

Matchborough & Winyates District Centres

Proposals for the Future

Welcome to the Community Consultation

Introduction

Redditch Borough Council have prepared concept proposals for the redevelopment of the Matchborough and Winyates District Centres in Redditch. The purpose of this consultation is to inform future funding bids as additional funding would be required to deliver the improvements. The following boards present the background to this work, a summary of previous consultation and draft proposals for Matchborough and Winyates District Centres.

The District Centres

The District Centres are located 3.2 km from Redditch centre. Winyates and Matchborough District Centres are about 800m apart along Winyates Way and Matchborough Way.

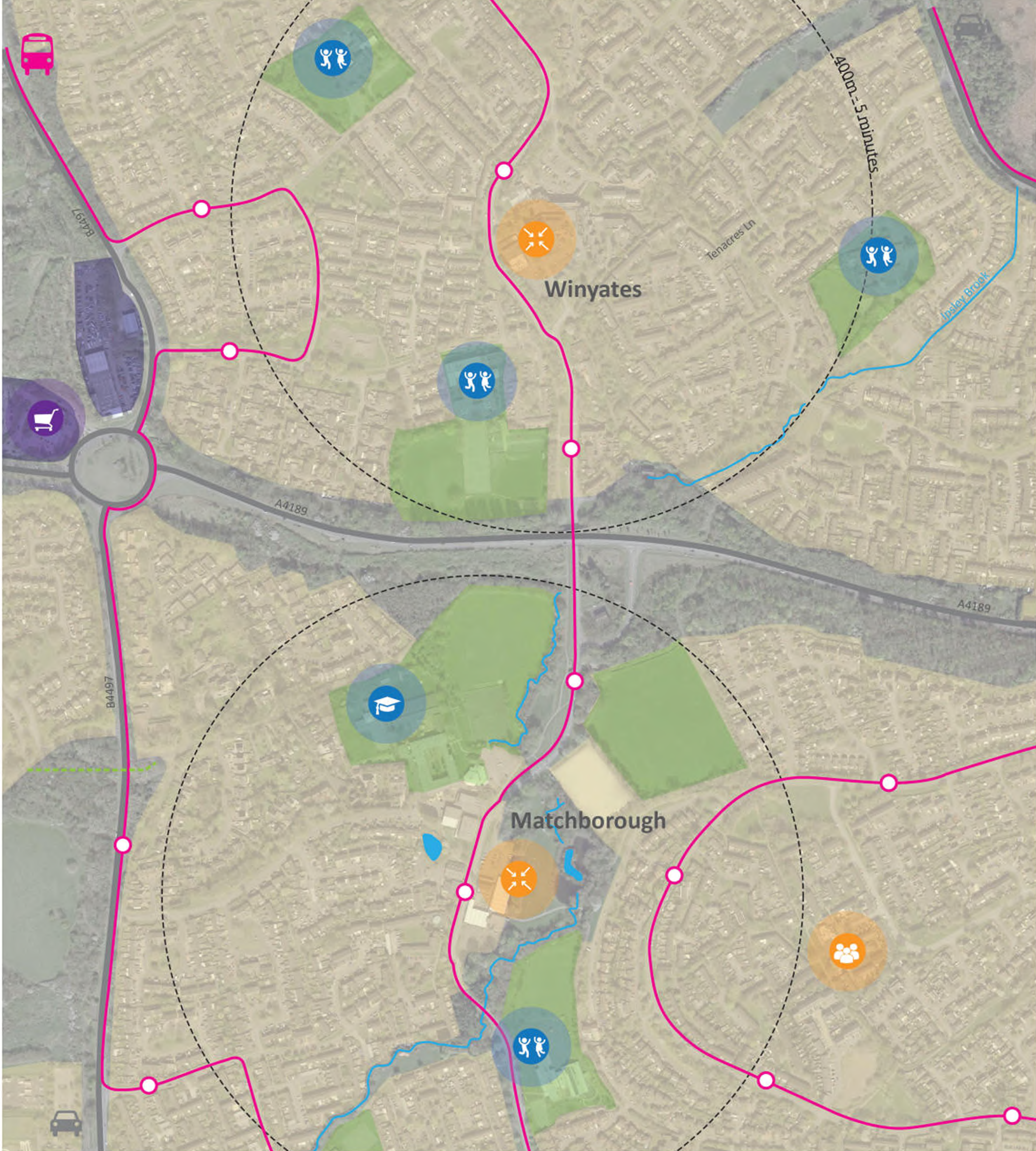
Winyates:
Winyates District Centre provides a number of facilities to serve the local community including a GP surgery, pharmacist, convenience store, takeaways, shops, community uses and craft centre.

