

Introduction to the Borough of Redditch Core Strategy .....	3
Preparation process .....	4
Local Challenges .....	5
Cross-boundary Matters and Joint working .....	6
What has influenced this Core Strategy? .....	7
More information .....	10
Local Portrait.....	11
Vision.....	20
Objectives.....	23
Creating and Sustaining a Green Environment.....	24
Policy 1 Climate Change.....	25
Policy 2 Natural Environment.....	26
Policy 3 Flood Risk and Water Management .....	28
Policy 4 Sustainable Travel and Accessibility.....	30
Policy 5 Green Infrastructure .....	33
Sustainable places to live which meet our needs .....	35
Policy 6 Settlement Hierarchy .....	35
Policy 7 Development Strategy.....	36
Policy 8 Housing Provision.....	38
Policy 9 Effective and efficient use of land .....	39
Policy 10 Affordable Housing .....	40
Policy 11 Gypsies Traveller and Travelling Showpeople.....	42
Creating a Borough where Businesses can Thrive.....	44
Policy 12 Location of New Employment.....	45
Policy 13 Development within Employment Areas.....	46
Policy 14 Office Development.....	48
Policy 15 Rural Economy .....	49
Policy 16 Diversification of the Economy .....	49
Improving the vitality and viability of Redditch Town Centre and District Centres.....	51
Policy 17 Town Centre and Retail Hierarchy .....	51
Policy 18 Regeneration for the Town Centre.....	53
Policy 19 District Centre Redevelopment.....	56
Policy 20 Health of District Centres .....	58
Protecting and Enhancing Redditch's Historic Environment.....	60
Policy 21 Historic Environment.....	60
Policy 22 Local List.....	61
Creating Safe and Attractive Places to Live and Work .....	63
Policy 23 High Quality and Safe Design .....	63
Promoting Redditch's Community Well-being.....	65
Policy 24 Leisure and Tourism .....	65
Policy 25 Abbey Stadium .....	66
Policy 26 Health Facilities .....	67
Policy 27 Health.....	68
Policy 28 Cemeteries .....	69
Strategic Sites.....	70
Policy 29 Brockhill East .....	70
Policy 30 Brockhill West.....	72
Policy 31 Land to the rear of the Alexandra Hospital.....	74
Policy 32 Woodrow Strategic Site .....	76
Monitoring and Implementation .....	78
Appendix 1: Glossary and Abbreviations .....	79
Appendix 2: Schedule of Housing Sites .....	87



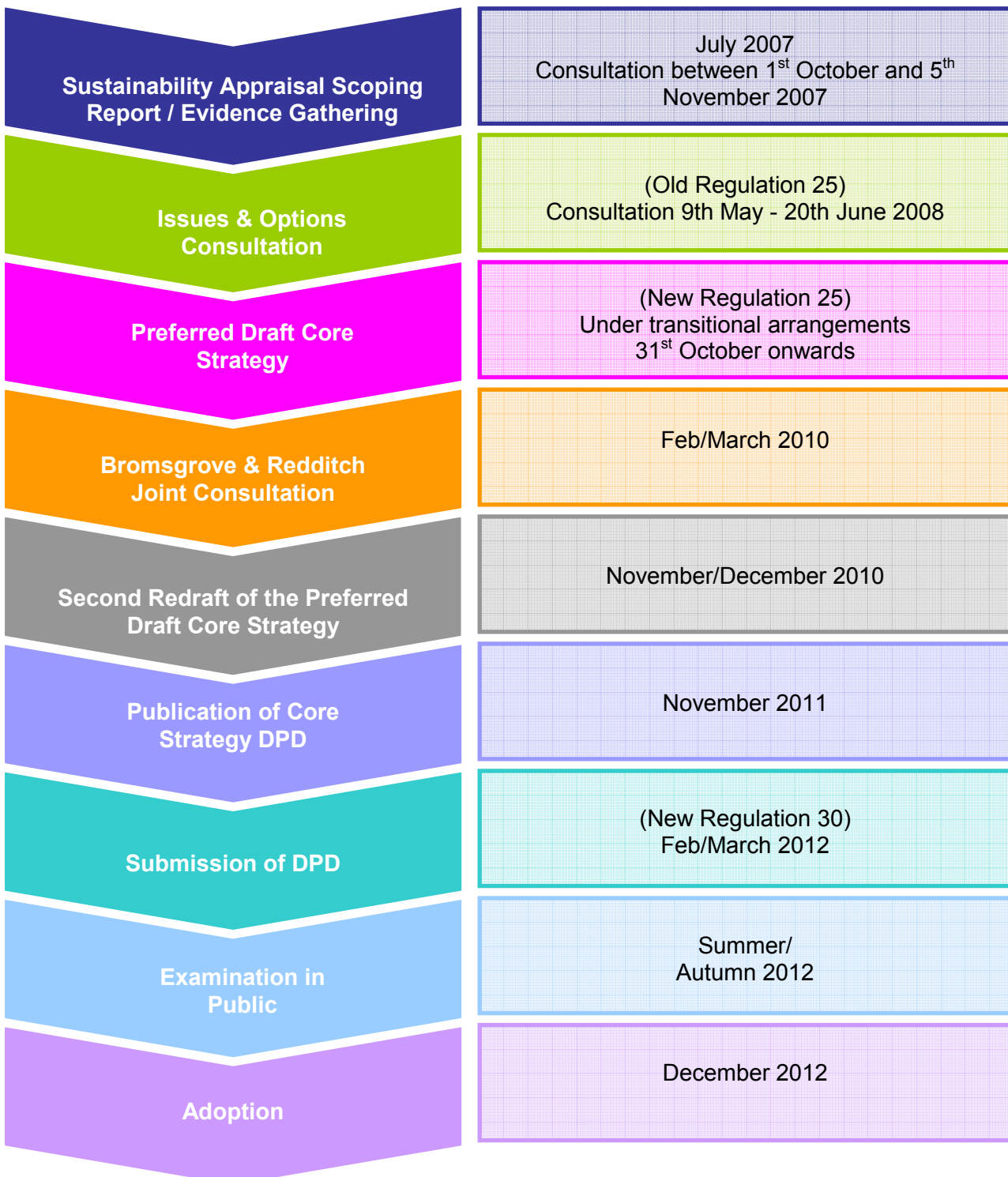
## Introduction to the Borough of Redditch Core Strategy

A Borough of Redditch Core Strategy is one of the most important planning documents at the local level, as it provides a framework approach for growth of the Borough and it is the first DPD to be produced for the Borough of Redditch Local Development Framework (LDF). This Core Strategy should be read in conjunction with the Sustainability Appraisal (SA) Report and documents which provide evidence for the Core Strategy.

The Core Strategy Development Plan Document (DPD) sets out the state of Redditch now in the **Local Portrait**; what Redditch wants to be by 2026 in the **Vision** and **Objectives** by responding to the issues and challenges in the **Local Portrait**; how Redditch will get there in the **Policies** highlighting how much development should be delivered and broad locations for accommodating it; and how it will be delivered in the **Delivery Strategy** which will explore the delivery mechanisms and infrastructure requirements necessary to allow development to come forward and ensure it is carried out in an acceptable manner. Also included is a **Key Diagram** that presents the main elements of the Redditch Development Strategy in diagrammatic form.

## Preparation process

The preparation of the Core Strategy DPD has been progressing for some time. It has been prepared in accordance with the Planning Act 2008, The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008 and Planning Policy Statement 12: Local Spatial Planning. The regulations governing the production of Core Strategies have changed during its production, however the diagram below shows what Redditch Borough Council has done to prepare the Core Strategy DPD.



Once submitted, the Core Strategy will be subject to independent examination to test the 'soundness' of the strategy. These tests of soundness are set out in PPS12. It states that an inspector will check that the Core Strategy complies with the Planning and Compulsory Purchase Act 2004 legislation and determines whether the plan is "**JUSTIFIED, EFFECTIVE** and consistent with **NATIONAL POLICY**".

'JUSTIFIED' means that the document must be:

- founded on a robust and credible evidence base
- the most appropriate strategy when considered against the reasonable alternatives

'EFFECTIVE' means that the document must be:

- deliverable
- flexible
- able to be monitored

All Development Plans Documents will be tested to make sure that they are legally compliant. They must:

- Be prepared in accordance with the Local Development Scheme and in compliance with the Statement of Community Involvement and the Regulations;
- Be subject to Sustainability Appraisal meeting the requirements of the Strategic Environmental Assessment Directive
- Have regard to national policy;
- Generally conform to the Regional Spatial Strategy<sup>1</sup>; and
- Have regard to any Sustainable Community Strategy for its area.

## Local Challenges

One of the aims for planning is to produce a Vision for the future of places that respond to local challenges. This is set out in Planning Policy Statement 12 (Local Spatial Planning) at paragraph 2.1.

In order to make it easier for users to follow the progress from the broad-level Vision and Objectives through to the more specific policies, the document primarily follows seven key themes which run throughout derived from common challenges emerging from Redditch's evidence base, namely:

- Creating and sustaining a green environment:
  - Redditch is located within a highly sensitive landscape with the town's growth now nearing its natural limits
  - Redditch has a lot of distinctive green features which define Redditch as unique such as open spaces, GI network and unique road hierarchy which needs to be protected
- Sustainable places to live to meet our needs:
  - National and regional population projections indicate significant new demand for housing over the plan period due to natural growth
  - Land availability is scarce, particularly Previously Developed Land
- Creating a Borough where businesses can thrive:
  - Redditch's economic base is dependent on a manufacturing and must diversify into new or more high tech markets to retain its employment role and function

---

<sup>1</sup> The Government have stated its intention to abolish all Regional Spatial Strategies through the Localism Bill which was published in December 2010.

- Improving the vitality and viability of Redditch Town Centre and District Centres:
  - There are areas in Redditch Town Centre that are in decline and need regeneration
  - Redditch's former new town District Centres are suffering from safety and safety perception issues and other issues relating to the poor quality physical environment
  - The Town Centre has limited capacity to meet all of its retail and office development needs
- Creating safe and attractive places to live and work:
  - Redditch suffers from a poor perception of crime anti-social behaviour and the design of some areas can be improved to help reverse this perception
- Protecting and enhancing Redditch's Historic Environment:
  - Redditch has a rich needle-making heritage and historic buildings of local importance to protect
- Promoting Redditch's community well-being:
  - Health of the residents of Redditch needs to be improved

Other local challenges for this plan include setting the development targets for the Borough. These have been set in the West Midlands Regional Spatial Strategy (Phase Two revision) but this had only reached the preparation stage of being a Report of the Panel of Inspectors following Examination in Public (September 2008). There is now the expressed intention for Local Planning Authorities to set their own development targets which reflect what local people want for the area, so long as these development targets are justified and evidenced by the local authority. This Core Strategy is being consulted upon to understand what the community in Redditch thinks of the development targets in the draft strategy. These targets are only a starting point and there will be more opportunities for communities to feedback on what they think of these targets before the Core Strategy is submitted to the Secretary of State.

### **Cross-boundary Matters and Joint working**

This Core Strategy relates only to the administrative area of Redditch Borough. However the planning decisions made by a Local Authority can impact on neighbouring authorities so it is important that when making decisions there is a joined up approach taken.

Redditch Borough Council has worked with neighbouring Bromsgrove District Council and Stratford-on-Avon District Council especially on the collection of evidence to inform the progression of the policies.

The West Midlands RSS plans that Redditch should accommodate urban extensions around the edge of Redditch and for a housing target of 4,000 dwellings within the Borough and 3,000 dwellings in neighbouring Bromsgrove District. There was also a requirement for 12Ha of employment land in neighbouring Stratford on Avon District on the 'Winyates Green Triangle' to meet Redditch's needs. Similar cross boundary targets were given for employment which required a total employment land requirement of 31ha for Redditch until 2026, with 25 hectares of land for employment to meet Redditch's needs within Bromsgrove.

Since this panel report, Redditch Borough Council in partnership with the landowner at Winyates Green Triangle has collected evidence on the implications of potential development at the Winyates Green Triangle employment site. This Transport Assessment concludes that the only viable access to the site is from Far Moor Lane. Other options are either not technically feasible or excessively costly making the development unviable. A Special Wildlife Site (SWS) corridor runs alongside Far Moor Lane, therefore this remaining access point would need to cross this corridor.

A detailed ecological assessment is being prepared to assess the ecology on site and to establish if the SWS could be crossed for access purposes. The initial findings of this ecological assessment are that the site is particularly sensitive to change and it would not be possible to develop without significant harm to the environment. Therefore this site is now considered undevelopable and it is not possible to achieve this aspect of the WMRSS Phase Two Panel report recommendation.

In February 2010 a joint consultation event was held between Redditch Borough Council and Bromsgrove District Council in order to gauge public reaction and to attempt to identify a suitable location for growth. Redditch Borough Council recognises that the needs for the Borough, based on 2006 population projections, currently exceeds what the town can accommodate and that these needs will have to be addressed<sup>2</sup>. This Core Strategy consultation attempts to bring the Redditch only development strategy and policies up to date alongside the joint consultation on cross boundary development options in February 2010. Later in 2011, following more detailed evidence being collected and once some further clarity on the correct mechanisms for dealing with the Redditch growth issue is established, the Borough Council will be in a position to consult on all issues, both cross boundary and internal growth.

This could mean changes to the total development target figure given that Local Authorities are tasked with determining an appropriate development target, and following a review of the forthcoming Localism Bill.

### **What has influenced this Core Strategy?**

The most important influence on the Core Strategy is what local communities, stakeholders and developers have to say on what the strategy is aiming to achieve. The Core Strategy needs the support of the community, and aims to help local people recognise that new development can benefit their communities by creating wider sustainable communities, and that new housing and economic growth can revitalise areas. Redditch can also benefit from a future 'New Homes Bonus', which will reward councils for building homes and working with their local communities. A consultation paper on the detail will be published very shortly by the Government with the new scheme coming into effect next April, and new homes delivered now will be rewarded under the scheme.

The Core Strategy also works within, and takes account of, the national and regional planning policy framework. This policy framework is set out in various Planning Policy Statements (PPSs) and Guidance (PPGs), the West Midlands Regional Spatial Strategy as well other local strategies and plans.

It should be noted that on 27 May 2010 the Rt Hon Eric Pickles MP, Secretary of State for Communities and Local Government, wrote to Council leaders highlighting the Coalition Government's commitment to rapidly abolish Regional Strategies and return decision making powers on housing and planning to local councils.

The Core Strategy makes several references to RSS including, in some cases, reference to figures within it. Following a high court decision on the 10<sup>th</sup> November 2010 that the immediate revocation of the RSS in July 2010 was unlawful, the RSS returned to form part of the development plan for the area.

The evidence underpinning much of the RSS is not currently disputed by Redditch Borough Council, and the Core Strategy largely reflects the January 2008 adopted West Midlands Regional

---

<sup>2</sup> Future revisions of the Redditch Core Strategy will reflect the 2008 population projections.

Spatial Strategy and the emerging Phase Two RSS. The loss and then return of the RSS with development plan status therefore has little effect on the Redditch Borough Council Core Strategy because all content is underpinned by a justified and effective evidence base, and all RSS recommendations will be considered through the preparation of the Core Strategy and before its publication.

Another influence on the Redditch Core Strategy is the Worcestershire Waste Core Strategy (First Draft Submission Consultation, September 2010), the important related content of which is reflected in Core Strategy policy.

### Sustainable Community Strategy

The need for cohesion between the Core Strategy and the aims of the Redditch Sustainable Community Strategy (SCS) is very important so that they are both aiming to resolve the same issues. The LDF will be a key mechanism towards resolving some of the aims in the vision and priorities of the Redditch SCS. The SCS for Redditch has the following set of overarching 'themes' (based on the themes of the Worcestershire Local Area Agreement<sup>3</sup>) that guide decision-making:

- Communities that are safe and feel safe;
- A better environment for today and tomorrow;
- Economic success that is shared by all;
- Improving health and well-being;
- Meeting the needs of children and young people;
- Stronger communities;

The Vision in the Core Strategy has provided the necessary expression to the vision of the SCS. Significant contributions can be made to achieving these themes and the priorities of the SCS through this Core Strategy.

### West Midlands Regional Spatial Strategy (WMRSS)

The adopted WMRSS (Jan 2008) identifies Redditch Town Centre as a Strategic Centre.

The number of new homes for Redditch between 2006 and 2026 was recommended in the Phase Two Panel Report (September 2009) as around 7,000 dwellings, 4,000 within Redditch Borough and 3,000 adjacent to the Borough in Bromsgrove District.

The WMRSS Panel Report also required a total employment land requirement of 31ha for Redditch until 2026, with 25 hectares of land for employment to meet Redditch's needs, within Bromsgrove and 12 hectares of land for employment to meet Redditch's needs, within Stratford-on-Avon.

Also Redditch Borough's comparison retail targets were set as 30,000 m<sup>2</sup> between 2006 and 2021 and a further 20,000 m<sup>2</sup> between 2021 and 2026. For office development within or on the edge of Redditch Town Centre this was set at 45,000 m<sup>2</sup> between 2006 and 2026.

Although these targets were not adopted in a final Phase Two version of the RSS, these were the most up to date draft allocations with status and have informed the production of this Core Strategy.

### Sustainability Appraisal

---

<sup>3</sup> On 14<sup>th</sup> October 2010 DCLG announced the abolition of Local Area Agreements, the implications of this in Worcestershire are not yet fully known but will be reflected in the Core Strategy



All Development Plan Documents must be accompanied by a Sustainability Appraisal, which incorporates a Strategic Environmental Assessment (SEA). Draft Sustainability Appraisals were produced alongside every stage of the Core Strategy so far. An update to the Sustainability Appraisal also accompanies this consultation Core Strategy which can help with decision making on what might be the best solutions to resolving some of Redditch's local challenges.

### Delivery and Infrastructure

Redditch Borough Council has been undertaking discussions with key stakeholders and also those stakeholders with responsibilities to deliver infrastructure, and will continue to liaise with stakeholders in refining the contents of the Core Strategy. This ensures that the options taken forward to resolve Redditch's local challenges are actually deliverable. The Core Strategy is underpinned by evidence to demonstrate that there is a realistic prospect of the Core Strategy being delivered. A detailed Delivery Strategy will be presented alongside the published/submitted version of the Core Strategy once decisions can be made about the locations of all of Redditch's development target locations.

### Consultation

The preparation of the Core Strategy has been progressing for some time. The initial stage was the Sustainability Appraisal Scoping Report / Evidence Gathering which began in July 2007 with public consultation carried out between October and November 2007. This stage is formally known as 'Pre-production'. A series of events and activities took place including joint events alongside consultation on the Sustainable Community Strategy for the Borough and other citizens and stakeholder panels.

The next stage of the Core Strategy commenced the actual production when the Issues and Options Document was produced which presented those matters relevant to Redditch Borough (Issues) and the ways in which they could be addressed through the application of planning policy (Options). The Core Strategy Issues and Options were the subject of public consultation, between May and June 2008 in line with Regulation 25. The process is explained in the 'Statement of Public Consultation'. The outcome of the consultations can be found in 'The Outcome of the Core Strategy Issues and Options Consultation'.

Between 31st October 2008 and 8th May 2009 the Borough Council initiated ongoing participation on the development of its Preferred Draft Core Strategy. A draft Core Strategy was issued on 31st October accompanied by evidence base documents and a Sustainability Appraisal (SA). Other evidence base documents and a refresh to the SA were also issued for receipt of comments on 27th March 2009.

A joint consultation on development options followed the receipt of the WMRSS Panel Report<sup>4</sup> between Redditch Borough Council and Bromsgrove District Council which asked people for their views on the options for accommodating the cross boundary development within Bromsgrove District. This consultation was held in February and March 2010.

This is now a re-drafted Core Strategy which takes account of all responses received on the consultation version of the Core Strategy so far, but many other things have changed since previous consultations, such as the intention to abolish RSSs. As previously stated there needs to

---

<sup>4</sup> The West Midlands Regional Spatial Strategy Phase Two Revision Report of the Panel was issued in September 2009

be more information collected before all of the locations around the town for further development can be consulted upon, but this will follow shortly.

A questionnaire accompanying this Core Strategy, questionnaires can either be found online at [www.redditchbc.gov.uk/corestrategy](http://www.redditchbc.gov.uk/corestrategy) or questionnaires will be available to collect at consultation events and directly from Redditch Town Hall.

Consultation on this Core Strategy commences on 21<sup>st</sup> January 2011 and will end on 4<sup>th</sup> March 2011, lasting a total of six weeks. Details of the consultation events can be found on Redditch Borough Council's website at [www.redditchbc.gov.uk/corestrategy](http://www.redditchbc.gov.uk/corestrategy) and also in the local newspapers. Your responses should be received no later than **5pm on 4<sup>th</sup> March 2011**.

### More information

If you would like any further information on the Core Strategy, the Local Development Framework or any other related matter, please see Redditch Borough Council's website at [www.redditchbc.gov.uk/corestrategy](http://www.redditchbc.gov.uk/corestrategy) or if you would like to make a comment on the Core Strategy please get in touch at:

Development Plans  
Redditch Borough Council  
Town Hall  
Walter Stranz Square  
Redditch  
Worcestershire  
B98 8AH

Email: [devplans@redditchbc.gov.uk](mailto:devplans@redditchbc.gov.uk)

Telephone: 01527 64252  
Fax: 01527 65216

## Local Portrait

Redditch is like no other place.

To understand Redditch's distinctiveness the Core Strategy paints a 'local portrait' of Redditch setting out its main issues, problems and challenges, so that it becomes clear that the vision and policies of the Core Strategy aims to resolve some of these issues.

### Profile

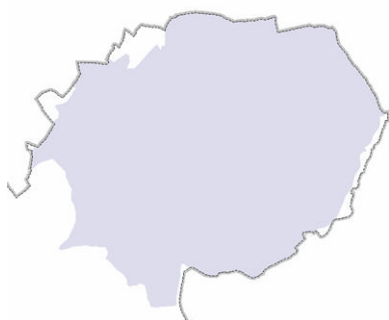
Redditch Borough is within the County of Worcestershire and borders Warwickshire County to the east and southeast. It is surrounded by Bromsgrove District to the west and north, Stratford District to the east and southeast and Wychavon District to the southwest. The Borough is situated at the outer edge of the Green Belt boundary for the West Midlands. Redditch offers easy access to the countryside and prominent local areas, including culturally rich areas such as Stratford upon Avon and naturally rich areas such as the Cotswolds. The Borough lies 15 miles south of the Birmingham conurbation and Birmingham airport is approximately 25 minutes drive time away.

Redditch Borough consists of the main town of Redditch, the villages of Astwood Bank and Feckenham and several other hamlets. It covers an area of 5,435 hectares (13,430 acres) with a population of 78,813 (2001 census).



The Borough is split into the urban area of Redditch in the north, accounting for 50% of the area and 93% of the population; and the rural area to the south with 7% of the population. The rural area consists predominantly of Green Belt land, but also open countryside, as well as the villages of Astwood Bank and Feckenham.

Redditch was formerly a market town until 1964 when it was designated as a New Town; a status it maintained up until 1985. During this period the Redditch Development Corporation was responsible for the growth of Redditch, predominantly to the east of the town.



Redditch Urban Area



Astwood Bank



Feckenham

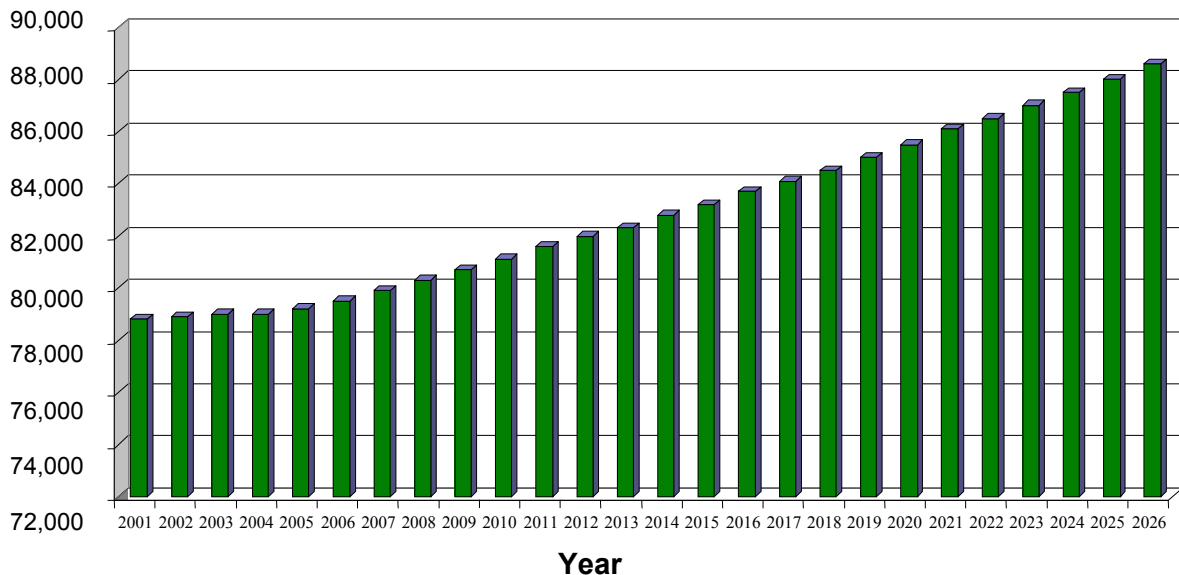
## People

Redditch Borough has a significant black and ethnic minority population (5.2% of the overall population) compared to Worcestershire, as well as a considerable Polish community. These groups contribute to the diversity and culture of Redditch.

