

Executive

Tuesday, 8 September 2026

Redditch Town Centre Strategy

Relevant Portfolio Holder	Leader of the Council, Councillor Matthew Dormer
Portfolio Holder Consulted	Yes
Relevant Assistant Director	Assistant Director Regeneration and Property Services
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Wards Affected	(Central Ward);
Ward Councillor(s) consulted	Yes
Relevant Council Priority	Economy, Regeneration & Prosperity;
Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	
This report contains exempt information as defined in Paragraph(s) of Part I of Schedule 12A to the Local Government Act 1972, as amended	

1. RECOMMENDATIONS

The Executive Committee is asked to RESOLVE that:-

- 1) The Redditch Town Centre Strategy and Action Plan attached at Appendix 1, be approved.**

2. BACKGROUND

- 2.1 The last comprehensive town centre strategy for Redditch was prepared in 2008. While elements of that strategy have been reviewed and refreshed over time, the scale of change affecting town centres nationally and locally means that a renewed, clear and unified strategic framework is now required. Redditch Town Centre faces a different operating context, shaped by changes in retail, working patterns, visitor behaviour and economic conditions, alongside major recent investment through the Towns Fund and public realm improvements.
- 2.2 This draft Redditch Town Centre Strategy provides a collaborative, place-based framework to guide decision-making and investment over the coming years. In addition to high level actions, it sets out a shared vision, guiding principles and headline themes that respond to a changing landscape and support flexibility over time. The strategy is

intended to be delivered through partnership working, aligning the roles of the Council, the Business Improvement District and wider partner organisations around common aims:

- a) strengthening identity, culture and heritage
- b) supporting regeneration, business growth and a more diverse economy
- c) adapting to changes in retail and the nighttime economy
- d) improving public spaces, movement and connectivity
- e) encouraging collaboration, participation and community use.

2.3 The development of the Redditch Town Centre Strategy has been informed through a programme of engagement. This included two multi-stakeholder workshops involving a range of partners, organisations and town centre interests, alongside a dedicated focus group session with Heart of Worcestershire (HoW) College students to ensure young people's perspectives were reflected. Consultation is intended to be an ongoing and embedded part of the strategy's lifecycle. This will ensure it remains fit for purpose as conditions change and that stakeholders continue to play an active role in shaping priorities and supporting implementation through collaborative delivery arrangements.

2.4 In advance of the presentation of this report to the Executive Committee, a Town Centre Strategy review meeting and a walkabout of the town centre were undertaken with the Leader of the Council, the senior leadership team and Redditch BID. This provided an opportunity to review progress to date, assess current challenges and reaffirm priorities for the strategy. The discussions highlighted the importance of maintaining a strong operational focus alongside longer-term regeneration ambitions. This recognises that issues affecting businesses and visitors on a day-to-day basis, such as cleanliness, maintenance, safety and the overall quality of the town centre environment, must be addressed if wider improvements and investment are to be successful. The exercise has helped shape and strengthen this strategy particularly in relation to the action plan.

3. OPERATIONAL DETAILS

3.1 The strategy is intended to operate as a collaborative framework, with key actions delivered by a range of partners, including the Business Improvement District and other stakeholders, in accordance with their roles and areas of responsibility.

Executive

Tuesday, 8 September 2026

- 3.2 To support effective delivery and partnership working, the Council will convene quarterly meetings with key partners to coordinate activity, progress agreed actions and review the ongoing relevance of the strategy.
- 3.3 The actions within this strategy set out the Council's initial commitments to help deliver the vision for Redditch Town Centre. They focus on areas where the Council can provide leadership, coordinate activity, influence change and directly deliver improvements.
- 3.4 Successful delivery of the strategy will, however, depend on collaboration with businesses, the BID, landowners, community organisations, cultural partners, Worcestershire County Council and other stakeholders. As partnership arrangements develop, the delivery plan will be expanded to incorporate the commitments, projects and actions of partner organisations, creating a shared programme of activity for the town centre. This approach recognises the Council's role as the driving force behind the strategy while ensuring that long-term success is built on collective action and shared responsibility.
- 3.5 The initial Year 1 Action Plan is intentionally focused on management, coordination, enforcement, activation and environmental improvement measures that can largely be delivered through existing service provision, partnership working and available resources. This approach will enable early progress and visible improvements within the Town Centre while providing the evidence base for future investment priorities.
- 3.6 The Action Plan will be reviewed and refreshed annually to respond to changing circumstances, emerging opportunities, funding availability and delivery progress.

