

APPENDIX 2
Church Green CAAMP Consultation Comments

Reference No	Question	Response/Comment	Officer response
1	1 Do you have a view on the proposed extension to the Conservation Area?	Yes, I do have comments, these include: (i) how much has it cost to produce this latest version of a report which was approved in April 2006? (ii) why has only two extra properties been included (shown on map 1)? (iii) the purpose-built and specially designed public library [which sadly now has a vastly reduced space inside], must be included in the extension of the CA. It does NOT need to be demolished! (iv) in appendix 2 imperial units are used. In this type of local government report it is a requirement that metric units are used. Replace the yards with metres.	(i) the report was produced by council officers within approved budgets (ii) 7-11 Alcester Street continue the run of historic properties, and hence their proposed inclusion in the CA (iii) The library was not included as it is set slightly away from the existing CA, which covers the predominantly historic core of the centre of Redditch. It was considered that it did not reflect the overall character of the area, being part of the 19060s/1970s redevelopment of the centre. (iv) This has been amended.
2	2 Do you have any comments in respect of the proposals to address the state of the public realm?	No comment at this time. This question (No.2) should be made clearer. Much easier to understand!	Noted
3	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	Does the current leader of the Council (Matt Dormer) think he will be able to get even more national Government money in the form of grants ('free money') to enable shop/premises owners/businesses to replace existing shop fronts with something new and approved?	The Council will explore the possibility of obtaining some grant funding to assist in financing a programme of upgrading shop fronts.

4	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	Does the current leader of the Council (Matt Dormer) think he will be able to get even more national Government money in the form of grants ('free money') to enable shop/premises owners/businesses to replace existing WINDOWS with something new and approved? What happens if a particular existing business simply refuses to change their windows (and shop front)?	See response to 3 above. Participating in any future scheme to improve shop fronts would be voluntary
5	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	The fault lies solely with the wrong policy of [REDACTED] manager of the Kingfisher Shopping Centre. These KSC car parks for many years have many empty levels even on the busiest retail days of the year e.g. Xmas. It is time that the KSC abolished all car parking charges. Sadly, RBC is unable to get the KSC management to agree to this. Except for car park No. 7 the KSC car parks only help footfall into the shopping centre not to the Church Green and Alcester St. area. If plenty of signage to FREE parking on the HoW College site it would help.	The Appraisal is only addressing the issue of carparking within the CA. The Kingfisher Centre and its car parks are outside the CA This comment does not require the inclusion of the manager's name and so it has been redacted
6	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Don't blame Charity Shops! If the rents and rates for these vacant units was significantly lower than good businesses including charities would be interested. The British Heart Foundation moved out because the rent being charged was too high.	The appraisal made no claim that the charity shops were responsible for the vacancy rates. The Local Authority do not determine rental levels, which are set by market conditions.
7	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	No comments now. In my opinion, this question should be made clearer. Reword it 'address the setting of the CA' make it simpler easier to understand!	

8	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Who is to blame? RBC's planning etc. for approving these extensions – which might have been done before the creation of the CA. So will Matt Dormer [The Leader of the Council] be able in the future to: (i) arrange for national government money to pay for demolishing these structures? and (ii) pay the businesses substantial compensation for all the total inconvenience etc. caused? Afterwards , will there be an idea to "re-wild" this area of the CA? <u>It probably would be an asset</u> for more urban foxes, more pigeons, more unwanted vermin!	It is possible that these extensions were constructed prior to the creation of the CA, or before these areas were included in the CA. The LA is not in a position to demolish these additions but has made proposals in the Management Plan to guide future decision making to ensure future extensions including replacements are more sympathetic to the character of the CA
9	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	Don't waste any more of local council tax money on 'blue sky thinking'. Finally, to repeat a major point, include the Public Library located in the Market Place in the Conservation Area. This would help stop the absolutely crazy plan to demolish this building. I, together with many colleagues sincerely hope these and all other submissions to this consultation are made public.	As explained in Section 2 on page 4 of the Appraisal, the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to review existing conservation areas and formulate proposals for their preservation and enhancement, and hence the preparation of this document. As regards the library, please see the response to point 1
10	Any other Comments?		
11	1 Do you have a view on the proposed extension to the Conservation Area?	I am in favour of extending the conservation area as I believe this will encourage the continuity of the town centre's feel.	Noted and welcomed
12	2 Do you have any comments in respect of the proposals to address the state of the public realm?	Much of the town centre looks dilapidated & unloved, any improvement would be welcomed by most in my opinion.	Noted
13	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	Shop fronts definitely need attention. I feel it would be much better if the shop frontage Matched the architecture of the building.	Noted
14	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	I believe the windows should be replaced to match the architecture of the building	Noted

