



Regeneration & renewal of Devonport, Plymouth

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 **REDROW**

In summary:



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During my time as the Conservative MP for Plymouth Sutton & Devonport, Redrow was responsible for some significant redevelopment in Devonport. They went out of their way to ensure that I was kept fully informed of their plans to regenerate one of the most deprived parts of my constituency. They worked hard with the local community, including providing apprentices and materials to replace a very tired kitchen for the Devonport boxing club.

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Oliver Colvile
Former MP

6
COMMERCIAL
UNITS

42
EXTRA CARE
APARTMENTS

RESTORED
MARKET HALL,
NOW A DIGITAL
HUB

£3.7M
COMMUNITY
CONTRIBUTIONS

464
NEW
HOMES



Few housing-led projects can claim to have the level of impact on a neighbourhood that Redrow's Vision development has had on the Devonport area of Plymouth.

The decade-long, £70million redevelopment of the former Royal Navy South Yard, began in 2007 and has since transformed the area and its fortunes to create a vibrant, attractive and prosperous place to live and work.

Redrow's mixed-used Vision development includes a total of 464 homes, alongside six commercial units, 42 extra care apartments and a host of other community facilities, including a restored historic market hall, which is now set to become a digital community hub, and a central garden.

Vision has contributed to major improvements throughout the area which, collectively, have made Devonport a more prosperous place where people now want to live. Indeed, according to Land Registry prices paid figures, house prices in PL1 4 - which stretches across all of Devonport - increased by 20 per cent between 2016 and 2017.



70-80

PEOPLE EMPLOYED ON SITE EACH DAY, MANY OF THEM LOCAL

History

Prior to World War II, the Vision development site formed an integral part of Devonport town centre but was requisitioned by the Ministry of Defence after suffering extensive damage in the blitz. It became the South Yard Stores Enclave and was separated from the community by a 3-metre high security wall.

Known locally as the area's own "Berlin Wall", it became a symbol of discontent to the local community, not just for its ugly appearance but also the constant reminder that the area behind the wall had once been the 'heart' of the town; a thriving area full of homes, shops, dance halls and cinemas.

In the years leading up to redevelopment the area suffered from high unemployment, poor quality housing - predominantly social housing and flats - and a history of associated social problems.

Despite its problems, Devonport had lots to offer potential homeowners. Its inherent sense of community remained resolute and its location offered much promise; with

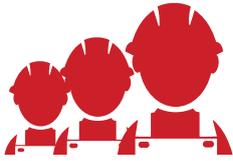


waterfront views out over the River Tamar, a surrounding "green arc" of open spaces and excellent links to the city centre.

Improvements were much needed for the area to realise its potential and, alongside other neighbouring housing schemes and social enterprises, the Vision project at Devonport was planned to make a real difference and inject new life into the area.

The land was bought by the Government's then regeneration agency, English Partnerships, in 2005 at a cost of £5 million. A year later, Redrow was chosen as preferred developer for the houses, apartments, shops and community facilities after displaying a commitment to delivering quality homes and facilities and restoring a strong sense of community.

During a five month pre-planning public consultation process Redrow engaged with key stakeholders and local residents via a series of public exhibitions, workshops and other events.



10

NEW APPRENTICES -
RECRUITED AND TRAINED

Wider context



The now dissolved Devonport Regeneration Community Partnership (DRCP) played a key role in delivering the area's £47 million New Deal for Communities regeneration programme. The aim of the Partnership was to restore Devonport to a thriving community, reflecting the aspirations of its residents, creating a place where people want to stay and attracting new residents, businesses and visitors alike.

Wider improvements to the area, spearheaded by the DRCP, Plymouth City Council and other partners have included:

- Restoration of Devonport Guildhall and the Grade I listed Devonport Column
- Refurbishment of Granby Green public areas.
- Restoration of Devonport Park including a new pavilion and replica bandstand
- Transformation of St Aubyn's, a Grade II listed Georgian church to house a new library and community facilities
- Landmark housing schemes including, of course, Redrow's 464-property Vision development
- The imminent transformation of Devonport Market Hall into a digital industry hub by the Real Ideas Organisation (RIO, in partnership with Plymouth City Council and Plymouth University, following a £700,000 investment in the fabric of the building by Redrow

Redrow's redevelopment of the MoD South Yard Enclave to create Vision was a key element of the wide-scale transformation of the Devonport neighbourhood.

