

Walsall Planning 2026 – ‘Have your Say’
**Walsall Site Allocation Document and Walsall Town
Centre Area Action Plan**

Issues and Options Consultation Report
August 2015



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Section One

Our Approach to Consultation

1.1 Introduction

This report covers the Issues and Options consultation for Walsall Site Allocation Document (SAD) and Walsall Town Centre Area Action Plan (AAP). It sets out our approach to consultation, how we publicised the consultation, the methods we used, an overview of the level of response and an evaluation of the consultation to establish any lessons that need to be learned for the next stage. It provides a record of the consultation we undertook and evidences the different materials and methods we used to carry out the consultation. **Appendix 1** of this report provides a record of the comments received at individual events. **Appendix 2** sets out our approach to using social media to consult on the plans in further detail. **Appendix 3** records some of the key material and finally **Appendix 4** includes an evaluation of the methods used.

The consultation representations to the Issues and Options stage for both the SAD and the Town Centre AAP can be viewed in full on our Planning 2026 web pages.¹ A summary of the consultation representations and the Council's responses can also be viewed on that page. This spreadsheet also captures the responses we received via our social media forums and the Council's replies. The Preferred Option Documents for both the SAD and AAP also include summaries in each chapter of how the responses to Issues and Options have shaped the preferred option.

1.2 Background to the Consultation

The Black Country Core Strategy (BCCS) adopted in 2011 indicates how many new homes, how much employment land, and how much retail space and land for other uses we will need to identify over the next 15 years. We now have to identify specific sites to accommodate these land uses, and at the same time address the challenges that are affecting the borough as a whole, especially in relation to Walsall Town Centre in particular. We are therefore producing two new documents that will provide detail to build on the BCCS.

The SAD will cover the whole of the borough excluding the five district centres whilst Walsall Town Centre AAP will deal with the town centre. These documents will be used to guide the development of the borough over the coming decades so it is

¹ See website page:

http://cms.walsall.gov.uk/index/environment/planning/planning_policy/planning_2026/consultation_representations.htm

important that everyone from all sections of the community is able to have an input into their content. National planning policy guidance states that community engagement in the preparation of planning documents should lead to a sense of ownership of local policy decisions.

1.3 Consultation Requirements

The AAP and SAD will be examined for “soundness” by an independent planning inspector whose role is to assess whether the plan has been prepared in accordance with the Duty to Cooperate, legal and procedural requirements. One of the tests of soundness will be whether they are founded on a robust and credible evidence base, and represent the most appropriate strategy when considered against the reasonable alternatives. The responses to the consultation exercises will form part of this evidence base: they will be used to help decide the matters to be considered in the documents and guide the policy choices where options exists.

The NPPF (National Planning Policy Framework) states that early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential. It also states that a wide selection of the community should be proactively engaged, so that Local Plans, as far as possible; reflect a collective vision and set of agreed priorities for the sustainable development of that area. As such, in order for the SAD and AAP to be found “sound” and able to be adopted by the Council, we need to be able to demonstrate that consultation has taken place throughout the process and that we have actively tried to engage with people who have a stake in the future of the area. There are several key stages where consultation will be especially important and these are set out below. Some of these stages, especially towards the end of the process, are legal requirements.

The Council has adopted a Statement of Community Involvement 2012 (SCI) which provides guidance on who we will involve in the production of planning documents and the techniques that might be used. The SCI sets out the minimum levels of involvement that interested people should expect from the Council, but we would hope to exceed these levels. The consultation requirements will vary depending on what document we are working on and what stage we are at in its production.

1.4 The Approach to Consultation

a) Consultation Group Arrangements

A Consultation Group was set up that would be responsible for leading the consultation and ensuring we meet the legal requirements. This group had the following objectives:

- To inform and engage people about the issues that we have to address so that all audiences can understand the purpose of the plans and how they could impact on Walsall;
- To promote the documents and the consultation process to as wider audience as possible whilst ensuring any target audiences are reached;
- To understand key stakeholders and ensure they are aware of the plans production and have sufficient chance to be involved;
- To explain the consultation process and ensure people understand how they can have their say;
- To gain the views, issues, comments and ideas of as wider variety of stakeholders on the documents' contents in order to see if the plan has the support of stakeholders and to establish any gaps;
- To explain and demonstrate how people comments will be used to inform the plan making process;
- To develop easy to use documents and questionnaires/forms that allow people to understand what we are asking them and to make it as easy as possible for them to provide their views;
- To produce material that summaries consultation responses and shows how these have been taken on board in the plan making process;
- To keep stakeholders informed of the documents progress and the stages in which they can have their say; and
- To produce evidence that shows the continuous consultation undertaken.

b) Identifying our Stakeholders

The next key step was to establish who our audience is in order to work out what methods of consultation we need to use to reach all of our audience. The

following is a list we used to shape our consultation methods to reach as wider audience as possible:

- Businesses
- Community and Voluntary groups
- Residents
- Tenants and residents associations
- Health related organisations
- Statutory Consultees
- Government and local authority
- Libraries and other service providers
- Schools and training providers
- Members
- Council officers and partner organisations
- Neighbouring housing offices
- Developers and Investors
- Planning Agents & Consultants
- Land and property Owners
- Environmental organisations
- Different religious and faith based groups
- Different racial, ethnic or cultural bodies
- People with disabilities
- Families
- Retired and elderly people
- Children and young People

c) Duty to Cooperate

The “duty to co-operate,” introduced through the Localism Act 2011 and Local Planning Regulations 2012² (see Sections 4.3 and 4.4 above), is intended to replace the more formal system of collaboration between planning authorities and other bodies provided by the previous regional and local planning systems. Under the Act, there is also a requirement for planning authorities to demonstrate compliance with the duty as part of the independent examination of development plan documents. This means that where councils have failed to “co-operate” adequately on cross-boundary issues, their development plan documents will not pass independent examination.

The Act requires each planning authority to co-operate with any other strategic or local planning authority, and with any other relevant body specified in the Local Planning Regulations, where cross-boundary impacts are likely to arise from a plan being prepared. The new duty therefore imposes greater burdens on individual planning authorities than the previous (2004) regional and local planning regimes. Whereas in the past, the regional planning body would be responsible for addressing

² The Town and Country Planning (Local Planning) (England) Regulations 2012 (SI 2012 No. 767):

these issues at a strategic level through the preparation of a regional strategy, and a planning authority was required to engage with other planning authorities immediately adjoining its boundary, a planning authority must now consider whether the plans they are preparing are likely to impact on other areas beyond their immediate neighbours.

Regulation 4 stipulates that the following bodies, in addition to other strategic and local planning authorities, are subject to the duty:

- Environment Agency
- English Heritage (now Historic England)
- Natural England
- Mayor of London
- Civil Aviation Authority
- Homes and Communities Agency
- Primary Care Trusts³
- Office of Rail Regulation
- Transport for London
- Integrated Transport Authorities⁴
- Highway Authorities⁵
- Marine Management Organisation
- Local Enterprise Partnerships⁶

Where relevant, the Council will have to engage with these bodies during the preparation of the SAD and AAP and will be expected to collaborate with them on addressing cross-boundary issues. As is noted above (see Section 5.7), the Walsall

³ For the SAD and AAP, this means Walsall Primary Care Trust, Birmingham East and North Primary Care Trust, and any other relevant Primary Care Trusts such as those operating in adjoining areas

⁴ For the SAD and AAP, this means the West Midlands Integrated Transport Authority and any other relevant Integrated Transport Authorities such as those operating in adjoining areas

⁵ For the SAD and AAP, this means Walsall MBC's highways section, any other relevant council Highway Authorities such as those in adjoining authority areas, and the Highways Agency

⁶ For the SAD and AAP, this means the Black Country Local Enterprise Partnership and any other relevant Local Enterprise Partnerships such as those operating in adjoining areas

SAD and AAP could have impacts beyond the boundary of Walsall's administrative area, and in some cases on areas beyond the former West Midlands region. Such impacts will need to be identified and evaluated through the SA process, so other planning authorities and bodies subject to the duty will have the opportunity to comment on SA reports.

d) The Consultation Database

In order to safely store all contact details we have created and maintain a consultation database where the details of those who have requested to be involved in the consultation or those who have already been involved, either by responding to or attendance at a consultation event. This allows us to send either emails or letters to all those on the database inviting them to be part of the consultation. At present we have just under 2,300 individuals and organisations on our database including residents, land owners, developers, environmental groups and businesses.

e) Why 'Planning 2026 – Have your Say'

We took the decision early on in the process that to make the consultation more accessible we needed to use plain language and clear images. This is why we moved away from language such the Site Allocation Document and Area Action Plan when promoting the plans and labelled the consultation as **Walsall Planning 2026 – 'Have your Say'**.

It was hoped that through the consistent use of this title when talking about the plans that people would recognise the consultation material and be able to get an overview of what the plans are about – planning for the future of Walsall. It was also hoped that by using the statement 'Have your Say' people would be encouraged to get involved.



This name was supported by two images for the plans: for the SAD a picture of the Borough with question marks to represent the fact that decisions need to be made about the use of land and for the AAP we used the established Town Centre branding.

Section 2: Frontloading and Launching the Consultation

2.1 Frontloading 2011 – 2012

A six week consultation took place between 26/09/2011 and 11/11/2011 on the revised Statement of Community Involvement (SCI) and Scoping Report of the Sustainability Appraisal for the preparation of the Site Allocation Document (SAD) and Area Action Plan (AAP). The consultation also invited sites to be submitted to the Council under its 'Call for Sites' to seek land to consider for allocation of various land uses across the borough (including Walsall town centre).

2.2 Consultation on SA Reports

Public involvement through consultation is a key element of the SA process. Consultation is undertaken in order to ensure we are including all the relevant matters in the Scoping Report. Statutory Consultees for the SA are Natural England, English Heritage and the Environment Agency. The SEA Directive states that public consultations are part of the SEA procedure:

Article 6 (1): The draft plan or programme and the environmental report prepared in accordance with Article 5 shall be made available to the authorities and the public.

Article 6 (2): The authorities and the public shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme or its submission to the legislative procedure.

The SEA Regulations state that a Scoping Report shall be prepared which will be the subject of consultation with statutory consultees for a minimum period of five weeks. In the case of the draft version of this Scoping Report, the consultation period was 6 weeks, from 26 September to 7 November 2011. At the same time as the SA scoping consultation, the Council also consulted the public on the following:

- Walsall Statement of Community Involvement (SCI) – Proposed Revisions to the SCI;
- Call for Sites - Stage 1 - invitation to interested parties to put forward sites for possible allocation in the SAD or the AAP.

Comments were received from the following organisations:

- English Heritage
- Environment Agency
- Holford Farm Group
- Lichfield District Council
- Natural England
- Network Rail
- Sehmi Associates Ltd
- Theatres Trust
- Walsall Council Equality and Wellbeing Team
- West Midlands Low Emissions Strategy Co-ordinator

The comments received from the above organisations are summarised in Appendix I of the SA main report which is available on our website.

2.3 ‘Call for Sites’ 2011-2012

A press release was published in local papers along with an article on the Council’s website to promote the start of the consultation in addition to direct letters and emails to landowners, other interested parties and residents held on the Council’s Planning Policy consultation database. Up to three sites were able to be submitted on each form via an online questionnaire or via paper versions of the questionnaire where requested. The questionnaire asked a number of questions to support the submission of each site such as vehicular access, available services, known constraints and suggested land use(s). A location plan was also required to be submitted to enable the Council to accurately identify each site. Additional sites were able to be submitted to the Council up to November 2012 for inclusion in the Issues and Options consultation documents in April 2013.

A total of 48 sites were submitted to the Council and the majority included sites that fell within the greenbelt. The Council’s Planning Policy Team published a schedule of responses to the sites along with publication of the Issues and Options documents for public consultation in April 2013. The schedule set out the Council’s initial response to each site and advised whether the site(s) are likely to be carried forward for consideration in the final plans and identified whether the suggested land uses are consistent with the relevant planning policies. Where the suggested land use(s) were not consistent with existing policies, such as inappropriate development in the greenbelt, the schedule set out the additional evidence that is required to be

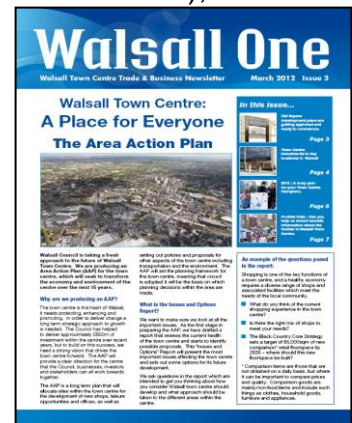
submitted by the landowner in order for the site(s) to be considered further. The schedule of responses can be found at www.walsall.gov.uk/call_for_sites

The Council issued a final Call for Sites enabling additional sites to be submitted between 22nd April 2013 and 31st December 2013 (and further extended into early 2014) to be considered for inclusion in the draft plans that will be published at the 'Preferred Options' stage of consultation. This will be the last opportunity for sites to be submitted for inclusion in Walsall's Site Allocation Document and Area Action Plan.

2.4 Promoting the formal Consultation period

In the build up to the formal consultation period we used a number of different methods to try and promote the forthcoming consultation. Including the following:

- An item about the forthcoming consultation in a special Express and Star supplement about regeneration in the Black Country (published 24.01.12),
- Hoardings outside the bus stop at St Paul's in Walsall Town Centre asking people to register their interest in the plans so we can consult them during the consultation (displayed between January – April 2012),
- An item in the Council newsletter Walsall One that goes to businesses in the town centre to let them know about the forthcoming consultation and to ask them to register their contact details with Planning Policy so we can notify them when the consultation starts (published March 2012).



To let residents of Walsall know about the forthcoming consultation starting we sent out with the Council Tax booklet in March 2013, a leaflet which included notification of the consultation dates, set out what the plans cover and asked residents to register their interest so we could send them an invite to partake in the consultation. This reached around 111,000 homes in the Borough.

The leaflet was followed up by press release to announce the consultation period and encourage people to get involved and have their say. This was sent to all the major newspapers in Walsall and was published in Walsall Chronicle on the 25th April (a copy of the press release text is included in **Appendix 3**).

We also used the following methods to inform people about the forthcoming consultation:

- Plasma screens displays in the Councils First Stop Shop, Walsall Town Centre Independent Living Centre and Walsall Town Centre Library (displayed 18/02/13 – 03/06/13),
- A news article in Walsall Housing Group Newsletter to promote the consultation and tell people to register their interest in the plans (published April 2013),
- We attended all six area meetings to introduce the group to the plans and to ask them to help us promote the consultation in their local area (Proformas of all the meeting are in **Appendix 1**).

2.5 Events to promote the forthcoming consultation

Walsall Night Market: We took the opportunity to promote the forthcoming consultation at Walsall Night Market on the **28th March**. We had information boards that set out what the plans cover and leaflets promoting future consultation events. We used post-it notes to capture peoples initial thoughts about what the plans need to address throughout the borough and in Walsall Town Centre. We also asked those who talked to us if they wanted to be added to the consultation database so we can notify them about the consultation.



Overall we spoke to around 50 people to tell them about the consultation and captured an estimated 30 individuals initial comments on what the plans need to address. As the Night Market was widely promoted and in the evening there was a different audience to say a day market or normal evening in Walsall (a note of the event and the comments we received is included in **Appendix 1**).

Walsall Beer Festival: We also had a stall at Walsall Beer Festival on the **5th April**. The beer festival posed an opportunity to talk to people who wouldn't normally visit the town centre from throughout the borough. Overall we spoke to around 25 people to tell them about the plans and captured an estimated 11 individuals initial comments on what the plans need to address.

Section 3

Consultation Materials

In-line with our SCI and to meet the statutory minimum requirement we undertook a 6 week formal consultation on Walsall SAD and Walsall Town Centre AAP from **April 22nd till June 3rd 2013**. The following section covers the consultation arrangements during the formal Issues and Options consultation period.

3.1 Notifications of the Consultation

Formal notification of the consultation starting was sent out to all contacts on our consultation database either by email or post. The notification included links to the documents on-line and details on the consultation events. It also stated that printed copies and alternative format documents can be made available on request (a copy of the notification text is included in **Appendix 3**).

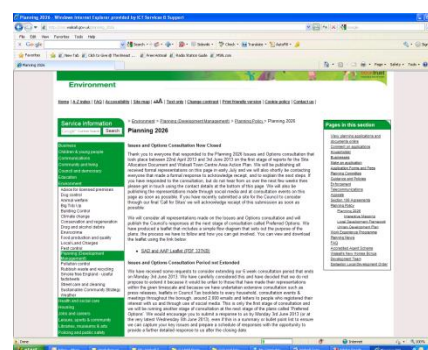
3.2 Response Forms

To encourage people to have their say we produced a response form for both the SAD and the AAP. This did not set out all the questions as it felt the number of questions would deter responders, instead it outlines what each chapter was about and gave the consultee space to respond. It also included questions about the consultation process and equalities collecting information to allow us to review the effectiveness of our consultation (see **Section 6** for a review of the consultation and **Appendix 4** for details). Although we encouraged the use of the response forms, formal responses via email and letter were welcomed as a response.

Any comments received during a consultation event or in response to social media have also been recorded and were considered with the same weight as the formal responses.

3.3 The Website

All the documents that formed part of the consultation, the response forms and any accompanying evidence documents were made available for access on our Planning 2026 webpages.



As part of the online material we produced a tool called ‘interactive mapping’ to show the key information on sites and land that we have identified for the Issues and Options consultation on Walsall's SAD and Walsall Town Centre AAP. The interactive mapping was provided in addition to the maps that we have already published in the consultation documents and was intended to give a better idea of what is happening in your area by enabling you to zoom in and turn information on and off according to your interests.

We also used the website to promote the Planning 2026 consultation events and to encourage people to get involved in the discussion on the social media forums.

3.4 Displays of the Consultation Documents

As well as having the documents available on-line and printed copies on request we displayed copies in all of the libraries throughout the borough and in the Council's First Stop Shop. In each library we made a display to attract attention to the documents and we provided leaflets to promote the consultation events.



3.5 Social Media

To engage with the wider community on the Issues and Options consultation, it was agreed that social media would be used as a consultation tool in addition to more traditional methods of consultation. Following social media training with the Council's Senior Press and Publicity Officer, officers within the Planning Policy Team and Delivery and Development Team created a new dedicated Facebook page called 'Walsall Planning 2026: Have Your Say' and Wordpress site at www.WalsallPlanning2026.co.uk



A timetable (below) was published setting out weekly themes for the questions that were posted on social media throughout the six week consultation period which included questions around things like where new homes, shops and jobs should go in the borough.

Week Commencing	Site Allocation Document Theme	Area Action Plan Theme
22nd April	Objectives	Vision & Objectives
29th April	Housing & Employment	Shopping
6th May	Centres, Open Space, Community Facilities & Leisure	Business
13th May	Transport & Waste Resources	Leisure & Living
20th May	Environment and Minerals	Transport
27th May	Infrastructure & Delivery & Viability	Delivery & Viability & Investment

All questions placed on the Wordpress site were shared on Facebook and on the Council’s existing Planning Twitter account using hashtag #Walsall2026. Existing social media account owners across the Council also shared and re-posted our questions on their respective accounts to reach audiences with an existing interest in Council matters. All consultation events were also promoted through social media.



The use of social media proved to be successful in reaching a wider audience, reaching a total of 2,209 views on the Wordpress site (as at 24/06/2013) and receiving 38 responses to questions on the Site Allocation Document and 94 responses to questions on the Town Centre Area Action Plan across all sources of social media. All representations made through social media will be considered and published

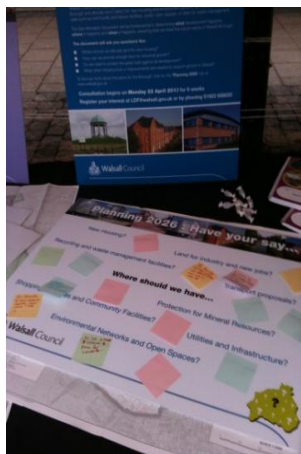
along with the Council’s responses. **Appendix 2** provides further details of the approach to social media.

3.6. Materials

Leaflets: As an aid to consultation we produced a number of materials to help inform people about the plans. This included a leaflet that promoted our consultation events and a handout that set out the stages of plan making.



Consultation Documents: We produced a shorter version of the consultation document to make the consultation more accessible, this focussed on the key issues and options that we really wanted peoples views on. We also produced for the SAD document a schedule of wards maps that allowed residents and interested parties to look at the sites and options in their local area.



Consultation Boards: We also produced display boards that introduced both the plans allowing people to get an overview. These were accompanied with boards that had some key words to set out what the plans cover to promote thought and discussion allowing people to have their say about what they think the key issues are. We used these boards at all of our events and made available post-it notes to allow people to respond there and then about what they think are the key issues or any comments they have about specific events .

Annotated Ward Maps: We produced larger scale ward maps which we annotated with key information or issues about specific sites. This was to aid discussion at events and allow people to get an idea for what the documents said about their local area.

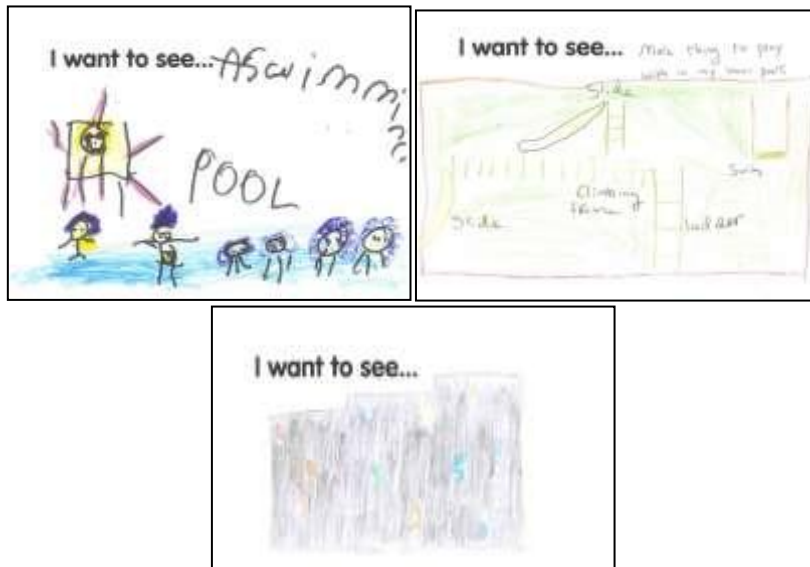
Planning 2026 Display Boards: For the 'Planning 2026 Have your Say' and the Planning 2026 Pop-up Shop events we produced display boards that covered for the SAD housing, industry and the environment then for the AAP we had Shopping, Business, Leisure, Living, Transport and Investment. These boards included an overview of the key issues then set out some of the main options. We posed things as questions to encourage discussion and to allow attendees of the events to give their views on key parts of the plans during the events.