15	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	I strongly believe vehicles should be removed from the conservation area, this will drastically improve the image & feel to the town centre.	Policies have been proposed to curtail the illegal parking, and it has also been proposed to discuss the parking requirements of the Church. Some disabled parking will have to be maintained. These proposals should improve the parking situation in the CA
16	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Ideally small businesses would be perfect for the vacant units. Eateries & independent music/craft beer venues would certainly encourage myself & many others to make use of the night time economy	Noted
17	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?		
18	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	I don't feel this is a priority, the extensions are unsightly, but are not visible from the conservation area.	Noted. Although these areas are not viewed from Church Green, they still form part of the CA and could be improved as proposed in the Management Plan.
19	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	The conservation area could potentially be a well used area by many Redditch residents & visitors. I would love to see it being used for various music & entertainment events. The bandstand being used on a Summer Sunday afternoon for brass bands would be great. With the right approach, the town centre could potentially return to a thriving & pleasant place to be.	It is understood that previously events were held at the bandstand. It is hoped that these events will resume post covid. The use of the area for other events could be explored by the Council. The bandstand is available for booking via the Leisure and Events Team
20	Any other Comments?		
21	1 Do you have a view on the proposed extension to the Conservation Area?	I think it makes sense to include 5-11 Alcester Street into the area	Noted

22	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>I agree that we should not have a mish mash of paving, and it is appalling that utilities have been allowed to repair their damage inappropriately. We should ensure that this cannot happen in the future.</p> <p>Currently there are many trip hazards and uneven surfaces. Any plans to improve the appearance must also deal with the accessibility issues that have arisen. To make Redditch accessible to those using wheelchairs, pushchairs or mobility aids we must strive to keep our pedestrianised areas flat, without camber, and without steps. A uniform paving scheme will assist in that.</p> <p>This also relates to street furniture – care must be taken to ensure that bins, benches, lamp posts etc do not create unnecessary obstacles. I'd like to see more seating around the holocaust and John Bonham memorials. This is not a pleasant place to sit currently, especially on market days.</p>	Noted The public realm proposals which are underway should achieve this
23	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	<p>I welcome the enforcement of more sympathetic shop fronts, and one must consider the type of business we are allowing to occupy these historic buildings – the branding of companies like cash converters, betting shops and takeaway outlets is not conducive to a more traditional shop front look.</p> <p>Potential grants to improve this is worth investigating, especially in order to attract small local businesses to the town centre. Large chains should have the resources to fund this themselves.</p>	Noted
24	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	<p>I have never noticed the windows as I walked through the area. It is not an urgent concern, but I agree that future changes should be sympathetic to the age of the buildings.</p>	Noted

25	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	<p>The cars parked on the corner at the top of unicorn hill should not be there for any reason. There should be parking fines for using this area. They often represent a hazard, especially for partially sighted visitors. It's a pedestrianised area, not a car park.</p> <p>The church should have a number of designated spaces only, as those with access issues may need to park there rather than one of the multi storey car parks.</p>	These issues are covered by Proposals in the Management Plan
26	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	<p>1 Many of the units are not suitable for businesses because the building is not accessible. It is well recognised that non inclusive premises are bad for business. If there are steps or narrow doorways this discourages the disabled shopper, or those pushing children in prams. Bad design is bad for business. To ensure these properties are suitable to let they must be fit for the future as well as sympathetic to the past. This is an ethical issue as well as economic – we must not exclude anyone from enjoying our town centre. 1 in 5 people in the UK is disabled. Redditch was once renowned for its shopmobility scheme, but sadly accessibility seems to have fallen down the agenda.</p> <p>2 Business rates in the town centre are very expensive. New businesses which would fit the ethos of the area should be able to access financial support to have town centre premises.</p> <p>3 I also find the proliferation of people trying to stop me on the street to tell me about electricity / a certain charity etc very off putting. Their presence makes me rush through this area so that they do not disturb me.</p>	<p>1 Re-designed shop fronts should incorporate adequate access for people with disabilities</p> <p>2 Business rates and reliefs are set by central government and administered locally. Small business rates relief is available in certain circumstances. More information is available on the RBC website Redditch Borough Council website - information about business rates</p> <p>3 We will ascertain if this is still a problem post Covid, and should it remain an issue investigate whether or not numbers can be reduced.</p>

27	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	<p>I don't feel that any of the current buildings obstruct any views. We should be mindful of future developments but I quite like the contrast between modern parts of the centre alongside the traditional buildings – for example the palace theatre extension and the Hughes electrical building complement the old part of the theatre.</p> <p>The ugliest building in my opinion is the town hall with its uninspiring office façade of brown brick and small windows. (The library is a similar colour but the large windows invite you in.) The town hall is also not good from an access point of view. The car park has a difficult camber and the ramps and corridors are narrow with awkward turning points.</p>	Noted The Town Hall and car park do not fall within the CA so are not covered by the CAAMP
28	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	The backs are not important as the fronts. We should not allow any further unsympathetic extensions.	Noted
29	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	<p>1 You have failed to mention any improvement to the bandstand and fountain area. This has been an excellent location for public events and more should be done to improve on that.</p> <p>2 Lately the standard of the flower beds has fallen. When they are unloved and full of weeds the town centre looks scruffy and unloved.</p> <p>3 I think the conservation area should support the concept of a local history museum in the town centre, so residents and visitors know more about the buildings we are trying to preserve. It would be good to put up some informative signage so people can learn about historic Redditch.</p>	<p>1 Events have been held at the bandstand in the past and there is no reason why these should not take place again post covid.</p> <p>2 We will liaise with the team at RBC who maintain the flower beds with a view to improving maintenance.</p> <p>3 If it is possible to obtain funding for improved shop fronts, there is likely to be a requirement to carry out some public engagement connected with the history and development of the town. Interpretation boards could also be installed.</p>
30	Any other Comments?		

