

Appendix A - Redditch Socio-economic Baseline

Redditch Town Investment Plan

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Socio-Economic Analysis

Key findings for Redditch (1)



Key sectors

Key sectors in Redditch (employment and economic output) are: Manufacturing; Wholesale and retail trade; Administrative services; and Human health and social work activities.

Important to ensure Redditch proposals are targeted to complement the key sectors in Redditch to maximise impact.



Skills and qualifications

Redditch has a low proportion of workers in high skilled occupations and high proportion in low skilled occupations.

Redditch has particularly high proportion of residents in skilled trade occupations and has delivered a large number of apprenticeships compared to regional and national comparators.

Opportunity/need for Redditch to boost skills provision.



Labour productivity

Rapid productivity growth (output per worker) in Redditch with productivity now approaching England's average; ahead of comparators.

ICT communications technology particularly high output per worker.

Investing in Redditch could help give opportunity to contribute to innovation activity at a regional level.



Enterprise deficit

Business births, deaths and active businesses per member of the working age population are lower in Redditch compared to the county, region and country.

Encouraging / supporting entrepreneurial risk-taking might help create a more dynamic business environment.

Socio-economic Analysis

Key findings for Redditch (2)



Housing affordability

Redditch Town house prices have grown substantially quicker than Redditch and Worcestershire resident income, making town centre living harder to afford.

Delivering new town centre living opportunities could make housing more attainable.



Deprivation

Redditch Town has 50% of its population in its two most deprived quintiles compared to 43% for Redditch and 41% for England.

Redditch Town Centre and the east of the town have relatively high levels of deprivation.

Investments should seek to address deprivation issues by providing access to opportunities.



Town centre vacancy rates

Town centre vacancy rates increased from 13% in November 2019 to 16% in October 2020.

Redditch now under-performing UK average.

May be a need to re-purpose town centre properties or investments that support town centre footfall.



Travel to work (pre-COVID)

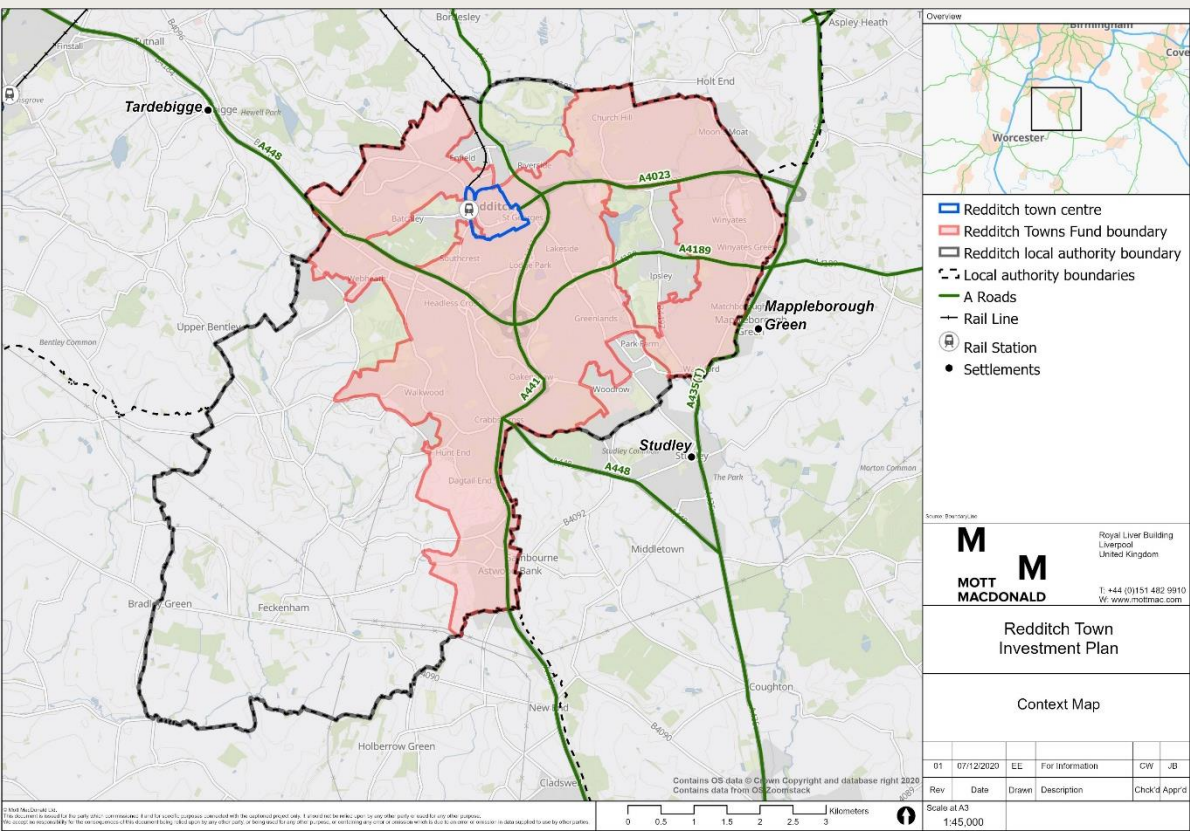
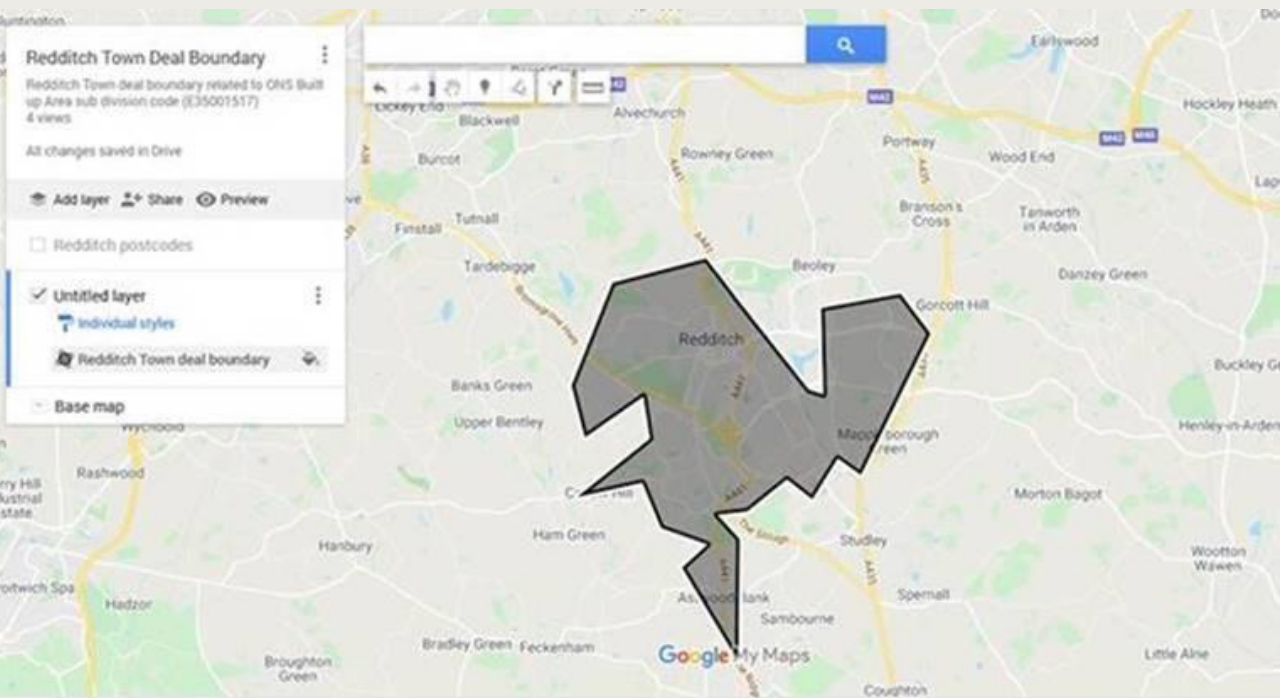
Travel to work in Redditch Local Authority dominated by car travel (71% of journeys to work, 11 percentage points higher than national average).

Relatively small share of rail/walking/cycling to/from work.

Investments in cycling/walking might facilitate residents to choose active travel. Investments to make car travel more sustainable might be appropriate also.

Redditch Overview

- Approved Towns Board boundary
- For statistical analysis Towns Fund boundary (shaded red) represents the lower super output areas (LSOAs) that are the closest match to TIP Boundary (as selected by MHCLG). Referred to in report as: Redditch Town

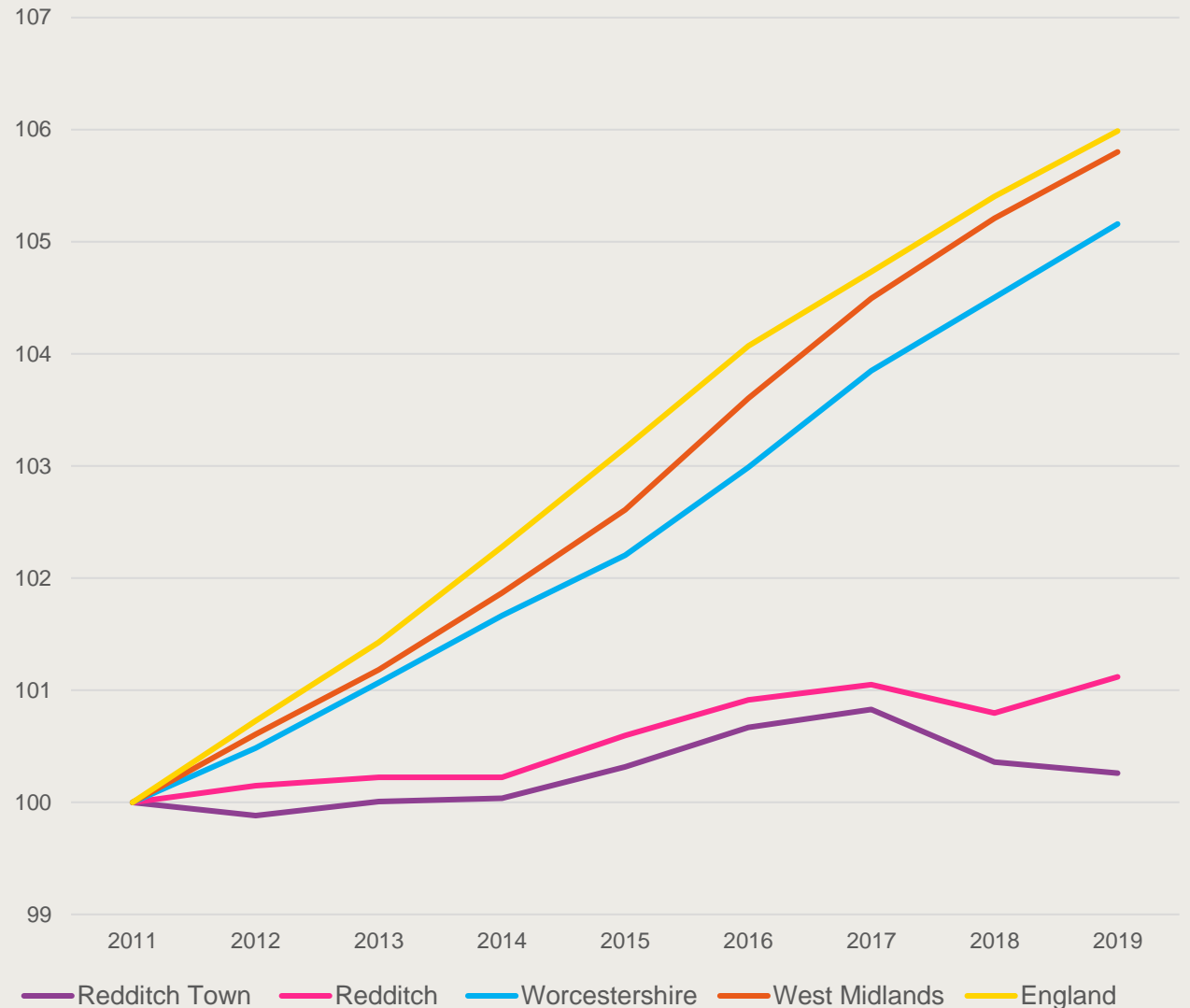


Population Growth

- Population growth in Redditch Town has been significantly lower than the county, regional and country comparators from 2011 to 2019.
- Since 2017 Redditch Town has experienced a dip in its population. Whilst Redditch Borough experienced a recovery in 2019, this was not the case for the town area.
- As per planning policy, limited town centre housing development proposed with 3,400 houses to be delivered in Bromsgrove to meet housing requirements in both towns (Borough of Redditch Local Plan No.4)

