

Redditch was designated a New Town in 1964 to help relieve overcrowding in the West Midlands Conurbation, the area designated totalling 7,200 acres. There were 32,000 people in Redditch at that time, and the current target is a population of 70,000 by early 1980. The present population is estimated at 45,000.

By the end of 1973 3,100 houses for rent had been built, plus nearly 1,600 for owner-occupation.

33 miles of roads, 12 new schools and 10 school extensions have been built since the New Town was designated, as well as a sewage works costing over £2m. In addition to the shops which have been provided in the town centre, 21 shops have been built in the residential areas.

It is the Corporation's aim that approximately 1/2m. sq. ft. of factory accommodation will be built each year. 183 factory units have been provided so far ranging in size from workshops of 400 sq. ft. to the custom-built office/warehouse development of nearly 400,000 sq. ft. for Halfords. By the end of 1973, over 2m. sq. ft. of factory space had been provided in new or adapted buildings, giving employment to over 5,200 people. In addition to the offices associated with the factories, three office blocks totalling over 100,000 sq. ft. have been constructed in the town centre; in a parkland setting at Ipsley Court, GKN (Contractors Ltd.), and GKN (Engineering) Ltd., have now occupied the 40,000 sq. ft. first phase of their 65,000 sq. ft. head office development.

Redditch is a well-wooded area and the Corporation retains existing trees wherever possible. It maintains its own tree nurseries, and the number of trees planted in the development areas exceeds a million. These development areas are shown on the attached map, and briefly described below.

### TOWN CENTRE

The first phase of the shopping redevelopment in the town centre is now operating successfully, the major part (the Kingfisher Centre) providing 168,000 sq. ft. of floor space including a Sainsbury supermarket of 34,000 sq. ft.) The main shopping level leads directly off the existing shopping streets and is linked by a covered footbridge to a 620-space multi-storey car park for shoppers, and by lifts, escalators and ramps to a 130-space car park for shops and office workers, and the transport interchange. The interchange comprises a new bus station and taxi rank, an enclosed area for waiting room, ticket offices etc. and (under construction) new railway platforms.

The remainder of phase one is Royal Square, containing a food hall, shops and offices, on two sides of an 85-stall open air market.

The second phase of redevelopment, now under construction, will link up the two parts of the first phase. Comprising 32 shop units, including a 50,000 sq. ft. department store, it will be fully enclosed and air-conditioned and should be open for trading in the spring of 1975.

The County Council declared Church Green (the area surrounding St. Stephens Church) a Conservation Area. It will ultimately become a pedestrian area. In 1973, the Development Corporation's one millionth tree was planted in the town centre by Mr. Sidney Chapman, initiator of the "Plant a Tree in 73" campaign.

The Smallwood Health Centre, built by the County Council, was occupied in June 1972. The Centre houses the Hereford and Worcester Area Health Service offices and also the Redditch area offices of the Social Services Department and Education Department of the County of Hereford and Worcester, as well as four General Practitioner Group practices. A new District General Hospital is planned for Redditch and construction of the first phase is programmed to commence in 1975/76.

A new Central Library is under construction in the town centre by Hereford and Worcester County Council, and the College of Further Education can now accommodate a maximum student capacity of 1,230, the recent extensions including a tiered lecture hall, gymnasium and library.

A new Divisional Police Station and new Magistrates Courts are being planned, construction being due to commence in 1974.

## RESIDENTIAL AREAS

### Greenlands

The first Corporation development, this is linked to an existing District Council housing area. 300 houses to rent have been built here by the Corporation and in 1970 those on the hill were awarded a Medal for Good Design by the then Ministry of Housing. About 150 houses for sale have been built at Greenlands.

### Lodge Park

Adjoining the post-war private development, some 450 houses to rent and 60 houses for sale have been built in this area. A further small area is being developed with houses for sale.

### Southcrest (to the west of Lodge Park)

This is to be an area of high quality housing for sale. At present 65 houses have been built, with another site of 51 houses currently under construction.

### Woodrow

1,250 rented houses and about 200 owner-occupied houses have been completed in this area. A local shopping centre caters for day-to-days needs, and incorporates a public house and branch library. A second public house has been built. The centre also contains the Woodrow Meeting Rooms which provide accommodation for the various social activities organised by Woodrow residents. In 1972 a County Health Clinic was opened at the Centre. The County Council have provided first, middle and final stage schools in this area.

### Matchborough

An area of 200 acres on which 1,060 houses to rent and 800 for sale have been built. Like Woodrow, Matchborough has its own shopping centre and pub. Meeting rooms for West Matchborough were completed in 1971; Matchborough East meeting rooms, which include facilities for badminton, came into use early in 1974.

