopping facilities they provide, District Centres in Redditch are equivalent to the definition of ‘Local Centres’ in PPS 6 (Town Centres and Retail Development). Typically, District Centres in the Borough accommodate a newsagent, a general grocery store, a sub-post office and occasionally a pharmacy, a hairdresser and other small shops of a local nature.

## E

**Employment Land Portfolio** – a range of sites for employment purposes in terms of size, location and quality, including the redevelopment or re-use of previously developed land and prestigious greenfield sites within, or adjacent to, the urban areas.

**Employment Land Review** – Assesses the suitability of sites for employment development, safeguards the best sites in the face of competition from other higher value uses and helps identify those which are no longer suitable for other uses.

**Evidence Base** – A collection of research projects or studies that are undertaken to look at specific factors or areas that may influence the future

development of Redditch Borough. It allows a thorough understanding of local needs, opportunities and constraints to direct decisions and policies.

**Examination in Public (EiP)** – a procedure that tests the soundness of the documents produced as part of the LDF. A DPD is considered sound if it has been produced based on good evidence and prepared in accordance with procedures including those outlined in the Statement of Community Involvement, as well as PPS12. Whether or not there are comments in support of, or opposed to, policies produced, this examination will consider all policies and the Inspector's report is binding.

## F

**Farm Diversification** – activities undertaken on surplus land to support farming incomes, including, for example, forestry, leisure and tourism.

## G

**Green Belt** – a specifically defined area where development is controlled to prevent settlements merging and to keep land open. Guidance on Green Belt policy is contained within PPG 2.

**Greenfield Sites** – undeveloped or vacant land not included in the definition of 'previously developed land'.

**Gypsies and Travellers** – Persons of nomadic habit of life whatever their race or origin.

## H

**Habitat** – the natural environment of an organism.

**Hectare** – a unit of surface, or land, measure equal to 10,000 square metres or 2.471 acres.

**High Technology Corridor** – An area where there is a mix of business activity, academic expertise, research capability, infrastructure and development opportunities with a purpose to encourage the growth of high technology businesses.

## I

**Infrastructure** – the basic facilities, services, and installations needed for the functioning of a community or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices and prisons.

**Intermediate housing** – housing at prices and rents above those of social rent, but below market price or rents.

**Issues and Options** – this is the first of the three required stages in the development of the Core Strategy. The Issues and Options stage (pre-submission consultation) is where the Local Authority consults with specific and general consultation bodies as it deems appropriate. This is the most effective stage in engaging the community in plan preparation.

## L

**Local Area Agreement** – a voluntary, three year agreement between central government and the local area (the local authority and the Local Strategic Partnership), which establishes the priorities for the local area.

**Local Development Document (LDD)** – this is any document contained within the LDF. It can comprise of Development Plan Documents, Supplementary Planning Documents, Statement of Community Involvement, Sustainability Appraisal and Strategic Environmental Assessment.

**Local Development Framework (LDF)** – this is a non-statutory term used to describe a portfolio of documents, this includes all LDDs. The LDF provides the Local Planning Authorities with policies for meeting the community's economic, environmental and social aims for the future of their area, which collectively deliver the spatial planning strategy for the Local Planning Authority's area.

**Local Development Scheme (LDS)** – sets out the programme for developing the Local Development Documents.

**Local Distinctiveness** – the features of an area and its communities which contribute to its special character and sense of place.

**Local List** – A list of buildings and structures that have a special architectural or historic local importance.

**Local Planning Authority (LPA)** – the Local Authority or Council that is empowered by law, to exercise planning functions. This is normally the local Borough or District Council, but in National Parks and some other areas there is a different arrangement.

**Local Nature Reserve** – an area of publicly owned land which is conserved and managed for its wildlife interest. Bylaws can be applied to prevent disturbance.

**Local Needs** – the anticipated requirements (e.g. for housing) generated by local growth or other trends. This specifically excludes demands generated by inward migration.

## M

**Market housing** – private housing for rent or for sale, where the price is set on the open market.

**Mitigation** – to lessen the force or intensity or to make less severe.

## N

**New Town** – free-standing new settlement designated and planned under the New Towns Act 1946 and subsequent legislation.

## O

**Open Space Provision** – Open Space ranges from developed parks and recreation facilities, to undeveloped hillsides. It comes in a variety of sizes, shapes and types and performs different functions, benefits and purposes. It may remain in a pristine state or could include land that is actively farmed. The Open Space Needs Assessment identified land as being *Informal Unrestricted Open Space*; these are open spaces that have visual amenity, even without public access; and is an outdoor sports facility (with natural or artificial surfaces and either publicly or privately owned) including tennis courts, bowling greens, sports pitches, golf courses, athletics tracks, schools and other institutional playing fields, and other outdoor sports facilities.