**For discussion:
Why do we think Redditch population growth has lagged behind comparators? Supply or Demand side factors?**

Total Population Growth (2011 Population =100)



Source: 2019 Mid-year Population Estimates, ONS

Population and age structure

- There are approximately **74,200 people in Redditch Town** as of 2019. This accounts for 87% of Redditch Borough and 12.5% of Worcestershire county population.
- **Demographics on trend** with comparators, including: Proportion of Children (under 16); Working age residents (16-64); and Elderly residents (65 and over)

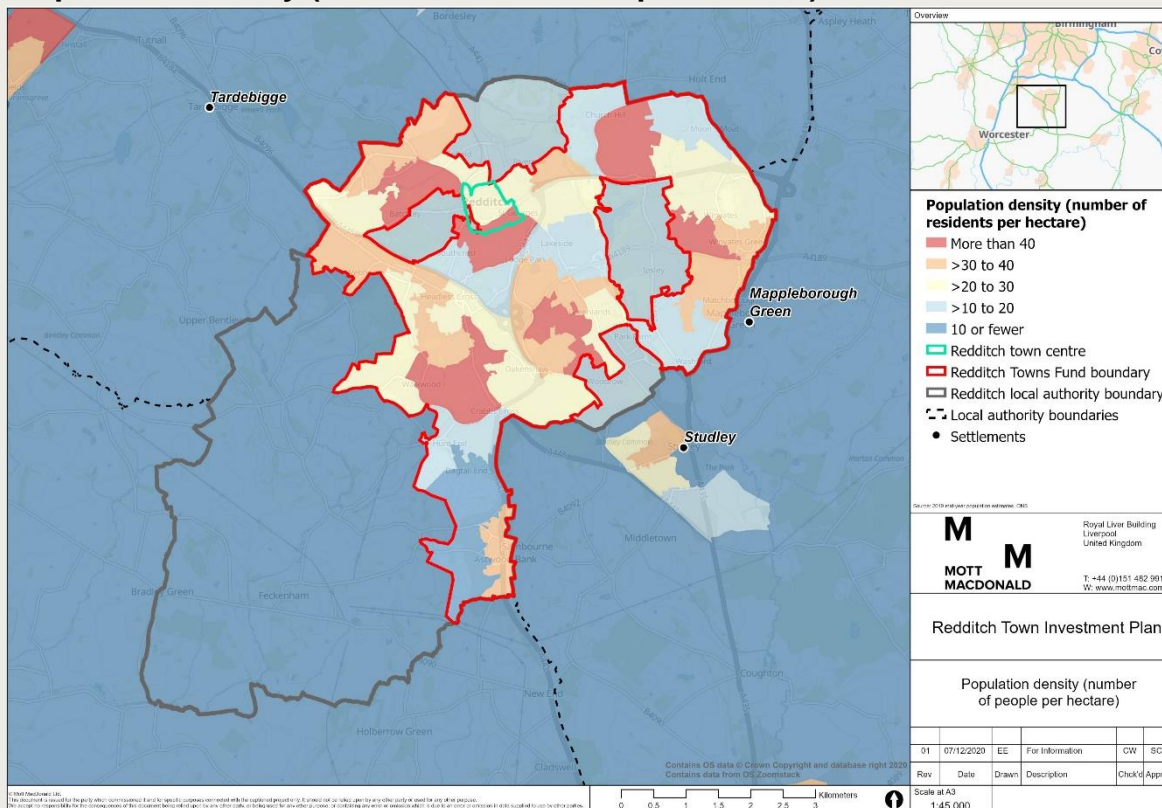
Population Structure, 2019

Area	Total Population	Children (<16)	Children (<16) %	Working Age (16-64)	Working Age (16-64) %	Elderly Residents (65+)	Elderly Residents (65+) %
Redditch Town	74,239	15,216	20%	45,556	61%	13,467	18%
Redditch	85,261	17,171	20%	52,339	61%	15,751	18%
Worcestershire	595,786	106,394	18%	353,486	59%	135,906	23%
West Midlands	5,934,037	1,167,844	20%	3,660,831	62%	1,105,362	19%
England	56,286,961	10,816,679	19%	35,116,566	62%	10,353,716	18%

Source: Mid-year Population Estimates, 2019, ONS

Population Density

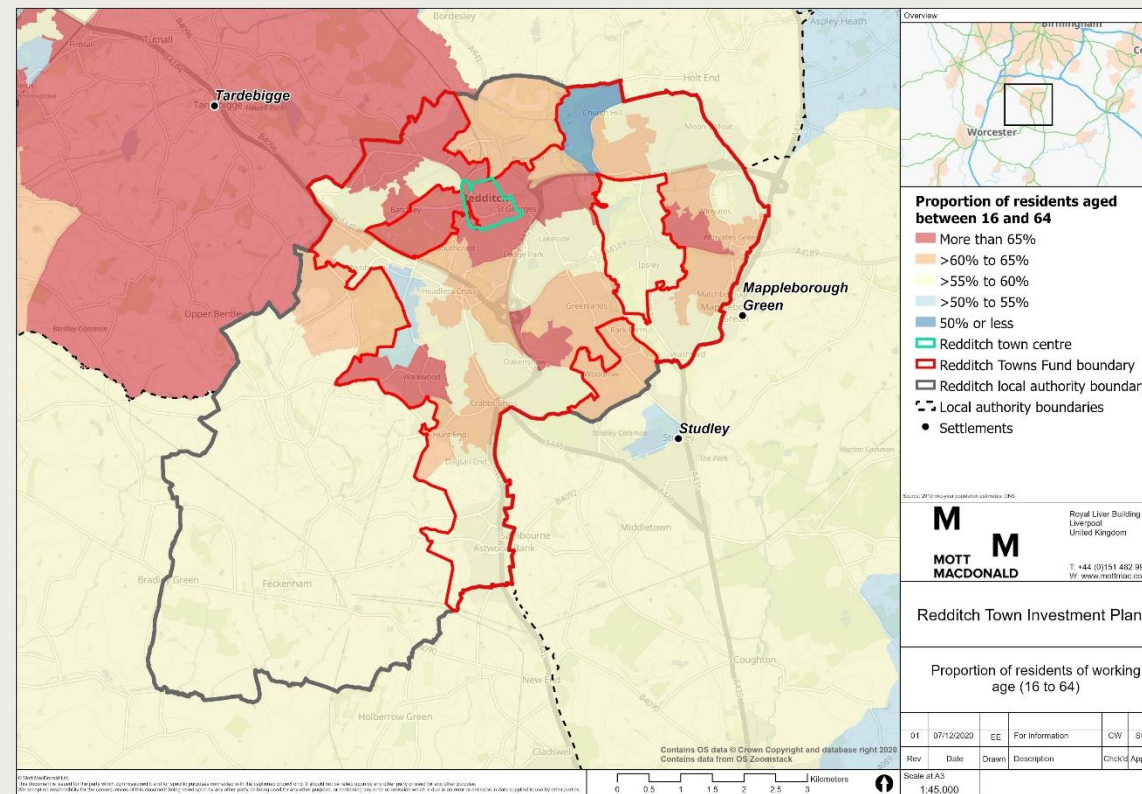
Population density (number of residents per hectare)



Source: Mott MacDonald based on mid-year population estimates. ONS, 2019

- The areas of highest population density correspond to the residential areas in the district: Walkwood, Batchley, Southcrest, Church Hill and some of Winyate west.
- The proportion of working age residents is highest in and surrounding the town centre meaning strong town centre accessibility for commuting purposes (in and out) is essential.

Proportion of working age residents (16 to 64)



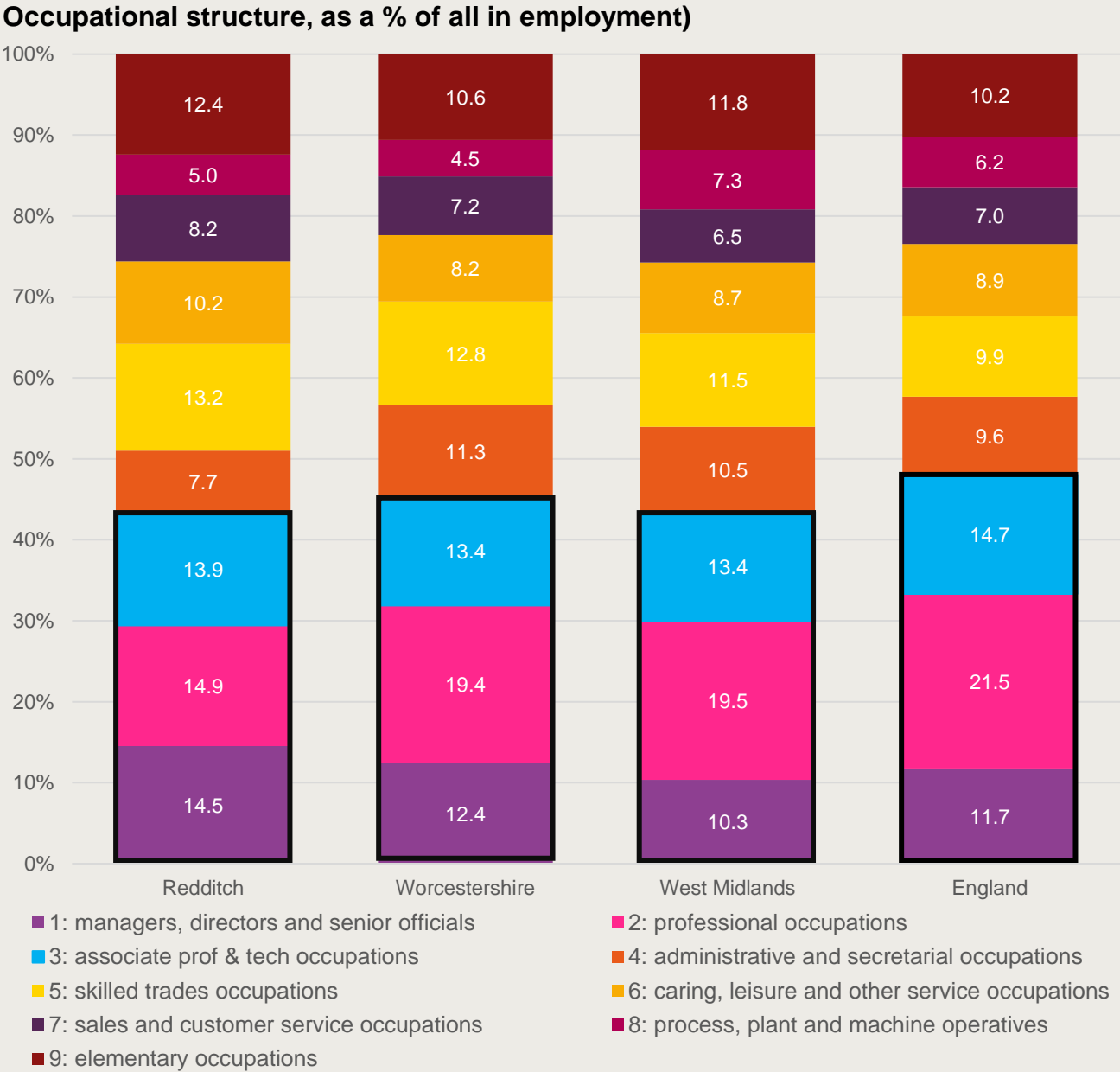
Source: Mott MacDonald based on mid-year population estimates. ONS, 2019

For discussion:
Are neighbourhoods where people live and places where they work adequately connected?

Skills / Occupation

- Redditch has a **lower proportion in high skilled occupations** (SOC1-3) at 43.4% compared to 47.9% for England and **higher proportion in low skilled** (25.6%) compared to England (23.4%).
- Redditch has particularly high proportion of residents in **skilled trade occupations** (13.2%) and particularly low proportion in administrative positions (7.7%) compared to regional and national figures.

For discussion:
How should the Innovation Centre be designed to best fit Redditch's position and evidenced needs?