Redditch Borough has similar crime levels in comparison to the national average of England and Wales, but the number of offences per 1000 population is increasing in Redditch. (It has increased from 20.3 offences per 1000 population in Redditch, compared to the England and Wales average of 24.9 in 2006 to 44 offences per 1000 population in Redditch, compared to the England and Wales average of 45 in 2009/10).

The current population of Redditch Borough is more than 78,000 (2001 census) and this is projected to rise to more than 86,000 by 2026. The graph below shows the Borough's projected population up to 2026 (based on figures from Worcestershire County Council).

**Population Projections 2001-2026**

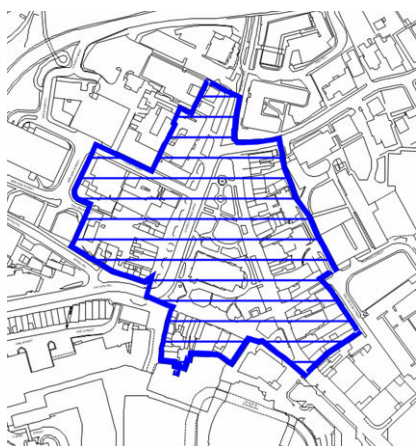


## Environment

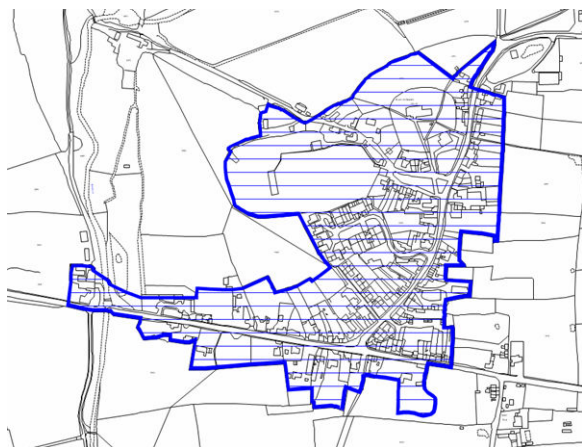
In terms of the environmental aspects of Redditch Borough, there are six Sites of Special Scientific Interest, amounting to 54.7 hectares; these are examples the country's very best wildlife and geological sites. The Borough has 22 Special Wildlife Sites (188 hectares) and there is also more than 87ha of land designated as Local Nature Reserves, comprising 5 separate sites of semi-natural ancient woodland. There are two areas of designated parkland, including Arrow Valley Country Park which follows the course of the River Arrow and Morton Stanley Park in the east of the urban area. Redditch has three parks that currently hold the prestigious Green Flag Award; Arrow Valley Country Park, Morton Stanley Park and Overdale Park in Astwood Bank. The Green Flag Award is the national standard for parks and green spaces in England and Wales as a way of recognising and rewarding the best green spaces in the country. Redditch Borough has high levels of open space in comparison to surrounding districts; this is one of the features that make Redditch distinctive. Indeed, the design of open space was integral to the design of the new town, with the New Town Planning Proposals requiring that outside space and landscape must be woven in to the fabric of the town.

The urban area of Redditch has a long and complex history, with many key archaeological sites beyond the limit of the medieval town as defined by the Central Marches Historic Towns Survey. The Borough has a rich local history evident in the 160 Grade II\* and Grade II Statutory Listed Buildings, 8 Scheduled Ancient Monuments and over 500 other historic assets (non-listed historic buildings, archaeological sites and historic landscape features) recorded on the County Historic Environment Record for Redditch Borough. There are more than 50 buildings of 'local interest' which, although not statutorily listed, have features of architectural, historical or townscape significance to the Borough.

There are two conservation areas in Redditch Borough, one of which is located in Redditch town centre (Church Green) and the other in Feckenham village. The Church Green Conservation Area is focussed around the Church of St Stephen and an area of open amenity space surrounded by a number of statutory listed buildings. The Feckenham Conservation Area incorporates most of the historic village of Feckenham and includes the parish church, the village square, a Scheduled Ancient Monument and a number of residential buildings which date from the sixteenth century.



Church Green Conservation Area



Feckenham Conservation Area

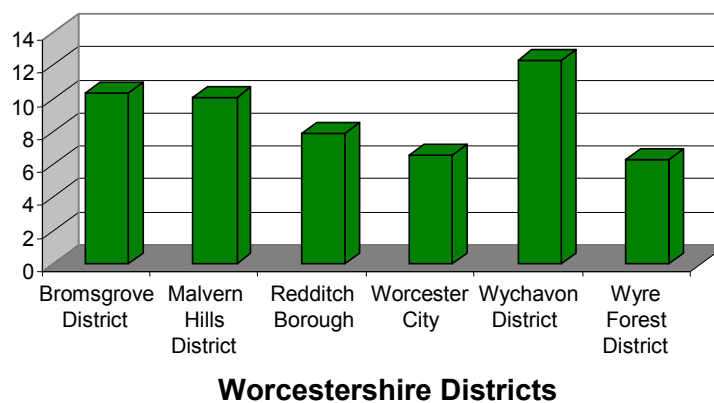
Redditch Borough takes an active and determined role in the fight against climate change. It boasts the first dwellings to have been assessed against the 'Code for Sustainable Homes' built to Code Level 3 and has committed to participation in the Nottingham Declaration, signed in 2006, as well as the Worcestershire Climate Change Pledge signed in March 2008. The use of renewable energy in the Borough continues to grow, with solar panels being installed on the roof of the Town Hall and the Countryside Centre which also boasts micro-wind turbines, solar hot water panels, and a wood-burning stove. Redditch has the third lowest CO2 emissions per person amongst all other districts in Worcestershire, as is identified in the graph below. It also produces a considerably

lower total amount of CO2 per year for the domestic sector (206 Kt) than the national average (384.6 Kt) (based on data from 2003). Since 2005 Redditch has had the second highest reduction per capita in the county (6.4% reduction) compared to a 4.2% reduction for Worcestershire.

Growth to the South and South-West of Redditch is constrained principally because these locations would significantly increase private transport use, having a detrimental impact on existing road congestion within Redditch and neighbouring Stratford on Avon District. The cost of necessary highway works, the distance from the town centre, cost of sewerage system upgrades and the likelihood of this leading to an overtly car-bound travel behaviour pattern constrain the potential locations of development.

### Amount of CO2 produced per person in 2006 (CO2 Tonnes)

**CO2 Emissions per Capita 2006**



### Transport

Redditch Borough has good transport links, with the M42 (Junction 3) located under 5 miles away and the M5 around 6 miles from Redditch town centre. The rail station for Redditch is located in the town centre and services run every 30 minutes to and from Birmingham New Street station and on to Lichfield. There are segregated public transport only routes in the four New Town District Centres (Church Hill, Matchborough, Winyates and Woodrow), which are used only by buses and emergency vehicles. Although the 'bus only' lanes give high priority to bus use, they do not enjoy the natural surveillance of other roads and are therefore subject to anti-social behaviour.

The urban area of Redditch generally enjoys free-flowing traffic and relatively little congestion. One key advantage for Redditch in terms of transport is its size. As the Borough is relatively small, distances covered travelling to work are low. Redditch has one train station that is very well used, two public transport interchanges in the Town Centre (bus and rail), bus-only lanes running through a number of the District Centres and a specific road hierarchy tailored to the New Town layout. These features contribute to the ease of travelling around the Borough. Redditch experiences one of the lowest rates of Road Traffic Collisions (RTCs) per 1,000 population in Worcestershire. In 2006-7, there were 159 RTCs within Redditch, a rate of 2 per 1,000 people.

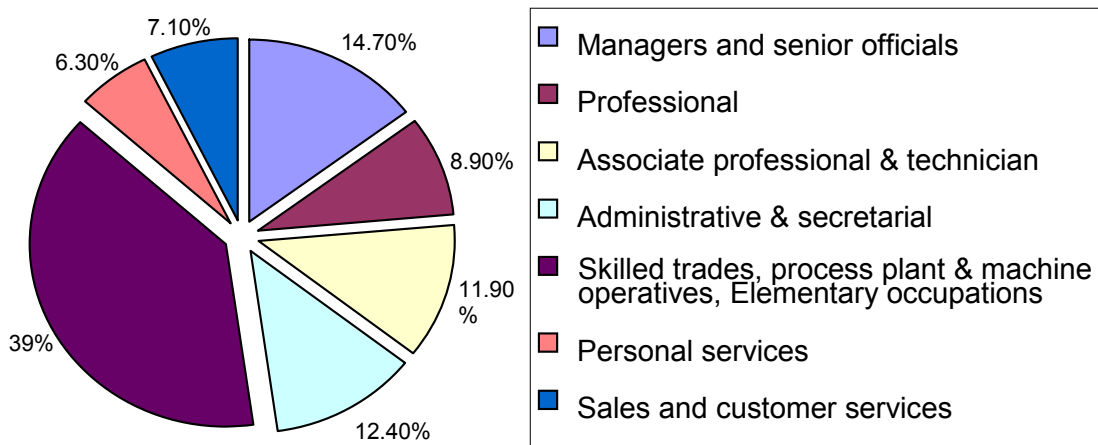
Transport Map



## Economy

For the period June 2006 - June 2007 4.4% of Redditch Borough's economically active population was unemployed. Latest figures show that for the period April 2009 - March 2010, 8.7% of Redditch Borough's economically active population was unemployed, this is lower unemployment compared to 9.3% in the West Midlands but higher unemployment than across Great Britain which is 7.9%. 76% of the Redditch population aged 16- 64 is economically active. This is slightly lower compared to 76.6% in the West Midlands and 76.5% across Great Britain. (Source: Nomis Official Labour Market Statistics).

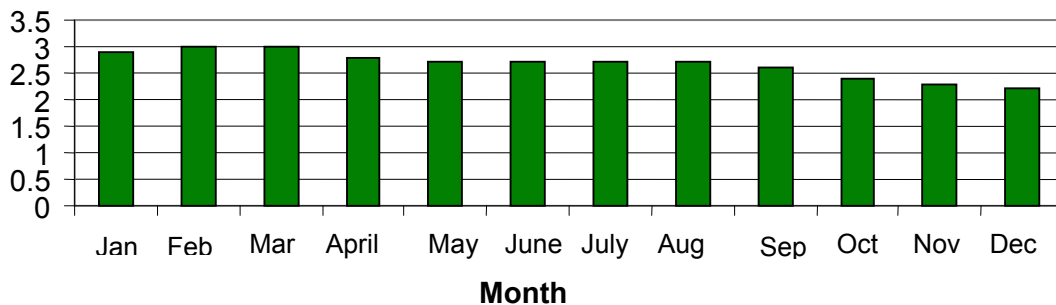
### Employment by Occupation (2001 Census)



Redditch Borough has a high proportion of manufacturing businesses when compared with the rest of the County and region. In addition the Borough has a high proportion of employees in the distribution, hotels and restaurant sector. There are a lower percentage of managers/senior officials, professional or associate professional & technician workers in Redditch Borough compared to Worcestershire and Great Britain but more than in the West Midlands. There are a higher percentage of process plant and machine operatives and elementary occupations in Redditch Borough compared to Worcestershire and Great Britain, but the figure is on a par with the West Midlands.

### Unemployment in Redditch Borough January - December 2007

#### Unemployment Rate





There are a number of overseas companies established in the Borough such as AT&T and Marubeni-Komatsu and the headquarters of GKN and the Law Society are located in Redditch.

Redditch Town Centre is the focus for shopping in the Borough and the surrounding area. The Kingfisher shopping centre boasts big name department stores, the flagship Debenhams store as well as a range of high street names and smaller, independently run shops. There are a number of District Centres situated throughout the urban area as well as local parades of shops, groups of shops and corner shops. The New Town District Centres (Church Hill, Matchborough, Winyates and Woodrow) suffer from a poor image as their inappropriate design means that they are inward looking and have crime and anti-social behaviour problems.

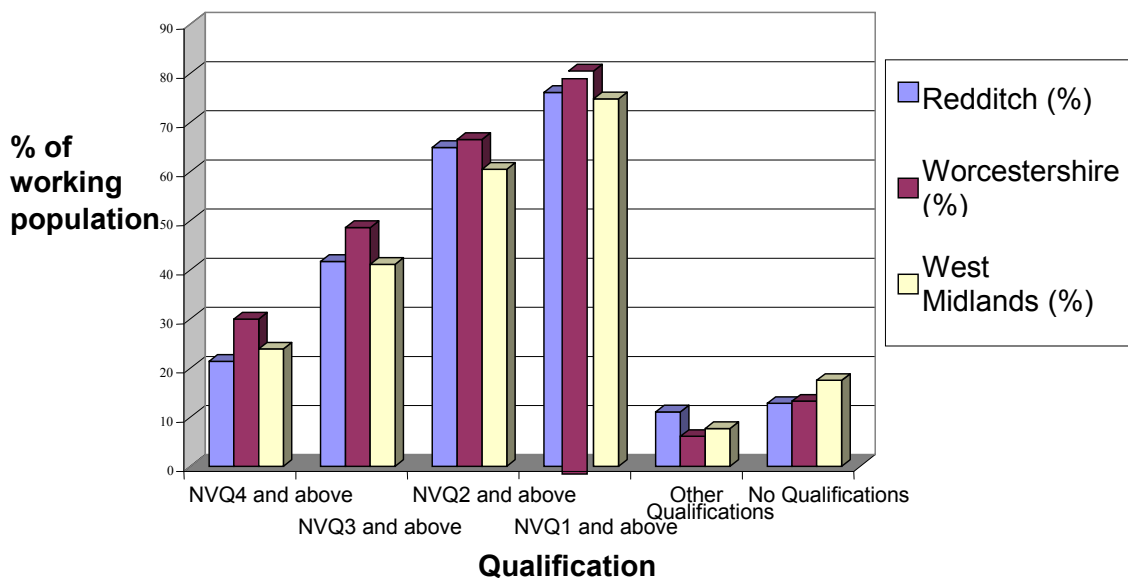
### Education

Redditch follows a three tiered schooling system that sees pupils progress from first, middle to high school. Over thirty schools in Redditch conform to this system and cater for some 12,000 pupils.

Around 25% of the Borough's population is under the age of 19. Young people in Redditch are more likely to be in post-16 education than their peers nationally. Some 40% of students attending schools in Redditch reach the government benchmark of 5 A\* - C grades at GCSE in 2009, a fall since 2005 which saw 48% reaching this target. This is compared to 49.8% as the national average.

The graph on the next page is constructed from annual samples of the population undertaken by Nomis.

**Qualifications January 2006 - December 2006**



It suggests that overall Redditch's working population has higher qualifications than the West Midlands but less than the rest of Worcestershire. Around 12% of Redditch's working population have no qualifications. It is important to maintain and improve the skills base of the community in order to secure continued economic development.

### Housing

In 2010 (January to July 2010) the average house price in Redditch was £169,768, lower than the average for Worcestershire (£196,850) but higher than the Regional average (£161,456). This is

significantly higher than in 2006 (January to March 2006) when the average house price in Redditch was £150,501, lower than both the average for Worcestershire (£184,936) and the national average (£184,925).

As a percentage of housing stock, Redditch Borough has a high amount of affordable housing (24%) in comparison to the Worcestershire-wide average (16%), the West Midlands average (21%) and the UK (19%). However, supply still does not meet demand.

As Redditch Borough has a relatively young population, single pensioner households are lower than the Worcestershire average (11.1% in Redditch Borough and 13.7% for Worcestershire); however there are a high percentage of one person households (14.7% for Redditch Borough compared to 12.9% for Worcestershire).

With a young population and the growth in single person households nationally, a trend that is likely to continue, there is a need for the market to respond accordingly, but also to produce housing that is sustainable and adaptable for the future changing population of Redditch.

Generally house prices in Redditch, as well as ownership levels, are lower than neighbouring districts. However, Redditch Borough does offer a vast amount of choice in terms of housing stock, with housing that covers every size, style and type of accommodation. Moreover, although geographically smaller than the neighbouring district of Bromsgrove, Redditch holds the same level of housing provision. Redditch Borough, through its varying type, style and location of housing, seeks to accommodate the needs of the whole of the Borough's population. This means that housing in Redditch Borough aims to be socially inclusive, building and providing for those who require it, including social housing, intermediate ownership housing, as well as elderly and single person households and private housing of different types in accordance with the Borough Council's Housing Needs Assessment.

Whilst there is a travelling show peoples' site in the Borough, currently there is no provision for gypsies and travellers.

## Health

The 'Health Profile for Redditch 2010' (NHS) suggests that the health of people living in the Borough is generally similar to the national average.

Redditch has the lowest amount of residents with limiting long term illnesses compared to all other Worcestershire districts; this may be attributed to Redditch's younger population profile. However, an ageing population is projected for the Borough. It is anticipated that the over-65 age group will account for around 15% of the total population by 2011.

Life expectancy for men living in the most deprived areas of Redditch is almost 7 years shorter than for men living in the least deprived areas. For women the corresponding difference is over 6 years.

Rates of early death from heart disease and stroke and from cancer have fallen over the past ten years and are similar to the England average.

The proportion of children in Reception year who are classified as obese is similar to the England average. Levels of physical activity in schools are better than the England average. It is estimated that levels of healthy eating and obesity in adults are worse than the England average. Rates of road injury and deaths are lower than the England average.

## Culture & Leisure

Cultural attractions within the Borough include the Forge Mill Needle Museum which explores the Borough's needle heritage, Bordesley Abbey which offers access to a medieval Cistercian Abbey, and Arrow Valley Park, which centres on the 12 hectare (30 acre) lake and adjacent Countryside Centre. The Town Centre offers the 420 seat Palace Theatre as well as a multi-screen cinema located in the Kingfisher Shopping Centre.

Sports facilities across the Borough cater for traditional pastimes such as football, golf, swimming and lawn bowls, whilst a skate park encourages enthusiasts from further a field.

The profile of Redditch Borough is dynamic and diverse. From its conception as a market town, Redditch has continued to evolve and adapt in all areas in line with the times. Changes in its profile have reflected changes in society and in the future Redditch will experience further change as it continues to evolve.

A full and detailed description of the distinctiveness of Redditch Borough is available in a document entitled 'Local Distinctiveness in Redditch Borough', produced by the Development Plans team and available on the Borough Council's website [www.redditch.whub.org.uk](http://www.redditch.whub.org.uk).

## Vision

The Redditch Sustainable Community Strategy has provided a foundation to develop a Vision for the LDF. The vision and priorities of the SCS have been considered in the formulation of the Core Strategy DPD. The SCS vision is for:

**"Redditch to be successful and vibrant with sustainable communities built on partnership and shared responsibility. We want people to be proud that they live or work in Redditch.** By which we mean:

**Successful:** a diverse economy with low unemployment, and a high quality of life for all;

**Vibrant:** cohesive communities with excellent cultural and leisure facilities, and a shared pride in the environment and history of Redditch Borough;

**Sustainable:** ensuring that future generations can enjoy the same quality of life as today by respecting the five principles of living within environmental limits, ensuring a strong, healthy and just society, achieving a sustainable economy, promoting good governance and using sound science responsibly;

**Partnership:** organisations and residents working together to achieve maximum results;

**Shared Responsibility:** everyone playing their part, with a thriving voluntary sector and well-run public services enabling active community participation by people of all ages and backgrounds".

The Vision has also been formulated based on the aspirations of the Redditch community and sets out how Redditch Borough wants to be by 2026:

### Creating and Sustaining a Green Environment

By 2026, Redditch Borough will be distinctively 'green'. The Green Strategy for Redditch focuses on:

- Climate change mitigation and sustainable buildings because the Borough has had low Co2 emissions in the past which it wants to maintain;
- Open space because green spaces are a unique feature of Redditch as a former New Town;
- Sustainable travel because of the distinctive road hierarchies and bus routes with good accessibility which will be maintained and enhanced;
- Natural environment because Redditch has an abundance of green buffers and tree-lined highways which give the urban area a rural atmosphere;
- Landscape because there is a distinctive mix of old and new in an extremely unique setting making Redditch recognisable and because of its geology and landform have established sensitive environments;
- Flood Risk and Water Management because of the identified risk; and
- Green Belt matters because some changes to the Green Belt in Redditch may be necessary.

To achieve this green strategy, Redditch's character, biodiversity, water environment, open space and landscape will have been maintained and enhanced. Also, new and existing low carbon communities will be highly accessible and attractive, making a positive contribution to mitigating and adapting to the effects of climate change. Sustainable modes of transport will be supported and delivered as well as the infrastructure needed to support planned development.

### Sustainable Places to Live to Meet our Needs

To support the sustainability of Redditch's three settlements, new growth will have been achieved in a sustainable way. To achieve the settlement strategy, Redditch Town will be the main settlement in the Borough and focus for development. Astwood Bank will be a sustainable settlement and Feckenham will cater for local needs.

In the past, Redditch hasn't been able to bring all designated employment land into use, meaning that local residents may have had to travel outside the Borough for work. To support a strategy for a balance between the housing and employment land, Redditch will have maintained an appropriate balance. The amount and type of housing and employment will have been determined in consultation with local communities.

### Creating a Borough Where Businesses Can Thrive

Redditch will be an enterprising Borough and local skills levels will have improved. This Enterprise and Skills strategy is important because economic conditions are generally poor in comparison to the rest of Worcestershire and the manufacturing base compounds this in Redditch. To achieve the Enterprise and Skills strategy, the Borough will contain diverse employment areas, support existing business sectors and clusters while looking for opportunities to diversify the economy, promote a skilled workforce, aim for vibrant centres, and ensure a prosperous rural community whilst protecting the countryside.

### Improving the Vitality and Viability of Redditch Town Centre and District Centres

Retail in Redditch will be successful. The retail strategy is important for the Borough because Redditch Town Centre attracts important shops and facilities that otherwise wouldn't be supported by a population of its size and also because there are parts of the Town Centre and District Centres that suffer from poor design and other big issues.

To achieve the retail strategy Redditch will have achieved regeneration. The Town Centre will be vital and vibrant, supported by regenerated District Centres at Church Hill, Matchborough, Winyates and Woodrow. In particular, the regeneration of the Town Centre will improve connectivity between key sites. Centres will be defined in a Hierarchy of Centres where the needs of the catchments are met.

### Creating Safe and Attractive Places to Live and Work

Redditch will have achieved high quality and safe design of its new buildings. This high quality and safe design strategy is important because there is a poor perception of safety amongst residents and the uniqueness of Redditch's build environment must be supported. All new development including residential areas in Redditch will be of a high quality and safe design and contribute towards creating distinctive, sustainable places and communities that reflect the local character and are tailored to the needs of the people that live in the Borough.

### Protecting and Enhancing Redditch's Historic Environment

Redditch has a special built environment and heritage based upon the town's transition from a market town with a needle-based industry, through to a New Town and, in 2026 what will be an enterprising and successful urban area with other historic settlements in the Borough. To deliver the historic strategy, the historic assets of the Borough will have been preserved and enhanced.

#### Promoting Redditch's Community Well-being

Redditch's tourism, leisure and cultural facilities will be improved. There will also be provision of a range of other attractive facilities so that communities are sustainably provided for. To achieve this attractive facilities strategy there will be a focus on new and enhanced leisure provision specifically in the Town Centre and for the Abbey Stadium. New and enhanced leisure provision will achieve healthy communities as well as provision for healthcare facilities and enhancements to existing healthcare.

Finally Redditch Borough will contain excellent services and infrastructure to support its communities.

