

Brandhall Village Masterplan Options - Consultation Report

April 2022

Sandwell Metropolitan Borough Council

Prepared for:

Sandwell Metropolitan Borough Council

Prepared by:

AECOM Limited
The Colmore building,
20 Colmore Circus Queensway,
Birmingham
B4 6AT
United Kingdom

aecom.com

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1. Introduction

1.1 Purpose of this document

- 1.1.1 This report relates to the development of the Brandhall Village Masterplan (hereafter referred to as the 'Masterplan') which is proposed on the former Brandhall Golf Course site (hereafter referred to as the 'Site') in Brandhall, within the Borough of Sandwell in the West Midlands.
- 1.1.2 This consultation report has been prepared by AECOM on behalf of Sandwell Metropolitan Borough Council (SMBC). It sets out SMBC's approach to stakeholder engagement and public consultation, providing a description of the activities undertaken to engage and consult with key parties both prior to and during the consultation period.
- 1.1.3 The report also provides a summary of the responses received during the consultation period. As part of this, the report also explains the methodological approach to the analysis of responses to the consultation.

2. Background to the Scheme

2.1 The Scheme context

- 2.1.1 The existing Site measures approximately 37 hectares in size and is located in, Sandwell. It is situated to the east of the M5 and south west of the A4123.
- 2.1.2 The land was formerly a municipal golf course and is currently not fully accessible to the public, except for two public rights of way that run from east to west across the site.
- 2.1.3 Sandwell Council has appointed AECOM to develop a masterplan for Brandhall Village, in consultation with the local community and stakeholders, which will set a clear vision for the site and use the masterplan as a tool to ensure that as future development comes forward, it aligns with the agreed development principles.
- 2.1.4 The Masterplan proposes to develop the site, creating a new high quality and sustainable community. The Masterplan aims to deliver a large public park, space for a new primary school, new homes, enhanced areas for wildlife and new routes to walk and cycle.

2.2 Scheme aims and Objectives

2.2.1 Delivering much needed homes for local people

- 2.2.2 There is a significant need for housing in the Sandwell area, with 27,873 additional homes to be built by 2039, according to the Government's Housing Need Calculation. Brandhall Village could accommodate much-needed homes, with a minimum of 25% of these being affordable.
- 2.2.3 The proposed redevelopment of the Site provides an opportunity to improve housing options for local people.

2.2.4 Ensuring education provision

- 2.2.5 Causeway Green Primary School is aging, and recent flooding issues have caused significant disruption to education for the children who attend the school.
- 2.2.6 Brandhall Village provides an opportunity to deliver a brand-new primary school to replace Causeway Green, providing new learning facilities in the local area.

2.2.7 Creating significant new public open space

- 2.2.8 As a former golf course, the site is not fully accessible to the public, except for the two Public Rights of Way (PRoW) that pass east to west through the site. This means that local people are not able to use the Site as they would other local parks.

2.2.9 The Site provides the opportunity to create the first major new public park in Sandwell's 47-year history. This site also allows for incorporation of new community facilities, play areas and natural green spaces, for local people to enjoy.

2.2.10 Delivering the new park will require significant investment, one way of funding this is through an enabling development of new homes. By bringing forward a mixed use for the site, we can deliver and maintain a park and associated amenities along with much needed affordable homes.

2.2.11 Enhancing habitats for wildlife

2.2.12 Through the careful creation of a masterplan for Brandhall Village, we can retain and protect important existing habitats within the Site and mitigate any potential impacts through the enhancement and creation of new, high quality habitats which promote biodiversity. In addition, the creation of new footways and cycleways through the Site will enable local people to appreciate and enjoy the natural environment, and provide opportunities to learn more about its important wildlife.

2.2.13 Creating new routes that promote active travel

2.2.14 As previously mentioned, the Site as it currently exists is not fully accessible. The only accesses are the two PRoWs which run east-to-west across it.

2.2.15 The development of Brandhall Village will provide an opportunity to create and integrate new accessible connections across the Site to key destinations and the wider transport network. These connections will facilitate and promote active and healthy forms of travel, including walking, running, and cycling.

2.2.16 Through clever design, the Masterplan would look to discourage the use of cars for local journeys, by preventing rat running and providing strong links to public transport and active travel networks.

3. Timeline of Previous Consultation

3.1 Winter 2019 Consultation

- 3.1.1 On 30 October 2019, SMBC's Cabinet resolved to consult on the proposed closure and potential alternative uses of the Brandhall Golf Course site.
- 3.1.2 Early engagement with the media, elected members, local residents and golf club members was undertaken in advance of the Cabinet Report being made available on 22 October 2019. This engagement included:
- A press release provided to media and elected members;
 - Letters to 2,243 local residents;
 - Letters to 318 people with Sandwell Leisure Trust golf course memberships; and
 - A meeting with golf club representatives on 21 October 2019 and 300 letters provided for members.
- 3.1.3 The consultation took place from 7 November 2019 to 19 December 2019. Activity to support the consultation included:
- A press release issued to media and elected members;
 - Letters to golf club and local residents (the same mailing lists as previously used);
 - Posts on SMBC's social media channels and an article in a resident e-newsletter;
 - Three public drop-in sessions at Brandhall Library;
 - An additional drop-in session at the golf club, at the request of golf club representatives; and
 - Responses to general and press enquiries.
- 3.1.4 As part of this consultation, it was proposed that the Site could be used to build a new school (replacement for Causeway Green Primary School), develop a new park and open space for the local community and provide much needed local housing.
- 3.1.5 During this process, SMBC provided three initial, indicative options of how the proposed development options could be provided.
- 3.1.6 A total of 712 responses were received to the consultation and around 100 people attended the public consultation events.
- 3.1.7 The outcome of this consultation found that 84% of responses favoured the indicative proposed development option with the largest park and fewest houses, with 8.5 hectares of the site remaining as green space.
- 3.1.8 On 27 May 2020, following consideration of the consultation and its findings, SMBC's Cabinet approved a recommendation to close Brandhall Golf Course and Club House. As the course was closed due to the coronavirus outbreak, it remained closed and did not reopen. At that meeting Cabinet also authorised the development of a masterplan for the Brandhall Golf Course and Club House.
- 3.1.9 The findings of the Winter 2019 consultation were taken forward and used to develop the four proposed masterplan options presented in the 2021 consultation detailed in this report; all masterplan options retained 25% of the Site as green space.

3.2 Summer 2021 Virtual Workshops

- 3.2.1 SMBC and AECOM organised and facilitated three virtual workshops with key local stakeholders between Thursday 10 June 2021 and Wednesday 23 June 2021.
- 3.2.2 In total 19 stakeholders accepted an invitation to attend the workshops, which included ward councillors, cabinet members and key community stakeholders (such as local headteachers).
- 3.2.3 The purpose of these workshops was to ensure that key stakeholders had an early opportunity to provide feedback and direction on the draft vision and emerging masterplan options.

3.2.4 The early feedback received here enabled the design team to respond to stakeholder concerns, and understand their priorities and future aspirations for the masterplans.

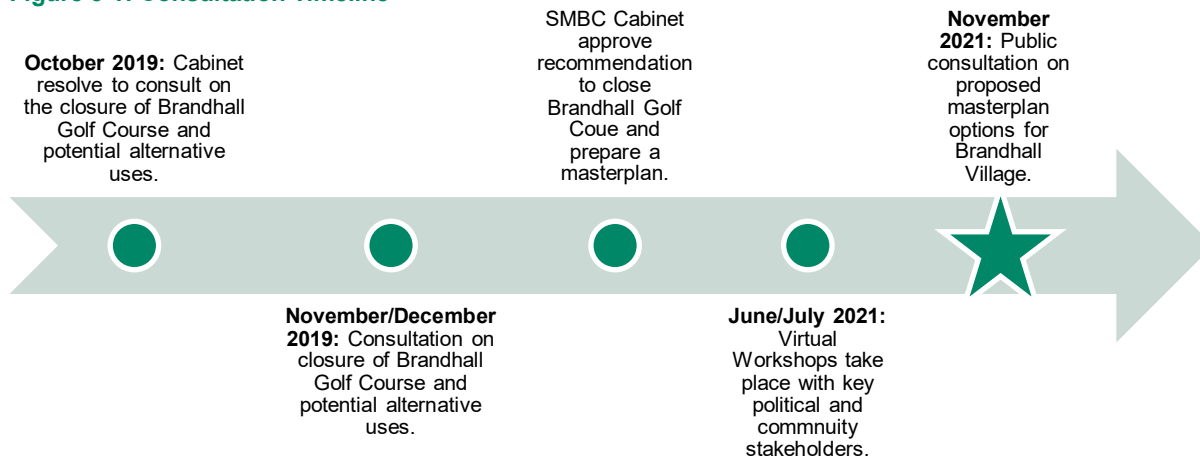
3.2.5 A brief summary of feedback provided can be found below:

- Stakeholders placed greatest value on the provision of a large amount of high-quality green space. Consensus across the workshops indicated stakeholders would prefer to see large, consolidated green space, rather than it being dispersed around the site.
- The workshop sessions showed that a key topic of concern was the inclusion of both social housing and affordable housing as part of the scheme. Stakeholders indicated there should be a mix of housing types and tenures across the site, and they should not be exclusive of the community that exists in the surrounding areas.
- The location of the school was also highlighted by stakeholders, who argued the school should be located in the north west corner of the site rather than to the east, or further south. Attendees believed the alternative locations suggested would cause problems with congestion and pupil catchment areas.
- Stakeholders also indicated that they would like to see the development of high-quality community space. Stakeholders said they would like facilities to cater to all members of the community including the elderly, families and young people. Recurring suggestions included a café/pub, a local shop, allotments, an orchard, outdoor exercise equipment and a skate park.
- It was clear from feedback that the majority of stakeholders believed that this project could be a success, but it was essential to consult with the wider local community as early as possible.

3.3 Timeline

3.3.1 Figure 3-1 below shows a timeline of events (indicated by the green dots) described above, leading to the consultation described in this report (indicated by the green star).

Figure 3-1: Consultation Timeline



4. Methodology

4.1 Approach

- 4.1.1 A public consultation was held by SMBC between Monday 1 November 2021 and Sunday 28 November 2021. The consultation closed at 23:59 on Sunday 28 November.
- 4.1.2 The approach taken to consultation was influenced by the continued effects of the Covid-19 pandemic.
- 4.1.3 Whilst official Covid-19 restrictions were not in place, the approach sought to ensure all participants felt comfortable taking part in the consultation. Therefore, during the consultation period SMBC used a variety of methods to maximise participation from relevant stakeholders and the local community. This included providing residents with easy access to consultation materials and detailed information about the Scheme, through a variety of methods.
- 4.1.4 These methods will be explained in turn throughout this chapter, but a brief summary can be seen in Table 4-1 below.

Table 4-1: Summary of Engagement Methods

| Method of Engagement | Summary |
|---|---|
| Masterplan webpage (https://www.sandwell.gov.uk/brandhall) | All consultation materials were uploaded to the Masterplan webpage on Monday 1 November 2021 providing 24/7 access to the consultation materials. |
| Deposit Points | Physical copies of consultation materials were available in Brandhall Library from Monday 1 November 2021. This meant that those who could not access the online were able to view copies of the consultation materials at a local community venue. From Wednesday 17 November 2021, following a request from a local elected member, printed copied of the materials were also made available in two other local libraries, these being Bleakhouse Library and Langley Library. |
| Virtual consultation room | A virtual consultation room was launched on Monday 8 November 2021. |
| Public consultation event | An in-person public consultation event was held on Tuesday 16 November 2021. The event was held in two sessions: 12:00-15:30 and 16:30 – 20:00. |

4.2 Consultation Materials

- 4.2.1 The consultation materials referred to throughout this report are briefly outlined in this sub-section.

Consultation Boards

- 4.2.2 The consultation boards were 8 information boards which detailed information about the consultation, draft vision, emerging masterplan options and the envisaged timeline for development. These can be found in Appendix A (A1) of this document.
- 4.2.3 A summary of the boards can be found in Table 4-2, below.

Table 4-2: Summary of consultation board contents

| Board Title | Summary |
|----------------------------------|---|
| 1 - Introduction | This board introduced the consultation and proposals. It also outlined the previous consultation on the closure of Brandhall Golf Course. |
| 2 – Ambitions | This board gave an overview of the Scheme's wider vision and aims. |
| 3 – Design considerations | This board provided information of the constraints and potential opportunities on the Site. |

| | |
|--------------------------------|--|
| 4 – Masterplan Option 1 | This board gave an overview of Masterplan Option 1. |
| 5 – Masterplan Option 2 | This board gave an overview of Masterplan Option 2. |
| 6 – Masterplan Option 3 | This board gave an overview of Masterplan Option 3. |
| 7 – Masterplan Option 4 | This board gave an overview of Masterplan Option 4. |
| 8 – Next Steps | This panel detailed the next steps for the project and explained how to respond to the consultation. |

Question and Answer (Q&A) Document

- 4.2.4 A Q&A document was available to the public during the consultation period. The Q&As were also posted to the home page of the scheme website.
- 4.2.5 The document was updated throughout the consultation and provided information and answers to frequently asked questions and themes which emerged during the consultation. It was available for consultees to view at their leisure as it could answer immediate questions stakeholders may have had when browsing the consultation boards.
- 4.2.6 The final Q&A document is available in Appendix A (A2) of this document.