Matchborough:
Matchborough District Centre currently provides a convenience store, dentists, takeaways, pub and boxing club. The Arrow Vale Academy is located nearby.

Previous Consultation

Previous rounds of consultation started have included the following:

- Planning for Real - 2016. Ten sessions were held over three weeks, to get local people to identify issues, solutions and aspirations for the area.
- Consultation Workshop - 2020. A workshop with council officers and local stakeholders was held to explore the issues and opportunities facing both District Centres.



LAND USE CONTEXT AND EXISTING COMMUNITY FACILITIES



MATCHBOROUGH DISTRICT CENTRE PHOTOGRAPHS

WINYATES DISTRICT CENTRE PHOTOGRAPHS



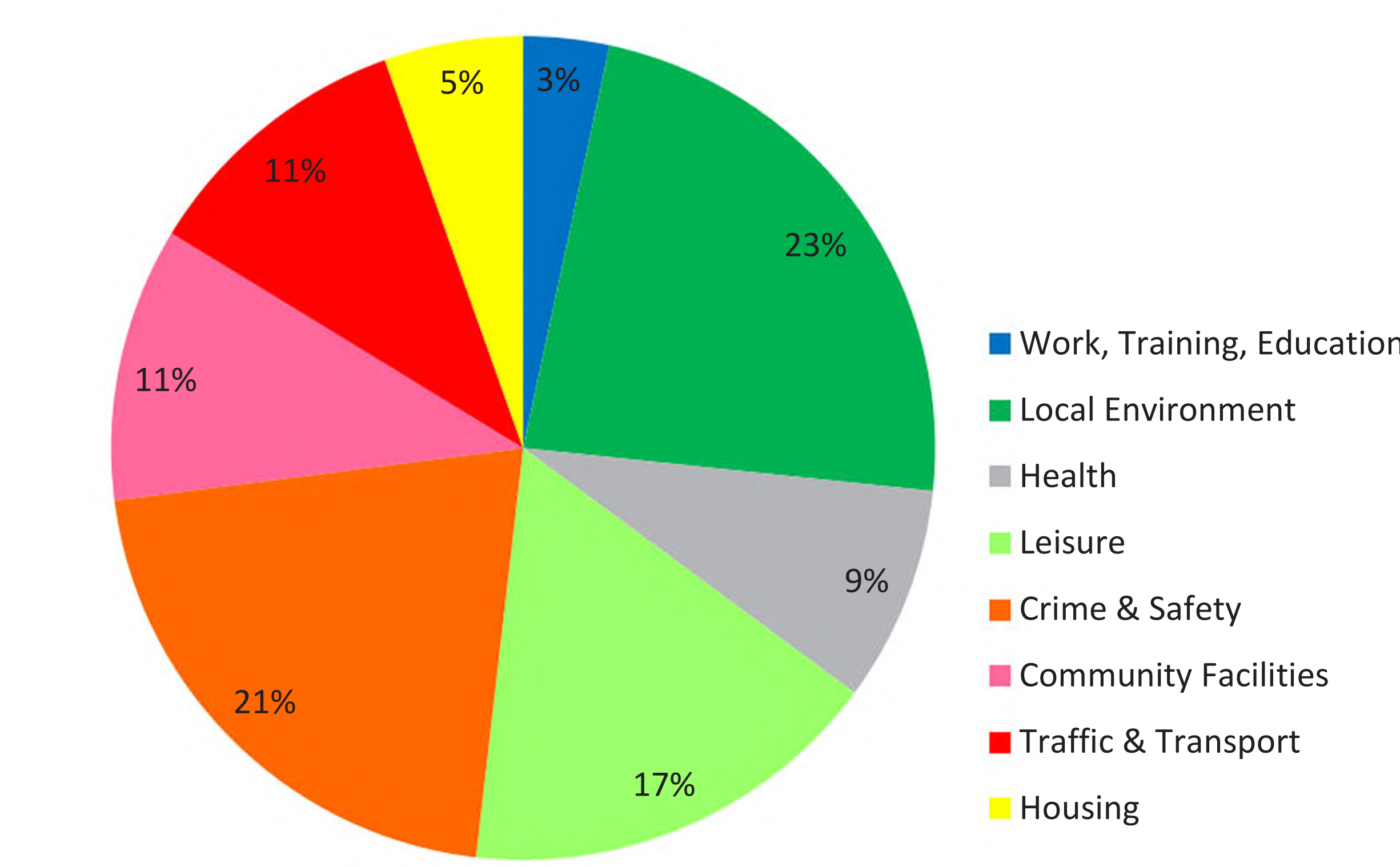
Matchborough & Winyates District Centres