Children's Colouring Competition: We ran a children's drawing competition alongside the Issues and Options consultation to provide an activity for children at the consultation events. Full terms and conditions were provided, and published on the Council's website and included an age range of 4 to 11, and asked for entrants to draw something they would like to see in Walsall in the future. We ran this competition to provide children an opportunity to have an in-input into the documents and to provide an activity for children that would free up parents time to partake in the consultation events fully.

An independent panel of judges selected the winner and 2 x runners up out of a total of 23 entries on Tuesday 11th June 2013. The panel included Zoe Renilson, (Head of Education at The New Art Gallery), Subhash Banger (Deputy Manager of Smyths Toystore, Walsall), Margaret Fisher (Area Team Leader, Libraries, Heritage and Arts) and Anna Sansom (Corporate Consultation & Customer Feedback Officer,

Walsall Council). The winners were identified by individually scoring all entries out of 10.

The winner and two runners won vouchers donated by Smyths Toystore, Walsall and all three winning entries will be framed and displayed at The New Art Gallery, Walsall between 1st July and 21st July 2013. The winning entries will also be published in future Planning 2026 consultation material / documents.



Section 4

Consultation Events

The following provides an overview of the consultation events we organised as part of the consultation period. All of the events had the same aims, 1) to encourage people to go away, look at the plans and take part in the consultation 2) To capture attendees views there a then so these comments can be used to inform the plans.

Notes of all the events can be found in **Appendix 1** and a review of the how the events worked can be found in **Appendix 4**. All the materials we used can be made available to view on request.

4.1 Planning 2026 Road Show

We used the Council's consultation and information bus –'First Stop Shop Express' as a base for a tour of the District Centres.

- Willenhall - 7th May am
- Darlaston - 7th May pm
- Bloxwich - 8th May am
- Brownhills - 8th May pm
- Aldridge - 22nd May am



Here we used the Consultation Boards to capture people's views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.

4.2 Planning 2026 Market Stall

We attended events that were already planned during the consultation period including;

- Walsall Town Centre Market - 30th April
- Family Fit'n'Fun Day Oak Park Leisure Centre - 11th May
- Brownhills Community Day – 16th May



Again we used the Consultation Boards to capture individual's initial comments about the issues and specific sites. We also had available hard copies of the documents and the annotated ward maps for people to look through. We took along the children's colouring competition to capture children's ideas about what they want to see in the Borough and also so we could talk to the parents.

4.3 'Planning 2026: Have your Say' Events

- **Planning 2026 Have your Say event, Walsall Council House – 15th May**

This was an open event to members of the public and other stakeholders such as land owners and planning consultants. It started with a short presentation by the Planning Policy Manger then opened up to general questions. After the presentation attendees were free to walk about the Planning 2026 display boards and annotated Ward Maps which were on show, to talk to staff about the plans and ask any questions. We also had available the Interactive Mapping so attendees could have a close look at their local area.

- **Planning 2026 Have your Say event, Aldridge – 28th May**

This event was organised due to a request by Aldridge Councillors to come to the local area and talk to residents about the plans, especially the sites that included issues around Green Belt. We therefore used the same format as previous Planning 2026 Have your Say event but tailored the presentation to include information on the sites that had generated public interest. We also had available tailored Response Forms that allowed attendees to write their comments on individual sites rather than response forms in full.

4.4 Planning 2026 'Pop-Up' Shop



During the week of the 20th May we took over a vacant shop in the Saddlers centre and opened it to the public over lunch time and all day on the Saturday. In the pop-up shop we had the Planning 2026 display boards, the consultation boards, the annotated ward maps, the interactive mapping and the children's colouring competition.

We also had response forms that related directly to the display boards so people could complete these as they made their way around the room.

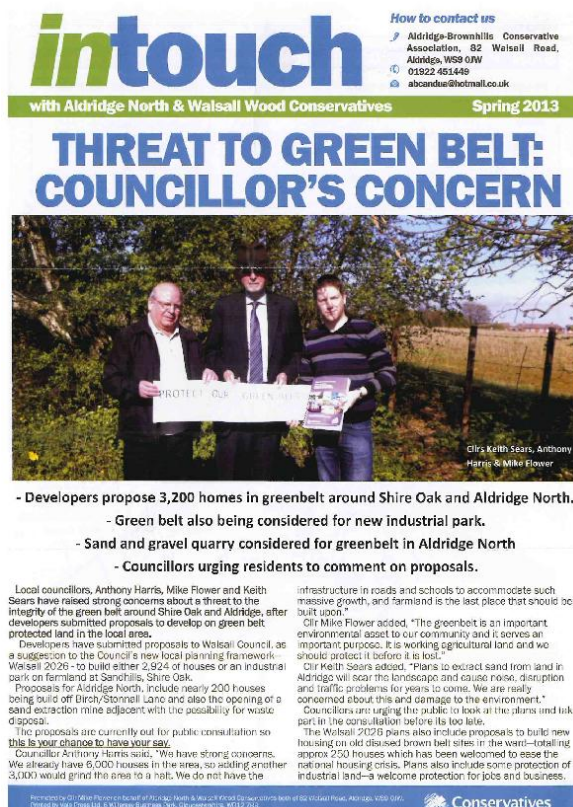
4.5 Planning 2026 Group Specific Consultation Events

Below is a list of specific consultation events/meetings that were undertaken as part of the Issues and Options Consultation. Details of the events are included in **Appendix 1**.

- Councillors
- South Staffordshire Council
- Centro
- Walsall Chamber of Commerce
- Walsall Economic Board
- Walsall Town Centre Businesses
- Walsall Civic Society
- Gypsy, travellers and Show People
- Walsall Multi Faith Forum
- Walsall College Students
- Queen Mary's Students
- Walsall W'Eyes
- Walsall Disability Forum

Section 4

Consultation Material Published by Others



In addition to the consultation material we produced the follow was published by either Councillors or newspapers independently;

- In Touch Aldridge North and Walsall Wood Conservation Newsletter covering the issues and options around sites within those particular wards and encouraging residents to make their comments on the plans to the Council,
- A letter from a Paddock Ward Councillor covering the issues and options around Skip Lane and encouraging residents to make their comments on the plans to the Council,

- Articles in the The Chronicle (May 16th) and in the Express and Star (May 23rd) talking specifically about the inclusion of Green Belt sites in the Issues and Options Documents and that Councillors are encouraging residents to get involved in the consultation.
- A Facebook page called “Protect Green Belt around Aldridge and Shire Oak” was set up to encourage local people to comment on the plans and attend the Aldridge meeting on the 28th May.
- A petition was completed with 54 signatures against particular sites within the SAD document.

Section 5

Level of Stakeholder Involvement

5.1 Formal Consultation Engagement

The table below sets out by respondent type the number of formal written response received during the consultation period. This does not include comments received during consultation events or at meetings.

Respondent Type	SAD	AAP
Walsall Council (Other Teams)	3	2
Walsall Council (Ward Members)	6	0
Other Councils (DTC)	5	2
Other DTC Bodies	5	7
Other Statutory Consultees/ Public Bodies	10	4
Community/ Voluntary Groups	4	2
Land Owners/ Developers/ Agents	19	9
Businesses	5	5
Local Residents/ Residents' Groups	136	6
Anonymous	1	0
TOTAL	194	37

DTC = Duty to Co-operate. Apart from neighbouring Councils, representations on the SAD were received from the following DTC bodies: English Heritage, Environment Agency, Natural England, B&BC Nature Partnership and Walsall Teaching PCT, and representations on the AAP from the following DTC bodies: English Heritage, Environment Agency, Natural England, B&BC Nature Partnership, Walsall Teaching PCT, HCA and Centro.

All formal consultation responses are published on our Planning 2026 webpages and a spreadsheet of how comments have been taken into account in the plan making process can also be viewed here. All individuals who made sent the Council a formal response during the consultation period received an acknowledgement email/letter. A copy of this letter can be found in **Appendix 3**.

5.2 Duty to Co-operate

Comments have been received from the following neighbouring planning authorities:

- Staffordshire County Council
- Cannock Chase District Council
- Lichfield District Council
- South Staffordshire Council

Comments have also been received from the following other bodies subject to the “duty to co-operate”:

- English Heritage
- Environment Agency
- Natural England
- Homes and Communities Agency
- Centro
- Walsall Teaching PCT

Duty to Co-operate on the plans was also raised at the West Midlands Duty to Cooperate Group meeting on the 16th December 2014. In attendance was Dave Carter (Birmingham - Chair), Philippa Smith (Sandwell), Martin Dando (Dudley), Mike Smith (Walsall), Helen Davies (Centro), Martin Fletcher (Solihull), Andy Donnelly (WMJC).

Mike Smith the Planning Policy manager explained that no Metropolitan Authorities had made representations on the Issues and Options documents for the SAD or Town Centre AAP. Mike Smith asked if the fact there had been no metropolitan representations could be recorded as meaning that the metropolitan authorities acknowledged that there were no issues and / or option that had been omitted or not properly addressed in the consultations. It was agreed that as the intention is to deliver the BC Core Strategy and that there are further stages of consultation to come, the Duty to Cooperate has been fulfilled at this stage.

5.3 Public Consultation Events Engagement

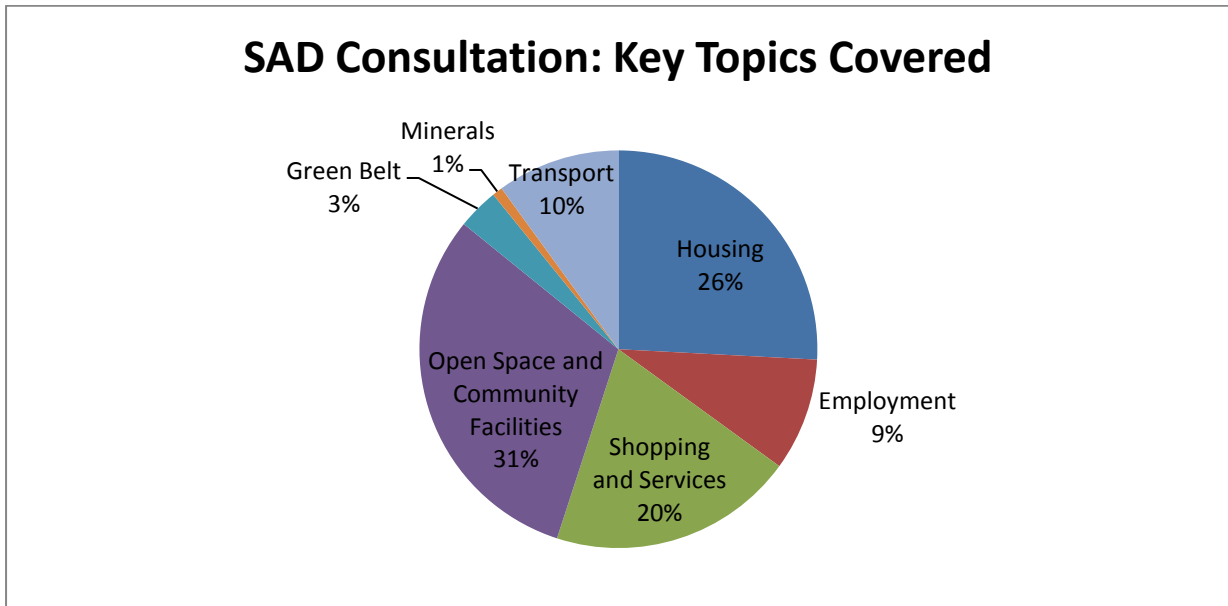
The table below sets out the number of individuals who either attended or who were spoke to during the public consultation events that took place in the formal consultation period (April 22nd – June 3rd). It also gives an indication of the number of comments received during these events.

Event	Number of attendees/Individuals Reached	Number of comments
Walsall Market 30/04/13	50	Around 100
FSS Bus Willenhall 07/05/13	40	20
FSS Bus Darlaston 07/05/13	30	20
FSS Bus Bloxwich 08/05/13	10	4
FSS Browhills 08/05/13	20	12
Family Fit 'n' Fun Day 11/05/13	70	16
Planning 2026 Have your Say Event 15/05/13	30	N/A
Brownhills Community Day 16/05/13	20	5
Planning 2026 Pop-up Shop 20/05/13 – 25/05/13	140	69
FSS Bus Aldridge 22/05/13	34	4
Planning 2026 Have your Say Event - Aldridge 28/05/13	Over 100	N/A
Total	544	250

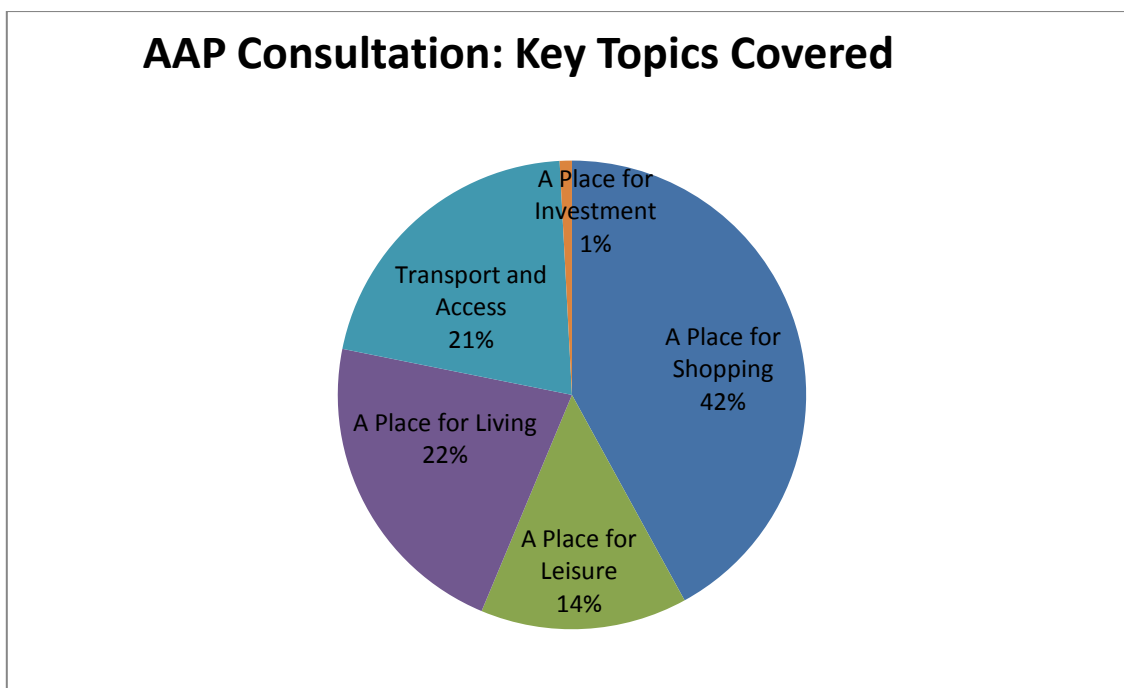
Overall we managed to gather a large amount of comments at the Planning 2026 events. These have all been published on the spreadsheet on consultation responses available to view on our website. The pie charts below provide an overview to show what people were interested in at the events.

In all there were 21 comments on the SAD received during the consultation events. These have been analysed and broken down into the key topics the plan covers in order to show what people were most interested in responding on. During the events there was a number of responses on the impact of the plans on open space

and the general maintenance of open space in the borough. The second most commented on subject was housing, with a number of responders raising the issue of affordability of homes in Walsall.



There were 119 comments received on the town centre AAP during the consultation events and as with the SAD these have been analysed and summarised in the diagram below. Shopping was the key area comments were received on with a number of people responding on the future location of Walsall Market and the range of shops in the centre. A number of responses were also received on the impact of parking on the centre as well as the general environment of the centre deterring people from visiting Walsall.



5.4 Social Media Engagement

Wordpress Blog: A brand new Wordpress blog site was created in April 2013 for Planning Policy consultations. Using the existing network of social media accounts across the Council, and promotion of the new wordpress site on consultation material, the site reached a total of 660 views in April, 1,386 in May and 196 in June totalling 2,242 views during the months that the consultation period took place. During the consultation period a total of 33 questions were posted on the Wordpress site. This resulted in a total of 94 responses being received on Wordpress.

Facebook: A brand new facebook page was created for Planning Policy consultations in April 2013. Using the existing network of social media accounts across the Council, and promotion of the new page on consultation material the page reached a total of 80 likes by July 2013. During the consultation period a total of 31 questions were posted on the facebook page by using the 'share' function on our Wordpress blog enabling comments to be made on either platform to suit the preferences of each user. This resulted in a total of 86 responses being received on facebook.

Twitter: We used the Council's existing 'Planning' twitter account to advertise the consultation and to promote the Wordpress blog. The estimated number of twitter accounts reached through using the hashtag #Walsall2026 is 15,298 as at September 2015 (no ability to filter the results by date).

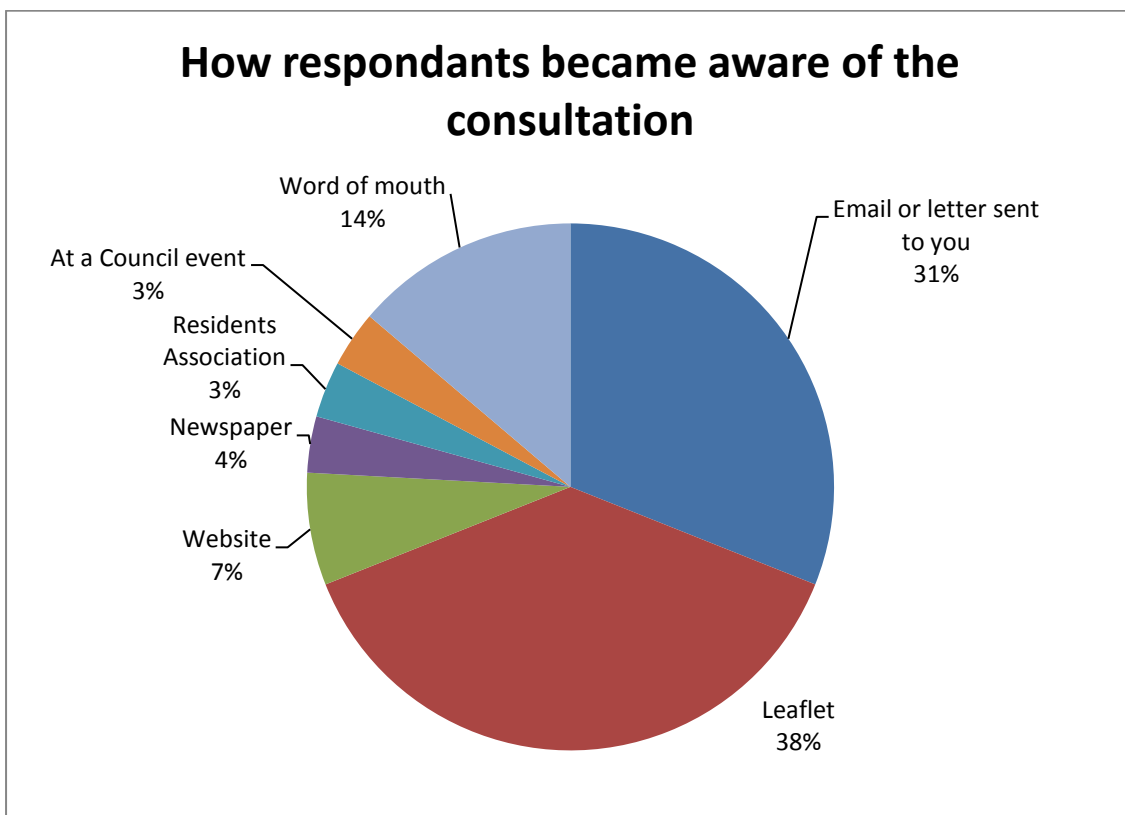
A more detailed analysis of the social media consultation is provided in **Appendix 2**.

