



## Appendix E – Letters of Support

### Redditch Town Investment Plan

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

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**Lyndsey Berry** BA(Hons) MSc  
Regeneration and Implementation Manager  
North Worcestershire Economic Development and  
Regeneration  
Worcestershire,  
DY11 7WF

*20<sup>th</sup> January 2021*

Dear Lyndsey

### **Town Centre Investment Plan**

On behalf of the Town Centre business community, I am delighted to hear about the Town Deal Boards proposals set out in the Town Investment Plan.

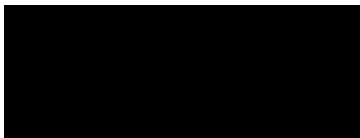
The objectives of the town investment plan align with our ambitions to create a revitalised, vibrant and growing town centre economy. 2020 has been a very tough year for everyone and businesses need hope and encouragement to continue to invest in our town in the expectation that better things are to come.

It is great to hear that connecting our busier and quieter parts of the town is a key initiative, alongside public transport improvements and education and training in a new digital economy.

We will be keen to collaborate with our business customers in revitalising the vacant spaces, property frontages and street scene to attract more guests and visitors to appreciate the history and heritage of the 'Old Town' and re-establish the community ownership and pride of their town centre.

What better way to start 2021 than to be talking about the future opportunities and planning for a transformation of our town.

Yours sincerely



Ken Williams  
Chair  
Redditch BID Steering Group

Lyndsey Berry  
Regeneration & Implementation Manager  
North Worcs Economic & Regeneration

**FAUN Zoeller (UK) Limited**  
Colemeadow Road  
North Moons Moat  
Redditch  
Worcestershire. B98 9PB  
Telephone: +44 (0) 1527 594 700  
Facsimile: +44 (0) 1527 584 168  
HR@FAUN-Zoeller.co.uk  
www.faun-zoeller.co.uk

21<sup>st</sup> January 2021

Dear Lyndsey,

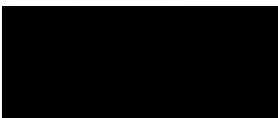
I am writing on behalf of FAUN Zoeller and as chair of Redditch Business Leaders to show our full support to the Town Investment Plan (TIP) for Redditch.

As a member of the Town Deal Board I have been extensively involved with the plan as it's developed enabling me to see first-hand what the residents and businesses of Redditch would like to achieve for their town. I believe the interventions proposed in the plan will enable our vision to be achieved and bring long term economic growth and prosperity to Redditch.

I will continue to work alongside Council Officers and the Town Deal Board to help deliver these projects to ensure Redditch has the skills and investment needed to become a Smart Town fit for the 21<sup>st</sup> Century.

Yours Sincerely

**FAUN Zoeller (UK) Limited**



Simon Hyde  
Chief Executive Officer



Interim Chief Executive  
Greater Birmingham & Solihull LEP  
Baskerville House  
Centenary Square  
Birmingham  
B1 2ND

21 January 2021

Cllr Matthew Dormer  
Redditch Borough Council  
Walter Stranz Square  
Redditch  
B98 8AH

Dear Councillor Dormer,

### **Redditch Town Deal**

I am writing on behalf of Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) to add our support for the Redditch Town Deal submission. We have been engaged with partners on the Town Deal Board and believe the proposals provide an excellent opportunity for the town to take forward and deliver its ambition for local businesses and communities.

GBSLEP has supported our towns and local centres across the area and has provided funding to support local growth plans, highways and connectivity studies and masterplans in several towns across our geography. This has included supporting various projects in Redditch and fits with our approach to supporting places as outlined in our Strategic Economic Plan and specifically to develop thriving towns and local centres (TLC), which is outlined in more detail in our TLC Framework<sup>1</sup>. Our recently published Growing Towns Report<sup>2</sup> also supports this approach, maximising opportunities and building on existing assets across our centres.

We fully support the Town Deal proposals and will continue to support the plans as we move forward through the next stages.

Yours sincerely,

A solid black rectangular box redacting the signature of Ed Watson.