Proposals for the Future



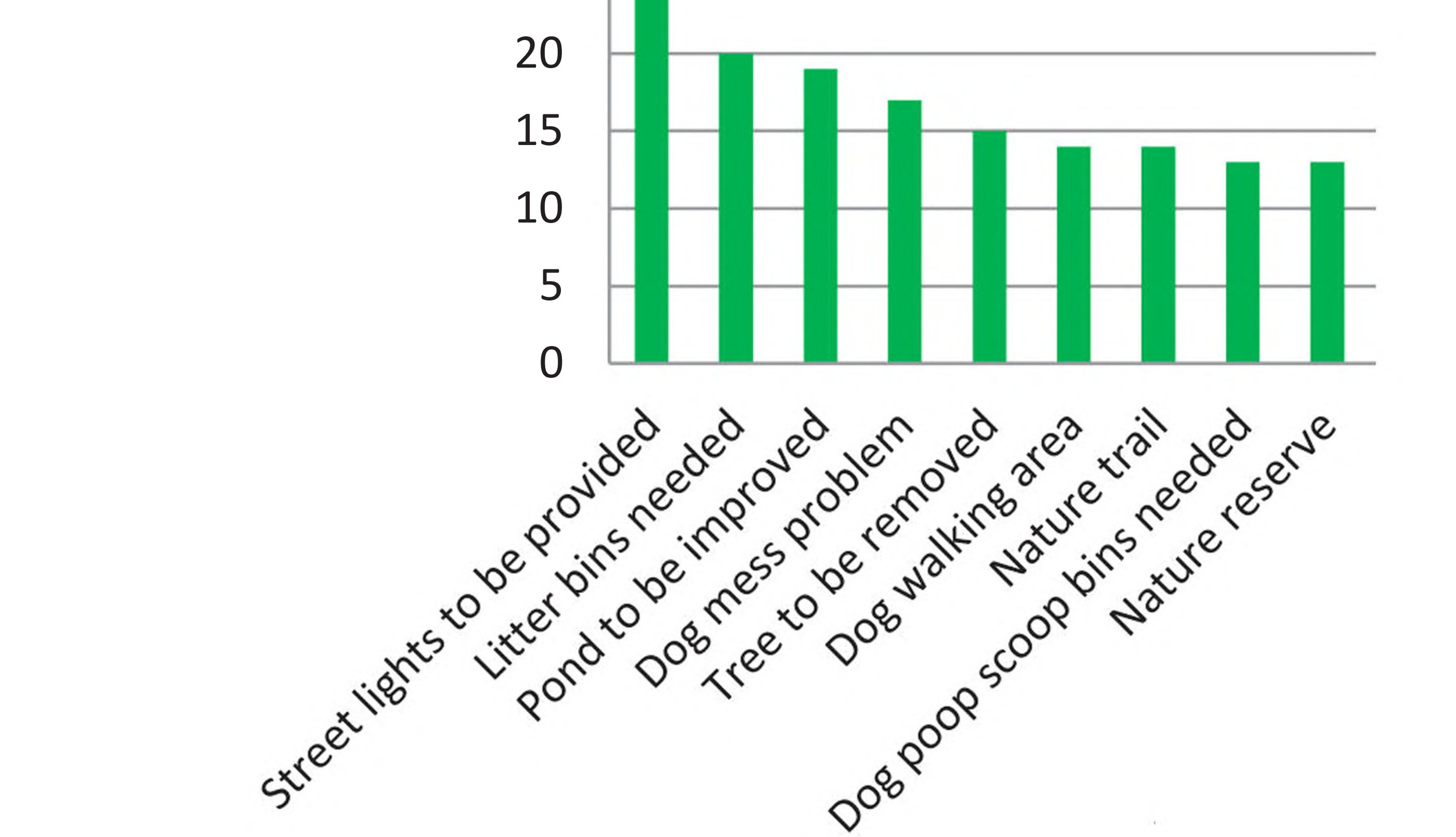
Headline Issues

The diagram below represents the key issues highlighted in the 2016 public consultation. The biggest concerns being the local environment, leisure, and crime and safety.



