

# Bromsgrove and Redditch Core Strategies

Special consultation on Redditch expansion

- the high levels of open space are a distinctive feature of the Borough, the natural environment will be protected and developments will provide the opportunity to enhance the green infrastructure network;
- all new development will contribute to the mitigation of, and adaptation to, the effects of climate change;
- development to the north or north-west of the town will contribute to the improvement of leisure facilities at the Abbey Stadium development across the Borough and beyond will contribute to the improvement of community, retail and leisure facilities.

## What happens next?

We would welcome your views on the suitability of the various locations for the future growth of the Borough as shown on the map in this leaflet. **These options are initially put forward to promote discussion but if you have an alternative option please let us know.** All responses and options put forward will be carefully considered and may be taken forward to the next stage. There are of course many factors to take into account when considering site selection, including environmental, economic and social issues, and all options will be subject to a rigorous sustainability appraisal to weigh up relevant issues and also deliverability.

## How can I get involved?

More information is available on both of the Councils' websites [www.bromsgrove.gov.uk/planningpolicy](http://www.bromsgrove.gov.uk/planningpolicy) [www.redditchbc.gov.uk/corestrategy](http://www.redditchbc.gov.uk/corestrategy)

We will also be holding drop in sessions where you can speak to planning officers from both Councils at the following locations

**11th February Town Hall, Redditch (2-9pm)**

**13th February  
Kingfisher Centre, Redditch (all day)**

**24th February  
Palace Theatre, Redditch (from 6.30pm)**

Meetings will also be held in Bromsgrove local Parish's such as Alvechurch, Beoley, Bentley/Pauncefoot and Tutnall/Cobley.

## You can send your views to either Council

By writing to:

**Bromsgrove District Council**  
Planning and Environment Services  
The Council House  
Burcot Lane  
Bromsgrove  
Worcestershire B60 1AA  
**01527 881316**

**Redditch Borough Council**  
Development Plans  
Town Hall  
Walter Stranz Square  
Redditch  
Worcestershire B98 8AH  
**01527 64252 ext. 3081**

Or email:

**LDF@bromsgrove.gov.uk**  
**devplans@redditchbc.gov.uk**

Please let us have your views by

**22nd March 2010.**



**Bromsgrove  
District Council**  
[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)



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## Redditch Growth

## Help us to plan the future of the area

Anyone with an interest in the future of Bromsgrove and Redditch is being asked to give their views on development over the next 16 years. As part of the West Midlands Regional Spatial Strategy (RSS), Redditch Borough has been given a target of accommodating around 7,000 houses by 2026. Bromsgrove District is required to take around 3,000 of these new homes, which will be built within its boundaries adjacent to Redditch town where the borders of both authorities meet.

In order to decide where these new properties can be placed within the two areas, Bromsgrove District Council and Redditch Borough Council are working together and would like to hear what residents think of all the possible options.

### Why are we doing this?

The West Midlands Regional Spatial Strategy has been revised following an inquiry between April and June 2009.



The Inspector's report states how many houses need to be built and how much employment land needs to be set aside over the next 16 years to meet the region's housing needs.

Both Bromsgrove District Council and Redditch Borough Council are currently preparing their Core Strategies which will guide growth and development in these areas up to 2026.

These documents will have to incorporate the recommendations of the Regional Spatial Strategy as well as conforming to national guidance such as planning policy statements.



**Bromsgrove  
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## What does the RSS mean for Redditch and Bromsgrove?

When Redditch Borough Council consulted on its Core Strategy between October 2008 and May 2009, it identified capacity for around 2,400 dwellings plus 27 hectares of employment land.

