

Appendix H - Redditch's Spatial Strategy

Redditch Town Investment Plan

Project:	Redditch Town Investment Plan		
Prepared by:	NWEDR and Redditch Borough Council	Date:	January 2021
Approved by:	NWEDR and Redditch Borough Council	Checked by:	NWEDR and Redditch Borough Council

1 Redditch's spatial strategy

Redditch's spatial strategy is detailed in the Local Plan (adopted January 2017) and was formulated on the basis of the aspirations of the Redditch community and sets out how Redditch Borough wants to be by 2030. The spatial strategy envisages a phased approach that recognises the economic significance of the Town Centre and the District Centres.

1.1 Redditch Town Deal and the Spatial Strategy

The Spatial Strategy sets out the long-term vision for the borough and the Town Deal plays a pivotal role in kick-starting the delivery of the strategy by enabling the implementation of a first phase of key interventions. These interventions are focused on the Town Centre regeneration and aligned with the phased approach set out below.

The town centre is the beating heart of the community and the economic engine of the borough. Its vitality and viability have direct implications not only for the economic prosperity and well-being of the rest of the borough, but also for the borough's ability to attract investment.

This first phase of Town Centre interventions (2022-2026) will deliver a combination of new employment floorspace, state-of-the-art business innovation facilities; leisure and food & beverage uses; a new gateway to the town at the train station and lay down the first phase of electric charging infrastructure. They will mark the start of a long-term comprehensive programme of change that begins with the re-purposing of the town centre, responding to the significant structural challenges facing the high street that have been exacerbated by the Covid-19 pandemic, and will act as a catalyst for future private and public investment.

The second phase of interventions (2026-2030) will continue the town centre re-purposing by bringing the key public agencies in a single building / location (Community Hub project) and providing a significant residential element (Church Road development); it will deliver the second stage of the transport interchange project and the regeneration of the three District Centres identified in the Spatial Strategy as most in need of intervention and improvement. Again, this approach is aligned with the strategy's tiered logic and builds on the phase one interventions.

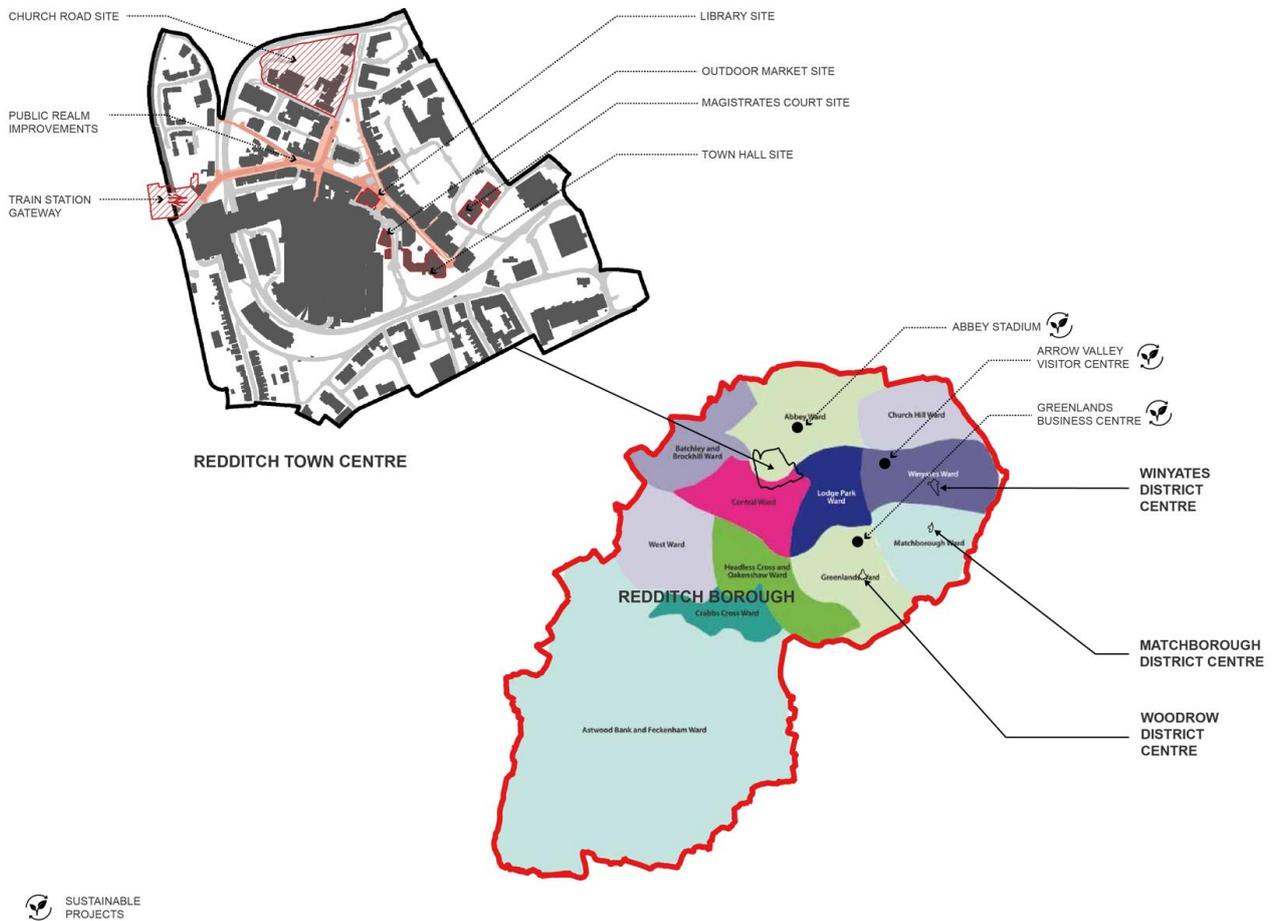
Table 1.1 illustrates the proposed phasing of interventions aligned to the spatial strategy priorities and Figure 1.1 below shows the spatial distribution of these interventions.