Ed Watson, Interim Chief Executive  
Greater Birmingham & Solihull Local Enterprise Partnership

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<sup>1</sup> <https://gbslep.co.uk/what-we-do/place/develop-thriving-towns-local-centres>

<sup>2</sup> <https://gbslep.co.uk/resources/reports/towns-and-local-centres-framework-growing-our-towns>

**Lyndsey Berry** BA(Hons) MSc  
Regeneration and Implementation Manager  
North Worcestershire Economic Development and Regeneration  
Worcestershire,

DY11 7WF

21<sup>st</sup> January, 2021

Dear Lyndsey

**Redditch - Town Deal Board, Town Investment Plan**

As a large investor and property owner of retail and leisure property at the heart of Redditch Town Centre we welcome the proposed Town Investment Plan assembled by the Town Deal Board.

We are committed to supporting the vision of transformational change in facilities and trading environment in pursuit of the desired economic growth.

Kingfisher shopping Centre attracts over eight million shopper visits each year, the equivalent of accommodating the whole catchment of Redditch through its doors for two visits each week. A much lower proportion of those visitors migrate to the external town centre areas. Under-investment in connectivity between the Kingfisher and Church Green and Market Place has led to an increase in vacant space in quality property and less reason for visitors to explore the wider town centre zone.

We would welcome the opportunity to work in collaboration with the proposed public realm and Innovation centre projects to increase the attraction and functionality of spaces across the town allowing greater migration of visitors across the town.

Each of the proposed projects, the transport interchange, the innovation centre and the Sustainability infrastructure will have significant bearing on our business through the unlocking of latent potential visitor volumes and dwell time.

We look forward to working with the local authority and the town deal board to realise these transformational changes.

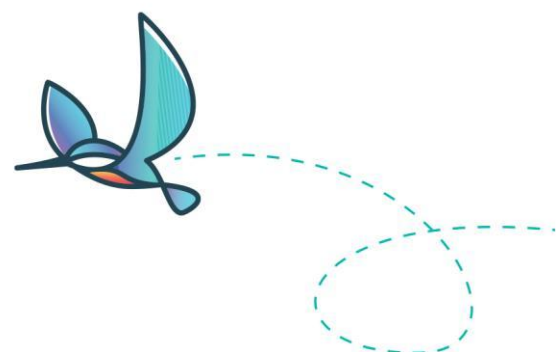
Yours faithfully

[Redacted signature]

Ken Williams  
General Manager

**Kingfisher Shopping Centre**  
Centre Management  
Walford House, Redditch  
Worcestershire B97 4HJ

**Customer Enquiries**  
01527 405800  
**Website**  
[kingfishershopping.co.uk](http://kingfishershopping.co.uk)





HOUSE OF COMMONS

LONDON SW1A 0AA

Lyndsey Berry  
Regeneration and Implementation Manager  
North Worcestershire Economic Development and Regeneration  
Wyre Forest House  
Finepoint Way  
KIDDERMINSTER  
DY11 7WF

18 January 2021

Dear Lyndsey

I'm writing to you on this occasion in full support of the Redditch Town Investment Plan – an integral part of the Town Deal process.

First of all, I would like to commend the work of the Redditch Town Deal Board. Despite the pandemic, work on the Town Investment Plan has continued, and rightly so as this funding is more important than ever. It will help Redditch to build back better from the impact of this pandemic.

Since Redditch was designated a new town in the 1960s, it has not seen the level of investment it deserves. The funding the Town Deal offers Redditch will change this.

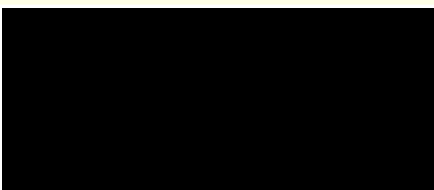
As you walk round the town centre, you can see the new town buildings and the fact that not much has changed since they were built almost 60 years ago.

The investment potentially available to Redditch through the Town Deal could be game-changing. This funding will make Redditch a town fit for the 21<sup>st</sup> Century by investing in skills, digital manufacturing, green infrastructure, town centre regeneration and transport improvements.

I believe this Town Investment Plan will not only unlock the Government funding available to Redditch as part of the Town Deal, it will also act as a catalyst for further private investment in our town.