31	1 Do you have a view on the proposed extension to the Conservation Area?	I would also like to see it extended to include the Library site and all the north side of Church Road	The library was not included as it is set slightly away from the existing CA, which covers the predominantly historic core of the centre of Redditch. It was considered that it did not reflect the overall character of the area, being part of the 19060s/1970s redevelopment of the centre.
32	2 Do you have any comments in respect of the proposals to address the state of the public realm?	I think all the proposals to improve the area need to be carried out	Noted
33	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	I agree that the shop fronts, particularly their signage, distract from the look of the area. I would like to see them reduced to a minimum consistent level and this policy rigorously enforced.	Noted
34	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	Again, it would be nice to have provided grants were available to replace them. I don't think that current tenants should bear the cost.	Grants, if they become available, are not likely to cover the cost completely and landlords are likely to have to be involved in the process
35	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	1 I think parking around the church is abused by congregation members etc and should be stopped. Similarly parking on pavement should also be stopped. 2 I think that Church Green West and Unicorn Hill should be pedestrianised, possible with only buses allowed access. Again parking along Church Green West should be prevented and deterred by fines for those parking there, even for short periods like stopping to go to the bank.	1 The Management Plan details proposals for tackling the parking at the Church and on pavements at the top of Unicorn Hill. 2 Should proposals come forward to pedestrianise Church Green West and Unicorn Hill then RBC would work with WCC to achieve a high quality public realm.
36	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	The lease cost of these properties, and the business rate, are a major deterrent to new start up and the viability of shops in the CV. Subsidies should be available.	Market forces should be determining rents for properties which are not owned by the Council. It is hoped by making the area more attractive combined with wider regeneration policies will encourage more people to visit and over time will result in more interest in the vacant shop units. As regards Business Rates see the response to 26 above.

37	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	Current plans to “Regenerate Redditch” based upon the funding applied for under the Towns Fund grant must be used to protect what we have now and improve the area. Knocking down the Library and new building it that area, which is directly adjacent to the CA, I do think protect the CA. Similarly, My understanding is that the current inter-war building on the North West of Church Road are to be demolished and a Supermarket built there. Again not sympathetic to the CA. Lastly conversion of Smallwood Hospital to residential properties I feel in also inappropriate	These areas do not fall within the CA, but are clearly within the setting of the CA. The Management Plan highlights that policies in the Local Plan and the NPPF require the impact of new development on the setting of the CA must be fully considered when planning applications are assessed. If Smallwood Hospital ceases to be used as a hospital, then a new use will have to be found for the property. Again, proposals to alter the property will have to be determined in accordance with the Redditch Local Plan and the NPPF.
38	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	It is difficult to reverse years of lax control of developments such as this and the removal of extension could make properties unsuitable or unattractive to their tenants or prospective new tenants. The only proposals I can see apply to preventing it happening the future. What actions do you propose for the extensions and developments which are already there.	It is not possible to make owners remove poor extensions to their properties, but over time further changes will be proposed and they will need to be rigorously assessed in accordance with Local plan policies and the NPPF, and this is confirmed by the Management Proposals.
39	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	I think it is very important that every effort be made to promote and exploit the history and heritage of the town. Focuses such as this contribute to such efforts. More should be made of the historic assets of the town such as enforcing protection of site on the list of sites of historic interest.	Noted If the Appraisal and Management Plan are adopted, it will become a material consideration in the planning process in addition to Local Plan policies and the NPPF.
40	Any other Comments?		
41	1 Do you have a view on the proposed extension to the Conservation Area?	Yes	

