

# **Walsall Beacon Gateways 2nd Phase of Consultation with the LNP's**

## **Blakenall & Broxwich**

Please find attached the following papers in support of this next phase of consultation on the Boundary, Station and Town Centre Beacon Gateways Features:

- Information on the concept of the Beacon Gateways
- Notes taken from our last meeting with your LNP
- Questionnaire
- Transcript of the text for the Town Centre Feature(s)
- Designs proposals for the features to be located in your area

We would appreciate if you could look at this information prior to the LNP Meeting on the 19<sup>th</sup> December and make comments on the questionnaire. A representative of the Walsall Community Arts Team will be attending the meeting and to discuss the selection of photographic images and text.

Following our last meetings with all the LNP's in the borough the overall shape, colour and main text on the features is now fixed. However, we now wish to consult with you on the detail of the proposed photographic images and Town Centre text for your area.

Could you please write your comments and ideas on the attached questionnaire and bring this to the LNP meeting for the discussion. If you are not able to attend please post the filled in questionnaire to:

**Bruno Edwards  
Community Arts Team  
Walsall MBC  
Civic Centre  
Darwall Street  
Walsall WS1 1TZ**

**Tel: 01922 653114**

## Information on the Concept of the Beacon Gateways

The Beacon Gateway Project is part of Walsall's Strategic Corridors & Gateways Regeneration Initiative. The concept of gateway projects is recognised as a part of the infrastructure necessary to support a sustained programme of economic, social and environmental regeneration. This infrastructure will create the impetus for the creation of new jobs, improving transport connections, attracting new investment to develop brown field sites, strengthening existing communities and attracting new residential development.

Walsall is to create a network of 'beacons gateways' to demarcate the road entry points to the Borough, promote the town centres and railway stations, as well as reflecting the diverse and distinctive qualities of its communities. In summary, Walsall Beacon Gateways aim to:

- **Improve the visual quality of the main gateway entry points to the Borough**
- **Development of a distinctive "brand" for Walsall which promotes the Borough's major assets**
- **Creation of quality environments in key locations that support existing businesses and residential communities, and attract people into the borough of Walsall**
- **Development of local district themes, which help to strengthen local identity and have strong local support**

The themes for gateways have been developed through a programme of public consultation meetings focusing on the LNP (Local Neighbourhood Partnerships) in which local communities have developed ideas for the features that reflect the aspirations of their local areas and the wider Walsall Metropolitan Borough.

There will be approximately 19No. Boundary Gateway Signs at key road entry points and junctions in the Borough. They will relate to the LNP areas in which they located and will have the text, for example; 'Welcome to Brownhills in the Borough of Walsall'. Each feature will have its own bespoke section dedicated to images, e.g. landmarks, symbols of heritage and culture, local aspirations relevant to each individual area. These Gateways will be located in all nine LNP areas:

- **Aldridge South and Streetly, Blakenall and Bloxwich, Brownhills Aldridge North, Darlaston, Palfrey and Pleck, Pelsall and Rushall-Shelfield, Pheasey and Paddock, St. Matthews and Birchills Leamore, Willenhall**

4No Features will be located in three railway stations located within the Borough:

- **Bloxwich, Walsall, Bescot**

Gateway Features will be also be located in the six town centres within the Borough which are:

- **Brownhills, Aldridge, Walsall, Bloxwich, Willenhall, Darlaston**

In total, there will be approximately 29No. Gateway Features located at the boundary entry points, railway stations and town centres.

**Notes taken at the last LNP Meeting attended by the Community Arts Team**

## **Blakenall and Bloxwich**

**Date of Meeting:**

20<sup>th</sup> June 2005

**Venue for Meeting:**

Bloxwich

**Interviewees:**

Clr I.C Robertson, Clr R.S. Robinson, Clr P.A Young, Clr WT Twedde, Clr Leslie A Beeley, Clr M.G Pitt, Clr DA Pitt, Clr LA Harrison, Inp Greg Bates, Martin Blunt, Peter Brown, Caroline Crolley, Trish Skitt, Florence Smith, Inspector Bevan, Brian Pell

The following are keynotes taken from the meeting:

### **Potential Locations of Boundary, Station & Town Centre Signs**

- Cannock direction. Stafford Road into Bloxwich on the A34 on Staffs/Walsall border.