It is my strong belief that the Town Investment Plan, developed by the Redditch Town Deal Board, will truly unlock Redditch's full potential. This plan has my full support.

Kind regards



**Rachel Maclean MP**

Lyndsey Berry.  
Regeneration and Implementation Manager  
North Worcestershire Economic Development and  
Regeneration.  
Wyre Forest House,  
Finepoint Way,  
Kidderminster,  
Worcestershire,  
DY11 7WF

19<sup>th</sup> January 2021

Our ref:  
Mettis/dpm/REDSuppt.

Dear Lyndsey,

### **Redditch Town Deal Funding**

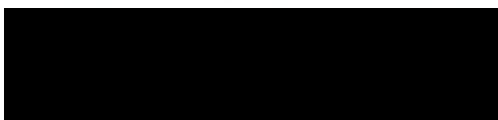
This letter is to confirm my support of the application for the Town Deal for the Borough of Redditch and I share the enthusiasm of the Board and welcome the opportunity to be part of this venture.

This is a fantastic opportunity for the Town, its residents and local businesses. Being selected to bid for funding of £25 million as part of the Government's £3.6 billion Towns Fund will enable business growth, regeneration of areas, will connect communities and provide training and development to increase local skills.

I believe the proposed projects that have been recognised and selected through the results of local community engagement surveys will further support and sustain the future development of Redditch, the Town Centre and local residents with an aim for long term economic growth and regeneration. These should deliver tangible benefits and improve prospects for local people and businesses.

We have seen first-hand the impact that regeneration investment can bring, not only locally but on a wider scale through this commitment from government projects.

Yours sincerely,



David Mitchell  
Health & Safety Manager.

**Redditch Borough Council**

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

tel: (01527) 64252



Lyndsey Berry  
Regeneration & Implementation Manager  
North Worcs Economic & Regeneration

20<sup>th</sup> January 2021

Dear Lyndsey

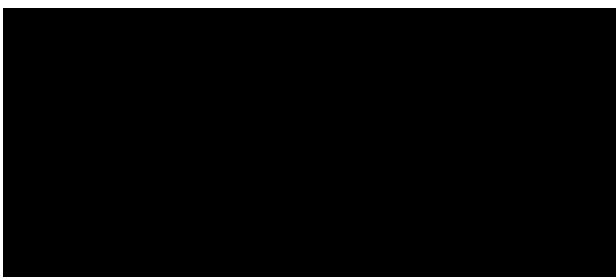
I am writing to offer my wholehearted support to the Town Investment Plan (TIP) for Redditch.

Ever since the Conservatives took control of the Borough Council and I took on the role of Leader it has been my aspiration, and indeed that of the controlling groups, to truly “unlock Redditch”. The Town and indeed the Borough has many things going for it and I am very proud to be the Leader, however, we do need the significant investment that the Towns Fund will give us to help us to start to enable Redditch, its businesses and its people to achieve their full potential.

The £25m will enable us to progress a number of significant schemes in order to achieve the vision of the Towns Board however this alone is not enough and we will be working hard to secure additional funding and support to enable us to fulfil the ambitions of myself and the Board through delivering other schemes and projects that were put forward to us for consideration and I’m sure the many more that we will identify. I hope that we will be able to access additional government support for this in the future.

I would like to place on record my thanks to the Towns Board and the officers who have worked so hard to develop the TIP. I believe that there is a compelling case for the Government to award us the full £25m and I hope that you agree so that we can continue to truly “unlock Redditch”.

Yours sincerely



Councillor Matt Dormer  
**Leader of Redditch Borough Council**





**Bromsgrove**  
District Council  
www.bromsgrove.gov.uk

Parkside,  
Market Street, Bromsgrove,  
Worcestershire, B61 8DA  
tel: (01527) 881288



Town Hall,  
Walter Stranz Square, Redditch,  
Worcestershire, B98 8AH  
tel: (01527) 64252

To: Whom it May Concern

20<sup>th</sup> January 2021

Please contact : Kevin Dicks

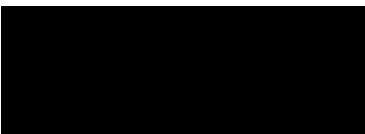
[k.dicks@bromsgroveandredditch.gov.uk](mailto:k.dicks@bromsgroveandredditch.gov.uk) / 01527 534000

I am writing to offer my full support for the Town Investment Plan (TIP) for Redditch and would urge the Government to allocate the full £25m to the Town.