### Matchborough cont'd

A shared church centre built by the Anglicans and Methodists was consecrated in May 1973 and a development by the Society of Friends will provide residential accommodation for unsupported mothers and a meeting hall. The Corporation also have under construction a block of flats containing sheltered housing accommodation for the elderly which is nearing completion. A natural "water garden" has been constructed adjacent to the shopping centre and the half-timbered Ipsley Court Barn has been re-erected near by. The County Council have provided two first schools and a middle school in Matchborough. Construction of a final stage school is due to start in 1974.

### Winyates

Civil engineering work is nearing completion on this 235-acre site. Over 1,200 houses to rent will be built here and work is in progress on 5 contracts totalling over 800 dwellings. The first houses were occupied in August 1973. About 1,100 houses for sale will be built in Winyates, the first 180 of which have already been completed. Sites under construction include the Long Meadow scheme by Tarmac which won a national competition for Architects and Developers. A local shopping centre for Winyates, and an Elderly Persons' Home, are under construction, and a Health Centre will be provided by the Hereford and Worcester Area Health Service. Construction work has recently started on a joint project between the Corporation and the County to provide meeting rooms attached to the Winyates East Primary School.

### Church Hill and Dagnell End

Proposals for this area include housing for 12,000, a local shopping and social centre, an 18-hole golf course, a nature reserve, playing fields and open spaces. The first civil engineering contract has been completed. Design work is proceeding on four housing for rent areas, and construction should begin this year. Work on the first housing for sale site will start shortly.

## INDUSTRIAL AREAS

### Enfield (25 acres)

Formerly the Royal Enfield factory, now replanned and modernised, with landscaping, new internal roads and car parks. This estate has been fully leased since mid-1972.

### Park Farm (100 acres)

This site forms a natural extension to the thriving industrial belt which developed alongside the Studley Road from about 1960 onwards. A considerable amount of building is currently taking place in the south of the estate, where industrialists are developing sites leased from the Corporation.

### Washford (110 acres)

This area contains the national headquarters of Halfords Ltd. (opened in 1971), the national distribution centre for Serck Services (which came into operation in the latter part of 1972), several large factories and many smaller factory units. The area is now nearing completion, work having just commenced on the final site. The last development of the Corporation's standard factories on this estate was completed in the latter part of 1973, bringing the total number of standard factories in Washford to over 60.

### Moons Moat (180 acres)

Civil engineering work has been in progress in this area for some time and initial development commenced last year. Nearly  $\frac{1}{2}$ m. sq. ft. of standard factories are under construction in the southern part of Moons Moat. A considerable amount of development will be taking place on this estate during 1974, including 100,000 sq. ft. of accommodation for Avon Medicals Ltd., located in the northern part of the area, and scheduled for completion in mid-1975.

### PRIMARY ROADS

As well as the roads which have been constructed to serve the new housing and industrial areas, the Corporation is building a system of primary roads, designed to motorway standards, which will carry traffic across the Designated Area without conflict with local traffic. The first  $\frac{3}{4}$ -mile stretch of the primary road system (Henley Highway) and its eastern extension (Warwick Highway) came into use in 1970. The western extension of this route to link at Headless Cross with the A448 road to Bromsgrove and the M5, is now open. The 2-miles long Coventry Highway was completed in 1972 and, linked to the improved A435, provides 10 miles of dual carriageway road between Redditch and the southern boundary of Birmingham.