Section 6

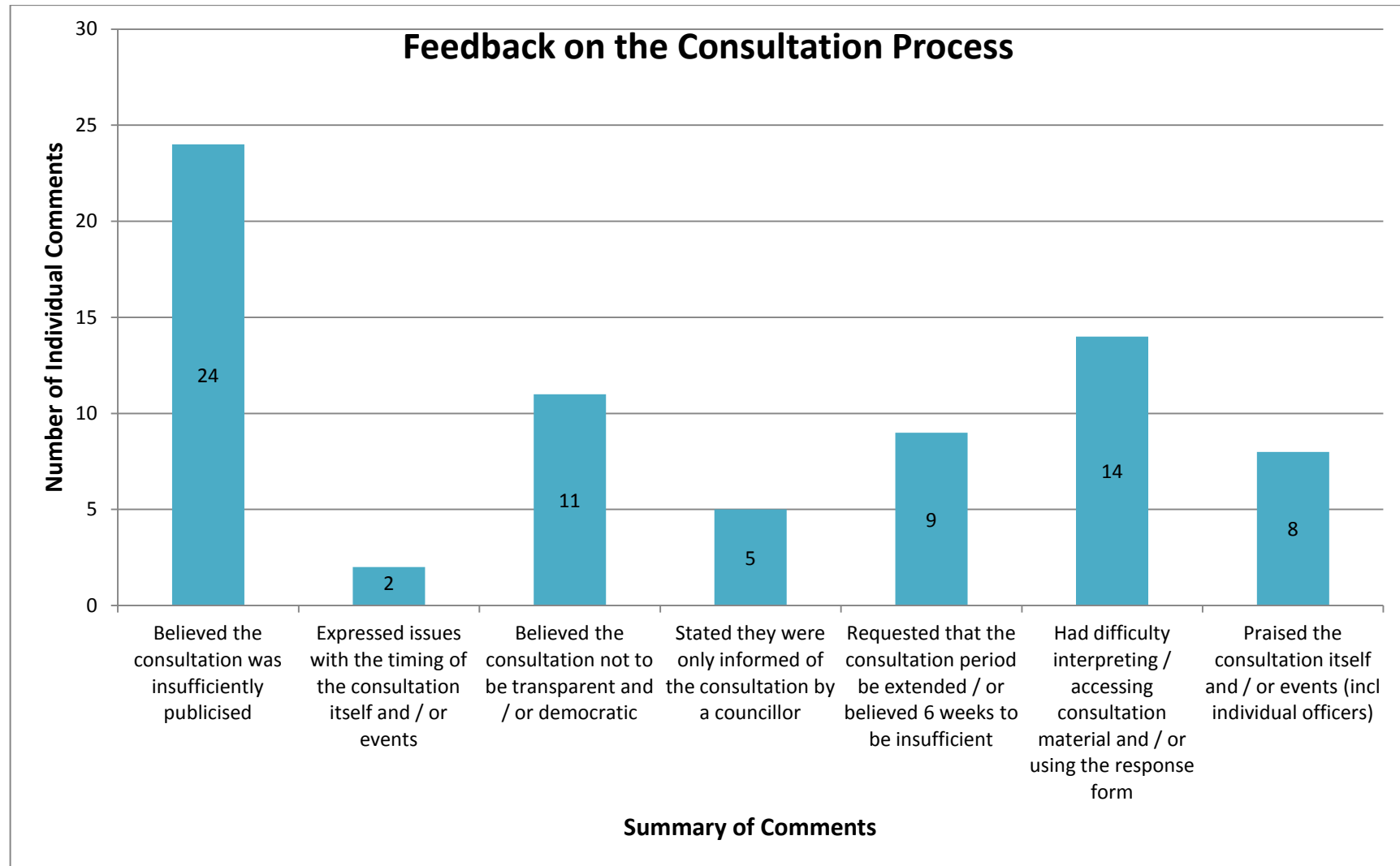
Evaluation of the consultation

6.1 Feedback on Consultation

The consultation response forms included some voluntary questions about the consultation process to try and gain feedback on the consultation process. As they are voluntary only a small selection of respondees chose to complete the questions (29 people in total), it does however still provide an insight into the process.



There was also an open ended question to allow for people to make comments on the consultation process. The responses to this question and other comments received during the consultation period have been analysed and the findings are summarised in a chart to capture the key comments. Overall there were 73 comments on the consultation process.



We also undertook our own evaluation of consultation which is provided in **Appendix 4**. This reviews the methods to see what group of stakeholders have been engaged with:

1. Statutory bodies, duty to cooperate and organisations
2. Businesses, developers and landowners
3. Community
4. 'seldom-heard groups'

Along with the level of engagement achieved:

1. Tell people what is planned
2. Consultation
3. Deciding together

6.2 Strengths and Weaknesses

Strengths

- The leaflet in Council Tax had a wide reach
- We have a large number of contacts on our database
- The use of new methods such as social media reached new people
- The good relationship with organisations such as Walsall Disability Forum allows us to engage with seldom heard groups
- Piggy backing on other events meant we reached people who are not usually aware or interested in planning consultations
- The Aldridge events was well received by those who attended
- The College and schools events allowed us to gain the views of the younger generation

Weaknesses

- Length of consultation period meant some people felt they didn't have long enough to comment
- The maps were somewhat difficult to navigate
- As the SAD covers the whole borough it is difficult to tailor material to individuals

6.3 Lessons learnt for the next stage of consultation

From our own review of the methods and by taking into account stakeholder feedback we are able to draw some lessons out for the next stage of consultation.

- 1) Extend the consultation period from 6 weeks to 8 weeks to address criticism of there not being long enough to respond;**
- 2) Taylor the consultation material to local areas to address criticism of the material being inaccessible;**
- 3) Look for more opportunities to advertise the consultation and events to ensure attendance numbers;**
- 4) Work with Councillors earlier on to discuss opportunities for more localised consultation;**
- 5) Ensuring the maps have road names and landmarks to allow people to better navigate their way around the maps; and**
- 6) Make the response forms less complicated.**

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Appendix 1

Consultation Proforma's

Event	Date	Notes/Minutes Available	Other material (please specify)
Network Rail Meeting	27/06/2012	Minutes available on request	N/A
Walsall South Councillor & Partner Review Meeting	13/03/2013	Summary in the proforma and full minutes available on request	A copy of the report that was sent to the attendees can be made available on request
North Walsall Area Partnership Meeting	18/03/2013	N/A- it was an event to let people know the consultation was about to start	N/A
Brownhills, Pelsall, Rushall & Sheffield Area Partnership Meeting	19/03/2013	Summary in the proforma and full minutes available on request	N/A
Darlaston & Bentley Area Partnership Meeting	26/03/2013	Summary in the proforma and full minutes available on request	N/A
Walsall Night Market	28/03/2013	Yes – included in proforma	Pictures of the event are in the main report
Aldridge & Beacon Area Partnership Meeting	02/04/2013	Summary in the proforma and full minutes available on request	A copy of the report that was sent to the attendees can be made available on request
Walsall Town Centre Business Meeting	03/04/2013	Yes – included in proforma	N/A
Walsall Beer Festival	05/04/2013	Yes – included in proforma	N/A
Willenhall Area Community Meeting 10 April 2013	10/04/2013	Summary in the proforma and full minutes available on request	N/A
FSS Bus in Town Centre	26/04/2013	N/A- it was an event to let	A copy of the leaflet me used is in the

		people know about the consultation and forthcoming events	main report
RTPI NPPF Event	26/04/2013	N/A as this was a information stall only to promote the consultation to Statutory Consultees	A copy of the leaflet we used is in the main report
Walsall Market	30/04/2013	Yes – included in proforma	Picture of the stall is in the main report
FSS Bus Willenhall and Darlaston	07/05/2013	Yes – included in proforma	Picture of the bus and stall is in the main report
Walsall Multi Faith Forum	07/05/2013		
FSS Bus Bloxwich and Brownhills	08/05/2013	Yes – included in proforma	N/A
Fit and Fun Day	11/05/2013	Yes – included in proforma	Colouring competition entries can be viewed on our Facebook Page
Walsall Chamber of Commerce	14/05/2013	Summary in the proforma and full minutes available on request	
Have your Say event – Walsall Council House	15/05/2013	Summary in the proforma and full minutes available on request	A copy of the materials used can be made available on request
Brownhills Community Day	16/05/2013	Yes – included in proforma	Colouring competition entries can be viewed on our Facebook Page
Walsall Civic Society	20/05/2013	Yes - Summary in the proforma and full minutes available on request	Minutes available on request
Create@48 pop up Planning 2026 unit	20/05/2013 – 25/05/2013	Yes – included in proforma	Pictures of the shop unit are in the main report
FSS Bus Aldridge	22/05/2013	Yes – included in proforma	Picture of the bus and stall is in the main report and a copy of the materials used

			can be made available on request
Walsall Disability Forum	23/05/2013		Minutes available on request
College Students Consultation	24/05/2013	Yes – included in proforma	Completed work booklets can be made available on request
Have your Say event – Aldridge	28/05/2013	Summary in the proforma and full minutes available on request	A copy of the display boards text can be made available on request
Gypsy and Travellers Groups	29/05/2013 and 20/05/2013	Yes – included in proforma	Copy of the poster used can be made available on request
Meeting at South Staffordshire Council	06/06/2013	Yes	Minutes available on request
Walsall W'eyes	06/06/2013	Yes – included in proforma	Minutes available on request
Walsall Disability Forum	20/06/2013	Yes	A copy of the materials used can be made available on request
Queen Mary's School	11/07/2013	Yes	Completed work booklets can be made available on request

Also included are comments received from members during the consultation process and how these have influenced the plan.

Network Rail and Centro Meetings - Issues and Options Frontloading

Topic: Meeting between Walsall Council and Network Rail to discuss Walsall SAD		
Internal Attendance	Neville Ball, Sandy Urquhart, John Myatt	
External Attendance	Robin Birch, Jill Stephenson, Chris Skelton, Rob Turner	
Title of event or meeting: Network Rail		
Date	Details of engagement	Notes of Discussions
27/06/2012	<p>To discuss Walsall SAD/ AAP with Network Rail.</p> <p>Issues Discussed:</p> <ul style="list-style-type: none"> (1) SAD general introduction (2) NR plans for Walsall to 2026 – Chase Line, Stourbridge Line, Aldridge line, Walsall – Wolverhampton Line , Walsall – Brownhills line (3) Land ownership issues (4) Rail safeguarding (5) Stations (6) Park & Ride (7) Railfreight (8) Regional Logistics Study 	Minutes available on request.

Topic: Initial meeting with Centro to discuss SAD and AAP		
Internal Attendance	Sandy Urquhart, Nev Ball, Matt Crowton, John Myatt, Colin Whitehouse	
External Attendance		
Title of event or meeting: Initial discussions around Centro		
Date	Details of engagement	Notes of Discussions
	<p>Aim of meeting - - initial discussion with Centro to outline the SAD/AAP process, and also for Centro to outline plans affecting Walsall. Agenda agreed beforehand.</p> <p>Issues discussed were:</p> <ul style="list-style-type: none"> (1) Walsall SAD process (2) Centro plans for Walsall to 2026. (3) Land ownership issues (4) Buses and bus park & ride (5) Rail safeguarding (6) Rapid transit safeguarding <p>Subsequent meetings took this forward</p>	Minutes available, with Centro comments.

Area Partnership Meetings

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Sandy Urquhart, Alix Jackson	
External Attendance	Ward councillors, various council officers (including neighbourhood manager and public health officers)	
Title of event or meeting: Walsall South Area Partnership Community Meeting		
Date	Details of engagement	Notes of Discussions
13/03/2013	<p>We attended Walsall South Area Partnership Meeting to let them know about the plans and forthcoming consultation on the SAD and AAP. Leaflets that included the consultation events and contact details were disrupted amongst the group.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	<p>They seemed interested and requested to be kept informed of consultation events. Main issues raised:</p> <p>AAP – Proliferation of payday loan shops in town centre</p> <ul style="list-style-type: none"> • Public transport – would be better to have one integrated hub in the town centre – near the rail station? • Walsall Market – needs improving, very tatty • Pedestrianisation and encouraging a café culture often just leads to people hanging around the streets outside pubs • Obesity – amount of fast food take-away in Walsall South area & town centre <p>Issue of what to do with failing out of town shopping centres – Broadwalk cited as an example. SU confirmed that this specific issue was being dealt with</p>

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Charis Blythe, Mike Brereton, Matt Stanczyszyn	
External Attendance	Ward councillors, various council officers, members of the public and some partners	
Title of event or meeting: North Walsall Area Partnership - 'Safer Walsall' Event		
Date	Details of engagement	Notes of Discussions
18/03/2013	<p>Despite this event primarily being set up to discuss issues of community safety, the 'open floor' part of the event at the beginning offered a good opportunity to publicise the upcoming consultation period for the SAD and AAP.</p> <p>The planning policy team had a table set up that offered members of the public the chance to speak to Council Officers about the emerging plans, view ward maps (for the four wards that make up the North Walsall Partnership area) of site proposals, and pick up a leaflet containing more information about upcoming consultation events.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	<p>Much of the discussion concerned local residents' views about their neighbourhoods and local services, for example, street design in residential areas or suitability of car parking in busy areas such as around Bloxwich train station. Although the discussion was fairly limited in terms of the breadth of issues that are raised in the SAD and AAP, the size of the event allowed us to reach a good number of people to notify people that the consultation period was coming soon and to look out for further events.</p>

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Mike Smith	
External Attendance	Ward councillors, various council officers, members of the public and some partners	
Title of event or meeting: Brownhills, Pelsall, Rushall & Shelfield Area Partnership Community Meeting		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
	<p>We attended Brownhills, Pelsall, Rushall & Shelfield attended Area Partnership Meeting to let them know about the plans and forthcoming consultation on the SAD and AAP. Leaflets that included the consultation events and contact details were disrupted amongst the group.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	Minutes of meeting available

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Charis Blythe and Mike Brereton	
External Attendance	Ward councillors, various council officers (including neighbourhood manager and public health officers)	
Title of event or meeting: Darlaston and Bentley Area Partnership Community Meeting		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
26/03/2013	<p>We outlined what SAD covers and introduced the forthcoming consultation period. Leaflets that included the consultation events and contact details were disrupted amongst the group.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	<p>We introduced the plans and the group seemed very interested in the plans and the consultation process.</p> <p>They suggested a number of methods/venues for us to use when consulting including using the First Stop Shop Express Bus, mobile library, sport centres, schools and churches.</p> <p>They had some questions around the 'real' impact of people views on the plans and we ensured them that because it was a statutory process we are tested on our consultation, that it forms part of the evidence and we have to show how we have used the consultation responses to inform the plans</p>

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Mike Smith	
External Attendance	Ward councillors, various council officers, members of the public and some partners	
Title of event or meeting: Aldridge and Beacon Area Partnership Community Meeting		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
	<p>We attended Brownhills, Pelsall, Rushall & Shelfield attended Area Partnership Meeting to let them know about the plans and forthcoming consultation on the SAD and AAP. Leaflets that included the consultation events and contact details were disrupted amongst the group.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	Minutes of meeting available.

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Neville Ball and Sandy Urquhart	
External Attendance	Ward councillors, various council officers (including neighbourhood manager and public health officers) Meeting chaired by Cllr Ian Shires	
Title of event or meeting: Willenhall Area Partnership Community Meeting		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
10/04/2013	<p>Planning Policy Team outlined main purposes of proposed SAD and introduced forthcoming consultation period. Leaflets that included the consultation events and contact details were disrupted amongst the group.</p> <p>Further meetings with Area Partnerships will be arranged for the Preferred Option stage of consultation.</p>	<p>Various concerns raised by councillors:</p> <ul style="list-style-type: none"> - Venues to be used for consultation (leaflet only mentions venues in Walsall Town Centre) - Request to visit Willenhall Market on a Wednesday - Timing of consultation period: special all-day meeting requested by Cllr Shires, but next meeting of Area partnership won't be until after close of 6 week period. Asked that period be extended. - Requested that decisions about which sites to allocate take account of impact on deprivation levels across area - Need to protect green belt/ green spaces to allow their use for healthy exercise to address poor health and obesity in area - Cllr Illman-Walker asked for copies of ward plans to be sent to him (this has since been done)

Walsall Night Market – 28th March

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance: Charis Blythe, Matt Stanczyszyn, Mike Brereton, Pete Atwell, Alix Jackson, Paul Hinton, Andy Thompson, Andy Fuller		
External Attendance: Around 50 members of the public		
Title of event or meeting: Walsall Night Market Consultation Stall		
Date	Details of engagement	Notes of Discussions
28/03/13	<p>Planning Policy and volunteers from other teams manned a stall for the night at Walsall Night Market. The aim was to promote the consultation period, introduce the plans and capture some views on what people think are important.</p> <p>We had information boards that set out what the plans cover and leaflets promoting the consultation events. We also had post-it notes to capture peoples initial thoughts about what the plans need to address throughout the borough and in Walsall Town Centre. We also asked those who talked to us if they wanted to be added to the consultation database so we can notify them about the consultation.</p> <p>Overall we spoke to around 50 people to tell them about the consultation and captured an estimated 30 individuals initial comments on what the plans need to address. As the Night Market was widely promoted and in the evening there was a different audience to say a day market or normal evening in Walsall. This allowed us to capture a wide audience including individuals who don't usefully</p>	<p>The bullet points below are a record of the post-it notes we collected. These have been collated under the chapter headings for better understanding but it should be noted that some comments will cover more then one chapter.</p> <p>Walsall SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Drop the tower blocks or refurbish • Build housing on industrial sites • Less cars and taxis on private homes • Need better design for housing x 4 <p>Employment</p> <ul style="list-style-type: none"> • Jobs opportunities near where people live <p>Shopping and Services</p> <ul style="list-style-type: none"> • Bescot Retail Park needs investment • Need to make sure the other centres are looked at and not just the town centre • Need easy to walk to shops <p>Open Space and Community Facilities</p> <ul style="list-style-type: none"> • More Green Space

	<p>venture into Walsall Town centre so we captured the views of a wide geographical area.</p> <p>The event worked well as it raised awareness and allowed officers to gain an initial idea of what the public are interested in. As people at the market were in a relaxed mood we had plenty of time to talk to people and they seemed interested in having their say.</p> <p>The only weakness was that as it was before the consultation period had started we could not show people the actual plans which may mean they would not have maintained their interest after the initial engagement.</p>	<ul style="list-style-type: none"> • Better use of Pleck Park • Dog waste education for owners • Want a new leisure centre near homes • Discounted leisure facilities for all, not just men over 50 • Need more health centres, swimming and leisure facilities • Better park for the kinds in Aldridge <p>Transport</p> <ul style="list-style-type: none"> • Need to re-open the Walsall – Wolverhampton railway line x 2 • Walsall Lichfield railways line reopened <p>Utilities</p> <ul style="list-style-type: none"> • Support more renewable energy generation in the borough <p>Sites, Choices and Constraints</p> <ul style="list-style-type: none"> • Keep the Green Belt x 3 <p>Walsall Town Centre Area Action Plan Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Move the Market back up the high street near to Asda x 4 • Revitalise the Market by expanding usage • Improve the experience of Park Street • More independent retailers x 2 • Need better shops and to entice shops like Primark and Next into the centre • Tend to only shop in Crown Wharf as its all in one place with parking. Too far to come up rest high street and too many vacancies – Primark might help • Need a Local butchers and local bakery • Reduce Business rates for Town Centre shops and increase footfall
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		<ul style="list-style-type: none"> • Could charities, pop-up shops, art projects and social projects take on temporary space in vacant units x 2 • Too many empty shops and too many supermarkets • Improve the appearance of empty shops with window wrapping and art <p>A Place for Business</p> <ul style="list-style-type: none"> • Bring offices into the town centre but with better links to outside the centre <p>A Place for Leisure</p> <ul style="list-style-type: none"> • Create performing areas for performers and events • More games, parks and playgrounds in the centre • Need a cultural festival • Need better variation of places to eat x 2 • Keep open the Brine Pool and Gala Baths • Need a cinema x 2 • More events including food and night time related events x 3 • Need a big new leisure centre in the town centre x 2 • Need more leisure the town centre x 2 • More art and craft activities • More leisure facilities for the over 40s • Move use of the area by Canal <p>A Place for Living</p> <ul style="list-style-type: none"> • Need more trees in the centre • Stop people spitting • Improve pot holes • Need to get rid of the pigeons • Remove water sculpture and place Sister Dora in that location instead x 2
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		<ul style="list-style-type: none"> • Issue around waste collection and rubbish in the town centre x 4 • More housing in the town centre x 2 <p>Transport and Access</p> <ul style="list-style-type: none"> • Improve Butlers Passage • Knock down Saddler’s Centre and free up railway • Return to free short-time parking • Issue around the frequency of public transport x 2 • Put back the Walsall to Wolverhampton Rail Line • Improve pavements outside and Intown • There is not enough parking • The bus station is poor <p>A Place for Investment</p> <ul style="list-style-type: none"> • Change is already happening – so Walsall is building on good stuff • Keep the town centre area small and avoid extending • Develop housing around Stafford Street
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Town Centre Businesses – 3rd April

Topic: SAD & AAP Discussion around the issues of importance to Town Centre Businesses		
Internal Attendance	Jon Burnett	
External Attendance	20 business owners or employees	
Title of event or meeting: Walsall Town Centre Business Meeting		
Date	Details of engagement	Notes of Discussions
03/04/2013	<p>Town Centre traders meeting with both national and independents in attendance.</p> <p>AAP & SAD information boards were on display for businesses to browse and comment on during the meeting.</p> <p>Those wishing to find out more information took leaflets and were requested to make contact via phone or email.</p> <p>Due to the audience of meeting being town centre business there was little to no discussion on the site allocation document, this did however provide a good opportunity to capture businesses main issues on the town centre that they feel the AAP should address.</p>	<p>Businesses left comments via post it notes and attached them to the board.</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Need more security on Bradford Street shop-area • Concern over empty units x 2 <p>A Place for Living</p> <ul style="list-style-type: none"> • Need more apartments and housing <p>Transport and Access</p> <ul style="list-style-type: none"> • Parking is a problem x 4 • Pavements need to be put back as good as they were before being disturbed • Good bus links <p>A Place for Investment</p> <ul style="list-style-type: none"> • Need more development in Bradford Street • Development need on the lower end of Park Street and Bridge Street

Walsall Beer Festival – 5th April

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance: Charis Blythe, Matt Stanczyszyn, Mike Brereton, Pete Atwell, Alix Jackson, Neville Ball, Dawn Harris		
External Attendance: Around 25 members of the public		
Title of event or meeting: Walsall Beer Market Consultation Stall		
Date	Details of engagement	Notes of Discussions
05/04/2013	<p>We manned a stall at Walsall Beer festival which was held at the Council House. The aim was to promote the consultation period, introduce people to what the plans are and to capture some views on what people think are important. The beer festival posed an opportunity to talk to people who wouldn't normally visit the town centre from throughout the borough.</p> <p>We had information boards that set out what the plans cover and leaflets promoting the consultation events. We also had post-it notes to capture peoples initial thoughts about what the plans need to address throughout the borough and in Walsall Town Centre. We also asked those who talked to us if they wanted to be added to the consultation database so we can notify them about the consultation.</p> <p>Overall we spoke to around 25 people to tell them about the plans and captured an estimated 11 individuals initial comments on what the plans need to address.</p>	<p>The bullet points below are a record of the post-it notes we collected. These have been collated under the chapter headings for better understanding but it should be noted that some comments will cover more then one chapter.</p> <p>Walsall SAD</p> <p>Housing</p> <ul style="list-style-type: none"> • Poor housing design in some parts of the borough • Need more affordable housing for families <p>Employment</p> <ul style="list-style-type: none"> • Connect with unemployed citizens to enable and empower local growth, small business