<p>42</p>	<p>2 Do you have any comments in respect of the proposals to address the state of the public realm?</p>	<p>The library building is fine. All we need is an in character brick wall or a historical mural painted on the blank wall facing the post office. A centrally located library is a draw in attraction, It also hides the horrible square facade of the Kingfisher centre which has no character links to the CA. I see no reason to move the Town Hall – what a waste of money that would be. If the building is too big, then just convert the top on or two floors to residential. This applies also to the police station. The town centre is a sensible location as strangers to the town can easily find it for help and town centres are often the focus of crime. Accessing the fire station site is difficult for elderly non-drivers – it is too far to walk from buses. How about rebuilding on the site and adding housing units above the police station – just one room studios as affordable housing? All housing in the town hall means not enough parking spaces. If you must move the town hall, then have a daytime use on the ground floors.</p>	<p>The Town Hall, library and police station fall outside of the CA, so their futures are outside the remit of the CAAMP</p>
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<p>43</p>	<p>3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?</p>	<p>1 Pleased someone has noticed we have a history to be proud of. Forget the pavement. We want people looking up and around them. Let's clean all the brickwork and replace bricks and mortar WITH THE RIGHT TYPE OF BRICKS. Let's put up boards that say who built what and who lived where and what they achieved and put in discrete tour markers, like a treasure hunt, for people to follow a history tour from place to place. Put up photos of the Earl of Plymouth, the Bartletts, the Smallwoods etc.</p> <p>2 Yes, change the shop fronts, and use that dark and horrible old market place for a museum with a spiralling ramp accessible from the town hall subway and the path through by the post office with glass walls above and level with the surrounding roadway. Build it high enough to have VIEWS, and have an easy access to the passage into the Kingfisher Centre (opening out the passage, now Debenhams and M&S have gone to encourage people in)</p>	<p>1 If it is possible to obtain funding for improved shop fronts there is likely to be a requirement to carry out some public engagement connected with the history and development of the town. Interpretation boards could also be installed.</p> <p>2 The old Market place is outside of the CA and so its future is outside of the remit of the CAAMP</p>
<p>44</p>	<p>4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?</p>	<p>The windows are fascinating. Don't mind new materials but get the dimensions right</p>	<p>Noted</p>
<p>45</p>	<p>5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?</p>	<p>Put the parking underground where possible, but remember old people can't walk far and many volunteer at the church. I don't drive but don't find cars detract from my view of the history provided they are not an obstruction to pedestrian access. Also not driving up the main streets is good</p>	<p>Noted, although underground parking is not a viable option for the CA, especially when there are numerous car parks within a short walk.</p>

46	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	If you can attract people to the museum because it is fun, and likewise to the history tour and move the market to go right down the middle of Alcester street where there is room to browse, (or pedestrianise Unicorn Hill and put it there) you can increase the lengths people will walk and so use adjoining shops. Themed market days also work to draw people in – ie medieaval market or victorian market etc (You could alternatively take down the gloomy shutters in the old market square roof and raise the floor level to improve light levels and put the market back there – access would be from the library/ post office side but make the pavement slope gradually up. This would give you space underneath for perhaps an ice rink accessible from the town hall subway. If you must do the floor, do it last because al development involves dirt and heavy machinery.	Not all these proposals are relevant to the CA, but we will work with other parties including the Business Improvement District (BID) and NWEDR on wider regeneration of Redditch.
47	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	Just make the most of our amazing history. History works for Worcester, York, Stratford, Chester. Why are we not using ours?	Noted. The CAAMP sets are proposals for managing the long term future of the CA
48	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Plant trees around the edge of the carpark, put the car park underground with a park on top and no one will look that way. Maybe we could even add some more buildings to create a medieval street museum like (ie state that it is a replica) but put in real traders to match the era – baker, butcher, tailor, apothecary etc	Noted. There are proposals in the Management Plan to improve the public realm.

49	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	<p>Pleased we are moving forwards but please, no need to move the town hall, and keep the police station central. The real way to get people in, though is to have new things to do and to look at which change often – you need different themed markets and a museum with “How to build a watermill, a coracle, weave a tapestry.....days. These people will then eat and buy other products while they are here. The existing market space is too cramped and in the way of people just trying to get from a to b so will never draw large numbers – people like to amble in a market.</p> <p>The bus station is a disaster – dark cold and smelly. I like the idea of converting this to a food hall and having the buses next to the trains (again, cars park underneath). Use the old subway access to the new food hall and replace those stupid steep stairs with a fun to go up slope or an escalator – or, go mad and build right over Unicorn Hill with an escalator by the railway station</p>	The Town Hall, Police Station and Bus station are outside the CA so are beyond the remit of the CAAMP, but will be considered as part of wider regeneration policies in the Town, along with the Market.
50	Any other Comments?		
51	1 Do you have a view on the proposed extension to the Conservation Area?	<p>Firstly, how much has this document cost to have assembled?</p> <p>Secondly, how has the CA got into such a state over such a long period, this can only be down to the council not following their own instructions for tenants</p> <p>Thirdly, this should not in any way incur any costs on council tax payers and should come from government funds and tenants only.</p>	<p>The report was produced by council officers within approved budgets</p> <p>Town centres have suffered nationally due to the change in shopping patterns and a subsequent lack of investment from all sectors. RBC does not own any property within the CA</p> <p>It is hoped to obtain some grant funding but otherwise to work with landlords, tenants and other stakeholders to improve the appearance of the CA</p>