Proposals for the site evolved over time in collaboration with the people of Devonport, the DRCP, the City Council, the Ministry of Defence and other key stakeholders. The Devonport Area Action Plan developed an exciting vision for the area that sought: **"...to recreate Devonport as a distinct place in modern Plymouth, a vibrant self-sustaining community; a place of real quality, variety and interest, the pride of residents, attractive to visitors and a model of 21st century living, working and playing."**



£3.7M

SECTION 106 PAYMENTS MADE

Delivering the vision

Begun in 2007, with a very celebrated and symbolic demolition of the Devonport wall, Redrow's regeneration project was delivered in 13 phases over a period of 10 years.

Work stalled temporarily during the economic downturn of 2009 but was soon back on track following a £2.8 million cash injection from the Homes and Communities Agency (HCA) through the Government's Kickstart programme in 2010.

The final Vision scheme comprises one to four-bedroom houses and flats, in a lattice of streets around a central garden.

Redrow has tried to stick to pre-enclave street patterns, even reusing the pre-war fascia of the former Midland bank building in an apartment block.

The façade of this building comprises dressed-stone cladding which is thought to date back to 1922 and it includes a number of ornate features, including a distinctive crest above the main entrance door.



The only part of the dockyard wall that once surrounded the area that has been kept is a short area in Duke Street, which has been listed.

Vision's buildings respect the proportions and broad character of surrounding architectural heritage, blending the Georgian influences of Devonport's surviving terrace streets with the contemporary feel of a newer development. Materials reflect the urban design code and local context, including brick, render, timber, slate and grey Plymouth limestone.

Now home to more than 1,100 people, the project was officially completed in November 2017 and the difference it has made to the community is immense.

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In terms of overall development, the thing that has impressed me most is the mixed use element of the scheme. As well as providing homes at an affordable price for local people, the mix of elements on the scheme has led to the creation of a very vibrant community. There is a local store, a care home, offices, a hairdresser, the digital hub. All commercial units on site are now under offer. That's what's made the development more sustainable – it has life and vibrancy 24 hours a day.

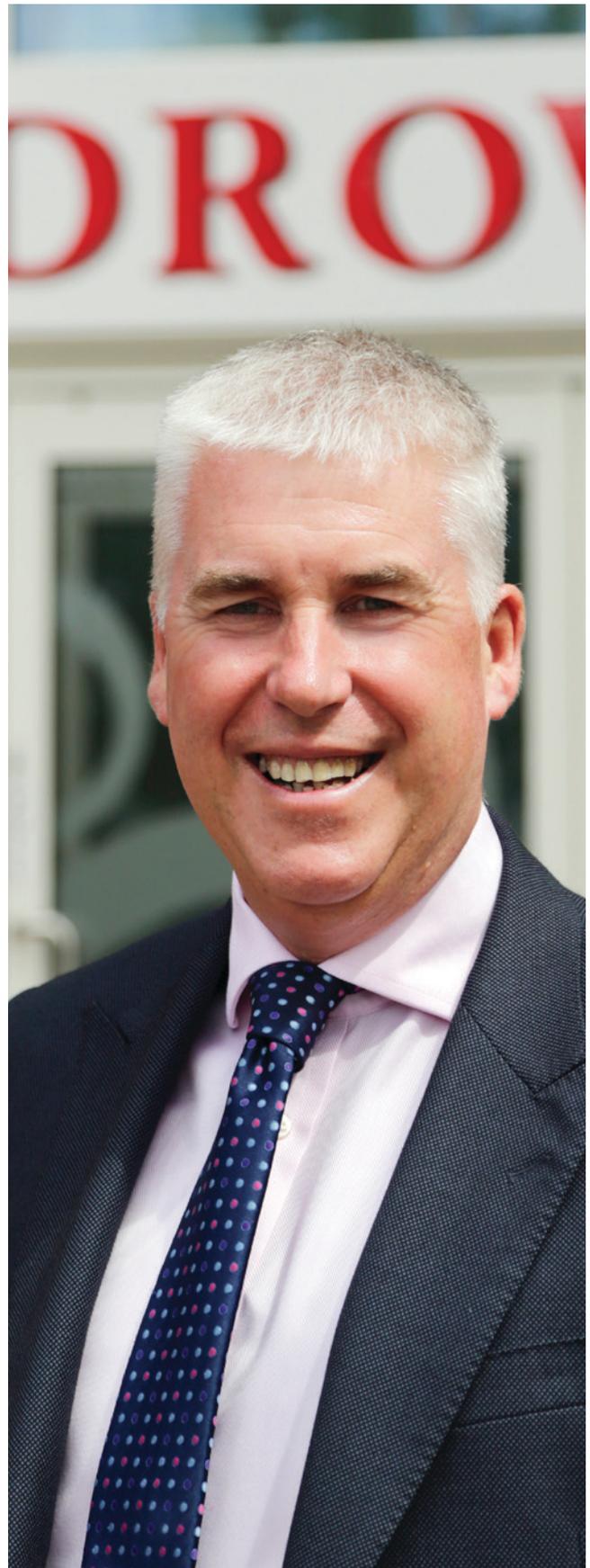
“We've created a very high quality development. While the cost of the homes has been kept as affordable as possible – with starting prices in 2016, for example, of £127,995 for a two-bedroom home - the design and build quality has been very high. It was always important that the development stood out and was different to what was around it and we maintained a very strong set of design principles from the start. It has paid off and the development looks great.