	<p>The only weakness was that as it was a very specific event it may not have attracted a wider audience in terms of gender and age.</p>	<p>Walsall Town Centre AAP</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Undercover shopping areas are a good feature • Need to rethink the position of the market for aesthetic reasons and ease of movement • Compact for shopping, although Birmingham’s open air market is better as its larger <p>A Place for Leisure</p> <ul style="list-style-type: none"> • Needs a concert hall • Great town hall but it should be used more <p>A Place for Living</p> <ul style="list-style-type: none"> • Keep the Hippo <p>A Place for Investment</p> <ul style="list-style-type: none"> • Walsall is better than 10 years ago • Love Walsall for its pubs, good access by bus and the fact it feels safe
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Walsall Market – 30th April

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance: Charis Blythe, Matt Stanczyszyn, Mike Brereton, Alix Jackson, Dawn Harris, Neville Ball, Sandy Urquhart, Rob Andrews and Emma Segal		
External Attendance: Around 50 plus members of the public		
Title of event or meeting: Walsall Market Planning 2026 Market Stall		
Date	Details of engagement	Notes of Discussions
30.04.13	<p>Planning Policy and volunteers from other teams manned a stall for the day.</p> <p>We had information boards that set out what the plans cover and leaflets promoting the consultation events. We also had post-it notes to capture peoples initial thoughts about what the plans need to address throughout the borough and in Walsall Town Centre. We also asked those who talked to us if they wanted to be added to the consultation database so we can notify them about the consultation.</p> <p>Overall we spoke to around 50 plus members of the public who where in the town centre that day</p>	<p>The bullet points below are a record of the post-it notes we collected. These have been collated under the chapter headings for better understanding but it should be noted that some comments will cover more then one chapter.</p> <p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Terraced housing with no parking creates problems with on street parking • Big shortage of social housing x 2 • All buildings should be accessible • Protect the Green Belt, where possible build houses on brownfield sites • Sirens from ambulance station is a nuisance – Pool Hayes <p>Employment</p> <ul style="list-style-type: none"> • Incentives to get people to take on more employees

		<p>Shops and services</p> <ul style="list-style-type: none"> • Brownhills needs improving x 3 • People use Walsall for banks – no banks in Darlaston • More facilities for older people like a club in Bentley • More services and facilities in Palfrey as banks and post offices have closed <p>Open Space and Community Facilities</p> <ul style="list-style-type: none"> • Leave Brownhills common alone • Need to improve the range of leisure facilities at Oak Park (better swimming facilities and facilities for small children) • Every school should have a security man – to keep children safe • Parks and town centres should have signs saying dogs must be kept on leads • Parks should have a security guards, be better maintained and have toilets <p>Transport</p> <ul style="list-style-type: none"> • Open more rail routes <p>AAP Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Incentives to get empty buildings re-used • Need to reduce rates x 4 • Too many empty shops • No more tattoo parlours
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		<ul style="list-style-type: none"> • No more loan shops, pawn shops etc • Need more shops x 2 • Wider variety of shops – DIY and Gardening • Hurry up Primark • Move the Market back to the to original position x 7 • Market holders need more space to store stock and load vans • The Market sells poor quality stock • Leave the Market where it is and locate out to where fountain is. If moved back it will kill market x 4 • Market stalls obstruct shops and should be moved x 2 • Would like to see an indoor market – better for bad weather • Its unsafe when market trader vans are moving around • Consolidate shopping centres and link together <p>A Place for Leisure</p> <ul style="list-style-type: none"> • Wider variety of restaurants • Too many fast food vans/outlets • Use the Bridge area for events • More leisure and events • Re-open the Sauna Baths • Nothing in the centre to do – need cinema, bingo, restaurants x 2 • Need more for children to do • Leisure should be on waterfront • Cinema needs a big car park • Either location for the cinema is fine as long as we get one <p>A Place for Living</p> <ul style="list-style-type: none"> • Get rid of the fountain x 4
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		<ul style="list-style-type: none"> • Get the fountain working again as it gives the wrong impression of Walsall • Put Sister Dora in centre of square instead of broken fountain • Higher quality street furniture • Lack of public toilets x 2 • Need more trees on the Bridge • Keep historic buildings • Don't like the pigeons x 2 • Clean the canal and remove rubbish • Issues with drug abuse • Need to feel secure and safe when in the centre x 2 • Repair the pavements • Better security at Bus Station and elsewhere in Town Centre needs a kiosk for police or warden to deal with anti-social behavior <p>Transport and Access</p> <ul style="list-style-type: none"> • Market has damaged pavements – too many broken slabs • Bicycles should not be allowed in pedestrian areas as it's dangerous • Centre should be cleared from clutter and be just for pedestrians • Centre too spread out – needs to be concentrated to be more accessible for older people • Bus station is not big enough – too many queues x 3 • Bus station move it to the Wharf and make it bigger • Fed up of changes – need better arrangements as not enough space for buses • Need a metro • Car parking is too expensive – should have shopper says where its cheaper • Parking needed around Waterfront • Double red lines put people off
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		<ul style="list-style-type: none"> • Free car parking for town centre car parks <p>A Place for Investment</p> <ul style="list-style-type: none"> • Instead of expanding the centre make more of what we have
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FSS Bus Willenhall - 7th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe, Neville Bal, Dawn Harris and Matt Stanczyszyn	
External Attendance	Between 9.30 and 12.30 we spoke to approximately 40 people and received 20 comments on the SAD and AAP	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions
07/05/2013	Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.	<p>The bullet points below are a record of the post-it notes we collected. These have been collated under the chapter headings for better understanding but it should be noted that some comments will cover more than one chapter.</p> <p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Need for more housing, particularly affordable family homes

		<ul style="list-style-type: none"> • Need for more housing for the elderly in Willenhall area • Benton Close housing stock needs to be improved / redeveloped • Support for housing development in the Noose Lane area • Need for more 1 bed housing because of the ‘bedroom tax’ <p>Employment</p> <ul style="list-style-type: none"> • Support the retention of industry in Willenhall <p>Open Space</p> <ul style="list-style-type: none"> • Portobello Cemetery (NB. over boundary in Wolverhampton) needs railings restored and improvements made • Short Heath playing fields need improvements, not currently well used • Allen’s Centre playing field would be best developed into a park with children’s play facilities • Keep as much open space as possible for recreation <p>Transport</p> <ul style="list-style-type: none"> • Willenhall needs a railway station <p>Shopping and services</p> <ul style="list-style-type: none"> • Tyler Road need more local shops as only one nearby is on Owen Road • Willenhall Town Centre needs improvement x 3
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		<p>AAP Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Rents & business rates too high in Walsall TC; not safe
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FSS Bus Darlaston - 7th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Matt Stanczyszyn, Sandy Urquhart, Dawn Harris and Mike Brereton	
External Attendance	Between 13.30 and 16.00 we spoke to approximately 30 people and received 20 comments on the SAD and AAP	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions
01/05/2013	Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the	<p>The bullet points below are a record of the post-it notes we collected. These have been collated under the chapter headings for better understanding but it should be noted that some comments will cover more then one chapter.</p> <p>SAD Comments</p> <p>Housing</p>

	<p>response forms.</p>	<ul style="list-style-type: none"> • General need for new smaller properties, e.g. 1 and 2 bed • Potential for 1 and 2 bed flats or bungalows for the elderly on Harrowby Road • What is happening to the site on Moxley Road where terraced housing has recently been demolished <p>Employment</p> <ul style="list-style-type: none"> • Lemforder works are taking on more employees and need to expand <p>Open Space</p> <ul style="list-style-type: none"> • Whateley Road playing fields should be used as allotments • Need a Skate Park in Richard St / Darlaston Green / Bush Park area • Pinfold St open space (OS4027) is in very poor condition – should be built on • Open spaces at former Moxley School (Moxley Road) and Festival Avenue should be kept as well used; concerns over drainage due to land levels if sites were built on • Hall St recreation ground (OS4024) and Community Centre (CA82) need to be improved as not enough activities for young people • Support for improvements to George Rose Park <p>Transport</p> <ul style="list-style-type: none"> • Support DSDA Access Project to widen and improve roads • Monmouth Road, Bentley has problems with parking on street outside school <p>Shopping and services</p>
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		<ul style="list-style-type: none"> • Turn Tannery Pub into a Doctors surgery or re-develop • Showcase Cinema needs improvements <p>AAP Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Would like a wider range of shops and things to do • Improved market would be better in Park Street and Station Street <p>A Place for Living</p> <ul style="list-style-type: none"> • The Bridge – fountain should be made to work and obstacles removed <p>Access and Movement</p> <ul style="list-style-type: none"> • Improved pedestrian access behind and around the bus station
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Walsall Multi Faith Forum - 7th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Mike Smith	
External Attendance		
Title of event or meeting: Walsall Multi Faith Forum		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
07/05/2013	Staff gave a short presentation on the documents then answered any questions.	<p>Welcomed consultation and promised to provide links to interested groups and bodies.</p> <p>Saw a need for more housing, especially social and affordable housing.</p> <p>Understood the benefits of locating facilities in centres to serve all kinds of people and to maintain and encourage social inclusion and a sense of community.</p> <p>Wished to see allocations for places of worship (although did not identify any particular sites / interests).</p>

FSS Bus Bloxwich – 8th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe, Mike Brereton, Pete Atwell and Neville Ball	
External Attendance	Between 9.30 and 12.30 we spoke to around 10 people and received 4 individual comments. (It was raining all morning and the centre was very quite)	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
08/05/2013	Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.	<p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Need more smaller homes x 2 <p>Shopping and services</p> <ul style="list-style-type: none"> • Better toilets in Bloxwich Centre x 2

FSS Bus Brownhills – 8th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Sandy Urquhart, Dawn Harris, Pete Atwell and Neville Ball	
External Attendance	Between 13.30 and 16.00 we spoke to around 20 people and received 12 individual comments.	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
08/05/2013	Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.	<p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Need more housing on vacant sites around Brownhills centre <p>Employment</p> <ul style="list-style-type: none"> • Support development that will bring businesses into Brownhills <p>Open Space</p> <ul style="list-style-type: none"> • Support the retention of Open Space at Clayhanger • No proper paths to Chasewater • Should stop Brownhills Common being dug up for minerals

		<p>Shopping and Services</p> <ul style="list-style-type: none"> • No decent clothes shops, greengrocers and places for kids in the centre • Brownhills centre shopping precinct is a concern with most units vacant • More public toilets in the centre, Ravenscourt ones have been closed • Anti-social behavior • Ravens Court is a dive and Brownhills has been forgotten <p>General Comment</p> <ul style="list-style-type: none"> • Great to have the consultation here and thanks for coming • The consultation is really good
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Family Fit ‘n’ Fun Day - 11th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe, Dawn Harris, Pete Atwell, Mike Brereton and Matt Stanczyszyn	
External Attendance	Spoke to around 70 people on the day, received 16 individual comments and had around 15 children complete the colouring competition	
Title of event or meeting: Family Fit ‘n’ Fun Day		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
11/05/2013	We used the Consultation Boards to capture people’s views on the issues and on sites in	SAD Comments

	<p>their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.</p> <p>As this was a family event we set up a coloring competition to capture children's views on what they wanted to see in the Walsall and to gain us more time to talk to the parents.</p>	<p>Housing</p> <ul style="list-style-type: none"> • Money should be put into some of the more deprived areas so that they can develop in line with elsewhere in Walsall – (Beechdale, Leamore and Birchills) • Need smaller homes in Blakenall <p>Employment</p> <ul style="list-style-type: none"> • Brickyard Road (Aldridge) rents have forced some businesses out of the area • Maybrook Industrial Estate – most of the units are empty/derelict so would be better redeveloped for housing • Clean up contaminated areas now <p>Open Space</p> <ul style="list-style-type: none"> • Keep the open spaces free but looked after • Keep Brownhills common the same – no need to cut down the trees • Dog specific area in King Georges Park • Need to re-do the play park in Queens Parade Bloxwich • Darlaston Open Space is poor quality (OS4041) <p>Shopping and Services</p> <ul style="list-style-type: none"> • Keep Rushall Mews Health Facility – not enough in the area <p>AAP Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Keep shopping centres separate and fill vacancy shops • I shop in Walsall centre because of a wider range of shops than Litchfield
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		<p>A Place for Leisure</p> <ul style="list-style-type: none"> • Need more restaurants and free things to do <p>A Place for Living</p> <ul style="list-style-type: none"> • Walsall Town Centre is looking fab – Council has done a good job recently on the centre <p>Transport and Accessibility</p> <ul style="list-style-type: none"> • Public transport need to be improved into the town centre
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Walsall Chamber of Commerce

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Mike Smith	
External Attendance	Walsall Chamber of Commerce	
Title of event or meeting: Walsall Chamber of Commerce		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)

14.05.13	Staff gave a short presentation on the documents then answered any questions.	<p>Supported the preparation of the plans.</p> <p>Need to maintain and provide land for industry.</p> <p>Need to have good road transport links.</p> <p>To attract very large scale investment would need to have a large site near a motorway junction. However, a new site of this kind would need land to be released from the Green Belt.</p>
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Planning 2026 Have your Say Event – 15th May

General “Have Your Say” Public Meeting, Committee Rooms 2 & 3, Walsall Council House (15.05.13)		
<p>Internal Attendance:</p> <p>Mike Smith, Sandy Urquhart, Dawn Harris, Charis Blythe, Matt Stanczyszyn, Mike Brereton, Pete Attwell, Alix Jackson (Development & Delivery), Caroline Glover (Development & Delivery Team), Rob Andrews (Development & Delivery), Richard Chadwick (Development & Delivery) Mark Corbin (Transportation Strategy) Ben Percival (Leisure Services)</p>		
<p>External Attendance:</p> <p>The meeting was also attended by around 30 external visitors, including local residents and representatives from local businesses, land owning interests, community groups and other organisations. 18.00 – 20.00</p>		
Date	Details of Engagement	Notes of Discussions (Minutes of meeting available on request)
15.05.13	The meeting was open for people to arrive from 18.00 onwards.	The main land use issues raised through the “question and answer” session were as follows.

	<p>Refreshments (teas, coffees, biscuits) were available in Committee Room 2, which had been set up as an exhibition area, with display boards and tables arranged around the room. There were three display boards on the SAD (covering key issues and options for Environment, Housing and Industry) and three on the AAP (covering six themes: A Place for Shopping, A Place for Business, A Place for Leisure, A Place for Living, Transport & Accessibility and A Place for Investment). There was also a display of Ward Maps and a map showing the “Choices Sites.”</p> <p>At 18.30 there was a short introduction and presentation by Mike Smith in Committee Room 3, which had been set up “theatre-style” with rows of seats in front of a large screen. The presentation included an overview of the key issues the Council needs to address in the SAD and AAP, and an outline of the timetable for plan preparation and the process. It was explained that the SAD and AAP would be expected to deliver the targets for housing development and employment land supply in Walsall Borough as a whole, and shopping and office development in Walsall Town Centre, set out in the Black Country Core Strategy which was adopted in 2011. Everyone with an interest in the development of Walsall was encouraged to “have their say” on the sites identified so far, and where development should take place.</p> <p>The presentation was followed by a “question and answer”</p>	<p>SAD:</p> <ul style="list-style-type: none"> • Development on brownfield land should be prioritized over development in the Green Belt; • Biodiversity value of brownfield sites should be taken into account when choosing sites for development; and • Housing provision should take into account latest national population and household projections. <p>AAP:</p> <ul style="list-style-type: none"> • Need to improve links between Gigaport area and the rest of the Town Centre; and • Need for improvements to the shops in Stafford Street. <p>Details of the questions and answers have been summarised in a separate note of the meeting.</p> <p>Before and after the presentation, there was an opportunity for people to record general comments on “Post-It” notes at the exhibition stands. No comments were made through this medium, but a number of people completed Response Forms on the night or took them away to complete in their own time. Comments made via Response Forms have been individually recorded on the Council’s main consultation database, and will be included in the schedule of comments to be published on the Council website.</p> <p>The meeting closed at around 20.00.</p>
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	<p>session where Mike Smith and the other Council officers responded to questions from the audience.</p>	<p>This was a reasonably well-attended meeting, although the number of people was lower than expected, given the advance publicity through the leaflets, mail-out and Council website. The Council's input was generally well received, but there were some concerns that not enough time had been allowed for consultation.</p> <p>A more detailed note of the questions and discussion is available on request</p>
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Brownhills Community Day – 16th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe and Matt Stanczyszyn	
External Attendance	We spoke to around 20 individuals and received 5 individual comments. We also had around 8 children complete the drawing competition.	
Title of event or meeting: Brownhills Community Day		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
16/05/2013	<p>Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.</p> <p>As this was a family event we set up a coloring competition to capture children’s views on what they wanted to see in the Walsall and to gain us more time to talk to the parents.</p>	<p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Enough housing in Brownhills area – don’t want to overcrowd the schools • Enough housing in the Brownhills area already • Need more affordable housing in Brownhills • Need more family sized homes <p>Employment</p> <ul style="list-style-type: none"> • Maintain the current industry <p>Open Space</p> <ul style="list-style-type: none"> • Protect Park in Little Bloxwich

Walsall Civic Society - 20th May

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Simon Tranter and Andrew Fuller.	
External Attendance	Ann French, John French, Patrick Kelly, Tony Gray, Trevor Jones, Gordon Whiston	
Title of event or meeting: Walsall Civic Society		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
20/05/2013	General meeting with regeneration to introduce the new Conservation officer.	<p>Discussed that the plans are important because they lead to a framework within which planning applications are considered. If absent, there is a presumption that development should be permitted, so a free for all is likely, for instance, Green Belt development. It also indicates public attitudes to the priority attached to, for instance, employment, transport, green space, heritage, conservation areas, etc.</p> <p>Some issues about public transport were discussed, for instance the inadequacy of Bradford Street Bus Station, connection with Wolverhampton - rail v Metro, enhancing the railway station to capitalise on electrification to Rugely, improving connectivity between the three transport hubs, etc.</p> <p>The Church Hill site was raised as it's not in good shape and not enough use by the general public to discourage anti-social behaviour.</p>

Planning 2026 Pop-Up Shop 20th – 26th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe, Matt Stanczyszyn, Pete Atwell, Sandy Urquhart, Alix Jackson (Development & Delivery), Caroline Glover (Development & Delivery Team), Rob Andrews (Development & Delivery),	
External Attendance	We spoke to around 140 individuals with the most popular days being the Tuesday and Saturday. Overall we received 69 individual comments.	
Title of event or meeting: Planning 2026 Pop-Up Shop		
Date	Details of engagement	Notes of Discussions
20/05/2013 – 25/05/2013	 <p>During the week of the 20th May we took over a vacant shop in the Saddlers centre and opened it to the public over lunch time and all day on the</p>	<p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Most new housing design is very poor and too small units • More apartments and smaller houses • More bungalows and smaller houses • Affordable housing • Plots for self-builders <p>Employment</p> <ul style="list-style-type: none"> • Need more industry and jobs, including redeveloping Broadwalk for industry • Less housing, more industry and jobs • Vacant industrial land should be developed with housing: there will never be a need for industry on these sites <p>Open Space</p>

	<p>Saturday. In the pop-up shop we had the Planning 2026 display boards, the consultation boards, the annotated ward maps, the interactive mapping and the children’s colouring competition.</p> <p>We also had response forms that related directly to the display boards so people could complete these as they made their way around the room. The shop was staffed over the lunchtime during the week so people could come in and ask us any questions. We also had the shop open all day on the Saturday to try and capture the views of those who use the centre at the weekend and are perhaps at work during our other events.</p>	<ul style="list-style-type: none"> • Lots of open space in Aldridge so you should build on some • Open space needs to be invested and maintained x 2 • Dog poo is an issue • Victoria Park (Darlaston) should be better maintained • Palfrey Park not safe as used at night by drug users etc • More open space • Make more of the canal • Please be mindful of people in Darlaston: they want some green spaces too. • Big no to development of site CH27 (former Moxley Tip): this is the only green space left in Darlaston for people: you have taken the park, there are loads of old factory sites to develop first. Please let us have some quality space in Darlaston • Retain CH90 (Walsall Rugby Club) as site is used and matches are played here • Keep site OS4060 (Bentley Road South) as open space as it is well used: the employment allocation should be removed. <p>Shopping and Services</p> <ul style="list-style-type: none"> • Stop focusing on Walsall Town Centre and invest in Brownhills • Support town and district centres • More facilities for children and young people in Delves area • Council services are first class • Protect South Walsall Library on West Bromwich Road for community facilities <p>Transport</p> <ul style="list-style-type: none"> • Need rail service to London: Walsall is largest town in country without a London rail service
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		<ul style="list-style-type: none"> • Restore Walsall to Stourbridge through Dudley rail links • Tram / Metro linking Tipton to Wednesbury to Walsall Town Centre • Metro station should run near railway in Bescot area. • Less cars, more trees • Better access for people with limited mobility • Some roads in Willenhall get very busy with large lorries • Restore Walsall to Lichfield to Derby rail service <p>Green Belt</p> <ul style="list-style-type: none"> • Only develop on derelict land, leave Green Belt alone • Keep CH87 (Stencills Farm) as Green Belt • Not so concerned at development in Green Belt <p>Other</p> <ul style="list-style-type: none"> • Councillors need to walk around to see Walsall for themselves • Accept mineral working provided land is restored for nature and recreation <p>AAP Comments</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Put the Market back to original location x 4 • Stop covering Sister Dora • Market should jsut go now, makes town look untidy • Decrease rent for market traders and improve storage for traders • When is Old Square going to be revamped? It is an eyesore • Why not use an empty unit as a crèche for shoppers • No shops out of the town centre as we have vacant units • More different types of shops and fill vacant units
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		<ul style="list-style-type: none"> • Indoor market, more food stuff and larger goods with places to eat • Refurbish current shops and offices, don't build new ones <p>A Place for Living</p> <ul style="list-style-type: none"> • Clean up the Arcade between Bus Station and Park Street • More toilets in town centre, including disable toilets • Wasted space in front of St Paul's Church at The Crossing • Town centre green space • Try and maintain the drains <p>A Place for Leisure</p> <ul style="list-style-type: none"> • Waterfront should be used for a skate park/bowling activities for young people. Then have cinema next to Tesco • Gala baths is very poor quality and needs refurbishment • Keep Gala Baths open as it is the only attraction in the centre x 2 • Cinema and night time activities for young people <p>Access and Movement</p> <ul style="list-style-type: none"> • Develop the rail station • Too many people and buses at Bradford Interchange • Bus station is poor: needs modernisation and is only a few years old • Better links between Town centre and Crown Wharf: too far apart • Zebra crossing by Tesco for students: easier access for students • Paving and footpaths need to be repaired as dangerous • Issues with parking along road by Tesco's • Free parking all over town centre
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FSS Bus Aldridge – 22th May

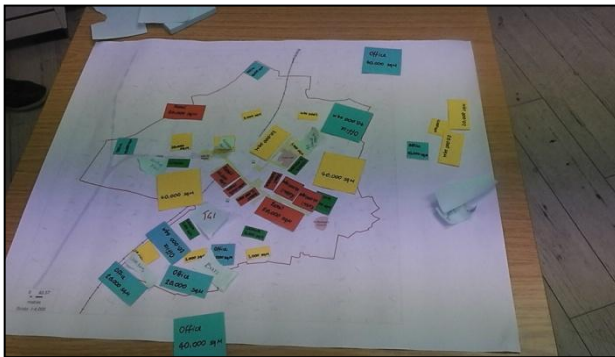
Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Sandy Urquhart, Pete Atwell and Dawn Harris	
External Attendance	Between 9.30 and 12.30 we spoke to around 34 people and received 4 individual comments.	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions
08/05/2013	Here we used the Consultation Boards to capture people’s views on the issues and on sites in their area. We also took with us and talked through annotated versions of the ward maps that covered the related area. We had hard copies of the documents for people to take away with them if they wanted and some hard copies of the response forms.	<p>SAD Comments</p> <p>Housing</p> <ul style="list-style-type: none"> • Thousand of houses proposed, need to understand implications for schools and health facilities etc <p>Open Space</p> <ul style="list-style-type: none"> • Aldridge Airport and playing field (OS1011) should stay as current use <p>General</p> <ul style="list-style-type: none"> • Concern raised over the Council’s priorities and money being spent on Primark/co-op • Footpath linking to the Croft across Rockery Lane and Ellas Post Box footpath are in poor condition.