## Objectives

To deliver the Vision a set of 12 non-prioritised Objectives have been developed that reflect the aspirations of the vision and provide direction for the Core Strategy policies. These are:

1. To maintain and provide a high quality natural, rural and historic environment with a Green Infrastructure network which maximises opportunities for biodiversity value, wildlife and ecological connectivity;
2. To ensure that all new development in Redditch Borough will work towards the achievement of being carbon neutral in line with the National Standards;
3. To reduce the causes of, minimise the impacts of and adapt to climate change;
4. To protect, promote and where possible enhance the quality of the Boroughs landscape and Redditch Borough's other distinctive features;
5. To encourage safer, sustainable travel patterns, improve accessibility and maintain a balanced road hierarchy and reduce the need to travel;
6. To enhance the visitor economy and Redditch's cultural and leisure opportunities including Abbey Stadium;
7. Reduce crime and anti social behaviour and the fear of crime through high quality design, with regeneration achieved at the former New Town District Centres;
8. To improve the vitality and viability of Town and District Centres in the Borough by day and night;
9. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations, including on Strategic Sites;
10. To have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels;
11. To protect and enhance water, air and soil and minimise flood risk;
12. Ensuring there is a range of health facilities that support existing and new communities and to promote the role of healthy living through good planning.

## Creating and Sustaining a Green Environment

Redditch Borough's natural environment is one of its main distinctive features, the abundance of trees and wildlife provide the urban area with rural features that make it special. The purpose of the following policies is to protect and enhance these distinctive features and to ensure the adoption of good design principles in all new development. Many features of the natural environment are particularly sensitive to flood risk and climate change. The policies in this section seek to ensure that any risks to the natural environment from these sources are minimised.

Any changes that occur in the Borough as a result of future development should seek to protect and enhance the landscape character of the Borough. Of particular importance is the abundance of trees which is a distinctive feature in the Borough, and which also form an integral part of the Green Infrastructure network. It is important to consider the landscape types that surrounds the Borough when considering how new development comes forward. The Worcestershire Landscape Character Assessment details the principles of these landscape types and also shows that the landscapes that surround the Borough are of a medium and high sensitivity. When designing new spaces around the Borough these sensitivities should be considered early on in the design stage to ensure that landscape issues are adequately addressed.

Sites of National Wildlife Importance, important for their wildlife or geological features in the Borough are home to a range of different and important habitats and species. Although not afforded particular protection there are other features of the Borough which can provide valuable wildlife habitats and biodiversity including trees, hedgerows, grassland, ponds, and other wetland habitats. It is essential to maintain and protect these areas of local and national wildlife importance, a recent review of the Boroughs Sites of Special Wildlife importance have designated new sites and removed sites that have lost value over time. The sites that are deemed to have special importance will be protected and enhanced through the application of the policies in this section.

A Climate Change policy has been included in order for new developments in the Borough to mitigate and adapt to the effects of Climate Change. This will be achieved through the application of sustainable design and construction principles. Developments in Redditch Borough have previously achieved high standards of efficiency and traditionally low carbon emission and this will be continued through the provision of this policy. It is essential to achieve high standards of carbon reduction to ensure the Redditch contributes to the targets set out at the national level in the Climate Change Act. As Redditch is designed around private car use, reducing the emissions from this mode of transport is a constant challenge for the Borough to address. Ensuring that carbon emissions are significantly reduced from the built environment is one way of ensuring that the overall contribution Redditch makes to climate change is minimal. This issue has guided the content of this policy, to ensure that developments are climate-resilient and to ensure that construction is as sustainable as possible. Worcestershire County Council have demonstrated that the use of renewable energy cannot be a major source of energy within the Borough (Planning for Renewable Energy in Worcestershire Technical Research Paper) therefore this policy addresses the need for Redditch Borough to ensure that new developments are constructed in an efficient and sustainable manner, to ensure development will be effective in the long term. It is essential to ensure that climate change is mitigated against and that measures are taken to adapt to the long term effects that affect the local environment for example flooding. The content of the climate change policy has been informed by all of these issues and the local evidence base.

Successful, prosperous, safe and healthy living in the Borough is dependent upon the sustainable, efficient and safe movement of people and goods. Ensuring that Redditch maintains and improves



the efficiency of the transportation system and achieves a crucial modal shift towards public transport is critical to deliver the Vision of the Strategy. Redditch Borough is a New Town and its design is heavily reliant on private car use. The design of the Town allows people to move around easily by road, due to the nature of these roads there is little congestion, making this a self-fulfilling cycle. It is essential that a modal shift occurs to reduce this dependence on the private car in order to reduce carbon emissions, which contribute to climate change. A modal shift reduces the impact of emissions on the natural environment and reduces the Borough's contribution to climate change.

## **Policy 1 Climate Change**

It is now accepted that the world's climate is changing. It is everybody's responsibility to make sure we all do as much as possible to protect the environment and reduce our contribution to climate change. We must protect future generations from the consequences of our actions.

**To achieve sustainability, new developments must have regard for the need to be climate-resilient. Therefore the following standards must be met in order to ensure adaptation and mitigation to climate change:**

- i. in the first instance development should be located in accessible locations and take account of the accessibility between any development site and key facilities considering how flexible and smarter working practices can be maximised;**
- ii. the energy efficiency of the development has been maximised through its siting and orientation, and through the adoption of energy conservation measures, including natural ventilation and lighting;**
- iii. achieve low carbon development by requiring new residential development must meet the national standard of the Code for Sustainable Homes;**
- iv. new non-domestic development must be assessed against the BREEAM assessment method;**
- v. proposals for medium and large-scale development (greater than 5 residential units or 1,000 square metres for non-residential developments) should be accompanied by a sustainability statement demonstrating that at least the 'good' standards, and wherever possible 'best practice' standards, as set out in the West Midlands Sustainability Checklist for Development, are achieved for each category in the Checklist;**
- vi. demonstrate that the use of sustainable, locally sourced and recycled materials has been considered;**
- vii. the retrofit of the existing housing stock with improved insulation and water saving devices will be sought and**
- viii. low carbon vehicle infrastructure in appropriate developments and locations will be encouraged.**

### Reasoned Justification

The need for development to be located in accessible locations and to employ flexible and smarter working practices contributes to reducing carbon emissions from travel.

New development should seek, as a priority, to reduce their demand for energy by maximising the efficiency of the development. Natural ventilation is one way of making a building efficient; natural ventilation is a natural process of supplying and removing air from an indoor space. Guidance from national Building Regulations can assist in ensuring that buildings are built and run in an efficient manner.

This Policy seeks to ensure that the national timescales for achieving the Code for Sustainable Homes are met, the timescales are as follows:

All new housing to meet Code Level 3 by 2010

All new housing to meet Code Level 4 by 2013

All new housing to meet Code Level 6 by 2016

BREEAM (BRE Environmental Assessment Method) is a widely used environmental assessment method for buildings. It sets the standard for best practice in sustainable design and is used as a measure to describe a buildings environmental performance (<http://www.breeam.org/index.jsp>).

A sustainability statement should demonstrate that at least the 'good' standards, and wherever possible 'best practice' standards, as set out in the West Midlands Sustainability Checklist for Development, are achieved for each category. Due to the large amount of small sites Redditch Borough is likely to accommodate, a justified threshold for Redditch is 5 dwellings. The Sustainability Checklist for the West Midlands is an online tool that identifies a range of different economic, social and environmental sustainability issues. The tool enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability. Applicants are encouraged to use this tool to consider the sustainability of their proposal. The tool can be found at <http://www.checklistwestmidlands.co.uk/>.

The use of sustainable, locally sourced and recycled materials will be required in order to prevent negative effects on the natural environment. Using locally sourced materials prevents extensive distances being travelled during the construction process. The use of sustainable, locally sourced and recycled materials can be maximised through the use of recycled material on site, which also reduces the amount of waste going to landfill sites.

Retrofitting existing housing stock with improved insulation and water saving devices contributes towards mitigating the emissions from the largest contributor of carbon emissions from the built environment. Improvements will be sought in areas of the Borough with particularly low efficiency levels, the use of the Worcestershire Warmer Heat Loss Map will aid in identifying these areas <http://gis.worcestershire.gov.uk/website/warmerworcestershire/>.

Low carbon vehicle infrastructure in appropriate developments and locations will be encouraged as this ensures that a reduction in carbon emissions from travel is realised.

If it is unviable for developments to meet any requirements set out in this policy for specific reasons it is for the applicants to demonstrate why this requirement would be unachievable.

This Policy seeks to support the target set out in the Climate Change Act which requires that emissions are reduced by at least 80% by 2050, compared to 1990 levels.

## **Policy 2 Natural Environment**

The natural environment is one of the assets of Redditch Borough that make it special, therefore it is essential to ensure the natural environment is protected and enhanced and that good design principles are adopted, particularly to ensure features of the natural environment are incorporated into new development.

This policy seeks to deliver Objective 1 of the strategy, this Objective is 'to maintain and provide a high quality natural, rural and historic environment with a Green Infrastructure network which maximises opportunities for biodiversity value, wildlife and ecological connectivity'. This policy particularly focuses on ensuring that all development maximises opportunities for biodiversity, wildlife and ecological connectivity regardless of its location. This Policy also addresses the aims of Objective 4 which seeks to 'protect, promote and where possible enhance the quality of the Boroughs landscape and Redditch Borough's other distinctive features'. This policy seeks to ensure that the landscape value in the Borough is enhanced through the provision of new development. This policy also fulfils the aims of Objective 11 which seek to 'protect and enhance water, air and soil and minimise flood risk.

**The need for a high quality natural environment is integral to deliver the Vision of the Core Strategy. In order to achieve this all proposals will be expected to:**

- i. incorporate water efficiency measures and appropriate SUDS techniques that utilise detention/ retention methods. For Redditch suitable methods include greywater recycling, rainwater harvesting, green roofs, permeable surfaces, swales and ponds, which are all features of the natural environment;**
- ii. protect and enhance the quality of natural resources and Green Infrastructure including water, air, land, wildlife corridors, species, habitats and biodiversity;**
- iii. integrate with biodiversity and geodiversity through enhancing, linking and extending natural habitats;**
- iv. remediate contaminated land, where necessary;**
- v. demonstrate the Borough's distinctive natural landscape is protected, enhanced or restored, as appropriate and proposals are informed by, and sympathetic to, the surrounding landscape character;**
- vi. existing trees, woodlands and hedgerows (including ancient hedgerows) have been retained and their appropriate management encouraged. Particular emphasis should be placed on the expanding and linking of ancient semi-natural woodlands; and**
- vii. where appropriate, contributions towards the maintenance and/or management of woodland, which would be negotiated on a site-by-site basis**

#### Reasoned Justification

The Strategic Flood Risk Assessment Level 1 explains that Redditch Borough is dominated by loamy and clayey soils which impedes drainage and renders infiltration techniques for Sustainable Urban Drainage Systems largely impractical. Due to this there are certain types of SUDs that are more suited to Redditch Borough.

Where contamination of a site is suspected on a site coming forward for development, a site investigation and analysis will be required followed by the proper remediation of all hazardous materials, suitable for the particular site in question.

The Landscape Character Assessment for Worcestershire ([www.worcestershire.gov.uk/lca](http://www.worcestershire.gov.uk/lca)) informs the evidence base for this Core Strategy. The Landscape Character Assessment describes the key characteristics that define landscapes, in addition to identifying the sensitivity of those landscapes to change. It will be used in the process of assessing the impact of proposals on the character of landscape, ensuring that landscape character and sensitivity are fully considered in the context of individual planning applications. This is particularly important in the landscapes surrounding the urban areas of Redditch where there may be increased pressure from development. Here, the Landscape Character Assessment will be particularly important in ensuring that development relates to the sensitivity of the location and is appropriate to the landscape character, strengthening and enhancing the character and local distinctiveness wherever possible.

Landscaping proposals associated with new developments should seek to maximise woodland planting, wherever appropriate using indigenous species, and should aim to complement or enhance the landscape character of the particular area. Reference should be made to the Worcestershire Landscape Character Assessment to inform this.

Trees, woodland and hedgerows (including ancient hedgerows) are important in Redditch's landscape and provide patterns of features which give areas local distinctiveness. They are highly valued by local communities and Redditch's woodlands are often used for informal recreation. Trees and woodland are also often of historic value. Ancient hedgerows are those which support the greatest diversity of plants and animals and should be retained and managed appropriately in all situations.

Any development proposals which would lead to an unacceptable increase in pollution will be resisted, particularly where it would harm the air quality of the Borough. The Borough Council will consult with the relevant agencies in determining the level of increase in pollution which will be unacceptable. In accordance with the national Air Quality Strategy (DEFRA 2007) the Borough Council supports the objective of protecting and improving air quality. Proposals for development which would adversely impact upon air quality will be resisted. The maintenance of air quality will be required and, where possible, an improvement to air quality will be sought.

### **Policy 3 Flood Risk and Water Management**

The potential of flood risk should be considered at all stages of the planning and development process, particularly when considering the possible risks, implications and steps needed to prevent general flooding affecting new or existing development.

Successful water management contributes to the quality of the landscape and townscape in some locations and also provides beneficial effects for important habitats or species. It can also provide enhanced recreational facilities, offer opportunities for education, and often provide an attractive interest point which is valuable in the creating of new sustainable developments.

#### **A. Flood Risk**

**In considering all proposals for development, the following principles will be applied:**

- i. the expectation that all development should fall within Flood Zone 1;**
- ii. where land in Flood Zones 2, 3a or 3b ('Functional Floodplain') is developed, a comprehensive Flood Risk Assessment (FRA) will be required to be submitted by the applicant.**

**Any development sites that are located in areas that are subject to flood risk will need to demonstrate that there are no other reasonable options for development in accordance with the 'Sequential Approach' and 'Exception Test', if applicable, as set out in PPS25 (Development and Flood Risk).**

**Any development in areas subject to flood risk will need to demonstrate that adequate flood protection has been incorporated and that effects elsewhere have been fully assessed and mitigated against.**

**The Borough Council will seek opportunities to use developer contributions to fund flood risk management schemes where these are not provided directly by the developer and are directly related to the proposed development.**

## **B. Water Management**

**The Water Cycle Strategy identifies a need for sustainable water demand management techniques to be employed in Redditch. Therefore, every new development will require the inclusion of Sustainable Drainage Systems (SUDs) and will be required to treat all surface runoff on site. Developments will also be expected to incorporate greywater recycling and rainwater harvesting where practicable.**

**The development of any new site should not have a negative impact on water quality, either directly through pollution of surface or ground water or indirectly through overloading of sewage treatment work.**

**Water treatment infrastructure associated with new development, where appropriate will be required.**

### Reasoned Justification

This policy should be read in conjunction with the Strategic Flood Risk Assessment (SFRA) for Redditch Borough (2008). This Level 1 SFRA maps all forms of flood risk and can be used to locate new development in low flood risk areas (Zone 1). Where development cannot be located in Flood Zone 1 the 'Sequential Test', as defined in PPS25: Development and Flood Risk, should be applied; the SFRA Flood Maps provide the basis for this.

If, once the Sequential Test has been applied, insufficient sites are identified the 'Exception Test' (as defined in PPS25) can be applied. This may, in certain circumstances, justify development taking place in Flood Zone 2 or Flood Zone 3. Applications for development should also be accompanied by a Flood Risk Assessment to demonstrate how flood risk from all sources of flooding to the development itself and flood risk to others would be managed by fully taking into account climate change impacts. FRAs will be required alongside Planning applications for development proposals of 1 hectare or greater in Flood Zone 1 and all proposals for new development located in Flood Zones 2 and 3. The minimum requirements for a FRA are as follows:

- be proportionate to the risk and appropriate to the scale, nature and location of the development;
- consider the risk of flooding arising from the development in addition to the risk of flooding to the development;
- take the impacts of climate change into account as per Annex B of PPS25;
- be undertaken by competent people, as early as possible in the particular planning process, to avoid misplaced effort and raising landowner expectations where land is unsuitable for development;
- consider both the potential adverse and beneficial effects of flood risk management infrastructure including raised defences, flow channels, flood storage areas and other artificial features together with the consequences of their failure;
- consider the vulnerability of those that could occupy and use the development, taking account of the Sequential and Exception Tests and the vulnerability classification as per Annex D of PPS25, including arrangements for safe access;
- consider and quantify the different types of flooding (whether from natural and human sources and including joint and cumulative effects) and identify flood risk reduction measures, so that assessments are fit for the purpose of the decisions being made;

- consider the effects of a range of flooding events including extreme events on people, property, the natural and historic environment and river and coastal processes;
- include the assessment of the residual risk after risk reduction measures have been taken into account and demonstrate that this is acceptable for the particular development or land use;
- consider how the development will modify run-off and promote the use of Sustainable Drainage Systems (SUDS) to mitigate that impact; and
- be supported by appropriate data and information, including historical information on previous events.

Should new flood defence measures be considered to be the only option to mitigate against flood risk to enable a specific development proposal, these defences will be expected to be provided and financed by the developer of the site. Any future maintenance costs are also to be met by the sites developers.

This policy should also be read in conjunction with the Water Cycle Strategy for Redditch Borough (2008). The Water Cycle Strategy provides more detail on the implementation of greywater recycling, rainwater harvesting and SUDs.

All new development will require a suitably designed drainage system in order to mitigate the risk of surface water and overland flooding as well as the risk posed by the overloading of local sewers and watercourses.

Consideration should be given to source control within the surface water drainage proposals, which can be achieved through a range of techniques. The Water Cycle Strategy has concluded that Redditch Borough suffers from negligible permeability due to the underlying geology. It will therefore not be possible to utilise infiltration based SUDs in the Borough and alternative techniques will therefore be needed. It is recommended that within the assessment of the feasibility of SUDs for all development sites, that an infiltration test is conducted. It is considered that all development sites are able to incorporate some form of SUDs; the scale of these techniques should be proportionate to the scale of development proposed. All surface water run-off should be properly treated i.e. reused or incorporated back into the water cycle system. With regard to sustainable water demand management, through the use of SUDs techniques and the requirement for new developments to be assessed against either the Code for Sustainable Homes or BREEAM water demand will be significantly lowered.

Please refer to Policy 2 (Natural Environment) for details on the appropriate SUDS that are suitable in Redditch.

#### **Policy 4 Sustainable Travel and Accessibility**

As a New Town Redditch Borough is designed with a focus on private car use, this needs to be reduced with a modal shift achieved focussing on public transport to ensure that emissions from transport sources in Redditch are minimal. This Policy seeks to contribute towards the achievement of Objective 3 which is “to reduce the causes of, minimise the impacts of and adapt to climate change” and Objective 6 which is to “to encourage safer, sustainable travel patterns, improve accessibility and maintain a balanced road hierarchy and reduce the need to travel.”

**Transport will be co-ordinated to improve accessibility and mobility, so that sustainable means of travel, reducing the need to travel by car and increasing public transport use, cycling and walking are maximised. This will be achieved by:**

- i. meeting development requirements in accessible locations and taking account of interactions between uses;**
- ii. delivering a comprehensive network of routes for pedestrians and cyclists that is coherent, direct, safe, accessible and comfortable to use, building on, adapting and extending the network that exists, in particular focusing on and following 'desire lines' of the pedestrian and ensuring that all members of the community can comfortably move around the Borough;**
- iii. ensuring that infrastructure for pedestrians and cyclists is provided and that it facilitates walking, cycling and public transport. Proposals should incorporate appropriate, safe and convenient pedestrian and cycle access as an integral feature of the proposed design. Where appropriate, the provision or improvement of off-site cycle routes, footpath links and related infrastructure will be sought;**
- iv. where proposals for development are likely to have an adverse impact on the network of footways, cycle routes or Primary Route Network, particularly on the National Cycle Network route, development will not normally be permitted, unless the impacts can be mitigated against, cycleways will be sought which run adjacent to footpaths;**
- v. support the provision of coach parking where appropriate:**
- vi. increasing access to and from Redditch Railway Station for users, particularly where access points create a gateway;**
- vii. a Transport Assessment will be required where it is considered that development will have significant transport implications; and**
- viii. a Travel Plan will be required alongside certain developments in order to achieve the sustainable transport objectives of this Core Strategy.**

#### Reasoned Justification

At the heart of this policy is the importance of improving accessibility and mobility, whilst avoiding past trends of increased car traffic and longer journeys. The various measures detailed are set out to bring about behavioural change and create the right conditions for people to choose to live in close proximity to their workplace and to choose sustainable means of transport.

The Borough has a network of footpaths and cycleways but there are deficiencies and in some areas their surroundings are considered threatening and uninviting as they offer refuge for anti-social behaviour. Fundamental to this approach is the need to view developments through the eyes of pedestrians, cyclists and public transport users. New footpaths and cycleways should follow the desire line of the user i.e. the shortest and most easily navigated route between origin and destination. All measures should promote pedestrian and cycle priority, convenience and safety, including safer routes to school and cycleways as necessary. In order for these measures to be effective, pedestrian routes should form an integral part of the development process, generating good quality access and meaningful links within and between developments. Therefore it is essential to integrate the provision of these facilities in the design stage of any new development, especially in those developments of significant size or journey generating capacity. All members of the community should be able to move around the Borough in a safe and convenient manner this includes disabled and visually impaired members of the community. To aid in developing these provisions reference should be made to the Designing for Community Safety SPD.

The Borough Council is committed to the protection of the existing cycle network in Redditch Borough, particularly the National Cycle Network route (See Transport Map). Where it is considered that a proposal has an adverse impact on the continued safety and convenience of the network, it will not normally be allowed.

A Transport Assessment would be required where development proposals impact on the Primary Route Network. This is to ensure that the function of the network is maintained. It should be noted that new accesses on the Primary Route Network will not be encouraged and should not inhibit the strategic function of these routes. See Local Portrait.

Proposed access for cyclists in the design of new development should be well connected to the wider cycle network and be safe and convenient for the user, having due regard to 'Secured By Design'. The provision of cycle routes and facilities will be expected to be undertaken at the developers' expense, and where appropriate, contributions from the developer will be sought towards provision off-site.

Coach parking within close proximity to the Town Centre would ensure that Redditch Borough is accessible to visitors that choose to travel in a sustainable manner

The Borough Council supports where appropriate the Safer Routes to School initiative and the Quiet Lanes initiative.

A Transport Assessment will be expected where proposals for development exceed the following thresholds:

<b>Use</b>	<b>Threshold from and above which a TA will be required (gross floorspace)</b>
Residential	100 units
Food retail	1000m <sup>2</sup>
Non-food retail	1000m <sup>2</sup>
Cinemas and Conference facilities	1000m <sup>2</sup>
D2 (other than cinemas, conference facilities and stadia)	1000m <sup>2</sup>
B1 including offices	2500m <sup>2</sup>
Higher and further education	2500m <sup>2</sup>
Stadia	1500 spectator capacity

A Travel Plan will be expected where proposals for development exceed the following thresholds:

<b>Use</b>	<b>Threshold from and above which a Travel Plan will be required (gross floorspace)</b>
Shopping, leisure and service facilities	1000m <sup>2</sup>
Employment facilities	2500m <sup>2</sup>
Stadia	Seating capacity of 1500 or more

A Travel Plan will also be expected in the following circumstances:

- where employment, shopping, leisure and services in, or near to any air quality management areas that are introduced to the Borough;
- where there are local initiatives for the reduction of road traffic, or the promotion of public transport, walking or cycling; or



- where a Travel Plan would help address a particular local traffic problem associated with the planning application, which might otherwise have to be refused on local traffic grounds.

## **Policy 5 Green Infrastructure**

As a former New Town, Redditch has high levels of open space compared to surrounding districts and this positively contributes to the distinctiveness of the Borough. The open space provision includes the Green Flag Award winning Arrow Valley Country Park and Morton Stanley Park. There is also a wider Green Infrastructure Network across Redditch Borough which must be protected and enhanced because of the wide ranging benefits it can provide to communities.

**The Green Infrastructure (GI) Network and Open Space provision make an important and valued contribution to the Borough of Redditch and its distinctiveness.**

**The existing GI Network will be safeguarded and new development will be required to contribute positively to the GI network, in line with the findings of the Redditch Borough GI Strategy and to support the Worcestershire Sub-Regional GI Framework. Opportunities will be sought to improve the network for the benefit of people, wildlife and the character and appearance of the Borough.**

**Open Space will be protected and, where appropriate, enhanced to improve quality, value, multi-functionality and accessibility. New development will be required to provide open space in accordance with the Council's Open Space Provision Supplementary Planning Document.**

**The Borough Council will, where appropriate, produce Green Infrastructure Concept Statements to guide masterplanning and development of Strategic Sites.**

### Reasoned Justification

The Green Infrastructure and Open Space of Redditch Borough are of great importance for protecting the environment, meeting recreational needs, providing wildlife habitats and maintaining an attractive townscape and historic environment.