**Open Space Needs Assessment** – PPG17 (*Planning for open space and recreation*) makes it clear that in order to meet the Government's objectives for open space, sport and recreation, local authorities will have to undertake needs assessments. PPG17 sets a methodology for identifying open space needs, setting standards, identifying deficiencies and developing a strategy and related policies.

## P

**Planning Obligations** – agreements between developers and the Council to properly accommodate or mitigate proposed development. They are often sought at the time of the determination of a planning application by an applicant to provide community and/or infrastructural benefits. They are usually secured via a legal agreement.

**Planning Policy Guidance Note (PPG) and Planning Policy Statement (PPS)** – a series of documents produced by the Government covering a wide range of planning issues. PPGs provide advice on the implementation of the law and Government policy regarding the purpose and function of the planning system. Under the new planning legislation, PPGs are being replaced by PPSs.

**Preferred Options** – this is the second stage in the process of preparing a Core Strategy and is also termed 'pre-submission participation'. This stage gives an opportunity for the public to comment on the Option that was most favoured as a result of the 'Issues and Options' consultation.

**Previously Developed Land (PDL)** – land which is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development which is also known as 'brownfield' land.

**Proposals Map** – a Development Plan Document (DPD) which identifies the location of any geographically specific policies and proposals or designations of land.

## R

**Regional Spatial Strategy (RSS)** – this is the Government's Planning for the administrative regions. It sets the regional context for planning and shows how a region should look in 15-20 years time and possibly longer. It identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, housing, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. The RSS forms part of the Development Plan for the area (within the LDF) and replaces previous Regional Planning Guidance. The current RSS is the Regional Spatial Strategy for the West Midlands (2004).

**Renewable Energy** – sources of energy which are reusable and sustainable such as wind, water, sun, wave, refuse and geothermal energy. These sources do not produce the harmful emissions often associated with fossil fuels. They are energy forms that occur naturally and repeatedly in the environment and are thus more environmentally-friendly.

**Retail Core** – these areas contain high levels of retail employment, across a range of retail categories, encompassing a high density of retail floor-space. Additionally, to be defined as a Retail Core, the area should fall within the boundaries of an existing area of Town Centre activity.

**Rural** – Settlements with a population under 10,000.

## S

**Section 106** – a legal agreement that ensures development provides an appropriate range of community and infrastructural benefits, relating to the requirements of the planning permission. Section 106 agreements are the principal means of securing planning obligations.

**Sequential Approach** – a means of determining the most appropriate locations for various types of development. Sites can be assessed, measured and, if necessary, ranked against a range of criteria to determine the optimum location. The sequential approach is defined in relation to different types of development in PPS3 (Housing) and PPS6 (Planning for town centres).

**Site of Special Scientific Interest (SSSI)** – relates to specifically defined areas where protection is afforded to sites of national wildlife or geological interest. English Nature is responsible for identifying and protecting approximately 4,100 SSSIs in England.

**Spatial planning** – planning that is not solely related to land use as it brings together other policies and programmes for the development and use of land. It is a tool to deliver and provide a geographical expression to the economic, social, cultural and environmental sustainability policies of society. It is a proactive, positive approach to managing development and the future distribution of activities, people and spaces on various scales.

**Special Wildlife Sites** – Areas of particular special wildlife importance, outside that of legally designated areas.

**Statement of Community Involvement (SCI)** – A ‘process’ document in the LDF that sets out the Council’s proposals for involving the local community in the preparation of planning policy and deliberation of planning applications.

**Strategic Housing Land Availability Assessment (SHLAA)** – Assessment of the likely level of housing that could be provided if unimplemented planning permissions and other appropriate sites were brought forward for development.

**Structure Plan** – a land use document giving broad guidance on development plans. This document is now encompassed within the RSS.

**Super Output Areas** – a new geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.

**Supplementary Planning Document (SPD)** – intended to elaborate upon the policy and proposals in Development Plan Documents, but do not have the same status as DPDs.

**Sustainable Development** – is defined as a "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs". (*Brundtland Commission Report, 1987.*)

**Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA)** – Sustainability Appraisal (SA) is carried out for all DPDs and SPDs. It is a formal, systematic process with the purpose of assessing the likely social, environmental and economic impacts of implementing the proposed plans and programmes. A Strategic Environmental Assessment (SEA) must also be carried out as requested by the European legislation (Directive 2001/42/EC) to assess the likely effects of the plan or programme on the environment.

**Sustainable Rural Settlement** – village/settlement which is capable of meeting its own economic and social needs whilst maintaining the quality of the environment. Astwood Bank is Redditch Borough’s only Sustainable Rural Settlement.