Walsall Disability Forum – 23rd May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe and Mark Corbin (Transportation Strategy)	
External Attendance	Walsall Disability Forum Members	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions
23/05/2013	We went along to Walsall Disability Forum to introduce the group to the plans and consultation. We did a short presentation about the plans then answered a few questions around transport and developments in the town centre.	In was agreed that it would be beneficial to design a specific consultation event that would reach as many disability groups as possible in way that would allow us to capture individual's views on the day. We discussed this idea with the group and talked about suitable methods.

Walsall College Workshop – 24th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe and Sandy Urquhart	
External Attendance	9 students from the College and their teacher Cordelle Taylor	
Title of event or meeting: AAP Workshop		
Date	Details of engagement	Notes of Discussions
24/05/2013	<p>Students came to Create@48 along with their lecturer and were briefed by Charis Blythe and Sandy Urquhart about the Walsall Town Centre AAP.</p> <p>We started off the workshop by explaining the plan and why we are doing one. We then asked them what would be their vision for the town centre. After this we started to walk around the town centre to view development opportunities where we had some discussion around the key sites in the centre. Returning to the shop unit the students were briefed about various topics and asked what they thought the issues were. They worked through the various questions included on the Planning 2026 display boards and provided written answers for the AAP topics that they found interesting.</p>	<p>We started by asking them what would be their vision for the town centre. The students responded by listing a number of things they would like to see (Group under themes for analysis):</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Market needs a face lift x 2 • More branded shops x 9 • Renovations of current shops to make them look fresh • Expand the shopping centre x 3 <p>A Place for Leisure</p> <ul style="list-style-type: none"> • Cinema x 3 • Bowling/ice skating x 4 • Go karting • Family attractions x 4 • Landmark attractions x 2



Following this, they concentrated on a plan of the town centre and were asked to organise where they would like development, with the aid of blocks of floorspace representing retail, office, leisure and other developments, to make up the targets of 85,000sqm of new comparison retail floorspace, 220,000 sqm of office floorspace and other development, such as housing and leisure.

- Events x 2
- Art sculptures
- Bridge street should be made into a night destination x 2
- More restaurants x 4
- More Bars
- More hotels
- Less food vans x 3

A place for Living

- Cleaner x 4
- Better seating x 4
- More greenery x 4
- Less empty buildings
- To feel safer

Access and Movement

- Re-vamp the bus station

After this we started to walk around the town centre to view development opportunities and talk about some of the issues. Returning to the shop unit the students were briefed about various topics and asked what they thought the issues were. They could choose some topics to complete questions on and this has been summarised below:

A Place for Shopping (2 students)

- 1) What do you think are the key issues around shopping in Walsall Town Centre?


		<ul style="list-style-type: none"> • Shops – tacky and unclean • Need more to be inside • Not enough family shops • Trains not direct – could go to Wolverhampton, London etc • Too many vacant shops <p>2) What do you think of the current shopping experience? What changes are need to improve shopping in Walsall Town Centre?</p> <ul style="list-style-type: none"> • Shops could be updated • Could have American style sweets and Krispy Kreme donuts on the stands inside Saddlers centre • Update the shops – e.g. Forever 21 • More modern shops, two storey • Pop-up shops in unused areas <p>3) Where should major new retail investment be located? Park street and St Matthews x 2 because some shops could expand and fill the spaces and the shops could have more floors</p> <p>4) Where should the market be located? What changes are need to ensure its long term success?</p> <ul style="list-style-type: none"> • In the centre near Dora Statue, less market stalls – having lots selling the same thing makes it look crowded • The market should stay where it is now. <p>A Place for Business (2 students)</p> <p>1) What do you think are the key issues around business in Walsall Town Centre?</p> <ul style="list-style-type: none"> • Many businesses have been shut down which has resulted in jobs loss • Retail space is too expensive so retailers are leaving or opting for cheaper shop
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		<p>units</p> <p>2) What can we do to create demand for offices and a strong business environment?</p> <ul style="list-style-type: none"> • New businesses should be located closer to the motorway and the railway station to make sure businesses can easily access the rest of the country • Put more businesses around Walsall College away from main centre • Group the offices at the Gigaport • Cheaper rents • Create all types of offices such as call centers, financial institutions and retail headquarters <p>3) What should happen to current industrial uses?</p> <ul style="list-style-type: none"> • The current industrial units could be renovated into retail shops or leisure <p>4) Do you have any suggestions for how we can ensure businesses in the town centre are successfully relocated to more suitable locations?</p> <ul style="list-style-type: none"> • They should be located to areas with better transport links • Engage with all types of businesses around the issue <p>A Place for Leisure (4 students)</p> <p>1) What do you think are the key issues around leisure in Walsall Town Centre?</p> <ul style="list-style-type: none"> • There aren't enough leisure activities for families and children • Not enough activities for young people and not enough awareness of what is available • Swimming pool facilities aren't well advertised • There are not enough activities in the centre – just shops and a few restaurants
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		<p>2) How can we make the centre vibrant in the evenings? How can we make the most of the canal and improve links with the Arboretum?</p> <ul style="list-style-type: none"> • Give the town a more up-market feel – cocktail bars etc. but still in keeping with the tradition of Walsall. • Less crime and thug behaviors – change attitude and tolerance • At the Waterfront have more stores e.g. restaurants/bars and also a cinema and bowling alley as this would attract more attention in the evenings and in the daytime for a more younger audience • Leisure facilities need to be open for longer • More facilities for children so parents can drop them off when they go shopping • Events could be held at the Arboretum such as fairs and festivals • Have more exciting street lights in the areas of night time attractions • More paths and walkways along the canal so they become more of a attraction • The pathway to the arboretum could be made easier and more obvious <p>3) What should happen to Gala Baths if a refurbishment is not possible? What sort of sport, leisure, and active recreation facilities should be provided?</p> <ul style="list-style-type: none"> • Create a space for more facilities elsewhere in the centre such as basketball, tennis, badminton and football pitches • Rock climbing would bring something new to the centre • It could be made into a gym or knocked down and made into a park for children. • Family leisure facilities with connected restaurants • More football, dance and racquet sports should be provided • Could replace Gala Baths with a multipurpose sports hall • Could be used as a skate part – good location for kids to get to. • Town centre needs a complex with pool tables, ice skating and arcade games (could connect with College where you get tokens for performance to play on the arcades) <p>4) Where should major new leisure developments be located?</p> <ul style="list-style-type: none"> • Should have all leisure development together in close proximity to each other to
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		<p>create more of a destination</p> <ul style="list-style-type: none"> • Spread the facilities out to attract people to all parts of the centre, also the canal side is very exposed so could only have indoor facilities <p>A Place for Living (2 students)</p> <p>1) What do you think are the key issues around living in Walsall Town Centre?</p> <ul style="list-style-type: none"> • Could be noisy with anti-social behavior and people hanging around in the evenings • The house aren't that big • The area is very bust due to traffic <p>2) Should further housing be allocated? How do we promote new community facilities and safeguard existing facilities?</p> <ul style="list-style-type: none"> • Too much housing would change the appearance and feel of the town. Parking and noise would become a problem for residents • No more housing needed within the town centre as there is a lot already • Promote new community facilities by sign posting them and doing a advertising campaign <p>3) How can the charter of the town centre be enhanced?</p> <ul style="list-style-type: none"> • Don't try and completely change it as you will use what walsall is about and its past. Not everything has to be modern but more should be done to make buildings look appealing without too much modification. • Identify buildings that add to the charter and should be protected <p>4) How important is heritage to Walsall? How can linkages between Park Street and other parts of the centre be improved?</p> <ul style="list-style-type: none"> • Heritage is really important so you need to bring the history out more and make use of the nice old buildings
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		<ul style="list-style-type: none"> • It's very important – historic buildings should be preserved. <p>Transport and Accessibility (2 students)</p> <p>1) What do you think are the key issues around access in Walsall Town Centre?</p> <ul style="list-style-type: none"> • Not enough awareness of the trains • Bus station could be expanded to allow for more buses • Relocate the train station • The trains station does not have enough services, its unattractive and dingy – quite intimidating at night • Bus station roof has holes which the rain comes through • Parking needs to be free as would attract more people <p>2) How could access be improved?</p> <ul style="list-style-type: none"> • Car parks in good locations at both ends of the town. Saddlers carparking in unappealing especially compared to Crown Wharf • Poundland building at the top of town needs to be knocked down, small shops/cafes could be built at the opposite side to the Art Gallery facing it to create a walk way rather than a big open space • Railway station needs to be designed so its more open plans and inviting with a better carpark • Bus station needs to be improved and the railways station expanded • The trains could run from Wolverhampton and Sutton • Smaller carparks are needed in certain places the one really big one close to the centre • Improve Saddlers centre parking <p>3) What improvements are needed to public transport into and around the centre?</p> <ul style="list-style-type: none"> • Re-develop St.Paul's into a bus station with larger capacity • Develop a new multi-modal facility at Station Street as this would make
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		<p>everything closer together but may impact on the bottom of town as there would be less people.</p> <p>Following this, they concentrated on a plan of the town centre and where asked to organise where they would like development, with the aid of blocks of floorspace representing retail, office, leisure and other developments, to make up the targets of 85,000sqm of new comparison retail floorspace, 220,000 sqm of office floorspace and other development, such as housing and leisure. The students were split into two groups for this exercise and asked to explain how they decided where the floorspace would go:</p> <p>Group 1:</p> <p>Retail Floorspace – Retail has been placed in the main centre so it's easy to access and not near offices – this would increase customers and help improve the quality of shops available.</p>  <p>Office Floorspace – Group together away from the shopping centre as this would create an area of high-class offices that attracts new businesses</p> <p>Other Development – Art structure and spaces for families. A coffee shop near the trainstation. An art landmark in the middle of the shopping area. Poundland knocked down.</p> <p>Group 2:</p>
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		 <p>Office Floorspace – Placed on the outskirts of the town so it's separate from the retail. There are also better road links here.</p> <p>Other Development – Cinema to attract locals as the nearest one is too far away.</p>	<p>Retail Floorspace – Placed in the town centre to attract customers. Also placed near bus stops and train station to provide easy access to customers</p>
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Planning 2026 Have your Say event, Aldridge – 28th May

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Councillor Mike Flower, Aldridge North & Walsall Wood Ward, Councillor Keith Sears, Aldridge North & Walsall Wood Ward Councillor Anthony Harris, Aldridge North & Walsall Wood Ward, Councillor John Rochelle, Aldridge South & Central Ward Councillor John Murray, Aldridge South & Central Ward, Councillor Rose Martin, Paddock Ward Mike Smith, Sandy Urquhart, Dawn Harris, Mike Brereton, Pete Attwell,	
External Attendance	The meeting was also attended by more than 100 residents from Aldridge North & Walsall Wood Ward, Aldridge South & Central Ward and surrounding areas of the borough.	
Title of event or meeting: Planning 2026 Road Show		
Date	Details of engagement	Notes of Discussions (Separate note available on request)
18.30 – 20.30 28.05.13	<p>The meeting had been organized by Aldridge North & Walsall Wood and Aldridge South & Central Ward Members, because of concerns about potential development sites in the Green Belt. A leaflet had been circulated to residents in Aldridge North & Walsall Wood and the meeting was also publicized in Aldridge South & Central Ward. Other Council Members were also invited as was Sir Richard Shepherd MP, but he was unable to attend and sent his apologies.</p> <p>The meeting began at 18.30 with a brief introduction by Councillor Mike Flower. This was followed by presentation by Mike Smith, which included an overview of the key issues the Council needs to address in the SAD and AAP, and an outline of the timetable for plan preparation and the process. It was explained that the SAD and AAP would be expected to deliver the targets for housing development,</p>	A significant number of people said they objected to the sites identified for possible development in the Birch Lane area. Several people expressed strong objection to the proposed Aldridge mineral “area of search” (MXA1) and potential mineral extraction site at Birch Lane (MXP1), on grounds of impacts on residential areas in Druid’s Heath and Lazy Hill from noise, dust, traffic, loss of open views, and impact on property values, even though it was explained to them that the “area of search” is identified in the Core Strategy, and the boundary must be defined in the SAD. There were also objections to potential housing development on the Choices Site at Birch Lane (CH12), and concerns that the development of significant numbers of new homes at Sandhills (CH34)

	<p>employment land supply, and development in Walsall Town Centre, in the Black Country Core Strategy, which was adopted in 2011. Local residents were encouraged to “have their say” on where development should take place in their area.</p> <p>The presentation was followed by a “question and answer” session where Mike Smith and the other Council officers responded to questions from the audience. Exhibition boards had also been placed around the room, allowing people to view the displays and talk to the Council officers about their concerns before the meeting and following the “question and answer” session. There was also a laptop available so that people could view the SAD and AAP documents online.</p> <p>People were able to make comments at the meeting through the “question and answer” session, and individually in conversation with the Council officers before the presentation and after the questions and answers. Response Forms were also available for people to complete on the evening or to take away. Comments made via Response Forms have been individually recorded on the Council’s main consultation database, and will be included in the schedule of comments to be published on the Council website. Comments made verbally at the meeting (including the questions and answers) have been summarised in a separate note of the meeting.</p> <p>This was a very well-attended meeting, and the Council’s input was generally well received. However, some people expressed anger that the SAD document had identified sites near them for possible</p>	<p>could impact on the capacity of local schools.</p> <p>There were also objections to proposed restoration of former Aldridge Quarry by landfilling with waste (WP1), and objections to potential long-term future landfill proposals at Sandown Quarry and Atlas Pit (WP3, WP9), on grounds of noise, dust, traffic and risks from depositing of toxic waste. Even though Council officers explained that the mineral permission at Aldridge Quarry requires restoration with inert waste only, some people did not accept this, probably due to past experience on other sites. Concerns were also expressed at the meeting about the risks from the “Sealosafe” site (former Empire/ Butterley Quarry) and two nearby mineshafts, where toxic waste had been deposited in the past.</p> <p>Some people also felt that insufficient time had been allowed for consultation and that the period should be extended. Mike Smith explained that in fairness to those who had already commented, the Council was not proposing to do this, but there would be further opportunities to comment on the plans, and officers were also willing to meet with residents’ groups to discuss any issues of concern to them outside of the consultation period.</p>
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	<p>development, and felt that their comments would be ignored. It is clear from the meeting that many residents in Druid's Heath and Lazy Hill are opposed to any development in the Green Belt, and the type of mitigation that could be put into place is unlikely to be sufficient to overcome all of the objections to mineral extraction. Some people do not accept that mineral extraction should take place in the Green Belt even though it was pointed out to them that the NPPF allows this.</p>	
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Consultation with Gypsy and Travellers groups - 29th May and 30th May

Topic: SAD Consultation Event with gypsies and travellers		
Internal Attendance	Neville Ball and Rashida Hussain	
External Attendance	Hubert Clee (owner of traveller site at Walsall Road, Great Wyrley), Pauline Lee, Denis Latham (G and T community advocate), Jennie Jones (Willenhall Lane Site Manager)	
Title of event or meeting: Walsall Multi Faith Forum		
Date	Details of engagement	Notes of Discussions
29/05/2013	Two meetings were held with members of the community and support workers. Attendees were invited to attend by Housing Support officers. At Willenhall Lane, a poster advertising the meeting was also displayed in the community building on the site.	<ul style="list-style-type: none"> • In the main ensure a mixed site (including travellers and gypsies) which is not managed by a particular family or group • A site which is taken on by gypsies and travellers is required to be managed by a strong individual who is able to manage site

	<p>The meetings took the form of a round table discussion following an introduction by a member of the Planning Policy Team. Several questions were asked and a map of potential new sites was displayed. The content of the introduction, the list of questions and the map are contained in separate documents.</p> <ol style="list-style-type: none"> 1. What features would you be looking for in a site (location, layout etc.)? 2. Would any of the sites on the map be suitable for a G & T or Showpeople site (see the BCCS and national policy criteria)? 3. Are there are any other sites that might be suitable for a G & T or Showpeople (see the BCCS and national policy criteria)? 4. Do you know about anyone who is currently looking for a pitch or plot, or will need one in the future? This might include anyone who is currently living in bricks and mortar or on a site that is overcrowded or otherwise unsuitable, or families with children who are likely to want their own homes in the future. 	<p>appropriately</p> <ul style="list-style-type: none"> • “Problem” families are best housed in conventional social housing where support can be provided by anti-social behavior officers and the Police • The participants were aware of people purchasing their own plots independently but then having issues with planning regulations when they tried to set-up a home there • The main issue raised with the location of a new site were that areas would need to be considered carefully preventing any prejudice from local people <p>It was stated smaller sites for families for sale (ranging between 3 to 4 plots) was a way forward</p>
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Topic: SAD Consultation Event with gypsies and travellers		
Internal Attendance	Neville Ball and Rashida Hussain	
External Attendance	Several residents of Willenhall Lane Site, Jennie Jones (site manager), Sue Allman(enforcement officer)	
Title of event or meeting: SAD Consultation Event with gypsies and travellers (meeting at Willenhall Lane G & T Site)		
Date	Details of engagement	Notes of Discussions
30/05/2013	<p>Two meetings were held with members of the community and support workers. Attendees were invited to attend by Housing Support officers. At Willenhall Lane, a poster advertising the meeting was also displayed in the community building on the site.</p> <p>The meetings took the form of a round table discussion following an introduction by a member of the Planning Policy Team. Several questions were asked and a map of potential new sites was displayed. The content of the introduction, the list of questions and the map are contained in separate documents.</p> <ol style="list-style-type: none"> 1. What features would you be looking for in a site (location, layout etc.)? 2. Would any of the sites on the map be suitable for a G & T or Showpeople site (see the BCCS and national policy criteria)? 	<ul style="list-style-type: none"> • The group stated there was a need for more plots for the gypsy and traveller community • Participants were aware of families/people who were seeking plots and thought there would also be a projected future need • Information on the last 20 incursions – 60% of people asked if there were any vacant plots • There is a need for transient plots (2/3) which form part of a bigger site for use by visitors to the permanent site • A site should be no more than 20 pitches consisting of 18 permanent and 2 transient pitches for visiting family/friends and for emergencies • Town centre is not an ideal location for a site as this would be too busy and there is a potential negative impact from people using the town centre • Management of a site should be through a public body like a council

	<p>3. Are there any other sites that might be suitable for a G & T or Showpeople (see the BCCS and national policy criteria)?</p> <p>4. Do you know about anyone who is currently looking for a pitch or plot, or will need one in the future? This might include anyone who is currently living in bricks and mortar or on a site that is overcrowded or otherwise unsuitable, or families with children who are likely to want their own homes in the future.</p>	<ul style="list-style-type: none"> • Brownhills is not an ideal location due to harassment feared by members of the gypsy and traveller community • There is a market for smaller sites where planning has already been obtained for residential pitches • Participants felt a mixed rent/ownership site would not work as it would cause separation and there would be management issues. For cultural reasons, travellers do not like to re-occupy a pitch that was previously occupied by a deceased member of the same family: for this reason, pitches are not normally “inherited” by being passed from one generation to the next. <p><i>Ideal Areas for a site (in preference order):</i></p> <ul style="list-style-type: none"> • Goscote Lane /Slacky lane – this area is seen as an area with high demand from the gypsy and traveller community. It is rural in some ways but also is closely linked to schools, amenities and the transport network. It was stated this area was gifted to the community and was accepted by the gypsy and traveller community as an acceptable area. It was also stated the site is of a comfortable distance from built-up areas, therefore reducing any potential conflict • Moxley/Darlaston – this area was stated as a potential site with Harrowby Road area being the main location • Noose Lane site (Willenhall) is gypsy only and has a reputation for only housing the gypsy community and being in poor condition – this area has a need but potentially is only being met through a private site which could be expanded.
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Meeting with South Staffordshire Council - 6th June