Feedback Form

- 4.2.7 An online version of the feedback form was available on the Masterplan webpage and virtual consultation room throughout the consultation. In addition, hard copies of the feedback form were made available at Brandhall Library from Monday 1 November 2021.
- 4.2.8 The feedback form provided consultees the opportunity to engage with the consultation and provide their opinion on different aspects of the Masterplan and emerging options. It contained specific questions on which SMBC were seeking feedback.
- 4.2.9 The questions included a mix of multiple-choice closed questions and open-ended questions, enabling respondents to elaborate on aspects of the Scheme that mattered most to them.
- 4.2.10 Data collected from these questions has been analysed in [section 6](#) of this report enabling SMBC to determine the level of support for various aspects of the scheme and overall sentiment towards the Masterplan.
- 4.2.11 A copy of the feedback form is available in Appendix A (A3) of this document.

4.3 Feedback Mechanisms

- 4.3.1 During the consultation period, people were encouraged to provide feedback in the following ways:
- By completing and submitting the online feedback form available via the Masterplan webpage and Virtual Consultation Room.
 - By completing and handing in a feedback form available at Brandhall Library throughout the consultation period, or at the in-person public consultation event.
 - By submitting a response via email – a dedicated email address was provided on the Masterplan webpage, and consultees were able to send queries and submit their responses to the consultation to this inbox.

4.4 Communications and Publicity

- 4.4.1 In order to publicise the consultation, a range of communications were used to raise awareness about the consultation and encourage participation.

Letters

- 4.4.2 Letters (mailing zone letter) were sent to 2,222 local residents and businesses on the first day of the consultation (Monday 1 November 2021), to notify them of the consultation, advising where they could view the materials and how they could respond and engage during the consultation. The letter

included details of the consultation events. A copy of the letter can be found appended to this report, as Appendix B (B1).

- 4.4.3 The consultation zone used in this consultation is the same as was used in the Winter 2019 consultation regarding the closure of the golf course. The extents of the zone can be seen in Appendix C.

Notifications for key political and community stakeholders

- 4.4.4 In addition to the letter drop, an email was sent to the identified key political and community stakeholders on the 1 November 2021. The mailing zone letter (Appendix B1) was attached to the email. The email can be found in Appendix B (B2) of this report.

Press Releases

- 4.4.5 A press release was issued on Monday 1 November to local media and published on Sandwell MBC's website. This provided readers with information regarding the consultation; it advised where the materials were available and explained how they could respond and engage during the consultation process. It also advertised the in-person consultation event.
- 4.4.6 A second press release was issued on Tuesday 9 November, this provided a reminder about the consultation and advertised the availability of the virtual consultation room.
- 4.4.7 A third press release was issued on Friday 19 November to remind readers that the consultation was still open and encouraged them to participate.
- 4.4.8 The three press releases form Appendix D of this report.

e-newsletters

- 4.4.9 The consultation was featured in three SMBC e-newsletters on 5 November, 12 November and 26 November which are issued to subscribers via email.

Social Media Posts

- 4.4.10 SMBC also used its social media channels to promote the consultation throughout the consultation period.
- 4.4.11 Social media posts were used to remind social media users of in-person events, and to notify stakeholders that Covid-19 measures would be in place at the in-person consultation event.
- 4.4.12 Table 4-3 below details the posts the social media posts by SMBC.

Table 4-3: Summary of social media posts

| Social Media Website | Date | Post | Reactions |
|----------------------|------------|--|-----------------------|
| Twitter (thread) | 02/11/2021 | We're developing masterplan options for a large new public park, much-needed homes and local facilities at the former Brandhall Golf Course in Oldbury, including space to replace Causeway Green Primary School. | 4 retweets 4 likes |
| Twitter (thread) | 09/11/2021 | We've launched a public consultation on masterplan options for Brandhall Village in Oldbury. Visit the virtual consultation room to see how the former golf course could be transformed with a large new public park, much-needed homes & a new replacement primary school. (1/6) | 1 retweet 2 likes |
| Twitter (thread) | 15/11/2021 | There's still time to have your say in our public consultation on masterplan options for Brandhall Village in Oldbury. (THREAD) The easiest way to check out the options and give feedback is from the comfort of your own home through our webpage and virtual consultation room. | 1 retweet 1 like |
| Twitter (thread) | 22/11/2021 | There's still time to have your say on masterplan options for Brandhall Village in Oldbury. (THREAD) Find out how the former golf course could be | 5 likes 1 retweet |

| | | | |
|-----------------|------------|---|---|
| | | transformed with a large new public park, much-needed homes and a new replacement primary school. | 1 quote tweet 1 comment |
| Facebook | 02/11/2021 | <p>We're developing masterplan options for a large new public park, much-needed homes and local facilities at the former Brandhall Golf Course in Oldbury, including space to replace Causeway Green Primary School.</p> <p>We are offering the local community an opportunity to influence key aspects of the masterplan, including how the new Brandhall Village could look and the kinds of open space and any community facilities provided within it.</p> <p>Take part in the public consultation, read answers to some frequently asked questions and have your say by 28 November.</p> <p>Details in comments</p> | 29 likes 8 angry reactions 43 shares 100 comments |
| Facebook | 09/11/2021 | <p>We've launched a public consultation on masterplan options for Brandhall Village in Oldbury.</p> <p>Visit the Brandhall Village virtual consultation room to see how the former golf course could be transformed with a large new public park, much-needed homes and a new replacement primary school.</p> <p>The virtual room provides an easy way to view the exhibition boards and masterplan options, and to give feedback, from the comfort of your own home.</p> <p>We understand that this is a very important site for the local community. Our key priority is to make sure the masterplan responds positively to concerns, priorities and aspirations for the site.</p> <p>Face-to-face drop-in consultation sessions will take place at Brandhall Library in Tame Road, Oldbury, on Tuesday 16 November, from 12pm-3.30pm and from 4.30pm-8pm. This will provide an opportunity to put questions to the project team. Consultation material will be available at Brandhall Library throughout the consultation period.</p> <p>Take part in the public consultation, read answers to some frequently asked questions and have your say by 28 November – links in the comments below.</p> | 9 angry reactions 4 likes 1 sad reaction 4 shares 50 comments |
| Facebook | 15/11/2021 | <p>There's still time to have your say in our public consultation on masterplan options for Brandhall Village in Oldbury.</p> <p>The easiest way to check out the options and give feedback is from the comfort of your own home through our webpage and virtual consultation room.</p> <p>Find out how the former golf course could be transformed with a large new public park, much-needed homes and a new replacement primary school.</p> <p>Links in the comments below.</p> <p>We are also holding two face-to-face drop-in sessions at Brandhall Library, Tame Road, Oldbury, tomorrow (Tuesday), between 12pm and 3.30pm and between 4.30pm and 8pm, where you can see the consultation materials and put questions to the project team. Covid-19 safety measures will be in place, so please bear with us if you have to queue until you can come into the library.</p> <p>Consultation material will also be available at Brandhall Library during library opening times throughout the consultation period, which ends on 28 November.</p> | 2 likes 1 love reaction 4 angry reactions 1 share 28 comments |
| Facebook | 22/11/2021 | <p>There's still time to have your say on masterplan options for Brandhall Village in Oldbury.</p> <p>Find out how the former golf course could be transformed with a large new public park, much-needed homes and a new replacement primary school.</p> <p>We understand that this is a very important site for the local community. Our key priority is to make sure the masterplan responds positively to concerns, priorities and aspirations for the site.</p> <p>Thanks to everyone who attended the face-to-face consultation sessions at Brandhall Library last Tuesday.</p> | 2 likes 2 angry reactions 2 shares 10 comments |

The consultation ends on Sunday (28 November) – there's a link in the comments below to our Brandhall Village webpage where you can visit the virtual consultation room, check out masterplan options, read answers to some frequently asked questions and have your say.

4.5 Methods of Engagement

Consultation webpage

- 4.5.1 The full suite of consultation materials were published on the consultation webpage (<https://www.sandwell.gov.uk/brandhall>) on the consultation launch day, Monday 1 November 2021.
- 4.5.2 All consultation materials were available on the website, which could be accessed by consultees at their convenience.
- 4.5.3 Placing the materials online allowed consultees to browse materials at their leisure, consider them carefully, and refer back to materials and plans when completing the feedback form.
- 4.5.4 A link to the feedback form could also be found on the website, to allow consultees to provide their feedback on the proposals.
- 4.5.5 A link to the virtual consultation room was also located on the website.
- 4.5.6 The website was accessible at all times during the consultation period and provided consultees with the information needed to learn more about the Scheme proposals. It also provided the opportunity to give meaningful feedback and raise questions via the Scheme inbox.
- 4.5.7 The consultation materials were removed from the website the day after the consultation closed, on Monday 29 November 2021.

Deposit Locations

- 4.5.8 To ensure the consultation was as accessible as possible, and to maximise feedback throughout the consultation period, printed A2 copies of the consultation boards were made available to view in Brandhall Library from Monday 1 November 2021
- 4.5.9 Alongside the consultation materials, printed feedback forms were also available at the library, for those who could not, or did not want to complete an online feedback form.
- 4.5.10 Following a suggestion from a local elected member, on Wednesday 17 November 2021 printed copies of the consultation boards were made available at two additional local libraries. One copy of the consultation boards remained in Brandhall Library, and the other two copies were moved to Bleakhouse Library and Langley Library.
- 4.5.11 The materials were available to view at all three libraries until the consultation closed on Sunday 28 November 2021.
- 4.5.12 Provision was made to ensure that the library had a sufficient supply of feedback forms.

Virtual consultation room

- 4.5.13 The virtual consultation room went live on Monday 8 November 2021 and was available until the close of the consultation period on Sunday 28 November 2021. The room was accessible via a link on the consultation website.
- 4.5.14 The virtual room provided a 360-degree visualisation of a traditional event, providing all the materials available at the in person events, including the consultation boards outlined in table 4-2 of this document, being displayed around the room.
- 4.5.15 The room also had two additional pieces of consultation material on a central table:
 - A PDF version of the Q+A document (Appendix A2) which was available to view and download.
 - A button which took consultees to the online feedback form (Appendix A3) when they were ready to complete it.

- 4.5.16 A welcome message appeared on entry to the virtual space containing information on how to navigate the room.
- 4.5.17 Online visitors were able to move around the room by using their computer mouse to click and drag the screen - and zoom in and out - or by touch on mobile devices.
- 4.5.18 Screenshots of the virtual room are shown in Figures 4-1, 4-2 and 4-3 below.

Figure 4-1: Virtual consultation room - View 1

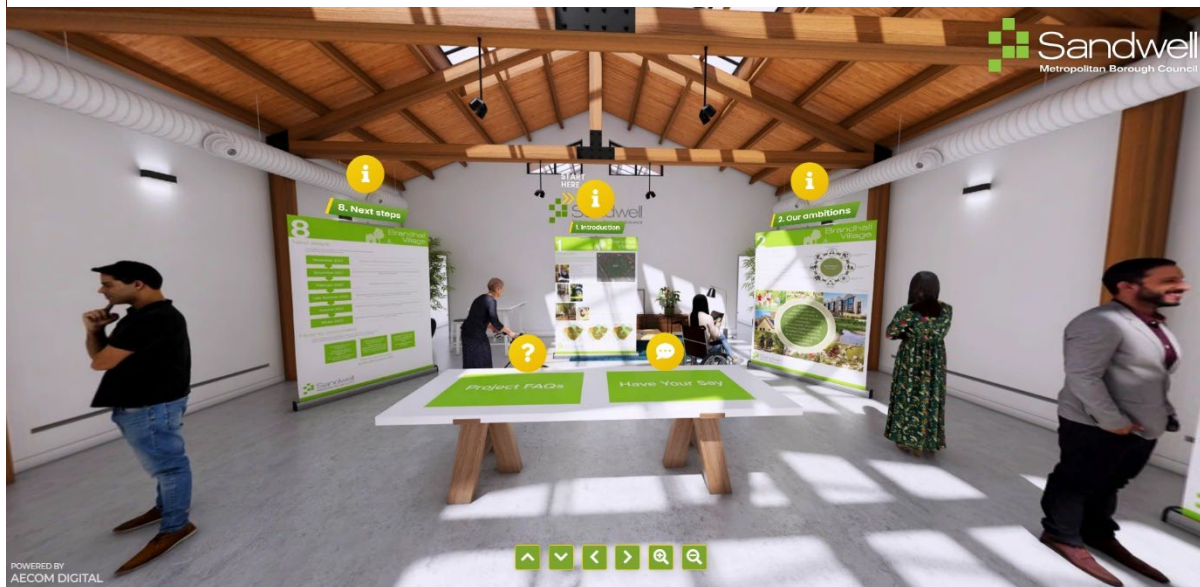


Figure 4-2: Virtual consultation room - View 2



Figure 4-3: Virtual consultation room - View 3



In-Person Public Consultation Event

- 4.5.19 On Tuesday 16 November 2021 an in-person public consultation event was held at Brandhall Library.
- 4.5.20 The event was publicised via a range of channels:
- The initial email and letter drop described in [section 4.4](#) of this report
 - The social media posts described in [section 4.4](#) of this report
 - Press releases described in [section 4.4](#) of this report
 - The Scheme webpage
- 4.5.21 An early-afternoon session was held from 12:00 to 15:30.
- 4.5.22 An afternoon/evening session was held from 16:30 to 20:00.
- 4.5.23 The event was held in two sessions to maximise the number of people able to attend the consultation event. The second session ran until 20:00 to ensure that those who work during the day or were not available during the day had opportunity to attend the consultation event if they wished.
- 4.5.24 This venue chosen was appropriate as its location made it as easy as possible for those likely to be affected or interested in the proposals to attend. The venue was also checked to ensure it was fully accessible and a risk assessment was undertaken prior to the event.
- 4.5.25 Care was taken at the event to ensure that the event was Covid-19 secure. A maximum capacity of 30 residents (in addition to SMBC and AECOM staff members) was in place. A one-way system was enforced, and attendees were encouraged to wear masks and remain socially distanced where possible. A track and trace QR code could be scanned upon entry to the event.
- 4.5.26 The event provided local stakeholders the opportunity to view information about the Masterplan and speak with members of the project team about the plans and ask questions. Members of staff present included council officers and technical specialists from AECOM. Members of staff wore name badges, so members of the public could be identified amongst attendees.
- 4.5.27 At the event, 8 A0 consultation boards were set-up around the room, for consultees to view at their leisure. These boards can be seen in Appendix A1 and are described in Table 4-2 of this report.
- 4.5.28 In addition to this, 4 large versions of the masterplans were laid out on a table.