The Towns Board has worked very hard over the last year to develop the TIP and I feel it tells a compelling story and justification as to why Redditch should receive the full funding requested. As you will see there are a number of schemes / projects contained in the TIP that will all help us to achieve the Towns Board vision. A number of these schemes have been identified for some time but there have been a number of other ones developed as a result of the public consultation and also the work of the Board. Whilst the Towns Board has bid for the maximum funding available there are many other schemes that we still want to progress and we will continue to do so and I hope there will be further opportunities to bid for additional government support in the future.

I would like to thank the officers of North Worcestershire Economic Development and Regeneration for all their hard work in the development of the TIP and I look forward to continue to working with them and the Towns Board to deliver the vision for Redditch.

Yours faithfully



**Chief Executive**  
**Redditch Borough Council and Bromsgrove District Council**



18/01/2021

Lyndsey Berry  
Regeneration & Implementation Manager  
North Worcs Economic & Regeneration

18<sup>th</sup> January 2021

Dear Lyndsey

I write to pledge my support for the Town Investment Plan which is due to be submitted. After much consideration I believe the TIP covers the necessary changes we need to bring Redditch much needed economic growth along with pride in the town from the community.

I 100% have faith that, if the bid is successful, we will be looking at a town with a future.

For the last few years Redditch has been a town that appears to be in decline: those of us who know the town well, and can see its benefits through the veil of 'negativity' it often attracts, will continue to promote Redditch and the TIP will give us the confidence to do so!

Regards,

**Leigh Walton**  
**Redditch Community Matters/Forum**



Lyndsey Berry  
Regeneration & Implementation Manager  
North Worcs Economic & Regeneration

18<sup>th</sup> January 2021

Dear Lyndsey

Being involved in such exciting plans for my home town Redditch has been a privilege and certainly opened my eyes to the possibilities and ambitions of this board. This TIP really does lay down the next generation of investment and opportunity to re-position, build and unlock the true potential for positive development whilst shaking off the shackles of the 'NEW Town' image.

I am excited about the future of our Town Centre's prospects and look forward to seeing the hard work and progressive plans come to fruition.

Regards,

**Adam Freeth**  
**Shaker Group & Redditch Town Deal Board Chair.**

18 January 2021

TO WHOM IT MAY CONCERN

**Worcestershire County Council's Support for the Redditch Town Investment Plan**

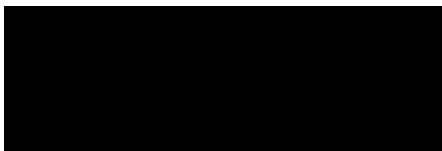
I am writing on behalf of Worcestershire County Council to express our support for the Redditch Town Investment Plan (TIP).

I am pleased that the bid reflects the significance of the redevelopment of the Railway Station and surrounding area in forming a 'gateway' to the town. Through the community engagement exercise as part of developing the Town Investment Plan and its wider aspects, Redditch residents expressed strong support for investment in Redditch Railway Station and recognised that many first impressions of Redditch are shaped by what they experience when they arrive by train.

This is a great opportunity to highlight the importance of the station to Redditch. The redevelopment of the station to create a new, modern station building with expanded facilities, attractive public spaces and stronger transport links is essential for the town's development. Creating a seamless connection between the Railway Quarter through the public realm to the new public square and Town Centre will be a catalyst for generating a thriving, vibrant town, attractive and easy to use for more visitors and residents.

The benefits that the TIP investment will deliver will have far reaching effects, not just locally, but wider within the county and region, forming a basis for unlocking further redevelopment opportunities and wider transformation.