## T

**Test of Soundness**– the examination into the DPD is based on a test of soundness. The purpose of the test is to assess whether the plan passes the expectations of the new system. There are 9 tests altogether which need to be passed and fit into three categories - Procedural, Conformity & Coherence and Consistency & Effectiveness.

**Town Centre** – is the primary focus for major shopping needs in Redditch. The Town Centre provides a broad range of facilities and services which fulfil a function as a focus for community and for public transport.

**Transport Assessment** – a comprehensive and systematic process that sets out transport issues relating to a proposed development.

**Travel Plan** – a package of measures which aim to monitor and reduce motor car reliance along given routes or destinations through initiatives such as car sharing, promoting the use of public transport and encouraging walking and cycling. Travel Plans are therefore a management tool to meet sustainable transport objectives. Travel Plans analyse the key transport challenges and opportunities. Travel Plans can be used to address issues identified by Transport Assessments.

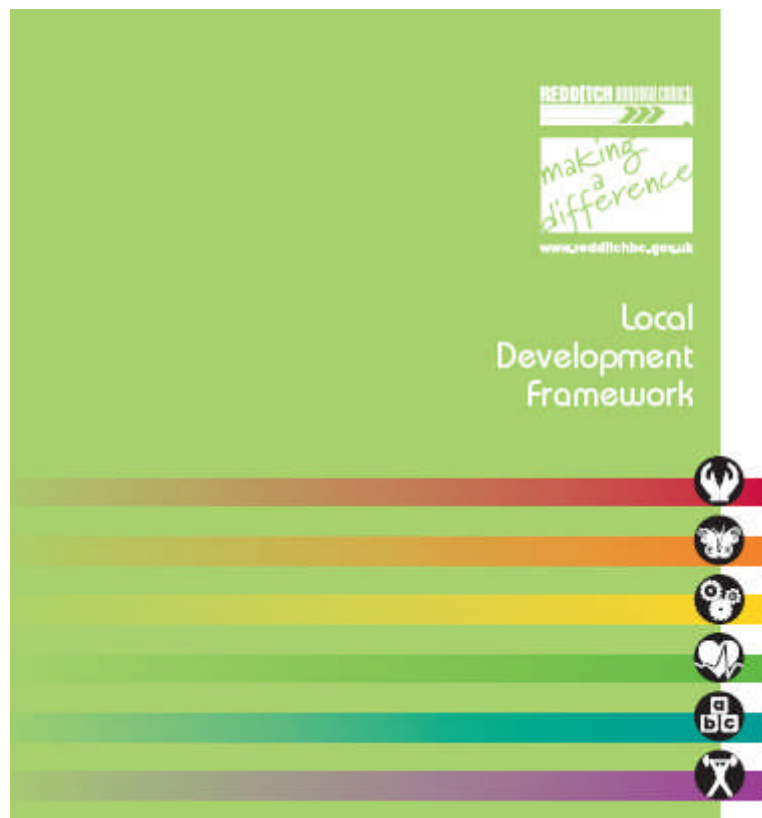
**Travelling showpeople** – Members of a community that consists of self-employed business people who travel the country, often with their families, holding fairs.

## U

**Unsustainable Rural Settlement** – residential development in a rural area which is incapable of meeting its own economic and social needs. Redditch Borough has one unsustainable rural settlement, this is Feckenham.

## List of Abbreviations

<b>ADR</b>	- Area of Development Restraint
<b>BREEAM</b>	-Building Research Establishment Environmental Assessment Methods
<b>CABE</b>	- Commission for Architecture and the Built Environment
<b>CIL</b>	- Community Infrastructure Levy
<b>DPD</b>	- Development Plan Document
<b>GP</b>	- General Practitioner
<b>Ha</b>	- Hectare
<b>HTC</b>	- High Technology Corridor
<b>LDD</b>	- Local Development Document
<b>LDF</b>	- Local Development Framework
<b>MUA</b>	- Major Urban Area
<b>PPG</b>	- Planning Policy Guidance
<b>PPS</b>	- Planning Policy Statement
<b>RTC</b>	- Road Traffic Collision
<b>SA</b>	- Sustainability Appraisal
<b>SHLAA</b>	- Strategic Housing Land Availability Assessment
<b>SoS</b>	- Secretary of State
<b>SPD</b>	- Supplementary Planning Document
<b>SPG</b>	- Supplementary Planning Guidance
<b>SSD</b>	- Settlement of Significant Development
<b>SSSI</b>	- Sites of Special Scientific Interest
<b>SWS</b>	- Special Wildlife Site
<b>WMRSS</b>	- West Midlands Regional Spatial Strategy



**Core Strategy  
Issues and Options Consultation  
9 May - 20 June 2008  
Questionnaire**

Your Details...	
Name:	
Address:	       
Telephone:	
Email:	