Now, following the RSS recommendations, 7,000 dwellings and land for employment to meet Redditch's needs are broken down as follows;

- Around 4000 within Redditch's own boundaries
- Around 3000 in Bromsgrove (in the Green Belt adjacent to Redditch's boundary) and
- 31 hectares of land for employment in Redditch
- 25 hectares of land for employment to meet Redditch's needs, within Bromsgrove
- 12 hectares of land for employment to meet Redditch's needs, within Stratford-on-Avon

*(Please note the Inspector's report also has significant implications for the rest of Bromsgrove but this will be dealt with in a separate consultation exercise, watch out for forthcoming details on our websites as detailed on back page).*

In relation to this growth in Bromsgrove the Inspectors report states that; **'the choice of locality around the boundary of Redditch should be locally determined whether at or adjacent to the Webheath/Foxlydiate or Brockhill ADRs or in the Bordesley Park area or in some combination of these possibilities or elsewhere. Once the volume of development and its location has been defined it will be essential for the authorities to work together on cross-boundary implementation. We welcome the indications from the authorities that this would be the case.'**

The full RSS panel report is also available for viewing on our websites.

## What are the options for meeting these targets?

A significant challenge now faced is how to deal with the higher development targets Redditch is required to meet. The Councils are working together to resolve where the new houses and employment land should go and would like to hear your views on this.

In order to meet the housing and employment targets recommended for the region, Redditch and Bromsgrove Councils have developed a number of broad options to give an indication of the possible ways in which Redditch could grow up to 2026.

The options presented in this leaflet outline the growth that could take place within the boundaries of Redditch and where growth could be accommodated in the adjoining areas of Bromsgrove District. At this stage, it is very important to consider the overall implications of the development in both Redditch and Bromsgrove.

## What can we do in Redditch?

Initial independent work carried out on behalf of the Councils has identified areas of land primarily to the north and west of the town as being able to accommodate significant growth. Much of this land is in the Bromsgrove District (see options below for details of how these areas could be developed). There are very limited options for development in Redditch Borough and it should be noted that all of the sites identified within the Borough will be required to meet the 4000 dwellings and 31 hectares of employment land required.

Within Redditch Borough, development is proposed for three areas currently designated as

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would still have good road accessibility via the Bromsgrove and Alvechurch Highways. Development here could however provide a mix of housing, employment, shops, schools and other essential services. Mutual benefits, such as improvements to the transport network, could also be realised by integrating the development of this area with other areas in Redditch such as an area of green belt found nearby within the boundary of Redditch. Again in this location there is no obvious boundary to potential development. Development here would reduce the gap with Bromsgrove. There are only limited views from publicly accessible areas for part of the site.

### Other Options

Options for development in the Green Belt to the south-west of Redditch or the open countryside beyond and on the open spaces in Redditch have not been considered on sustainability grounds, and due to significant infrastructure constraints.

An option for development to the north east of Redditch within Bromsgrove District at Beoley has not been included at this stage due to the many disadvantages of development in this area, including the potential adverse impact on the setting of the Conservation Area at Beoley, the merging of settlements, the topography, limited linkages to the Town Centre and so on.

If you have any comments to make on development in these or any other areas in the Borough or District please submit them during this consultation period.

### Background

Bromsgrove District and Redditch Borough are adjacent areas located in the north of Worcestershire County, south of Birmingham. Although of a similar size in terms of population, 87,837<sup>1</sup> and 78,807 respectively, they are of a different geographical size. Bromsgrove District totals 21,697 hectares and Redditch Borough is 5,435 hectares. The areas are also quite different. Redditch, a former New Town, has the majority of development concentrated to the north and approximately 50 per cent of the Borough is rural. Bromsgrove has a predominantly rural character being 91 per cent Green Belt, with development being distributed throughout the District.

There have always been economic, environmental and social linkages between the two areas. However, due to recent events, particularly at a regional planning level, the futures of both areas are likely to become even more closely related.

<sup>1</sup> Based on 2001 Census

### Sustainable Community Strategy & Vision and Objectives

The Redditch Partnership brings together representatives from public, private, community and voluntary agencies to work together effectively to deliver a range of local projects, services and initiatives. Redditch Partnership has a vision 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"** (Redditch Sustainable Community Strategy, 2008-2011). This vision contains key priorities such as:

- To create safer communities
- To develop a cleaner/greener and more sustainable environment
- To tackle the issue of climate change and the impact of high levels of domestic and workplace energy consumption
- To increase the rate of employment opportunities
- To look at ways of diversifying working opportunities to reduce reliance on traditional industries
- To develop the Town Centre as a destination with excellent facilities and transport links
- To increase the availability of affordable housing
- To improve access to public transport services