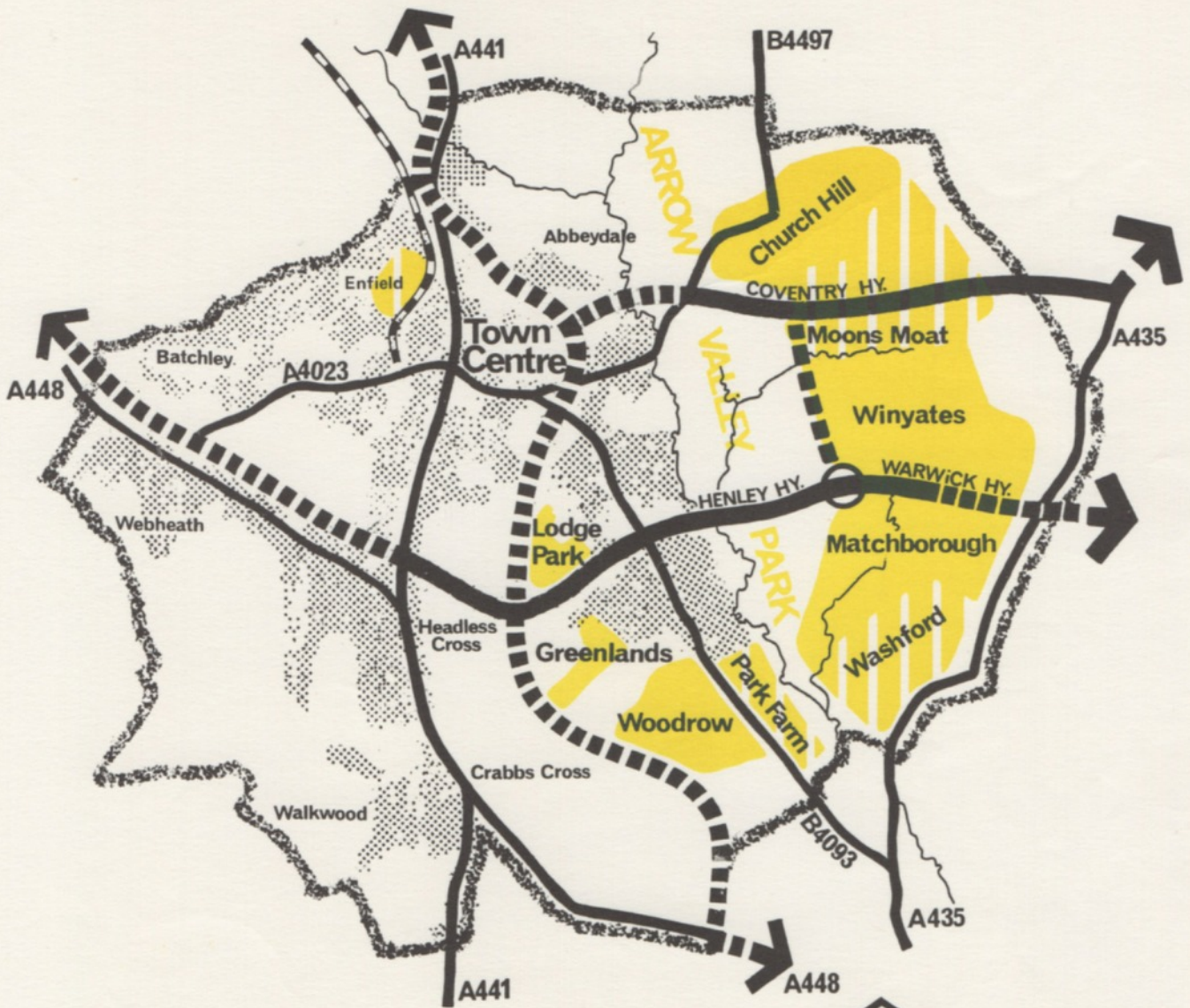
### NEW AMENITIES

Some 850 acres of land, following the line of the River Arrow, have been allocated for development as the Arrow Valley Park, to provide ultimately all types of outdoor recreation, including a 28-acre lake, a golf course and more than 100 acres of playing fields, some of which are already in use. The freshwater lake has been provided by excavating the subsoil for use in embankments for the nearby Coventry Highway. The lake is already being used for sailing and will be fully operational by 1975. West of the lake, a  $\frac{3}{4}$ -mile length of the River Arrow has been realigned and the area between the lake and the river will be developed as a pleasant riverside walkway.

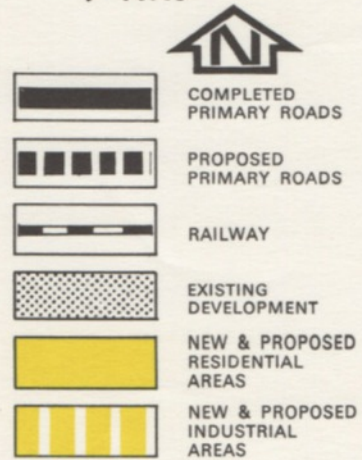
As well as the facilities being provided in Arrow Valley Park, a Sports Centre costing £85,000 has been built at Abbey Stadium by the District Council. A ski slope is currently under construction. In addition the Sports Complex at The Leys High School is available to the general public out of school hours and has indoor facilities for Athletics, Badminton, Basketball, Circuit Training, Fencing, Football, Gymnastics, Keep-fit classes, Volley ball and weight-lifting, and outdoor facilities for Cricket, Football, Hockey and Tennis. A Youth Annexe is being built and should be ready this summer. Discussions are currently in hand for similar dual use provision at the Matchborough Final School, construction of which is due to start in 1974.

All Corporation housing areas have play areas to suit particular age groups. The Corporation has provided toddlers' play areas and playgrounds; kickabout areas, and adventure playgrounds are provided by the local authority.