**Questionnaires should be returned to the Borough Council by 5pm on Friday 20 June 2008. Please forward your comments to:**

Development Plans  
Redditch Borough Council  
Town Hall, Walter Stranz Square, Redditch,  
Worcestershire, B98 8AH

Email: [devplans@redditchbc.gov.uk](mailto:devplans@redditchbc.gov.uk)

Telephone: 01527 64252 Ext: 3219 Fax: 01527 65216

**Tick the box against the Option you agree with. You may tick more than one box per question.**



## Spatial Vision

“By 2026, Redditch Borough will be distinctively green. It will be highly accessible, culturally and ecologically rich, and the safest town in England. Redditch will have achieved regeneration of its pockets of deprived areas and the Borough will have attractive facilities, vibrant centres, diverse employment areas, new housing of the best possible quality, with development that has been carbon neutral for many years. The residents of Redditch Borough will be healthy and highly skilled.”

**Q<sup>1</sup>**

Is this draft Spatial Vision ambitious enough for Redditch Borough, or do you think it is too ambitious? What needs to change or what needs to be added?

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## Strategic Objectives

1. To have high quality open spaces, a key component of Redditch Borough;
2. To ensure that all new development in Redditch Borough is carbon neutral;
3. To reduce the causes of, minimise the impacts of and adapt to climate change;
4. To protect, promote and enhance the quality and distinctiveness of the Boroughs natural, rural and built environment;
5. To ensure efficient use and re-use of land;
6. To move towards safer, sustainable travel patterns and reduce the need to travel;
7. To enhance the visitor economy and Redditch's cultural and leisure opportunities;
8. Reduce crime and anti social behaviour and the fear of crime;
9. To improve the vitality and viability of Town and District Centres in the Borough by day and night;
10. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations;
11. To have a strong, attractive and diverse economic base with employees with higher skills levels.

Tick the box against the Option you agree with. You may tick more than one box per question.



<b>Q<sup>2</sup></b>	Will these Objectives achieve the draft Spatial Vision?
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<b>Q<sup>3</sup></b>	Can you think of any changes to these Objectives to make them measurable or more like targets?
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### Issue 1 - Spatial Policies – Redditch's Development Strategy

<b>Q<sup>4</sup></b>	Where should future development be concentrated in Redditch Borough?	
Option 1	Focus development in the most sustainable location in the Borough; the Town Centre	
Option 2	Identify areas in the urban area of Redditch in need of regeneration and focus development in key regeneration areas	
Option 3	Priority for development on brownfield land in the urban area	
Option 4	Rebuilding existing urban areas of poor quality with land efficient buildings	
Option 5	In some other way, please specify <hr/> <hr/>	

Tick the box against the Option you agree with. You may tick more than one box per question.



**Q<sup>5</sup>**

Do you have any comments on the likely settlement hierarchy of Redditch Borough?

.....  
.....

## Issue 2 - Spatial Policies – Redditch's Hierarchy of Centres

**Q<sup>6</sup>**

Do you have any comments to make about the hierarchy of centres?

.....  
.....

## Issue 3 - Spatial Policies – Strategic Sites

**Q<sup>7</sup>**

Should there be any additional strategic sites and if so, where?

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.....

## Issue 4 - Planning Obligations

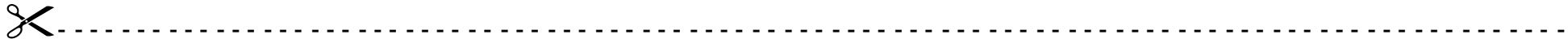
**Q<sup>8</sup>**

Is there anything else the Council should receive planning obligations for / Community Infrastructure Levy, in addition to the list below?

Public transport - Bus and rail;  
Health – PCT and Strategic Health;  
Fire;  
Utilities – Water, Telecoms, Electric, Gas;  
Green – Parks, Pitches, Sports and Leisure; (built)  
Energy infrastructure;  
Courts;  
Voluntary Sector;  
Children's Home;  
Retail;  
Counter terrorism measures

Education;  
Police;  
Ambulance;  
Community Facilities – Libraries, Community Centre, Cemetery, Waste Disposal;  
Highways – Freight, Roads, Walks, Cycling, Waterways;  
Care Homes;  
Social Services;  
Nurseries;  
Prison;  
Environment Agency

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## Issue 5 - Creating Safe and Secure Environments

<b>Q<sup>9</sup></b>	How can we ensure that places at possible risk are safe and secure without creating harsh, fortress-style environments?	
Option 1	Have a policy which states that developments must incorporate, where appropriate, counter-terrorism measures	
Option 2	Have a policy which formulates a check-list style approach detailing specific counter-terrorism measures appropriate developments must include	
Option 3	Increase consultation with those with knowledge on designing to prevent terrorism, on applications likely to have a terrorism risk	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