Table 1.1: Phasing of Key Interventions

Spatial Strategy Priorities	Phase1 - Town Deal interventions (2022-2026)	Phase 1 – Non-Town Deal interventions (2022-2026)	Phase 2 – Non-Town Deal interventions (2026-2030)
TC – realise potential development opportunities	Police station redevelopment (redundant town centre premises from 2023) Library site redevelopment		Town Hall site redevelopment
TC – improve and diversify the town centre offer	Library site redevelopment	Former cover market area / Community Hub	
TC – improve the physical environment	Public realm package		
TC – expand on the business and cultural offer of the town centre	Digital Manufacturing and Innovation Centre Former cover market area		Magistrates Court site (next to the Police station site)
TC – increase residential accommodation		Church Road site redevelopment – enabling works / land assembly / infrastructure (stage 1)	Church Road site redevelopment (high level masterplan completed 2019)
TC – train station gateway to town centre	Transport Interchange and railway quarter first phase		Transport Interchange second phase
DC – Matchborough regeneration		Masterplan completed 2021 Delivery of enabling works / land assembly / infrastructure (stage 1)	Matchborough redevelopment – stage 2 (construction phase)
DC – Winyates regeneration		Masterplan completed 2021 Delivery of enabling works / land assembly / infrastructure (stage 1)	Winyates redevelopment – stage 2 (construction phase)
DC – Woodrow regeneration		Masterplan to be completed 2023	Delivery of enabling works / land assembly / infrastructure (stage 1)

Note: TC = town centre and DC = district centre.

Figure 1.1: Spatial distribution of interventions to 2030



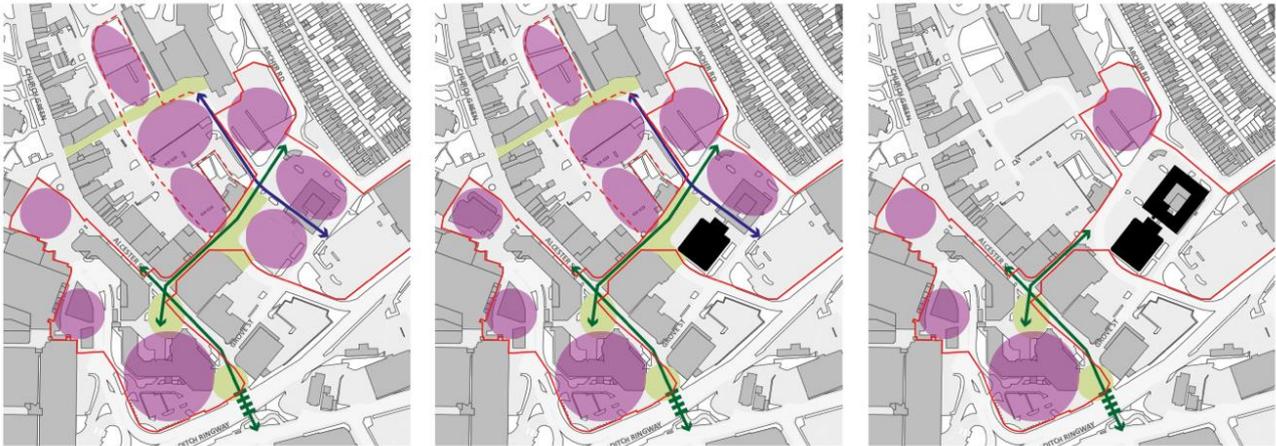
Source: AR Urbanism

1.2 Redditch Town Centre Spatial Strategy/Masterplan

In order to develop a masterplan for the area, three scenarios were developed with the purpose of generating options. These scenarios reflect the level of control that is possible to exert over the strategic sites in the town centre. The Magistrate Courts and the Police Station (shown in black on Figure 1.2) are considered 'primary variables', as they are not immediately available, and they play an important role in the scenario building.

