ENGAGEMENT SUMMARY

Greenlands and Woodrow Pride in Place

What local people told us

Community engagement • September 2026

Your views will help shape plans for the next 10 years.

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THE PROGRAMME

What is Pride in Place?

A long-term programme shaped by local people

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

£20m

could be invested

over the next

10 years

in Greenlands and Woodrow.

Decisions will be led by your local Neighbourhood Board.

The Board is made up of local people and representatives from organisations that serve Greenlands and Woodrow.

Thriving places	Cleaner, safer and more vibrant
Stronger communities	Health, opportunity and belonging
Taking back control	More local influence and leadership

“The people who live in a neighbourhood understand it better than anyone else.”

Pride in Place principle

WHAT CAN BE FUNDED?

Nine themes for Pride in Place

The government uses formal theme names. We used simpler, related language in the Sticker Passports.

Cohesion

Bringing people together



Community power

Fun, creativity and activities



Education and opportunity

Opportunities for everyone



Health and wellbeing

Healthy and happy lives



Housing

Good homes



Regeneration, high streets and heritage

Better places and spaces



Safety and security

Feeling safe



Transport

Getting around



Work, productivity and skills

Learning, skills and future jobs



Many ideas could support more than one theme

Greenlands and Woodrow at a glance

Two connected places with different starting points

6,783
people

2,603
households

1 in 4
aged under 16

1 in 5
with a disability

Greenlands

Around 4,000 residents

Larger, with more adults and older residents, and more people owning their own homes.

Large green areas and sports spaces, but fewer central gathering places.



Woodrow

Around 2,800 residents

Smaller, with more children and young people, and more people living in council or housing association homes.

Many of Woodrow's shops, services and community facilities are located around the Woodrow Centre.



PLACES PEOPLE VALUE

Local places that people already use and value are the starting point

Parks, libraries, community buildings, shops and local groups already matter.



‘The Cage’, Greenlands



Greenlands ‘Top Shops’



Woodrow Library



The Hub, Woodrow Centre

HOW WE LISTENED

Different ways to take part

We went to places people already used and trusted

1 **Face-to-face**
Informal conversations in everyday places

2 **Sticker Passports**
Simple visual booklets with prompts and stickers

3 **Pop-ups**
At events and busy places

4 **Creative activities**
Maps, voting and wish trees

5 **Peer researchers**
Local people leading conversations

6 **Community groups**
Trusted organisations reaching networks

7 **Online survey**
An option to complete in your own time



> **“Some people preferred a sticker or a map. Others simply wanted a conversation.”**
>
> Peer Researcher

COMMUNITY-LED ENGAGEMENT

Peer researchers helped lead the work

Local knowledge, trusted conversations and new skills – paid opportunities for people in Greenlands and Woodrow



Residents were recruited, trained and paid to speak with people through their own communities and networks.

For residents	Skills, confidence and experience
For the Board	Insight grounded in lived experience
For the community	Stronger links and local capacity

“I’d hoped to meet new people and play some part in helping my own community.”

Peer Researcher

COMMUNITY VOICE FUND

Local organisations helped reach more people

Three organisations were given £2000 funding each to lead targeted engagement through trusted local relationships.

1 Bromsgrove and Redditch Network

Greenlands residents

Community activities, conversations with local organisations and businesses, and outreach in everyday meeting places.



2 MEI YOUTH SERVICES CIC

Young people and families in Woodrow

Youth activities and targeted conversations with young people, families, businesses and other residents.



3 REIMAGINE REDDITCH

Woodrow residents

Creative activities that helped people talk about local places, culture and community pride.



Why this mattered

The organisations already knew their communities, could adapt activities and helped people take part places they already knew.

WHO TOOK PART?

844 people shared their views

More people took part than the target of around 680

844

people took part

970

total contributions

Some people took part more than once

How people took part



Around three quarters of the views were gathered through peer researchers and community organisations.

WHO DID WE HEAR FROM?