## Issue 6 - The Conflict between the Environment and Climate Change Adaptation

<b>Q<sup>10</sup></b>	How can we ensure renewable energy production without compromising environmental quality?	
Option 1	Development of local guidelines and criteria for different types of renewable energy development	
Option 2	Identify locations suitable for renewable energy based upon an assessment such as a Landscape Character Assessment	
Option 3	Require developers to demonstrate how their on-site renewable energy production does not compromise environmental quality	
Option 4	Request that where developers are unable to meet sustainability standards on-site through reducing emissions and creating their own sustainable energy, that a carbon off-setting procedure is in place to increase the efficiency and sustainability in existing housing	
Option 5	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.





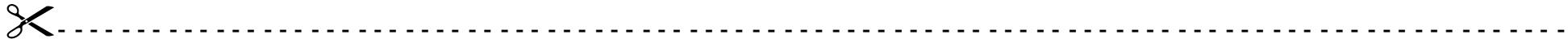
## Issue 7 - Proportion of Renewable Energy in New Developments

<b>Q<sup>11</sup></b>	What proportion of renewable energy should be required from all new development?	
Option 1	The standard request rate, as stated in the West Midlands Regional Spatial Strategy Preferred Option document (currently 10%)	
Option 2	To improve on current standards (20%), please specify why you think this and any evidence you have for this ..... .....	
Option 3	Some other figure, please specify why you think this and provide any evidence you have for this ..... .....	

## Issue 8 - Standards of Development

<b>Q<sup>12</sup></b>	What should Redditch Borough request in terms of a feasible level/ standards for all new development to meet?	
Option 1	Level 4 or above of the Code for Sustainable Homes should be requested on all new housing	
Option 2	The Code for Sustainable Homes standard sought in the Borough should only be the same as that sought regionally (currently Level 3 in the WMRSS Preferred Option document)	
Option 3	Some other level for residential development, please specify why you think this and provide any evidence you have for this ..... .....	
Option 4	Require all new non-residential developments to achieve at least a 'very good' BREEAM rating (a recognised independent assessment of the environmental performance of buildings)	
Option 5	Some other level for non-residential development, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.



## Issue 9 - Sustaining Redditch Borough's Rural Area

<b>Q<sup>13</sup></b>	How can we support the economy of the rural areas of Redditch?	
Option 1	Focus on the reuse of buildings for economic purposes in preference to residential	
Option 2	Support farm diversification in appropriate circumstances	
Option 3	Encourage the provision of, and expansion and improvement of, static caravan parks or holiday chalet developments	
Option 4	Rely on Regional Planning Policy Guidance in the Regional Spatial Strategy	
Option 5	Encourage the development of local shops and services in Feckenham, because the village can sustain them	
Option 6	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

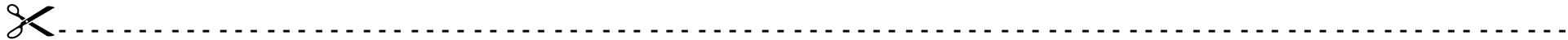


## Issue 10 - Coalescence of Settlements

<b>Q<sup>14</sup></b>	How can we ensure that one of the purposes of Green Belts (to prevent the coalescence of settlements) is not undermined between Redditch and Astwood Bank?	
Option 1	The landscape characteristics of Redditch Borough are well-defined in these areas of Green Belt and should be protected for their landscape value alone	
Option 2	Rely on National Policy in Planning Policy Guidance 2: Green Belts	
Option 3	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	



Tick the box against the Option you agree with. You may tick more than one box per question.



Issue 11 - Areas of Development Restraint (ADR)

Q<sup>15</sup>

Because there is only limited opportunity for employment development on ADR land, do you think that all ADR land that can accommodate employment development should be used for employment purposes?



Issue 12 - Landscape and Townscape

Q<sup>16</sup>

Redditch has a distinctive townscape and landscape which needs to be maintained and enhanced.

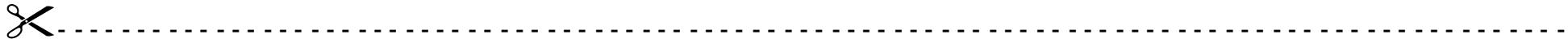
If you agree with this, where are the important places in the Borough that need this protection?

Issue 13 - Historic Environment/ Local List

Q<sup>17</sup>

Are there any buildings that you think should be added to the Schedule of Buildings of Local Interest?

Please give details...