Qualifications

- Redditch, whilst having a lower proportion of the highest qualification than Regional and National averages, has higher NVQ2 & 3 attainment than Regional and National.
- 4.5% of the working age population in Redditch achieved a trade apprenticeship compared to 2.7% nationally. These figures are likely maintained by the strong vocational offering of Heart of Worcestershire College

Apprenticeships (2019/20 Academic year):

- 290 achieved an apprenticeship of which: 80 aged under 19, 80 aged 19-24 and 130 age 25+

Three sectors of largest achievement:

- Engineering and manufacturing tech: 90
- Business, administration and law: 80
- Health, public services and care: 50

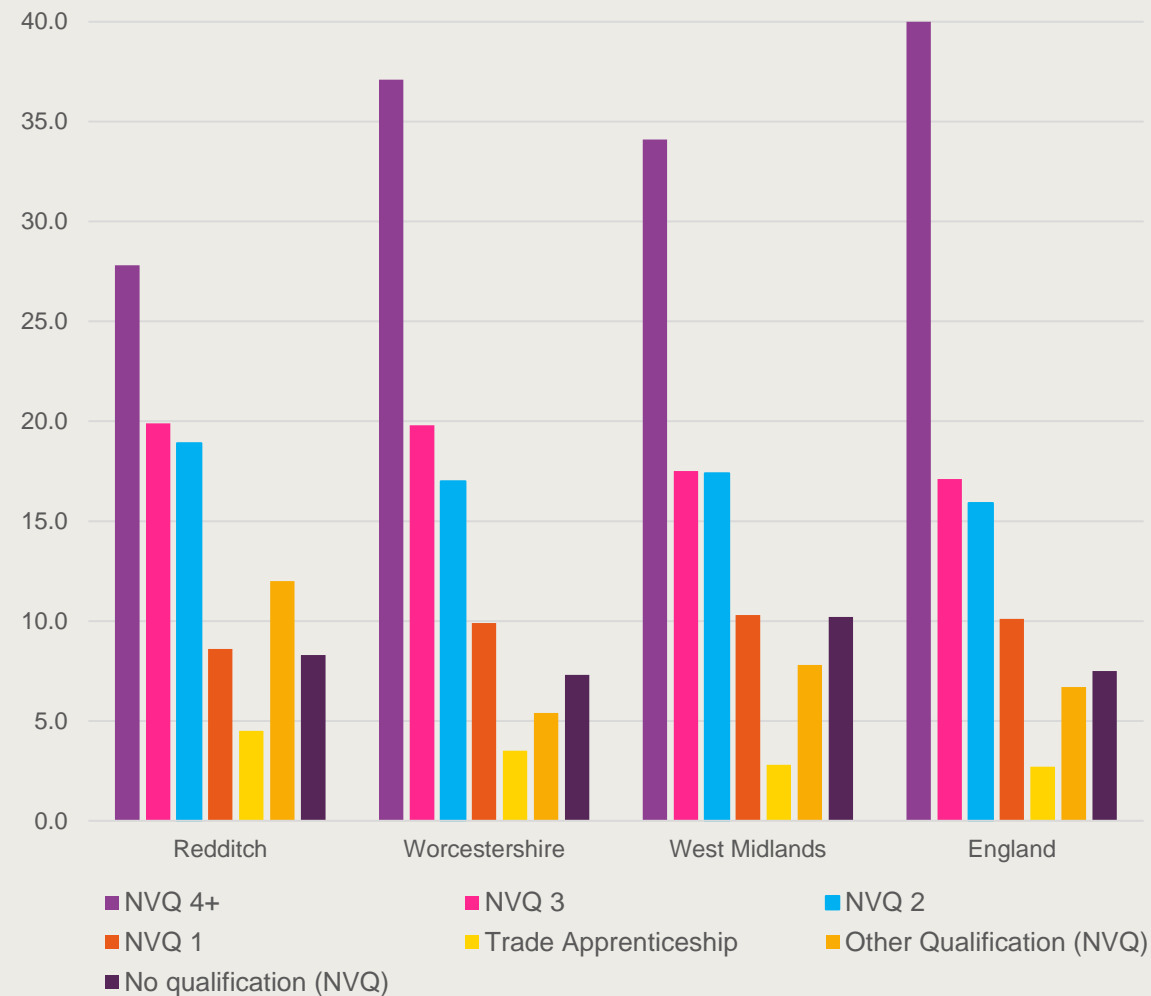
Source: Apprenticeships Home (Department for Education)

For discussion:

Can the Innovation Centre design build upon relative success in Redditch at providing trade apprenticeships?

Who are key employers in this area that could link to the Centre?

Highest level of qualification, as a % of working age population



Source: Annual Population Survey, ONS, 2019. *LSOA data unavailable for Redditch Town therefore qualification data cannot be calculated.

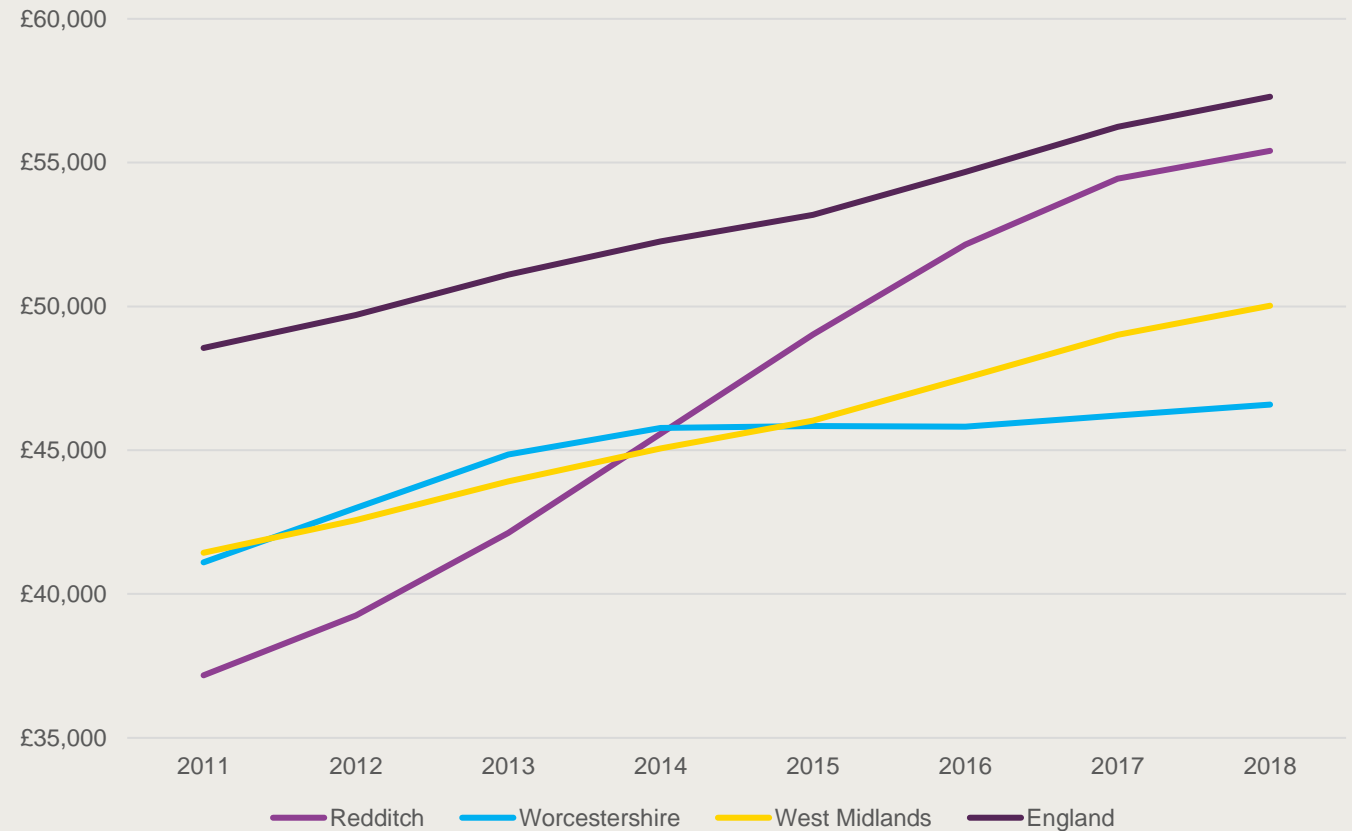
January 2021

Overall Labour Productivity

- Labour productivity in Redditch was lower than the regional average in 2011.
- Since, growth has been relatively strong, allowing Redditch productivity to surpass the regional average in 2014. Productivity is now just short of national averages in 2018.

For discussion:
What are the key factors impacting labour productivity in Redditch?
Positive influences?
Negative influences?

Labour Productivity (output per worker)



Source: GVA (B) per filled job, 2011 - 2018, ONS

Sectoral Labour Productivity

- The employment and economic output change in Redditch Borough from 2016 to 2018 is shown to the right to assess productivity change at a sectoral level.
- The analysis was conducted in order to understand the rapid growth in productivity.
- The sectors below have experienced a productivity increase (and employ more than 1000 people):
 - Accommodation and food services
 - Information and communication
 - Administration
- These sectors seem to be driving overall productivity growth in Redditch.
- Manufacturing output has declined as employment grows.
- A driver of productivity growth is likely significant local R&D investment. 10 grants have been received by companies in Redditch since 2011 from funding sources such as Innovate UK. This has financed technological advancements enabling cost efficiencies, emissions reductions and market expansion (Beauhurst Data).
- Redditch digital infrastructure currently meets today's needs for majority of businesses well – Superfast/Ultrafast Broad/4G, (see Digital Coverage slide).

For discussion:
What interventions needed to boost support continued productivity growth?

Productivity changes 2016-2018

	% change in employment (2016-18)	% change in GVA (2016-18)	2018 Employment	Labour Productivity change
Manufacturing	13%	-4%	9,000	▼
Wholesale and retail trade; repair of motor vehicles	13%	9%	9,000	▼
Human health and social work activities	0%	-9%	4,500	▼
Administrative and support service activities	0%	100%	3,500	▲
Education	0%	9%	2,500	▲
Professional, scientific and technical activities	13%	-37%	2,250	▼
Construction	75%	27%	1,750	▼
Transportation and storage	17%	30%	1,750	▲
Accommodation and food service activities	-29%	10%	1,250	▲
Information and communication	-29%	31%	1,250	▲
Public administration and defence	0%	4%	900	▲
Other service activities	60%	-15%	800	▼
Financial and insurance activities	0%	-38%	500	▼
Real estate activities	100%	6%	400	▼
Arts, entertainment and recreation	-38%	114%	250	▲
Agriculture, mining, electricity, gas, water and waste	106%	-19%	175	▼

Source: BRES, ONS, 2016-18 & Regional gross value added (balanced) by industry, ONS, 2016-18

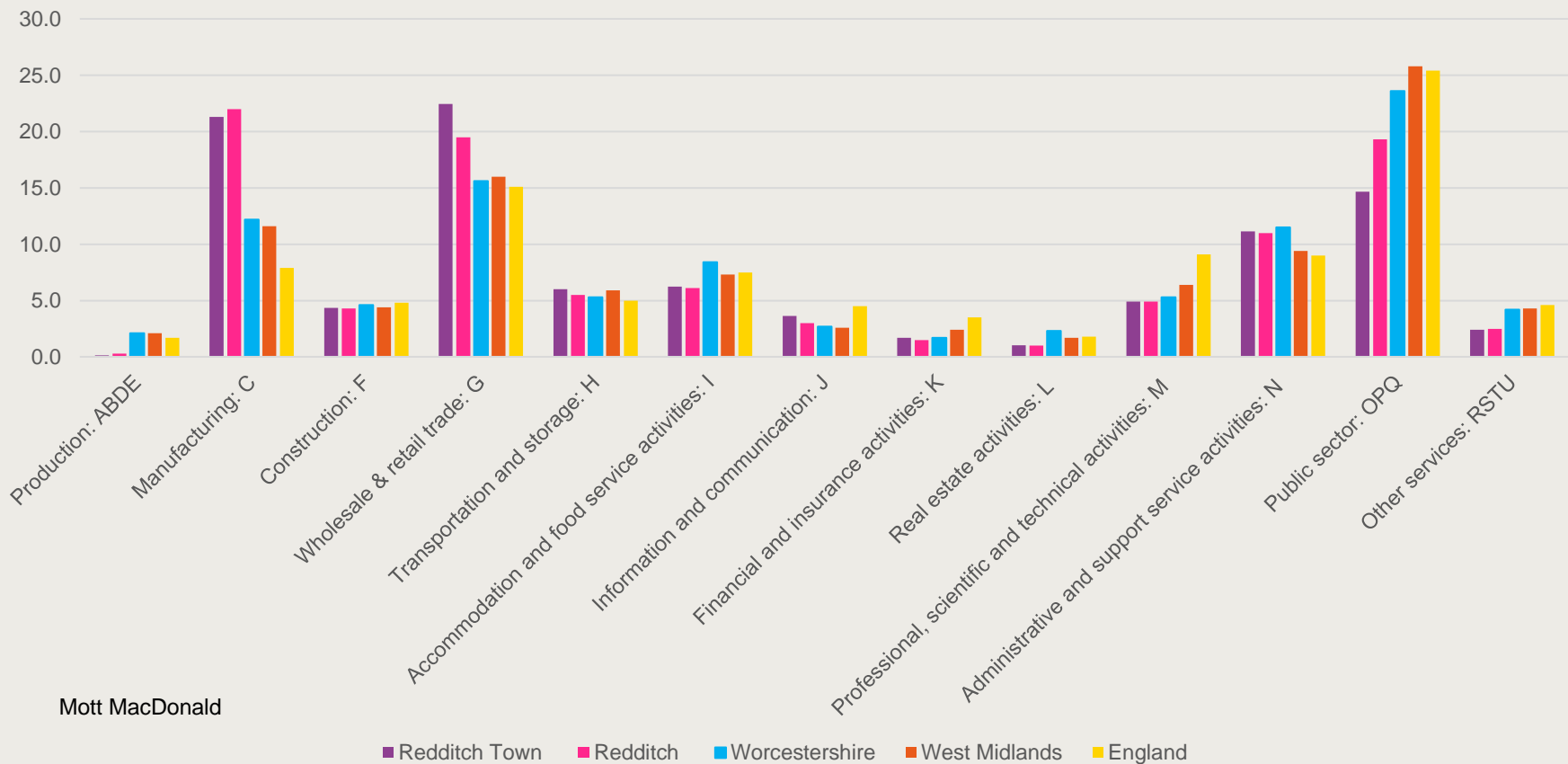
Note: Sectors have been sorted from largest employment sector to smallest.