“There was a requirement for long-term stewardship of the development, including the open spaces, which has ensured the area continues to look good, and for the shared spaces to be finished off and maintained to a high standard. This will now be transferred to a management company now the final homes have been sold to guarantee the public realm is preserved.

“Partnership work was very important for this development. We worked very closely with Homes England (formerly the HCA) and Plymouth City Council. It's very clear now that Vision has been accepted very positively and it can be used as a model development for other potential ventures in Plymouth, or around the country in similar urban areas.

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Nigel Palmer
Managing Director
Redrow Homes (West Country)



A community re-energised

But regeneration isn't simply about bricks and mortar; far from it. In developing Vision, Redrow has also:

- Employed 70 to 80 people on site on a daily basis, many of them local
- Recruited and trained 10 new apprentices who have now entered the construction industry
- Made over £3.7 million in Section 106 payments to the local authority to be invested in education, transport, highways and public areas, including Granby Green which received £250,000 and now has a new playground area, attractive granite paving, new street lighting, seats and picnic tables.
- Paid for a 42-flat extra-care housing block for older people, which is managed by Devon and Cornwall Housing.
- Invested £700,000 to support the restoration of Devonport Market Hall and Clocktower, which will now become a £7m hub for digital skills, research, learning and entertainment

In fact, Redrow has gone far beyond its statutory obligations and also pumped cash and support into very many community organisations and events. Examples include St Aubyn's Church, Devonport Linc, Royal Society for the encouragement of Arts, Devonport Boxing Club, three primary schools and local police cadets. Redrow has supported carol festivals, family fun days and poetry events, including sponsorship of the PlymLit literary festival in 2016 and 2017.



There's a general buzz around the area, businesses and cafes have opened up and a wide range of people live in Devonport now, from first time buyers to second time owners, retired people, naval officers. Indeed, Redrow has sold homes to people of all ages and from all walks of life; from 18-year old first time buyers to an 80-year old ex-airline pilot.



Vision's legacy

Today's Devonport is virtually unrecognisable from the area that Redrow first encountered.

It was one of only three places in the country to be nominated for the 2015 'Great Neighbourhood Award' by The Academy of Urbanism, made up of planning experts, academics and practitioners. Although Devonport eventually lost out to Holbeck Urban Village, in Leeds, it showed just how far the town had come. And land Registry figures for 2017 showed that houses prices in Devonport had risen faster than anywhere else in Plymouth, up by 20% in a single year.

Whilst Redrow cannot take all the credit for the wide sweeping improvements this neighbourhood has witnessed, its Vision development has undoubtedly played a major role and demonstrates Redrow's appetite and aptitude to deliver regeneration programmes of this scale.

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Vision, alongside other neighbouring housing schemes and social enterprise-led business initiatives, has transformed what was once one of Plymouth's most crime and deprivation-troubled quarters into a pleasant, modern, and prosperous area.

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William Telford
Plymouth Herald business editor



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Oliver Colvile
Sitting MP during most of the project's life



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