Local Environment - Overall Key Issues

The biggest concerns facing the local environment are set out here.



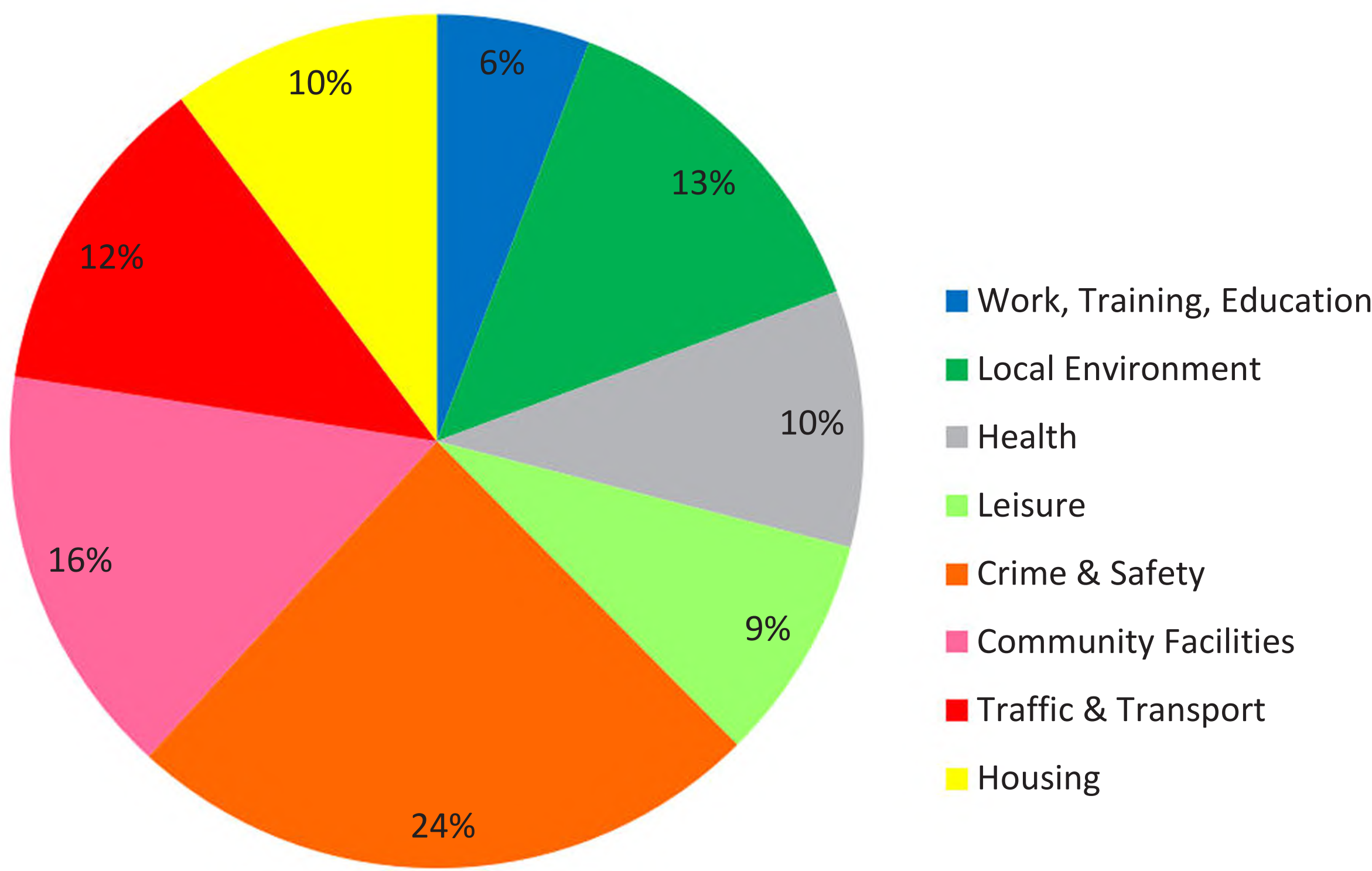
Matchborough & Winyates District Centres