## Issue 14 - Tall Buildings

<b>Q<sup>18</sup></b>	Should Redditch Borough adopt a local policy on tall buildings for a range of uses, if so, where?	
Option 1	Progress a policy on tall buildings appropriate to the local circumstances for the Town Centre only	
Option 2	Progress a policy on tall buildings appropriate to the local circumstances for the whole Borough	
Option 3	Progress a policy on tall buildings appropriate to local circumstances only in certain parts of the Borough, if so where and please provide a reason why? ..... .....	
Option 4	Do not progress a policy on tall buildings but rely on National Planning Policy and Guidance on tall buildings from English Heritage and CABE (2007) for the consideration of tall building proposals	

## Issue 15 - Location of Employment

<b>Q<sup>19</sup></b>	Where should employment growth be located in order to contribute to sustainable development?	
Option 1	Adjacent to new residential development in all circumstances	
Option 2	Adjacent to new residential development where there is suitable infrastructure for industrial development	
Option 3	Concentrate in and around existing employment sites	
Option 4	Principally in and around existing employment sites with the remainder distributed in relation to the location of new housing	
Option 5	Concentrate development along main transport routes	
Option 6	Locate employment land adjacent to attractive surroundings	
Option 7	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	



Tick the box against the Option you agree with. You may tick more than one box per question.



<b>Q<sup>20</sup></b>	Do you think the indicative long term requirement (as explained above) is appropriate for Redditch Borough needs?
<p>.....</p> <p>.....</p> <p>.....</p>	

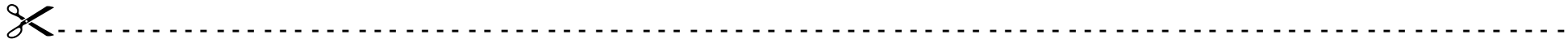
<b>Q<sup>21</sup></b>	How should the Borough of Redditch meet its Employment Land requirement?	
Option 1	Identify small to medium sized locations for employment growth based on market forces	
Option 2	Rely on an Employment Land Review to identify the most appropriate approach	
Option 3	In some other way, please specify why you think this and provide any evidence you have for this	
<p>.....</p> <p>.....</p>		

## Issue 16 - Existing Employment Areas

<b>Q<sup>22</sup></b>	What is the best approach towards Redditch's employment areas?	
Option 1	Protect all employment sites for employment purposes that demonstrate they have market attractiveness and viability; physical suitability of land for employment purposes; are served by high quality public transport and have potential for contributing to employment land requirement (This will be assessed through the Employment Land Review).	
Option 2	Encourage existing companies to participate in the revival of local business communities by establishing local partnerships	
Option 3	Prioritise areas for funding regimes, with areas in need of renewal being identified through the Employment Land Review	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this	
<p>.....</p> <p>.....</p>		



Tick the box against the Option you agree with. You may tick more than one box per question.



## Issue 17 - High Technology Corridor (HTC) and Economic Growth

<b>Q<sup>23</sup></b>	How can the economy be diversified and should links with the High Technology Corridor be encouraged?	
Option 1	Actively encourage high technology industries into the Borough of Redditch by promoting specific high technology employment zones	
Option 2	No specific encouragement to promoting high technology areas	
Option 3	Establish links with Higher and further education institutions to tap into HTC industry	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

<b>Q<sup>24</sup></b>	Should there be greater support for economic 'Clusters' within the Borough in order to strengthen the economy?
 .....  .....  .....  .....	

## Issue 18 - Redditch Town Centre

<b>Q<sup>25</sup></b>	How can we maintain the vitality and viability of Redditch Town Centre?	
Option 1	Place Redditch Town Centre at the top of the Hierarchy of Centres, as the preferable location for major retail developments, uses which attract large numbers of people and large scale offices	
Option 2	Place Redditch Town Centre at the top of the Development Strategy, as the preferable location for housing	
Option 3	Expand the Town Centre boundary to accommodate retail and office development needs set out in the WMRSS	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	



Tick the box against the Option you agree with. You may tick more than one box per question.





## Issue 19 - District Centres

<b>Q<sup>26</sup></b>	How can we improve Redditch Town Centre's night time economy?	
Option 1	Secure monies from Town Centre developments for facilities for families to be provided in the Town Centre as part of a planning obligations policy	
Option 2	Secure monies from Borough-wide development for facilities for families to be provided in the Town Centre as part of a planning obligations policy	
Option 3	Encourage the provision of uses likely to promote a family orientated night time economy	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	



<b>Q<sup>27</sup></b>	The New Town era District Centres in Redditch are not attractive and need to be improved, how can we do this?	
Option 1	Redevelop and regenerate all District Centres built during the New Town era, providing for the needs of the existing and the likely future local communities	
Option 2	Expand the boundaries of the District Centres to enhance local retail offer and other services and facilities	
Option 3	Continue to protect the allocated District Centres and retain the current boundaries	
Option 4	Allocate new District Centres where necessary	
Option 5	Encourage District Centres as community focal points with distinctive design and architecture encouraged for each Centre	
Option 6	Set a limit to the number of hot food takeaways in each District Centre so that it continues to perform its role and function to provide variety and choice to communities.	
Option 7	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.