Where we heard more - and where we need to listen again

The findings show the views of the people who took part

WE HEARD MORE FROM

- **Under 16s**
  311 took part
- **People aged 65+**
  95 took part
- **Local groups**
  Most views came through trusted local routes



WE NEED TO HEAR MORE FROM

- **Greenlands**
  Lower recorded reach
- **People aged 16–24**
  51 took part
- **Adults aged 25–64**
  About half their expected share

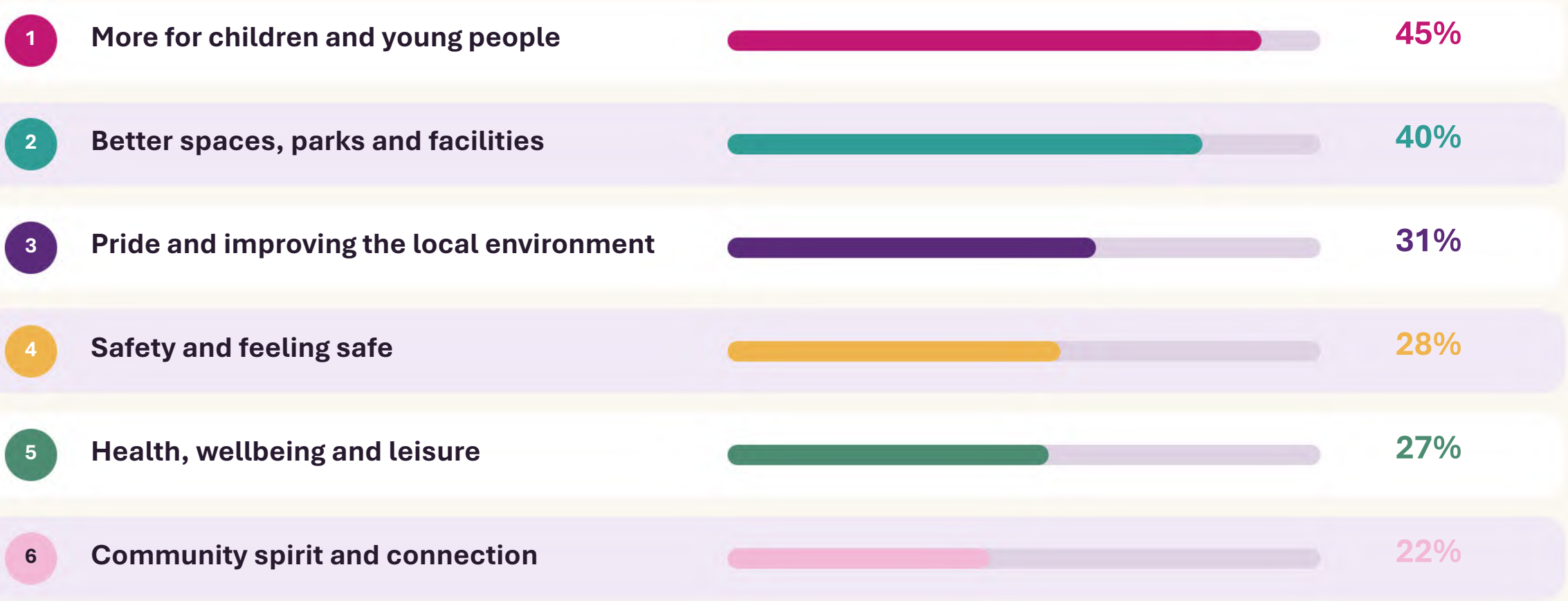


“Where fewer people took part, we need to listen more before making decisions.”

A note on the findings

Six priorities came through again and again

The percentages show how often each priority came up in the responses we reviewed.



One person could talk about more than one priority, so the percentages do not add up to 100%.

The priorities fit together

People didn’t talk about safety, young people, health and places as separate issues.