Proposals for the Future



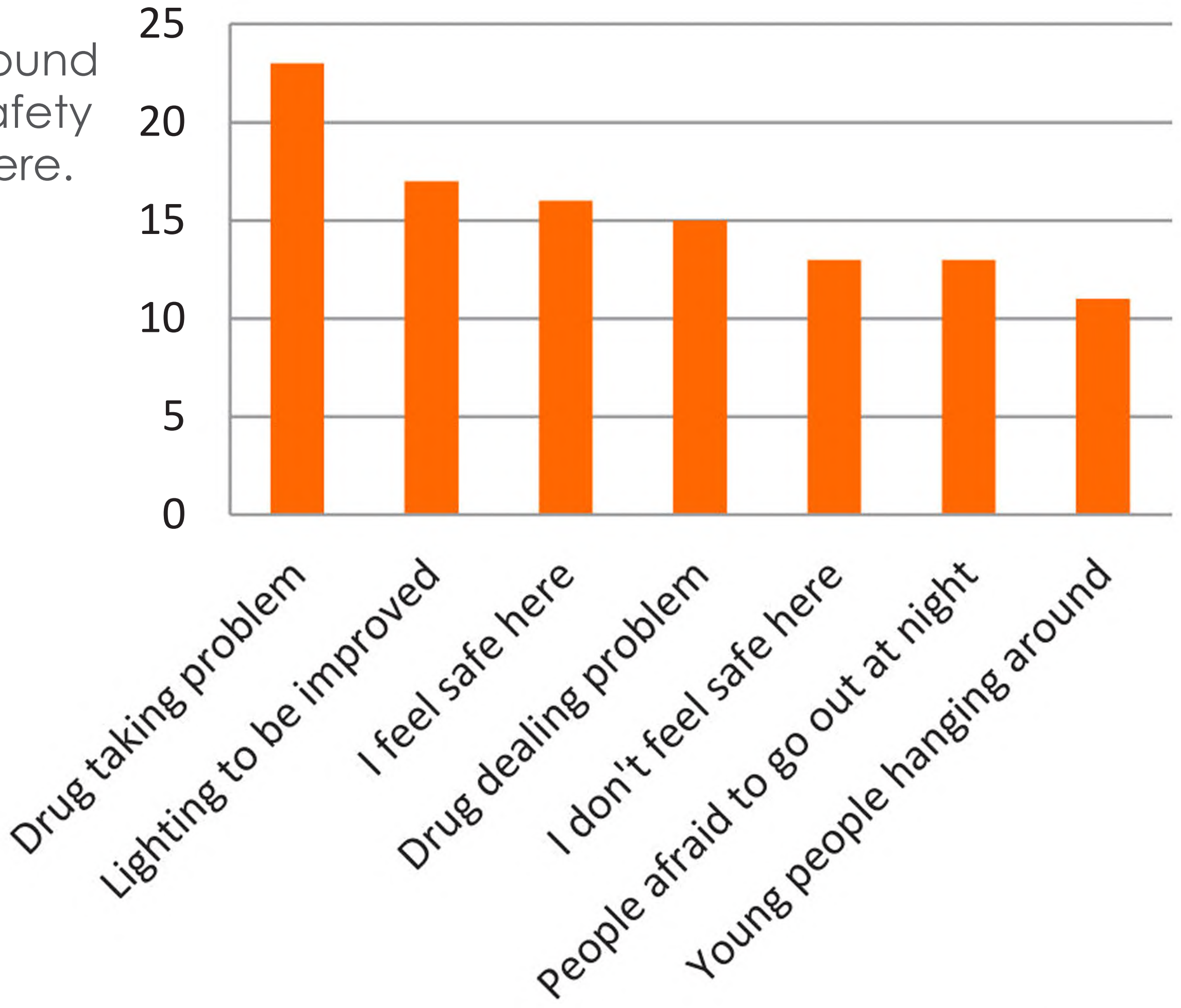
Headline Issues

The diagram below represents the key issues highlighted in the 2016 public consultation. The biggest concerns being crime and safety.



Crime and Safety - Overall Key Issues

The biggest concerns around crime and safety are shown here.



Matchborough & Winyates District Centres

Proposals for the Future

Concept Proposals

Create a community focus for all ages

- District Centre uses consolidated into new single storey building in central location
- Uses and activities are proposed which enhance a sense of community and offer something for all residents, including multi-use spaces and play space
- 2 storey apartment building to south of District Centre
- Create high quality public space around the new District Centre building

Enhance the environment and biodiversity

- Enhance the Ipsley Brook, pond, green space and adjacent habitats with native planting, retaining existing mature trees where possible
- Improve access through new footpath connection, and improve signage.








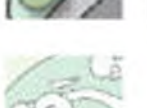



Enhance connectivity between centres

- Strengthen pedestrian and cycle connections to local schools and the wider neighbourhood, to promote community cohesion and increase access to local services
- Bus route retained as existing to stop north-south vehicular movement and rat-running. Following discussions with the County Council, it is not proposed to open up these bus only routes to general traffic due to the potential impact of new traffic on existing bus services
- Northern parking area retained in existing location