### **Potential Themes for Signs**

- Bloxwich parish Church
- Young people
- Tat lorries
- Women
- Modern history – Elkington's industry
- Multi-cultural society
- Pat Collins (famous showman and was Walsall's mayor about 100 years ago (there is a picture of him in the Town Hall))

### **Other Community Comments**

- It would be good to great a slogan for Walsall.
- The Carnival is only on for one day a year. There are lots of other things that go on in Bloxwich.
- Make the Feature big and beautiful please

# Walsall Beacon Gateways 2nd Phase of Consultation with the LNP's

## Questionnaire – Blakenall & Broxwich

Could you please write your comments and ideas on the photographic and Town Centre text below and bring this to the LNP meeting for the discussion.

Name: .....

Position/Role in LNP: .....

Do you like the selection of photographs for the Boundary, Town Centre & Station Features?

Which of the photographs do you think best represent Bloxwich?

Do you feel some of the photographs should be changed? If yes, what are your ideas and do you have any information on where we can source the images?

Do you approve of the Town Centre text? Do you wish any amendments?

If you are not able to attend the LNP please post the filled in questionnaire to:

**Bruno Edwards - Community Arts Team, Walsall MBC, Civic Centre, Darwall Street, Walsall WS1 1TZ**  
**Tel: 01922 653114**

## **Bloxwich Town Centre – Gateway Feature Text**

'Bloc's Village' goes back to before the Norman Conquest. When the Romans left and Britain was invaded by the Anglo-Saxons the Midlands became the Kingdom of Mercia. Mercian families established many small communities in the area and the family of Bloc settled in Bloxwich (Blocheswic in Domesday Book, meaning Bloc's Village). Throughout the Middle Ages it remained a small agricultural village with a population of around 600, but it expanded dramatically in the 18th century when coal mines were opened. Most local people during these times were employed in the newly founded mining and forging industries; making awls, nails, needles and saddle blades. By early 19th century Bloxwich was surrounded by canals, encouraging expansion, as goods could be moved more easily.

Bloxwich had a chapel of ease within the parish of Walsall, granted in the 15th century, but did not become a separate parish until the 19th century. An old preaching cross pre-dating the All Saint's still stands in the churchyard. The oldest surviving building in Bloxwich is the 'Cottage Shop' on the corner of Samuel Street, the foundations of which go back to the 15th century. Pat Collins, 'King of Showmen', used to live in Lime Tree House. From this base, in Bloxwich, he built a large showland empire becoming a major master of riding machines, numerous fairs and the owner of fairgrounds. He later represented Birchills Ward on Walsall Council and was elected Member of Parliament for Walsall from 1922 to 1924. He became Mayor of Walsall in 1938.

During the 20<sup>th</sup> century Bloxwich continued to expand, however the town is still mostly made up of Victorian and Edwardian buildings which make the centre pleasant and historically interesting.

29 lines (Max. approx 28)  
280 words (Max. approx 300)

Tim Ward  
Circling the Square  
December 2005

**Welcome to  
Bloxwich  
in the borough  
of Walsall**

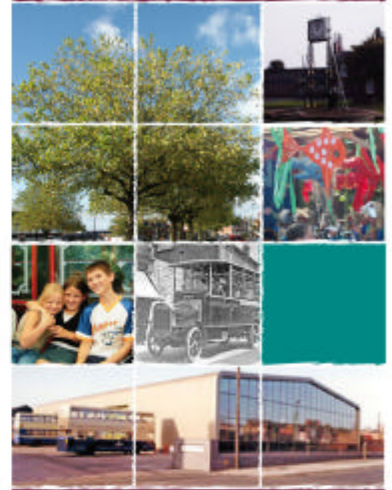


[www.walsall.gov.uk](http://www.walsall.gov.uk)



**Walsall  
Council**

**Thank you for  
visiting Walsall  
Bloxwich**



[www.walsall.gov.uk](http://www.walsall.gov.uk)



**Walsall  
Council**

**GATEWAY BEACON FEATURES Scale 1:10 (A3)  
Boundary Gateways - Bloxwich**

Artwork by Tim Ward of Circling the Square  
for Walsall Metropolitan Borough Council

