

additional papers 1



Electoral Matters Committee

Thu 30 Jul
2026
5.30 pm

Oakenshaw Community
Centre
Castleditch Lane
Redditch
B98 7YB

**If you have any queries on this Agenda please contact
Jess Bayley-Hill**

Town Hall, Walter Stranz Square, Redditch, B98 8AH

Tel: (01527) 64252 (Ext. 3072)

e.mail: jess.bayley-hill@bromsgroveandredditch.gov.uk

Electoral Matters

Thursday, 30th July, 2026

5.30 pm

Oakenshaw Community Centre

Agenda

Membership:

Cllrs:

Matthew Dormer
(Chair)
Susan Eacock
(Vice-Chair)
William Boyd

James Fardoe
Jen Snape

4. Proposed Changes for Future Wards within the Redditch Electoral Area (Pages 5 - 10)

Appendix 2 to the report is attached to this supplementary pack.

This page is intentionally left blank

Appendix 2

Member Questionnaire Analysis

A total of 16 responses were received to the Member questionnaire on the proposed interim ward pattern for the Redditch Electoral Area. The responses included input from Members familiar with individual wards, as well as six respondents who indicated that they had knowledge across the borough. This provided a mix of detailed local knowledge and a wider borough-level perspective.

Members were asked to select the two potential pairings they considered to have the strongest community links. Four pairings received notably greater support than the remaining options, as summarised below:

Potential Ward Pairing	Selected as having the strongest community links	Identified as difficult from a community cohesion perspective
Astwood Bank & Feckenham with Webheath & Callow Hill	7	3
North with Winyates	7	3
Batchley & Brockhill with Central	7	6
Greenlands & Lakeside with Matchborough & Woodrow	6	2

The questionnaire demonstrates broad support for these four pairings over the remaining options, all of which received three or fewer selections (see page 3). However, the results also show differing levels of consensus between the preferred pairings. Whilst Astwood Bank & Feckenham with Webheath & Callow Hill, North with Winyates, and Greenlands & Lakeside with Matchborough & Woodrow attracted relatively few concerns, the proposed pairing of Batchley & Brockhill with Central generated more mixed views. Although it was identified by seven respondents as one of the strongest community pairings, it was also identified by six respondents as being difficult from a community cohesion perspective. This suggests that, whilst there is support for the pairing, Members hold more varied views on its suitability than for the other leading options.

The comments received suggest that the concerns about this option related particularly to ongoing and future housing development in both the town centre and Brockhill, the potential size of the resulting electorate, and the importance of retaining a clear focus on the town centre.

When considering community cohesion more generally, Members consistently identified the following factors as being the most important:

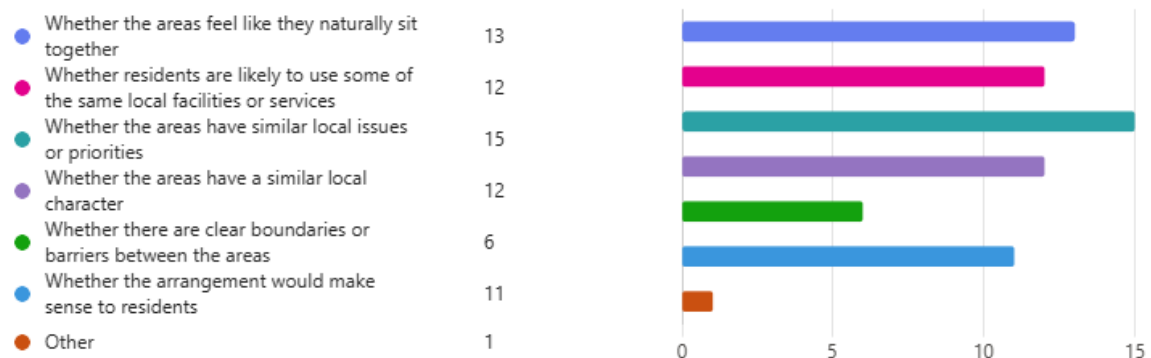
- Areas sharing similar local issues or priorities (15 responses)
- Areas naturally sitting together (13 responses)
- Residents using the same local facilities and services (12 responses)
- Areas sharing a similar local character (12 responses)

The free text comments reflected these themes, with Members highlighting the importance of maintaining established community identities, recognising future housing growth and electorate changes, considering school catchment areas and transport links, and ensuring that any proposed ward pattern is readily understood by local residents.