In line with Planning Policy Guidance 17, the Borough Council will protect Primarily Open Space of all types and further information on the strategy for specific typologies of Open Space is contained in the Borough Council's Open Space Provision Supplementary Planning Document (SPD). The Open Space Provision SPD recognises Open Space, sports and recreational facilities of high value which may need protecting and sets out local standards for the provision of Open Space, sports and recreational facilities.

A Green Infrastructure Strategy will be completed which identifies and assesses the existing Green Infrastructure network and make recommendations on how the network can be enhanced. Green infrastructure includes the network of green spaces and natural elements across the Borough. These areas are important in enriching the quality of life of local communities, improving health, supporting regeneration and creating attractive environments.

A level of protection also needs to be provided to the 'corridors' between sites such as hedgerows and watercourses. PPS9 (Nature conservation), refers to the importance of countryside features which act as wildlife corridors between habitats or act as 'stepping stones' between habitats, and to the value of these links in maintaining the range and diversity of flora and fauna. In considering proposals for development within these corridors, or for development that would potentially affect their function as a link in maintaining the flora and fauna of the Borough, the Borough Council will require applicants to provide sufficient information to enable an assessment of the proposals likely impact.

Green Infrastructure Concept Statements will be produced having regard to the emerging Green Infrastructure Strategy for Redditch Borough and the emerging Sub-Regional Green Infrastructure Strategy being produced by Worcestershire County Council.

## Sustainable places to live which meet our needs

The policies contributing towards achieving a strategy of sustainable places to live which meet our needs will deliver the objective:

"To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations, including on Strategic Sites"

Redditch Borough Council, as Local Planning Authority has an important role to play in ensuring the efficient and sustainable release of land for development. Dwellings should be provided at the correct locations to ensure that the most deliverable and sustainable areas of the Borough are developed first. This is also required with the development of other non-residential development types of uses. There is a need to ensure that pressure for development on greenfield land is kept to a minimum, and that those sites released first benefit from, and maximise the use of, existing and planned infrastructure. Sufficient dwellings should be provided to ensure that everyone has access to a home that meets their needs, and the provision of an appropriate level of affordable housing delivery across all types and tenures, is critical to meeting the needs of all our residents.

Policies in this section also provide some guidance on the types of locations where it would be best to develop. The Accessibility Study and Settlement Hierarchy were used to determine which settlements within the Borough should be considered as the main settlements, sustainable settlements, or local needs settlements. The Study also defined the functions that each settlement should be fulfilling to meet the needs of its community. A Sustainability Appraisal accompanying this Core Strategy for consultation has helped to determine which locations are more preferable, and this is reflected in the policies setting out the most sustainable settlements to develop within and the types of sites which should be developed.

### Policy 6 Settlement Hierarchy

The Settlement Hierarchy categorises the Borough's settlements based upon their role and function, so that it is clear how all of Redditch Borough's settlements are likely to be developed sustainably and how they will serve their communities.

**The location and scale of new development should accord with the following settlement hierarchy and reflect the services present, accessibility, and character and local distinctiveness of each settlement.**

- **Redditch urban area, as the Main Settlement shall be the focus for development as it provides the highest level of services and facilities provision.**
- **Astwood Bank is a Sustainable Rural Settlement that offers an appropriate range of services and facilities. Development within the settlement boundary, as defined in the local portrait map, will be the focus for local needs development which is genuinely required to meet the needs of Astwood Bank and the surrounding rural community.**
- **Feckenham is a small, rural settlement which offers limited local facilities but has important conservation and historic merit. In order to preserve and enhance these characteristics, development within the settlement boundary, as defined in the local**

**portrait map, will provide for identified local needs only in accordance with PPG2 (Green Belts) and PPS7 (Sustainable Development in Rural Areas).**

**The remainder of Redditch's rural area offers sparse development patterns with no local service provision. These hamlets will provide for identified local needs only in accordance with PPG2 (Green Belts) and PPS7 (Sustainable Development in Rural Areas).**

**Where development in the rural area has demonstrated a proven local need, measures should be put in place through the use of planning conditions or planning obligations to ensure that the development continues to meet this need in perpetuity.**

### Reasoned Justification

The Core Strategy aims to deliver sustainable patterns of development which are appropriate and proportionate to their location, and adequately provide for the communities that they serve.

Redditch urban area is the obvious primary focus for development as it is the main settlement within the Borough and provides the functions and services for the majority of the Borough's residential and economic population. Therefore future development should continue to be directed towards the Borough's most sustainable settlement in order to maintain and enhance its important role within the settlement hierarchy. Due to the compact and built up nature of Redditch's most sustainable settlement, it is important that future development which cannot be accommodated within the urban area is directed to the most appropriate and sustainable locations on the edge of the urban area, i.e. strategic sites at Brockhill East and Brockhill West. However, ignoring the needs of Redditch's other settlements, is likely to lead to their decline, and in some cases, a loss of their sustainability. Without careful consideration of the roles they play and level of functions they provide, they could be affected by unnecessary and inappropriate development, which compromises their local character and function.

The Accessibility Study and Settlement Hierarchy for Redditch Borough has determined the role and function of other recognised settlements in the Borough, and assessed Astwood Bank and Feckenham against a series of key services, facilities and activities to determine what constitutes an appropriate level of development.

'Local needs' refers to the anticipated requirements, for example, housing, generated by local growth or other trends, with the exception of inward migration. In the context of Redditch's rural settlements, 'local needs' relates to the provision of local residential, business and community needs to maintain the vitality of the communities they serve.

### **Policy 7 Development Strategy**

The Development Strategy is needed so that there is clarity on the best way of distributing development within Redditch because it is important that development is delivered in the most sustainable way possible. The policy sets out what type of development can come forward, its location, and its appropriate timeframe within the Plan period. This Development Strategy would not change following consultation on locations for development around Redditch.

**All Strategic Sites for development can come forward immediately in accordance with the policies in the Development Plan. The locations of Strategic Sites and the development**

principles they are expected to meet can be found in Strategic Site Policies (Policy 29 to Policy 32).

With regard to residential development, the most sustainable sites must be developed earlier in the Core Strategy period in accordance with Policy 6 (Settlement Hierarchy), with the exception of local needs housing, which should come forward throughout the Plan period as and when 'need' arises.

In all cases, the suitability of sites to be brought forward for development will be determined following receipt of how all necessary infrastructure to enable development will be funded and delivered.

Should the required rates of housing or employment delivery not be achieved, the Council will endeavour to bring sites forward through proactive planning measures such as Supplementary Planning Documents, Development Plan Document review and compulsory purchase.

In order to plan and provide for future development demands, certain lands within Redditch Borough at the edge of Redditch's urban area are identified as Areas of Development Restraint (ADR); namely A435 ADR and Webheath ADR. ADRs will be safeguarded to meet longer term development needs beyond 2026, subject to a reassessment of the ADR's suitability to deliver appropriate development and its associated infrastructure at that time. This could ensure at least 15 years of continuous housing delivery required by PPS3 – Housing. In the interim, development proposals on ADR land will be subject to policies controlling development in the Open Countryside.

#### Reasoned Justification

There is a requirement in national planning policy that Redditch should have a continuous supply of land for development throughout the Plan period. In order to ensure this requirement is met all development within the Redditch urban area, as the Borough's principal sustainable settlement, would be required for development immediately as there is limited land availability and little choice about the locations for development within the Borough.

The unique economic conditions require local authorities such as Redditch, to quickly recover and deliver development to meet its needs. There are no known major constraints to delivery of development in Redditch that would warrant a phasing policy, and the priority for the re-use of previously developed land accompanied by a proactive approach to bringing forward Town Centre and District Centre regeneration, will deliver much of Redditch's brownfield development.

The two ADRs at A435 and Webheath are not considered to be deliverable during this Plan period as there is insufficient evidence in place to demonstrate a realistic prospect of delivery during the life of this Strategy, particularly on transport and waste water infrastructure. This has an impact on housing provision in Redditch which is detailed in Policy 8 - Housing Provision. This deviates from RSS Phase Two recommendation that there are no good reasons (evidence) not to build on Redditch ADRs, but this position is justified because of deliverability concerns of the sites which have arisen since the RSS Panel Report recommendation was received.

The identification of an ADR does not necessarily imply that it will be allocated for development purposes when the Plan is next reviewed and neither does it necessarily imply that the whole of each ADR is suitable for development as constraints may render parts of the area unsuitable for development. Furthermore, before an ADR is deemed suitable to meet development targets, there

must be strong evidence in place to ensure all necessary infrastructures can be delivered which is required to serve the development and its environs. In response to PPS3 – Housing, provision has been made to enable a continuous delivery of housing for at least 15 years from the adoption date of the Plan.

## **Policy 8 Housing Provision**

Redditch Borough Council, as local Planning Authority has an important role to play in ensuring that sufficient homes are provided to ensure everyone has access to a home that meets their needs.

**Provision is made for the construction and completion of around 2,200 new dwellings within Redditch Borough between 2011 and 2026. Details of the sites expected to contribute to meeting this target can be found in Appendix 2.**

**A total of around 3200 houses will therefore be provided between 2006 and 2026 within Redditch Borough.**

**The Borough Council seeks to achieve a mix of housing types in terms of size, scale, density, tenure and cost which reflects the Borough's housing needs. When considering proposals for new residential development, consideration will be given to the extent that the proposed scheme reflects these requirements in accordance with the current Strategic Housing Market Area Assessment.**

**In order to achieve a supply of flexible and inclusive housing in the Borough that caters for life-long occupancy, all new residential development, including affordable housing, will be expected to comply with the Lifetime Homes Standard. The private sector development industry will be encouraged to implement the concept of lifetime homes within their development schemes prior to its mandatory introduction in 2013.**

### Reasoned Justification

Land identified in the SHLAA which could contribute towards Housing Provision exceeds the target of around 2,200 dwellings between 2011 and 2026. However, the two ADRs at A435 and Webheath, which are identified in the SHLAA, are not considered to be deliverable during this Plan period as there is insufficient evidence in place to demonstrate a realistic prospect of delivery during the life of this Strategy. It is important that their development potential and deliverability can be revisited at a future date. Therefore, provision has been made in Policy 7 – Development Strategy, to safeguard these areas for future development consideration as ADR.

It is important that everyone's housing needs are met and there is an adequate mix of dwellings across all types and tenures. The Borough's housing needs will be regularly monitored and reassessed through updates of the Strategic Housing Market Assessment. Due regard should be paid to the most up to date version of this Assessment to properly determine the appropriate housing needs for Redditch at any time.

'Lifetime homes' is an initiative to encourage a more thoughtful approach to house building which incorporates technologies and good design principles to allow for the flexible use of our living spaces over our lifetime. It is acknowledged that the requirement for lifetime homes is not expected

in advance of 2013. However, paragraph 20 of 'Lifetime Homes: Lifetime Neighbourhoods' states that voluntary take-up of the concept by the building industry would be encouraged and supported.

### **Policy 9 Effective and efficient use of land**

Land for development is a finite resource. Whilst it is acknowledged and accepted that some greenfield land must be used to meet development targets, there remains a need for prudent re-use of previously developed (brownfield) land within the Borough which, has the potential to contribute towards meeting Redditch's development needs. Furthermore, the greenfield land that is used for development should be developed efficiently to maximise its potential.

**Effective and efficient use of land must be sought in all new development schemes.**

**With respect to residential development, this will be achieved in the following ways:**

- i. the reuse and regeneration of Previously Developed Land (PDL) is a national priority. A target of 15% of all new dwellings in Redditch Borough will be sought on PDL;**
- ii. densities of between 30 and 50 dwellings per hectare will be sought in Redditch Borough, and 70 dwellings per hectare will be sought on sites for residential development that are within or adjacent to Redditch Town Centre and the District Centres;**
- iii. higher densities will be sought in locations close to public transport interchanges; and**
- iv. higher densities will also be sought in other locations where it can be demonstrated that there will be no detrimental impact on the amenity, character and environmental quality of an area.**

**Lower densities will only be considered acceptable where it has been demonstrated that there are site specific limitations which negate standard densities being met, or where there would be a detrimental impact on the amenity, character and environmental quality of an area if the standard densities were to be pursued on-site.**

**Schemes for the development of private residential gardens will generally not be supported unless they lie within existing settlements, integrate fully into the neighbourhood, and can clearly demonstrate that there would be no detrimental impact on the amenity, character and environmental quality of the neighbourhood, unless there are substantial overriding environmental, social and economic benefits to justify the development.**

**With respect to non-residential development, schemes which propose the re-development of 'tired' or derelict sites will be considered favourably.**

**There will be a presumption against development on PDL where it can be clearly demonstrated that over time, land has been afforded beneficial amenity value or where biodiversity issues would be compromised through redevelopment of the site.**

#### Reasoned Justification

Encouraging development on previously developed land allows maximum use to be made of vacant and previously developed sites; thus reducing the pressure for development on greenfield sites and maximising the use of existing infrastructure.

A target of 15% of all new dwellings on previously developed land is a target informed by the sites identified in the Strategic Housing Land Availability Assessment. The national requirement for 60%

of new housing to be provided on previously developed land (PPS3 – Housing) is clearly not deliverable in Redditch due to its tight administrative boundaries which are surrounded by Green Belt, and the nature of its previous New Town status, which limits the amount of development that may have reached the end of its natural life and is prime for redevelopment within the urban area. The Borough Council's previous brownfield development target, identified in the Worcestershire County Structure Plan 1996 – 2011, stipulated 25% of all residential development on brownfield land. The Borough Council was able to more than double the brownfield delivery against this target during the period up to 2011. Therefore, exceeding previous brownfield development targets, limits the scope and potential during this Plan period.

There are no targets for other development types on previously developed land. However, the Borough Council considers it prudent to encourage regeneration and redevelopment of sites which may be tired or have remained vacant for a number of years, in order to revitalise these parts of the town, thereby encouraging future investment in Redditch.

There are some instances where redevelopment of brownfield land should be resisted, such as previously cleared sites which have, over time, become part of the open and green character of an area and value is placed on the contribution these areas make to the community or biodiversity. In these instances, the contribution these sites make to the character of the area will be afforded careful attention before their redevelopment is considered.

PPS3 – Housing, no longer specifies minimum density targets and considers that appropriate density levels should be set by local authorities. Based upon past density rates achieved in Redditch at a time when minimum density requirements were set, it is considered that continuation of these density ranges will continue to be achievable and in keeping with the character of existing development within the Borough. There may be instances when achieving minimum density targets will compromise the character of the surrounding area or there are physical limitations within the site boundary. In these circumstances, the character of the surrounding area and the sites' physical constraints will be afforded careful attention before higher density development is considered.

Homes with large back gardens are common feature in some of the older districts in the Borough and previously a number of housing completions have come from developments on garden land. Although garden land was previously defined as brownfield land in PPS3, garden land has now been removed from this definition. This does not mean that all development on garden land should be refused but rather that careful consideration should be given to any proposals and whether there are any mitigating factors. One of the most important considerations will be the retention of the existing character of residential areas. Development which significantly increases the proportion of ground coverage or the scale of proposed buildings is likely to be out of keeping with its surroundings and therefore is likely to be unacceptable and will be refused. Development of garden land will only be supported where it full integrates into the neighbourhood and is in keeping the character and quality of the local environment unless it can be demonstrated there are significant overriding mitigating circumstances.

## **Policy 10 Affordable Housing**

The Government believes that everyone should have the opportunity of a decent home, which they can afford, within a sustainable mixed community. There is a national commitment to providing high quality housing for people who are unable to access or afford market housing.



Affordable housing is defined as including social-rented and intermediate housing (PPS3, Annex B). Those in need of affordable housing include vulnerable people, key workers and those trying to make the transition from social-rented housing to home ownership. A sufficient supply of intermediate housing can help address the needs of key workers and those seeking to gain a first step on the housing ladder, reduce the call on social-rented housing, free up existing social-rented homes, provide a wider choice for households and ensure that sites have a mix of tenures.

Redditch has the lowest affordability ratio in the South Housing Market Area. However, despite Redditch being the most 'affordable' district in the sub-region, the lower quartile multiplier implies even at this level, many people will be excluded from purchasing market housing.

**The Borough Council will seek to create sustainable communities by requiring that a mixture of dwellings with regard to size, type and tenure that reflect local housing need, are provided on, and integrated into, each site.**

**All proposals for new residential development, irrespective of site size or capacity, will be expected to contribute towards the provision of affordable housing.**

**Applicants should refer to the Borough Council's most up to date Housing Market Assessment to determine the appropriate level and mix of affordable housing provision required for their development proposal.**

**In exceptional circumstances, where the economic viability of affordable housing contributions is questionable, and they can be fully demonstrated, the Borough Council may negotiate a more appropriate level of affordable housing provision, or deferred payment scheme where appropriate, with the applicant.**

**Although low cost market housing is not a form of affordable housing it can contribute to the creation of a sustainable housing market and therefore schemes which incorporate a portion of low cost market housing will be looked upon favourably.**

#### Reasoned Justification

The Borough Council recognises the continuing need to provide housing across all market sectors within the Borough and that Strategic Housing Market Assessments (SHMA) continue to report a need for affordable housing in Redditch. Over time, the size and type of housing in the greatest demand may alter; therefore it is imperative that the required need identified in the most up to date SHMA is provided for at that time.

As PPS 3 - Housing advocates local planning authorities setting lower thresholds where affordable housing provision is required; Redditch Borough Council intends to test the viability of affordable housing provision on a range of site sizes and the viable options relating to cash contributions on smaller sites. Furthermore, the Borough Council will test the appropriateness of its current contribution standard of 40% affordable units on sites of 15 dwellings/ 0.5ha. This viability testing will support the Council's requirement of affordable housing provision relating to all proposals for housing development.

However, exceptional circumstances may arise due to economic conditions, for example, which may render a site undeliverable if the full affordable housing requirement were to be pursued. If exceptional circumstances arise, and can be clearly demonstrated, the Borough Council will negotiate an appropriate, deliverable scheme with the applicant.

Low cost housing does not form part of the national definition of affordable housing, it is classed as intermediate affordable housing, which provides housing at prices and rents above those of social rent, but below market prices or rents. Given the nature of the housing market and the current difficulties in obtaining mortgages, there is a place in the housing market for accommodation of this type, to ensure more people have the opportunity to acquire a home to meet their needs. Opportunities to increase the supply of all market types will be encouraged and negotiated by the Borough Council.

### **Policy 11 Gypsies Traveller and Travelling Showpeople**

It is important to ensure that the needs of all of the members of the Redditch Borough community are catered for. In order to address the needs of Gypsies, Travellers and Travelling Showpeople, provision will be made to meet their needs in the appropriate locations.

**Provision will be made for new Gypsy, Traveller and Travelling Showpeople pitches, in line with the requirements of the Gypsy, Traveller and Travelling Showpeople Accommodation Assessment (2008). As such a minimum of 14 'yards' will be provided to meet the needs of travelling showpeople and a temporary stopping site of 18 pitches will be provided to meet Redditch's need.**

**Proposals for these new sites will be required to demonstrate that they:**

- i. are located in close proximity to existing facilities and transport networks with satisfactory access and highway arrangements;**
- ii. where appropriate, are located on Previously Developed Land;**
- iii. are well screened and landscaped and will not cause unacceptable harm to the character and appearance of the surrounding area;**
- iv. will not result in disturbance or loss of amenity to any neighbouring development; and**
- v. have a satisfactory water supply, sewerage and refuse disposal facilities.**

**There will be a presumption against proposals in the Green Belt, unless exceptional circumstances are demonstrated in line with PPG2 Green Belts.**

#### Reasoned Justification

National planning policy requires that all Local Authorities are guided by a Gypsy, Traveller and Travelling Showpeople Accommodation Assessment. Redditch Borough is guided by an assessment which was carried out in 2008 for the South Housing Market Area.

The Gypsy, Traveller and Travelling Showpeople Accommodation Assessment for The South Housing Market Area of the West Midlands Area (2008) was commissioned by the South Housing Market Area Partnership. The purpose of the assessment is to provide information on the accommodation needs of Gypsies and Travellers for sub-regional and District/Borough level planning policy to set the appropriate number, type and distribution of additional pitches to be provided.

The Assessment recommends that an additional 'Showpeople' site should be provided for which is a minimum of 14 'yards'. 'Yards' can be anything from 100ft x 100ft up to 150ft by 200ft (Gypsy and Traveller Accommodation Assessment for The South Housing Market Area, March 2008). The

Assessment also recommends that a temporary stopping place of not less than 18 pitches should be provided.

A Landscape Character Assessment has been carried out for Worcestershire which considers the areas of the Borough that are most sensitive to development. It also details mitigation measures for proposals with regard to surrounding landscape impact. Any proposals for future sites will be considered with this assessment in mind. Proposals must also consider the requirements of Policy 6 (Settlement Hierarchy) and Policy 7 (Development Strategy).

## Creating a Borough where Businesses can Thrive

One of the key objectives to delivering the theme of 'Creating a Borough where Businesses can thrive' is 'to have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels'.

Existing Employment Areas are coloured purple on the Local Plan No.3 Proposals Map. Employment Land is described as B1 (Business), B2 (General Industrial) and B8 (Storage and Distribution). One of the key roles of the planning system is to ensure that sufficient and attractive land is available for employment related development.

The LDF must identify a range of employment sites to meet the needs for future employment growth in the Borough. The policies in this section seek to guide new employment development to the appropriate locations, as well as protecting existing employment land where appropriate. In addition, the section encourages skills growth in order to assist in creating opportunities for existing and new businesses to diversify into more advanced sectors.

As the economy is changing rapidly the Borough needs to adapt and remain competitive, so achieving economic growth within Redditch is a significant issue. Redditch Borough's economy needs to develop in a way that:

- Provides opportunities for the local population to access good quality jobs and in so doing, the skills of the workforce must match the expectations of new and existing businesses;
- Respects the local environment, particularly in the rural area; and
- Ensures economic development occurs in the most appropriate locations.

In order to achieve this it is important to:

- Guide the location of employment development in a way that can be monitored;
- Protect employment land from inappropriate development to ensure economic growth is not prohibited in the future;
- Ensure economic development in rural areas takes account of the impact it has on the local environment;
- Assist in diversifying the economy; and
- Deliver employment needs for Redditch following consideration of the RSS Phase Two Revision (Panel Report Recommendation).

The Core Strategy has been through a series of consultation phases, this consultation has helped to inform and shape the policies that are now contained within this section as well as wider evidence base documentation. The following Evidence Base documents have particularly assisted in the preparation of this section:

- Employment Land Review (All publications);
- Historic Environmental Assessment for Redditch;
- Offices Needs Assessment; and
- Redditch Economic Development Strategy.

In addition, more of Redditch Borough's development targets are to be consulted upon.

The Employment Land Review has assisted with identifying potential locations for employment growth. The Office Needs Assessment carried out a similar function, solely relating to office provision in the Town Centre over the plan period. The Office Needs Assessment identified a figure

of 30,000sq.m of provision to be accommodated in the Town Centre; however the assessment acknowledged that only 22,000sq.m could be accommodated within the town centre boundary. This means that the remaining 8,000sq.m needs to be accommodated outside of the Town Centre, and therefore this requirement should be met within the wider employment land requirement. Based on this addition, the employment land requirement is 33.3ha. This Office Needs Assessment is a sound justification for deviation from the RSS office development targets of 45,000sq.m.

In terms of the Redditch Economic Development Strategy, this section of the Core Strategy seeks to complement this in assisting the delivery of some of the economic priorities. The Historic Environment Assessment identifies the loss of farmsteads as an issue; therefore this issue is given consideration in the development of rural economic development policy.

## **Policy 12 Location of New Employment**

The availability of suitable land is crucial to the economic well-being and development of Redditch Borough. The Employment Land Review assessed numerous sites to meet projected growth needs in the Borough. These sites were assessed against a range of criteria to ensure that there is a balanced portfolio of employment sites.

This policy seeks to strategically guide the location and development of employment land, whilst aiming to remain flexible in a changing economic climate.