- Parking to the south located in close proximity to District Centre
- Potential for new paths through green space



MATCHBOROUGH - CONCEPT PROPOSALS

Key

 District Centre	 1-2 bed apartments
 Car Parking	 Central public space
 Bus stops	 New tree planting
 Bus route	 Play area
 Vehicular access	 Existing trees
	 Existing pond

Key Features

Local shops and food outlets

- Convenience store
- Charity shop
- Fish & chip shop/takeaway

Access and Car Parking

- Approx 40-50 spaces serving the District Centre
- No vehicular link between car parks to stop 'rat-running'
- Bus route retained as existing

Residential

- 1 bed apartments - 6 Units
- 2 bed houses/apartments - 10 Units
- Total - 16 units

Matchborough & Winyates District Centres

Proposals for the Future

Concept Proposals

Playing Fields

- Opportunity for existing playing fields north of the all-weather pitch to be relocated into the school site to allow new housing development. The Arrow Vale Academy is formulating proposals for the redevelopment of the school.

Enhance the Residential Environment

- Create an attractive new residential environment, with high quality housing and landscape.

Socially Inclusive Spaces

- Provision of a central green space/play area that supports a wide variety of activities for all ages and encourages social interaction, to promote health, well-being, social inclusion.

Improve Pedestrian Links

- Strengthen active travel connections to the wider neighbourhood, to help increase accessibility and promote vibrancy and community cohesion.

Natural Surveillance

- New open space and footpaths to be well lit and overlooked by housing, helping to make the area feel safer.