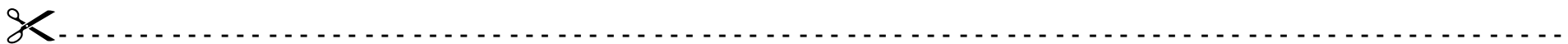
## Issue 20 - Health Facilities

<b>Q<sup>28</sup></b>	Are there any locations within the Borough that could be safeguarded for health-related uses?	
Option 1	Within the curtilage of the Alexandra Hospital	
Option 2	Town Centre	
Option 3	District Centres	
Option 4	In areas currently furthest away from a GP surgery	
Option 5	Within new developments	
Option 6	Other location, please specify why you think this and provide any evidence you have for this ..... .....	

## Issue 21 - Leisure and Tourism

<b>Q<sup>29</sup></b>	How should we promote tourism and culture/ leisure in Redditch Borough?	
Option 1	Support existing tourist attractions (i.e. Arrow Valley Park, Forge Mill Needle Museum) and encourage new visitor attractions	
Option 2	Improve conference facilities	
Option 3	Increase the quality and quantity of tourist accommodation	
Option 4	Attract retail tourism to the Town Centre	
Option 5	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.



## Issue 22 - Open Space

<b>Q<sup>30</sup></b>	Should Redditch continue to be distinctive with its higher than average standard of open space?	
Option 1	Yes, keep Redditch distinctive. Definitely do not build on any open space.	
Option 2	Yes, keep Redditch distinctive. But some land on the periphery of open space or parkland could be used for development. Please suggest possible locations ..... .....	
Option 3	No. Comprehensively review the open space to identify significant parcels of land (including parkland) for development, even if this has the potential to undermine local distinctiveness	
Option 4	No, compromise local distinctiveness and parkland provision in an attempt to reduce open space standards in Redditch to the averages of surrounding Districts	

## Issue 23 - Previously Developed Land

<b>Q<sup>31</sup></b>	What is the most suitable approach to delivering as much housing on Previously Developed Land?	
Option 1	Set a local target for housing development on Previously Developed Land in line with National Planning Policy based on all types of Previously Developed Land, inclusive of back gardens (see issue below)	
Option 2	Set a local target for housing development on Previously Developed Land in line with National Planning Policy based on all types of Previously Developed Land, with a specific policy relating to the protection of back gardens (see issue below)	
Option 3	Prioritise all possible Previously Developed Land for housing regardless of its suitability for other uses	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.



<b>Q<sup>32</sup></b>	Do you have any comments on the Previously Developed Land target for Redditch?
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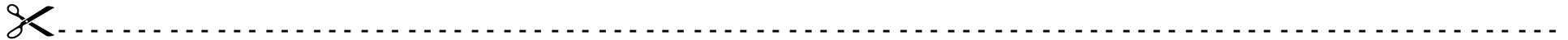
## Issue 24 - Development on Back Gardens

<b>Q<sup>33</sup></b>	How can the effects of development on back gardens be minimised?	
Option 1	Implement a policy in line with the Regional Spatial Strategy restricting development on back gardens where there is evidence of its impacts on the locality	
Option 2	Set out a criteria based policy which aims to ensure any development on back gardens is in keeping with the surrounding environment	
Option 3	In some other way, please specify why you think this and provide any evidence you have for this <hr/> <hr/>	

## Issue 25 - Housing Density

<b>Q<sup>34</sup></b>	What is the most appropriate approach to density standards across the Borough?	
Option 1	30 dwellings per hectare, except in the Town and District Centres being 70 dwellings per hectare (as per minimum National Standards for density)	
Option 2	30 dwellings per hectare for the urban area of Redditch, Astwood Bank and Feckenham being developed at densities of between 30 and 50 dwellings per hectare and the Town and District Centres being 70 dwellings per hectare	
Option 3	Apply a density standard of 30 dwellings per hectare for Astwood Bank and Feckenham, and a density standard for the urban area of Redditch of 30 – 50 dwellings per hectare, with the Town and District Centres being 70 dwellings per hectare	
Option 4	Different densities for each District in Redditch (between 30 – 70 dwellings per hectare) depending on their character	
Option 5	In some other way, please specify why you think this and provide any evidence you have for this <hr/> <hr/>	

Tick the box against the Option you agree with. You may tick more than one box per question.