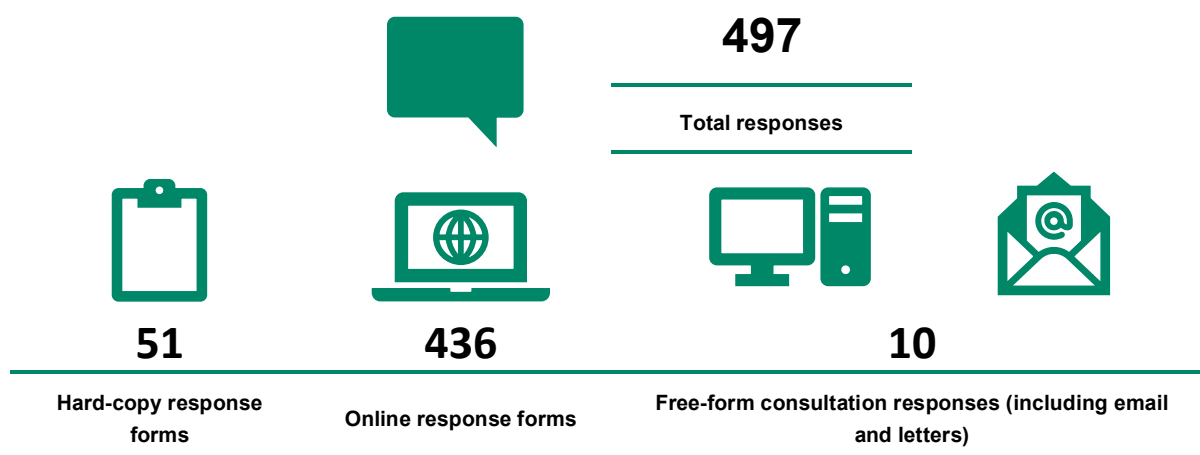
- 4.5.29 Consultees were provided with pens and post-it notes and could stick their comments directly onto the specific areas of the masterplans to which they related. Conversation between staff and consultees, and the sharing of ideas, was encouraged around the table.
- 4.5.30 Whilst this feedback did not form part of the formal consultation feedback (this was explained to consultees at the events) it provided useful feedback on each masterplan. Photos were taken of the comments on each masterplan so that they could be used to inform the development of the preferred masterplan.
- 4.5.31 Hard copy feedback forms (and pens) were also readily available, to enable attendees to take part in the consultation.

5. Engagement

5.1 Number of Responses

- 5.1.1 In total 497 consultation responses were received.
- 5.1.2 As is illustrated by Figure 5-1 below, 436 online feedback form submissions were received, 51 hard-copy feedback forms were received at Brandhall Library, ten free-form consultation responses were received, this included both emails and letters.
- 5.1.3 Free-form consultation responses were received from residents, ward councillors and the MP for the area.
- 5.1.4 All feedback received has been processed and dealt with in the same manner.

Figure 5-1: Summary of responses received



5.2 Event Attendance

- 5.2.1 The event attendance is summarised in Table 5-1 below.
- 5.2.2 Attendance numbers were monitored throughout the session in order comply with Covid-19 safety measures. Attendees were counted as they entered, and the number of attendees leaving was also monitored, to keep track of the number of people in the venue at any given time.

Table 5-1: Consultation event attendance

| Session | Time | Attendance |
|-----------|---------------|------------|
| Session 1 | 12:00 – 15:30 | 72 |
| Session 2 | 16:30 – 20:00 | 71 |

6. Findings and analysis

6.1 Method of analysis

- 6.1.1 The feedback form (available in Appendix A3) included a mix of multiple-choice closed questions and open-ended questions, enabling respondents to elaborate on aspects of the proposals that mattered most to them.
- 6.1.2 In addition to the feedback form, written freeform consultation responses were also received via email or post and accepted. All consultation responses, regardless of the format they were received in, were analysed in the same way.
- 6.1.3 All responses were logged within a consultation database and the consultee given a unique contact ID for identification purposes.
- 6.1.4 An online survey system was used to enable response forms to be completed and captured electronically, then uploaded into the consultation database. Any responses received in paper copy or via email were manually inputted into the consultation database.
- 6.1.5 Once uploaded into the database, a process of coding began. As outlined above, each response was read and dissected into individual, relevant comments. Each comment was assigned a theme.

6.2 Responses to each question

- 6.2.1 This section outlines the responses to each question in the feedback form.
- 6.2.2 For closed questions, graphs have been created to show the responses. It should be noted that not every closed question was responded to in each feedback form and therefore the number of respondents who provided a valid response to each question varies and is shown in each graph.
- 6.2.3 For open questions, tables have been created by coding qualitative responses into themes. Once this had been done, codes were drawn out that captured repeated comments in respondents' responses.
- 6.2.4 Where comments were made more than once, they have been counted and logged in tables, which summarise the responses to the open questions that were asked and how many times each theme was mentioned.
- 6.2.5 The ten free-form responses that were received have been considered alongside the responses to the final question on the response form which asked respondents if they had any other comments on the proposals for Brandhall Village.

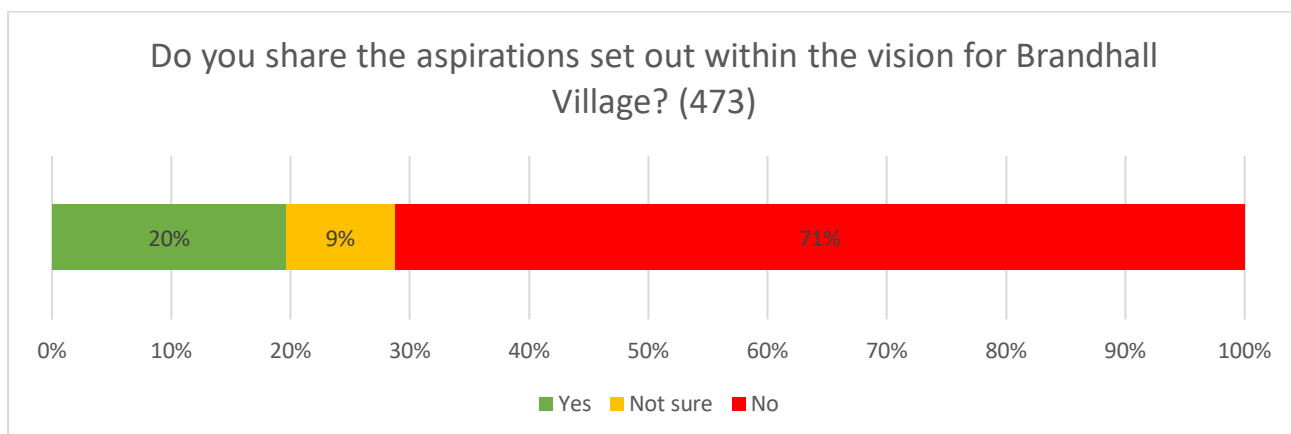
6.3 Quantitative and qualitative summary of responses to each question

Do you share the aspirations set out within the vision for Brandhall Village?

6.3.1 The feedback form asked if respondents shared the aspirations set out within the vision for Brandhall Village, which was provided in the consultation materials.

6.3.2 473 respondents provided a valid response to this question, with 14 not answering the question.

Figure 6-1: Response to 'Do you share the aspirations set out within the vision for Brandhall Village?'

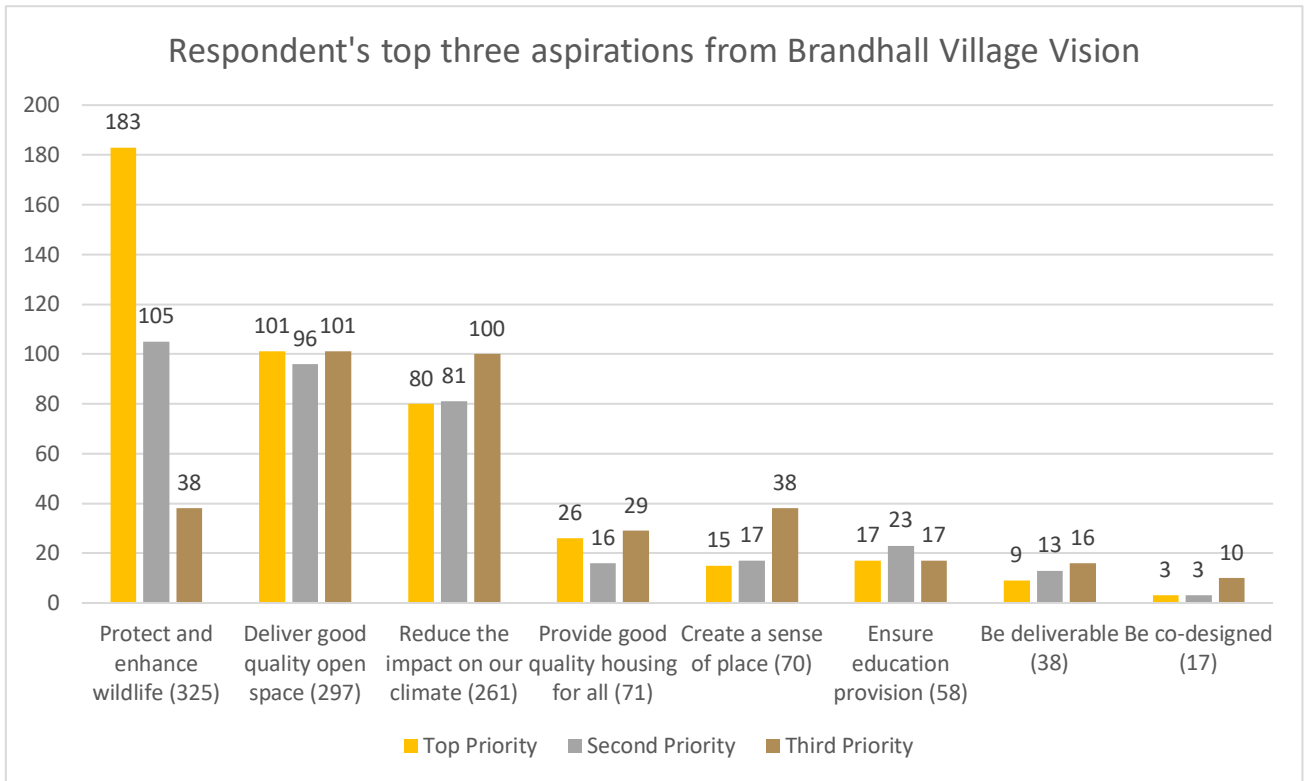


What are your top three priorities in the vision? Please specify your preference with ‘1’ being most preferred and ‘3’ the least preferred.

6.3.3 The response form asked respondents to rank their top three priorities in the vision, from the eight aspirations.

6.3.4 70 respondents did not rank answer the question whilst nine respondents who used a hard copy response form ranked multiple aspects of the vision as ‘1’ and ‘2’.

Figure 6-2: Response to ‘What are your three top priorities in the vision? Please specify your preference with ‘1’ being the most preferred and ‘3’ being the least’



Is there anything else you would like to add to the vision?

6.3.5 The next question provided respondents with an opportunity to add any other aspirations that they thought should be added to the vision for Brandhall Village.

6.3.6 Table 6-1 summarises the responses received. Comments that were mentioned more than once have been included in the table.

