

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

## **Pheasey & Paddock**

Please find attached the following papers in support of this next phase of consultation on the Boundary Beacon Gateways Features:

- Information on the concept of the Beacon Gateways
- Notes taken from our last meeting with your LNP
- Questionnaire
- 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 17<sup>th</sup> January 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 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**

### **Pheasey and Paddock**

**Date of Meetings:** 15 April 2005 and 26 May 2005

**Venue for Meetings:** Collingwood Centre

#### **Interviewees (on the 15<sup>th</sup> April '05):**

Janice Adkins, Edith Arch, Rose Adams, Audrey Batchelor, Pat Brain, Kath Brooks Janet Bridgeman, Jean Bridgenorth, Eirwin Blurton, Margaret Croot, Bonnie Clark, Kath Cartright, Edna Colledge, Peggy Cammerer, Jean Davis, Betty Dettoff, Joan Edgeington, Joyce Gwillian, Pauline Gayden, Joyce Harris, Jean Hill, Marion Jones, Gladys Kirby, Connie Lake, David Lee, Joyce Lees, Olive Thees, Marjorie Maxwell, Joan Michim, Michell Dot, Val Pitham, Beryl Sedgley, Shirley Spooner, Margaret Stutt, Dot Thirlby, Vara Tyrrell, Beryl Waring, Betty Warton, Ena Webb, Jean Woods, Sylvia Westlake, Hugh Haigney.

#### **Interviewees (on the 26<sup>th</sup> May '05):**

Cllr Zahid Ali, Patrick Kelly; Sergeant Martin Brown, Clinton Simmons, Cllr Rose Martin.

The following are keynotes taken from the meetings:

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

- Border of Main Roads.
- By Rugby Club On A34
- Down Walsted Rd on Bellbridge
- West Bromwich Rd

### **Potential Themes for Signs**

- The Bar Beacon.
- The cliffs by the Park hall lake Below the beacon (red sand stone cliffs in a wild area a lot of image potential there)
- The Trees Pub (Now called Scofields)
- The Collingwood Court
- Baker Park
- St Margaret's church
- Wild Flowers
- Horse Riding
- Farming
- Canal by Park Hall School
- Golf course Down Walsted Rd
- Arboretum Extension
- Park Hall Cottage
- Hotels
- Broadway Church
- St martins Church
- St Luke's (very Pretty)
- Black lead Church

## Other Community Comments

- Want does the name Pheasey Mean.
- There is nothing here.
- One Lady Worried About drivers Being distracted
- Too many signs Will the old ones be removed?
- Can the bronze map on the beacon be replaced?
- The sign Should say Pheasey Not Pheasey Paddock
- Is there something wrong with the present signs? (the Purple ones)
- Is J9 to be marked with 2 signs
- What is happening to the Ikea sign
- What about marketing the Borough in Birmingham and Wolverhampton
- Could you have Walsall in big letters in the grass in the Arboretum? Done in gravel so it could be seen from aircraft as they take off from the Airport.

## Questionnaire – Pheasey & Paddock

**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 Features?

Which of the photographs do you think best represent Pheasey?

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?

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**