1. The **transformative** scenario assumes full control on all sites.
2. The **progressive** scenario includes the availability of the Police Station site (purchased with the Accelerated Fund) and other sites, but it excludes the Magistrate Court.
3. The **reactive** scenario assumes control only of the library site, the covered market area, the town hall and a small surface car park.

Figure 1.2: The masterplan is based on the development of three scenarios



Transformative

Control of the primary variables:
Magistrate Court and Police Station is bought
by the Council
The red line boundary is expanded

Progressive

Moderate control the primary variables:
Police Station is bought by the Council
Magistrate Court stays
Original red line boundary

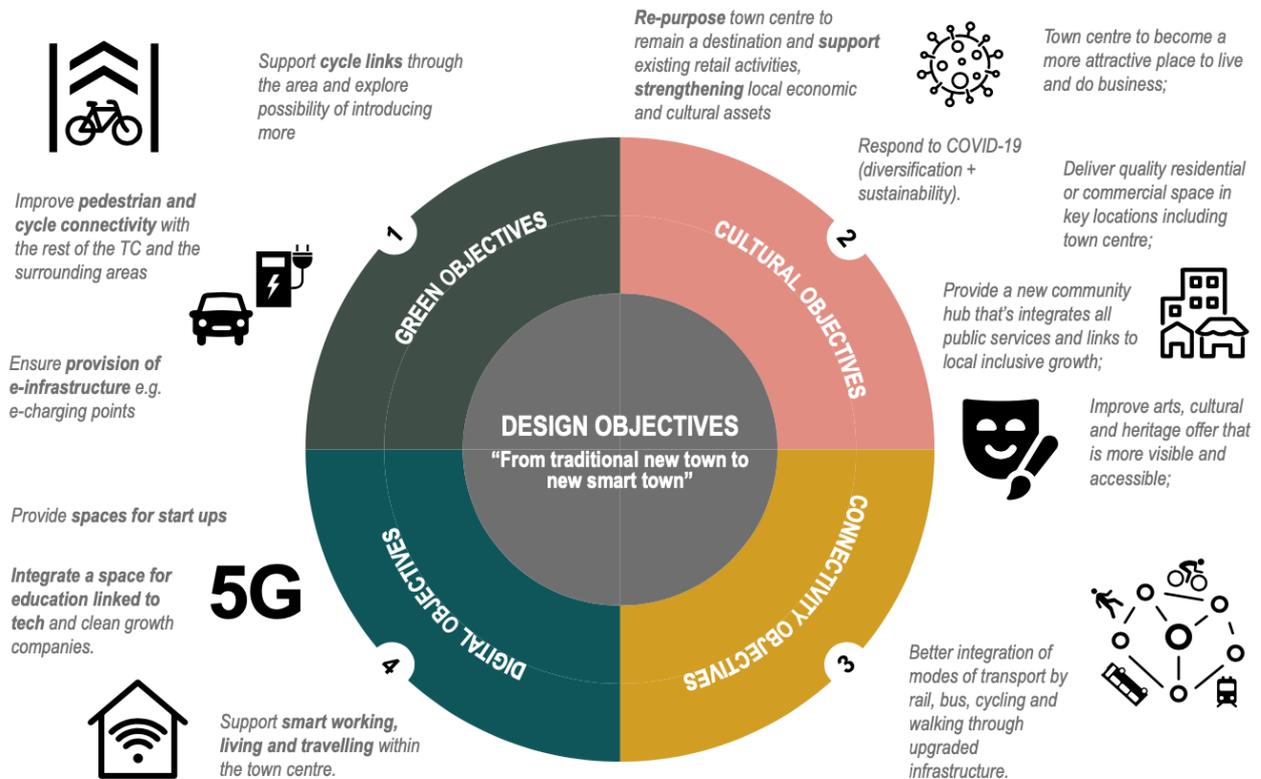
Reactive

No control of the primary variables:
Magistrate Court and Police Station stays
Original red line boundary

Source: AR Urbanism

The progressive scenario was used in the masterplan to inform the production of short terms options (phase 1 interventions funded by the Towns Fund), while the transformative scenario has been chosen to shape the long-term aspirations for the regeneration of the town centre.