Table 6-1: Summary of responses to ‘Is there anything you would like to add to the vision?’

| Summary of responses to ‘Is there anything you would like to add to the vision?’ | Number of respondents |
|--|-----------------------|
| <p>Preserve the greenspace Comments suggesting that the greenspace should be preserved.</p> | 134 |
| <p>Leave the Site as it is Comments suggesting that the Site was to be left as it is now.</p> | 110 |
| <p>Against the development Comments stating they were against development of any kind</p> | 108 |
| <p>Concern about the impacts of the scheme on nature, wildlife and biodiversity</p> <ul style="list-style-type: none"> • Respondents were concerned that the Site is of importance to varied local wildlife (including birds, bats, badgers, foxes, insects, deer and some protected species) and nature • Respondents indicated the site was a wildlife corridor. • Respondents believed that development would harm the nature and wildlife on the Site, that should be protected. | 59 |
| <p>Against the building of homes on the Site Respondents were against using the Site for housing</p> | 34 |
| <p>Develop brownfield sites instead Respondents felt that brownfield sites should be developed before the proposed Site.</p> | 31 |
| <p>Concern regarding climate change</p> <ul style="list-style-type: none"> • In the light of COP-26, this Site should be preserved for the good of the planet. • Development goes against governments climate change policies and targets. • Goes against need to reduce carbon footprint. | 28 |
| <p>Concern regarding the traffic impacts on the local road network</p> <ul style="list-style-type: none"> • The proposals will exacerbate existing congestion problems – particularly at peak school time. • The proposals will exacerbate issues of limited parking. • The proposals will exacerbate safety issues associated with the local road network i.e. children crossing roads near schools, there are regularly accidents on the local road network. | 26 |
| <p>Concern regarding increased flooding impact in the local area</p> <ul style="list-style-type: none"> • The Site is unsuitable for development due to existing flooding issues. • The Site is a known flood plain. • The Scheme will exacerbate the issue the flooding issues the Site and the surrounding area already experiences. • Concreting over greenspace will remove the natural drainage from the area. | 26 |
| <p>Concern about the impact on the physical and mental health of the local population</p> <ul style="list-style-type: none"> • The Site has been an essential asset for the local population’s mental health during Covid. • The Site is essential to people’s mental wellbeing in a built-up area. • The site is used regularly by people for exercise, dog walking and recreational activity. | 20 |
| <p>Preserve/Plant trees on the Site</p> <ul style="list-style-type: none"> • Preserve the trees that exist on the Site. • Plant more trees on the Site. • The trees are beneficial to the local air quality/air pollution. • The trees are beneficial to the prevention of flooding. • The trees provide a home for much of the wildlife found on Site. | 20 |

| | |
|---|-----------|
| <p>Support for the construction of community facilities</p> <p>Respondents supported the creation of certain community facilities, including: community cafes, community centre, the care village, play areas for children, sports facilities.</p> | 19 |
| <p>Support the creation of a country park</p> <p>Support for the creation of a country park, local wildlife reserve, local nature reserve. Respondents cited Warley Woods as an example.</p> | 17 |
| <p>Concern that local services will not cope with extra demand</p> <p>Comments that schools, GP surgeries, dentists and other local public services would not cope with more people living in the area.</p> | 16 |
| <p>Concern about the Scheme's impact on local air quality</p> <p>Respondents were concerned that additional cars in the area and the removal of trees would contribute to worsening air quality in the area.</p> <p>Respondents were also concerned by the idea of placing a school (and in some cases housing) so close to a motorway.</p> | 13 |
| <p>Concern about the Scheme's impact on local pollution</p> <p>Respondents were concerned that additional cars, the removal of trees and additional people in the area would lead to worsening levels of local pollution.</p> | 13 |
| <p>The plans for the Site contradicts the proposed Vision for the Site</p> <p>Residents believed that the proposals contradicted the vision, as the plans increase pollution and traffic levels, reduce the amount of green space, and remove habitats and nature from the local area.</p> | 13 |
| <p>The site should be made more accessible</p> | 12 |
| <p>The Site should be developed by engaging and working with the local community closely</p> <p>Some suggested handing the space over to the local community to manage entirely.</p> | 10 |
| <p>Support for the construction of housing on the Site</p> <ul style="list-style-type: none"> • Support for the construction of housing, specifically: affordable housing, sustainable housing, social housing and high-quality housing • Support from respondents who are on waiting list for social housing <p>Support from respondents who want to move house</p> | 10 |
| <p>Support for Brandhall vision</p> | 7 |
| <p>The views of the local community are not being taken into account - the development is not wanted</p> | 7 |
| <p>Criticism of consultation process and consultation materials</p> <ul style="list-style-type: none"> • The consultation does not give respondents the chance to object outright to the proposal • The materials were unclear • The consultation will not have a material impact on the outcome • The questions were leading | 7 |
| <p>Concern about the Scheme's impact on the environment</p> <ul style="list-style-type: none"> • Concern about the environmental impacts of the proposals • Concern that it the proposals don't align with wider government's environmental policies | 5 |
| <p>Opposition to the construction of a school</p> | 5 |
| <p>Support for the construction of a school</p> | 5 |
| <p>The area is already too overcrowded (too many people)</p> | 4 |
| <p>The school should be redeveloped in its current location</p> | 3 |
| <p>A covenant exists on the Site which prevents this development</p> | 2 |

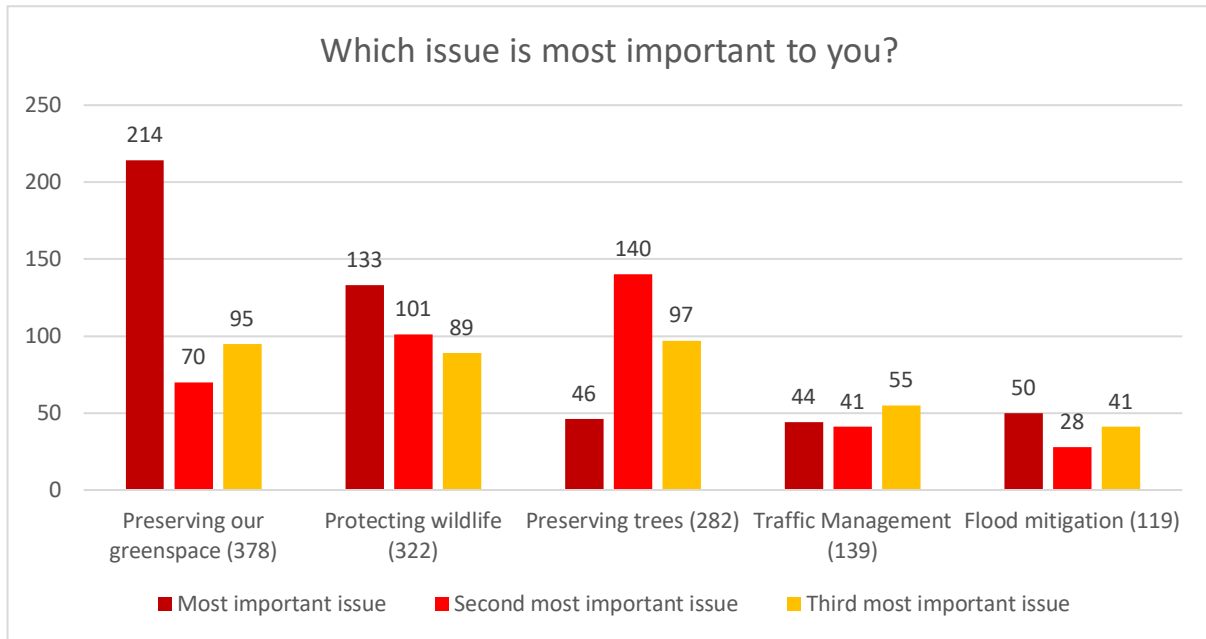
| | |
|---|----------|
| Support for the vision, but not the Scheme | 2 |
| There should be fewer houses on Site with a greater focus on other elements There should be less space for housing and more space for the public park, the school, greenspace, play area etc. | 2 |

Please rank the top 3 most important issues regarding the Scheme, below. '1' being the most important '3' being the least important.

6.3.7 A number of concerns about the development of the Site had been raised in the previous round of consultation and feedback received by SMBC. The next question therefore asked respondents to rank their top three concerns from five options.

6.3.8 30 respondents did not answer this question, not all respondents selected three issues, 14 respondents ranked multiple issues as '1' on hand-written response form, where they had the freedom to do so.

Figure 6-3: Response to 'Please rank the top 3 most important issues regarding the Scheme, below. '1' being the most important '3' being the least important'

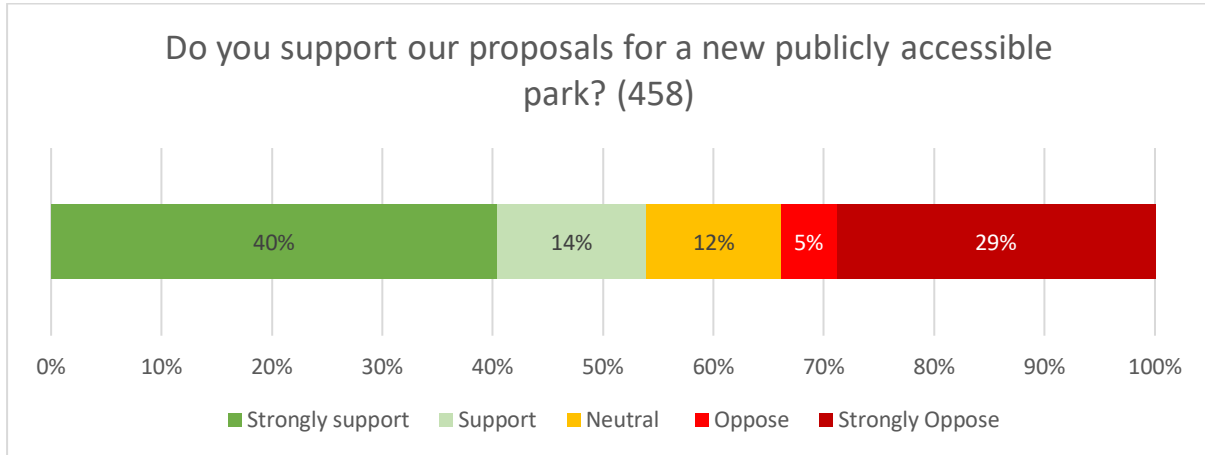


Do you support proposals for a new publicly accessible park?

6.3.9 The next section of the feedback form focussed on the proposed publicly accessible park. This question asked respondents if they supported proposals for a new publicly accessible park. Over half of those who answered the questions (54%) said that they supported the proposal.

6.3.10 29 respondents did not answer this question.

Figure 6-4: Response to ‘Do you support our proposals for a new publicly accessible park?’



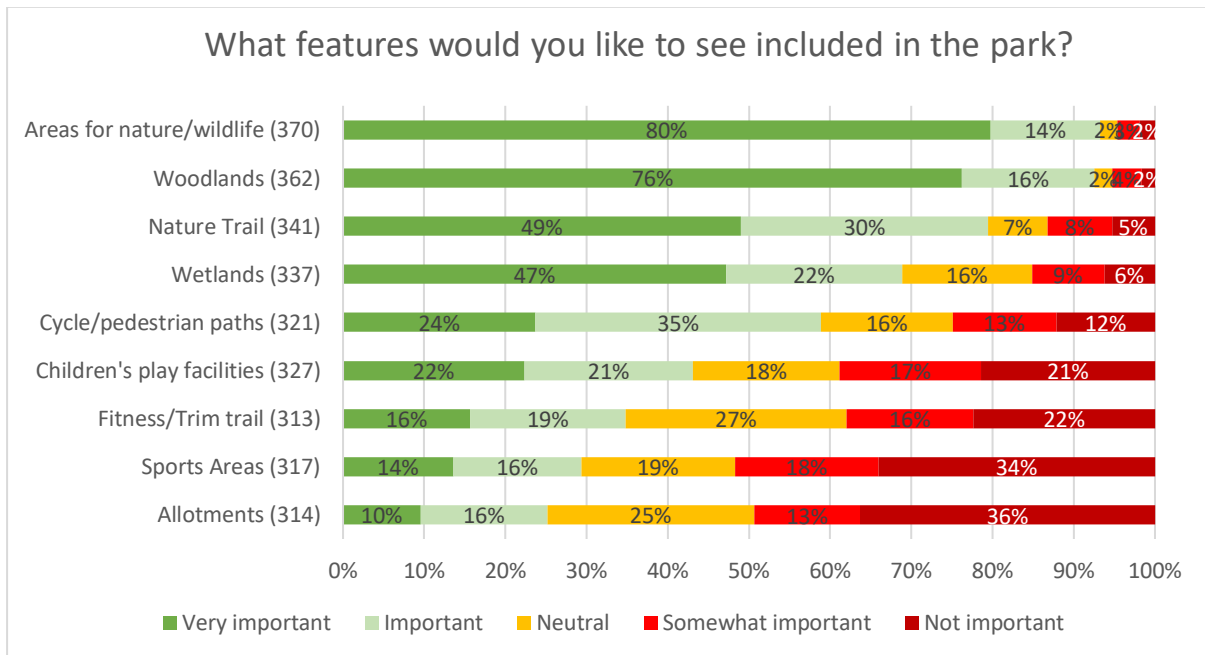
What features would you like to see included in the park? Please indicate how important each feature is to you.

6.3.11 The next question asked respondents what features they would like to see in the park. Respondents were asked to rank each feature on a scale from ‘not important’ to ‘very important’. Attributes related to nature tended to be deemed the most important by those who answered this question.

6.3.12 132 respondents indicated that they would not like to see any of the features.

6.3.13 26 respondents didn’t answer this question.

Figure 6-5: Response to ‘What features would you like to see included in the park?’



6.3.14 As part of this question, respondents were given the opportunity to specify other features, not included in the above options, that they would like to see in the park.