4. FINANCIAL IMPLICATIONS

- 4.1 The Year 1 Action Plan has been developed with a focus on actions that can largely be delivered through existing Council and partner resources, existing service budgets and collaborative working arrangements. Whilst some future actions may require additional funding, capital investment or external grant support, these will be assessed and considered through future annual reviews of the Action Plan and brought forward through the Council's normal decision-making processes where necessary.

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications arising directly from this report. The Framework is a non-statutory document that provides strategic direction.

6. OTHER - IMPLICATIONS

Local Government Reorganisation

- 6.1 The Redditch Town Centre Strategy has been developed as a flexible and collaborative framework that is intended to remain relevant and deliverable through local government reorganisation and beyond. Rather than relying on a single governance structure, the strategy enables actions to be taken forward by a range of partners, including the Council, the Business Improvement District and other key stakeholders, in line with their respective roles and responsibilities. It is anticipated that, following reorganisation, the successor authority will continue to provide strategic leadership and oversight, working alongside established town centre partners to ensure continuity, coordination and effective delivery of the strategy's shared objectives.

Relevant Council Priority

- 6.2 The Strategic Framework supports the Council's priority of Economy, Regeneration and Prosperity, as well as key objectives to increase footfall in the town centre and collaborate with partners to secure public and private investment.
- 6.3 It also complements and supports the work of business associations, community groups, and stakeholders through a coordinated approach to regeneration and town centre management.

Climate Change Implications

- 6.4 The Redditch Town Centre Strategy supports the Council's climate change objectives by promoting measures that encourage sustainable travel, reduce car dependency and enhance the environmental quality of the town centre. The strategy includes actions to improve walking and cycling connectivity, strengthen public transport access, increase tree planting and urban greening, and support the productive reuse of existing buildings and vacant premises.
- 6.5 By encouraging a more compact, mixed-use and accessible town centre, the strategy can help reduce transport-related emissions, improve climate resilience and contribute to wider environmental and

public health benefits. Future projects arising from the Strategy will be expected to consider climate change impacts and opportunities as part of their development and delivery.

Equalities and Diversity Implications

- 6.6 An Equality Impact Assessment will be undertaken to support the implementation of the Redditch Town Centre Strategy. The Council will continue to engage with residents, community organisations and groups representing people with protected characteristics to better understand potential impacts, identify barriers to participation and inform delivery. Equality considerations will be embedded throughout future action plans and projects, with appropriate mitigation measures developed where any adverse impacts are identified.

Community Impact Implications

- 6.7 The Redditch Town Centre Strategy is intended to have a positive impact on community safety, health and wellbeing. A key objective of the strategy is to create a town centre that is welcoming, safe, inclusive and attractive for residents, businesses and visitors. Actions including improvements to street lighting, enhanced wayfinding, public realm investment, town centre ambassador/warden provision and support for a safe evening economy are intended to improve perceptions of safety and encourage greater use of the town centre. The strategy also promotes partnership working between the Council, Redditch BID, businesses, community organisations and other stakeholders to help address ongoing town centre management issues and support community cohesion.
- 6.8 The strategy is also expected to support health and wellbeing outcomes by encouraging increased walking and active travel, improving the quality and accessibility of public spaces, introducing additional greening and landscaping, and supporting opportunities for social interaction through events, cultural activities and community-led initiatives. Measures to increase activity within the town centre, including support for community venues, youth engagement and meanwhile uses of vacant premises, will contribute towards reducing social isolation and promoting a more vibrant and inclusive town centre environment.

7. RISK MANAGEMENT

- 7.1 Project/Action specific risks will be managed through the action planning process and overseen by the Centres Manager in collaboration with the Assistant Director of Property and Regeneration.

8. APPENDICES and BACKGROUND PAPERS

8.1 Appendix 1 – Redditch Town Centre Strategy & Action Plan

Executive

Tuesday, 8 September 2026

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Matt Dormer	10/08/26
Lead Director / Assistant Director	Rachel Egan Assistant Director Property and Regeneration	11/08/26
Financial Services	Paul Earley Interim Finance Manager	12/08/26
Legal Services	Nicola Cummings, Principal Solicitor – Governance	12/08/26
Policy Team (if equalities implications apply)	Helen Mole Policy Manager	17/08/26
Climate Change Team (if climate change implications apply)	Matthew Eccles Climate Change Manager	12/08/26
Community Safety	Bev Houghton	12/08/26