January 2021

Key Employment Sectors

- In Redditch town, the **key employment sectors are Manufacturing; Wholesale and retail trade; Administrative services; and Public Sector** (as measured by share of total employee numbers).
- 6% of total employment in Redditch Town is in Health and Human Services and 11% in Redditch Borough. These figures are included within the public service sector classification.
- Combined, manufacturing and wholesale & retail trade accounts for 43.8% of employees compared to a combined total of 27.6% for the West Midlands.

Employees by broad sector, as % of total, 2019



**For discussion:
Are TIP proposals
adequately targeted at
Redditch key sectors?**

Note:

Production includes Agriculture, forestry and fishing, Mining and quarrying, Electricity, gas, steam and air conditioning supply & Water supply, sewerage, waste management and remediation activities.

Public sector includes Public Administration and Defence, Education and Health.

Other includes arts and entertainment, activities of the household, activities of extra-terrestrial organisations, and other activities.

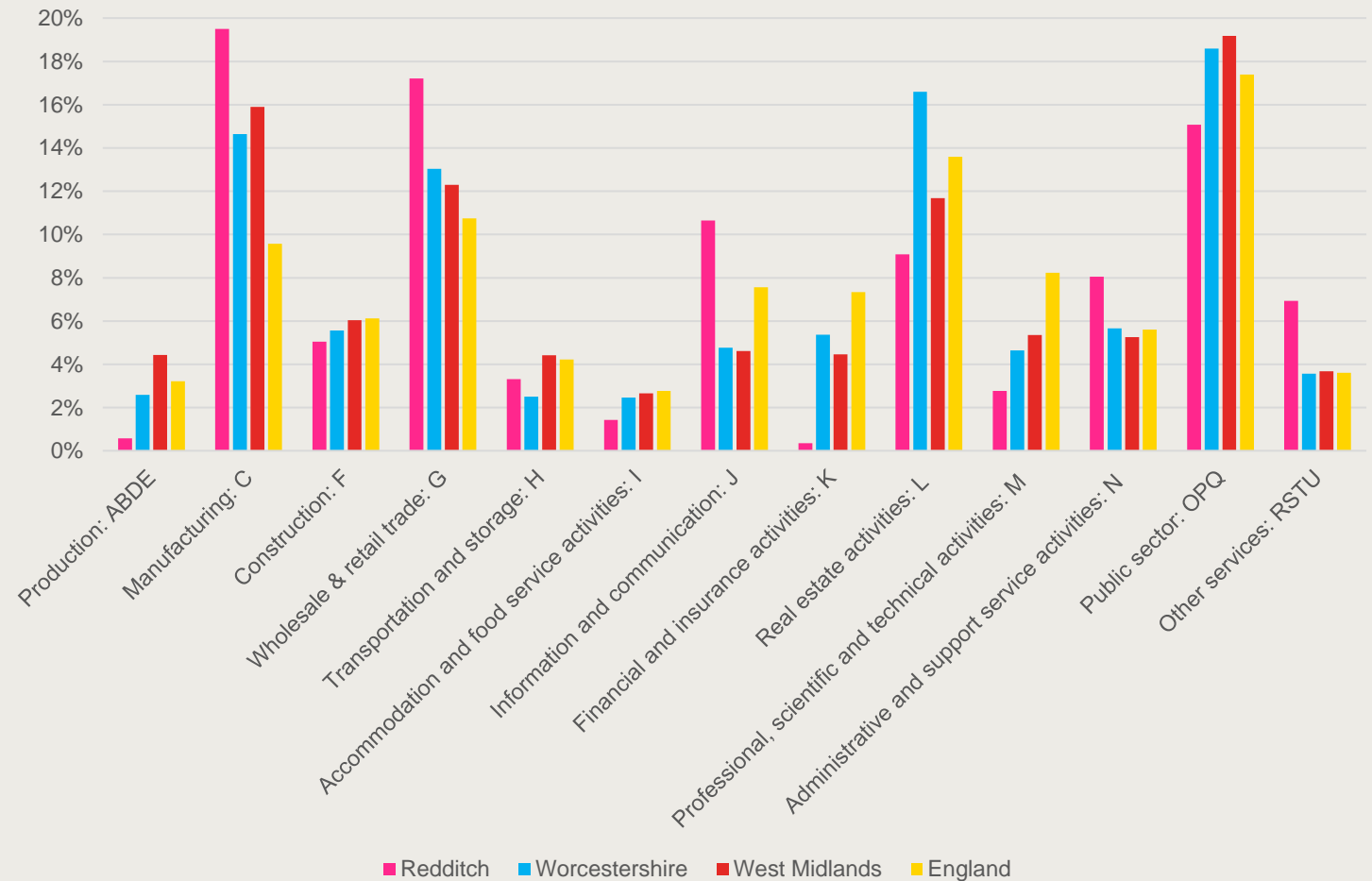
Source: BRES, ONS, 2019.

GVA by Industry

- The GVA by industry is highest for Redditch in Manufacturing and Wholesale & Retail trade, this aligns with the high proportion of employment in these sectors.
- Whilst Information and communication employs the same percentage of employees as in other comparator areas, the GVA of this industry is particularly high suggesting highly productive use of labour or capital.

For discussion:
Why are information and communication sector workers substantially more productive in Redditch?
What opportunities exist to boost productivity further?
How does this story relate to the productivity story on slide 9?

GVA percentage by Industry, 2018



Source: Gross value added (balanced) by industry, current prices, 2018, ONS

Business Summary

- Business births, deaths and active businesses per member of the working age population are lower in Redditch compared to the county, region and country.
- The one-year survival rate is lower yet the two-year survival rate in Redditch is above the national survival rates.

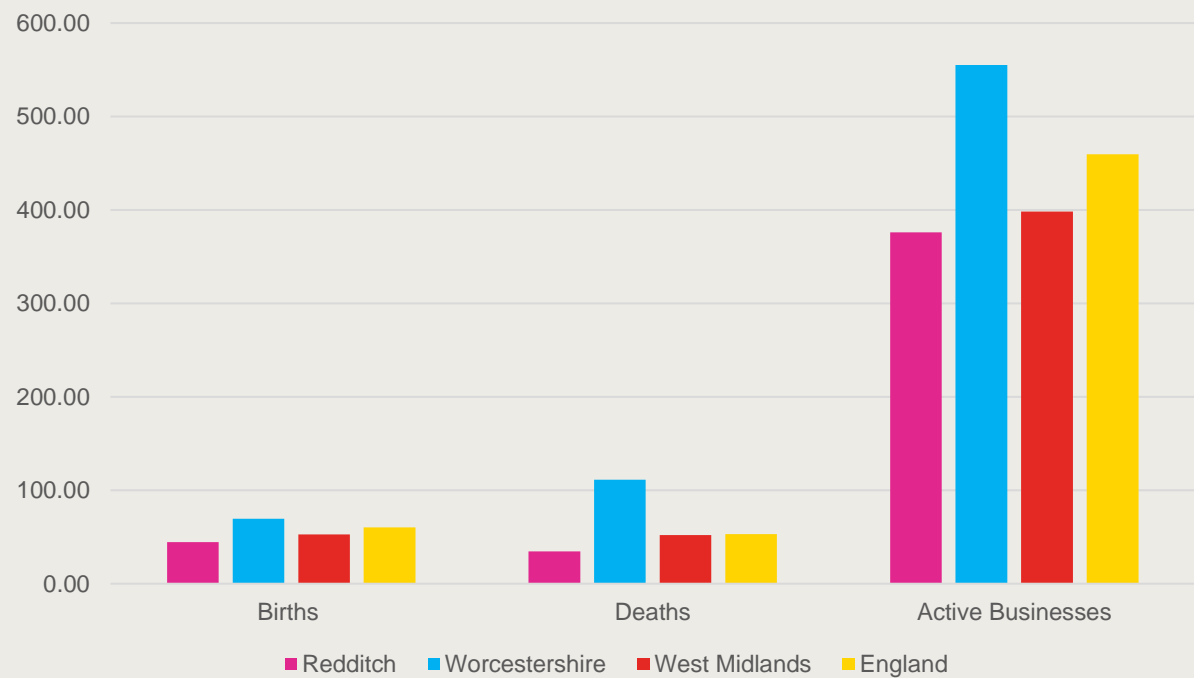
Survival rate of businesses started in 2017

Geography	Births	1-year Survival Rate (%)	2-year Survival Rate (%)
Redditch	315	88.9	71.4
Worcestershire	6,120	94.9	38.4
West Midlands	30,685	90.3	61.8
England	335,280	89.1	68.9

Source: Business demography, UK, ONS

For discussion:
Is Redditch less entrepreneurial than comparators?
Will/should the TIP address this? Via the Innovation Centre perhaps?

Enterprise Demography 2018, Number of business births, deaths and active businesses per 10,000 of population



Source: Business demography, UK, ONS and Mid-year population estimates, 2019, ONS

Economic Activity pre/post COVID-19

- In the 12 months to June 2020 **Redditch's economic activity was lower than Worcestershire and has a similar activity rate to England. However, the employment rate is still above the comparators.**

Economic activity, employment and unemployment rates

	12 months up to June 2020		
	Economic activity rate	Employment rate	Unemployment rate
Redditch Town*	-	-	-
Redditch	80.90	79.10	!
Worcestershire	81.20	78.90	2.90
West Midlands	78.50	74.70	4.80
England	79.70	76.50	4.00

Source: Annual Population Survey, 2019 and 2020. *Data not available at small area level. ! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2). Comparisons to pre-COVID problematic as full impact of COVID-19 not yet reflected

For discussion:

Why has Redditch labour market performed worse than comparators during the pandemic? Skills profile? Exposure to the retail sector? Other? Will Redditch labour market bounce back to pre-pandemic strength? Were Redditch employers suffering from a tight labour market pre-pandemic due to high activity rate?