53	2 Do you have any comments in respect of the proposals to address the state of the public realm?	Yes, why have you, the council, allowed for this CA to get into such a state that requires urgent actions? You have obviously allowed the fronts of buildings to get into such a poor/unappealing state as you must surely be the landlord of these properties. Or you have allowed the current/previous landlords to not follow certain building standards set out by yourselves. Extensions at the rear would have been passed by yourselves so you only have yourselves to blame?	The condition of the CA has deteriorated for a number of reasons; elements of the public realm reaching the end of their natural life; the reduced demand for retail units due to the switch to online shopping and hence the reduced investment from all sectors in the Town Centre; alterations to buildings which did not require planning permission or were made prior to designation, to name but a few. RBC is not the landlord of these properties Appraisals of this type are carried out periodically, the last was in 2006, and allow a fresh assessment of the condition of the CA, and identifies various ways to move forward.
54	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	See previous section	See above
55	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	The windows, not all, are in keeping with the style of the building but upvc. I believe that this is an issue of the landlord for allowing the change to be made. You do need to chase the landlord for this or take the blame for allowing these changes to have been made and not kept within the style of the building.	These changes may have been made prior to designation, or the time to take enforcement action has passed. As part of the Management Plan it is proposed to undertake a photographic Survey of all the buildings to act as a baseline record to aid future enforcement. Otherwise, the aim is to work with building owners to improve the appearance of their properties when the opportunities arrive. The possibility of obtaining some grant funding to do this will be investigated.

56	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Not too sure who you would need to see about this but why has parking been allowed around the church? I remember the time when it was just to one side that was allocated to parking. And who is this parking being used by? Is it for church use? Or by the well off who don't want to walk too far to work? It does not explain who is using this parking. This does need explaining more, and anyway, carpark 7 could be used for this instead.	The Management Plan proposes approaching the Church to discuss their parking requirements, with the possibility of accommodating some of their parking elsewhere, with the aim of improving the appearance of this part of the CA.
57	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Unfortunately, this is down to your marketing department to attract new clients to these premises. Also, dependent on how long they have been empty and unoccupied, could you not look at another use for them? Turn them into high end apartments, housing. Or try and encourage independent retails to this area? Don't you wish you never cancelled the carnival all those years ago? This area use to be thriving.	These properties are owned by private landlords. Subject to obtaining planning permission alternative uses for the buildings could be considered.
58	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I would no knock the library down to make way for some kind of open space, use the library as a central hub for the whole of Redditch (a bit like the MAC at Cannon Hill Park. This may breathe new life into the surrounding area wit the arts?	Demolition of the library would require planning permission, and the impact on the setting of the CA would be considered as part of the planning balance when determining the application.
59	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	You must have allowing the planning applications to go through, so YOU sort this out or unfortunately, live with it!!!	It is possible that these extensions were constructed prior to the creation of the CA, or before these areas were included in the CA. There are proposals in the Management Plan to guide future decision making to ensure future extensions including replacements are more sympathetic to the character of the CA

60	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	A lot, if not all, of these issues have arisen from the council's incompetence of allowing these things to happen as planning permission would have been required for a lot of what is wrong in this area. Obviously, someone must have been making a quick buck and allowing poor decisions to have been made and accepted. In no way should the Redditch tax payer be penalised in any way for someone's incompetence!! You need to ensure that future developments are adhered to building regulations for the CA	The condition of the CA has deteriorated for a number of reasons; elements of the public realm reaching the end of their natural life; the reduced demand for retail units due to the switch to online shopping and hence the reduced investment from all sectors in the Town Centre; the time to take enforcement action has passed; alterations to buildings which did not require planning permission or were made prior to designation, to name but a few. The LA has made proposals in the Management Plan to guide future decision making to ensure future alterations and other work are more sympathetic to the character of the CA
61	Any other Comments?		
62	1 Do you have a view on the proposed extension to the Conservation Area?		
63	2 Do you have any comments in respect of the proposals to address the state of the public realm?		
64	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	The frontages that are occupied by flourishing concerns seem to be in adequate condition. It is not surprising that it is mostly Charity shops that are not so investment by Council and grants would have to provide funding, and yes improvement would benefit the area.	Noted
65	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	I have a personal loathing of plastic replacement windows so should love an improvement	Noted

66	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Parking at the Evesham Walk/Unicorn Hill junction is an eye sore and completely unnecessary	Noted
67	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Can an attempt be made to procure small traditional traders to the CA? Artisan foods, leather workers, etc would immensely benefit the whole town but would need inducement until profitability increased.	Such a scheme would have to be part of a wider regeneration plan. Various business support grants are available from NWEDR, and more information can be found on their website, nwedr.org.uk
68	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I urge retaining all the mature trees. I do not find car parking at the church intrusive.	There are no plans to remove trees.
69	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	No comment as I do not know what is within these structures.	
70	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	Signage to the Kingfisher Centre from the Bus Station is appalling. And entry is very difficult for the disabled. The lift seems to be deliberately hidden away, the down escalator from the lower ground floor invisible.	This area falls outside of the CA, but the comments can be forwarded to the Management at the Kingfisher Centre
71	Any other Comments?		
72	1 Do you have a view on the proposed extension to the Conservation Area?	I am glad the importance of the historic character of the town is finally being recognised. Yes - extend the CA as set out in the proposal	Noted
73	2 Do you have any comments in respect of the proposals to address the state of the public realm?	I believe in its current state the public realm around Church Green and the wider CA does not encourage any sense of pride in the town. It is scruffy and unloved. Cluttered with cars - often illegal parking. (Parking enforcement officers - where are they?) Poorly placed phone boxes etc. Too many take aways. We need an interesting busy market to create a 'buzz'. A monthly farmers market would draw visitors in.	Noted It is intended that the Management proposals will address the parking and public realm issues. The potential for alternative markets will be explored by the Business Improvement District (BID) and NWEDR