**Photographic Images**

All Saints Church, Fountain and Memorial Clock, Cricket Club Logo, views of Bloxwich Park, Bus Depot, fabrication industry - hot forging, heritage - Groves Butchers in the High Street, old bus, Bloxwich Carnival, artwork of the fountain by Bloxwich School and Bloxwich young people

## Welcome to Bloxwich Station in the borough of Walsall



### Bloxwich home to the local Carnival since 1919

'Blox's Villages' goes back to before the Norman Conquest. When the Romans left and Britain was invaded by the Anglo-Saxons the Midlands became the Kingdom of Mercia. Mercian families established many small communities in the area and the family of Bloc settled in Bloxwich (Blocheswic in Domesday Book, meaning Bloc's Village). Throughout the Middle Ages it remained a small agricultural village with a population of around 600, but it expanded dramatically in the 18th century when coal mines were opened. Most local people during these times were employed in the newly founded mining and forging industries; making nails, needles and saddle blades. By early 19th century Bloxwich was surrounded by canals, encouraging expansion, as goods could be moved more easily.

Bloxwich had a chapel of ease within the parish of Walsall, granted in the 13th century, but did not become a separate parish until the 19th century. An old preaching cross pre-dating the All Saint's still stands in the churchyard. The oldest surviving building in Bloxwich is the 'Cottage Shop' on the corner of Samuel Street, the foundations of which go back to the 15th century. Pat Collins, 'King of Showmen', used to live in Lime Tree House. From this base, in Bloxwich, he built a large showland empire becoming a major master of riding machines, numerous fairs and the owner of fairgrounds.



**Walsall**  
Council

## Welcome to Bloxwich Station in the borough of Walsall



[www.walsall.gov.uk](http://www.walsall.gov.uk)



**Walsall**  
Council

### GATEWAY BEACON FEATURES Scale 1:10 (A3) Station Gateways - Bloxwich

Artwork by Tim Ward of Circling the Square  
for Walsall Metropolitan Borough Council

### Photographic Images

Bloxwich Carnival, Rose Queens, fairground rides and Bloxwich local people



# Bloxwich Town Centre

[www.walsall.gov.uk](http://www.walsall.gov.uk)



Walsall  
Council



# Bloxwich

'Blox's Village' goes back to before the Norman Conquest. When the Romans left and Britain was invaded by the Anglo-Saxons the Midlands became the Kingdom of Mercia. Mercian families established many small communities in the area and the family of Blox settled in Bloxwich (Blöchewic in Domesday Book, meaning Blox's Village). Throughout the Middle Ages it remained a small agricultural village with a population of around 600, but it expanded dramatically in the 18th century when coal mines were opened. Most local people during these times were employed in the newly founded mining and forging industries; making awls, nails, needles and saddle blades. By early 19th century Bloxwich was surrounded by canals, encouraging expansion, as goods could be moved more easily.

Bloxwich had a chapel of ease within the parish of Walsall, granted in the 15th century, but did not become a separate parish until the 19th century. An old preaching cross pre-dating the All Saint's still stands in the churchyard. The oldest surviving building in Bloxwich is the 'Cottage Shop' on the corner of Samuel Street, the foundations of which go back to the 15th century. Pat Collins, 'King of Showmen', used to live in Lime Tree House. From this base, in Bloxwich, he built a large showland empire becoming a major master of riding machines, numerous fairs and the owner of fairgrounds. He later represented Birchills Ward on Walsall Council and was elected Member of Parliament for Walsall from 1922 to 1924. He became Mayor of Walsall in 1938.

During the 20th century Bloxwich continued to expand, however the town centre is still mostly made up of Victorian and Edwardian buildings which are pleasant and historically interesting.



Walsall  
Council

## GATEWAY BEACON FEATURES Scale 1:10 (A3) Town Centre Gateways - Bloxwich

Artwork by Tim Ward of Circling the Square  
for Walsall Metropolitan Borough Council

## Photographic Images

All Saints Church, Fountain and Memorial Clock, Cricket Club Logo, views of Bloxwich Park, fabrication industry - hot forging, heritage - Groves Butchers in the High Street, Bloxwich Carnival, artwork of the fountain by Bloxwich School and Bloxwich young people