6.3.15 Table 6-2 below shows the features specified by respondents.

Table 6-2: Summary of responses to ‘What features would you like to see in the park? (Other)’

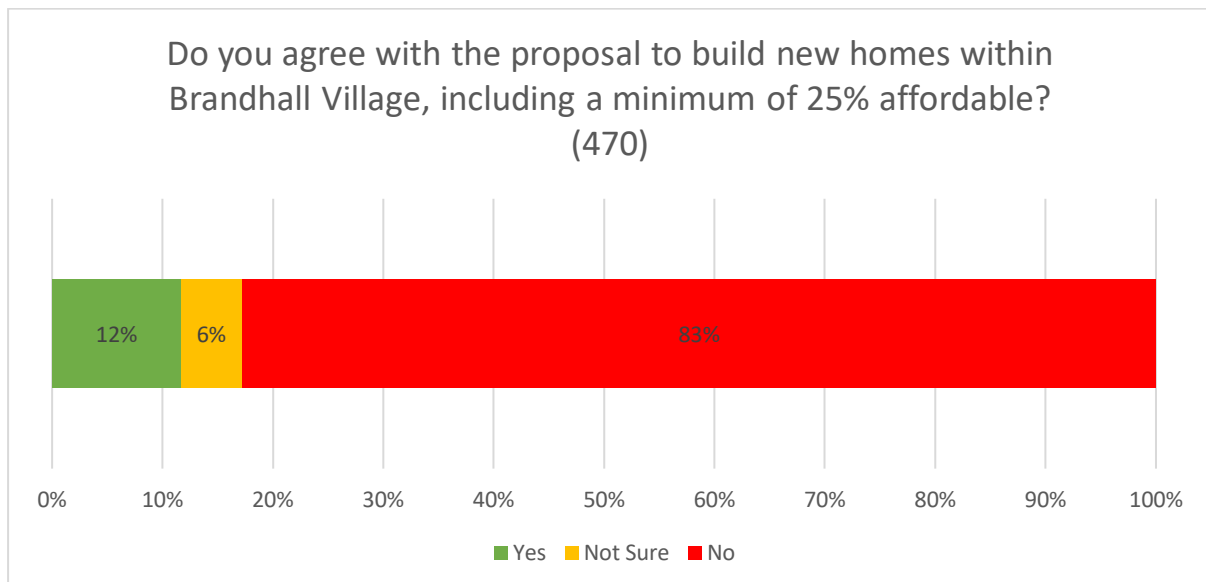
| Summary of responses to Question 10 ‘What features would you like to see in the park? (Other)’ | Number of respondents |
|--|-----------------------|
| Preservation of green spaces | 22 |
| Leave the site as it is | 17 |
| Accessible green space | 5 |
| Flood mitigation | 4 |
| Protection of heritage | 4 |
| Golf course | 3 |
| Community spaces | 3 |
| Housing and School | 3 |
| Children’s play area | 1 |
| Traffic measures | 1 |
| Wildlife protection | 1 |

Do you agree with the proposal to build new homes within Brandhall Village, including a minimum of 25% affordable?

6.3.16 The next section of the feedback form focussed on the proposed new homes. This question asked respondents whether they agreed with the proposal to build new homes within Brandhall Village.

6.3.17 17 respondents didn’t answer this question.

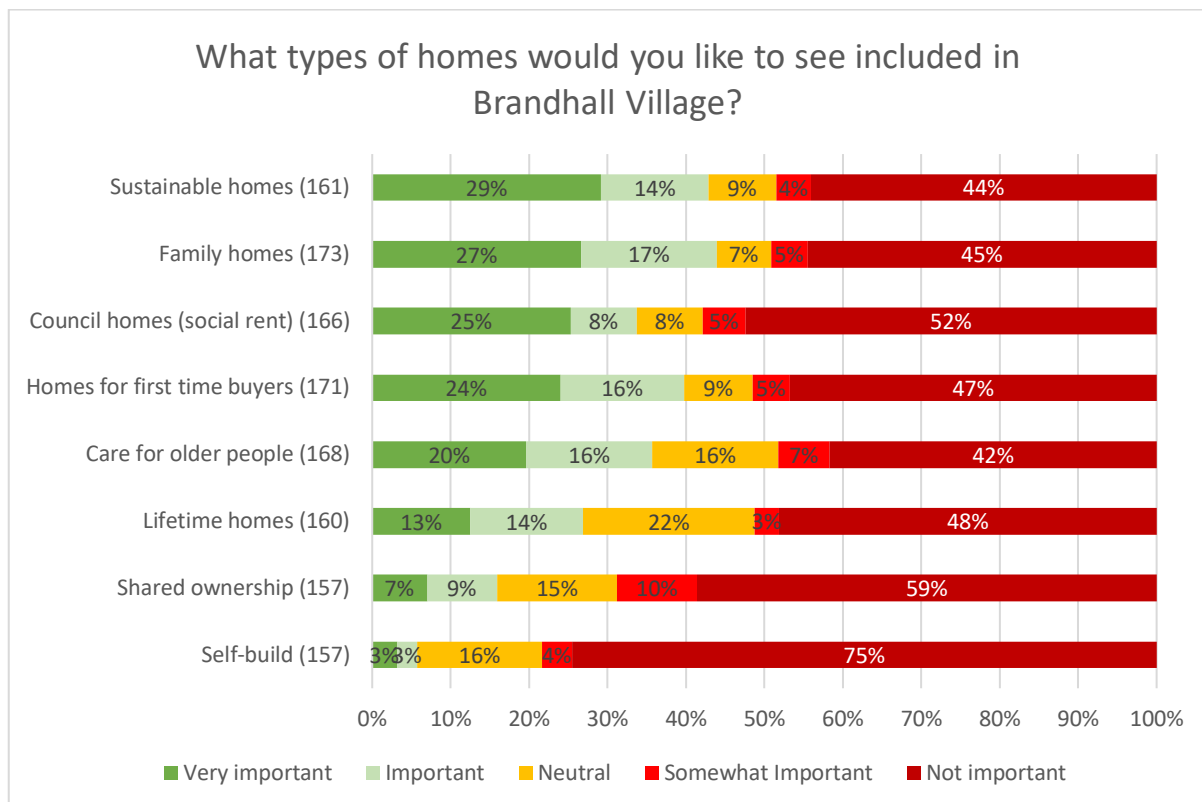
Figure 6-6: Response to ‘Do you agree with the proposal to build new homes within Brandhall Village, including a minimum of 25% affordable?’



What types of homes would you like to see in Brandhall Village? Please could you indicate how important each home is below

- 6.3.18 The next question asked what type of homes people would like to see in Brandhall Village. Respondents were asked to rank each type/tenure of housing on a scale from 'not important' to 'very important'.
- 6.3.19 340 respondents indicated they would not like to see any new homes.
- 6.3.20 22 respondents did not answer this question.

Figure 6-7: Response to 'What types of homes would you like to see in Brandhall Village?'



- 6.3.21 As part of this question, respondents were given the opportunity to specify other types of home/tenure, not included in the above options, that they would like to see in on the Site.
- 6.3.22 Table 6-3 below shows the responses from respondents who selected 'other'.

Table 6-3: Summary of responses to Question 12 'What types of homes would you like to see included in Brandhall Village? (Other)'

| Summary of responses to Question 12 'What types of homes would you like to see included in Brandhall Village? (Other)' | Number of respondents |
|--|-----------------------|
| Against building new homes | 32 |
| Affordable housing | 2 |
| More social housing | 1 |
| Eco-friendly housing | 1 |
| Housing away from flood plains | 1 |
| Housing close to existing infrastructure | 1 |

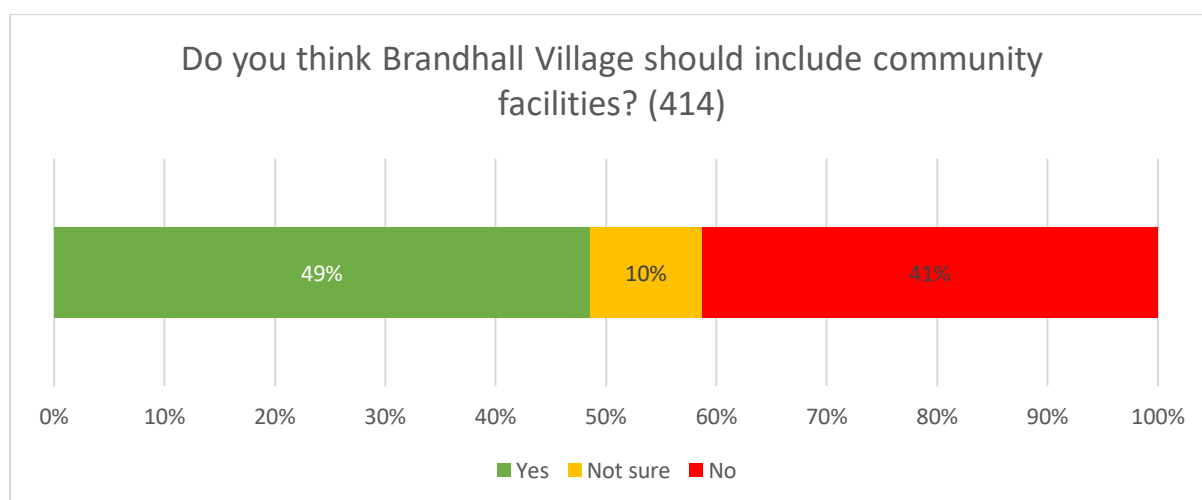
| | |
|--|----------|
| Houses with large gardens | 1 |
| Less social housing | 1 |
| Housing with Off-street Parking | 1 |

Do you think Brandhall Village should include community facilities?

6.3.23 The next section of the feedback form focussed on community facilities. This question asked whether respondents thought Brandhall Village should include community facilities.

6.3.24 73 respondents did not answer this question.

Figure 6-8: Response to ‘Do you think Brandhall Village should include community facilities?’



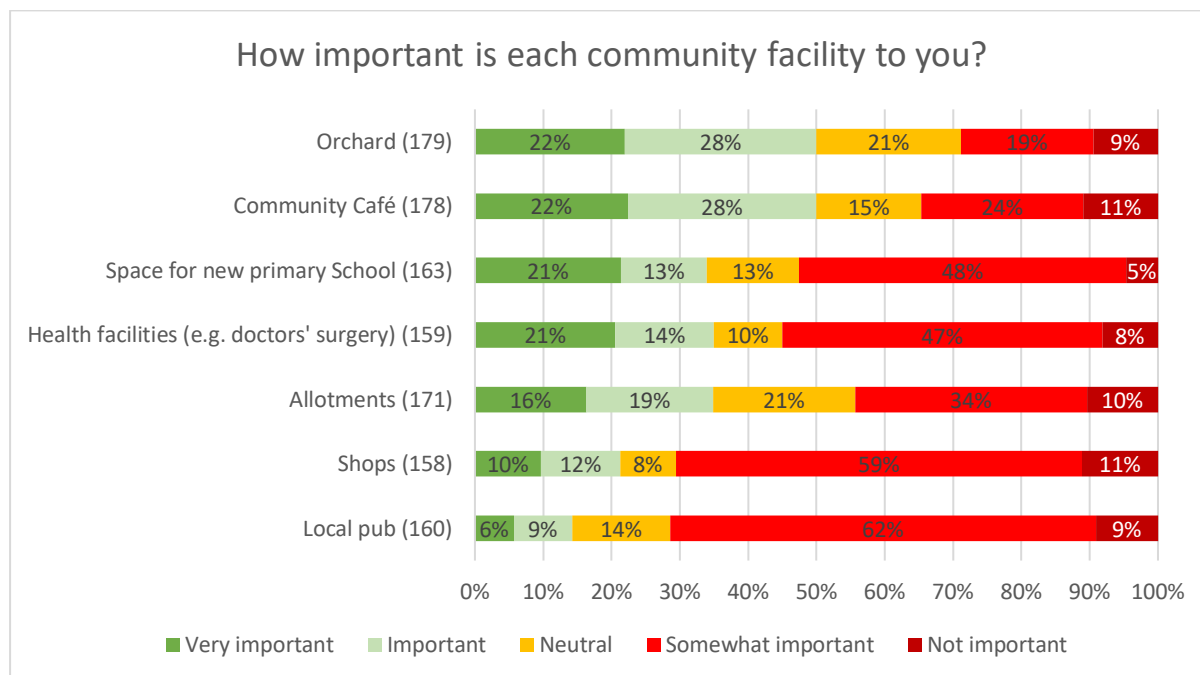
Please could you indicate how important each community facility is to you?

6.3.25 Respondents were then asked to rank how important each community facility was, on a scale of ‘not important’ to ‘very important’.

6.3.26 252 respondents indicated they did not want any community facilities.

6.3.27 20 respondents did not answer this question.

Figure 6-9: Response to ‘Please indicate how important each community facility is to you?’



6.3.28 As part of this question, respondents were given the opportunity to specify other community facilities, not included in the above options, that they would like to see in on the Site.