Topic: SAD & AAP Introduction to the plans and the consultation		
Internal Attendance	Sandy Urquhart and Mike Smith	
External Attendance	Ed Fox, Kelly Harris, Andy Johnson, Grant Mitchell, Amanda Willis	
Title of event or meeting: Duty to cooperate meeting with neighbouring authority South Staffordshire		
Date	Details of engagement	Notes of Discussions (Minutes of meeting available on request)
06/06/2013	<p>Discussion around the SAD especially on employment land issues. Walsall set out the current land supply and the options that are included in the issues and options documents.</p> <p>Generally endorsement for option 2 in the employment chapter.</p>	Minutes of meeting available on request

Walsall W'Eyes Group – 6th June

Topic	AAP and SAD consultation	
Internal Attendance	Neville Ball, Charis Blythe, Alix Jackson	
External Attendance	Walsall W'Eyes Group	
Title of event or meeting: Walsall W'Eyes group meeting		
Date	Details of engagement	Notes of Discussions
06/06/13 7pm	We were invited along to a Walsall W'Eyes meeting to introduce the AAP and SAD to the group and to undertake some consultation with them to capture their views on the plans. We gave a brief presentation outlining what the plans are and why we are doing them. Questions were then invited on general topics before focusing on transport issues in the town centre. Main points of the discussion are listed in the evidence column.	<ul style="list-style-type: none"> • There are many vacant shops already in the town centre, why are we proposing to build more units? (CB explained about making sure the shops are suitable for retailers' needs). • Shouldn't forget about the smaller and local shops in the effort to attract national retailers and suit their needs, what is being done to support local businesses not just in setting up but to stay in business? Rents and business rates too high. • Older shops are often unsuitable for accessing with a wheelchair so in this respect new shop developments are often better. • Need more youth provision in the town centre such as leisure facilities, to give young people something to do and stop them loitering and causing trouble. • The arboretum improvements are good but there is still a lack of drink and toilet facilities which are important to visitors. • Regeneration is necessary as an injection of investment is needed to brighten the place up and attract more people and further investment. • A cinema would be a really good thing for the town centre. • It was felt that there was a high standard of planting and greenery in the town centre but that this was very important to improving the environment, attracting people to visit and making the area feel safer. • The Market currently sells a lot of low quality products, used to be much better in terms of buying fresh produce, meat, household products etc. Not as good as it used to be. Speciality markets

		<p>such as Italian market are good and would like to see more.</p> <ul style="list-style-type: none"> • The top of Bridge Street by the Royal Hotel is very run down and derelict, should try to get investment here. • Some of the group felt that more housing would be beneficial for the town centre to attract more people to use it, but others felt that there were already too many properties that were vacant or difficult to sell/let. Housing needs to be affordable, at the moment private landlords are often too expensive. Housing also needs to be accessible for an older generation as they are the people who are more likely to use the town centre and local facilities. • Need to make sure the town centre is an attractive place to live. More greenery would be good, and bringing in more restaurants and a cinema – something other than just the drinking venues we currently have. More youth facilities in order to keep them off the streets. A theatre or multi-purpose performance venue would be really good for the town. • Need better security in the town centre if putting more housing/ shops/ facilities in and attracting more people in, although police already very stretched. More CCTV would be good but only if people are actually watching it, to put people off committing crime rather than just accessing it after crime has happened <p>Transport discussions:</p> <ul style="list-style-type: none"> • St Paul’s bus station is very chaotic. It was felt it would be easier if all buses stopped in one place as this is easier for people who are unfamiliar with the town to find where they need to catch the bus from. • Bus timetable screen is very difficult to see, too high up. • De-pedestrianisation could be beneficial for people with mobility issues as they wouldn’t have to go as far to the bus station eg if buses came closer to Park Street. • Would the tram/metro proposals ever come forward? • Would be good to pedestrianise the area between Tesco and Boots as crossing this road is often very dangerous. • Some areas seem to be pedestrianised but actually allow vehicles at certain times, this can be very off putting for visually impaired people as they are not expecting vehicles. Park Street needs to be better monitored for people driving down it. • Some safety concerns about making St Paul’s bigger, already a lot of buses entering and leaving
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		<p>and can be difficult for pedestrians, could be worse if station was expanded. Already very congested, badly designed. Likewise if more buses were stopping at Bradford Place. Although it was felt it was better to have all buses in same place for ease of use, some concern over the sheer number of buses stopping in one place.</p> <ul style="list-style-type: none"> • There could be a need to keep Royal Mail in the town centre – difficult to move. • Station Street interchange option generally positively received, good to have the buses stopping next to the train station, keeping everything in one place. • Bradford Place Interchange also could be a good idea provided the Cenotaph and greenery in that area is protected. This area is currently congested and difficult for pedestrians to move around, would be better to use Jerome Retail Park so that buses don't actually have to go as far as the Cenotaph. • Rail services – disappointing that the trains do not go to Wolverhampton or London. Services between Birmingham and Walsall are often very crowded, need more provision on popular routes. • The group were generally happy with the location of taxi ranks in the town centre. • Parking – the group are more affected by where people are able to drop off and pick them up in the town centre. Also need to bear in mind the time it takes to get out and set up a wheelchair – a drop off can take half an hour. • It was felt that currently car parks are much too scattered around the town centre. A new multi-storey in a central location would be better, then the smaller car parks could be sold, and also restrict parking on the streets. Some car parks are very dilapidated and should be redeveloped as something else. Super car parks seem like a good idea and the proposed locations (SMQ, Waterfront, Gigaport) seem accessible and well spaced. • The group stressed they were keen to maintain their involvement in the AAP process.
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Walsall Disability Forum – 20th June

Topic: SAD & AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe, Mike Smith, Sandy Urquhart, Dawn Harris, Matt Stanczyszyn, Alix Jackson (Development & Delivery) and Simon Purohit (Transportation Strategy)	
External Attendance	17 members of the public attended	
Title of event or meeting: Have your Say – Walsall Disability Forum Event		
Date	Details of engagement	Notes of Discussions
23/05/2013	We arranged this event in partnership with Walsall Disability Forum. It was felt that a tailored event would help us capture the views of disability groups which are unfortunately too often an underrepresented voice. We made the original presentation that was given at other events more accessible and provided a sign language interpreter. We used the same Planning 2026 display boards along with some more tailored methods of capturing views including: a selection of town centre photo's that attendees could talk through explaining what they liked and disliked, and, pictures of all the issues the plans cover which individuals could vote on allowing us to understand the important issues to the	<p>Activity One: Attendees were given 5 stickers and ask to select what topics they feel are a priority for the plans to address.</p> <p><u>Clean streets = 7</u>, Health services = 4, Education = 3, Facilities for young people = 2, Activities for teenagers = 5, Good housing = 4, Community activities = 1, Jobs = 2, Levels of traffic congestion = 1, Lowering pollution = 0, Parks and Open Space = 2, Access to nature = 1, Levels of crime and anti-social behaviour = 4, Shopping facilities = 2, <u>Roads and pavements = 8</u>, Public transport = 4, Strong, diverse communities = 2, Sports and leisure = 2 and finally Cinemas and theatre = 4</p> <p>Activity 2 : Attendees were ask to talk through Town Centre Photos saying what they like and dislike</p> <p>Mr & Mrs Allen:</p> <ul style="list-style-type: none"> The pedestrian crossing between the bus station and Park Street Arcade is a very poor pedestrian route and often dangerous. The arcade itself is very dated and a poor first impression of Walsall – this is the first thing people see when they get off the bus. Also rules about who can use this road/crossing aren't enforced.

	<p>group.</p> <p>We took notes of the attendee's views on all the materials and on the issues raised so we could use this as the group's representation on the Issues and Options plans. It was felt this was a crucial part of the exercise as many of the attendees may be unable to access the plans themselves. Although this is outside the consultation period it was felt that due to the necessary arrangements needed to meet the needs of this specific groups needs that this was a reasonable adjustment to make.</p>	<ul style="list-style-type: none"> • There isn't any disabled parking by Gala Baths which mean they don't use the baths. The disabled parking near St Paul's is still too far to walk. • Tend to use disabled parking by Asda, although this is a long walk to Park Street. On-street disabled parking is usually full or not well located. <p>Wendy Evans:</p> <ul style="list-style-type: none"> • Many people don't feel safe in the town centre, issue with crime and the perception of crime. Feel there are a lot of drug addicts and drunks who are intimidating. • The area of public realm by the Civic Centre is nice but is generally unusable by most people due to the number of kids using the area for skating and riding bikes. This puts people off using the area and makes it unsafe for older people to use. This should've been considered when it was first designed. • The area by the bus station at the back of the sorting office is often dangerous for older people due to the number of cars, vans, people with trolleys etc coming in and out. <p>Alan Brandwick</p> <ul style="list-style-type: none"> • St Paul's bus station is not user friendly and not easy to find your way around, especially if you are new to Walsall. Bradford Place bus station isn't much better as it is very congested. • Park Street is also not that user friendly for people using wheelchairs as there are too many people riding on bikes and the area gets very busy on a weekend. Similar issues in other areas as well. • Parking is very expensive in the town centre, tend to use supermarket car parks that are cheaper/free and have good disabled parking. <p>Ian Roberts:</p>
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		<ul style="list-style-type: none"> • Bridge Street is very run down and needs investment, although the upper floors are nice especially around Subway, but the ground floors are poor. • The area at the back of the rail station by M&S delivery area is also poor. • Park Street Arcade and Butler’s Passage are both very poor environments. • Like the Civic Quarter, this is a nice environment. • Waterfront is a good location for leisure developments. <p>Alison Davies (Mencap):</p> <ul style="list-style-type: none"> • Very important not to lose the Gala Baths, it is very well used by disabled groups and is in the best location, many will not be able to travel further out to use such facilities. The brine pool is very important too and should be protected. However the Baths would benefit from better parking and disabled parking facilities. • Waterfront is a good location for leisure developments, especially for older people. • The traffic lights at the Arboretum junction are very confusing, take a long time to get across and do not feel safe. • Provided separate list of points (attached). <p>Graham Smilt:</p> <ul style="list-style-type: none"> • The bus station can be very threatening. It is very dark and there are too many places where people can hide. The slope at the side of the station can be a hostile area. Groups of young people congregate by the toilets, the slope and the bus stops and there are often fights. The whole station can feel very intimidating. • Some parts of the town are difficult to cross the road, especially where traffic bottlenecks. • People often get dropped off by Wisemore, which means a lot of cars and can be dangerous as a pedestrian. This road is a bit of a rat run.
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		<p>Tim Marren (Walsall Voluntary Action):</p> <ul style="list-style-type: none"> • Interested in some sort of Community Infrastructure Building or ‘hub’ which could bring together a number of voluntary and community organisations into one building. A lot of these organisations are already based in the town centre, beneficial to locate together. Interested in the Challenge building. Having some discussions with Nick Ford in Estates amongst others in the Council about this. • Likes the Goldmine building, this is a great space for young people and very high quality building. Very well used and could be expanded, shows there is a market for community buildings and social enterprise. • Sits on Walsall Creative Network which is to do with creative and arts activities. Would be interested to get their perspective on the AAP. • Would like WVA (and other groups such as the Creative Network) to be involved in the AAP as it moves forward, very keen to be involved and promote community and voluntary sector views. • Contact details: Tim Marren, Chief Executive of Walsall Voluntary Action (WVA). Email Timm@walsallva.org.uk or telephone 01922619840. <p>Ellen Couchman-Crook (Housing, WDF Services Ltd):</p> <ul style="list-style-type: none"> • Most of the town centre not too bad for disabled access as not too many steps etc. But access into some of the shops is poor, the older shops have very narrow doorways, eg. shops on Bridge Street by Subway. • The Market sometimes has products spilling out into the street and A boards which can cause access problems for wheelchair users and pushchairs. <p>Peter Mullins:</p> <ul style="list-style-type: none"> • St Paul’s bus station can be very daunting and dark. It is often confusing as people don’t know where to cross. • Pedestrian routes have changed with the opening of Tesco and the College, people are
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		<p>now often walking behind Poundland and Wilkinsons buildings but this route isn't really fit for that purpose as it is narrow and unattractive.</p> <ul style="list-style-type: none"> • Going between the College and the town centre there isn't really any safe route and this can be quite inaccessible. Many people walk through the car park as a cut through but this isn't a safe route either as there is no walkway. • Poundland is a physical barrier between Park Street and Crown Wharf, and with pedestrian route to Tesco. • Some historic buildings are attractive but this isn't reflected in their shopfronts – more should be done to ensure shopfronts are incorporated with the buildings above. • Could be a better range of shops, independent retailers are good but only if they are selling what people want. Location of shops is very important as won't visit certain areas at all if the shops aren't of interest, eg. Bridge Street. Saddler's Centre very under-utilised, only really worth visiting M&S, Poundland or Argos. • Entrance/Exit of the train station is very poor, both exiting onto Station Street or into the Saddler's Centre it is difficult to know where to go, especially if you are new to Walsall. • Tram link with Birmingham would be good – could we not do something to link in with them now that Birmingham is getting their tram line ready? • Walsall's environment is often nice parts linked by poor quality areas, but often the nice parts aren't the areas that people use most eg. Civic Quarter area. <p>Activity 3: Attendees had the opportunity to read through the 'Have your Say' display boards, answers questions and give their views on the issues and options raised.</p> <p>Walsall Voluntary Action – Tim Marren:</p> <p>Considered that there was a need for a community health facility. Currently he is working with the Council . There are a number of voluntary sector facilities around Walsall Town Centre such as CAB, Relate, Victim Support that could be</p>
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		<p>consolidated into one building . He thinks the Challenge Building would be ideal for this. However there is a nascent Social enterprise Zone happening on the other side of the town centre in the Digbeth/Lower Hall Lane area, with the Vine trust. Perhaps the hub should be there.</p> <p>Manageress of Deaf Centre:</p> <p>The current facility on Lichfield Street attracts people from all over the Midlands, including Birmingham, Coventry , Nottingham, and is liked by its users. It is important to note that it brings in spending power to the town centre from visitors.</p> <p>Alison Davies, Mencap:</p> <ul style="list-style-type: none"> • Need for more leisure provision in the town centre because it is accessible to people. The Forest Arts Centre has good facilities but it is difficult to get to, and especially difficult for people with learning difficulties. It should be relocated to the town centre. • Park St is dying; town centre needs a cinema and theatre; needs cheap / free parking and better pedestrian access from town to the arboretum; issue of safety in the town (possibly perception rather than reality) and an unwelcoming bus station. • Good idea to use the canal area / waterfront but needs good bus links to here and safety is important, e.g. well lit footpaths. • Walsall needs a town centre leisure centre – the Gala Baths need a refurb but are so important to people with disabilities who do not travel independently as they are the most accessible location in the Borough. <p>Be Housed (WDF Services Ltd)</p> <ul style="list-style-type: none"> • Be Housed is part of business arm of Walsall Disability Forum (WDF Services Ltd) – they have around 700 clients, mostly wheelchair users, requiring adapted properties in the borough. Their clients are not clustered in any particular area of Walsall, there is a
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		<p>general need for properties adapted for the needs of disabled people throughout the borough.</p> <ul style="list-style-type: none"> • Where new affordable/ social housing is being built, there is often a problem with housing providers not wanting to include housing adapted for the disabled, because of the additional cost, and because adapted housing can't be let out to general tenants, but this reduces the options for disabled people. Cost and flexibility are therefore significant barriers to provision of new adapted properties for disabled people within general social/ affordable housing schemes. • With regard to size of properties, the key demand area for disabled people is 1 and 2 bedroom properties, particularly flats and bungalows. Social landlords usually won't allocate a house to a disabled person, even if they need a live-in carer, and the "bedroom tax" has further increased the demand for smaller properties. • When allocating sites for new special needs housing and when reviewing planning applications for such housing, Council should bear in mind that properties aimed at disabled people and elderly people – including flats - need to have adequate, secure storage space for mobility vehicles and scooters – most existing properties don't have enough space for these. • Building a new property specially adapted for disabled people is significantly more expensive than building an ordinary property, because providing wider doors for wheelchair access adds a lot to the build cost. It is often more cost-effective to retro-fit an existing property which is already part-adapted (e.g. has a walk-in shower), therefore, Be Housed is targeting upgrading of partially adapted properties as this is the most efficient use of funding. <p>Ellen Couchman-Crook (Housing, WDF Services Ltd):</p> <ul style="list-style-type: none"> • Regarding housing provision, much older property lacks secure storage for
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		<p>scooters, and wide doors with level access.</p> <ul style="list-style-type: none"> Regarding the consultation material - the design / language used for the questions is not suitable for everyday people to understand. They could be more like the way the Disability Forum presentation was written. <p>Graeme Smith</p> <ul style="list-style-type: none"> The key issues for shopping in the town centre are feeling safe and better accessibility for people with disabilities; signage needs to be bigger and easier to understand A notice board to tell people where they are in town would be useful to improve the shopping experience and automated signs at the bus station The market is ok where currently located but does need updating; no more large chain shops as they are forcing smaller shops to close.
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Queen Mary School Workshop – 11th July

Topic: AAP Issues and Options Consultation		
Internal Attendance	Charis Blythe (Richard Chadwick and Alix Jackson)	
External Attendance	30 students from year 10 of Queen Mary Girls School at Create@48 unit	
Title of event or meeting: Queen Mary Town Centre AAP Workshop		
Date	Details of engagement	Notes of Discussions (The student workbooks can be made accessible on request)

<p>07/05/2013</p>	<p>The school was running a work experience programme so was looking for volunteers to run a day of exercises for the students. We took this opportunity to gain the views of young people on the town centre. The day was kicked off by Richard Chadwick giving a 10 minute presentation about planning and the town centre AAP. The girls were then divided into 5 groups and set the following tasks:</p> <ul style="list-style-type: none"> ▪ We ask them to think about what makes a good town centre and their vision for Walsall in the future, ▪ This was followed by an exercise in gathering evidence where the students were asked to complete a table of Strengths, Weaknesses, Opportunities and Threats for the town centre. They had three ways to complete this table – by using some of the town centre facts we gave them, through their own observations from walking around the centre and finally by asking members of the public some questions they decided, ▪ To build on this we then asked them to choose one opportunity and turn this into a proposal that would improve the town centre explaining why it would work but also any potential weaknesses, ▪ We then asked the students to think spatially about the town centre by drawing on a map where they think the retail and office target floorspace should be located, They were also asked to draw on any other land uses or proposals they think are needed to improve the centre such as leisure or public spaces, ▪ Finally we tried to bring it all together by asking the 	<p>A number of the exercises were to engage the girls with the plan making process rather than to gather their views on the topics in the document. As such the exercises don't relate to the questions in the document so will not be used to inform the plan. However, we will be using the first exercise – What is your vision for the town centre to capture young people's views on the future of Walsall. The comments from each group have been summarised below:</p> <p>A Place for Shopping</p> <ul style="list-style-type: none"> • Indoor market • Music stores and a wider range x 4 • More branded shops • More small unique shops • Mall card system like Sutton Coldfield • Food markets • More independent shops and cafes • Internet café • Market stall dotted around the centre • <p>A Place for Leisure</p> <ul style="list-style-type: none"> • More entertainment and leisure x 4 • More hair dressers and beauty salons • Flash mobs to advertise the town and make it more interesting • Leisure like cinema and bowling x 3 • Go-karting • More fast food outlets and restaurants x 3 • Dessert places • Bigger better gyms • Workshops and activities like bakery
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	<p>students to present a pitch selling the town centre opportunity or scheme to an investor. Alix Jackson then came along at the end to listen to the pitches and pick her favorite idea.</p>	<ul style="list-style-type: none"> • Seasonal events and kids activities x 4 • Music venues x 3 • More hotels • Regenerate Gala Baths with water slides, Jacuzzi and spa • Leather museum regenerated to appeal to younger people • Tourist bus around the history of Walsall • Canoeing in the canal <p>A Place for Living</p> <ul style="list-style-type: none"> • More toilets which are clean x 3 • Cleaner streets and more bins • More attractive buildings x 3 • Attractive street art x 3 • More trees and greener sell the centre as a eco destination • Outdoor water features • More open space x 2 • Less drugs and thugs • Better library • Colour coordinate areas • More modern housing • Mini train bus out to the Arboretum <p>Access and Movement</p> <ul style="list-style-type: none"> • Bicycle lanes • Indoor, cleaner bus station like Wolverhampton x 3 • More accessibility for disabled people • Better parking • Park and ride • Regenerate train station x 2 • Free carparking
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Respondent	Topic	Representation	Response
Councillor D. James	Leisure / open space	Queried whether the Former Darlaston FC ground at Waverley Road is shown for housing or for open space in the consultation.	The site is shown as open space in the consultation (OS4054)
	Leisure / open space	Would like to see more cycle routes provided.	The SAD is supporting the maintenance and expansion of the Greenways network.
	Housing	Concerned that where housing might be proposed (e.g. at Addenbrook Street and at Stafford Road in Darlaston) there should be sufficient parking.	The SAD is consulting on the principles of sites for housing and sites will not be allocated unless they can properly be served. Particular issues for particular sites will be addressed either in details to be added to policies or through planning applications.
	Transport	Supports the provision of a Park 'n' Ride facility at Harrowby Road (CH60).	The council is in active discussions with Centro to work up a scheme and this proposal is being taken forward in the SAD.
	Housing	Would like to see more housing, including for elderly and disabled people and affordable housing.	The SAD is identifying sites for housing generally. Often the 'market' will reflect local needs but consideration will be given to whether particular types of housing could be stipulated for particular sites, or simply 'encouraged'.
	Industry	Wants to see industrial land protected and more opportunities to attract investment.	The SAD is seeking to protect as much industrial land as is realistic and to provide the maximum possible opportunities for industrial growth.

