

Walsall Beacon Gateways

2nd Phase of Consultation with the LNP's

Darlaston

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
- Designs will Be Posted to the LNP members before the Meeting

We would appreciate if you could look at this information prior to the LNP Meeting on the 4th 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.

Bruno Edwards
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Walsall MBC
Civic Centre
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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, their 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 Darlaston

Date of Meeting: 21th March 2005
Venue for Meeting: Darlaston Community School
Interviewees:

Councilor Bill Medley, Sandra Borland, Councilor Paul Bott, Councilor Rose Burley, Peter Burton, Keith Chambers, Andy Clark, Ken Hopkins, Ayshea Jonson

The following are keynotes taken from the meeting:

Potential Locations of Boundary, Station & Town Centre Signs

- Every entrance
- A41 border
- A4098 border
- A4442borders (road passes through)
- A262 border
- A263 border

Potential Themes for Signs

- Bentley Cairn (New Art piece 27 May official opening)
- St Lawrence's church
- Brick Works, Moxley
- Pumping station/ water tank.

Other Community Comments

- Where is the money coming from (Rose Burley)
- Don't need a Beacon in the town centre, there are already town centre pieces and entrance signs to the town, these are recent and don't need redoing.
- Can we report back to the committee when the designs are done so they can comment
- Don't want it to be too heritage orientated

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Questionnaire – Darlaston

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 Features?

Which of the photographs do you think best represent Darlaston?

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**