The Redditch Core Strategy must contribute to achieving this vision through its own vision and objectives. The development strategy set out in this consultation will achieve the Core Strategy vision and objectives in a number of ways:

- new homes will be tailored to meet the needs of those living in Redditch, in terms of their size, type and tenure;
- employment-related development will support a changing skills base by offering a diversification park;
- locating development within and adjacent to Redditch will, in some locations, provide strong and sustainable transport facilities;
- development with good links to the town centre will contribute to its regeneration and improving its vitality and viability, for example by increasing the amount of residential properties and therefore the number of people using and visiting the town centre;



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If you would like to find out more about the proposed development sites in Redditch Borough or read the draft 'Development Strategy' policy, please see the accompanying consultation paper available at [www.redditchbc.gov.uk/corestrategy](http://www.redditchbc.gov.uk/corestrategy).

## What options do we have in Bromsgrove?

All of the following options put forward are unavoidably located within the Green Belt. This is due to the requirement in the RSS report that growth must be adjacent to the boundary of Redditch.

*It should be stressed that the boundaries of the options presented below are flexible and represent potential locations for growth. As these boundaries are not fixed, the amount of new dwellings in each option is not specified at this stage. For example, it is possible that development on a limited scale could take place spread over all the three areas identified.* It is important to remember that land for around 3000 houses and associated jobs and other facilities, such as schools and shops, needs to be identified and by focussing on these areas it will be possible to deliver the required amount of development.

**Ravensbank ADR** an existing employment area is located to the north of the A4023, in Bromsgrove District at Ravensbank, which serves Redditch's needs. There is an ADR adjacent to this area which could be released and this could potentially link with the Winyates Green Triangle site located across the boundary within Stratford-on-Avon District. The RSS panel report states in relation to employment provision:

*"....at least 12 ha will be provided within Stratford-upon-Avon west of the A435 and the balance remaining out of a total of up to 37ha will be provided in Bromsgrove District at a location or locations to be agreed...."*

*The development of the Winyates Green triangle site will be addressed and consulted upon independently via Stratford on Avon District Council's Core Strategy process.*

### Option East of A441 (Birmingham Road)

The development of the land to the east of the A441 has the advantage that it would be located close to Redditch Town Centre with all the facilities that this offers, including commercial, retail and leisure facilities. It is strategically accessible being within easy reach of junction 2 of the M42. Development here could potentially encourage progression of the Bordesley Bypass, congestion. It is envisaged that development here could offer housing, jobs, schools and shops. This area is dissected by the flood plain, providing the opportunity to reinforce the green linkages and integrate existing and new development. Whilst development at this location would be in the Green Belt, it would reduce the gap with Birmingham. There is no obvious boundary to potential development in this location but it could be contained by topography. Development here would also result in the merging with existing development at Bordesley.

### Option West of A441 (Birmingham Road)

The land to the west of the A441 could include land both within Redditch and Bromsgrove and build upon existing development at Brockhill. It is envisaged that it would have strong links with the Brockhill Area of Development Restraint and a small area of Green Belt situated within Redditch's boundary. This site is located in close proximity to the town centre. Development here could include housing, new employment, schools, shops and other essential services, as well as providing enhanced transport links into the town centre. It is envisaged that any proposed development here would respect local topography and would ensure that the natural environment is protected, including Brockhill Wood. The opportunity exists to develop a network of green corridors and open spaces within any new development. Again there is no obvious boundary for development in this location, although development could be partially "contained" by natural features.

### Option adjacent to A448 (Bromsgrove Highway)

Development adjacent to the Bromsgrove Highway would be located slightly further away from Redditch town centre and employment opportunities, than the two options above but

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Areas of Development Restraint (ADRs) - land between the eastern edge of the town and the A435, land at Brockhill and land south of Webheath. The three areas currently designated as ADRs within Redditch Borough have been safeguarded through previous plans to meet the needs of future development in the Borough.