6.3.29 Table 6-4 below shows the responses from respondents who selected ‘other’.

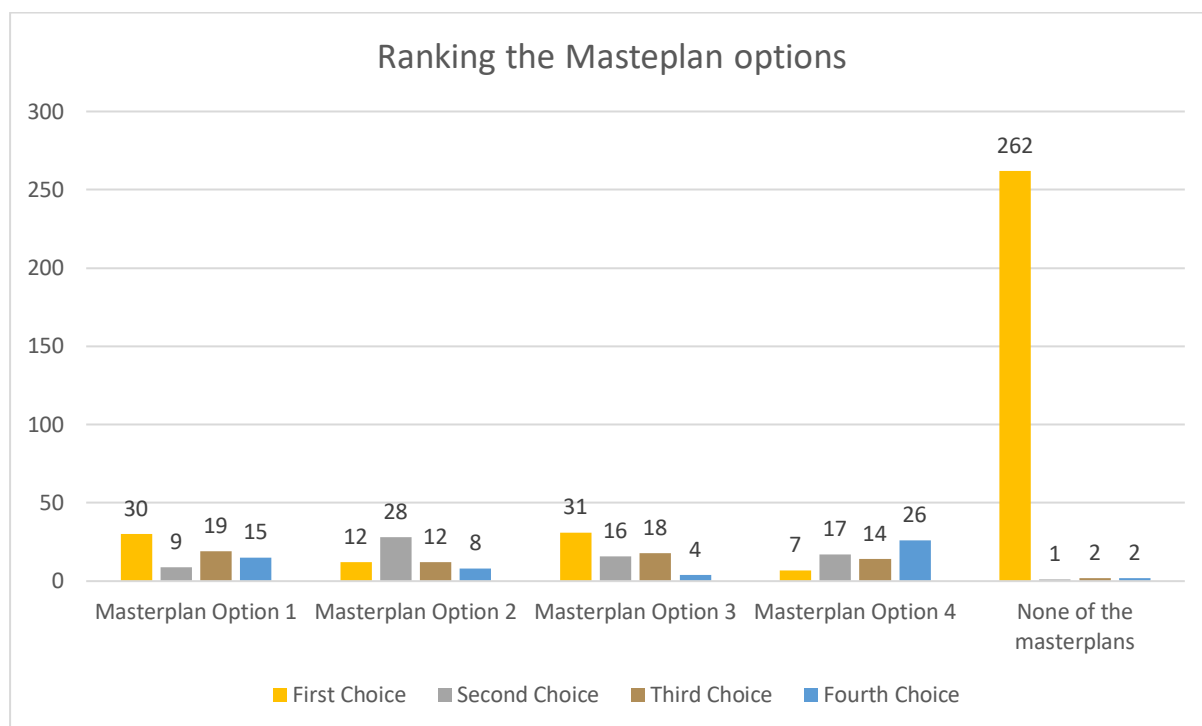
Table 6-4: Summary of responses to Question 14 ‘How important is each community facility to you? (Other)’

| Summary of responses to Question 14 ‘How important is each community facility to you? (Other)’ | Number of respondents |
|--|-----------------------|
| Remaining as green space | 20 |
| Community Café | 9 |
| Event Space | 3 |
| Trees and Planting | 3 |
| Golf course | 2 |
| Upgrading/developing the school | 2 |
| Spaces for wildlife | 2 |
| Shared working space | 1 |
| Arts space | 1 |
| Facilities for the elderly | 1 |
| Sports facilities | 1 |
| Traffic calming measures | 1 |
| Youth facilities | 1 |

After looking at the four masterplan options, please rank the options below, with ‘1’ being the option you most prefer

- 6.3.30 The final section of the feedback form focussed on the four masterplan options presented at the consultation.
- 6.3.31 This question asked respondents to rank the masterplan options to identify the preferred option.
- 6.3.32 145 respondents did not answer this question.

Table 6-5: Response to ‘After looking at the four masterplan options, please rank the options below, with ‘1’ being the option you most prefer?’



Respondents were asked to provide the reasons for their ranking.

- 6.3.33 The next question asked respondents to provide reasons for their ranking.
- 6.3.34 Where respondents made specific reference to a masterplan and the reason they preferred or disliked the option, this is noted in the table below. The number in brackets that follows the comment indicates how many times this was mentioned. If there is no number, it was only mentioned once.

Table 6-6: Reasons provided for masterplan rankings

| Option preference | Reason Listed |
|---------------------|---|
| Masterplan 1 | <ul style="list-style-type: none"> • School should be sited further away from Brennand Road as otherwise there would be traffic problems • Seems to preserve the most greenspace, separates traffic from wildlife • Seems to have the largest area of greenspace • Prefer location of the school (3) • The school is nearer its original location • Too many houses |
| Masterplan 2 | <ul style="list-style-type: none"> • Prefer layout for housing, would be less impact on local traffic and flood plains • Best layout for the protection of wildlife • Preference for the central open space • Prefer the location of the school (3) • The school is too near Brandhall primary, which would create traffic problems |
| Masterplan 3 | <ul style="list-style-type: none"> • Seems to have the biggest open greenspace (4) • Like the fact the green space is in one central area (8) • A good balance between creating greenspace and creating a community and new houses that are needed • Like the location of the school (5) • Seems to have the lowest number of housing • Too many houses |
| Masterplan 4 | <ul style="list-style-type: none"> • Like the siting of the school near open space so the children could use it • Well thought out (good connections in and within the site, likes the green recreational route around the perimeter and green fingers and linear parks along the brook courses) • Concern about the school's proximity to Perryfields and the impact on the traffic |

6.3.35 Table 6-7 below summarises the other comments left in the response boxes, which were much more general. Comments that were mentioned more than once have been included in the table.

Table 6-7: Summary of responses to question 15

| Summary of responses to Question 15 'Please list your reasons for your ranking' | Number of respondents |
|--|-----------------------|
| Preserve the greenspace Comments that the greenspace that exists on the Site could be preserved. | 133 |
| Against the development Respondents who stated they were against development of any kind. | 95 |
| Leave the Site as it is Comments that suggested the site should be left as it is now. | 51 |
| Concern about the impacts of the Scheme on nature, wildlife and biodiversity <ul style="list-style-type: none"> • Concern that the Site is of importance to varied local wildlife (including birds, bats, badgers, foxes, insects, deer and some protected species) and nature. • Comments that the Site was a wildlife corridor. • Comments that development would harm the nature and wildlife on the Site, that should be protected. | 45 |
| Concern regarding the traffic impacts on the local road network <ul style="list-style-type: none"> • Comments that the proposals will exacerbate existing congestion problems – particularly at peak school time • Comments that the proposals will exacerbate issues of limited parking • Comments that the proposals will exacerbate safety issues associated with the local road network i.e. children crossing roads near schools, there are regularly accidents on the local road network | 33 |
| Concern regarding increased flooding impact in the local area <ul style="list-style-type: none"> • Comments that the Site is unsuitable for development due to existing flooding issues • Comments that the Site is a known flood plain • Comments that the proposals will exacerbate the issue the flooding issues the Site and the surrounding area already experiences | 28 |

| | |
|--|-----------|
| <ul style="list-style-type: none"> Comments suggesting concreting over greenspace will remove the natural drainage from the area | |
| <p>Develop brownfield sites instead</p> <p>Comments that brownfield sites should be developed before the proposed Site.</p> | 22 |
| <p>Concerned about the impact on the physical and mental health of the local population</p> <ul style="list-style-type: none"> Comments that the Site has been an essential asset for the local population's mental health during Covid Comments that the Site is essential to people's mental wellbeing in a built-up area Comments that the Site is used regularly by people for exercise, dog walking and recreational activity | 20 |
| <p>Against the building of homes on the Site</p> <p>Respondents stating they were against using the Site for housing</p> | 19 |
| <p>Concern about the Scheme's impact on local pollution</p> <p>Comments that additional cars, the removal of trees and additional people in the area would lead to worsening levels of local pollution. Comments that pollution was already high.</p> | 17 |
| <p>Support for the construction of community facilities</p> <p>Comments supporting the creation of certain community facilities, including: Community cafes, community centre, the care village, play areas for children, sports facilities.</p> | 16 |
| <p>Support the creation of a country park</p> <p>Support for the creation of a country park, local wildlife reserve, local nature reserve. Respondents cited Warley Woods as an example.</p> | 15 |
| <p>Preserve/Plant trees on the Site</p> <ul style="list-style-type: none"> Preserve the trees that exist on the Site Plant more trees on the Site The trees are beneficial to the local air quality/air pollution The trees are beneficial to the prevention of flooding The trees provide a home for much of the wildlife found on Site | 13 |
| <p>Concern regarding climate change</p> <ul style="list-style-type: none"> In the light of COP-26, this Site should be preserved for the good of the planet Development goes against government's climate change policies and targets Goes against need to reduce carbon footprint. | 12 |
| <p>Concern about the Masterplan's impact on local air quality</p> <ul style="list-style-type: none"> Respondents were concerned that additional cars in the area and the removal of trees would contribute to worsening air quality in the area. Respondents were also concerned by the idea of placing a school (and in some cases housing) so close to a motorway. | 10 |
| <p>Support for the construction of housing on the Site</p> <ul style="list-style-type: none"> Support for the construction of housing, specifically: affordable housing, sustainable housing, social housing and high-quality housing Support from respondents who are on waiting list for social housing Support from respondents who want to move house | 9 |
| <p>Opposition to the construction of a school</p> | 8 |
| <p>Concerned about the Masterplan's impact on the environment</p> <ul style="list-style-type: none"> Concerned about the environmental impacts of the proposals Concerned that the proposals don't align with wider government's environmental policies | 7 |
| <p>The development goes against the wishes of the local community, who do not want it</p> | 7 |
| <p>There should be fewer houses on the Site with a greater focus on other elements</p> <p>Should be less space for housing and more space for the public park, the school, greenspace, play area etc.</p> | 7 |
| <p>Concern that local services will not cope with extra demand</p> <p>Comments that schools, GP surgeries, dentists and other local public services would not cope with more people living in the area.</p> | 6 |

| | |
|---|----------|
| The school should be redeveloped in its current location | 4 |
| The site should be made more accessible | 4 |
| Comments that the proposals will increase anti-social behaviour in the area | 3 |
| The Site should be developed by engaging and working with the local community closely Suggestions around handing the space over to the local community to manage entirely. | 3 |
| Criticism of consultation process and consultation materials <ul style="list-style-type: none"> The consultation does not give respondents the chance to object outright to the proposal The materials were unclear The consultation will not have a material impact on the outcome The questions were leading | 2 |
| Support for the construction of a school | 2 |
| The Site is an area of historical/cultural importance | 2 |

Do you have any further comments on the proposals for Brandhall Village?

- 6.3.36 The final question on the response form asked if respondents had any further comments on the proposals for Brandhall Village.
- 6.3.37 Table 6-8 below summarises the responses received. Comments that were mentioned more than once have been included in the table.
- 6.3.38 This table also includes the comments in the ten free-hand responses which were analysed and coded in the same way as open questions in the response form.

Table 6-8: Summary of 'Do you have any further comments on the proposals for Brandhall Village?'

| Summary of 'Do you have any further comments on the proposals for Brandhall Village?' | Number of respondents |
|---|-----------------------|
| Preserve the green space Comments that the green space that exists on the Site should be preserved. | 151 |
| Against the development Respondents who stated they were against development of any kind. | 126 |
| Leave the site as it is Comments that suggested the site should be left as it is now. | 119 |
| Concern about the impacts of the scheme on nature, wildlife and biodiversity <ul style="list-style-type: none"> Concern that the Site is of importance to varied local wildlife (including birds, bats, badgers, foxes, insects, deer and some protected species) and nature. Comments that the Site was a wildlife corridor. Comments that development would harm the nature and wildlife on the Site, that should be protected. | 68 |
| Against the building of homes on the Site Respondents stating they were against using the Site for housing | 38 |
| Concern regarding increased flooding impact in the local area <ul style="list-style-type: none"> The Site is unsuitable for development due to existing flooding issues The Site is a known flood plain The Scheme will exacerbate the issue the flooding issues the Site and the surrounding area already experiences <p>Concreting over green space will remove the natural drainage from the area</p> | 36 |
| Concern regarding the traffic impacts on the local road network <ul style="list-style-type: none"> The Scheme will exacerbate existing congestion problems – particularly at peak school time | 35 |

| | |
|--|-----------|
| <ul style="list-style-type: none"> The Scheme will exacerbate issues of limited parking <p>The proposals will exacerbate safety issues associated with the local road network i.e. children crossing roads near schools, there are regularly accidents on the local road network</p> | |
| <p>Develop brownfield sites instead</p> <p>Respondents felt that brownfield sites should be developed before the proposed Site.</p> | 34 |
| <p>Concern regarding climate change</p> <ul style="list-style-type: none"> In the light of COP-26, this Site should be preserved for the good of the planet Development goes against governments climate change policies and targets Goes against need to reduce carbon footprint. | 34 |
| <p>Concern about the impact on the physical and mental health of the local population</p> <ul style="list-style-type: none"> The Site has been an essential asset for the local population's mental health during Covid The Site is essential to people's mental wellbeing in a built-up area The Site is used regularly by people for exercise, dog walking and recreational activity | 27 |
| <p>Support for the construction of community facilities</p> <p>Respondents supported the creation of certain community facilities, including: Community cafes, community centre, the care village, play areas for children, sports facilities.</p> | 23 |
| <p>Preserve/Plant trees on the Site</p> <ul style="list-style-type: none"> Preserve the trees that exist on the Site Plant more trees on the Site The trees are beneficial to the local air quality/air pollution The trees are beneficial to the prevention of flooding The trees provide a home for much of the wildlife found on Site | 21 |
| <p>Support the creation of a country park</p> <p>Support for the creation of a country park, local wildlife reserve, local nature reserve. Respondents cited Warley Woods as an example.</p> | 21 |
| <p>Concern that local services will not cope with extra demand</p> <p>Respondents were concerned that schools, GP surgeries, dentists and other local public services would not cope with more people living in the area.</p> | 16 |
| <p>Concern about the Masterplan's impact on local pollution</p> <p>Respondents were concerned that additional cars, the removal of trees and additional people in the area would lead to worsening levels of local pollution.</p> | 16 |
| <p>The plans for the Site contradict the proposed Vision for the Site</p> <p>Residents believed that the proposals contradicted the vision, as the plans increase pollution and traffic levels, reduce the amount of greenspace, and remove habitats and nature from the local area.</p> | 14 |
| <p>The site should be made more accessible</p> | 13 |
| <p>Concern about the Masterplan's impact on local air quality</p> <p>Respondents were concerned that additional cars in the area and the removal of trees would contribute to worsening air quality in the area.</p> <p>Respondents were also concerned by the idea of placing a school (and in some cases housing) so close to a motorway.</p> | 13 |
| <p>Support for the construction of housing on the Site</p> <ul style="list-style-type: none"> Support for the construction of housing, specifically: affordable housing, sustainable housing, social housing and high-quality housing Support from respondents who are on waiting list for social housing Support from respondents who want to move house | 12 |
| <p>Criticism of consultation process and consultation materials</p> <ul style="list-style-type: none"> The consultation does not give respondents the chance to object outright to the proposal The materials were unclear The consultation will not have a material impact on the outcome | 11 |

| | |
|---|-----------|
| <ul style="list-style-type: none"> The questions were leading | |
| The Site should be developed by engaging and working with the local community closely Some suggested handing the space over to the local community to manage entirely. | 10 |
| Concerned about the Masterplan's impact on the environment <ul style="list-style-type: none"> Concerned about the environmental impacts of the proposals Concerned that it the Masterplan doesn't align with wider government's environmental policies | 10 |
| Support for Brandhall vision | 9 |
| The views of the local community are not being taken into account - the development is not wanted | 8 |
| Support for the construction of a school | 7 |
| Opposition to the construction of a school | 6 |
| The area is already too overcrowded (too many people) | 5 |
| There should be fewer houses on Site with a greater focus on other elements There should be less space for housing and more space for the public park, the school, greenspace, play area etc. | 4 |
| Concerns associated with anti-social behaviour | 4 |
| The school should be redeveloped in its current location | 3 |
| A covenant exists on the Site which prevents this development | 3 |
| Support for the vision, but not the Scheme | 2 |
| Comments that houses would not be affordable | 2 |
| Comment that the land is of historical importance | 2 |