74	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	The shop fronts are awful. Absolutely no regard for the age of the building behind them. It is perfectly possible to upgrade the shop front in an appropriate style reflecting the history of the property. Look at Stratford, Alcester and, to some extent, Bromsgrove. Please do not repeat the past mistakes.	Noted
75	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	If at all possible current tenants should be encouraged to consider the style more carefully if upgrades to the windows are necessary. New tenants should be made aware that they too should make sympathetic upgrades.	Noted. Although the Council is not in a position to make new tenants alter properties but will encourage appropriate improvements through the planning process.
76	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Double yellow lines - HAH! The drivers for the takeaway shops on Church Green totally disregard the parking rules. They cause congestion and make it difficult and dangerous for bus users. Parking at the church needs to be made strictly drop off only. Extend the disabled parking zone near the Sportsman's Arms for people who wish to attend services. Encourage the parking near The Red House with better lighting and signage.	The issue of illegal parking on Church Green could be investigated. The Management Plan proposes approaching the Church to discuss their parking requirements, with the possibility of accommodating some of their parking elsewhere, with the aim of improving the appearance of this part of the CA.
77	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Applying for every grant going! Encourage more 'up market' shops with a reduction in the rental/rates costs around the CA. Take aways need to be cafes or restaurants with seating outside.	Noted The LA does not control rents, they are agreed between landlords and tenants. The location of takeaways is controlled through the planning process, although outside seating could to be encouraged if appropriately positioned.
78	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I totally agree with 4.8.2 Modern can be blended with old if sympathetic consideration is made part of the planning approval.	Noted
79	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Personally I'd like to see them demolished! But, not practical. Any new works must strictly be in keeping with the CA proposals. Monitoring of such works has to be undertaken.	Noted
80	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	I understand that it is difficult to undo the desecration of the previous decisions. Redditch is a historically modern town, i.e. mainly Victorian, let us not lose any more of that history. I love my town - there are worse places - but I'd love to see other people seeing it's attraction.	Noted

81	Any other Comments?		
82	1 Do you have a view on the proposed extension to the Conservation Area?	<p>I believe that the extension of the proposed Conservation Area can only be a good thing. Every part (as far as possible) of ALL the Town's historic buildings (even those outside of the CA – in the wider Town scape and the Borough as a whole) should be retained.</p> <p>Old doesn't mean not fit for purpose – so we should always look to retain and enhance what we have rather than knock down and rebuild.</p>	Noted
83	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>I believe that although the Yellow 'brick' road was a good idea, to define the space and make tidy – from the perspective of 'value for money' regarding the relatively quick deterioration (discoloured/vehicles and other tyre marks) I do not believe it was the best choice of colour scheme – not-withstanding the non-obvious link to the CA. The bit of interest is where the 'needles' have also incorporated into the paving design.</p> <p>I agree that a uniform approach befitting of the area and to create charm would be great – but at the same time needs to be hardwearing and stand the test of time.</p> <p>Street clutter, other than obvious seating should be removed or replaced. It's a shame we couldn't introduce the old-style red phone boxes into the CA.</p>	<p>Noted</p> <p>The proposal is to update the older public realm to match the areas updated a couple of years ago. This work is underway.</p>

84	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	<p>I 100% agree that shop frontages need to be reinstated in line with the historic context of the town as development proposals arise. I would go further and say that business occupying the area should be encourage/incentivised the redo their shop fronts.</p> <p>Remove all gaudy colour schemes, certainly oversized signage needs to be downsized (as was the case when the new Co-Op in Crabbs Cross was being completed – going back to original heritage design). People will know a place exists they don't need to see big ugly signage. Such changes can be done sympathetically thus ensuring a business is still on brand but just is a setting of heritage</p>	It is proposed to improve the appearance of the shop fronts over time by rigorously applying the policies in the Local Plan and the Design SPD (2019)
85	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	<p>OK, so I don't think the actual issue here should be that UPVC is used – these days you can get some amazing 'old' style windows in UPVC – and from a maintenance point of view is better in the long run. I think the issue is one of mismatched design.</p> <p>I do however agree that some form of control in the development/improvement of buildings in the CA would be a good thing, so long as cost to owners do not become increasing prohibitive to the existence of a business.</p> <p>Photographic surveys of all CA properties are also a good thing.</p>	Noted. It is proposed to seek the reinstatement of historic detailing when the opportunity arises.