Unemployment in COVID-19 Context

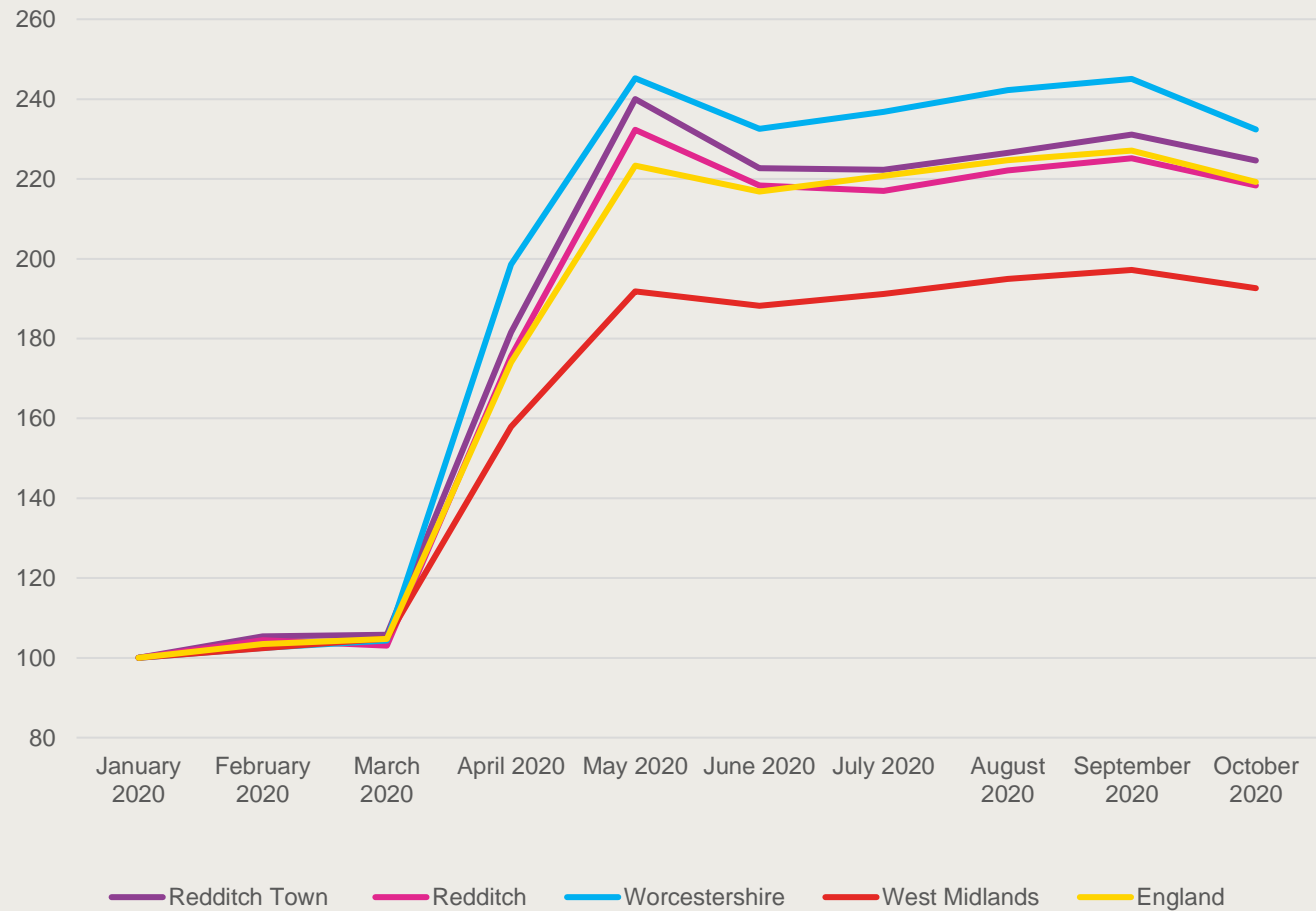
- In Redditch Town the claimant count rose from 3% of working age population in March 2020 to 6% in October 2020.
- The growth in the Claimant Count in Redditch Town is similar to comparator areas from January 2020 to October 2020.

Claimant Count as a % of working age population

	March 2020	October 2020
Redditch Town	3%	6%
Redditch	3%	6%
Worcestershire	2%	5%
West Midlands	4%	7%
England	3%	6%

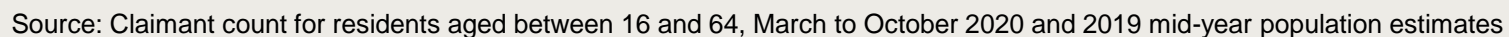
Source Claimant Count, ONS and 2019 mid-year population estimates

Claimant Count Growth (Index, January 2020 Claimant Count =100)



Source: Claimant Count, ONS

Proportion of working age residents claiming out of work benefits, March 2020



- In March 2020 the unemployment rate was highest in the town centre area.
- Since March, unemployment increased and most of the town is now experiencing an unemployment rate of greater than 4%.

For discussion:
Spatial distribution of COVID-19
impact as uniform as this seems?

Coronavirus Job Retention Scheme (“Furlough”)

- Redditch experienced a higher take up rate of furlough in July 2020 at 34% of eligible employment positions furloughed compared to both the regional (32%) and national (30%) figures.
- In November 2020, the take up rate in Redditch was the same as the region and England at 8%.
- 3,600 jobs furloughed is roughly the same figure as total October Redditch Local Authority Claimant Count (3,210)

For discussion:
A too fast end to Scheme has capacity to approx. double the Redditch Claimant Count. Ticking time bomb?
Can/should the TIP help in the immediate restart phase or is the TIP for the recover and renewal phase (medium term)?

Furlough numbers and take-up rate

Area	Employments furloughed (July)	Take-up rate (July)	Employments furloughed (November)	Take-up rate (November)
Redditch	14,800	34%	3,600	8%
Worcestershire	88,800	32%	21,500	8%
West Midlands	820,200	32%	203,300	8%
England	7,600,900	30%	2,019,300	8%

Source: Coronavirus job retention scheme, ONS. Furlough Take up rate = Employments furloughed / Eligible employments

Output losses by sector

- The table highlights the output losses by sector, and Redditch's output share compared to nationally.
- The table focuses on sectors that have been greatly affected by the pandemic and that represent high employment in Redditch. This highlights vulnerabilities in Redditch's economy to the economic shocks of COVID-19.
- Manufacturing, Retail and motor trade, Information & communication, Administrative and Arts and Recreational services are vulnerable in Redditch. This is due to high Redditch over-representation (as a share of GVA) in the sectors that have observed heavy output losses.
- The businesses within these vulnerable sectors may need to rethink and adapt significantly to return to growth and the Redditch TIP should be designed to consider these needs.

Output losses by sector in the second quarter of 2020

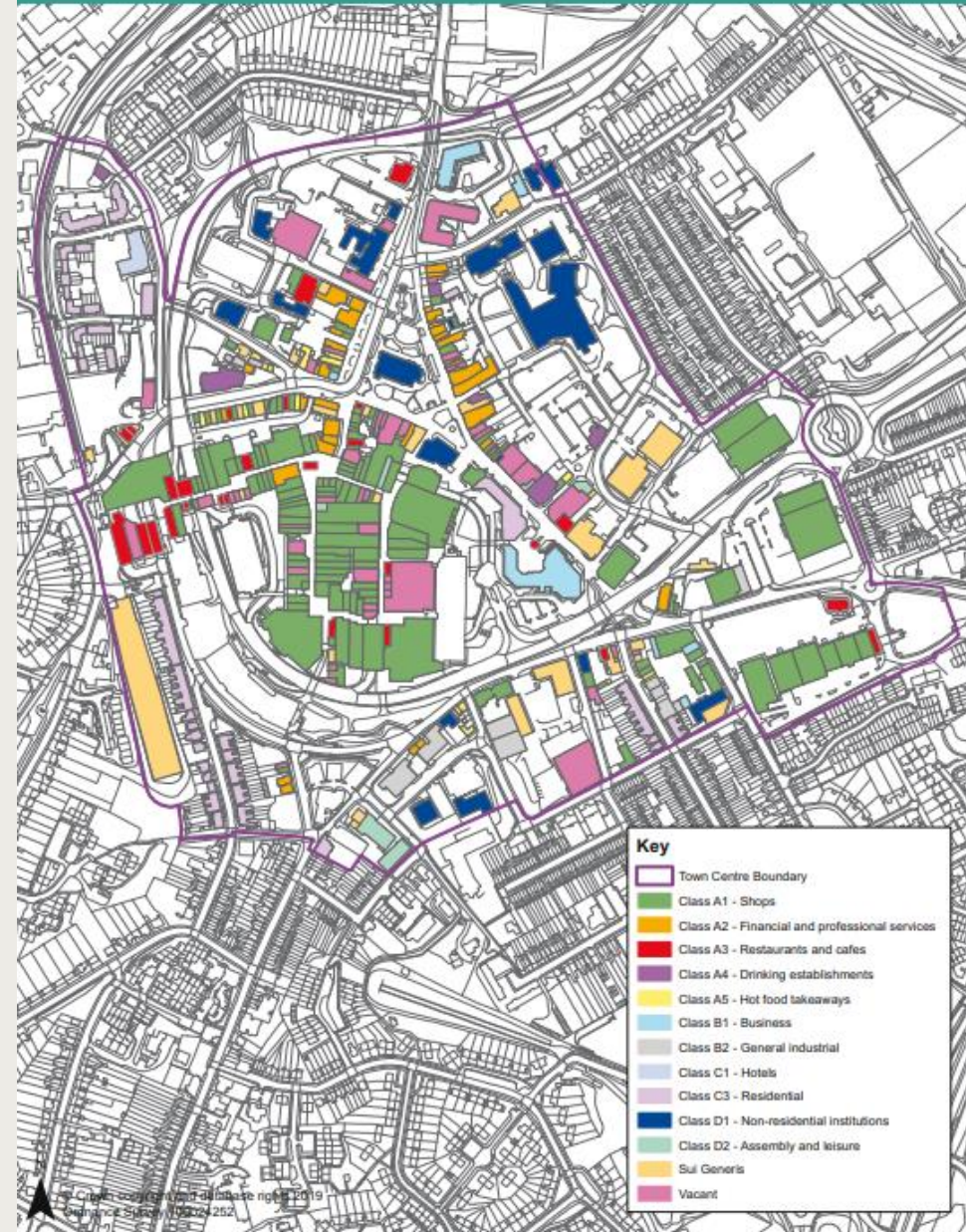
Sector	England Share of GVA	Effect on England output relative to baseline	Redditch Share of GVA	Effect on Redditch output relative to baseline	Location Quotient Redditch
Manufacturing	9.6%	-55%	19.5%	-55%	2.04
Wholesale, retail and motor trades	10.7%	-50%	17.2%	-50%	1.60
Information and communication	7.6%	-45%	10.6%	-45%	1.41
Administrative and support activities	5.6%	-40%	8.1%	-40%	1.44
Health	7.2%	+50%	8.6%	+50%	1.19
Arts, entertainment, recreation and other services	3.6%	-60%	6.9%	-60%	1.92
Whole economy	100%	-32.98%	100%	-32.98%	-

Source: Office for Budget Responsibility, OBR coronavirus commentary: Output losses by sector in the second quarter of 2020. Note: *Agriculture GVA breakdown not available for Redditch, and is only included with Mining, energy and water supply (SIC codes A-B, D-E).

Property Vacancy Rates - 2019

- Town centre vacancy rate was 13.3% in November 2019 including a number key sites in the town centre.
- Performing slightly worse than GB vacancy average of 13.0% (H1, 2020, Local Data Company*).