7. Key Themes

7.1 Overview

7.1.1.1 This section outlines key themes which emerged from the consultation responses.

7.2 Development of the Site

7.2.1 Against any development of the Site

7.2.1.1 Some respondents were opposed to any kind of development being built on site, whether this be housing or other constructed development. However, these respondents indicated that they weren't opposed to an alternative use of the Site, which sets them apart comments requesting the site be 'left as it is', discussed later in Section 7. Several respondents supported the preservation of the space as a golf course.

7.2.2 Improve the accessibility of the Site

7.2.2.1 Relating to the above, some respondents called for the Site to be made more accessible. Most comments of this sentiment felt that rather than developing the Site, it could be made more accessible and preserved as a green space. It was specifically mentioned that accessing the Site in a wheelchair, or with a pushchair, was particularly difficult.

7.2.3 Size of the Development

7.2.3.1 Some respondents were concerned about the proposed size of the development, the density of housing and subsequent increase of the population, and the resultant size of the green space preserved within the proposals. Many respondents who mentioned the size of the development were concerned that the size of the Site would have a significant impact on the surrounding area, and that the proposed development is too large for the existing area.

7.3 The Brandhall Village Vision

7.3.1 Support for the Brandhall Village Vision

7.3.1.1 There was some support for the proposed Vision for Brandhall Village, particularly the use of the space for community benefit, preservation of wildlife and greenspace, rather than just a focus on the construction of housing. Support for the vision was commonly linked to demand for both affordable housing and local social housing.

7.3.2 Agree with the vision, but this should be separate to this development

7.3.2.1 Responses linked to the above supported the sentiments of the Brandhall Vision, however, some felt that while the issues it aims to solve are important, they should not be prioritised over retaining green spaces in the area.

7.3.3 Plans for the Site contradict the Vision

7.3.3.1 A running theme associated with this was that any development of the existing greenspace was contradictory to the vision's overarching themes, such as protecting the environment and enhancing wildlife.

7.4 Location of the Site

7.4.1 Existing covenant for the protection of the Site

7.4.1.1 It has been suggested there is a covenant associated with Site and that any housing development on the Site would directly contradict this.

7.4.2 Development of Brownfield sites

7.4.2.1 A key theme from the responses concerned the use of brownfield sites. Many respondents felt that there were a number of alternative brownfield sites in the surrounding area that would be a better location for the development, including disused factory sites and specific brownfield sites in Oldbury. Respondents believed that brownfield land should be developed before considering developing on local greenspace.

7.5 Design of the School

7.5.1 Support for plans to construct a new school

- 7.5.1.1 Some respondents noted that while they were against the building of houses, they would support proposals to build a new school.
- 7.5.1.2 Some also supported the proposal to build a new school as they felt that current school buildings in the area need upgrading and modernising. Respondents also mentioned that current schools do not have enough capacity for the population, with some families having to send their children to different schools as there is not enough space for them to attend the same school.

7.5.2 Development of schools in existing locations

- 7.5.2.1 Some respondents felt that the proposal to build a new school was less preferable than developing and upgrading the schools that exist in the local area in their existing locations, including Causeway Green Primary School. This was also linked to the additional environmental impacts of constructing a new school versus renovating existing schools in the area.

7.5.3 Proximity of proposed school location to the motorway

- 7.5.3.1 Another theme raised by respondents was the school's location. Respondents were concerned about the school's proximity to the motorway, and the potential health impacts on children attending school.

7.6 Housing Proposals

7.6.1 Against the building of homes on the Site

- 7.6.1.1 Many comments were received that opposed the building of homes on the Site. Some of the key themes relating to this include wanting to preserve the green space of the area and feeling that the housing proposals went against this. Similarly, many felt that building houses on the Site would remove their access to green space due to the lack of alternative green open spaces close to their homes.
- 7.6.1.2 Another key theme relating to this was that building houses on the Site would put pressure on the local community facilities, such as school-places, parking, traffic, and local services. Respondents thought that this would overcrowd the area without the provision of additional local services.

7.6.2 Support the building of affordable housing

- 7.6.2.1 While there were many comments opposing the development of housing on the Site, there was support for housing that was affordable. Many comments regarding this were keen to see a higher percentage of social housing, or housing that is affordable. There were some comments relating to the current length of waiting lists for social housing locally, and more generally about the lack of local social housing.
- 7.6.2.2 The above theme was also linked to the concern that the housing proposed would not be affordable for those wanting to move into the area. People who had concerns demonstrated that the affordability of houses within proposals was very important to them.

7.6.3 Support the building of sustainable housing

- 7.6.3.1 Other comments related to support for proposals that included sustainable development options, with the consensus being that if housing is to be built it should be sustainable. The term 'eco-house' was used by some, with many respondents indicating that they would support proposals that were steered towards sustainable building and increased green spaces.

7.6.4 Preferences relating to the density of housing

- 7.6.4.1 Some respondents preferred the option for higher density housing in a smaller area, in order to preserve more of the green space. Others indicated a preference for lower density housing, with suggestions of semi-detached houses and/or bungalows.

7.6.5 Support for fewer houses on the Site and a greater focus on other elements

- 7.6.5.1 In line with the themes above, there was support for the Site to have a lower proportion of houses to prioritise other elements of the proposal. Many called for the proportion of the Site dedicated to open,

green space to be bigger. Others suggested that the area currently lacks community facilities, which should therefore be prioritised.

7.6.5.2 There were several comments of support for a children's play area to be included in proposals in line with the above. This was also linked to more community spaces, which is discussed below.

7.6.6 Concern that properties will lose their privacy

7.6.6.1 Respondents that live on the outskirts of the Site displayed concerns that the proposed development would reduce the privacy of their homes currently granted by the presence of the golf course and green space.

7.6.7 Impact on property values

7.6.7.1 Linked to the above, respondents close to the Site were concerned that by removing the green spaces that are visible from their homes, this would reduce the value of their property, with some claiming that the view of the golf course was a selling factor of their homes.

7.7 Themes Relating to the Community

7.7.1 Support the building of community facilities

7.7.1.1 While there were comments that opposed any development of the Site, there was support from many respondents for the inclusion of community facilities within the proposals. This included the development of a community hub or youth centre, local park, and/or a community café for social use by the community. Support for a local park was found throughout responses, with many calling for a park to preserve the green space.

7.7.1.2 Another key theme that stood out from the data was the request for sporting facilities to be included in proposals, with several respondents specifically mentioning the provision of basketball courts.

7.7.2 The Site should be developed by engaging and involving the community closely

7.7.2.1 Linked to the above was the sentiment that the development of the Site should be more community led, with many making comparisons to Warley Woods.

7.8 Traffic-related Themes

7.8.1 Concerned about traffic impacts on the local road network

7.8.1.1 One of the key themes related to the design of the proposal, was concern regarding the effect this would have on the local road network. Many comments raised concerns about the developments potential to increase traffic and congestion on the roads, due to the extra cars that new local residents would bring to the area. Some also highlighted that the design of the proposal could exacerbate existing traffic problems in the area.

7.8.2 Traffic associated with the development of a new school

7.8.2.1 Another key theme that emerged from comments related to traffic was the perception that the creation of a new school in the area would exacerbate traffic issues associated with school drop-off/pick-up times. This was not limited to traffic, but also included concerns surrounding parking issues and bottlenecks as a result of the new school and its location within the development.

7.8.3 Parking requirements of additional housing

7.8.3.1 Linked to the above, were comments regarding how the additional housing proposed on the Site could impact on parking in the area. Comments that support the proposals called for off-street parking to be included in housing proposals to reduce the impact on the surrounding area.

7.8.3.2 Comments that opposed the development demonstrated concern for how the additional housing and facilities would add to parking problems currently faced by residents.

7.8.4 Increase in road accidents

- 7.8.4.1 Some respondents were concerned that the development could increase the risk of road accidents in the area. Specifically, Wolverhampton Road was identified as an area of concern, with multiple road accidents a year, and there is the fear that the development could exacerbate this issue.

7.8.5 Associated traffic pollution

- 7.8.5.1 There was also concern regarding the increase in pollution associated with additional road traffic. Many were worried about the impact this could have on children who would be living/using the area and/or attending school there. This was also linked to how pollution from traffic could impact the environment.

7.8.6 Focus on public transport use

- 7.8.6.1 Some comments related to the public transport considerations of the proposal. It was mentioned that current transport services to the site are well designed, and support for the proposal would depend on the guarantee that these services would be able to continue running, with limited disruption during construction.
- 7.8.6.2 Linked to this was the mention of promoting active travel and 15-minute neighbourhoods in the area to reduce resident's dependency on cars.

7.9 Socio-Economic Impact on the Community

7.9.1 Increased pressure and demand for local services

- 7.9.1.1 A key theme that emerged from the data was the concern that respondents had for the ability of local services to cope with the extra demand that an increase to the local population would bring.
- 7.9.1.2 Some respondents felt that local services were already under pressure and the additional housing would exacerbate the problem. Doctors, dentists, and schools were named as most susceptible to over-demand.

7.9.2 Concerns associated with anti-social behaviour

- 7.9.2.1 Several respondents raised concerns that the proposed development could increase the risk of anti-social behaviour in the area. This was linked to the sentiment that the reduction of green spaces can increase anti-social behaviour, as well as the worry that the proposal of a community café could provide an area for youths to congregate in.
- 7.9.2.2 Other comments mentioned current issues faced by the area and how an increased population would add to the issue.

7.10 Impact on the Population and Health of Residents

7.10.1 Mental wellbeing

- 7.10.1.1 Many comments linked the current green space at the Site as having a positive impact on their mental health, with specific mention of its role in mental wellbeing during the COVID-19 pandemic. Respondents felt that the presence of green space has a significant, positive effect on their mental health and by developing on the site and reducing access to green spaces, this would have a detrimental effect on their mental health.

7.10.2 Physical wellbeing

- 7.10.2.1 Similarly, many responses linked the importance of the Site's green space to their physical wellbeing and cited it as an area that they regularly used to exercise and socialise. This was also linked to respondents who demanded the accessibility of the Site to be increased, as currently those who use wheelchairs and pushchairs struggle to access it.

7.11 Economic Themes

7.11.1 Overcrowding

- 7.11.1.1 Some respondents felt that the proposal would make the area over-crowded and over-populated, which could have an economic impact. Many comments relating to this suggested that the area is already overcrowded, and the development of the Site would exacerbate this issue.

7.11.2 Different allocation of council budget

7.11.2.1 Some comments suggested that the money allocated to the proposal would be better spent on projects that benefit the community and/or to help resolve issues currently faced by the community.

7.12 Ecological Impacts

7.12.1 Effect on wildlife and habitats

7.12.1.1 A major theme that was found within the data was respondents concern for how the development may impact the local wildlife and any habitats located on the Site. Many comments were connected to wildlife displacement and the worry that by developing the Site, a large proportion of wildlife would be harmed.

7.12.1.2 This was also linked to concern over the potential removal of habitats in the area, which would have a negative impact on the local wildlife and biodiversity. Many respondents demanded the creation of a wildlife park/sanctuary on the Site, and some asked that the site be allowed to continue to rewild as it has done since the closure of the Brandhall Golf Course.

7.12.2 Protected species

7.12.2.1 Another key concern of residents was the impact that the development would have on protected species that potentially reside on the Site. Many of the comments were linked to the importance of protecting these species, with suggestions that there were potentially endangered species and habitats within the Site.