Yours sincerely



**Simon Geraghty**  
Leader of the Council

**Simon Geraghty**  
Leader of the Council

County Hall  
Spetchley Road  
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WR5 2NP

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Home  
35 Fern Road  
Worcester  
WR2 6HJ

Home: 01905 420740

Email: sgeraghty@  
worcestershire.gov.uk

Electoral Division:  
Riverside

19 January 2021

Cllr Matthew Dormer  
Redditch Borough Council,  
Walter Stranz Square,  
Redditch  
B98 8AH

Dear Cllr Dormer,

**RE: Worcestershire LEP fully supports the Redditch Town Deal Bid**

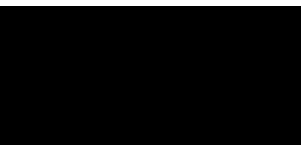
I am writing on behalf of Worcestershire Local Enterprise Partnership (WLEP) to add our support to the Redditch Town Deal bid. The LEP have championed investment into our city and town centres across the county with numerous successful bids already enabling transformation within these key areas.

WLEP have engaged with partners on the Town Board to develop city and town centre bids, all in line with our Strategic Economic Plan (2015-2025) and our new emerging Local Industrial Strategy. The proposed town deal will support the delivery of the Worcestershire LEP's Vision for 2040 and our targets to 2025, which are, to create 25,000 jobs, Increase Gross Value Added (GVA) by £2.9bn and contribute towards the delivery of 21,500 new homes by 2025.

The Redditch town deal bid will increase our progress on these targets by providing greater support for local businesses and improving tourism to the local high street and surrounding town businesses.

We fully support Redditch Borough Council's proposal and see this as a prime opportunity to secure funding to help deliver transformational improvements to Redditch town centre, addressing some of the challenges locally.

Yours sincerely,



**Gary Woodman**  
Chief Executive



22<sup>nd</sup> January 2021

Lyndsey Berry  
Regeneration and Implementation Manager  
North Worcestershire Economic Development and Regeneration  
Wyre Forest House  
Finepoint Way  
Kidderminster  
Worcestershire  
DY11 7WF

Sent by email

Dear Lyndsey,

**REDDITCH BOROUGH COUNCIL – TOWN FUND  
WEST MIDLANDS COMBINED AUTHORITY – LETTER OF SUPPORT**

Re-purposing and re-vitalising our high streets and town centres is a key priority for the West Midlands Combined Authority.

Town centres need to re-invent themselves as centres that meet the needs of residents and thereby remain viable, provide good locations for other activities and community uses, improve the wellbeing of residents and secure inclusive growth for communities that would otherwise be left behind.

As you are aware, in October 2018, we launched an ambitious Town Centre Programme to help deliver transformational change. A number of centres across the region are therefore now benefitting from WMCA activities to support local councils in accelerating their plans to regenerate and renew their town centres and high streets, bringing WMCA resource, support and expertise as required to turn those local plans into reality.

The aims of the Government's Towns Fund clearly align with the objectives of the WMCA Town Centres Programme. Successful bids to the Towns Fund will enable all of our member authorities to deliver the innovative, transformational change needed in their town centres, delivering schemes at pace, ensuring more of our communities can benefit from key interventions.

We therefore support the bid submitted for the Redditch Borough Council Town Deal. We will continue to work across the region to support our members and government in delivering real change in our centres.

Yours Sincerely



**Gareth Bradford**  
Director of Housing & Regeneration  
Alternative contact my PA Manjit Sahota, who can be contacted on  
[Manjit.Sahota@wmca.org.uk](mailto:Manjit.Sahota@wmca.org.uk) or 0121 214 7072  
Email: [GarethBradford@wmca.org.uk](mailto:GarethBradford@wmca.org.uk)  
Website: [www.wmca.org.uk](http://www.wmca.org.uk)

Lyndsey Berry  
Regeneration and Implementation Manager  
Wyre Forest House  
Finepoint Way  
Kidderminster  
Worcestershire  
DY11 7WF

19 January 2021

▶  
Gordon Anstis House  
Loxley Close  
Redditch  
Worcestershire  
B98 9JS  
T: 01527 61643

Dear Lyndsey

On behalf of YMCA Worcestershire, I am writing to express our support in the development of Redditch Town Deal investment plan as we believe this is an excellent opportunity for Redditch.

Yours sincerely



Dr Annette Daly

Chief Executive Officer

E: [Annette.Daly@ymcaworcestershire.org.uk](mailto:Annette.Daly@ymcaworcestershire.org.uk)

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YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.