There is also the potential for development on other parcels of land which are currently part of the Green Belt in Brockhill and Foxlydiate. These sites could be developed in tandem with other sites in the Bromsgrove Green Belt to create more sustainable development patterns.

The following is a summary of how the development targets for Redditch Borough can be accommodated:

General location	Type of development
Brownfield sites in Redditch, Astwood Bank and Feckenham	Around 1650 - 1750 dwellings and around 5ha employment land*
Greenfield sites in Redditch, Astwood Bank and Feckenham	Around 500 dwellings and around 32ha employment land**
ADR land at A435, Brockhill and Webheath	Around 1350 dwellings and around 7ha employment land
Green Belt at Foxlydiate and Brockhill	Around 500 dwellings

*\* this includes some sites within Redditch Town Centre with potential for residential development, although at present it is unclear exactly how many dwellings could be accommodated.*

*\*\* this includes 145 dwellings to the rear of the Alexandra Hospital in addition to 0.5ha of employment land*

The figures above demonstrate that using these identified sites, Redditch Borough can accommodate the housing and employment targets set by the emerging West Midlands Regional Spatial Strategy.

**Webheath ADR** is located on the western edge of Redditch and is bounded by Church Road, Pumphouse Lane, Crumpfields Lane and the administrative boundary with Bromsgrove. It is considered that this site is only suitable for residential development. Whilst there are good physical boundaries to limit development, the transport infrastructure would require a significant upgrade to support development. Currently, community and other facilities are limited in this area but this could be improved as a result of residential development.

**Brockhill ADR** is located to the north-east of the existing Brockhill development to the west of the A441. This site is considered suitable for both residential and employment development. It is well located in relation

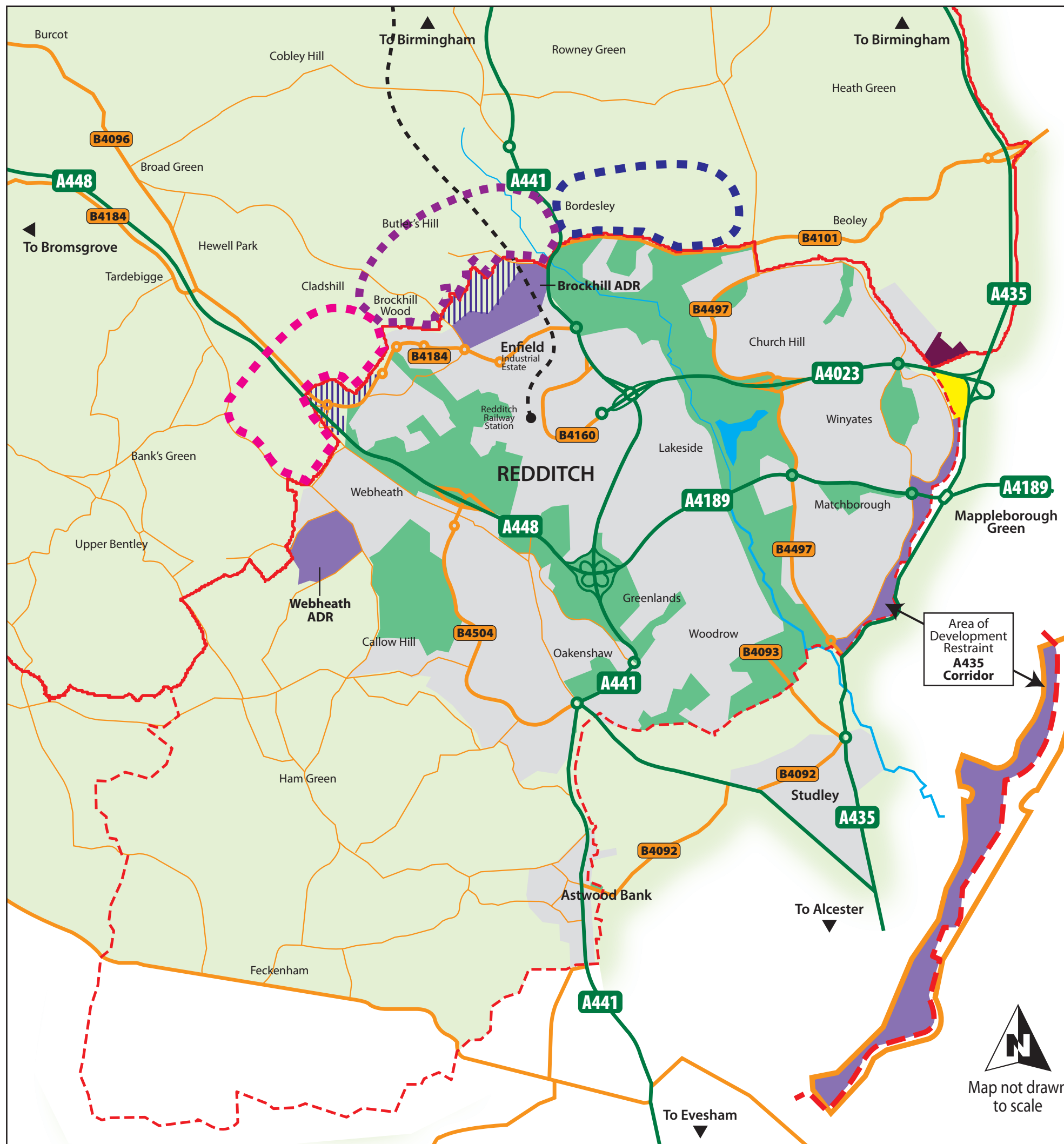
to existing highway infrastructure and public transport facilities and also the town centre. The topography and existing natural features of this site will place some constraints on the site and there is a history of flooding that would need to be addressed.