Biodiversity Net Gain

- Proposed and existing green spaces to be designed and managed to increase biodiversity to promote a healthy natural environment that supports and enhances local wildlife.





High Housing Quality

- Provision of a mix of house types to meet local need, providing variety and creating a family friendly environment.



MATCHBOROUGH - CONCEPT HOUSING PROPOSALS

Key

- | | |
|--|---|
|  2 bed houses |  Vehicular access |
|  3 bed houses |  Central green space |
|  4 bed houses |  Cycle route |
|  1-2 bed apartments | |
|  Existing trees | |

Key Features

Residential

- 1 bed apartments - 12 Units
 - 2 bed houses/apartments - 38 Units
 - 3 bed detached/semi-detached houses - 25 Units
 - 4 bed detached house - 13 Units
- Total - 88 units

Access and Car Parking

- Each property has 2 parking spaces
- Access can be taken from Matchborough Way to the west and Hatfield Close to the east.

Greenspace

- Central green space/ community garden

Matchborough & Winyates District Centres

Proposals for the Future

Concept Proposals

Renew, regenerate and modernise

- Creation of new consolidated District Centre building in the northern part of the site including retail, community and health centre uses
- Discussions with the NHS are ongoing and although a new facility is shown on these plans, they are draft proposals only and are dependent on priorities for wider health provision across the county
- Central space to link existing craft centre, District Centre and new housing

Support a range of uses

- Encourage a range of uses, facilities and activities to support community cohesion and encourage residents to visit frequently

Improve retail frontages

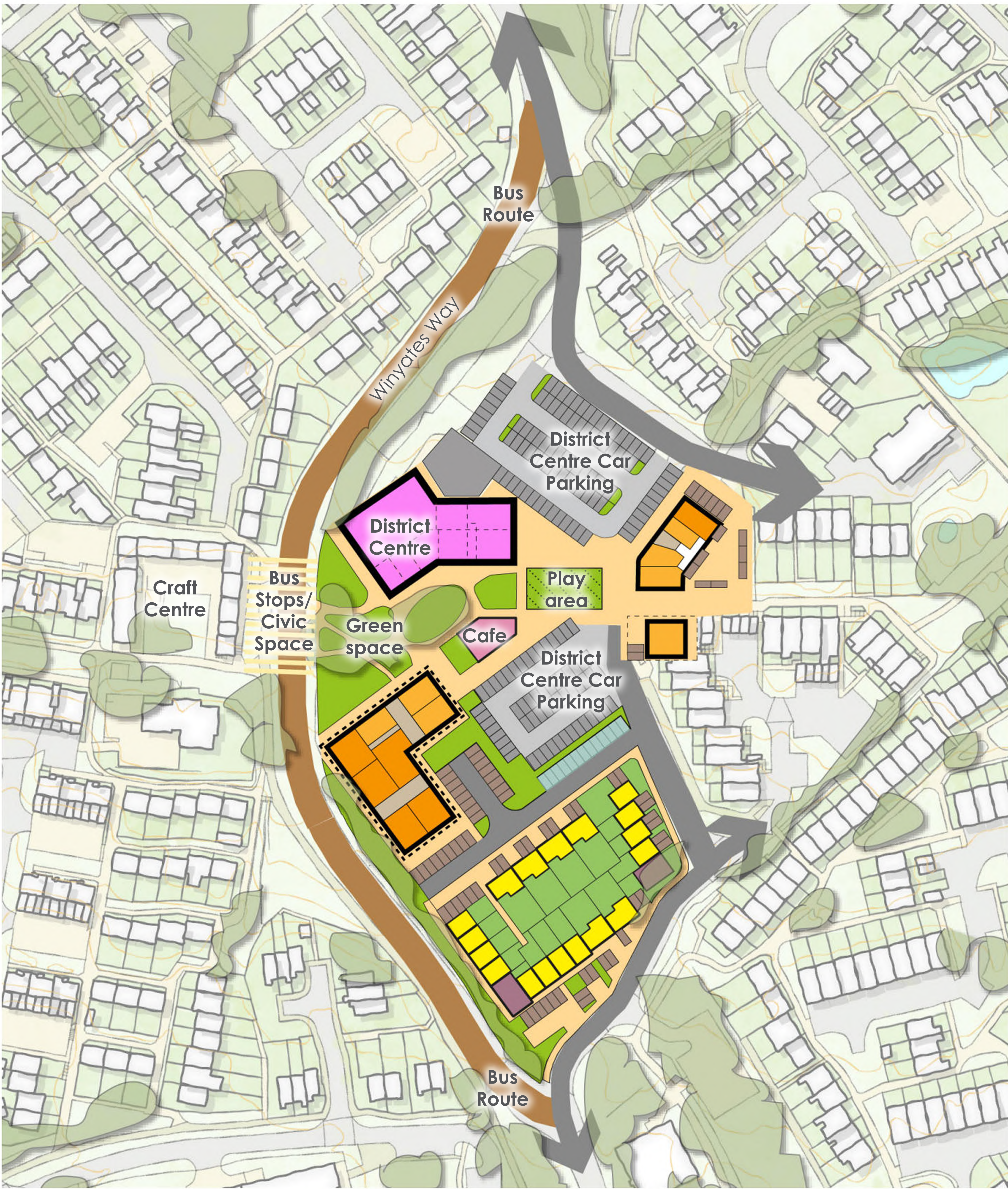
- Redevelopment to create active frontages to improve natural surveillance over public spaces, helping to improve attractiveness, vibrancy and the perception of safety