Figure 8: Redditch Town Centre boundary and Diversity of Uses



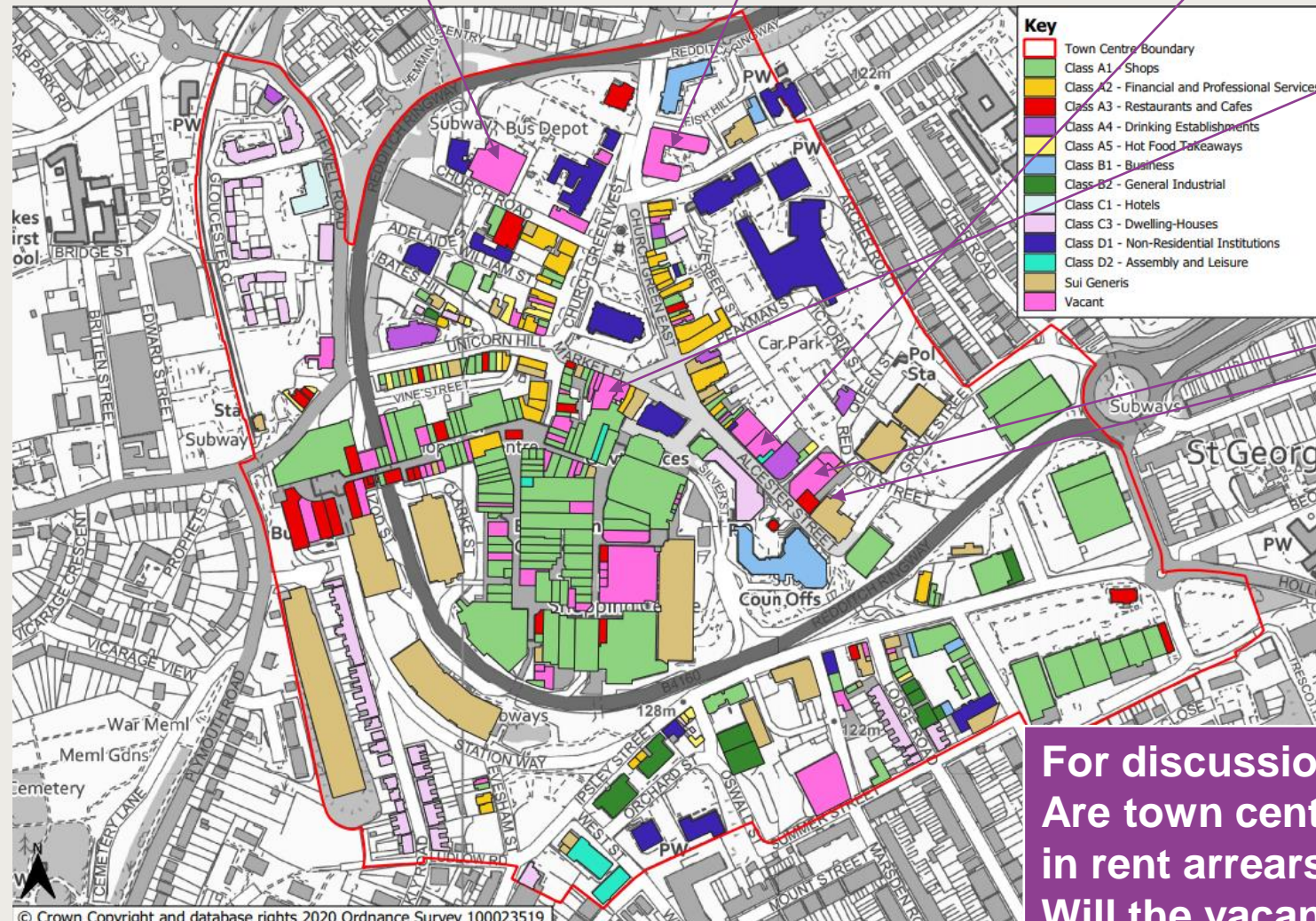
Property Vacancy Rates - 2020

- Town centre vacancy rates increased from 13% in November 2019 to 16% in October 2020
- GB H2 vacancy rate forecast to grow to 14.0%* suggesting Redditch now under-performing
- A number of key retail sites remained vacant throughout period
- 30 out of the 54 vacant units in October 2020 had been vacant for the previous 2 years. 15 out of the 30 long term vacant units are located in the Kingfisher shopping centre.
- 34 out of the 54 vacant units in October 2020 are located in the Kingfisher shopping Centre
- 1/4 of the units in the Kingfisher Centre have been vacant at some point in the last 3 years.

Source: RBC vacancy data

Mott MacDonald

Vacancy Map, October 2020



Vacant garage. Diamond bus was previous owner, relocated to Plymouth Road.

Vacant currently but planning to repurpose into flats:
<https://empire.property/projects/st-stephens-house>

Large retail units modern.

Small vacant retail units

£-stretcher closed 6 years ago and Shipleys Bingo closed in March – Owner has plans for redevelopment - [New restaurant promised for Redditch bingo hall site | Redditch Advertiser](#)

For discussion:
Are town centre retailers in rent arrears?
Will the vacancy rate worsen?

Source: Redditch Borough Council

* The Local Data Company, November, 2020, <https://www.localdatacompany.com/blog/retail-outlook-for-the-end-of-2020>

Network Coverage

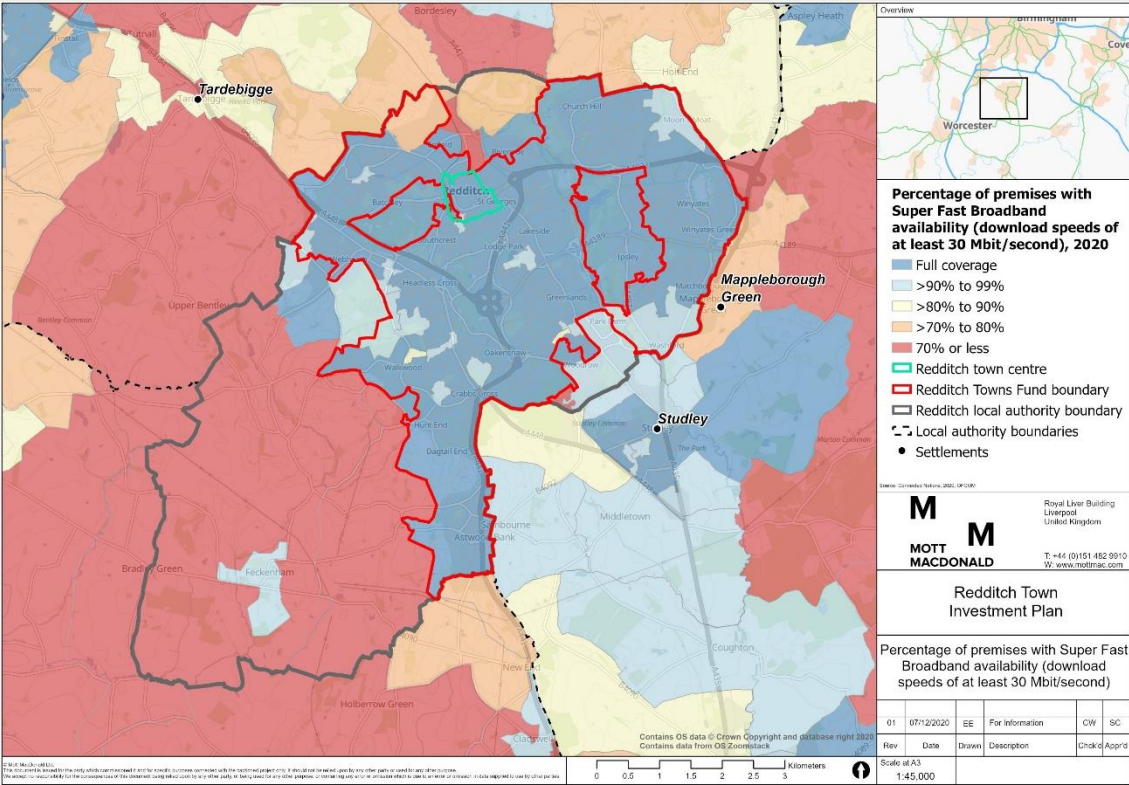
- Access to ultrafast broadband in Redditch Town is higher than the UK average; 81% of premises have ultrafast broadband in Redditch town compared to only 56% in the UK.
- All premises in Redditch Town have access to the service minimum upload and download speed, as defined by the Universal Service Obligation (download speed of up to 10 Mbit/s). Better than UK average of 98% achieved.

Network Coverage	Commentary	Redditch Town	Redditch	UK
Broadband Coverage (% of premises)				
Decent: Unable to access a download speed of 10Mbit/s and an upload speed of 1Mbit/s (Universal Service Obligation minimum) (Decent)	2018 UK Government secondary legislation stating that affordable broadband connections and services must be provided throughout the UK. iPlayer = 2Mbps of sustained bandwidth for standard-definition or 3Mbps for high-definition. Minimum recommended broadband speed for Netflix is 1.5Mbps.	0%	0.2%	2%
Superfast: Access to a download speed of 30Mbit/s or higher	Faster broadband of benefit if regularly: Multiple broadband users at the same time; Downloading films or large online files on a regular basis; Using online TV catch-up services from more than one device; Uploading videos and other large files to the web; Playing video games online; Using video-calling services. 1 movie = c.3 mins. DCMS study into value of superfast broadband suggests increases productivity and a key attractor for businesses to an area. x3 faster than Universal Service Obligation.	99%	98.4%	95%
Ultrafast: Access to a download speed of 300Mbit/s or higher	1 movie = c.10 seconds; x10 faster than superfast	81%	78.2%	56%
Access to full fibre services	Fibre connections can deliver much higher download speeds, of up to 1 Gbit/s and are also generally much more reliable than older, copper-based Broadband. x3 faster than ultrafast.	1%	2%	14%
Mobile Services				
% of premises (indoor covered by all 4G operators)			85	80

Source: Connected Nations Update; Summer 2020, Ofcom 2020 and Internet Users, ONS, 2019. Connected Nations 2019, UK report. Evaluation of the Economic Impact and Public, Value of the Superfast Broadband Programme, DCMS 2018 [Superfast Integrated Report.pdf \(publishing.service.gov.uk\)](#). [What Broadband Speed Do I Need? - Which?](#) Magazine 2020

Network Coverage

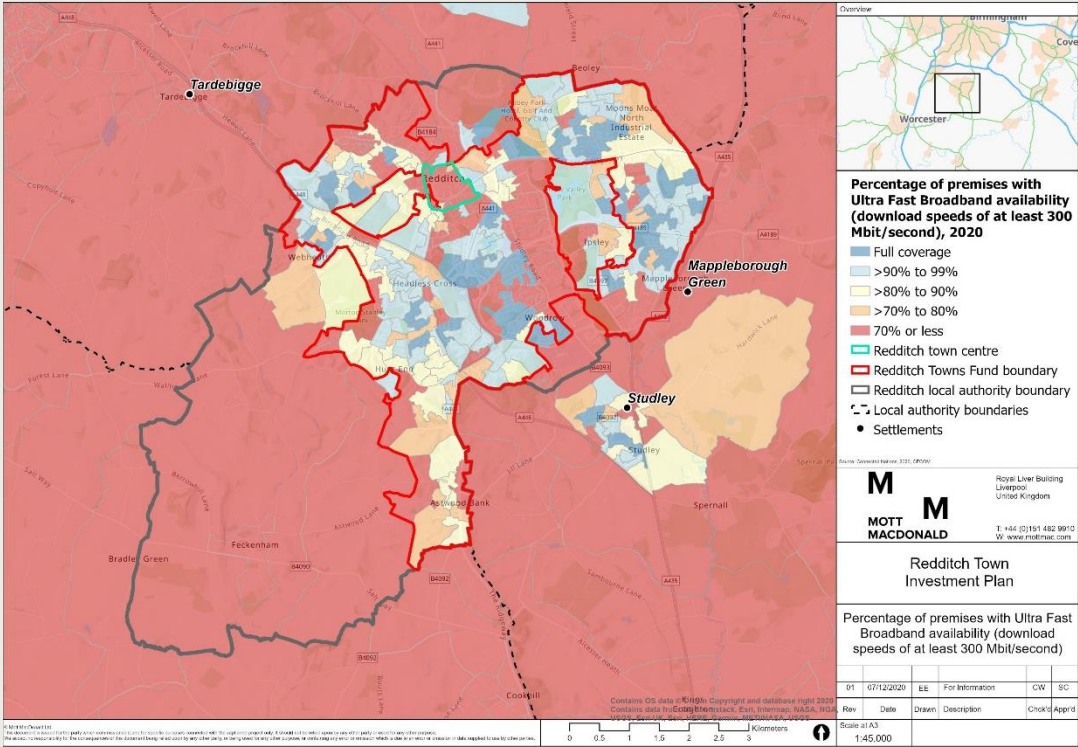
Percentage of premises with access to Super Fast Broadband, 2020



Source: Connected Nations Update; Summer 2020

- 99% of premises in Redditch Town have access to Super Fast Broadband
- 81% of premises in Redditch Town have access to Ultra Fast Broadband, whilst this average is high this map shows the variation in access across the area.

Percentage of premises with access to Ultra Fast Broadband, 2020



- The main town centre and the area to the north which has been allocated for housing development have only 70% coverage, this may pose a barrier for home working. Areas have less than average for Redditch, substantially better than the UK average of 56% coverage.

For discussion:
Is TIP building on this key strength for Redditch sufficiently?
Do businesses in Redditch need Ultra Fast Broadband?

Deprivation

- Redditch Town has 50% of its population in its two most deprived quintiles compared to 43% for Redditch and 41% for England.
- Redditch has a lower percentage in the two least deprived quintiles at 31% compared to Redditch Borough (36%) and England (39%).

For discussion:
Will proposals lead to inclusive growth that support the most deprived members of Redditch's community?
What is priority, absolute growth vs inclusive growth?

Population broken down by deprivation quintiles, 2019

	Most deprived quintile	Second most deprived quintile	Third most deprived quintile	Fourth most deprived quintile	Least deprived quintile
Redditch Town	30%	20%	19%	8%	23%
Redditch	26%	17%	20%	14%	22%
Worcestershire	13%	15%	25%	24%	24%
West Midlands	30%	19%	20%	17%	14%
England	20%	21%	20%	20%	19%

Source: Indices of Multiple Deprivation, Ministry for Housing, Communities and Local Government (MHCLG), 2019 and 2019 mid-year population estimates

The types of deprivation that Redditch performs relatively poorly compared to the rest of England include:

- Income (25% population in the most deprived quintile);
- Employment (25% population in the most deprived quintile); and
- Education, skills and training opportunities (43% population in the most deprived quintile).