The **A435 ADR** is located between Far Moor Lane and Claybrook Drive and the borough boundary with Stratford-on-Avon District to the west of the A435 road. This site would be suitable for both residential and employment development. Development at this site would not require any major new infrastructure, although there are wildlife habitats which would need to be carefully considered as part of any proposals. While there are areas of the site which are relatively flat, which would reduce the visual impact of any development on existing features, development has the potential to have a negative impact on Mappleborough Green.

The two parcels of **Green Belt** land also required to meet the housing targets set for the Borough are located to the north-west of the town, known as Brockhill and Foxlydiate. Both of these sites are considered suitable for residential development only.












Brockhill Green Belt is located adjacent to the Brockhill ADR and abuts the borough boundary. Development here would be a natural extension to the existing Brockhill development and any potential development at Brockhill ADR. As with Brockhill ADR, this site is well situated in relation to existing highway infrastructure and public transport facilities, but shares a history of flooding. The land does include a visually prominent ridgeline so the visual impact of any development here would need careful consideration. Development of this site could be linked with the options for development in Bromsgrove District particularly the Option West of A441 (Birmingham Road) as further detailed below.

The other area of Green Belt land is located to the west of Foxlydiate Wood in Redditch. The site is bounded by the Borough boundary and Brockhill Drive runs through it. This area is not currently well served by public transport but the Bromsgrove Highway provides good road access. However, there are highly sensitive wooded estate lands, and drainage on this site could be difficult. Development of this site could be linked with the options for development in Bromsgrove District, particularly the Option adjacent to A448 (Bromsgrove Highway) as further detailed below.



# Growth Options for Redditch

## KEY

-  Built up Areas
-  Open Space and Parkland
-  Green Belt
-  Bromsgrove District Council Boundary
-  Redditch Borough Council Boundary
-  Railway Line
-  Option - Foxlydiate/Webheath
-  Option - West of the A441
-  Option - East of the A441
-  BDC Ravensbank Area of Development Restraint (ADR)
-  Winyates Green Triangle
-  RBC Areas of Development Restraint (ADR)
-  Green Belt Development Parcels

Options for the expansion of Redditch in line with the governments requirements have been developed, the areas shown on the map opposite and indicated below are not specific site boundaries, and at this moment we are considering developing both variations of the options as well as the sites individually. For more detail on the various options please see inside this document.



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**REDDITCH BOROUGH COUNCIL**



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Map not drawn  
to scale