### **A. Principal land allocations**

**Provision is made for 33.3 hectares of land which are available for employment uses for the period up to 2026 as listed in the document entitled 'Redditch Borough Council Employment Land Review update'. Total provision for a minimum of 9 hectares is made for a rolling 5 year programme. This represents a 'balanced portfolio' of employment land.**

**In terms of the most appropriate end use, applicants should undertake consultation with the Borough Councils Economic Development department to ascertain whether the proposed end use meets the economic aspirations of Redditch. Given the changing economic climate it is not considered appropriate to restrict uses in the Core Strategy, however it is important to note that where the Councils Economic Development team do not consider that a proposal is in line with economic priorities in the Redditch Economic Development Strategy the application should not be permitted.**

### **B. Other employment sites**

**Sites other than those set out in the Employment Land Review may come forward for development, redevelopment or change of use. Within the Redditch urban area these will be judged against the following principles as applicable;**

- i. Close proximity to suitable transport routes, having regard to the scale and nature of the traffic likely to be generated;**
- ii. Within easy reach of existing residential land with or without the use of private transport, where amenity is not negatively affected;**
- iii. In all cases, development should be acceptable in terms of their impact on biodiversity and the wider environment and demonstrate adequate Infrastructure including Green Infrastructure.**

### **C. Impact on the Highway**

**Uses which generate high vehicular movement particularly for warehouse and distribution proposals can have impacts on the highways. Where proposals are going to increase traffic, it will be for the applicant to demonstrate that the local transport system is capable of accommodating the additional traffic safely. This should be demonstrated in line with the requirements set out in Policy 4 (Sustainable Travel and Accessibility) of the Core Strategy.**

### **D. Waste facilities**

**It may be necessary for new sites to be developed for waste facilities to be able cope with demands from new growth. Employment Land in the Borough can be suitable locations for these new facilities. Where a site is proposed for a waste facility, the above policy considerations should be given due consideration, particularly the impacts on residential amenity.**

#### Reasoned Justification

A figure of 33.3ha is proposed for the Borough of Redditch. A figure of 31ha was proposed in the RSS evidence base, the additional 2.3ha is as a result of the Council's Office Needs Assessment which deemed that 2.3ha of land was needed outside of the Town Centre for office development due to capacity issues within the Town Centre (See Policy 14 Office Development). The RSS evidence base is the most up to date and there are no reasons to invalidate the evidence for these employment requirements.

As stated in the introduction of this Core Strategy consultation on all of Redditch Borough Council's development targets including office and employment will follow next year, as these targets should reflect the amount and location of housing development.

The Employment Land Review and Strategic Site policies identify appropriate sites for employment purposes. These sites have been thoroughly assessed in order to identify their appropriateness for employment purposes. It is likely that over the course of the plan period other sites will be proposed for employment purposes, in order to ensure that these sites are assessed appropriately a set of principles have been developed which any site must achieve.

With employment site designations there is a need to consult with all necessary Consultees as set out in the Council's adopted Statement of Community Involvement. In addition to these Consultees, the Highways Authority should be consulted to ensure schemes are appropriately planned so they do not have a significantly detrimental impact on the Highway.

Worcestershire County Council in the 'Waste Core Strategy: First Draft Submission' has identified a need for new waste facilities in the Borough. Redditch Borough Council acknowledges this need for waste facilities and reference is included within this policy. No specific employment sites are designated for waste provision, although a flexible approach should be taken if a proposal for a waste facility comes forward during this plan period.

### **Policy 13 Development within Employment Areas**

The Borough has a large supply of existing employment stock, it is necessary for the Core Strategy to decide on the best approach for maintaining this stock because having a suitable supply is crucial to the economic well-being of the area. Land values for employment uses are generally lower than for retail, housing and certain entertainment activities so there is often pressure to develop for these other uses. Once such other uses are developed on traditional employment land, they may cause a constraint for further industrial development and impede the function of existing employment premises because of potential environmental and amenity issues associated with incompatible land uses.

**Development will not be permitted where it would restrict the current or future use or development of employment areas for employment purposes.**

**When considering applications for non employment uses consideration should be given to National Planning Policy, particularly PPS4, in addition, non employment development will only be permitted when:**

- i. such development would not cause or accentuate a significant shortage of land for employment use in the area concerned;**
- ii. it is no longer viable as an employment area either following a period of unsuccessful marketing or undertaking a viability assessment. Consultation must be undertaken with the Economic Development unit by the applicant to ascertain this; and**
- iii. the site is no longer appropriate for employment use because of at least one of the following reasons and these problems are incapable of resolution in the foreseeable future:**
  - it impinges upon residential amenity;**
  - it causes substantial highway or traffic problems;**
  - it creates other adverse environmental effects; or**
  - technical reasons such as land stability or fundamental infrastructure problems.**

#### Reasoned Justification

Having an available supply of employment land is essential to the economic well-being and development of Redditch. The purpose of this policy is to ensure that employment land is protected in order to support existing sites and businesses. For the purposes of this policy employment land is defined as Use Classes B1 (Business), B2 (General Industry) or B8 (Storage and Distribution).

PPS 4 sets out the National Planning Policy guidelines for economic development. PPS 4 emphasises that it is not always appropriate to maintain land for employment purposes; however it also identifies certain requirements for applications for uses such as retail units outside the Town Centre. In Redditch Borough there have been a number of applications for A1 uses on employment land, therefore referencing this National policy helps to reinforce tests such as the sequential and impacts assessment tests.

In addition to PPS 4 the criterion contained within the policy are considered to add strength to appropriately protecting employment sites. The criteria have been developed due to the following:

- In some instances it may be the case that designated employment land or a site specifically identified for employment development is no longer needed due to a decline in the need for employment land or because that type of employment land is not suitable. Where the applicant can identify that the loss of a piece of employment land would not constrain the**

future supply of employment land, and the land being lost is demonstrated by the applicant that it is not suitable for employment purposes, it is then possible that the land could come forward for an alternative use. However, at the time of preparing this plan, the most suitable uses for those sites identified in the Employment Land Review are employment uses.

- In considering the impact of the loss of the site on the employment land supply, regard will be had to the individual and cumulative impact of the loss and the qualitative nature of the supply of land. Economic Development Officers at the Council will assess whether a loss of an employment site would have a detrimental impact on the supply of employment land. In some instances it is feasible that a site cannot be developed for employment purposes due to site constraints inter alia. In these cases an alternative use may be sought if this can be demonstrated by the applicant.
- An additional set of reasons are included within the policy which are designed to outline where there is the possibility that the land is unlikely to come forward for employment issues due to on-site/adjacent site issues. It is up to the applicant to clearly demonstrate that one of the criterion listed relates to the proposed site.

### **Policy 14 Office Development**

The Council aims to create a Borough where there is the opportunity for businesses to thrive. This is achieved through numerous means such as the Core Strategy and Local Strategic Partnership. Offices are a fundamental contributor to delivering high quality and high density employment uses. In addition to this, offices generally create very little traffic so direct access to major roads is unnecessary but to succeed they need to be in an attractive environment.

An Office Needs Assessment has been adopted by the Council, this assessment related to the town centre. The conclusions of this assessment identify some areas for the Council to improve upon, such as the marketing of the town centre. Therefore the Borough Council will strive to achieve the recommendations set out in the Office Needs Assessment.

The Redditch Economic Development Strategy emphasises the need for the economy to grow. It is anticipated that any revision of the Redditch Economic Development Strategy will make greater reference to offices and the type of sectors the Borough should be aspiring to accommodate. This is likely to occur following the adoption of the Core Strategy; therefore consideration of office development should be made in liaison with Economic Development.

**In the first instance, Offices should be located within or on the edge of Redditch Town Centre (see Town Centre Map) where their accessibility is maximised, particularly by public transport. Based on a local assessment, the Council has a need to deliver at least 30,000sq.m of office development for the Town Centre. However, the Town Centre, at this stage can only accommodate 22,000sq.m of office floorspace within its boundary. In total there is a remaining 8,000sq.m of office floorspace that needs to be accommodated for Town Centre related office development. Therefore this remaining requirement will need to be met outside of the Town Centre. In line with the Strategic Site policies it is expected that some office development will be incorporated as part of Strategic Site development.**

**In the first instance office development must be located within or on the edge of the Town Centre providing additional floorspace, unless they would create unacceptable local environmental or infrastructure problems. Where office development can not be accommodated in the Town Centre this should be justified against the requirements set out in PPS 4, specifically Policy EC14, EC 15, EC 16 and EC 17 as appropriate.**



### Reasoned Justification

An Office Needs Assessment has been produced by the Council, and this sets out the level of provision, as identified in the policy, for office provision over the plan period. The Town Centre first approach for offices is in line with National Planning Policy and is considered the most suitable approach to development because of the high level of accessibility in the Town Centre.

### **Policy 15 Rural Economy**

The overarching policy for Economic Development in rural areas is founded in PPS 4 'Planning for Prosperous Communities'.

**Sustainable rural economic development within the Borough will be promoted especially any proposals which deliver economic, social and environmental benefits for local communities.**

**When considering a proposal for the change of use, re-use or conversion of a building in a rural area, priority will be given for employment purposes although any changes of use must consider wider implications such as impact on character of the area and farmstead character, vitality of local surroundings and impact on road network.**

**Proposals for conversion or change of use to residential use will be examined with particular care to ensure that it would not have an adverse impact on local economic activity and where this is likely the proposal will not be permitted.**

### Reasoned Justification

This policy seeks to ensure that economic diversification in rural areas is maximised by prioritising conversion or the change of use of buildings for employment purposes in suitable locations whilst protecting the rural environment.

In the rural area, proposals for the change of use, reuse or conversion of buildings will be scrutinised to ensure that it is acceptable in terms of its scale and impact, that it does not undermine the sustainability objectives of the Development Plan, that there are no harmful effects on town and village vitality, and that it does not undermine any other aspects of the rural economy.

The policy also allows for suitable existing built resources to be brought back into productive use. Proposals which are likely to result in a significant increase in transport journeys or length of journeys to work by car are unlikely to be acceptable since they would conflict with the aim of moving towards a sustainable pattern of development.

Examples of buildings which may be suitable for conversion under this policy include barns and other farm buildings.

### **Policy 16 Diversification of the Economy**

The Redditch Economic Strategy sets out the economic priorities for the Borough, it is important that the Core Strategy supports the spatial planning implementation of these priorities. One

fundamental area of the Redditch Economic Development Strategy that the Core Strategy can assist with related to the current business make up.

Redditch Borough has a high proportion of manufacturing businesses when compared with the rest of the County and Region. In addition the Borough has a high proportion of employees in the distribution, hotels and restaurant sector. Combined, these sectors make up around 50% of the employed workforce. It is both important to support these existing businesses and help create opportunities for businesses to diversify. It should be noted that the diversification of a business does not necessarily mean that a business will enter a new sector e.g. from manufacturing to professional services, it can mean that the business diversifies the products it makes or starts selling to new markets. In order to support the Redditch Economic Development Strategy there is a need to support and develop linkages between business and education to ensure that the skills are in place locally to support any changes to business structures. In addition it is also paramount that electronic communications infrastructure are enhanced in order to support business efficiency, and enabling businesses to diversify and become more competitive

**The Borough Council will seek to support and strengthen links with local Higher Education Establishments and businesses to see how employment opportunities can be enhanced by encouraging a dynamic business base in the Borough and improving skills development within the workforce.**

**The Borough Council will also seek enhancements to the electronic communications network in order to support the efficiency, diversification and competitiveness of businesses.**

#### Reasoned Justification

There is an identified need to diversify the economic base of Redditch Borough in order to ensure the local economy is not overly exposed to changing economic climates. If the economy diversifies there is likely to be a gap in the jobs being offered and the skills available to fill these jobs i.e. the skills required to fill these jobs may not match those held by the local population. As a consequence there needs to be some form of joined up working between businesses and education establishments to ensure that this gap is plugged.

The policy is designed to be flexible and it purposefully does not identify any sectors for the economy to diversify into because it may be the case that strengthening the manufacturing sector is the way forward or alternatively a new sector may emerge that the Borough can easily access. It is important to take a flexible approach to business development and support business where possible.

The policy also references electronic communications enhancements, it is expected that as part of new development a contribution will be sought to enhance electronic communications. Electronic communication enhancement could include the implementation of super fast Broadband. However the details of appropriate electronic communication will be set out in the Infrastructure Delivery Plan.

## **Improving the vitality and viability of Redditch Town Centre and District Centres**

Redditch Town Centre is located 14.5 miles south of the Birmingham conurbation and a similar distance from Solihull, with Birmingham International Airport approximately 30 minutes drive time away. Whilst Redditch has no 'High Street', the traditional heart of the centre is around Church Green and St. Stephens Church, with an outdoor market located at Church Green. The other main focus point in the Town Centre is the Kingfisher Shopping Centre. Originally opened in the 1970's, the Kingfisher Centre is the main shopping area in Redditch and has undergone substantial development since the millennium which has contributed to it becoming one of the largest covered shopping centres in the West Midlands.

Redditch Town Centre plays an important role in supporting local economic growth, encouraging investment and providing a range of services and facilities for the population of Redditch and the wider area. Existing retail areas lie predominantly within the Town Centre and District Centres. Within the Town Centre, retail is the predominant land use, but the Centre also fulfils a commercial and administrative role and includes provision for leisure activities. It is important to note that compared to other comparable sized towns there is a requirement for improved convenience food retailing and for leisure facilities. What also has to be considered is a way to drive the night time economy beyond that of the cinema, quick service restaurants and pubs in the Town Centre. There is also a gap in restaurants catering for families and this influences the perception that Redditch is not an evening destination.

The policies within this strategy aim to protect and strengthen the retail role of Redditch Town Centre and to encourage a wider range of services and facilities including employment, leisure, entertainment and housing. The strategy focuses on regeneration including a number of strategic sites which help achieve the retail vision and objectives and the vision of the Town Centre Strategy. The quality and attractiveness of Redditch Town Centre relies upon a number of additional elements including a clean, secure and attractive environment designed for pedestrian use; convenient and well managed traffic access; parking close to the Centre; traditional activities such as markets; good access for pedestrians, cyclists and public transport. Town Centre regeneration is a priority for the Council.

Current local planning policy contained within the Borough of Redditch Local Plan No.3 designates Redditch Town Centre and a Peripheral Zone which is an area of generally mixed-use development adjacent to the Town Centre. Emerging Core Strategy evidence suggests that there are a number of development opportunities within the existing Peripheral Zone that would result in an expansion of the currently designated Town Centre into the Peripheral Zone. As a result, it is suggested that the currently designated Peripheral Zone is re-designated and becomes part of the Town Centre.

### **Policy 17 Town Centre and Retail Hierarchy**

Government policy recognises the role of planning in promoting sustainable patterns of development. A key element of this is the shaping of development patterns to reduce the need to travel. This is particularly important for activities such as shopping and leisure, which are undertaken regularly and form an essential part of our lives.

Planning policy aims to locate uses that attract large numbers of people, such as shopping, in existing town and local centres. The scale of development must be appropriate to the size of the centre and the geographical area it serves.

National and regional policy recognises a shopping 'hierarchy'. The larger centres provide the largest number of shops and contain the larger shop units (both food and non food), drawing in trade from the larger geographical and population areas. The range of centres within the hierarchy is aimed at promoting accessibility without needing to travel too far for retail needs.

**This retail hierarchy helps to concentrate on providing for retail growth in tandem with the needs generated by economic and population growth and relative to the role and function of the centres in the retail hierarchy.**

**In order to achieve this, prior to commitments, Redditch Borough Council will seek to plan for approximately 30,000sqm of comparison floorspace for the period up until 2021 and aim to make provision for an additional 20,000sqm floorspace between 2021 and 2026 within the Town Centre. This will meet the needs of Redditch Borough and will incorporate regeneration opportunities.**

**The maintenance of the vitality and viability of the Town Centre can be assured if the following principles are applied to development within the Town Centre or to development for Town Centre uses:**

- i. promoting the redevelopment and diversification of the Town Centre by providing vibrant mixed use areas;**
- ii. promoting the appropriate re-use and redevelopment of land and existing floorspace within or immediately adjacent to the Town Centre;**
- iii. promoting a vibrant and safe, high quality, evening economy comprising a mix of leisure and entertainment uses suitable and accessible for all members of the public;**
- iv. include new retail comparison and convenience provision where possible;**
- v. encourage appropriate small specialist shops;**
- vi. provide a regular outdoor market;**
- vii. development in accordance with the retail hierarchy detailed below:**

**Tier 1 Town Centre - Redditch Town Centre should:**

- i. serve the Borough as a whole and be the preferred location for leisure, entertainment and cultural activities;**
- ii. be the preferred location for major retail developments, large scale leisure, tourist, social and community venues and large scale office uses (Class B1a) , and other uses that attract large numbers of people.**

**Tier 2 District Centres – Matchborough, Winyates, Woodrow, Church Hill, Headless Cross, Crabbs Cross, Batchley, Lodge Park and Astwood Bank should:**

- i. provide day to day needs, supported by a limited range of other shops and non-retail services serving their local communities;**
- ii. be appropriate for environmental enhancements.**

**Tier 3 Local Shops/Parades which are individual shops or small groupings of shops should**

- i. providing essential day to day services for local communities**

**This Plan sets out a hierarchy of centres where investment in retail and other development of an appropriate scale and nature will be promoted, and existing provision enhanced to facilitate sustainable development.**

### Reasoned Justification

The Hierarchy of Centres directs proposals for Town Centre uses to the most appropriate Centre reflecting the need to maintain the centre's role and function. The vitality and viability of these centres will be maintained and where appropriate enhanced.

The Council has identified specific roles for each of the centres and will use planning policies to maintain and, where necessary and appropriate having regard to national, regional and sub-regional guidance, improve the shopping function and environment of these centres. Whilst in many instances this will serve to maintain their position within the retail hierarchy, it is recognised that the role, function and relative importance of centres may change over time in pursuit of this objective.

For the purposes of this policy major retail developments are those where the comparison retail element exceeds 10,000 m<sup>2</sup> gross floorspace. Large scale office developments are considered to be those greater than 5,000 m<sup>2</sup> gross floorspace and large scale leisure developments are those greater than 10,000 m<sup>2</sup> gross floorspace.

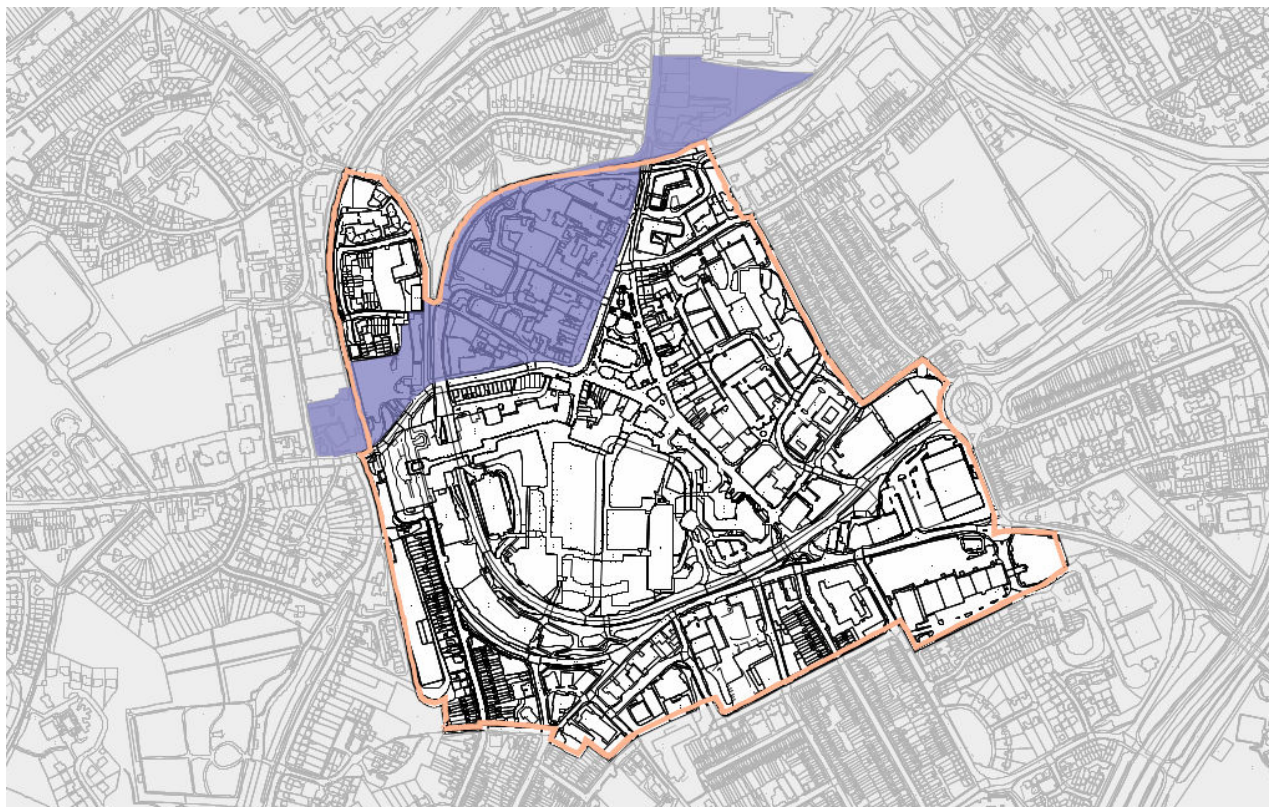
### **Policy 18 Regeneration for the Town Centre**

It is perceived by many that the Kingfisher is seen to be central to Redditch Town Centre. If perceptions are to be shifted to encompass the whole centre, then this is an issue which must be tackled. In order to put Redditch Town Centre 'on the map' and encourage additional niche/specialist retailing, the dominance of the centre as merely a mall / retail destination must be addressed. This will increase the attractiveness of the town to new occupiers. The town centre emphasis should be on creating a distinctive environment that compliments rather than conflicts with the strong offer presented by the Kingfisher Centre. It should seek to strengthen the linkages of the Kingfisher to the rest of the town centre.

There are a number of current development opportunities that have great potential to reinforce and strengthen the town centre, creating confidence in Redditch as a place to invest in. In addition, the redevelopment of the area around the train station could create a new gateway to the centre and improve the image and impression of the centre. There are also a number of other locations across the centre where redevelopment could contribute to a strong and viable future.

In order to support the regeneration of Redditch Town Centre and to resolve accessibility concerns in and around the Town Centre, 3 parcels of land within and on the periphery of Redditch Town Centre have been identified and amalgamated for consideration as one Strategic Site. Three of the parcels of land including land at Prospect Hill, Edward Street and Church Road have each been the subject of a Supplementary Planning Document as individual sites. Due to the opportunities to create linkages between these sites, they have been amalgamated to form one Strategic Site.

## Town Centre Map



The Town Centre Regeneration policy below sets out principles which could be expanded during any detailed masterplanning or future DPDs. Flexibility has been incorporated into the policy to enable any of the three parcels of land to come forward for development in advance of others, so that progress towards achieving this policy is not held up.

**In order to secure the regeneration and future of Redditch Town Centre regard should be had to both the retail vision within the core strategy and the Redditch Town Centre Strategy. This strategy contains a vision and five key guiding principles in order to shape the town up to 2026. These guiding principles are interrelated and in combination they will contribute to realising the vision for Redditch Town Centre;**

- **Realise the Potential Development Opportunities**
- **Improve and Diversify the Town Centre Offer**
- **Improve the Physical Environment**
- **Expand on the Business and Cultural Offer of the Town Centre**
- **Increase Residential Accommodation**

**In addition the strategy identifies the following as priority projects;**

- **Tackling the ringway**
- **Improving public spaces and car parking**
- **Sense of Arrival and Signage**
- **Improve the café and restaurant offer**
- **Enhancements to Church Green**
- **Tackling the train station**

- Rejuvenation of Silver Street/Royal Square
- Improved Lighting, Safety and Security in the Town Centre
- Public Art Programme
- Encouraging Town Centre Living

The above projects are considered as priorities in terms of delivering the changes needed to ensure the future of Redditch as a sustainable town centre. Their importance lies in the role they have to play in realising the potential of the Town Centre. To deliver significant amounts of the Borough Councils residential, retail and office requirements development within strategic sites for the Town Centre should not compromise the above projects and should achieve the following principles:

- i. incorporate a mix of uses including residential, employment (B1), retail and leisure;
- ii. promote excellent accessibility by a range of sustainable transport modes, incorporating any necessary infrastructure improvements; and
- iii. include safe and well designed buildings and places;

The following mix of uses should be applied to individual proposals:

- ii. Church Road / North West Quadrant is the preferred location for convenience and comparison retail as part of a mixed-use development also incorporating food and drink and leisure developments;
- iii. Edward Street is appropriate for employment use (B1). Convenience retail uses are also appropriate if it can be demonstrated that convenience retail cannot be accommodated at Church Road / North West Quadrant;
- iv. Prospect Hill should provide a mixed-use development of Offices (B1) and residential uses.

The Borough Council would not insist that all four parcels be redeveloped together. However individual proposals for each parcel should ensure that appropriate considerations have been made to the potential linkages between the sites and increased accessibility within the Town Centre and the Kingfisher Shopping Centre.