Deprivation

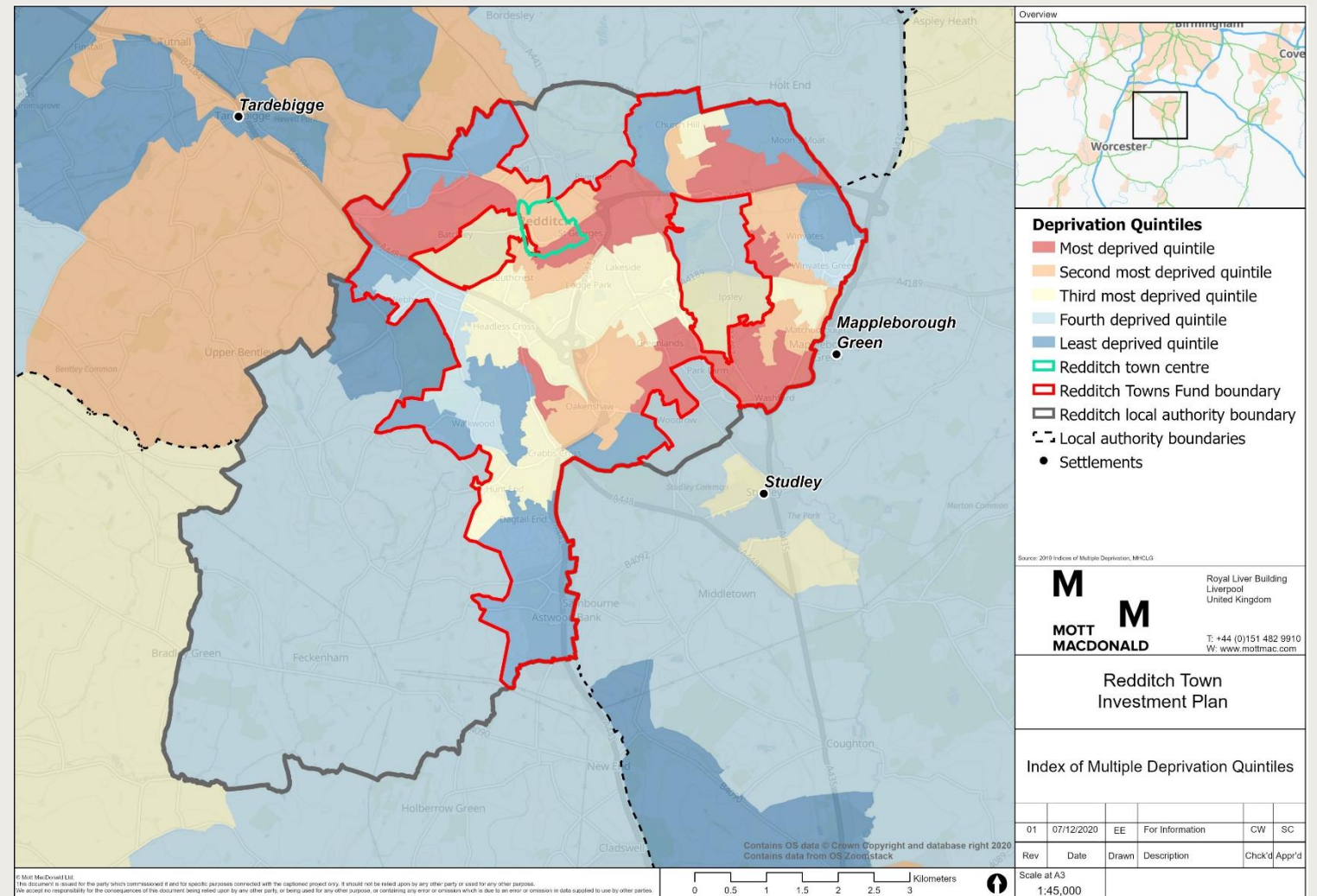
- Redditch Town Centre and the east of the town have relatively high levels of deprivation
- Low levels of deprivation in the south west and the outskirts of the study area.

For discussion:
Does spatial distribution of deprivation mean Matchborough and Winyates schemes of particular value?

The types of deprivation that Redditch performs relatively poorly compared to the rest of England include:

- Education, skills and training opportunities (43% population in the most deprived quintile).
- Income (25% population in the most deprived quintile); and
- Employment (25% population in the most deprived quintile).
- Indices of Multiple Deprivation, Ministry for Housing, Communities and Local Government (MHCLG), 2019

Population broken down by deprivation quintiles, 2019



Travel to work

Travel to work summary, 2011

	Total journeys to work, to	Total journeys to work, from	Net commuting	Self-containment (live and work)
Redditch Town	23,843	31,552	-7,709	52%
Redditch	32,455	36,226	-3,771	58%
Worcestershire	200,731	224,300	-23,569	78%
West Midlands	2,092,684	2,106,075	-13,391	93%
England and Wales	21,625,060	21,625,060	0	100%

Source: Origin destination statistics, Census 2011, ONS

Travel to work method, 2011

	Work mainly at or from home*	Underground, metro, light rail or tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot	Other method of travel to work
Redditch	0.0%	0.1%	2%	8%	0.5%	1%	71%	7%	2%	9%	0.2%
Worcestershire	0.0%	0.1%	3%	4%	0.3%	1%	73%	6%	2%	11%	0.2%
West Midlands	0.0%	0.3%	3%	9%	0.5%	1%	68%	7%	2%	11%	0.3%
England	0.0%	4%	6%	8%	0.4%	1%	60%	5%	3%	12%	0.3%

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Source: Origin destination statistics, Census 2011, ONS. *Due to the impact of Covid-19 the figures for home working are unlikely to be representative of the current situation.

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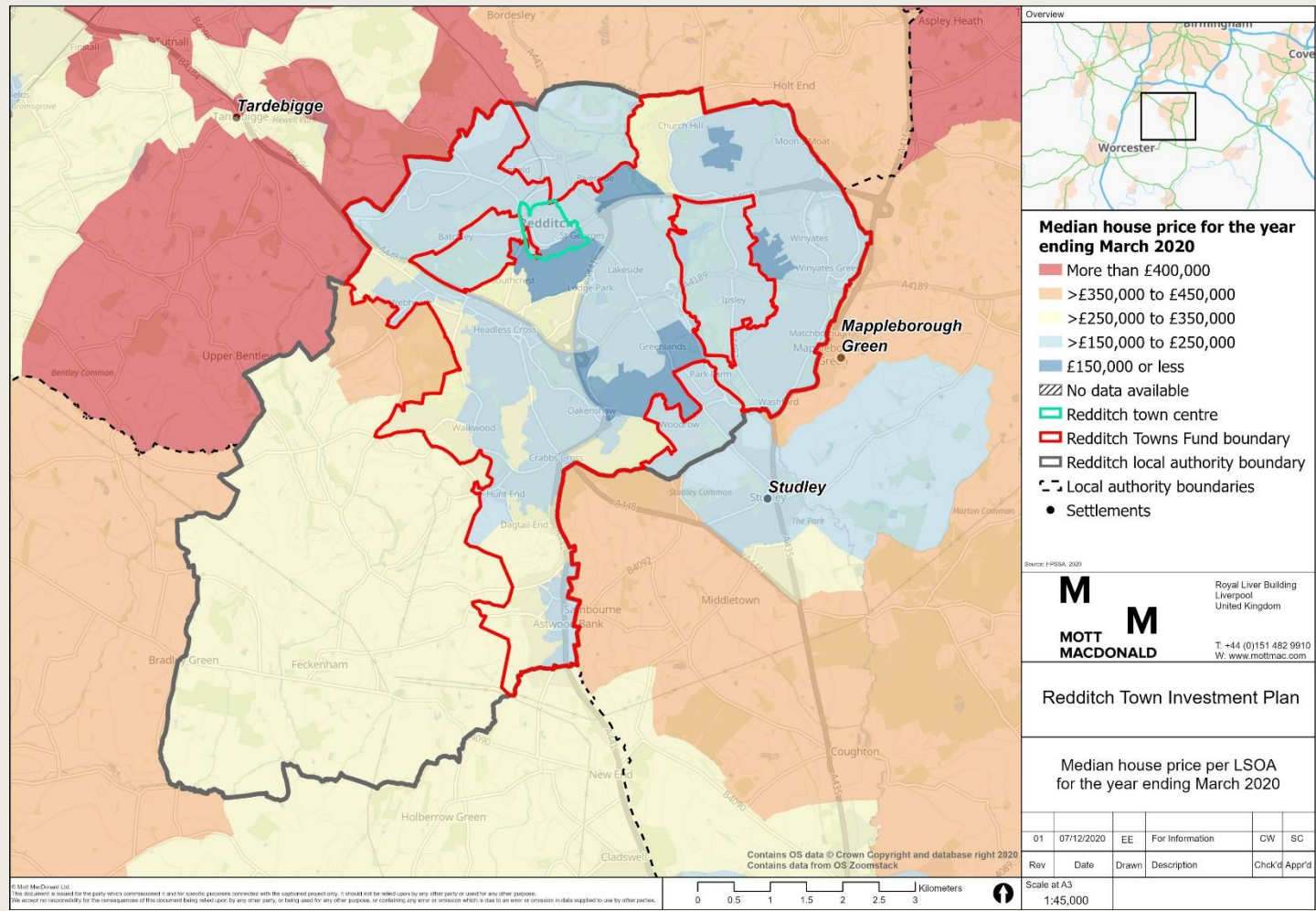
- Redditch Town is a **net exporter of labour** - more people travelling out for work than travelling in*. This is similar to Kidderminster and Bromsgrove which also see net commuter outflows (Greater Birmingham and Solihull LEP: Towns Ecosystem Reports)
- Redditch Town **self-containment low** at 52% (live and work in Redditch)
- Travel to work in Redditch Local Authority dominated by car travel** (71% of journeys to work, 11 percentage points higher than national average).
- Travel by bus, minibus or coach relatively popular in Redditch (8%, 4 percentage points higher than county, in line with national average)
- Rail usage is low in Redditch at just 2% of journeys compared to 3% regionally and 6% nationally.
- *NB – these figures are sensitive to study area selected. A Greater Birmingham and Solihull LEP study using a different, broader definition of Redditch centre found net commuter inflows

For discussion:

Is modal shift away from automobile to active modes an objective of TIP? Active travel a viable option for some? What difference will COVID have on *long-term* working from home? Should the TIP respond?

House Prices

Median house price, year ending March 2020



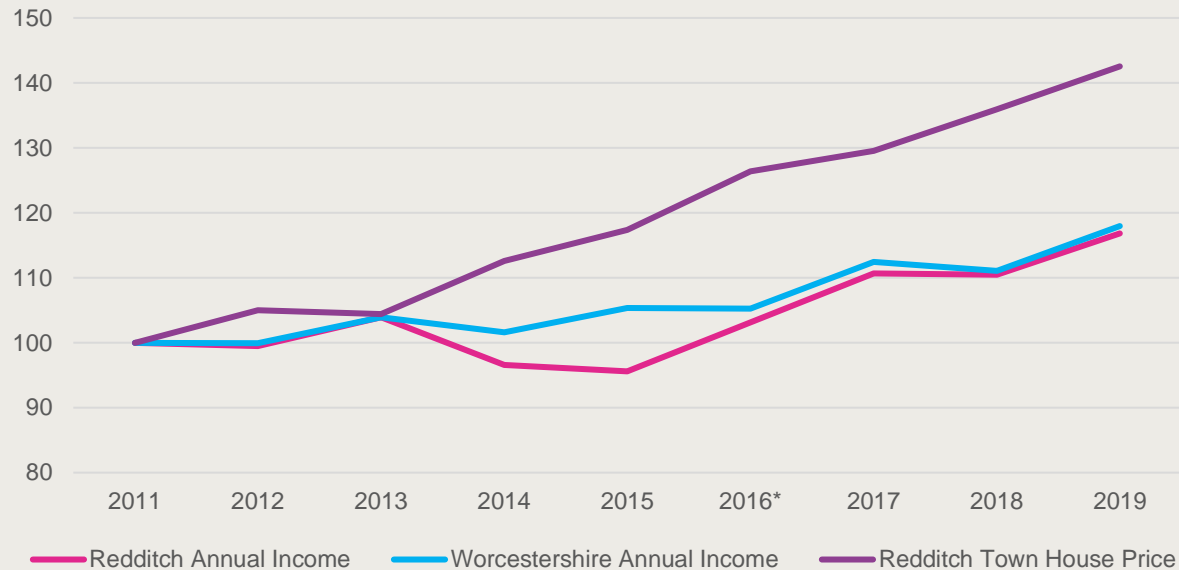
- Redditch Town house prices in 2019 had an average value of £183,250. This is lower than the regional (£196,000) and national (£245,000) averages.
- In addition, house prices in Redditch Town in 2019 were 16% lower than the local authority average.
- House prices in Redditch are highest at the south and west edges of the study area as well as Lodge Park and Church Hill.
- Likely a large proportion of differential driven by dwelling size.