Figure 1.3: Design Objectives Summary – Redditch Town Centre Spatial Strategy/Masterplan

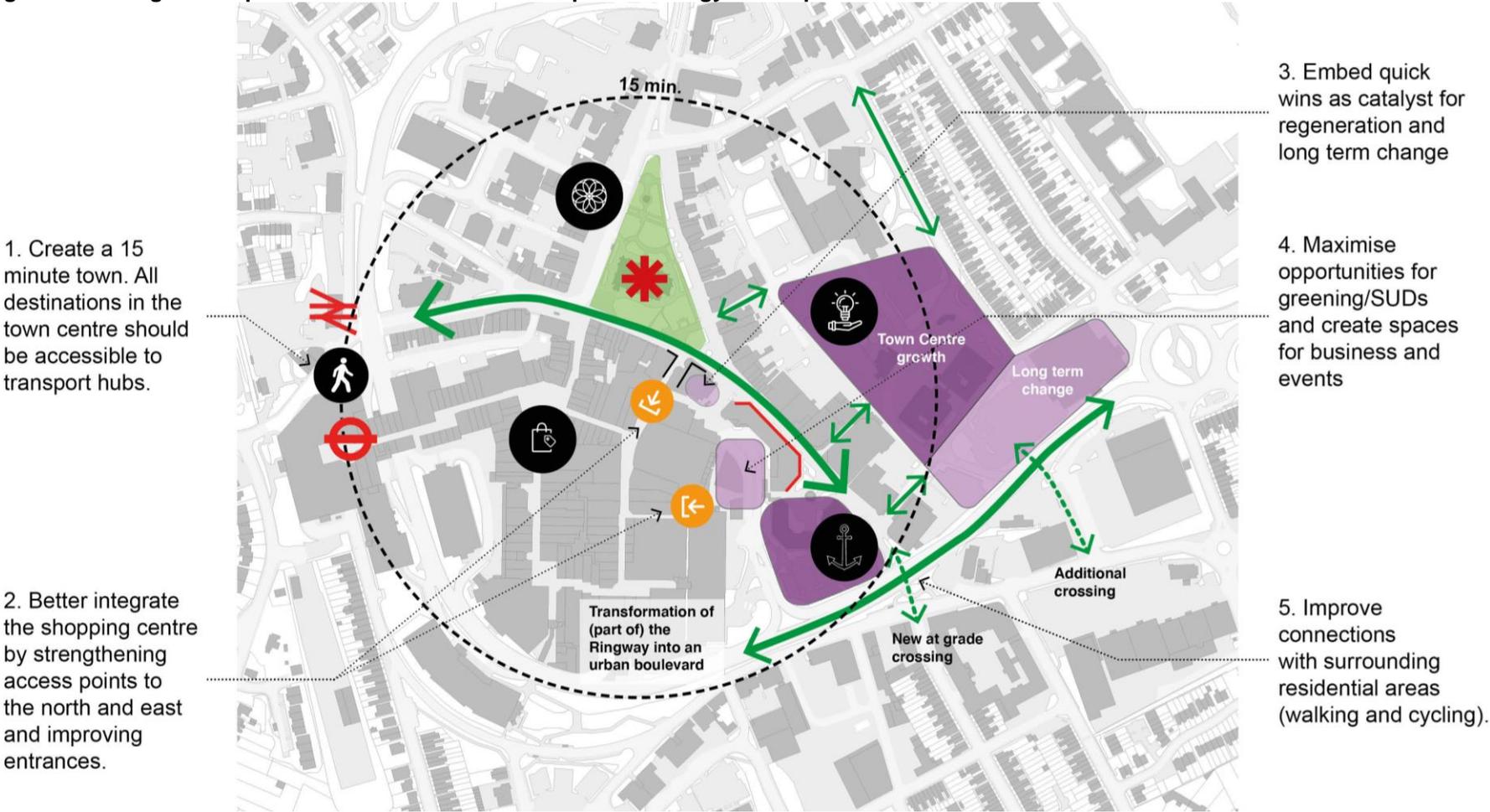


Source: AR Urbanism

The Redditch Town Deal Board's vision and priority is to transform Redditch from a traditional new town to a new smart town and become a more digital, green, connected and cultural place to live and do business. The masterplan embraces this ambition and translates the vision into a series of broad design objectives to guide its development.