	Choices	If Moxley Tip is to be developed, access should not be via the Herberts Park Estate.	Detailed issues are still under consideration but access from the A41 is preferred.
	Town Centre Transport	Coach parking should be provided in Walsall town centre.	The AAP has not identified demand for any facilities beyond those already provided on Hatherton Road.
	Town Centre Transport	It is important to maintain leisure and community facilities in Walsall Town Centre and to provide new facilities.	The APP seeks to do this by seeking the maintenance and improvement of council facilities and the attraction of commercial investment.
Councillor I Shires	Community Facilities	Would like to see as many community facilities retained and improved as possible.	The SAD provides a basis to maintain and protect community facilities, but in some case it will not be viable for them to remain. Relevant tests are set out in saved Policy LC8 in Walsall's UDP and in the NPPF.
	Housing / Open Space	Does not support the development of open space for housing.	In most cases open spaces are to be retained and protected.
	Industry Community facilities	If the Beatwaste site (CH8) is to be developed some leisure/sports provision should be included.	The Beatwaste site is in the Green Belt and It has not proved feasible to develop it.
	Retailing	Is concerned that any out-of-centre shopping proposals might have adverse impacts on local centres.	The SAD does not propose out-of-centre retailing. Rather it identifies development opportunities in Local Centres. Together with opportunities in the district centres and in Walsall town centre these are considered sufficient to meet the needs of the borough. The criteria-based policies of the Core Strategy (CEN6 and Walsall's UDP (S6) should allow for very local needs to be met where there would not be any adverse

			impacts.
Councillor Worrall	Housing	Concerned at potential proposals to develop housing on Open spaces and impinging into the Green Belt	In most case, existing open spaces are being designated for protection from development. There is one site where a housing proposal does intrude slightly (by a matter of meters) into the Green Belt, but planning permission has already been granted for this (Bournvale Motors, Sheffield CH14).
	Minerals	Accepts there will be some need for the extraction of brick clay if the brick works in the area are to be supplied.	The SAD is allocating one area of land for clay extraction (the 'Recordon Land' at Stubbers Green) and 2 areas of search for brick clays. See Policy M8.
Councillor Rattigan	Open Space	Would like to see open spaces protected.	The SAD seeks to protect almost all of the existing open space in the borough and is only giving further consideration to the possible development of area that have very limited value.
	Minerals	Accepts there will be some need for the extraction of brick clay if the brick works in the area are to be supplied	The SAD is allocating one area of land for clay extraction (the 'Recordon Land' at Stubbers Green) and 2 areas of search for brick clays. See Policy M8.

Copy of an email received by Michael Flower who at the time of the Issues and Options consultation was Councillor for Aldridge North & Walsall Wood

Mike,

Here is a draft of Aldridge North & Walsall Wood councillors submission with regard to the Planning 2026 consultation.

Brownfield sites:

We welcome the principle of regenerating old brownfield sites for housing. We would note that the Borough is saturated with flats and would encourage the Council to look at two bedroom houses for first time buyers and more 3-4 bedroom houses for young families. The demand for such are demonstrated by the increase of people attending local primary and secondary schools and the amount of people from outside of the ward travelling to the local secondary school.

Maybrook estate:

We welcome the inclusion of the Maybrook estate and nearby industrial land in the plan. We believe this should be kept and protected as core employment land and not redeveloped for housing due to contaminated land concerns and the low vacancy rate on the site.

Housing/industrial land: Shire Oak

- We are concerned that the building of upto 3000 houses here will be further urban creep of the West Midlands conurbation, leaving no further greenbelt in this area. Once the greenbelt is gone, it is gone so housing should only be approved in exceptional circumstances. How does this meet the brownfield first criteria in the Core Strategy?
- Land is currently used for agricultural purposes and we would note that land and food prices are increasing as the population also increases. We would want assurance that the Council is not only looking at industrial and residential land development but also is addressing the need for good quality agricultural land in the area. Any destruction of agricultural land will reduce the amount of land available for food production.
- We understand the priority is to develop industrial land around the M6 corridor and “regeneration corridors” so any industrial land would be on the wrong side of the Borough. The focus should be on Walsall Town Centre, the Gigaport and finding sites for industrial land around the motorway junctions and the soon to be electrified Walsall to Rugeley line.
- Impact on the local highway – the A452 at Shire Oak is already operating at capacity so what impact would extra HGV’s have on this key junction for industrial use? For residential use the infrastructure just isn’t in place – roads, schools, health. Again the junction is already at capacity and would need to be completely rebuilt.
- How would replacing useful agricultural land be sustainable?

- Page 190 of the Core Strategy states that there should be no adverse impact on the ground water in Shire Oak. Does this proposal meet this policy? The Core Strategy also states that any impact on Shire Oak junction should be minimised. Does this proposal meet this policy?

Housing: Birch/Stonnall Lane

- We are concerned that the building of 250 houses here will be further urban creep of the West Midlands conurbation, leaving only a few yards of greenbelt in this area. Once the greenbelt is gone, it is gone so housing should only be approved in exceptional circumstances. How does this meet the brownfield first criteria in the Core Strategy?
- Land is currently used for agricultural purposes and we would note that land and food prices are increasing as the population also increases. We would want assurance that the Council is not only looking at industrial and residential land development but also is addressing the need for good quality agricultural land in the area. Any destruction of agricultural land will reduce the amount of land available for food production.
- How would replacing useful agricultural land be sustainable?

Sand extraction: Birch/Stonnall Lane

Councillors are concerned by proposals for sand extraction in this area. We would request that more work is undertaken before any decisions are made in relation to the following points:

- Impact on the local landscape – and extraction would destroy the green space currently protected as green belt. Although we understand mineral extraction in the green belt is acceptable, it does contradict the purpose of green belt being preserved. What would be the impact on local wildlife? What would be the impact on the landscape when the sand is removed? What guarantees would be provided to ensure that the extraction doesn't evolve into landfill of any type of waste – inert or not? We note WP1 of the Core Strategy that marks a small part of the site for inert landfill and we wouldn't want this area increased.
- Impact on the water table. What impact will the removal of sand have on water draining from the peak heights at Shire Oak? How does this help meet the challenge of climate change as outlined in the Core Strategy? Page 190 of the Core Strategy states that there should be no adverse impact on the ground water in Shire Oak. Does this proposal meet this policy?
- Impact on local residents. The extraction zone back right onto residential housing. What impact with sand extraction have on the structural soundness of these properties? Can we be assured that sand extraction so close to housing won't have a negative impact on local residents?
- Demonstrable need – until recently the sand quarry at Shire Oak was mothballed due to the economic climate. What impact has the economic climate had on sand requirements and does the Borough still require more sand extraction, despite the proposed extension of Branton Hill Quarry in Aldridge?

- Impact on the local highway – extraction would be onto a minor road and there is no guarantee that HGVs won't use the residential part of the road. The A452 at Shire Oak is already operating at capacity so what impact would extra HGV's have on this key junction? The Core Strategy also states that any impact on Shire Oak junction should be minimised. Does this proposal meet this policy?
- Archaeological impact of extraction. The land lies within a few hundred yards of the old Castle Fort and within half a mile of the Staffordshire Hoard find. Can we be assured that extraction won't damage any undiscovered artefacts? ENV2 of the Core Strategy specifically protects Aldridge as a centre of medieval importance.
- Saturation – we are concerned that this area of the West Midlands is already saturated with mineral extraction. Vigo Utopia, Shire Oak, Branton Hill Quarry to name just a few. What are the health implications of extra HGV's and mineral extraction on the local population? We note that the Core Strategy accepts that the "cumulative impact" on a local area needs to be given strong consideration. Combined also with the nearby Bail Hostel it is difficult to understand how this proposal would "enhance existing residential developments" as specified in the Core Strategy.

If I don't get a revised version to you by the 3rd June please take this as our submission.

Thanks

Mike

Appendix 2 – Social Media Consultation

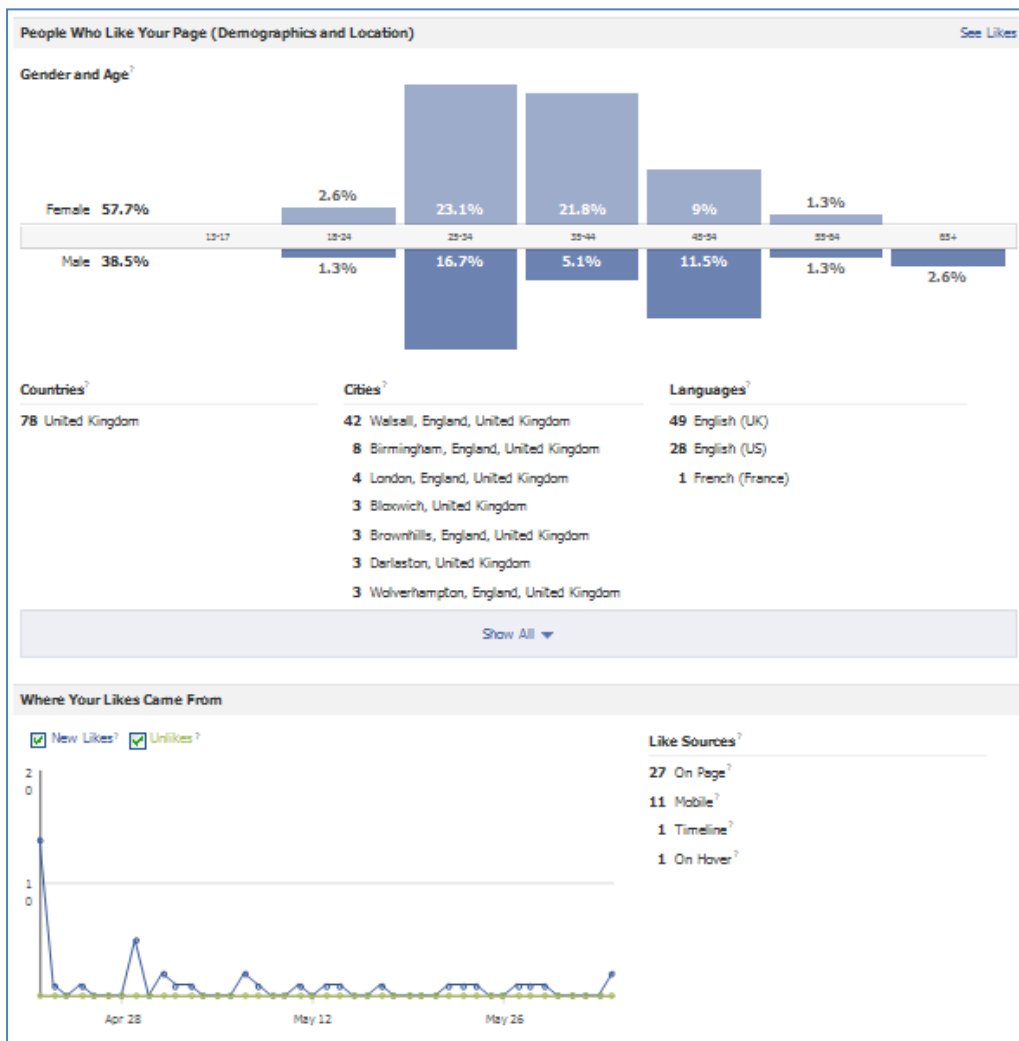
Facebook Statistics

For Consultation Period 22/04/2013 - 03/06/2013

1. Likes for Facebook page.

A brand new facebook page was created for Planning Policy consultations in April 2013. Using the existing network of social media accounts across the Council, and promotion of the new page on consultation material the page has reached a total of 80 likes as at July 2013. As Figure 1 below shows, there were a higher number of females that liked the page (57.7%) during the Issues and Options consultation period when compared against the number of males that liked the page (38.5%). Similarly, a higher proportion of younger people (18 – 44 = 70.6%) liked the page than people aged between 45 and 65+ (25.7%). Whilst 11 likes came from mobile sources, 27 likes came from the page itself evidencing that use of computers is the predominant form for our users to access our facebook page.

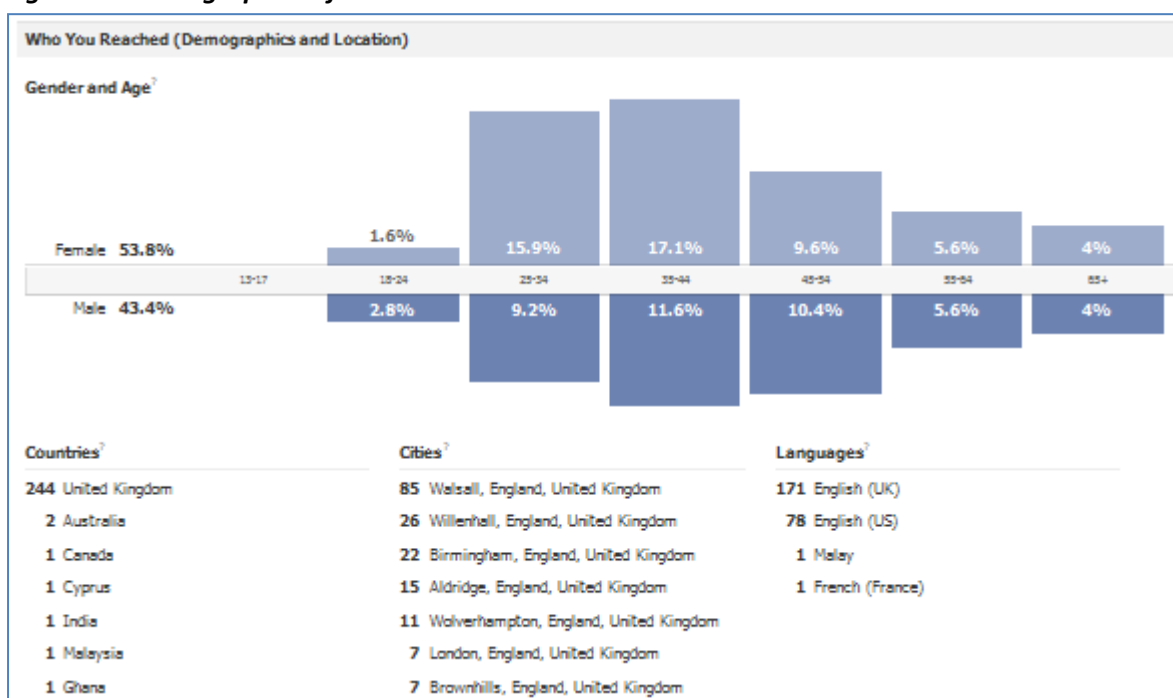
Figure 1 – Breakdown of total ‘likes’ for Facebook page.



2. Demographics of people reached.

Figure 2 shows the overall percentages of people reached during the consultation period using the facebook page. The information is comparable with point 1 above in that a higher proportion of females (53.8%) were reached during the consultation period with the total for males reached being 43.4%. Again, overall, a higher proportion of younger people aged 18 – 44 were reached (58.2%) with 39.2% of people aged 45 to 65+ being reached. This evidence supports the use of social media in engaging with female residents and younger people which studies have previously shown to be ‘harder to reach’ on planning related consultations.

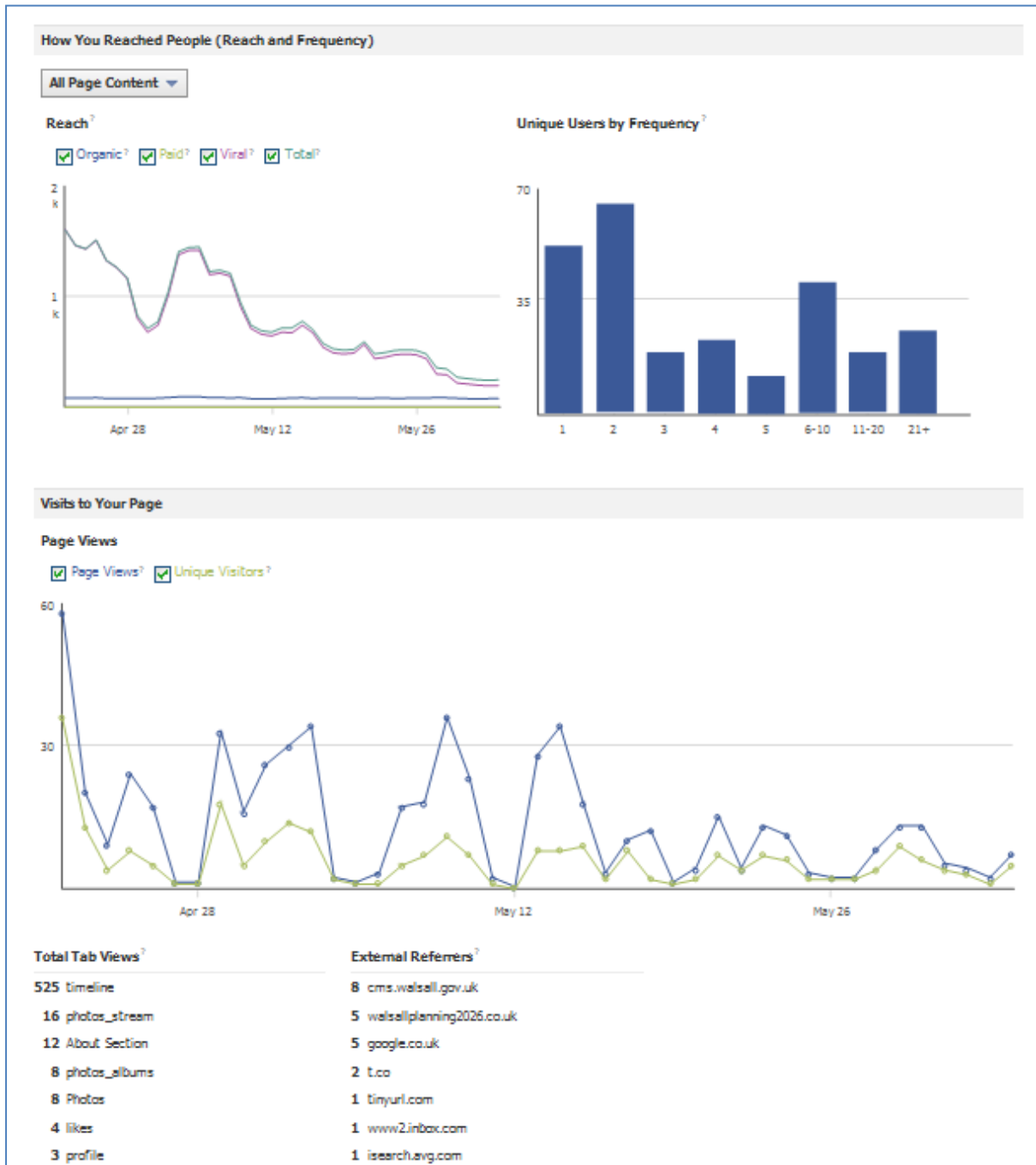
Figure 2 – Demographics of Total Reach.



3. Visits to Facebook page.

Figure 3 shows the way people were reached on the page to be through ‘viral’ posts i.e. by use of sharing posts on friends other pages etc and resulted in a total of 525 views of the page during the consultation period. Links from the Council’s website and Planning 2026 Wordpress site also resulted in 13 people viewing the facebook page.

Figure 3 – Visits to page during consultation.

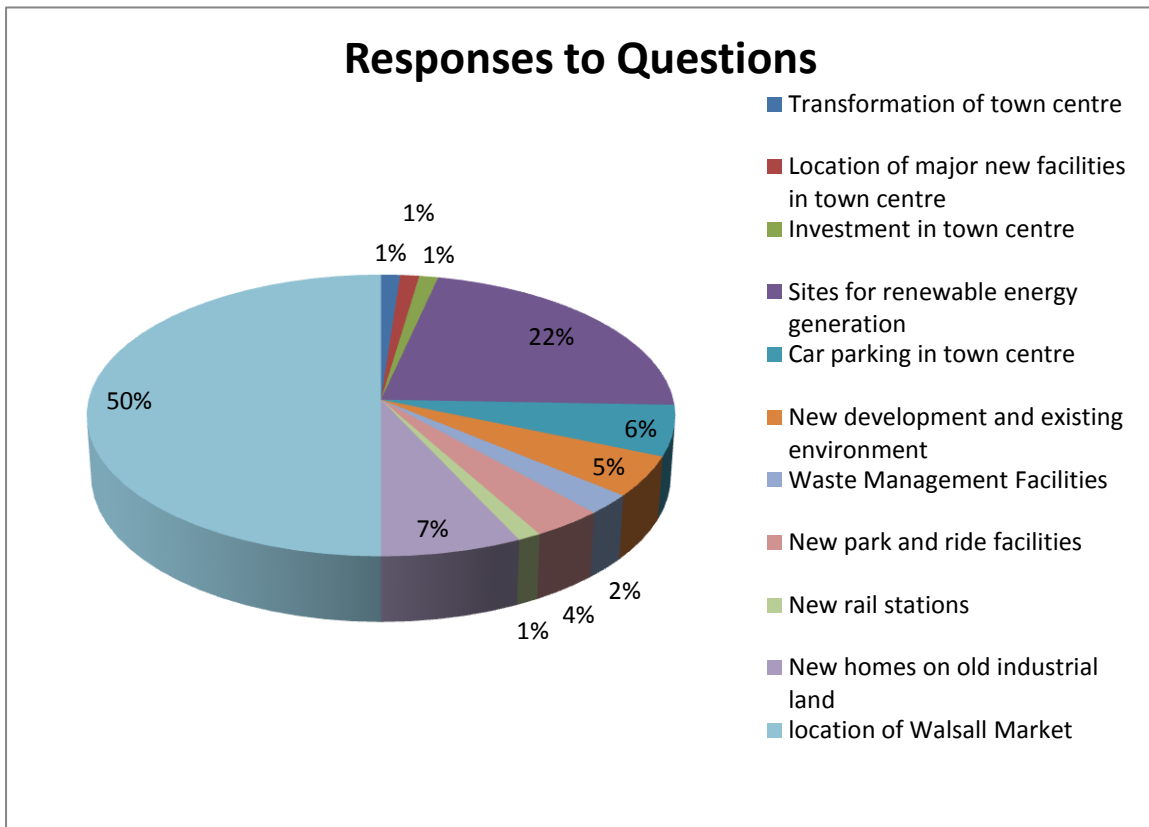


4. Responses to Posts.

During the consultation period a total of 31 questions were posted on the facebook page by using the ‘share’ function on our Wordpress blog enabling comments to be made on either platform to

suit the preferences of each user. This resulted in a total of 86 responses being received on facebook (50% of the responses related to the location of the market), a breakdown of the responses to questions is provided in Figure 4 below. The topics reaching the widest audience appeared to be around new homes and industrial land reaching 1,257 people and location of market reaching 1,308 people. All other topics reached around 100 to 600 people. It could be argued that the high number of people reached for the homes and market topics could partially be attributed to the fact these questions were posted towards the start of the consultation whilst interest was high, whilst total numbers reached for all other topics reduced throughout the duration of the consultation period. This could be evidenced by the graph in Figure 3 above that shows page views declining from the start to end of the consultation period. It should not therefore be assumed that the topics mentioned receiving the high numbers of people reached are necessarily those people have most interest in, instead it suggests that we should perhaps set out the most important questions at the start of the consultation to capture views whilst interest is still high.

