

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

St Matthews and Birchills Leamore

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
- 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 23rd 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 St. Matthews and Birchills Leamore

Date of Meetings:

20th April & 12th July 2005

Venues for Meetings:

Council Meeting Rooms and
Community Association, Croft Street

Interviewees:

Steve Brockley, Ann French, Clr H Caan, Clr M Arif, Mike Dymond, Sue Dymond, Gavin Mitchell, David Mitchell, Sharon Mitchell, Chris Wright, John Wright, Stuart Thomas and Sarah Thomas; Clr Joan Barton; M Barton; Martain Cain; Hilson Carter; Terry Edis; June Evans; Isp Andy Gillbert; Chris Jones; Tariq Caan; Andrew Molt; Aftun Nawaz; Clr Carrol Rose; Rev David Sims.

The following are keynotes taken from the meeting:

Potential Locations of Boundary, Station & Town Centre Signs

- Arboretum Roundabout
- By Kwik Fit on
- By Police Station
- By Mill behind Town wharf Shopping Centre
- By Small roundabout on
- The features not to be located on the footpath, concerns regarding people with disabilities and poor sight
- Good to have discussions with representative disabled group regarding the project – maybe a problem for people to read the text going around the three dimensional feature
- As well as railway station, the bus station in Walsall should be considered as a potential location for the features

St. Matthews and Birchills Leamore - continued

Potential Themes for Signs

- The Boatman's Chapel would be a good heritage theme
- The Arboretum boat house / band stand / rest house.
- St Matthew's Church is a landmark, however other places of worship should be considered as potential images if this was used
- Walsall cricket club
- The new art gallery representing contemporary Walsall
- The features should represent the multi cultural communities of Walsall, but needs to be done sensitivity
- The market would be a good theme
- The sports centre
- The canal basin
- The Hippo Statue
- Sister Dora Statue
- The view through the Market to the church with the bridge removed.
- The leather industry
- On the station signs show the old station before it was altered
- The Town Hall

Other Community Comments

- Something should be done at Junctions 9 & 10 M6 entrances to Walsall. Apparently, considerable monies are becoming available via the new Lottery scheme 'Living Landmarks' for public art at major gateways across the country
- Concern about where the money is coming from to fund the features and other gateway initiatives – was it the old NRF monies but in a different guise
- What is happening with the ring road past the Arboretum
- Will there be signs at J10?
- The Sign should say Walsall

Questionnaire – St Matthews and Birchills Leamore

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 and Town Centre Features?

Which of the photographs do you think best represent Walsall?

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