PRIORITY 1

More opportunities for children and young people

The clearest message across both neighbourhoods



- Youth clubs and safe places to meet
- Sport, swimming and outdoor activity
- Gaming, music and creative projects
- Support for teenagers and young leaders

“Summer activities for children outdoors and local to Greenlands, maybe sports club for all ages and abilities.”

Sticker Passport

PRIORITY 2

Better community spaces, parks and facilities

Use existing places better and create welcoming spaces for all ages



- Bring empty and under-used buildings back into use
- Improve parks for older children too
- Create gardens, seating and meeting spaces
- Use art, lighting and planting to brighten places

> “A new astro, open to the public. More variety of parks.”
>
> Sticker Passport

PRIORITY 3

Pride in the area

People want neighbourhoods that look cared for



- Cleaner streets, parks and centres
- Painted shutters and public art
- More planting, trees and wildlife
- Better use of buildings and open spaces

> “Community events, brightening up the area.”
>
> Resident

PRIORITY 4

Safety and feeling safe

People want to feel comfortable using local places



- Better lighting and safer routes
- Cleaner public spaces
- More visible safety support in public places
- Supervised activities in shared places

> “Make the centre a safe and welcoming place.”
>
> Resident

PRIORITY 5

Health, wellbeing and leisure

More local ways to be active, connect and feel well



- **Local swimming and leisure facilities**
- **Pitches, climbing, walking and outdoor gyms**
- **Mental health and wellbeing support**
- **Activities that are accessible to all ages**

> **“The swimming pool needs to be back in use.”**
>
> Resident

PRIORITY 6

Bringing people together

More ways to connect, volunteer and have a say



- Community cafés, events and affordable activities
- Places for older residents to meet
- Resident-led groups and volunteering
- Clear updates showing what has changed

“The community want to be involved, they have amazing ideas.”

Peer Researcher

DIFFERENT STARTING POINTS

Shared priorities, different starting points

Both places want change, but they may need different first steps

GREENLANDS

Build on strengths

- Green space and sports facilities
- More activities and places to meet
- Safer paths, lighting and paving
- Better communication and local networks

WOODROW

Use existing places better

- Improve and bring life to the Centre
- Improve safety and reputation
- Bring empty units and halls into use
- Build on trusted local organisations

Both want more for young people, better places, stronger connections and greater pride.

IDEAS FROM RESIDENTS

Some things could happen soon. Others will take longer.

These are ideas to explore — no funding decisions have been made yet

SOON

Early action

Things people have suggested include: Activities for teenagers • better lighting • cleaner spaces • open buildings • community events

NEXT

Work for the first four years

Things people have suggested include: Outdoor facilities • seating • gardens • public art • mentoring • cafés and meeting places

LONGER TERM

10-year ambitions

Things people have suggested include: • a busier, safer and more welcoming Woodrow Centre • local swimming and leisure facilities

“Early visible changes matter because many residents doubt that taking part will lead to action.”

Report recommendation

WHAT HAPPENS NEXT?

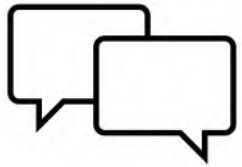
Your views will help shape what happens next

The Board will use these findings to develop the 10-year Vision and the first 4-year plan.

1

Check we heard you

Tell us if something is missing



2

Shape the plans

Help test priorities and project ideas



3

See progress

Get clear updates and early action



4

Stay involved

Residents and local groups remain part of the work



The conversations don’t stop here. The ideas, experiences and priorities shared through this engagement will help shape the Vision and Investment Plan for Greenlands and Woodrow over the next 10 years.

This report belongs to the community

A special thank you to the Peer Researchers, Community Organisations, volunteers, schools, businesses, community groups, Neighbourhood Board members and Redditch Borough Council officers who made this programme possible.

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Bromsgrove and Redditch Network

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REIMAGINE REDDITCH

Thank you to everyone who shared an idea, hosted a conversation or helped someone take part.