The green objectives aim to target future sustainability and climate action by promoting cycling and walking, improving links to the town centre and providing better e-infrastructure to assist the transition towards electric vehicles. Cultural/Leisure objectives look to improve and diversify the town centre offer from retail based to more community focused. These new interventions would also look to strengthen existing local economic and cultural assets in the town centre. Finally, the board looks to support the transition to a new digital age, with smart working, living and travelling, and provide space for growth of tech industry in Redditch

Figure 1.4: Design Principles – Redditch Town Centre Spatial Strategy/Masterplan



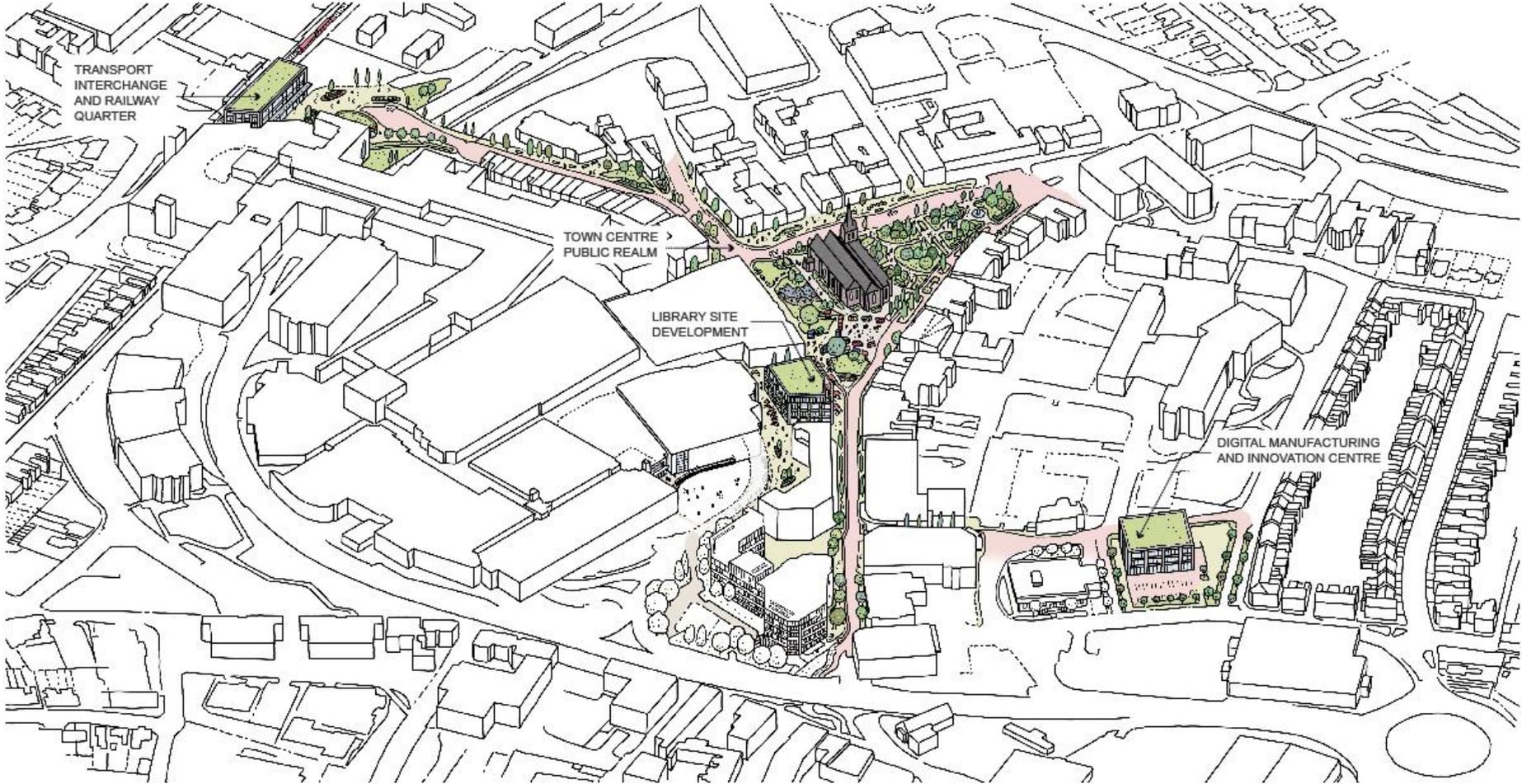
Source: AR Urbanism

Figure 1.5: Redditch town centre projects – key project sites target strategic locations in the town centre: the connection of the station quarter, the gateway to the town, with the regeneration sites to the east is secured with targeted public realm improvements



Source: AR Urbanism

Figure 1.6: Phase One Town Centre interventions funded by the Towns Fund



Source: AR Urbanism