For discussion:
**Does clear spatial disparity
between town centre dwelling
costs and the environs matter?**

Source: Median house price, ONS, 2020.

House Price Affordability

Income and house price growth (2011 values = 100)

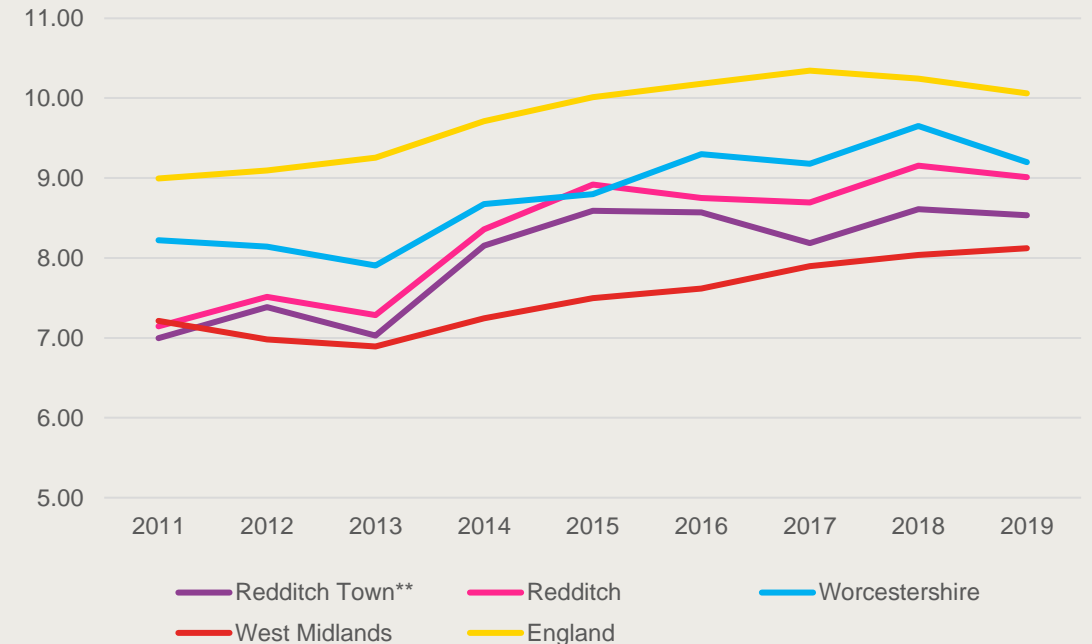


Source: Median, Full-time, Annual Gross Salary; Annual Survey of hours and earnings, ONS & Mean price paid for residential property, ONS

- Redditch Town house prices have grown substantially quicker than Redditch and Worcestershire resident income, making town centre living harder to afford.
- Redditch Town property prices are more affordable relative to income than all comparators except the West Midlands.
- Becoming less affordable relative to income, in line with comparator trends.

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House Price Affordability*



Source: Median, Full-time, Annual Gross Salary; Annual Survey of hours and earnings, ONS & Mean price paid for residential property, ONS.

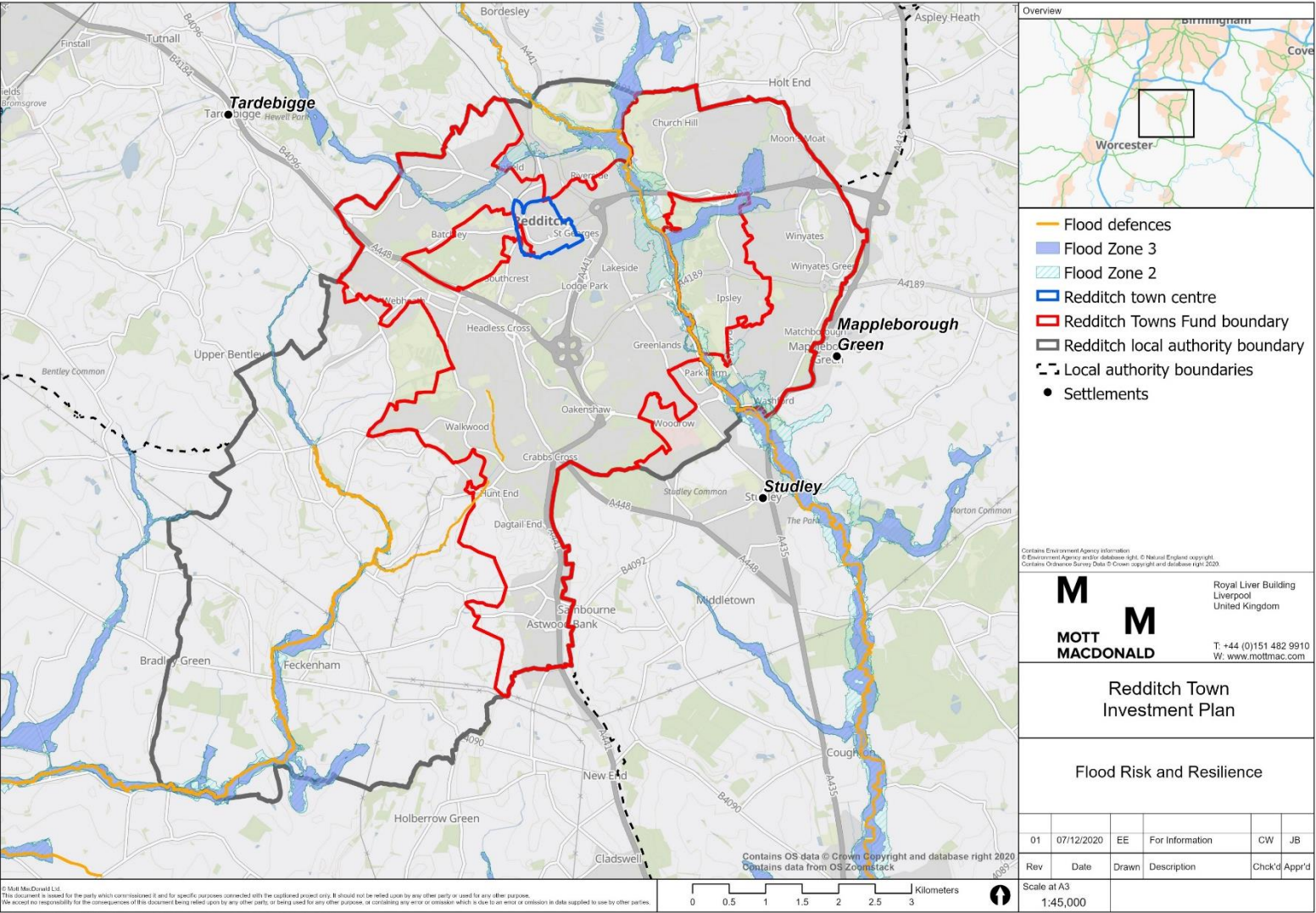
For discussion:
Will the TIP help with housing affordability? Either by boosting local incomes or dampening price growth?
Town centre regeneration might boost house prices in the immediate area.

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**For discussion:
Do any identified assets offer
opportunity to contribute to
town's vibrancy and vitality?**

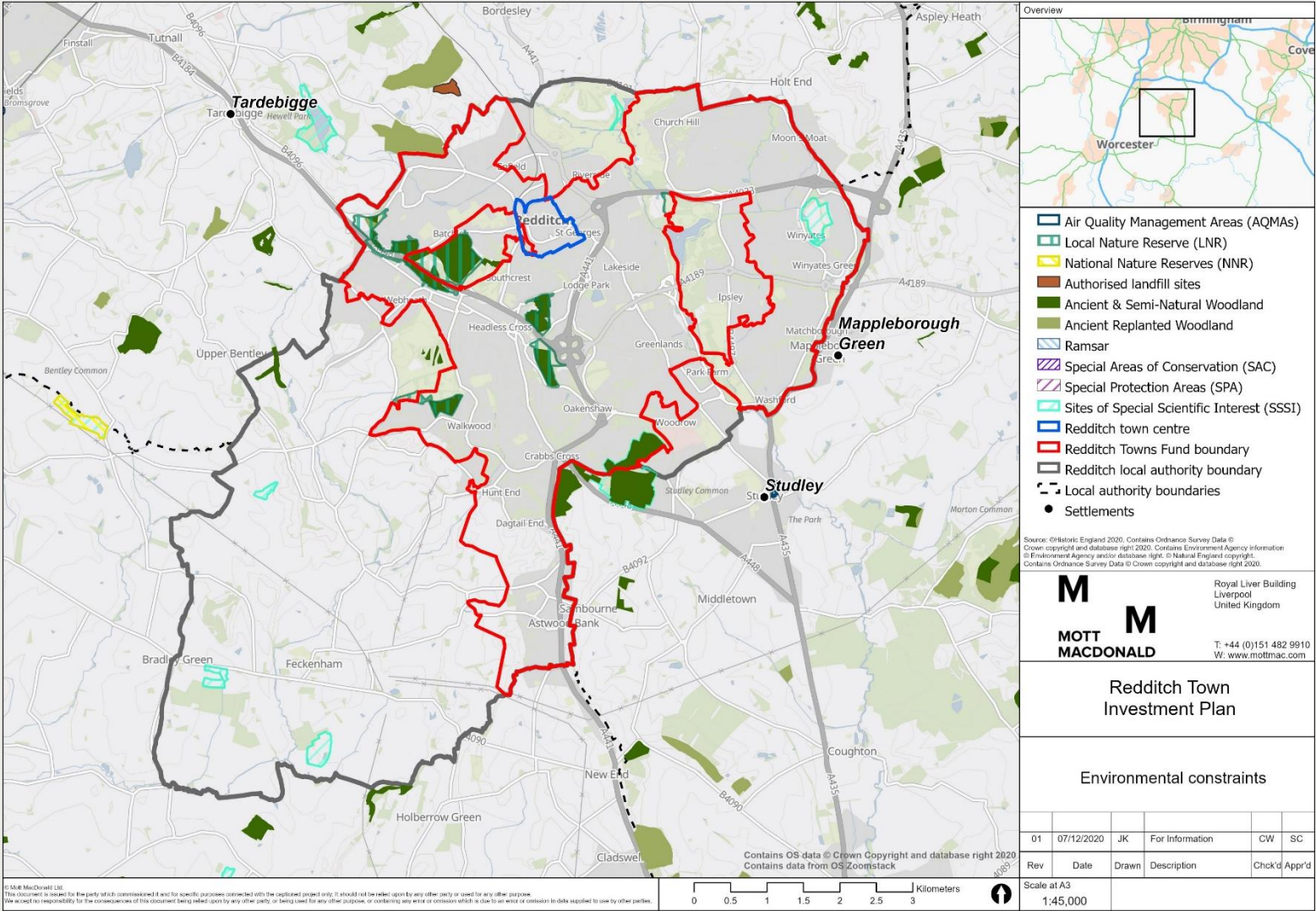
Flood zones



- Zone 2: Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding
- Zone 3: Land having a 1 in 100 or greater annual probability of river flooding
- Planning implications if schemes in flood zone (sequential and exception testing)

For discussion:
Are any of the project proposals
within a flood zone?

Environmental Constraints/Assets



For discussion:
Are any of the proposals affected by location of an environmental constraint?
How can the assets play into Green Redditch vision?

Key findings for Redditch

Population

- Population Growth – Slow population growth
- Population and age structure – Demographics on trend with comparators
- Skills – Low skills profile and qualifications profile
- Labour productivity – Rapid productivity growth in Redditch with productivity now approaching England's average
- Sector productivity - Accommodation and food services; Information and communication; and Administration sectors have all experience productivity increases.

Economy Characteristics

- Key Employment Sectors - key employment sectors are Manufacturing; Wholesale and retail trade; and Administrative services.
- GVA by industry - Information and communication industry highly productive in Redditch
- Business Demography – Lower business births per head of population
- Economic activity – Higher economic activity and employment rate pre-COVID, larger fall

- Unemployment – Growth in claimants mirrors comparators
- Furlough – large decline in use of scheme since summer, significant issue if scheme ends too soon.
- COVID-19 economic impact - Manufacturing, Retail and motor trade, Information & communication, Administrative and Arts and Recreational services are vulnerable sectors in Redditch.
- Vacancy rates – 3% growth in town centre vacancy since COVID-19 began

Place Characteristics

- Network Coverage - strong broadband provision
- Deprivation – higher levels of deprivation
- Travel to work – high car reliance, low proportion that both live and work in Redditch
- House prices and wages – house price affordability declining though Redditch still more affordable than comparators