#### Reasoned Justification

The Town Centre is currently dominated by the Kingfisher Centre, which is a major attraction and synonymous with the image of Redditch. However the centre has much more to offer to residents and visitors alike. The layout and disposition of buildings in parts of the centre interferes with connectivity and works against improving the balance between the Kingfisher Centre and the remainder of the town. In addition, there is a perception that the centre has a limited café and restaurant offer and night time activities, which in turn can be linked with the feeling of the centre being unsafe after dark. The introduction of a mix of uses beyond the offer of the existing Kingfisher Centre and the opportunities created through the redevelopment and introduction of new residential units within the central area should assist in the re-balancing of the town centre, through raising activity levels and providing natural surveillance which will improve the 'feel' of the centre. Diversifying the mix of uses on Church Green would improve the town centre offer and image. The regeneration of St Stephens Church, introducing complementary uses to support its role as the 'traditional heart' of the centre will add to the vibrancy and activity which flows to and from this area. Improvements to night time activities and economy can add to the quality and mix of uses in the area.

In addition to the above this policy is to be applied to 3 parcels of land known as 'Prospect Hill', 'Edward Street' and 'Church Road / North West Quadrant' with the purpose of regenerating these locations in order to support the role and function of the Town Centre.

The Church Road / North West Quadrant site measures approximately 5.35 Hectares in area. The site is located in the Abbey ward of Redditch and is bounded by Unicorn Hill to the south, the Ring Way to the north and west and Church Green west to the east. The site includes the temporary car park number 7, Smallwood Health Centre and the former bus depot which are all in need of redevelopment. The Retail and Leisure Needs Assessment for Redditch Borough (2008) recommends that this site should be the preferred location for retail development. This should not be in the form of a new shopping centre as it is considered that the town is unlikely to be able to support two major shopping centres in the short to medium term in terms of retailer demand. Due to the overriding need for convenience goods floor space it is recommended that redevelopment of this site provides a food store as part of a mixed-use development incorporating food and drink and leisure needs. Proposals incorporating non-food retail units of varying sizes in order to meet the need for comparison floorspace would also be supported. Proposals should ensure that strong pedestrian links are created throughout the site and these should link to other parts of the Town Centre and adjacent sites.

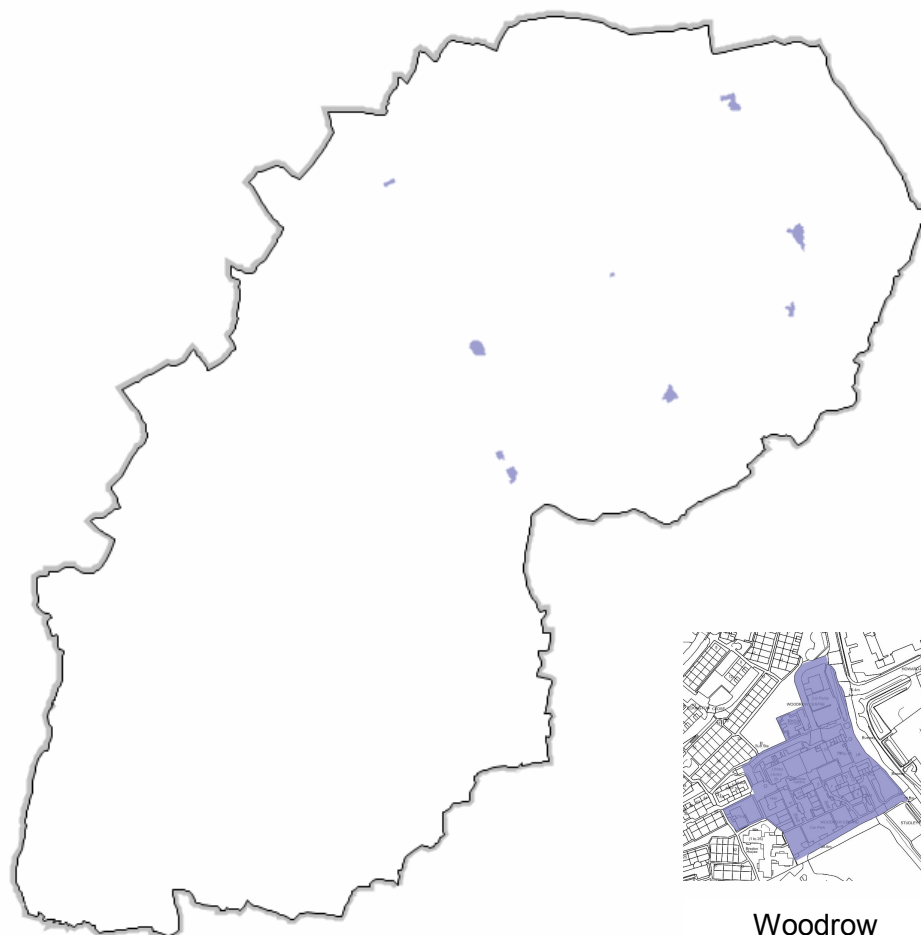
The Edward Street site is approximately 0.48 hectares in area and located adjacent to Redditch Train Station near to the western fringe of the Town Centre. It is bounded by the railway station and car parking to the east, residential units on the opposite side to Bromsgrove Road to the south and modern industrial units to the west and north. The site runs parallel to the railway line and consequently provides the first impression of Redditch for visitors arriving by train. The Retail and Leisure Needs Assessment for Redditch Borough considers that this site may have potential for future retail development in the long term but that there are constraints relating to lack of visibility and accessibility difficulties, making the Church Road / North West Quadrant more sustainable and therefore more preferable.

The site at Prospect Hill is located directly adjacent to the Town Centre on the northern side of the Redditch Ringway. It is some 1.3 Hectares in area and provides car parking provision for Grosvenor House and St Stephens House office units situated on the opposite side of the Redditch Ringway. At present the site is not used to its full capacity for car parking due to the steep gradient across the site and poor quality of surfacing material. As this site is surrounded by both residential and office-based developments a mix of B1 and residential development are the preferred uses.

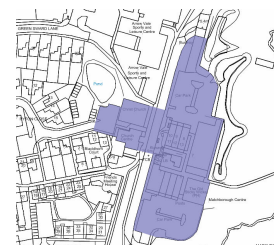
### **Policy 19 District Centre Redevelopment**

The District Centres in Redditch Borough were identified as a significant issue for the Core Strategy to consider, particularly in relation to the District Centres at Church Hill, Matchborough, Winyates and Woodrow, because at present their poor image, issues of anti-social behaviour and inappropriate design are making them suffer. It is important to ensure that new facilities and services are provided at an early stage of development to ensure sustainable communities are provided and that the Centre's maintain their local retailing role. All District Centres have an important role to play in providing shopping and other facilities for their local population.

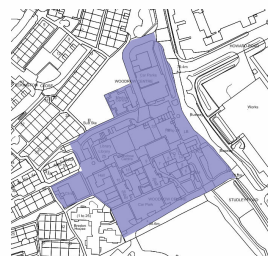




Church Hill



Matchborough



Woodrow



Winyates

**District Centres play an important role as foci for local needs shopping and community facilities. This policy relates to Church Hill, Winyates, Matchborough and Woodrow District Centres. To achieve the Vision, the promotion of the vitality, viability and sustainability of these District Centres will be sought therefore the following principles will apply when considering proposals for redevelopment:**

- i. be consistent in scale and function with its role as a District Centre;**
- ii. not result in the unacceptable loss of retail floorspace, recognising its primarily retailing role;**
- iii. propose a scheme where the uses are compatible with one another;**
- iv. have well designed buildings and spaces. Special consideration should also be given to how to clearly define public and private spaces;**
- v. propose a scheme that takes opportunities to design out crime and make the District Centre feel safer.**
- vi. propose a scheme with good accessibility to and from the neighbouring residential areas particularly in terms of walking and cycling; and**
- vii. consider re-using vacant upper floors.**

**Proposals for a mixed use redevelopment at a District Centre must ensure that the uses on the site are compatible with one another and that the development minimises any disruptive effects that may arise due to a mix of uses.**

Reasoned Justification

The Council will look favourably on development proposals that will help revitalise and improve the shopping and community facilities of District Centres providing they are in keeping with their primarily retailing role and actively support the redevelopment of Church Hill, Matchborough, Winyates and Woodrow District Centres and their status as Strategic Sites. In relation to the types of shopping facilities they provide, District Centres in Redditch are equivalent to the definition of 'Local Centres' in PPS4, and the four District Centres forming these Strategic Sites are former New Town District Centres which have been identified as being in need of redevelopment. PPS 4 states that local authorities should proactively plan to support shops, services and other important small scale economic uses (including post offices, petrol stations, village halls and public houses) in local centres and villages.

Proposals for a mixed use redevelopment at a District Centre must ensure that the uses on the site are compatible with one another and that the development minimises any disruptive effects that may arise due to a mix of uses. The ultimate scale of the redevelopment of any of the District Centres must have a retail floorspace comparable with the existing centre; unless any significantly higher retail floorspace thresholds can be justified.

Good quality design is also a focus of the policy, as this can help improve the vitality and viability of the District Centre and help to resolve issues with the existing District Centres where it is not clear where public and private space meets. The most important aspect of the design of the District Centre is that it makes a positive contribution to design out crime and anti-social behaviour. Related to this, if residential dwellings are to be included part of any proposal, the dwellings should be designed so that natural surveillance of the site is created.

In order to improve patronage and enhance passing trade to the District Centres consideration needs to be given to the accessibility within and around the District Centre. Opportunities to create passing trade are essential to the success of the redevelopment. The creation of or improvement of accessible and safe walking and cycling routes to and from the District Centre would be required to accompany the redevelopment to improve accessibility.

## **Policy 20 Health of District Centres**

It is important to maintain the appropriate balance of uses in the town, district and local centres to maintain their vitality and viability, particularly during the day so that centres continue to serve the retail and other needs of local communities. The policy will apply to proposals for hot food takeaways and for restaurants and drinking establishments where the hot food takeaway is more than an ancillary element of the business.

**District Centres are primarily designed to fulfil a retailing role. Significant groupings of non retail uses can be detrimental to the role of a District Centre.**

**Proposals for new or a change of use to Class A5 Uses (Class A5 and A3 or A4 with A5 uses) in District Centres will only be permitted where it will not result in the overall proportion of A5 (Class A5 and A3 or A4 with A5 uses) uses exceeding 25% of the total percentage of units within that Centre. Where this figure has been exceeded already in some District Centres, new proposals will be resisted. To ensure that retailing needs of communities is maintained, A5 (Class A5 and A3 or A4 with A5 uses) uses within local centres/parades of shops will only be considered where the intensity of the non-retail uses has not become too great and where there are no negative effects on the environment.**

## Reasoned Justification

Whilst other uses play a valuable role, there should not be an over-concentration of non-retail uses. There has been an increase in the number of hot food takeaways in many Centres in the Borough over recent years, many of which are only open during the evenings and serve the night time economy. This has led to an increase in closed and shuttered units during the day time. There has also been an increase in associated problems particularly of litter and anti social behaviour. The Centres are at risk of not maintaining their primarily retailing role for local communities; however this policy seeks to maintain the health of the retailing role of Redditch's District Centres and also goes some way towards contributing to the health of Redditch residents by seeking to control hot food takeaway establishments being concentrated in any centre.

A 25% threshold for the A5 (Class A5 and A3 or A4 with A5 uses) uses is appropriate for all of Redditch's District Centres; however in Redditch's Local Centres and parades of shops no threshold applies. At the time of any proposal for the creation of a new A5 (Class A5 and A3 or A4 with A5 uses) use within a local centre or parade of shops, consideration will be given to the intensity of the non-retailing uses present at that local centre, or parade of shops at that time. If the intensity of non-retailing uses is too great, or where there are other detrimental environmental effects, the proposal would not generally be supported.

## Protecting and Enhancing Redditch's Historic Environment

The historic environment of Redditch Borough contributes to the Borough's local character and distinctiveness. The historic environment of Redditch Borough includes, but is not limited to, archaeological sites, statutorily and locally listed buildings, Scheduled Ancient Monuments and Conservation Areas. These assets must be protected and, where possible, enhanced to ensure the heritage of Redditch Borough is conserved for future generations. The policies in this section contribute to the achievement of Objective 1 'To maintain and provide a high quality natural, rural and historic environment with a Green Infrastructure network which maximises opportunities for biodiversity value, wildlife and ecological connectivity;'

### Policy 21 Historic Environment

The Borough Council will seek to ensure that historic features are adequately protected from potentially harmful development. However, a balance must be struck between delivering the required amount of sustainable development the Borough needs and the protection and enhancement of the historic environment. The historic environment also forms an integral part of the Borough's Green Infrastructure network.

**All development should aim to protect and promote the historic character and local distinctiveness of the Borough. Opportunities should be sought to develop Green Infrastructure networks that can enhance the amenity value of the historic environment.**

**The Borough Council realises the regeneration potential of the Borough's local heritage and distinctive character. Heritage-led regeneration will be encouraged, particularly related to the Town Centre Strategic Site, but also at any other site of historic value.**

**Opportunities to mitigate the effects of Climate Change through the use of sustainable building technologies including the use of renewable energy will only be encouraged where it will not compromise the quality of the historic building.**

#### Reasoned Justification

A Historic Environment Assessment (HEA) has been completed for Redditch Borough and will be used to inform a Green Infrastructure (GI) Strategy. The GI Strategy will identify how areas of high historic amenity value can be linked through the development and the potential enhancement of Green Infrastructure networks. Reference should also be made to Policy 5 (Green Infrastructure).

The Edward Street and Church Road Sites within the Town Centre have been identified as in need of regeneration. The sites contain both statutorily and locally listed buildings which the Council consider make a valuable contribution to the historic environment. Policy 18 (Regeneration for the Town Centre) provides the principles for development on individual Town Centre sites that have been identified for redevelopment. The Church Green Conservation Area located within the Town Centre is centred around St Stephen's Church and includes a wide range of buildings that date from the late eighteenth century. Whilst the conservation of the historic qualities of the built and natural environment are the principle objectives of the Conservation Area designation, the opportunity for new development to enhance and contribute towards the life and character of these areas is welcomed by the Borough Council where this accords with the special architectural and historic interest.

This policy should be read in conjunction with Policy 1 (Climate Change) and Planning Policy Statement 5, Policy HE1.

## **Policy 22 Local List**

Redditch Borough Council recognises that some buildings are of local architectural and historic interest but do not benefit from protection under statutory controls. Planning Policy Statement 5 'Planning for the Historic Environment' does, however, cover both designated heritage assets and those that are not designated but which are of heritage interest. The Borough Council has collated and maintained a 'Schedule of Buildings of Local Interest' since 2004, also known as the 'Local List'. There have been losses from the Local List in recent years through demolition and major alteration to buildings. Future losses should be avoided in order to deliver Objective 1 'To maintain and provide a high quality natural, rural and historic environment with a Green Infrastructure network which maximises opportunities for biodiversity value, wildlife and ecological connectivity'. Applications for the demolition of Locally Listed buildings will be resisted unless it can be demonstrated that retention would be impractical.

The Local List was reviewed in 2009 when potential new entries were assessed and existing entries were re-assessed to establish whether they should be retained on the Local List.

**The Borough Council will maintain a Schedule of Buildings of Local Interest (the Local List) which will record buildings that are of local and historic interest to the Borough.**

**A procedure for reviewing the Schedule of Buildings of Local Interest and, if applicable, the review of the criteria against which buildings are assessed will be established. Until this procedure is established, buildings that are highlighted to the Borough Council for possible inclusion on the Local List will be assessed against the existing criteria with appropriate consultation with owners.**

**Applications for works (alterations and extensions) to locally listed buildings or affecting the setting of a locally listed building will be subject, where applicable, to the policies contained in Planning Policy Statement 5: Planning for the Historic Environment. The Borough Council will not grant planning permission for a development scheme which proposes the demolition or adverse alteration of a locally listed building, unless it can be demonstrated that it is impractical to retain the locally listed building in whole or in part. Demolition of a locally listed building will only be permitted where it can be demonstrated that efforts have been made to find an alternative use or owner for the building, where the cost of repairing or maintaining the building outweighs the importance and value derived from the building and its existing use, and that all attempts to access additional sources of funding have failed. Should demolition of a locally listed building be approved, appropriate recording of the property must be provided to a recognised standard, prior to development taking place.**

### Reasoned Justification

The historic built fabric of Redditch contributes to a sense of local identity. Historic buildings reflect the local building characteristics in their style, materials or layout amongst other factors as well as giving an insight in to past lifestyles. For example, some buildings in Redditch relate to the historic needle-making and other metal-based industries which the town is best known for.

The Borough Council will continue to maintain and review the Local List. A procedure for reviewing the Local List will be established in line with any guidance published. A series of criteria have been established with which to assess potential entries for the Local List. When appropriate, buildings currently included on the Local List will be re-assessed against the criteria to confirm whether or not they continue to meet the requirements for inclusion.

## Creating Safe and Attractive Places to Live and Work

Good design improves the local environment, helps it to fit in with its surroundings and creates a distinctive sense of place. In Redditch Borough it is important that residents and visitors feel safe and enjoy their environment. A well planned environment in which to live and work can help to fight crime and the fear of crime. By using good design the opportunities to commit crime can be limited and this can have an effect on the quality of people's lives.

### Policy 23 High Quality and Safe Design

As Redditch is a former New Town its principles of design are unique and valued by the community. Despite its attractiveness there are areas within the Borough that are perceived as unsafe to residents, for example the subways. A particular aim of this policy is to resolve the issue of the perception of crime within the Borough, which is disproportionately high. To improve this and build upon past successes, the Vision has an aspiration that all new spaces within Redditch are of a high quality and incorporate the concepts of safe design.

**To create an attractive, well designed, safe, high quality environment all places and spaces in Redditch Borough should contribute positively to the local character of the area through respecting and enhancing the local context. This means responding to and integrating with the distinctive features of the surrounding environment, particularly if located within a historic setting.**

**There are nine criteria that have been developed which should be incorporated into the design of new spaces, as they will ensure that Redditch has achieved its Vision of creating safe and attractive places to live and work:**

- i. Encouraging community safety and 'design out' vulnerability to crime by incorporating the principles and concepts of the 'Secured by Design' award scheme;**
- ii. Continue to endorse and pursue the principles of a structured road hierarchy and seek to extend such principles to any new development;**
- iii. Being of high quality in design and layout, achieved by meeting the CABI Building for life Standard 'Silver' (or good) Standard for developments over 20 dwellings and 'Gold' (or very good) Standard for developments over 50 dwellings;**
- iv. Aid movement by ensuring all development areas benefit from accessibility, connectivity, permeability and legibility, particularly aiding sustainable modes of movement such as walking and cycling;**
- v. Being of an appropriate design and siting with distinctive corner buildings, landmarks, gateways and focal points at key junctions and other important locations;**
- vi. Locally distinctive and historic features should be protected and enhanced to improve the visual quality of the local environment;**
- vii. Key vistas should be protected and enhanced to create visual links between places in the Borough;**
- viii. Include where appropriate, public art that is well designed, integrated within the overall design and layout of the development, located where it can be easily observed, improves public outdoor space and legibility and creates landmarks; and**
- ix. Design appropriate links to ensure improved accessibility between new development and green open spaces and historic or archaeological sites that may be in the vicinity.**

## Reasoned Justification

The 'Secured by Design' Scheme focuses on crime prevention at the design, layout and construction stages of homes and commercial premises and promotes the use of security standards ([www.securedbydesign.com](http://www.securedbydesign.com)). This scheme or any relevant scheme at the time should be adhered to in order to encourage community safety and 'design out' vulnerability to crime.

The current pattern of roads in the Borough has been inherited from two previous distinct phases of development - the Redditch Development Corporation and the New Town Master Plan. Despite their interdependence, both systems retain many of their individual features. It is a structured hierarchy of highways with each level serving a well defined role. However, this hierarchy exists side by side with the roads within the older areas of Redditch which display no such clarity of purpose, the Borough Council does recognise that not all roads in the older part of the town, comply with the principles of the structured road hierarchy.

The roads are designated according to their intended use and design standard. The main principle of the Redditch road system is to create areas of high environmental quality and high pedestrian and cycle safety.

Roads in the urban area are divided into four classes: Primary Distributors, District Distributors, Local Distributors and Access Roads. For definitions of these road types and guidance on their implementation please see the Glossary.

The CABE 'Building for Life' Scheme helps to ensure that a high standard of design is achieved. 'Building for Life' is a national standard for well-designed homes and neighbourhoods. The Building for Life Assessment uses 20 criteria to measure the design quality of new housing developments ([www.buildingforlife.org](http://www.buildingforlife.org)).

Legibility is the degree to which places can be easily understood. As identifiable visual landmarks, public art can have a considerable role to play improving legibility and aiding orientation.

Public art has a significant role to play in brightening and enlivening the environment. Public art must be sited and designed so as to improve the quality of public outdoor space, to improve the legibility of the area and enhance local distinctiveness.

In order to meet the requirements of this policy, proposals should incorporate the guidance presented within the Supplementary Planning Documents 'Designing for Community Safety' and 'Encouraging Good Design'.

Ensuring appropriate links between new development and open spaces has numerous benefits including health, a reduction in car use, promotes recreation and also tourism.



## Promoting Redditch's Community Well-being

The Borough Council is committed to the improvement and enhancement of the well-being of the Borough's residents. This plan can assist this by supporting the provision of new and improved tourism, leisure and health facilities and recognising the potential for the natural environment to provide opportunities for leisure and recreation. This plan also safeguards land for leisure, health and related uses, to ensure the objectives "To enhance the visitor economy and Redditch's cultural and leisure opportunities including Abbey Stadium" and "Ensuring there is a range of health facilities that support existing and new communities and to promote the role of healthy living through good planning" are achieved. There is also provision for the identification of additional cemetery space likely to be needed in the Borough before the end of the plan period.

## Policy 24 Leisure and Tourism

At present the Borough has a number of leisure and tourist attractions which include Forge Mill, The Needle Museum, Bordesley Abbey, Arrow Valley Country Park, Arrow Valley Countryside Centre and the Palace Theatre. Large scale redevelopment of the Abbey Stadium complex has also recently received planning permission for a new pool hall building and associated facilities.

Although these attractions exist, the number of visitors to the Borough is low in comparison to surrounding districts and therefore is considered an important issue for this plan to deal with.

The existing built leisure provision in the Borough is considered to be in need of upgrade. There is however a good supply of designated open space and other land which provide for the recreation needs of the Borough. These include allotments, sports pitches, equipped play areas, school playing fields, community open space and water courses.

**Tourism and/or leisure proposals, including new build, extensions or additions to existing facilities will be promoted and supported where:**

- i. they support sustainable tourism or leisure developments and benefit the economy of the Borough and enhance community facilities;**
- ii. the proposal is located in places that are sustainable and accessible by a choice of transport modes and where additional visitor numbers can be accommodated without detriment to the local environment, principally Redditch Town Centre.**

**Consideration should also be given to the potential of the natural environment, including Public Rights of Way to provide opportunities for leisure and recreation activities, whilst ensuring that this does not place undue pressure on the natural environment.**

### Reasoned Justification

Tourism facilities may include museums, visitor centers and also accommodation such as hotels or guest houses. For the purposes of this policy, leisure facilities include intensive sport and recreation uses, cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centers, indoor bowling centers, and bingo halls, all of which are main Town Centre uses as identified in Planning Policy Statement 4: Planning for Sustainable Economic Growth. Any relevant development proposals will therefore be required to comply with the relevant

PPS4 tests and reference should be made to Core Strategy Policy 17 (Town Centre and Retail Hierarchy) and Policy 18 (Regeneration for the Town Centre).

In considering new proposals or extensions or additions to existing facilities, regard will be had to any environmental or transportation impacts that any new facility might create. Such considerations will include, for example, the means by which people will access and travel to the facility and any impact on nature conservation or landscapes. Public Rights of Way provide an important recreational resource; the improvement of links to existing Public Rights of Way will therefore be encouraged.

The natural environment is a valuable resource which can also provide leisure and recreation opportunities. However, a balance must be achieved between providing for leisure and recreation and protecting and enhancing the natural environment. A Green Infrastructure Strategy will be completed for the Borough which will identify opportunities for enhancement of the GI network.

### **Policy 25 Abbey Stadium**

The Abbey Stadium complex provides a significant amount of the Borough's sport and recreation offer. It is considered important to safeguard the Abbey Stadium and land within its curtilage for future leisure and leisure-related uses.