The Palace Theatre, built in 1913, was modernised and refurbished by the Corporation and presented to the town in 1971. It is available for the production of plays, lectures, music recitals, dances, conferences, exhibitions etc.



REDDITCH NEW TOWN Development Areas



# Redditch



<b>SOCIAL AND LEISURE FACILITIES</b>	Completed	Under Construction	Temporary
Meeting Rooms and Community Centre	8	—	—
Youth Centres	2	—	—
Health Centres	2	—	3
Public Houses and Hotels	8	—	—
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<b>CHURCHES</b>	Completed	Under Construction	Temporary
	7	—	—
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<b>EDUCATION</b>	Completed (inc. extensions)	Under Construction (inc. extensions)	Temporary
First and Middle Schools	21	3	—
Final	5	1	—

## **AVERAGE WEEKLY RENTS** (excluding rates) (as at 1st January 1977)

All figures shown are for 48 week year

1 Bedroom Flat	£4.50
1 Bedroom Bungalow	£4.75
2 Bedroom Maisonette	£6.00
2 Bedroom House	£6.25
3 Bedroom House	£6.65
4 Bedroom House	£7.80
5 Bedroom House	£8.50
Garages — within curtilage	73p
Garages — block	58p

# Redditch



INDUSTRY ON CORPORATION LAND	Completed m <sup>2</sup> (units)	Under Construction m <sup>2</sup>	At Planning or Pre-Contract Stage m <sup>2</sup>
Enfield	41,019 (49)	1,533	nil
Park Farm	45,155 (52)	nil	906
Washford	132,730 (78)	4,057	3,623
Moons Moat	50,053 (74)	13,201	18,481
Other	16,409 (21)	1,938	27,870
<b>TOTAL:</b>	<b>285,366 (274)</b>	<b>20,729</b>	<b>50,880</b>

No. of jobs in manufacturing  
industry on Corporation Sites:

5,873

Total job  
opportunities:

7,256

No. of jobs in service industry  
on Corporation Sites:

1,383

No. of industrial  
premises on  
Corporation Land:

274

COMMERCIAL	Completed m <sup>2</sup> (units)	Under Construction m <sup>2</sup>	Under Contract m <sup>2</sup>
Redditch Shopping Centre	27,498 (93)	—	—
Redditch Shopping Centre Offices	5,016	—	—
Redditch Development Corporation Offices	3,995	—	—
Other Offices	15,043	3,225	—
	Completed by Corporation	Under Construction by Corporation	Under Contract
	No.      m <sup>2</sup>	No.      m <sup>2</sup>	No.      m <sup>2</sup>
Local Centres – Shop Units	34      4,400	1      1,404	—      —

ROAD INFORMATION	Completed Kilometres	Under Construction Kilometres
Primary Roads	7.44	5.40
Other Roads	63.91	4.60
Public Transport Route	5.12	2.43
Trunk Sewers	22.60	8.30

# Redditch



## FACT SHEET

Date Issued: 1st January 1977

### HISTORICAL RECORD

Date of Designation Order	10 APRIL	1964
Development Corporation Constituted	29 MAY	1964
Publication of Interim Master Plan	15 OCTOBER	1965
Publication of Master Plan	17 MARCH	1967
Approval of Master Plan by Minister	6 JUNE	1968
First housing site development at Greenlands	20 JULY	1966
Occupation of First House at Greenlands	2 SEPTEMBER	1968
Occupation of First House at Woodrow	16 DECEMBER	1968
Occupation of First House at Matchborough	4 JANUARY	1971
Occupation of First House at Winyates	30 JULY	1973
Occupation of First House at Church Hill	25 MARCH	1975
Opening of First Factory at Howard Road	16 OCTOBER	1967
Opening of First Social Centre (Woodrow)	29 APRIL	1970
Opening for Trade of Kingfisher Centre	(Phase I) 15 FEBRUARY (Phase II) 12 SEPTEMBER	1973 1975

<b>DESIGNATED AREA</b>	<b>ACREAGE</b> 7,180 (2,900 ha)		
<b>POPULATION TARGET</b>	Estimated Population in Designated Area at 10 April 1964 32,000	Incoming Population 21,000	Estimated Present Population 53,000

HOUSING (Since 10. 4. 64)	Completed	Under Const- ruction	ACQUIRED HOUSING	
By Corporation for Rent	4,926	1,264	Purchased	1,268
By Corporation for Sale	41	—	Demolished	803
By Local Authority for Rent	866	366	Awaiting Demolition	—
Housing Associations	196	42	Sold	45
Private Developers for Sale (Corporation Land)	2,775	574	Retained	420
Private Land	778	27		
<b>Total</b>	<b>9,582</b>	<b>2,273</b>		