‘Green up’ and change local perceptions

- New tree and shrub planting to improve the attractiveness of the area
- Enhance green space and provide new play area in central location serving both visitors and local residents

Access and Transport

- Retain existing bus route and stop north-south movement for other vehicles
- Create an east-west green link to encourage walking and cycling
- Parking to be located to the north-east and south-east of the centre
- District Centre servicing from northern access road



WINYATES - CONCEPT PROPOSALS

Key

	District Centre		2 bed houses
	Cafe		3 bed houses
	Bus stops		1-2 bed apartments
	Play area		1-2 bed apartments
	Existing trees		1 bed apartment
	Bus route		Central green space
	Vehicular access		Garden space

Key Features

District Centre

Local shops and food outlets

- Convenience store
- Newsagent
- Mobility shop
- Hairdresser
- Fish & chip shop/takeaway
- Coffee shop

Services and Community Facilities

- Community services
- Playgroup

Health

- Health centre/surgery
- Dentists
- Opticians
- Pharmacy

Residential

- 1 bed apartments - 21 Units
- 2 apartments - 19 Units
- 3 bed houses - 18 Units

Total = 58 units

Access and Car Parking

- Approx 120-150 spaces serving the District Centre plus additional residential parking. Provision based upon local parking standards, previous car parking surveys and trip calculation assessments
- No vehicular link between car parks to stop 'rat-running'
- Bus route retained as existing

Matchborough & Winyates District Centres

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Moving Forward

The feedback from this consultation will inform the final proposals for the two District Centres. Recent work has shown that there will be a shortfall in funding for these proposals which means that Redditch Borough Council will need to apply for funding from alternative sources, such as the Government's Levelling Up Fund.

The next steps for the two District Centres are dependent on the outcomes of future funding applications.

We need your help!

This is your chance to shape the future of the Matchborough and Winyates District Centres. Please complete a feedback form to tell us what you think.

You can make comments by:

- Filling in a paper copy of the feedback form and hand to a member of staff at the exhibitions:
- Filling in a feedback form on the Redditch Borough Council website: www.redditchbc.gov.uk/consultations
- Writing to Redditch Borough Council: Town Hall, Walter Stranz Square, Redditch, B98 8AH
- Emailing: info@nwedr.org.uk

Your feedback will help us:

- Understand what people think about the proposals for each District Centre
- Refine the proposals further and support future funding bids
- Transform Matchborough & Winyates into thriving and prosperous District Centres



*All images from Adobe Stock

Please complete a feedback form!

The closing date for comments is 27th August 2023.