**The Borough Council will safeguard land within the curtilage and land adjacent to the Abbey Stadium Complex for development which is for leisure and leisure-related uses. Proposals for development on this land should:**

- **be developed for following land uses:**
  - **Assembly and leisure (D2);**
  - **Hotels (C1)**
  - **Ancillary Retail and Food & Drink Facilities (A1 and A3/4/5);**
  - **Training and other facilities falling under Class D1 (Non-Residential Institutions) or C2 (Residential Institutions).**
  
- **be sensitive to adjacent land uses. In particular, development on the land between the A441 and the crematorium on the teardrop shaped area of land requires significant landscaping in order that it does not adversely impact on the adjacent cemetery and crematorium; and**
  
- **protect and enhance the River Arrow, its associated ecological habitats and its floodplain.**

#### Reasoned Justification

The Abbey Stadium Complex makes an important contribution to the Borough's indoor and outdoor sport and recreational provision. The Borough Council recognises that the land within the curtilage and adjacent to the Abbey Stadium can also contribute the Borough's wider leisure-related need.

The site is located around 1.5km north of Redditch Town Centre and is therefore considered out of centre. Any proposals for large scale development or redevelopment in this location will be required to satisfy the relevant tests required by Planning Policy Statement 4.

The scale, type and siting of development on the boundaries with the existing cemetery/crematorium will require sensitive consideration and opportunities to retain and enhance the existing vegetation screens should be fully exploited. Proposals will be required to respect the visual amenity of the Arrow Valley Country Park through appropriate boundary treatments and landscaping, both within the site and where it abuts the Country Park. Any development north of the River Arrow shall respect the setting of Bordesley Lodge Farmhouse.

In this location, the River Arrow corridor is a designated Special Wildlife Site. Appropriate measures will be required to protect and enhance the River Arrow. Appropriate mitigation measures will be required to ensure that the ecological value of the wildlife corridor is not undermined and reference should be made to Policy 2 (Natural Environment). Where development proposals affect the floodplain of the River Arrow, an assessment of flood risk should be made in accordance with the requirements of Planning Policy Statement 25 and reference should be made to Policy 3 (Flood Risk and Water Management).

### **Policy 26 Health Facilities**

An issue identified through the development of the Core Strategy has been the need for health related facilities in appropriate locations. This policy seeks to encourage health related development in locations that are accessible, in so doing the policy looks to the hierarchy of centres (Policy 17 Town Centre and Retail Hierarchy) as a means of defining the most appropriate locations. In addition to this the health policy makes reference to the Alexandra Hospital, which is the main provider of acute medical services for the Borough and wider surroundings and therefore this is a logical location for additional health care facilities.

In addition to the provision of health facilities there are opportunities for the wider planning process to have a positive impact on healthy living by considering the health benefits of the proposal. This is considered important because where developments contribute to the healthy living of the local community other cumulative impacts are likely to arise such as improvements in sustainability. Therefore this policy also seeks to identify ways that a development can improve and take account of its health related implications.

**Support will be given to the principle of the provision of new or improved primary health care and related activities. These health facilities, should be located where they are accessible and ideally within Redditch Town Centre or the District Centres in accordance with Policy 17 (Town Centre and Retail Hierarchy). Alternatively, health-related development can be located within the curtilage of the Alexandra Hospital.**

**The Borough Council will continue to safeguard land within the curtilage of the Alexandra Hospital for development which is intended for genuine health-related purposes. Strategic Site Policy 31 (Land to the Rear of Alexandra Hospital) sets the requirements for a mixed used development which aims to assist in the delivery of the Core Strategy vision and objectives. The policy takes account of the need to be sensitive to the functioning of the hospital and also the need to set aside land in the curtilage of the hospital for health related facilities.**

#### Reasoned Justification

The Hierarchy of Centres, as set out in Policy 17 (Town Centre and Retail Hierarchy) states that Redditch Town Centre, at Tier 1 of the hierarchy should be the main location for uses that attract large numbers of people. District Centres, at level 2 should serve a community's day to day needs.

The Town and District Centres also represent areas of the town which are accessible by a range of modes of transport. Consequently these locations are considered the most suitable and sustainable for the development of new health facilities. In addition, there is also land within the curtilage of the Alexandra Hospital safeguarded for health related purposes.

The Alexandra Hospital is the main provider of acute medical services in the Borough and is governed by the Worcestershire Acute Hospitals NHS Trust. The hospital is located in the south of the urban area of the Borough on a site currently dominated by healthcare and health-related facilities. This represents the highest concentration of key healthcare facilities in the Borough and is widely accessible by public transport making this an ideal location for increased health related provision.

Genuine health related facilities include:

- GP premises
- Dental practices
- Nursing homes
- Hospital related facilities directly related to the delivery of healthcare and any necessary supporting uses that enable the proper functioning of the hospital.

## Policy 27 Health

Certain developments provide the opportunity to have a significant positive impact on healthy living, consequently when developing a planning proposal there is a need to consider its potential health implications. The aim of the policy is to assist in developing proposals which actively seek to improve the healthy living of the local community who would be directly and indirectly affected by the proposal.

**For any development proposal of more than five dwellings, or for economic development proposals, it is necessary for the applicant to demonstrate that the scheme adequately identifies linkages to opportunities for individuals to take part in sport/exercise and also outline the health benefits of the proposal.**

### Reasoned Justification

As part of delivering the objectives of the Core Strategy it is appropriate to seek health promotion thorough good planning. This policy requires that developments consider the impacts of the proposal on health in Redditch. All proposals of more than five dwellings and economic development applications are expected to identify the health impacts of their proposal based on the principles outlined within this policy.

For the purposes of this policy economic development (as defined in PPS 4) is defined as:

- B Use Classes<sup>5</sup>
- Public and Community Uses; and
- Main town centre uses (as defined in PPS 4)

Identifying the opportunities to take part in sport and exercise is a potential measure that can be used to identify the potential health benefits of a proposal. There are numerous opportunities to improve and outline these linkages such as promoting linkages to footpaths and cycle routes, and

---

<sup>5</sup> The Town and Country Planning (Use Classes) Order 1987 (as amended)

specific exercise opportunities within the proposal. In addition to this the design of new developments can assist in creating a healthy environment in numerous ways, for example a design that promotes walking or access to public transport routes are considered to offer more health benefits than those developments that are solely focused on their own site plan. When identifying linkages a summary should be given which illustrates how the end user can access the different facilities e.g. walk time, drive time, and public transport time.

## **Policy 28 Cemeteries**

There are three cemeteries and one Crematorium in Redditch Borough that are owned and managed by the Borough Council. The Crematorium and the largest cemetery (Abbey Cemetery) are located at Bordesley Lane. The other cemeteries in the Borough are smaller in size and burial plots there are no longer generally available. At current burial rates it is likely that land currently identified for burials will be exhausted by the end of the plan period.

**The Council will continue to ensure that there is sufficient cemetery land to meet the needs of the Borough. In order to do so, it will be necessary to identify a new cemetery within the plan period.**

### Reasoned Justification

The Borough Council will seek to allocate land within the Borough for a new cemetery before the end of the plan period. Reference should be made to Saved Policy C(CF).2 of the Borough of Redditch Local Plan No.3.

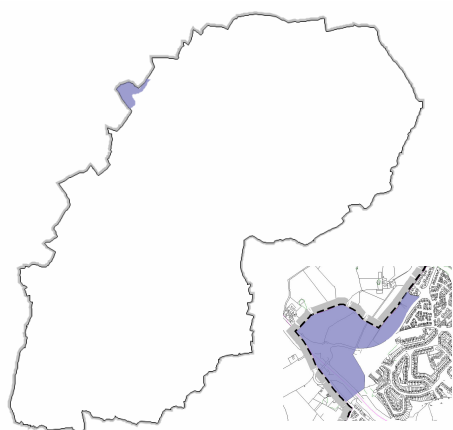
## Strategic Sites

Strategic Sites are those identified sites which are considered central to the achievement of the Plan's Vision and Objectives. They relate to the provision of large-scale housing development, employment, and related community and health facilities. The Sites each have a specific policy attributed to guiding their development to ensure the comprehensive delivery of sustainable development for Redditch communities.

There are other Strategic Site policies included within the key theme of 'Improving the vitality and viability of Redditch Town Centre and District Centres', however these Strategic Sites are Redditch Town Centre and former New Town District Centres which makes them essential policies to deliver against that key theme, rather than be grouped with other Strategic Site Policies.

The delivery of the Strategic Sites below will help achieve many of the Core Strategy objectives and wouldn't necessarily achieve more beneficial outcomes against one strategy area over another; therefore these policies are located separately in this section.

### Policy 29 Brockhill East



Brockhill East is located on the north west boundary of the Redditch urban area and is ideally located to support a significant amount of housing, employment and community facilities. Furthermore, as development of this site progresses, it will positively enable development of IN67 to come forward to contribute towards the Borough's employment needs.

**A strategic site at Brockhill East is appropriate for mixed use development comprising around 825 dwellings, employment (including 6.6ha at site IN67) and relevant community facilities and services including, amongst other things, a local centre, a first school (capable of conversion to a primary school) and public transport network. Development of the Brockhill strategic site should ensure that the following principles are applied:**

- i. **incorporate a mix of housing types and provide the Borough Council's current standard of affordable housing provision;**
- ii. **implementation of development at IN67 to be delivered concurrently with other phased development within the strategic site;**
- iii. **employment uses within this strategic site (designated as IN67) should be restricted to B1 Office use only. Office development elsewhere within this strategic site should not exceed a cumulative total of 5000m<sup>2</sup> gross floorspace for the whole of the strategic site unless it can be demonstrated that:**
  - **there is a clear need for office development which cannot be satisfied within the Town centre;**
  - **there will be no adverse impact on committed office development schemes within the Town Centre; and**

- the sequential approach set out in PPS4 has been applied.

Furthermore, sympathetic development of steeper slopes within the strategic site which consider mixed use/ live-work units will be considered more favourably;

- iv. be accessible by a choice of modes of transport, incorporating any necessary infrastructure improvements;
- v. work with, and respect the topography of the site and avoid any excessive remodelling of land;
- vi. provide and enhance open space provision in line with the requirements set out in the Open Space Provision SPD;
- vii. ensure that drainage system upgrades identified in the Water Cycle Strategy are in place prior to development;
- viii. incorporate appropriate SUDs systems to attenuate and balance any surface water runoff;
- ix. flood risk to the area to be informed by a site specific flood risk assessment and all measures to mitigate flood risk must be fully implemented;
- x. delivery of effective shared school/ community facilities including building and playing pitches;
- xi. provide Green Infrastructure based on the needs identified in the Green Infrastructure Concept Statement for Brockhill East;
- xii. a defensible Green Belt boundary to be created in line with PPG2; and
- xiii. all aspects of development of the Brockhill East strategic site shall be in accordance with other policies and proposals contained within this Core Strategy.

#### Reasoned Justification

The Brockhill East strategic site was previously designated as an Area of Development Restraint (ADR), Green Belt and employment use (IN67). Due to the high level of housing need and limited locations for development, exceptional circumstances existed to remove land from the Green Belt to form part of the strategic site for development. Furthermore, early release of the land for housing development enables the IN67 site to be delivered for development in tandem as infrastructure costs are considered more feasible than delivery of employment development alone.

B1 (Offices) is considered the most appropriate type of development for the topography of the site. However, the amount of office development on IN67 should not have a detrimental impact on the provision of office development located in the Town Centre.

Given the topography of the site, open space provision should be a useable and beneficial space which is easily maintained. The Green Infrastructure Concept Statement for Brockhill East should guide the provision of green infrastructure. However, the watercourse and mature trees that exist are important features of the site and should be retained and improved due to their conservation value and contribution to the landscape.

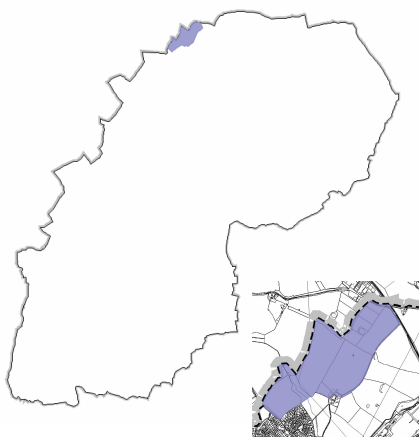
Necessary upgrades to the existing drainage system must be implemented to ensure there is enough capacity for the waste water needs arising as a result of development of the strategic site

and a satisfactory water supply is provided. Reference should be made to Redditch Borough's Water Cycle Strategy. The site will also be expected to incorporate appropriate SUDs throughout the scheme to deal with surface water runoff created from the development and resulting from potential cumulative effects from development in the Brockhill area. Consideration of incorporating balancing areas positively into the green infrastructure network will be encouraged.

Both school and community facilities will be needed to support the levels of development expected in this location. Allowing flexibility for both building and playing pitches allows multiple uses to benefit from one site.

Infrastructure improvements for the site as a whole should be identified in an appropriate Transport Assessment. Within the Transport Assessment, details of the installation of an appropriate link road from Weights Lane will need to identify any impacts on Dagnell End junction and the Riverside roundabout in particular, and mitigation measures will be required to deal with these impacts arising from development. Furthermore, a modal shift must be sought to reduce car dependency and promote the use of public transport in this area based on the findings of the Worcestershire County Council Accessibility Study for Redditch. Any major transport implications arising as a result of development of the strategic site must be mitigated against and this should be informed by a Transport Assessment submitted alongside any planning application.

### **Policy 30 Brockhill West**



It is important to ensure that there sustainable locations for development within Redditch Borough. These sustainable sites contribute towards the level of housing and employment options available within the Borough. It is considered that a Strategic Site at Brockhill West would contribute towards Objective 9 which is “to have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations, including Strategic Sites.” This Policy also contributes towards the achievement of Objective 10, which is “To have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels.”

**A Strategic Site at Brockhill West is appropriate for mixed use development incorporating housing and employment.**

**Any development at the Brockhill West Strategic Site must ensure that the following specific principles are applied:**

- i. Accommodate 2.5 Ha of employment, acting as a gateway to the site with a frontage on to Brockhill Drive and 150 dwellings;**
- ii. Consider the provision of retail to meet identified retail needs in north Redditch, up to a maximum of 0.4 Ha of retail and/or community facilities;**
- iii. Appropriate work should be conducted to ensure the need for a new first school is addressed;**



- iv. **Creation of new and improved footways particularly to the north of the site from the rural area into the urban area are required;**
- v. **Improvements to the existing bus network providing access into the Town Centre and to key services;**
- vi. **Create appropriate and safe access into the site informed by a Transport Assessment;**
- vii. **Link roads should be provided where needed alongside all related junction improvements; and Facilitate possible links from the A448 to A441;**
- viii. **Any views from the site will be realised and exploited through the design of the development in particular from existing rights of way through the site;**
- ix. **Be sensitive to the Hewell Grange Registered Historic Park and Garden north of the Strategic Site and SSSI at Hewell Grange Lake, with buffering where appropriate;**
- x. **Landscaping should be reflective of wooded estate land landscape type with sensitive landscape treatment being applied, particularly around the site boundaries;**
- xi. **Appropriate treatment will be sought to maintain a revised Green Belt boundary, in accordance with PPG 2;**
- xii. **Key Green Infrastructure assets such as the stream, watercourse, mature trees and Hedgerows will be retained and enhanced where possible with the features of the site such as the gas and oil pipeline being integrated into the design of any development scheme;**
- xiii. **Provision of open space including the provision of play space, in line with the Borough Council's Playing Pitch Strategy and Open Space SPD;**
- xiv. **Biodiversity will be preserved and enhanced to achieve an overall ecological improvement formed by a detailed Ecological Assessment;**
- xv. **Upgrades to the existing drainage system to ensure there is an adequate water supply and that foul water is treated effectively;**
- xvi. **Subject to determining the detailed extent of the flood zone, mitigation measures detailed in a site specific flood risk assessment will be implemented;**
- xvii. **Investigation into any potential sand and gravel deposits will need exploration before any development in the locale can begin; and**
- xviii. **All supporting infrastructure required to enable development at Brockhill West must be fully implemented before development in this location begins, it may be necessary for supporting infrastructure to be located outside of Redditch Boroughs administrative boundaries enable this site to be sustainably developed.**

#### Reasoned Justification

Where retail and community facilities are to be provided at Brockhill West strategic site then a maximum of 0.4 Ha of retail and/or community facilities combined should be provided, this will be subject to an impact assessment on surrounding District Centres and local centres to ensure there are no negative impacts. B1 use could also be an appropriate use as part of the local centre.

A modal shift must be sought to reduce car dependency and promote the use of public transport in this area. Any major transport implications arising as a result of development of the strategic site must be mitigated against and this should be informed by a Transport Assessment submitted alongside any planning application.

Necessary upgrades to the existing drainage system must be implemented to ensure there is enough capacity for the waste water needs arising as a result of development of the strategic site and a satisfactory water supply is provided and foul water effectively treated.

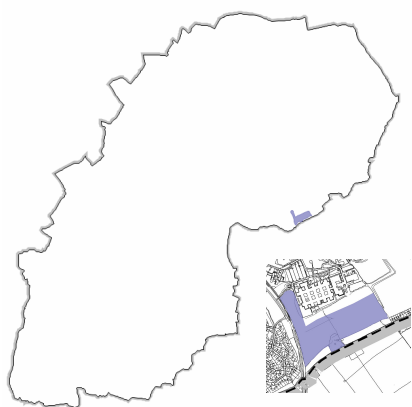
The stream, watercourse and mature trees that exist are particular features of the site and should be retained and improved due to their high conservation value and contribution to the landscape.

Appropriate buffers are necessary to prevent potential adverse effects from any development on Brockhill Wood and Foxlydiate Wood. This will reduce the pressure on these resources especially from potential increased recreational activity as a result of development.

The area to the North of the B4184 (Brockhill Drive) is designated in the Landscape Character Assessment as Wooded Estatelands. Principles of the *Wooded Estateland* management strategy include that of conservation with elements of enhancement and restoration. Design proposals should seek to conserve the large scale structure and wooded character of the landscape, whilst seeking to restore parkland areas and enhance the overall landscape by encouraging an increase in woodland cover as part of the development. This area is considered by the Landscape Character Assessment Sensitivity Map as highly sensitive. This designation should be taken into account when considering the design of new development and to ensure appropriate buffering from the A448 to ensure noise and air pollution are fully mitigated against and benefits of the highland ridge to the southwest of the site will be maximised

There are identified possibilities of minerals deposits of sand and gravel located at Brockhill West straddling the administrative boundary between Redditch and Bromsgrove. This will need further exploration before any development in Redditch can begin. Worcestershire County Council will be consulted on this in advance of any planning application.

### Policy 31 Land to the rear of the Alexandra Hospital



The Land to the Rear of the Alexandra Hospital is a strategic site for the Core Strategy and is in the Woodrow area of Redditch. This is a strategic site because it is ideally located to support a significant amount of housing and employment and will therefore support the delivery of the Core Strategy vision and objectives. The development of the site is also considered to add value to the existing health facilities. The site is proposed for a mixed use development, incorporating B1 offices and housing. To the north of the site, immediately to the rear of the hospital, land is safeguarded for health related purposes.

A parcel of the land was allocated in Local Plan No.3 for employment purposes and is the subject of an adopted SPD (2007). During the development of the Core Strategy it has emerged that a more viable way of bringing the land forward is to incorporate a wider site boundary and develop a mixed use type development.

**A Strategic Site at land to the rear of the Alexandra Hospital is appropriate for delivery of a mixed use development. The Strategic Site must ensure that the following principles are applied:**

- i. **Incorporate a minimum of 5000sq.m (approximately 1.4ha) of B1 office development;**
- ii. **Development should be sensitive and support the use of the hospital facility;**
- iii. **Incorporate housing (around 145 dwellings) on site at a density of 30 – 50 dwellings per hectare;**
- iv. **Not develop land immediately south of the hospital site, this is safeguarded for health related purposes and is not included within the Strategic Site boundary;**
- v. **Facilitate good accessibility by a range of transport modes, incorporating any necessary infrastructure improvements to be determined in a detailed Transport Assessment;**
- vi. **Respect the natural features of the site, topography and biodiversity and extend the tree belt located on the boundaries, into the site in accordance with the land to the rear of the Alexandra Hospital Green Infrastructure concept statement;**
- vii. **Conduct an ecological assessment and implement any necessary mitigation measures;**
- viii. **Provide legibility and a central sense of place in its design;**
- ix. **The design and type of uses should respect the use of the adjacent Alexandra Hospital; and**
- x. **Incorporate the use of Sustainable Drainage Systems to the south of the site**

**The Borough Council will issue further strategic planning guidance in order to guide the development of this site.**

#### Reasoned Justification

The site is located to the rear of the Alexandra Hospital and comprises 8.23 ha of Greenfield land. The site is in close proximity to the Alexandra Hospital and Kingsley College.

In developing the Core Strategy, which has included assessments of the site and consultation with landowners it is considered that the most viable means of bringing the site forward would be to progress a comprehensive mixed use development incorporating housing and employment. This mix of housing and employment must be developed sensitively, respecting the use of the adjacent hospital.

Some of the site is to be developed for B1 offices totalling 5000sq.m. The 5000sq.m requirement stems from the site not being within the Town Centre, as the most sustainable location for offices, although setting a minimum 5000sq.m requirement will ensure a realistic proportion of B1 office development is incorporated on site, which could add value to the adjacent hospital facilities.

The housing figure of around 145 dwellings provided is indicative and further work will need to be undertaken to assess whether constraints result in this figure being unrealistically high. However based on the site analysis completed as part of the development of this policy, this figure is feasible and the policy is flexible enough to accommodate a change in circumstance.

The NHS Trust has indicated that the land immediately south of the hospital (not within the site boundary) should be safeguarded for future health related development associated with the hospital. This also aligns with Policy 26 (Health Facilities) which seeks to ensure this land is protected for health purposes.

In ensuring that the site is sustainable and complies with other policies in this Core Strategy as well as National Planning requirements, it is important that the accessibility by a range of transport modes to and from the hospital is incorporated into the proposals. The emerging transport assessment is likely to set out specific requirements for development at this location.

The site is adjacent to a SSSI and a Special Landscape Area (Stratford-on-Avon Local Plan Policy EF.2 – The Green Lane/The Slough Studley site); consequently it is important any development respects these features. This is inclusive of the design of buildings but also the positioning of development in terms of respecting the topography of the area, considering the impact on local biodiversity and the screening of the site.

The site borders a SSSI as well as other land which has not been developed. In addition the site is a greenfield site, therefore there are likely to be ecological impacts of any development in this area. In order to mitigate against any impacts an ecological assessment should be carried out as well as implementing any necessary measures identified.

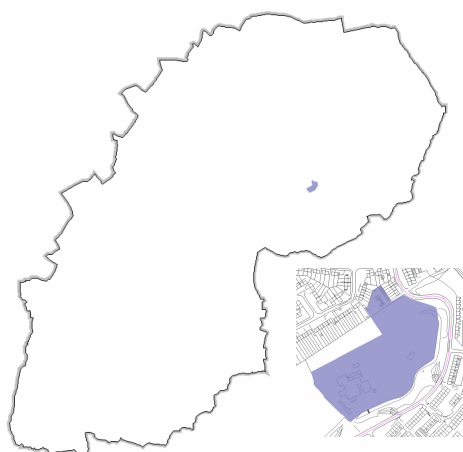
The layout of the buildings should be legible as well as creating a sense of place. This will add to the sustainability and long term viability of the site by ensuring minimal enhancements are needed in the future.

The Alexandra Hospital needs to be respected as part of the development. Consideration should be given to the functioning of this site, for example thought should be given to limiting overlooking of the hospital facilities, development should not impact on emergency services the use of the office facilities should complement the hospital, but importantly the usage should not interfere with the functioning of the hospital.

It has been identified that the southern edge of the site may be a suitable location to incorporate SUDS as part of the development scheme. SUDS will add to the sustainability of development in this location.

Further strategic planning guidance will assist in developing this policy further as well as providing a more rigorous set of policy guidelines which will assist in bringing forward development that will aid in delivering the vision and objectives of the Core Strategy.

### **Policy 32 Woodrow Strategic Site**



A site which lies to the rear of properties 1-11 Auxerre Avenue, Greenlands was identified for residential development in both Local Plan No.2 and Local Plan No.3. The site was the subject of a SPD, adopted in March 2006, which allocated the site for 100% affordable housing. Also, the site of the former Dingleside School has been identified through the Strategic Housing Land Availability Assessment as appropriate for residential development and the boundary of this site lies adjacent to the Auxerre Avenue site. Together these two parcels of land form one Strategic Site.