## Issue 26 - Phasing of New Development

<b>Q<sup>35</sup></b>	What is the most appropriate approach for phasing new development in Redditch Borough?
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<b>Q<sup>37</sup></b>	Do you think that self-contained districts should be promoted as a distinctive feature of Redditch for the future?
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## Issue 27 - Redditch Distinctiveness

<b>Q<sup>36</sup></b>	Do you think trees are an important part of Redditch's distinctiveness which needs to be maintained and encouraged as a feature of Redditch for the future?
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<b>Q<sup>38</sup></b>	Do you think that Redditch's road hierarchy should be maintained as a distinctive feature of Redditch for the future?
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Tick the box against the Option you agree with. You may tick more than one box per question.



**Q<sup>39</sup>**

Do you think that the separation of roads and footpaths should be maintained as a distinctive feature of Redditch for the future?

.....

.....

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**Q<sup>40</sup>**

Can you think of any other distinctive characteristics of Redditch which may be important to continue as 'features' in new development?

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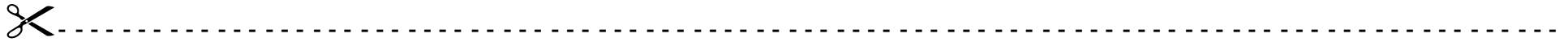
## Issue 28 - Gypsies, Travellers and Travelling Showpeople

**Q<sup>41</sup>**

Which criterion are the most important when considering sustainable broad locations for gypsies, travellers and travelling showpeople?

Option 1	Near existing facilities and transport networks	<input type="checkbox"/>
Option 2	Previously Developed Land	<input type="checkbox"/>
Option 3	Established industrial or employment sites with spare land	<input type="checkbox"/>
Option 4	Anywhere in the urban area, subject to other planning considerations	<input type="checkbox"/>
Option 5	Any other location, please specify why you think this and provide any evidence you have for this ..... .....	<input type="checkbox"/>

Tick the box against the Option you agree with. You may tick more than one box per question.



## Issue 29 - Getting Around in Redditch Borough

Q <sup>42</sup>	What should be the transport requirements expected of new developments in Redditch Borough?	
Option 1	Transport Assessment to accompany any new development regardless of size	
Option 2	Transport Assessment should only be sought for planning applications involving a significant travel demand, as currently sought by the WMRSS Preferred Option document	
Option 3	To ensure the development is located within 250m of passenger transport (bus stop or train station)	
Option 4	A green travel plan to accompany any new development regardless of size	
Option 5	Green travel plans should only be sought for certain developments, as set out by PPG13 –Transport	
Option 6	All developments to be accessible to all modes of transport	
Option 7	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Q <sup>43</sup>	Where should the broad location be for coach parking in Redditch Borough?	
Option 1	Redditch Town Centre	
Option 2	Forge Mill Museum	
Option 3	Arrow Valley Countryside Park	
Option 4	Other location, please specify why you think this and provide any evidence you have for this ..... .....	

Q <sup>44</sup>	What are the key priorities to create a sustainable transport network in Redditch Borough?	
Option 1	Reduce the need to travel	
Option 2	Provision of walking and cycling facilities	
Option 3	Promote travel awareness initiatives e.g. car sharing	
Option 4	Significant improvement in public transport	
Option 5	Better management of public and private car parking	
Option 6	Demand management measures	
Option 7	Better management of transport networks	
Option 8	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.



<b>Q<sup>45</sup></b>	Should public transport routes (bus and emergency vehicles only) be opened up to general traffic if there is a wider and demonstrable community benefit e.g. the regeneration of a District Centre?	
Option 1	Yes, they should be opened up where a wider community benefit can be demonstrated	
Option 2	No, they should be retained in their current state	

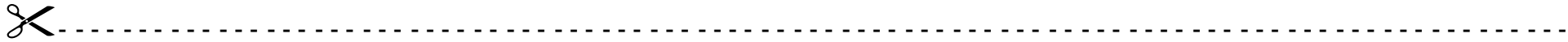
<b>Q<sup>46</sup></b>	How should the needs of cyclists be best accommodated?
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## Issue 30 - Lifetime Homes

<b>Q<sup>47</sup></b>	How can we improve the flexibility and adaptability of housing in Redditch Borough?	
Option 1	Encourage people to move to the most suitable housing through the allocation/promotion of specialist homes and developments	
Option 2	Only locate homes for the elderly in locations which are accessible to facilities, services and public transport	
Option 3	All new residential developments to include a proportion of dwellings to be constructed to 'Lifetime Homes' standard	
Option 4	In some other way, please specify why you think this and provide any evidence you have for this ..... .....	

Tick the box against the Option you agree with. You may tick more than one box per question.



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