<p>86</p>	<p>5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?</p>	<p>I believe one of the biggest things that lets the area down is excessive cars on the streets – most of the time parked on double yellow lines – simply because some people are too lazy to walk. The cars detract from the beauty of the buildings. Cars parked on Unicorn Hill are a nuisance and are unsightly – might it be possible to allow for extra parking behind the buildings – with access from the service road and for a strict time period only. The space in front of Wetherspoons on Unicorn Hill is in fact an utter disgrace – which for many years has remained neglected and is too overused – this needs some clear thought with regards to business contributions to maintain (if it's their land?) and alternative parking determined. Bates Hill is another area of congestion – with drivers parking on corners limiting other drivers' ability to safely pull onto Unicorn Hill. I think parking around the Church will be a sensitive issues for some however believe that a solution could be found – maybe weekend dual use of the College carpark could be the way forward for the Church – but need to ensure this doesn't lead to excessive fees from private parking operators – as people should be encouraged into the town but not detrimented by excessive fees. Maybe alternative parking for much of the town centre could be accommodated by erecting an 'in-keeping' two level carpark on the site of the Old nightclub/ Old Health Centre of Church Road – or further down towards the rear of Red House. I also agree with the issuing of traffic orders aimed at preventing parking. I also think the area by the top of Easemore Road – Church Green East – where we see a new takeaway has recently opened – we can see that will be open to traffic abuse – by delivery drivers pulling up onto the shop frontage area – maybe consider some new bollards or planters etc. to restrict access – otherwise pavers will soon become worn or broken. What is also a negative impact of cars in the CA – is when attending Memorial services, Weddings etc, or simply enjoying the outdoor setting of the Church yard etc, that cars with loud music playing and loud exhaust pipes are allowed to 'drive by' with no</p>	<p>This document only addresses the parking issues in the CA, which is a notable problem, at the top of Unicorn Hill and around the Church.</p> <p>The wider parking issues will be discussed with WCC as part of the wider regeneration process.</p>
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<p>89</p>	<p>6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?</p>	<p>It would be great if Redditch could secure £25m – there is so much that could be achieved. The immediate RBC fund of £1m needs to be spent on the priority issues of the CA. Frontages of unoccupied premises need to have thoughtful and interesting window coverings – large TO LET signs are simply not good enough. Maybe local business and individuals/communities would be willing to ‘sponsor’ a shop front and some heritage wraps/window films could be places in situ until a suitable new owner is established. Agree that the area needs to be made more attractive to prospective occupiers but that is not simply an issue of making it look amazing and fancy paving – but it’s also down to cost and therefore reasonable rents and rates should be applied with the aim of retaining business in the long term and not just creating a short term win.</p>	<p>We will work with the BID to explore the possibility of a scheme to make the shopfronts of vacant units more attractive.</p> <p>Rents are determined by market forces and RBC has no control over rents as they do not own any property within the CA. Business rates and reliefs are set by central government and administered locally. Small business rates relief is available in certain circumstances. More information is available on the RBC website Redditch Borough Council - small business rates relief information</p>
<p>90</p>	<p>7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?</p>	<p>Agree with all proposed actions with regards to the setting of the Conservation area. Business should be pushed to the limits to come up with wonderful plans – not just run of the mill plans (that is also true of the wider Redditch Borough). Encourage businesses to invest and make it wholly attractive – so that it gives the town the amenities it needs and enables businesses to care about where they are, what they can do themselves to enhance the CA. Artisan, historic, local, global everything is possible if enough people want to make it happen. Purpose and reward (for the benefit of many) – not simply profit.</p>	<p>Noted</p>

<p>91</p>	<p>8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?</p>	<p>I guess this is trickier to comment on since most people see the front rather than the rear of properties. But yes, have the right policies in place that allows only for sympathetic and appropriate development – that should have been a given for many years..... this should become standard practise – rather than an after-thought. E.G. this is what we will allow: x,y,z – does the proposed development meet or exceed? – if yes then go ahead, if not go away and reconsider – or if the answer is x,y,z falls below then the response to proposals would have to be NO.</p>	<p>Noted The Management Plan has provided guidance on this at Section 4.9.2</p>
<p>92</p>	<p>9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?</p>	<p>I think the CA appraisal overall has been well thought out and brought together. It covers the majority of what we would like to see and be focused on. To add a few things however: - Why was the old Library sold – I realise it's in the CA – but it would have made an amazing Redditch History Museum. - WE need our market back – and sorry to say not the lack lustre excuse of a market we have put up with for many years, but one that is vibrant, good product ranges etc... - Pedestrian areas should always be so – as all too often random vehicles will use the pedestrian zones – whether due to lack of signage or lack of bollards being in situ (unless needed for emergency access). In the CA and wider setting down towards the Palace theatre and along the top of Church Green East - more needs to be done to improve areas to allow businesses to set up appropriate outdoor covered seating areas (the 2020/2021 pandemic has shown us only too quickly how things can change). Really do need to encourage more eateries into the areas in the CA and surrounding.</p>	<p>The old library was not owned by RBC The potential for alternative markets will be explored by the Business Improvement District (BID) and NWEDR</p>