**A Strategic Site at Woodrow is appropriate for residential development incorporating the former Dingleside School, former playing fields and land to the rear of properties 1-11 Auxerre Avenue. This Strategic Site must ensure that the following will apply to the development of this site:**

- i. it will incorporate a mix of housing types and provide the Borough Council's current standard of affordable housing provision;**
- ii. the development will be accessible by a choice of modes of transport, incorporating any necessary infrastructure improvements and include a pedestrian link between Woodrow North and the linear park and Woodrow District Centre;**
- iii. the site is in a strategically accessible location where enhanced pedestrian links should be created to Studley Road and hence services to the Town Centre;**
- iv. the development will work with and respect the topography of the site and avoid any excessive remodelling of land; and**
- v. it will provide and enhance open space in line with the requirements set out in the Open Space Provision SPD.**

#### Reasoned Justification

This Strategic Site is capable of accommodating between 77-129 dwellings at a minimum density of between 30-50 dwellings per hectare. The Borough Council's current standards of affordable housing provision are set out in the Supplementary Planning Document 'Affordable Housing Provision', which requires sites of 15 dwellings or more to provide 40% affordable housing of which 65% will be socially rented and 35% intermediate ownership.

Proposals will be required to maximise opportunities for access on foot, by bicycle and by public transport and improvements to existing infrastructure will be sought, It is essential that any scheme on this site creates a safe and attractive pedestrian route to link Woodrow North and the linear Park; this should be alongside the vehicular access route. Woodrow District Centre provides for the local community's day-to-day needs and it is therefore important that provision is made for a pedestrian link to the District Centre from the development.

The part of this site which is to the rear of Auxerre Avenue rises steeply from north to south. The design should carefully consider the exposure of the highest parts of this site and seek the retention of some mature trees as visual screening. The retention of mature trees and hedgerows on and adjacent to the site will also be encouraged as far as possible.

Proposals will be required to be in accordance with the 'Open Space Provision' Supplementary Planning Document, which requires on-site provision of open space or contributions to off-site provision.

## Monitoring and Implementation

The delivery of this plan is considered to be an iterative process and the Council aims to constantly strive for improvement. The Council will monitor and consider best practice advice to see if there are any lessons that can be learnt.

Given the length of the planning period, it is inevitable that the plan will become dated. In addition, there are likely to be considerable changes in economic conditions, public opinion and political and government priorities. Other wider issues such as energy supply, climate change, technology development and flood risk inter alia are also likely to change over the plan period. Therefore it is important to carry out regular monitoring to identify where elements of the plan need reviewing.

In order to successfully achieve this, the Council produces an Annual Monitoring Report (AMR). This is a public statement, setting out the extent to which policies in the plan are being implemented, and assesses whether the implementation of these policies is having the intended effect of achieving the set objectives. In addition to the AMR, the Council is also committed to undertake annual monitoring on the following matters:

- i. Sustainability Appraisal;
- ii. Housing;
- iii. Employment Land;
- iv. Retail; and
- v. Quality of the Environment;

This wider monitoring assists in identifying wider contextual issues which may result in the need to amend policies or in some instances may lead to the need for new policies.

Each year the plan will be evaluated and if a partial or total review is necessary, it will be undertaken. In spite of these qualifications, the Council expects that most of the principles of the plan will remain sound and will help achieve the Vision for Redditch Borough.

## Appendix 1: Glossary and Abbreviations

Term	Abbreviation	Meaning
Accessibility		How easy or difficult it is to get to various locations within the Borough.
Adoption		The final confirmation of a plan as a statutory document by the Local Planning Authority
Affordable Housing		The Government's definition of Affordable Housing includes social rented and intermediate housing, provided to specified eligible households who are unable to buy or rent housing on the open market.
Annual Monitoring Report	AMR	Part of the local development framework, the annual monitoring report assesses the implementation of the local development scheme and the extent to which policies in local development documents are being successfully implemented.
Areas of Development Restraint	ADR	An area of land safeguarded for consideration for possible long-term development needs. These areas are excluded from the Green Belt.
Biodiversity		The whole variety of life encompassing all genetic, species and ecosystem variations.
Building Research Establishments Environmental Assessment Method	BREEAM	BREEAM is the world's most widely used environmental assessment method for buildings. BREEAM assesses buildings against a set criteria and provides an overall score which will fall within a band providing either a; PASS, GOOD, VERY GOOD, EXCELLENT or OUTSTANDING rating.
Brownfield		See Previously Developed Land.
Building for Life		The national standard for well-designed homes and neighbourhoods. The 20 criteria are used to assess the quality of new housing schemes
Carbon neutral		Achieving net zero carbon emissions by balancing carbon released with an equivalent amount. It can refer to the practice of balancing carbon dioxide released into the atmosphere from burning fossil fuels, with renewable energy that creates a similar amount of useful energy, so that the carbon emissions are compensated.
Census		An official count of the population. Demographic information is also usually collected.
Change of use	COU	More correctly referred to as a 'material change of use'. A change in the use of land or buildings that is of significance for planning purposes, often requiring planning permission.
Climate change		An increase in the mean annual surface temperature of the earth's atmosphere, due to increases in atmospheric concentrations of greenhouse gases (GHGs) such as Carbon Dioxide (CO <sub>2</sub> ), Methane (CH <sub>4</sub> ) and Nitrous Oxide (N <sub>2</sub> O).
Climate-resilient		To ensure development fully mitigates against the effects of climate change and minimises the potential impacts of climate change now and in the future.
Cluster		A concentration of businesses, the objective of which is to grow regional industries to exploit attractive markets where the region has existing or potential strengths. Clusters encourage businesses to work together to achieve this.
Code for Sustainable Homes	CSH / CFSH	A standard designed to improve the overall sustainability of new homes by setting a single framework.

Commission for Architecture and the Built Environment	CABE	The Government's advisor on architecture, urban design and public space.
Comparison goods		Those goods that are required on an infrequent basis by individuals and households such as clothing and footwear, furniture and furnishings and household equipment (excluding non-durable household goods), medical and pharmaceutical products, therapeutic appliances and equipment, educational and recreation equipment and accessories, books, newspaper and magazines, goods for personal care and goods not elsewhere classified.
Conservation Area		A specifically defined and protected environmental area chosen because of its special architectural or historic interest. They are designated by Local Planning Authorities.
Convenience goods		Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
Core Strategy		The principal Development Plan Document (DPD) within the Local Development Framework (LDF). Among other things, it sets the Key Vision for the future development of the area.
Delivery Strategy		Details how the policies of the Core Strategy will be met, when and by whom.
Demand Management		Measures that are implemented to ease the demand for water.
Density		Density is a measure of the number of dwellings on a site or in an area, normally expressed as a number of 'dwellings per hectare'.
Development		The Town and Country Planning Act 1990 defines 'development' as 'the carrying out of building, engineering, mining or other operations in, on, over or under land or the making of any material change in the use of any building or other land'. Unless a particular activity is exempt by statute, the carrying out of any form of development requires planning permission. Additionally, there are specific exclusions from, and inclusions within, the definition.
Development Plan		Documents which outline Local Planning Authorities' policies and proposals for the development and use of land within their areas. The Redditch Borough Development Plan comprises the Regional Spatial Strategy and DPDs contained in the LDF. Decisions on planning applications should be made in accordance with the Development Plan unless material considerations indicate otherwise.
Development Plan Document	DPD	Planning policy documents that a Local Planning Authority must prepare, and which have to be subject to rigorous procedures of community involvement, consultation and examination.
District Centre		There are three distinctive levels of shopping facilities in Redditch: the Town Centre, District Centre and Local Parades. District Centres are the secondary level of shopping, meeting daily needs for basic items. With relation to the types of shopping facilities they provide, District Centres in Redditch are equivalent to the definition of 'Local Centres' in PPS 4 (Planning for Sustainable Economic Growth). Typically, District Centres in the Borough accommodate a newsagent, a general grocery store, a sub-post office and occasionally a pharmacy, a hairdresser and other small shops of a local nature.
Employment Land Review	ELR	Assesses the suitability of sites for employment development, safeguards the best sites in the face of competition from other higher value uses and helps identify those which are no longer suitable for other uses.
Evidence Base		A collection of research projects or studies that are undertaken to look at specific factors or areas that may influence the future development of Redditch Borough. It allows a thorough understanding of local needs,



		opportunities and constraints to direct decisions and policies and can be made up of the views of stakeholders and background facts about the area.
Examination in Public	EiP	A procedure that tests the soundness of the documents produced as part of the LDF. A DPD is considered sound if it has been produced based on good evidence and prepared in accordance with procedures including those outlined in the SCI as well as PPS12. Whether or not there are comments in support of, or opposed to, policies produced, this examination will consider all policies and the Inspector's report is binding.
General Practitioner	GP	A medical practitioner who provides primary care and specialises in family medicine.
Green Belt		A specifically defined area where development is controlled to prevent settlements merging and to keep land open. Guidance on Green Belt policy is contained within PPG 2.
Green Infrastructure		The physical environment within and between our cities, towns and villages. It is a network of multi-functional open spaces, including formal parks, gardens, woodlands, green corridors, waterways, street trees and open countryside. It comprises all environmental resources, and thus a green infrastructure approach also contributes towards sustainable resource management.
Green Space		Open, undeveloped land with natural vegetation.
Greenfield Sites		Undeveloped or vacant land not included in the definition of 'previously developed land'.
Grey water Recycling		The process of reusing water within the home and within offices
Gypsies and Travellers		Persons of nomadic habit of life whatever their race or origin
Habitat		The natural environment of an organism.
Hectare	Ha	A unit of surface, or land, measure equal to 10,000 square metres or 2.471 acres.
Historic Environment Assessment	HEA	Provides an integrated historic environment evidence base to support policy and Green Infrastructure documents. It combines county landscape character mapping with Historic Environment Record data and an outline Historic Landscape Character assessment. The assessment produced 20 distinctive Historic Environment Character Zones, which are supported by character statements assessing historic environment survival, potential, documentation, diversity, group value, sensitivity and amenity potential for each zone.
Housing Needs Assessment	HNA	An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing. This is now superseded by the SHMA (See later Glossary entry).
Infrastructure		The basic facilities, services, and installations needed for the functioning of a community or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices and prisons.
Intermediate housing		Housing at prices and rents above those of social rent, but below market price or rents.
Issues and Options		This is the first of the three required stages in the development of the Core Strategy. The Issues and Options stage (pre- submission consultation) is where the Local Authority consults with specific and general consultation bodies as it deems appropriate. This is the most effective stage in engaging the community in plan preparation.

Landscape Character Assessment	LCA	The description and classification of areas where distinctive features occur in repeated patterns. It seeks to describe what makes one area different from another, avoiding personal preferences or judgemental values.
Lifetime Homes Standards		A form of design which provides accessible and adaptable accommodation for everyone.
Local Area Agreement	LAA	A voluntary, three year agreement between central government and the local area (the local authority and the Local Strategic Partnership), which establishes the priorities for the local area.
Local Development Document	LDD	These are the documents contained within the LDF. It can be Development Plan Documents, Supplementary Planning Documents, Statement of Community Involvement, Sustainability Appraisal and Strategic Environmental Assessment.
Local Development Framework	LDF	The Local Development Framework is the collection of <i>local development documents</i> produced by the local planning authority which collectively delivers the spatial planning strategy for its area.
Local Development Scheme	LDS	Sets out the programme for developing the Local Development Documents.
Local Distinctiveness		The features of an area and its communities which contribute to its special character and sense of place.
Local List		A list of buildings and structures that have a special architectural or historic local importance.
Local Planning Authority	LPA	The Local Authority or Council that is empowered by law, to exercise planning functions. This is normally the local Borough or District Council, but in National Parks and some other areas there is a different arrangement.
Local Nature Reserve	LNR	An area of publicly owned land which is conserved and managed for its wildlife interest. Bylaws can be applied to prevent disturbance.
Local Needs		The anticipated requirements (e.g. for housing) generated by local growth or other trends. This specifically excludes demands generated by inward migration.
Local Strategic Partnership	LSP	A local strategic partnership is a partnership of stakeholders who develop ways of involving local people in shaping the future of their neighbourhood in how services are provided. They are often single, multi-agency bodies which aim to bring together locally the public, private, community and voluntary sectors.
Market housing		Private housing for rent or for sale, where the price is set on the open market.
Mixed Use Development		Developments that include a combination of land uses which may include housing, employment, leisure, community facilities and retail.
Mitigation		To lessen the force or intensity or to make less severe.
Natural Environment		Trees, wildlife corridors, rivers, sites of national, regional or local importance and other sites of biodiversity importance.
New Town		Free-standing new settlement designated and planned under the New Towns Act 1946 and subsequent legislation.
Nottingham Declaration		The Nottingham Declaration is a public commitment by council leaders and chief executives to tackle the causes and effects of a changing climate in their councils. Launched in October 2000 in Nottingham.

Open Countryside		Countryside outside Settlements, undeveloped apart from isolated buildings, farmsteads, and hamlets. Not built-up.
Open Space		Open Space ranges from developed parks and recreation facilities, to undeveloped hillsides. It comes in a variety of sizes, shapes and types and performs different functions, benefits and purposes. It may remain in a pristine state or could include land that is actively farmed.
Orientation		The location in the environment of a person or object in relation to true North, or other specific place or object.
Planning Obligations		Agreements between developers and the Council to properly accommodate or mitigate proposed development. They are often sought at the time of the determination of a planning application to provide community and/or infrastructural benefits. They are usually secured via a legal agreement.
Planning Policy Guidance Note/ Planning Policy Statement	PPG/ PPS	A series of documents produced by the Government covering a wide range of planning issues. PPGs and PPSs provide advice on the implementation of the law and Government policy regarding the purpose and function of the planning system.
Previously Developed Land	PDL	Land which is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development which is also known as 'brownfield' land.
Proposals Map		A Development Plan Document (DPD) which identifies the location of any geographically specific policies and proposals or designations of land.
Quiet Lanes		A Countryside Agency initiative for minor rural roads with low traffic volumes which are appropriate for shared use by walkers, cyclists, horse riders and motorised users.
Rainwater Harvesting		The method of collecting rainwater for its re-use.
Regional Spatial Strategy	RSS	This is the Government's Planning for the administrative regions. It sets the regional context for planning and shows how a region should look in 15-20 years time and possibly longer. It identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, housing, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. The RSS forms part of the Development Plan for the area (as well as the LDF) and replaces previous Regional Planning Guidance. The current RSS is the Regional Spatial Strategy for the West Midlands (2008).  NB: The Government has expressed its intention to abolish Regional Strategies
Renewable Energy		Sources of energy which are reusable and sustainable such as wind, water, sun, wave, refuse and geothermal energy. These sources do not produce the harmful emissions often associated with fossil fuels. They are energy forms that occur naturally and repeatedly in the environment and are thus more environmentally-friendly.
Rural Area		The area outside the urban, developed parts of Redditch town.
Safer Routes to School		An initiative to improve key routes to schools for pedestrians and cyclists to break the vicious circle of people using cars to take children to school.

Secured by Design		the UK Police flagship initiative supporting the principles of "designing out crime" by use of effective crime prevention and security standards.
Sequential Approach		A means of determining the most appropriate locations for various types of development. Sites can be assessed, measured and, if necessary, ranked against a range of criteria to determine the optimum location. The sequential approach is defined in relation to different types of development in PPS3 (Housing) and PPS4 (Planning for Sustainable Economic Growth).
Site of Special Scientific Interest	SSSI	Specifically defined areas where protection is afforded to sites of national wildlife or geological interest. Natural England is responsible for identifying and protecting approximately 4,100 SSSIs in England.
Secretary of State	SoS	A cabinet member in charge of a government department. E.g. the Department of Communities and Local Government
Soundness		Soundness means founded on a robust and credible evidence base and the most appropriate strategy when considered against the reasonable alternatives. For something to be sound it must also be deliverable, flexible and able to be monitored.
Spatial planning		Planning that is not solely related to land use as it brings together other policies and programmes for the development and use of land. It is a tool to deliver and provide a geographical expression to the economic, social, cultural and environmental sustainability policies of society. It is a proactive, positive approach to managing development and the future distribution of activities, people and spaces on various scales.
Special Wildlife Sites	SWS	Areas of particular special wildlife importance, outside that of legally designated areas.
Statement of Community Involvement	SCI	A 'process' document in the LDF that sets out the Council's proposals for involving the local community in the preparation of planning policy and deliberation of planning applications.
Strategic Environmental Assessment	SEA	A strategic environment assessment is a generic term used to describe environmental assessment as applied to policies, plans and programmes. The European SEA directive (2001/42/EC) requires a formal environmental assessment of certain plans and programmes, including those in the field of planning and land use.
Strategic Flood Risk Assessment	SFRA	A study to examine flood risk issues on a sub-regional scale, typically for a river catchment or local authority area during the preparation of a development plan
Strategic Housing Land Availability Assessment	SHLAA	Assessment of the likely level of housing that could be provided if unimplemented planning permissions and other appropriate sites were brought forward for development.
Strategic Housing Market Area Assessment	SHMA	An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing.
Structure Plan		A long term planning document covering a time period of 15 years which establishes a strategic policy framework for development and land use planning over a County area.
Sustainable Drainage Systems	SUDS	A sequence of management practices and control structures, often referred to as SUDS, designed to drain surface water in a more sustainable manner. Typically, these techniques are used to attenuate rates of run-off from development sites.

Supplementary Planning Document / Supplementary Planning Guidance	SPD / SPG	Elaborates upon the policy and proposals in Development Plan Documents, but do not have the same status as DPDs.
Sustainable Community Strategy	SCS	Sets out the key themes which Redditch Borough Partnership and its partner organisations will concentrate on to improve the environmental, economic and social well being of Redditch Borough and contribute to sustainable development in the next ten to fifteen years.
Sustainable Development		Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
Sustainability Appraisal and Strategic Environmental Assessment	SA and SEA	Sustainability Appraisal (SA) is carried out for all DPDs and SPDs. It is a formal, systematic process with the purpose of assessing the likely social, environmental and economic impacts of implementing the proposed plans and programmes. A Strategic Environmental Assessment (SEA) must also be carried out as requested by the European legislation (Directive 2001/42/EC) to assess the likely effects of the plan or programme on the environment.
Sustainability statement		A document setting out how the proposed scheme will meet sustainability requirements and address sustainable development issues.
Sustainable Rural Settlement		Village/settlement which is capable of meeting its own economic and social needs whilst maintaining the quality of the environment. Astwood Bank is Redditch Borough's only Sustainable Rural Settlement.
Town Centre		The primary focus for major shopping needs in Redditch. The Town Centre provides a broad range of facilities and services which fulfil a function as a focus for community and for public transport
Transport		The movement of goods and people, incorporating movement by means of walking, cycling, public transport and the private car. This also incorporates the use of footpaths, cycleways and bridleways for recreational purposes
Transport Assessment	TA	A comprehensive and systematic process that sets out transport issues relating to a proposed development
Travel Plan	TP	A package of measures which aim to monitor and reduce motor car reliance along given routes or destinations through initiatives such as car sharing, promoting the use of public transport and encouraging walking and cycling. They analyse the key transport challenges and opportunities.
Travelling showpeople		Members of a community that consists of self-employed business people who travel the country, often with their families, holding fairs.
Viability		To be capable of existing/surviving successfully. The term is often used with reference to whether town centres are able to exist as viable retail areas.
Vitality		Used to describe the liveliness of an area, which may be measured by particular local features, the general environment or the quality of life for local residents.
Water Cycle Strategy	WCS	Provides a plan and programme of water services infrastructure implementation.
West Midlands Sustainability Checklist for Development		The Checklist is an easy-to-use online tool that identifies a range of different economic, social and environmental sustainability issues covered in National Guidance and the West Midlands Regional Spatial Strategy. It enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability.
Wildlife Corridors		Includes countryside features such as hedgerows and watercourses which act as links or stepping stones from one habitat to another. PPS9 (Nature conservation) refers to the importance of countryside features which act as wildlife corridors between habitats, and to the value of these links in maintaining the range and diversity

		of flora and fauna.
West Midlands Regional Spatial Strategy	WMRSS	See definition of RSS

## Appendix 2: Schedule of Housing Sites

Site Reference	Site Address/Name	Capacity
LP02	Brush Factory, Evesham Road, Crabbs Cross (LP124)	4
LP03	Rear of 144-162 Easemore Road (LP135)	24
LP05	Windsor Gas Works (LP147)	140
LP06	Mayfields Works	18
LP13	Land off Torrs Close	6
LP16	Land at Tidbury Close (07/214)	6
LPX02	Adjacent Castleditch Lane / Pheasant Lane	16
LPX04	Former Claybrook School, Matchborough	36
LPX05	Land at Millfields, Fire Station and RO Fire Station	35
LPX06	Former Ipsley School playing field	31
LPX07	South of scout hut, Oakenshaw Road	32
CS01	Church Hill District Centre	57
WYG03	Tanhouse Lane	14
WYG04	Marfield Farm School	53
WYG06	High Trees, Dark Lane (09/259)	5
RB03	Widney House, Bromsgrove Road	58
L4L02	Land off Wirehill Drive (08/305)	15
UCS 2.14	Land adjacent Saltways Cheshire Home (08/073)	5
UCS 8.38	Dingleside Middle School & playing field and land rear of 1-11 Auxerre Avenue	120
2010/03	Loxley Close	10
2010/05	Clifton Close	6
2010/07	Prospect Hill	61
2010/09	RO Alexandra Hospital	145
2010/11	Brockhill ADR	425
2010/13	Brockhill Green Belt	400
2010/14	Foxlydiat Green Belt	230
<b>Total</b>		<b>1952</b>

### Summary of all components which contribute towards the 3,200 dwelling target

Completions 2006-2010	961
Allowance for small site commitments at 1 April 2010	48
Dwellings identified through SHLAA	1952
Dwellings in windfall allowance	170
<b>Total</b>	<b>3131</b>

### Appendix 3: Saved Local Plan No.3 Policies replaced by Core Strategy policies

The following Saved Local Plan No.3 Policies will be replaced by the Core Strategy.

<b>Replaced Saved Local Plan Policy</b>	<b>Core Strategy Policy</b>
<b>CS1 Prudent use of natural resources</b>	<b>Policy 1 Climate Change Policy 2 Natural Environment</b>
<b>CS.2 Care for the environment</b>	<b>Policy 2 Natural Environment</b>
<b>CS.7 The sustainable location of development</b>	<b>Policy 6 Settlement Hierarchy Policy 7 Development Strategy Policy 17 Town Centre and Retail Hierarchy</b>
<b>H.1 Alexandra Hospital</b>	<b>Policy 27 Health</b>
<b>B(HSG).10 Gypsy sites</b>	<b>Policy 11 Gypsies, Travellers and Travelling Showpeople</b>
<b>B(BE).11 Buildings of Local Interest</b>	<b>Policy 22 Local List</b>
<b>B(BE).19 Green Architecture</b>	<b>Policy 1 Climate Change Policy 2 Natural Environment Policy 3 Flood Risk and Water Management</b>
<b>B(NE).1 Overarching policy of intent</b>	<b>Policy 2 Natural Environment</b>
<b>B(RA).1 Detailed Extent of and control of development in the Green Belt</b>	<b>Policy 6 Settlement Hierarchy</b>
<b>B(RA).3 Areas of Development Restraint</b>	<b>Policy 7 Development Strategy</b>
<b>B(RA).8 Development at Astwood Bank</b>	<b>Policy 7 Development Strategy</b>
<b>B(RA).9 Development at Feckenham</b>	<b>Policy 7 Development Strategy</b>
<b>B(RA).10 Exceptions Housing at Astwood Bank and Feckenham</b>	<b>Policy 6 Settlement Hierarchy</b>
<b>E(EMP).1 Employment Provision</b>	<b>Policy 12 Location of New Employment</b>
<b>E(EMP).3 Primarily Employment Areas</b>	<b>Policy 13 Development within Employment Areas</b>
<b>E(EMP).4 Locational criteria for development within Primarily Employment Areas</b>	<b>Policy 12 Location of New Employment Policy 13 Development within Employment Areas</b>
<b>E(EMP).5 Edward Street Site</b>	<b>Policy 18 Regeneration for the Town Centre</b>
<b>E(EMP).6 North West Redditch Master Plan Employment</b>	<b>Policy 29 Brockhill East</b>
<b>E(TCR).1 Vitality and Viability of the Town Centre</b>	<b>Policy 17 Town Centre and Retail Hierarchy Policy 18 Regeneration for the Town Centre</b>
<b>E(TCR).4 Need and Sequential Approach</b>	<b>Policy 17 Town Centre and Retail Hierarchy</b>
<b>E(TCR).6 North West Quadrant</b>	<b>Policy 18 Regeneration for the Town Centre</b>
<b>C(T).2 Road Hierarchy</b>	<b>Policy 23 High Quality and Safe Design</b>
<b>R.7 North West Redditch Master Plan – Abbey Stadium</b>	<b>Policy 24 Leisure and Tourism Policy 25 Abbey Stadium</b>