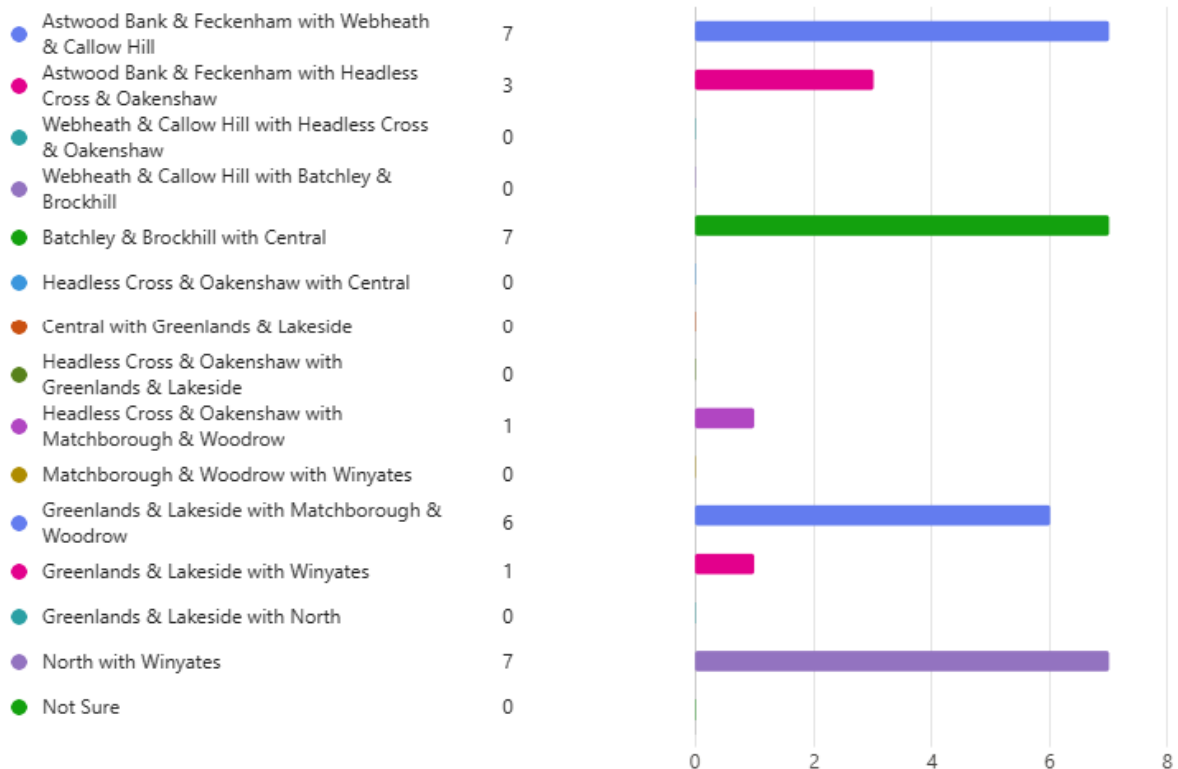
Questionnaire Response Overview

The following charts provide a visual summary of the responses received to the member questionnaire. They are included to support the analysis set out above and illustrate Members' views on the key factors influencing community cohesion and the proposed ward pairings. Any additional comments provided as part of the questionnaire have also been included.

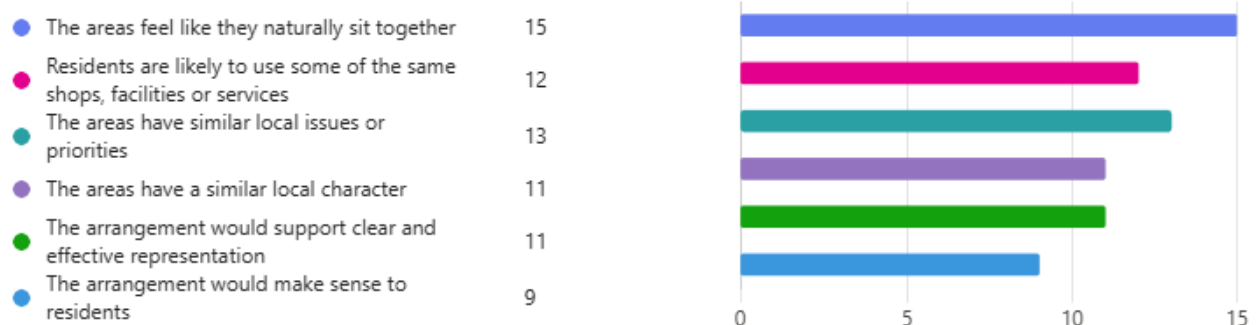
3. When thinking about community links between areas, which of the following should be taken into account? (Please select all that apply)



4. Which of the following potential ward pairings do you think have the strongest community links? (please select 2, and do not use any ward twice)



5. What is/are the main reason(s) you think they have strong community links? (select all that apply)



6. Are there any of the potential pairings that you think would be difficult from a community cohesion point of view? (please select any that apply)



7. If you selected any difficult pairings, what is/are the main reason(s)? (select all that apply)



Comments provided:

It needs to think of the residents regarding the old part of the town joining with a new part of the town

Residents should be given a questionnaire to complete as they may feel as this concerns their area and postcode its something they should take part in and have their say.

The Villages have always had a different identity to many parts of Redditch and there requirements from a council are fundamentally different

To not make the new ward too big.

This is a difficult situation and I recognise there is not a perfect answer. I would put Astwood bank / Feckenham with Callow Hill / Webheath. I think the wards which join together should have some similarities, and these are the two most rural wards. Although spanning a large area they do not have large areas of social housing within this. I recognise there is some expansion along the Bromsgrove border but these will not all be within the Redditch boundary. These two wards have more of a village feel – especially Astwood Bank. I would also put Winyates with North. These wards share a boundary, as well as a bus route. They have their own distinct centres. They share a variety of housing types with dense areas of social housing alongside private estates. Church Hill residents tend to access Arrow Vale school pyramid with the middle school feeding to Arrow Vale. As education will fall under unitary control this needs to be considered. I would have concerns over Central and Batchley / Brockhill being merged as these are experiencing continued development with flats in the town centre and the ever expanding Brockhill estate. These wards are already growing and will create a very large electorate if merged. I think the importance of the town centre means central should remain a ward on its own, especially in terms of economic development. The current boundaries between Greenlands / Lakeside and Matchborough / Woodrow. Whilst I feel Woodrow might sit well with Greenlands I do not think Matchborough fits with that ward. They also both have high numbers of social housing which tends to put extra demand on councillors. I would be wary of creating this as one ward as the workload would be extensive. I think they should remain separate. There is an option of putting winyates and matchborough together but I think this would make a potentially problematic estate with too much social housing. Headless Cross and Oakenshaw is fairly diverse. Its only natural partner would be Astwood bank but as mentioned earlier that fits better with Webheath. HCO is geographically less connected to Astwood Bank. The boundaries of HCO are very well defined as they are.

This page is intentionally left blank