

Walsall Beacon Gateways

2nd Phase of Consultation with the LNP's

Palfrey & Pleck

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
- The Designs And a Questionnaire Will follow in the post to the LNP members

We would appreciate if you could look at this information prior to the LNP Meeting on the 5th 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 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 Palfrey & Pleck

Date of Meeting: 29th June 2005
Venue for Meeting: Palfrey Community Centre

Interviewees:

Councillor Dennis Anson (Pleck Ward) Councillor Aqeel Aslam (Pleck Ward)
Councillor Joan Beilby (Palfrey Ward) Councillor Mohammad Munir (Palfrey Ward)
Councillor Harbans Sarohi (Pleck Ward) Councillor Mohammad Yasin (Palfrey Ward) Mr.
Michael Bentley - Primary School representative
Inspector Andy Gilbert - Police representative
Mrs. Ety Martin - PCT representative
Mr. Keith Whittlestone - Secondary School representative
Mr. Allah Ditta Mrs. Eileen Edwards Mr. Gary Fulford Mrs. Mandy Holcroft Mr. Manzoor
Hussain Mr. Matloob Hussain Mr. Kirpal Kaliroy Mr. Ali Mohammed Mr. Mark Pulford
Mr. George Rowley

The following are keynotes taken from the meeting:

Potential Locations of Boundary, Station & Town Centre Signs

Potential Themes for Signs

- Sister Dora
- Palks
- Palfree means Small white house
- Pleck means peacefull parcel of land
- Multi cultural
- Brilliant food shops
- Old Art School Bradford sty
- 1875 Bare and Ragged Staff
- Jerome K Jerome Bradford St
- Sewers Memorial
- St Mathews
- Alms Houses on Wednesbury Rd
- Leather trade
- Two colleges Walcat / college of continuing education

Other Community Comments

- The Poor roads give the borough a poverty stricken look
- Highlighting the different cultures in Walsall and areas in the borough
- Writing welcome in different languages
- I think its wonderful