		<ul style="list-style-type: none"> - The bandstand – needs to be brought into greater use – maybe monthly events with a selection of bands/musicians/singing/dancing etc – let’s show case our Towns talent and diversity – encourage community groups to get involved – this maybe could lead to a more cohesive society. - Finally (for now) encourage healthy competition amongst business, market traders and all those willing to make a positive impact on the development and success of the town. In this sense a full and thriving ‘together’ town is much better than an empty, dull and unloved town. <p>We can be magnificent, we know there are so many with the skills and talent – there needs to be a ‘real will’ and it would just be nice if more people were encouraged to work together as teams (not simply RBC versus the community) – not-withstanding the obvious benefit that obtaining funds would bring (to be spent wisely and not wasted).</p>	<p>It is understood that previously events were held at the bandstand. It is hoped that these events will resume post covid. The use of the area for other events could be explored by the Council. The bandstand is available for booking via the Leisure and Events Team</p>
94	Any other Comments?		
95		Reinstate trees to the Parade, this would enhance the area greatly	It is not entirely clear which area is being referred to, but the Public Realm works will consider the inclusion of more trees, although they may be in planters
96		Put the old library to some use for the people of Redditch	This property is not owned by RBC
97		Extend conservation to buildings 5-11 Alcester Street	Noted, and this has been proposed

98		Sort out patchwork of paving, make it more coherent to the area as a whole	This is proposed as part of the public realm works and is partly underway
99		Repair buildings in Evesham Walk particularly the one damaged by fire	This is the responsibility of the landlord, but the Council can try and ascertain the timetable for the completion of these works.
100		Let Market Place be just that, a central place for the market, and the old Woolworth building could be an indoor market hall.	The location of the market is likely to be considered as part of the wider town centre plans. The old Woolworths building is not owned by the Council, although the use of the building as an indoor market could be suggested to the landlord.
101		Above all preserve and protect what we have while we still have it.	Noted and agreed. The Management Proposals are aiming to do this.
102		Thank you for consulting the Victorian Society on this Character Appraisal and Management Plan. We very much welcome its publication and hope that the Council will adopt it to help preserve the character and appearance of this significant historic central area of Redditch Town Centre. We also support the addition and inclusion of the buildings at 5-11 Alcester Street within the designation.	Noted and Welcomed
103		There does not seem to be any mention of the 'early C14 vault springer from the (Bordesley) Abbey with ballflower and moulded ribs' which is set in the churchyard to the south of the church, as mentioned in Pevsner (2007) p548 and which as far as I can recall was there when I last visited the church in 2018, but given the references to the bandstand, fountain and chest tombs, perhaps this should be included as well. Should it be separately listed; it doesn't get a mention in the church list description?	Noted, the existence of this structure could be added to the description of this immediate area As regards listing Historic England will only consider buildings and structures which are under threat, so that is not possible at this time. If it falls within the Churchyard then it could be considered as curtilage listed.

104		Also the north (tower) doorway to the church was clearly designed as a principal entrance to the church, but has long been unused & was as I recall fairly neglected and unsightly; it seems something of a wasted opportunity and it would be good to see some really positive outcomes in how the church relates to the conservation area which this Plan could facilitate.	In future discussions with the Church we can look at ways of better integrating the Church with the CA.
105		And parking around the church is of course a long standing issue, which is mentioned and certainly needs attention!	Proposals have been made in the Management Plan to tackle this.
106		There have been previous discussions with RBC and a draft plan prepared which would site parking on the north side of the Church. A Faculty would be required for this. There is obviously a need for some parking at the Church and the Church does generate some income from parking. Open to further discussions	Noted. This needs to be followed up as part of the proposal in the Management Plan to discuss the parking issues around the Church to improve the appearance of the area.
107		As regards the trees, there is a challenge that the Victorians planned for the effect at the time and did not predict the 21 st Century tree canopy we now have. I would suggest that the pollarding was, in fact helpful and in keeping with Victorian vista. Leaving the trees is lovely, but the built environment ends up being lost in the greenery in the summer months.	The trees do make a positive impact on the environment and character of the CA. There is no intention to remove them, but manage them better as part of the public realm. More recent trees have been smaller and in planters.
108		St Stephen's Redditch is a grade 2 listed building that sits in the heart of the Church Green conservation area within a churchyard that has been closed for burial. The land belongs to the church, but maintenance and grass cutting is now the local authority's responsibility.	Noted
109		The Church acts as a focus for a number of events within the centre of Redditch; events at the bandstand have been supported by the café and toilets in the church; several local organisations use the church; it is used for concerts, Remembrance Day; and the Christmas tree and lights are centred on the Church.	Noted

110		There have been discussions regarding the parking and public realm improvements around the Church, as well as some discussions with the Diocesan Advisory Committee. Any changes would need a Faculty from the Diocese of Worcester.	The Management Plan highlights the need to have discussions with the Church to improve the parking situation and general appearance of the space around the Church.
111		The Church would like to see other changes to the immediate Public Realm including; 1) Better demarcation of the highway and the churchyard 2) A new path to the side door on the north side 3) Lowering of ground levels on the east side to prevent damp ingress 4) Improving the maintenance of surrounding planting and the trees	The discussions on parking could be widened to incorporate the wider public realm of the Churchyard