Figure 4 – Breakdown of responses to questions.



Wordpress Statistics
















For Consultation Period 22/04/2013 - 03/06/2013

1. Views of Wordpress blog.

A brand new Wordpress blog site was created in April 2013 for Planning Policy consultations. Using the existing network of social media accounts across the Council, and promotion of the new wordpress site on consultation material, the site reached a total of 660 views in April, 1,386 in May and 196 in June totalling 2,242 views during the months that the consultation period took place. As might be expected, the number of views on questions posted on the blog declined from around 200 views at the start to under 10 views towards the end of the consultation period making it difficult to determine which topics people might be most interested in.

As shown in Figure 1 below, people have been referred to the Wordpress site from various sources with Facebook and Twitter resulting in the most referrals (427 and 326 respectively). Search engines and links from the Council’s website also contributed to over 100 referrals each.

Figure 1 – Number of referrals by source.

All Time	
Referrer	Views
 Facebook	427
 Twitter	326
 Search Engines	148
 cms.walsall.gov.uk	117
 brownhillsbob.com	11
 www.coveritlive.com/index2.php?option=com_altcaster%2Ftask%3Dviewaltcast%2Faltcast_code%3D...	5
 willenhallaywe.co.uk?p=1059	4
 linkedin.com	2
 mail.yahoo.com	2
 search.snapdo.com/?q=www.walsall.gov.uk%2Fplanning+2026.	1
 finditinwalsall.co.uk/News/Have-Your-Say-On-Helping-Us-Plan-Up-To-2026-1289.aspx	1
 fsmail02.orange.co.uk/webmail/en_GB/read.html?IDMSG=2196&FOLDER=SF_INBOX&ORIGIN=SYSTEM_F...	1
 web-walsall.org.uk/planning2026/	1
 coveritlive.com/index2.php?option=com_altcaster/task=viewaltcast/altcast_code=7c786c0448/height=550...	1
 of.pageforpage.pl/databases/filter/62	1

2. Responses to Questions.

During the consultation period a total of 33 questions were posted on the Wordpress site. This resulted in a total of 94 responses being received on Wordpress. The highest numbers of responses were received on questions around new homes and industrial land and shops in the town centre.

Appendix 3

Consultation Material

Press Release text – 25th April 2013

Have your say on helping us plan up to 2026

Walsall Council is preparing exciting plans for the borough and is inviting members of the public to take part in a 6 week consultation, starting this Monday (22 April).

The first plan is the Walsall Site Allocation Document (SAD) that will decide where homes and jobs could be located in the borough in the future and where people spend time on leisure activities.

At the same time, the local authority is also producing a Walsall Town Centre Area Action Plan (AAP) that sets out what the Town Centre will look like in 2026 and what changes are needed to make this happen.

The public consultation takes place from Monday 22 April until Monday 3 June 2013 and members of the public, business owners and all who live in, work in, invest in and visit Walsall are being invited to have their say.

There are a number of ways to get involved.

- View the consultation documents and respond using forms available at www.walsall.gov.uk/planning_2026.
- If you're a visitor to Walsall Town Centre, you can have your say by talking to one of our Planning Officers who will be based at Walsall Market on Tuesday 30 April.
- Officers will also be arranging visits to Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall over the coming weeks, and details will be published on the council's website, again at www.walsall.gov.uk/planning_2026.
- We're also hosting an event at Walsall Council House in Lichfield Street on Wednesday 15 May at 6pm. If you would like to attend, please call us on 01922 658020 or email us at LDF@walsall.gov.uk.
- Each week residents and business owners will be able to use Facebook or Wordpress to respond to questions on a number of themes, such as homes, jobs, open spaces and shopping using Facebook page – Walsall Planning 2026: Have Your Say – and a new Wordpress site at www.walsallplanning2026.co.uk. Links will also be posted on the Council's Twitter accounts using the hashtag #Walsall2026.

Your comments will be used to inform the plans and will be published at the next stage of consultation in 2014.

Councillor Adrian Andrew, deputy leader and portfolio holder for regeneration for Walsall Council's Coalition, said: *"This is an important consultation and we'd encourage as many people as possible to take part. There's a great need for new homes, jobs and open spaces in the borough and investment in the town centre so it's important for local people to have their say on what development happens where."*

To find out more and view and respond to the consultation documents visit the Council's webpage at www.walsall.gov.uk/planning_2026 or call 01922 658020.

Formal notification text

Dear Sir / Madam,

Planning 2026: Have Your Say

Walsall Council is working on two important plans that will shape the future of Walsall. We are seeking your comments on the first stage of consultation - called 'Issues and Options' - that **starts on Monday 22nd April 2013 and ends on 3rd June 2013.**

What Are The Plans?

Walsall Site Allocation Document

The Site Allocation Document Issues and Options Report asks questions about sites that have been, or might be, identified for new housing, employment and other land uses such as community and leisure facilities or public open spaces.

Walsall Town Centre Area Action Plan

The Walsall Town Centre Area Action Plan Issues and Options Report asks questions about the allocation of sites for new shops, leisure facilities, and offices, as well as proposals for improvements to other aspects including transport, design and the environment.

How Can I Get Involved and Where Can I View The Documents?

All Issues and Options documents are available to view and download online at www.walsall.gov.uk/planning/planning_2026 and paper copies will be available to view in your local library and the First Stop Shop in Walsall Civic Centre, Darwall Street. Forms will be available for you to give us your comments.

You can also come and talk to us at a number of events throughout the consultation period:

- Walsall Market, Walsall Town Centre during the day on **Tuesday 30th April**
- Walsall First Stop Shop Bus at Darlaston and Willenhall on **Tuesday 7th May** and Aldridge, Bloxwich and Brownhills on **Wednesday 8th May**
- 'Planning 2026: Have Your Say' event at Walsall Council House **6pm on Wednesday 15th May:**
 - We will provide an introductory presentation of the consultation and ask for your views on key matters; and
 - We will be holding a Question and Answer session at this event, so if you would like to attend or have questions you would like to be answered on the night please register your interest and submit your questions to LDF@walsall.gov.uk.
- 'Create@48', Saddlers Centre, Walsall during **20th to 25th May** – see website for details of times and events

- Further information and weekly questions will be posted on the Council's various Facebook and Twitter accounts and our brand new WordPress site.

Further details about the events and how to get involved can be found at www.walsall.gov.uk/planning/planning_2026 or by contacting us using the contact details at the bottom of this email.

Our Response to Call for Sites

We need to identify sufficient land that is suitable and potentially available for new development, including land for housing, employment and other land uses. A number of sites were proposed in 2011 and 2012 by landowners, developers and others with an interest in the area. These submissions, along with our initial responses have been published on our website and can be found at www.walsall.gov.uk/planning/planning_2026. The proposals represent ideas that have been put to the council and this is your opportunity to comment on them.

You can submit additional sites for us to consider between **22nd April 2013 and 31st December 2013** using the form on the above web page.

Contact Walsall Council's Planning Policy Team

Please contact us if you have any queries or require the documents to be provided in an alternative format.

Email: LDF@walsall.gov.uk

Telephone: 01922 658020

You have been contacted because you have either been identified as having a potential interest, or have asked to be consulted. If you do not wish to be contacted about these plans in the future please contact us using the contact details above.

Kind Regards,

Sent on behalf of David Elsworthy, Head of Planning and Building Control.

Formal acknowledgement text

Dear xxxx ,

Acknowledgement of Response: Planning 2026

Thank you for your response to the first stage of consultation called 'Issues and Options' on Walsall's Site Allocation Document and Town Centre Area Action Plan. This consultation has now finished and we will be considering all responses that have been received and these will be published along with the Council's responses in a schedule of responses on the Council's website at the next stage of consultation called 'Preferred Options' in 2014. We will notify you when the schedule of responses has been published and give you the opportunity to take part in the next stage of consultation.

Final Call for Sites

We need to identify sufficient land that is suitable and potentially available for new development, including land for housing, employment and other land uses. A number of sites were proposed in 2011 and 2012 by landowners, developers and others with an interest in the area. These submissions, along with our initial responses have been published on our website and can be found at www.walsall.gov.uk/planning_2026.

We are running a final 'Call for Sites' and additional sites can be submitted for us to consider up to **31st December 2013** using the Call for Sites form available from the above web page. Any sites received through the final call for sites will be published alongside the 'Preferred Options' consultation in 2014.

Contact Walsall Council's Planning Policy Team

Please contact us if you have any queries or would like to discuss your response in further detail.

Email: LDF@walsall.gov.uk or **Telephone:** 01922 658020

Sent on behalf of David Elsworthy, Head of Planning and Building Control.

Appendix 4

Evaluation of the consultation

ACTIVITY	DATE	TECHNIQUES USED	NUMBER OF PARTICIPANTS	Type of Stakeholders				Levels of involvement achieved			Feedback/ Evidence available
				1. Statutory bodies, duty to cooperate and organisations	2. Businesses, developers and landowners	3. Community	4. 'seldom-heard groups'	1. Tell people what is planned	2. Consultation	3. Deciding together	
				1	2	3	4	1	2	3	
Establishing SAD and AAP Website	January 2012 onwards	Website containing news on its progress, information to download	Planning 2026 webpage had 1,017 views between 22 nd April and the 3 rd June	Y	Y	Y	Y	Y	N	N	This was an increase from the 135 views the webpage had during the same period the previous year
Wall panels on St Paul's asking people to get involved <small>Walsall Council</small>	January – March 2012	Wall panelling adverting the plans and asking people to register there interest and get involved	Unknown	N	Y	Y	Y	Y	N	N	N/A 121

Local Media – article in Express and Star referencing the SAD and AAP	January 2012	Pre I&O promotion of the documents and forthcoming consultation		N	Y	Y	N	Y	N	N	Article available on request
Walsall One quarterly newsletter aimed at all Walsall Town Centre managers and business owners.	February 2012	Article advertising the AAP and SAD asking people to register their interest and get involved	450 businesses	N	Y	N	N	Y	N	N	N/A
Council Tax booklet	Mid-March 2013	Leaflet promoting the documents and forthcoming consultation	111,000 Homes in the Borough	N	N	Y	Y	Y	N	N	Some residents informed us they hadn't noticed the leaflet in the booklet
Promotional material on Plasma Screens at First Stop Shop, Independent Living Centre and Main Library	From 18/02/2013 - 06/07/2013	Electronic posters promoting the documents and forthcoming consultation		N	N	Y	Y	Y	N	N	N/A
Area Partnership Meetings <ul style="list-style-type: none"> Brownhills, Pelsall, Rushall and Shelfield Aldridge & Beacon (Streetly, Aldridge, 	19 March 2 April	Attended meetings to introduce the plans, the consultation arrangements and to encourage them to use the Area Partnerships to promote the plans	Each meeting had an external attendance of around 10 individuals made up of Councillors, partners and interested members of the	Y	N	Y	N	Y	N	N	Write-up of the discussions are available in Appendix 1

<p>Pheasey and Walsall Wood)</p> <ul style="list-style-type: none"> • North Walsall (Bloxwich East, Bloxwich West, Blakenall, Birchills – Leamore) • Walsall South (St Matthew’s, Paddock, Palfrey and Pleck) • Darlaston & Bentley • Willenhall & Short Heath 	<p>18 March</p> <p>25 March</p> <p>26 March</p> <p>10 April</p>		<p>public.</p> <p>The North Walsall Area Partnership - ‘Safer Walsall’ Event had a large attendance of around 50 individuals.</p>								
<p>Walsall Night Market</p>	<p>28th March</p>	<p>Stall with leaflets and information on forthcoming consultation. Consultation boards and post-it notes to capture initial views on the future of the Borough and Walsall Town Centre.</p>	<p>Overall we spoke to around 50 people to tell them about the consultation and captured an estimated 30 individuals initial</p>	<p>N</p>	<p>N</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>	<p>N</p>	<p>As the Night Market was widely promoted and in the evening there was a different audience to say a day market or normal evening in Walsall. This allowed us to capture a wide audience including individuals who don’t usefully venture into Walsall Town centre so we captured</p>

			comments on what the plans need to address.								<p>the views of a wide geographical area.</p> <p>The event worked well as it raised awareness and allowed officers to gain an initial idea of what the public are interested in. As people at the market where in a relaxed mood we had plenty of time to talk to people and they seemed interested in having their say.</p> <p>The only weakness was that as it was before the consultation period had started we could not show people the actual plans which may mean they would not have maintained their interest after the initial engagement.</p> <p>Write-up of event available in Appendix 1</p>
Walsall Town Centre Business Meeting	3 rd April	<p>AAP & SAD information boards were on display for businesses to browse and comment on during the meeting.</p> <p>Those wishing to find out more information took leaflets and were requested</p>	20 business owners or employees	N	Y	Y	N	Y	Y	N	<p>Due to the audience of meeting being town centre business there was little to no discussion on the site allocation document; this did however provide a good opportunity to capture businesses main issues on the town centre that they feel the AAP should address.</p>

		to make contact via phone or email.									Write-up of event available in Appendix 1
Walsall Beer Festival	5 th April	Stall with leaflets and information on forthcoming consultation. Consultation boards and post-it notes to capture initial views on the future of the Borough and Walsall Town Centre.	Overall we spoke to around 25 people to tell them about the plans and captured an estimated 11 individuals initial comments on what the plans need to address.	N	N	Y	Y	Y	Y	N	The only weakness was that as it was a very specific event it may not have attracted a wider audience in terms of gender and age. Write-up of event available in Appendix 1
WHG Newsletter Article	10 th April	Article published in the WHG newsletter to let people know the plans are coming	Around 19,000 dwellings - 40,000ish residents who are whg tenants	N	N	Y	Y	Y	N	N	It was hoped that this newsletter would reach whg residents, some of who would not usually be engaged with the planning system. Copy of article available on request
Social Media	22 nd April – 3 rd June	We posted questions each week on the different topics the plans cover	A total of 2,209 views on the Wordpress site (as at 24/06/2013) and receiving 38 responses to	N	N	Y	Y	Y	Y	N	A separate analysis of social media is available in Appendix 2

			questions on the Site Allocation Document and 94 responses to questions on the Town Centre Area Action Plan across all sources of social media								
Formal consultation letters and emails	22 nd April	Formal notification of the consultation starting was sent out to all contacts on our consultation database either by email or post	Reached around 2,000 individuals or organisations	Y	Y	Y	N	Y	N	N	This is the main method of letting people know the consultation is now open and how they can respond. As we had done a number of frontloading exercises we had captured a number of new contacts on our consultation database allowing us to reach a wide audience.
Formal consultation press release	25 th April	Press release was sent to all newspapers in Walsall and was published in the Chronicle		N	Y	Y	Y	Y	N	N	Copy of article available on request.
Walsall Market	30 th April	Planning 2026 market stall with information boards and leaflets promoting the consultation. Post-it notes	Spoke to over 50 people and captured an	N	Y	Y	Y	Y	Y	N	Being at the market allows us to engage with people who use the town centre.

		to capture feedback,	estimated 100 individual comments on the borough.								Write-up of event available in Appendix 1.
<p>First Stop Shop Bus Tour</p> <ul style="list-style-type: none"> • Willenhall - 7th May • Darlaston – 7th May • Bloxwich – 8th May • Brownhills – 8th May • Aldridge – 22nd May 		<p>Consultation Boards to capture people’s views and annotated versions of the ward maps that covered the related area. Hard copies of the documents and response forms.</p>	<p>In Willenhall we spoke to approximately 40 people and received 20 comments.</p> <p>In Darlaston we spoke to approximately 30 people and received 20 comments.</p> <p>In Bloxwich we spoke to around 10 people and received 4 individual comments.</p> <p>In Brownhills we spoke to around 20 people and received 12 individual</p>	N	Y	Y	Y	Y	Y	N	<p>This was the main method and reaching those in and surrounding the district centres. Some centres proved more successfully than others and as it was a week day the audience may have been limited. It was also difficult to explain as the plans do not cover the district centres comments on these centres would not be used in the consultation.</p> <p>Write-up of event available in Appendix 1.</p>

			<p>comments.</p> <p>Finally in Aldridge we spoke to around 34 people and received 4 individual comments.</p>								
Family Fit 'n' Fun Day	11 th May	<p>Consultation Boards to capture people's views and annotated versions of the ward maps that covered the related area. Hard copies of the documents and response forms. We also ran a coloring competition for kids to engage with them and to be able to spend more time discussing the plans with their parents/guardians.</p>	<p>Spoke to around 70 people with 16 individual comments and 15 children completing the competition.</p>	N	N	Y	Y	Y	Y	N	<p>The children's drawing competition was a useful tool in engaging with parents and allowed us to discuss the plans in detail.</p> <p>Write-up of event available in Appendix 1.</p>
Planning 2026 Have your Say Event – Walsall Council House	15 th May	<p>Display boards and forms to collect views. A presentation and question</p>	<p>30 external visitors</p>	Y	Y	Y	N	Y	Y	N	<p>As this was an evening event it provided an opportunity for a different audience to be reached. However as it was a standalone</p>

		session.									event at the Council House only individuals with a real interest in the plans attended. Write-up of event available in Appendix 1.
Brownhills Community Day	16 th May	Consultation Boards to capture people’s views and annotated versions of the ward maps that covered the related area. Hard copies of the documents and response forms. We also ran a coloring competition for kids to engage with them and to be able to spend more time discussing the plans with their parents/guardians.	Spoke to around 20 people with 5 individual comments and 5 children completing the competition	N	N	Y	Y	Y	Y	N	The children’s drawing competition was a useful tool in engaging with parents and allowed us to discuss the plans in detail. Write-up of event available in Appendix 1.
Planning 2026 Pop-up Shop	20 th - 26 th May	Used a vacant shop to display the consultation materials with response forms available to capture comments.	Spoke to around 140 individuals with 69 individual comments	N	Y	Y	Y	Y	Y	N	The shop acted as good way to attract interested members of the public inside so we could engage with them fully. The space and materials meant that those who were interested could take their time, ask questions and complete the response forms.

											Write-up of event available in Appendix 1.
Walsall College Workshop	24 th May	Used the pop up shop to host a student workshop. Had a walking discussion around the centre then completed some questionnaires. They were then asked to produce a plan of the centre using various land uses which allowed them to think about what they wanted the centre to look like.	9 students from Walsall College	N	N	N	Y	Y	Y	N	Being able to walk round the centre and discuss the issues provided a good context for the students to answer some of the key questions we asked in the town centre AAP. The mapping exercise also worked well as it allowed them to think about the consequences of locating uses in certain places and allowed us to capture what they want to see in the centre. Write-up of event available in Appendix 1.
Planning 2026 Event Aldridge	28 th May	We used the same presentation and display boards from the Planning 2026 event on the 15 th May	Over 100 residents attended and a number of Councillors	N	N	Y	N	Y	Y	N	This event was organised by ward members because of concerns over Green Belt developments. Being able to address these concerns with a presentation and question session hopefully answered the communities concerns. Write-up of event available in Appendix 1.
Gypsy and Travellers Group Consultation	19 th May and 30 th	Round the table discussion with a map and several	Several residents, site managers and	N	N	N	Y	Y	Y	N	The round the table session allowed for a detailed discussion to be had around the specific issues and

	May	specific questions.	the G and T community advocate								concerns this group has with the plans. Write-up of event available in Appendix 1.
Walsall W'Eyes Group	6 th June	Brief presentation followed by some discussion around key issues.	Walsall W'Eyes Group	N	N	N	Y	Y	Y	N	This meeting allowed us to explain the plans to the group and focus on their key interest – in particular transport. Write-up of event available in Appendix 1.
Walsall Disability Forum	20 th June	Started with a presentation aided by a sign language interpreter. We then used a variety of methods to seek the groups views including discussions around photos of the town centre, asking them to select the topics they feel are a priority for the plans to address and display boards with questions.	17 members of the public attended	N	N	Y	Y	Y	Y	N	The event allowed us to work closely with the group and capture their responses there and then. Write-up of event available in Appendix 1.
Queen Mary School	11 th July	Small presentation on the town centre followed by group exercises that explored the strengths and weaknesses of the centre.	30 students from year 10 Queen Mary School	N	N	N	Y	Y	Y	N	As this was part of a work experience programme officers we keen to make it about the students rather than just the consultation. It did however provide a good

		<p>We then asked the group to come up with and present a proposal to improve the town centre.</p>									<p>opportunity to capture young people's view of the centre and what they want to see in the future.</p> <p>Write-up of event available in Appendix 1.</p>
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