7.13 Flora and Fauna Considerations

7.13.1 Preservation of the green space

7.13.1.1 A running theme throughout the data was the respondent's desire to preserve existing green space. This was mentioned by a large proportion of the respondents, with many keen to ensure that the green space (including grassland, trees, hedgerows, and other planting) is protected and preserved.

7.13.1.2 Many comments linked this to the lack of alternative green spaces in the area for residents to visit, as well as the preference to preserve the green space as opposed to developing to meet the need for additional housing.

7.14 Air Quality

7.14.1 Concerns about impact on air quality and pollution

7.14.1.1 A key theme related to the development of the Site was the impact that this could have on air quality and pollution. Respondents opposed the development due to concerns that the removal of trees and green space on the Site would result in a negative impact on air quality. This is linked to the proximity of the Site to the M5 and main roads. Currently the Site is perceived as a barrier to the associated air quality and pollution.

7.14.1.2 The concerns regarding air quality were also linked to increased traffic associated with the proposed development, with some raising concerns that the removal of trees and increase of traffic in the area would dramatically reduce the quality of air and increase levels of pollution. Many also called for the planting of more trees in the area to tackle the issue.

7.15 Flooding associated with the proposed Site

7.15.1 Increased risk of flooding because of the proposed development

7.15.1.1 Another major theme that emerged from the data was respondents concern for how the proposed development would impact flooding issues associated with the Site. Many linked the disused golf course to previous flooding in the local area, with suggestions that the golf course acts as a flood plain. It was asserted that the development could have significant impacts on surrounding residents if severe weather causes further flooding. Many comments felt that the site was unsuitable for development without mitigation measures.

7.15.2 Lack of flooding mitigation with the proposals

- 7.15.2.1 Similarly, many comments suggested that there was not enough emphasis placed on flooding mitigation within the development proposals. Specific concerns raised relate to drainage and direction of surplus water. Several comments also asserted that proposed areas of open space were only in areas that could not be developed due to flood risk.

7.16 Heritage Considerations

7.16.1 The land is of historical importance

- 7.16.1.1 Some comments suggested that the land was of historical importance. Some respondents state that the site is designated as an Area of High Historic Landscape Value (AHHLV) as well as having cultural heritage associated with the site. Many of the comments of this nature suggested that the Site should be protected as opposed to developed.

7.17 Landscape and Visual Impact

7.17.1 Concerns of visual impacts

- 7.17.1.1 Some of the comments related to the visual impact of the proposed development, and stated that the development would have a detrimental visual impact. Some respondents described the proposals as an eyesore, and others felt that the development of the site would significantly impact the view from residents' homes.

7.18 Sustainability Concerns

7.18.1 Concerns relating to the impact of climate change

- 7.18.1.1 Many respondents felt that the proposed development did not consider the impact of climate change on its proposals and stated that the proposals disregarded the risk of climate change and were not aimed to reduce its impact.
- 7.18.1.2 Several respondents also stated that they believed the development may contribute to CO₂ emissions as opposed to reducing them and were concerned at the lack of emission mitigation within proposals.

7.18.2 Relationship between green spaces and sustainability

- 7.18.2.1 A key theme related to sustainability was the concern that removing the trees and green space to develop the land would negatively contribute to climate change. This was also linked to the perception that the current site acts as a carbon sink and the development of the site would have a negative impact on the local environment.

7.18.3 Proposals and their ability to meet current climate targets

- 7.18.3.1 Some respondents raised concerns with how the proposed development contributed to meeting the government's climate targets, with some showing a preference for meeting climate and sustainability targets rather than housing targets.

8. Conclusions

- 8.1.1.1 The purpose of this report is to present a factual summary of the consultation process and the responses received.
- 8.1.1.2 The information will be used by SMBC to inform decisions on how the Masterplan is taken forward.

Appendices

Appendix A1 – Consultation Boards



Introduction

Hello and welcome to our public consultation for the former Brandhall Golf Course, which is shown in the plan opposite. Following Cabinet's decision to close the golf course in May 2020, we are now moving forward to develop a masterplan that will guide the future development of Brandhall Village - a new high quality and sustainable community.



We have appointed AECOM to prepare the masterplan for Brandhall Village which could deliver:

- A large public park
- Space for a new primary school
- Routes to walk and cycle
- New areas for wildlife and
- New homes for local people

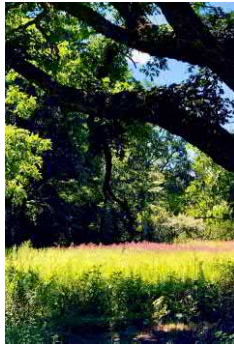
The masterplan will set out a clear vision for Brandhall Village, and ensure that as future development comes forward it aligns with the agreed development principles.

We are at the early stages of developing the masterplan and the purpose of this consultation is to share our ambitions, draft vision and masterplan options.

This consultation offers you an opportunity to share your views and influence the masterplan development.



Above image: Existing aerial of the former Brandhall Golf Course



What benefits will Brandhall Village bring to the Local Community?

We understand that this is a very important site for the local community. Our key priority is to make sure the masterplan responds positively to your concerns, priorities and aspirations for the site. We believe that the development of Brandhall Village has the potential to bring significant benefits to local people, including:

- **Creating significant new public open space** - As a former golf course, the site is not fully accessible to the public. This means local people are not able to use this green space as they would other local parks. Creating the first major new public park in Sandwell's 47-year history will provide opportunity to incorporate new facilities, play areas and natural green spaces which local people can enjoy. This will require significant investment and by developing part of the site, we can deliver and maintain the park and its facilities.
- **Ensuring education provision** - Causeway Green Primary School is aging and recent flooding issues have caused significant disruption to education. There is opportunity to deliver a brand new primary school at Brandhall Village which will replace the existing school and provide new learning facilities.
- **Creating new routes that promote active travel** - The majority of the site is not accessible, with just two existing rights of way providing access across the site (east-west). Development of Brandhall Village will provide opportunity to integrate new fully accessible connections which will help promote walking, running and cycling.
- **Enhancing habitats for wildlife** - We understand that the site provides an important home for wildlife, which are enjoyed by local people. By preparing a masterplan, we can understand and protect important habitats and mitigate any potential impacts - through the enhancement and creation of new habitats.
- **Delivering much needed homes for local people** - Sandwell's housing need is 27,873 homes to be built by 2039 (Government's Housing Need Calculation). Sandwell has sites - including brownfield - which can deliver 9,498 (Draft Black Country Plan), meaning there is a shortfall of 18,375 homes. Brandhall Village could accommodate much needed new homes with a minimum of 25% of these being affordable homes. The redevelopment of the site provides an opportunity to improve housing options for local people.



Above images: Example images showing the types of spaces that Brandhall Village may include

Building on the previous 2019 consultation

In 2019, we carried out a consultation to seek the views of local people on the types of future uses that may be appropriate for the site.

The majority of people said it was important to have a local park (89.5%), good educational facilities (77%) and good quality housing (63.8%).

Three Options were put forward for comment (as shown below) and 84.3% of people preferred Option 3 - which had the largest amount of open space (8.5 hectares).

The new masterplan will therefore be based upon the general principles of Option 3 and recognise the importance of open space.



Above images: The original masterplanning options from the 2019 consultation

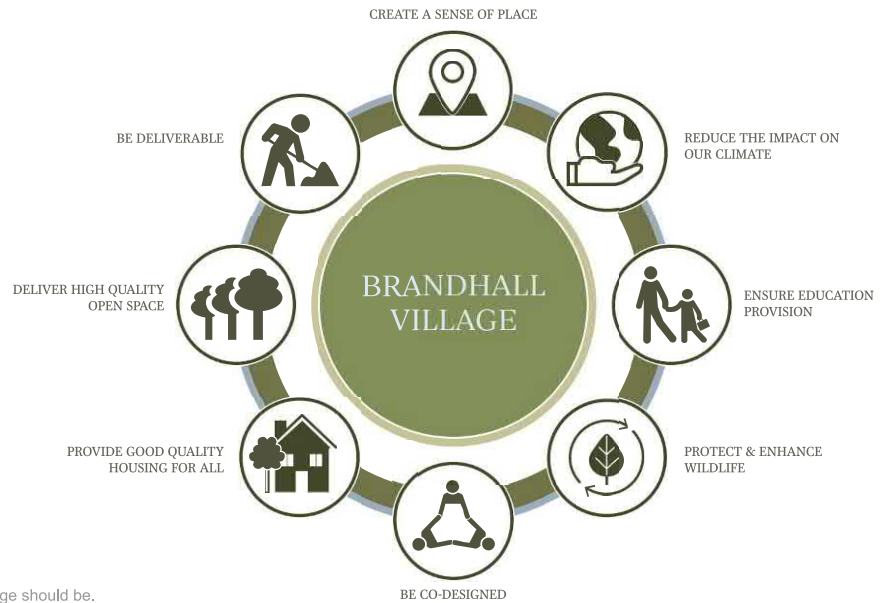
2

Brandhall Village

Our ambitions

We have set out a number of important principles which the masterplan will achieve. These principles set the level of ambition for Brandhall Village and will help to ensure that we set firm benchmarks for future development:

- 1. Create a sense of place** - where people want to live, grow and stay. People will be proud to live here.
- 2. Reduce the impact on our climate** - to a higher level than standard developments, ensuring energy efficiency and promoting active travel by walking and cycling.
- 3. Ensure education provision** - by setting aside land for a new primary school.
- 4. Enhance Wildlife** - making sure that wildlife and the environment is at the heart of our proposals.
- 5. Be co-designed** - with the local community and stakeholders to take account of your views.
- 6. Provide good quality housing for all** - that is also sustainable regardless of type and tenure.
- 7. Deliver high quality open space** - at the centre of the community.
- 8. Be deliverable** - We have 'Big Plans for a Great Place' and we will need to test the masterplan to ensure that it can be delivered.



Above image: The core principles for Brandhall Village

Our Draft Vision

Based on the above principles we have created a vision of what we think Brandhall Village should be. However, we want to ensure that this vision is shared and supported by local people at this early stage. Therefore your feedback on the draft vision is extremely important.



Above image: The Draft Vision for Brandhall Village

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Brandhall Village

Design considerations

Flood risk and drainage

- There are areas of the site currently at risk of flooding as shown in the plan below.
- There are two potential flood risk zones shown - Flood Zone 2 and Flood Zone 3. Areas in Flood Zone 3 have a higher risk of flooding.
- Generally, areas at risk of flooding are at the lower levels of the site, close to Brandhall Brook.
- New development will need to avoid existing flood zones and consider drainage - providing areas to store and manage water run-off.
- Drainage ponds could be designed to also provide benefits for wildlife.

Habitats and wildlife

- Ecology and tree surveys have been carried out to identify important habitats and wildlife on site and to understand how we can protect them.
- The River Tame Wildlife Corridor crosses the site and acts as a movement route for wildlife.
- Belts of broadleaved semi-natural woodland are located throughout the site.
- There is a 'Site of Local Importance for Nature Conservation' within the site which should be protected and enhanced.
- There are opportunities to enhance existing habitats and create new ones.

Utilities and easements

- The plan below sets out what utilities are present within the site, that the masterplan will need to respond to.
- A high pressure gas main and overhead power lines run along the western edge and a foul sewer runs along the watercourse and Parson's Hill Park to the east.
- Easements are areas that must be kept clear of development based on national guidelines.
- The masterplan will consider how close new development can be positioned to each of these features safely.



As a former golf course, much of the land is uneven and can be steep in places. There are also a large number of existing trees.



Western Boundary: Existing utilities will influence future development and we need to take account of noise and air quality issues near the M5.



Parson's Hill Park in the south east corner overlooks Wolverhampton Road and includes a multi use games area.

The motorway (M5)

- The traffic on the M5 motorway generates noise and affects air-quality.
- We are carrying out studies to understand these issues in more detail and understand how they may affect new development.
- These studies will also consider what measures are needed to reduce the impact of noise and air quality on the site.

Public access

- Two public rights of way currently cross the site in an east-west direction.
- The masterplan will consider whether these should be kept in the same place or if they should be diverted to follow a better path.
- The masterplan will look to increase accessibility and connections across the site for walking and cycling.

Neighbouring homes

- There are existing homes around the north, south and eastern edges of the site.
- The majority of homes face the site across a residential street. These may have views towards the site that are partly screened by trees.
- The masterplan should look to retain and enhance boundary vegetation where possible, for wildlife and to maintain a green character.
- A few homes back onto the site and the masterplan will need to consider how to secure these sensitive edges.

Site levels and heritage

- The plan to the right shows the existing site levels. There is a difference of approximately 30m from the highest to the lowest point.
- The masterplan will need to design development, paths and streets that work with the slopes.
- The changes in level, views and existing trees break up the site into areas which have different characters. This should also influence the layout of the development and new park positively.
- There is potential for archaeological assets to be present within the site and the masterplan will need respond sensitively in these locations.

Diagram showing the site levels



4



Brandhall Village

Masterplan Option 1

At this stage, there are different ideas for what should be included in Brandhall Village and how to arrange these uses on the site.

The plan below is the first of four masterplan options which show a mixture of homes, open spaces and community facilities. These are suggested to provide a range of realistic ideas for the site and with your help, we can develop a preferred option to take forward.

Creating a community

- Land for a new primary school could be located to the north-west of the site and accessed from Grafton Road.
- Opposite the school, there is opportunity to provide space for a few small shops / services at the centre of the community.
- A new community cafe could be provided on the site of the former clubhouse. This could become a popular meeting place and venue for the local community.

Green spaces and wildlife areas

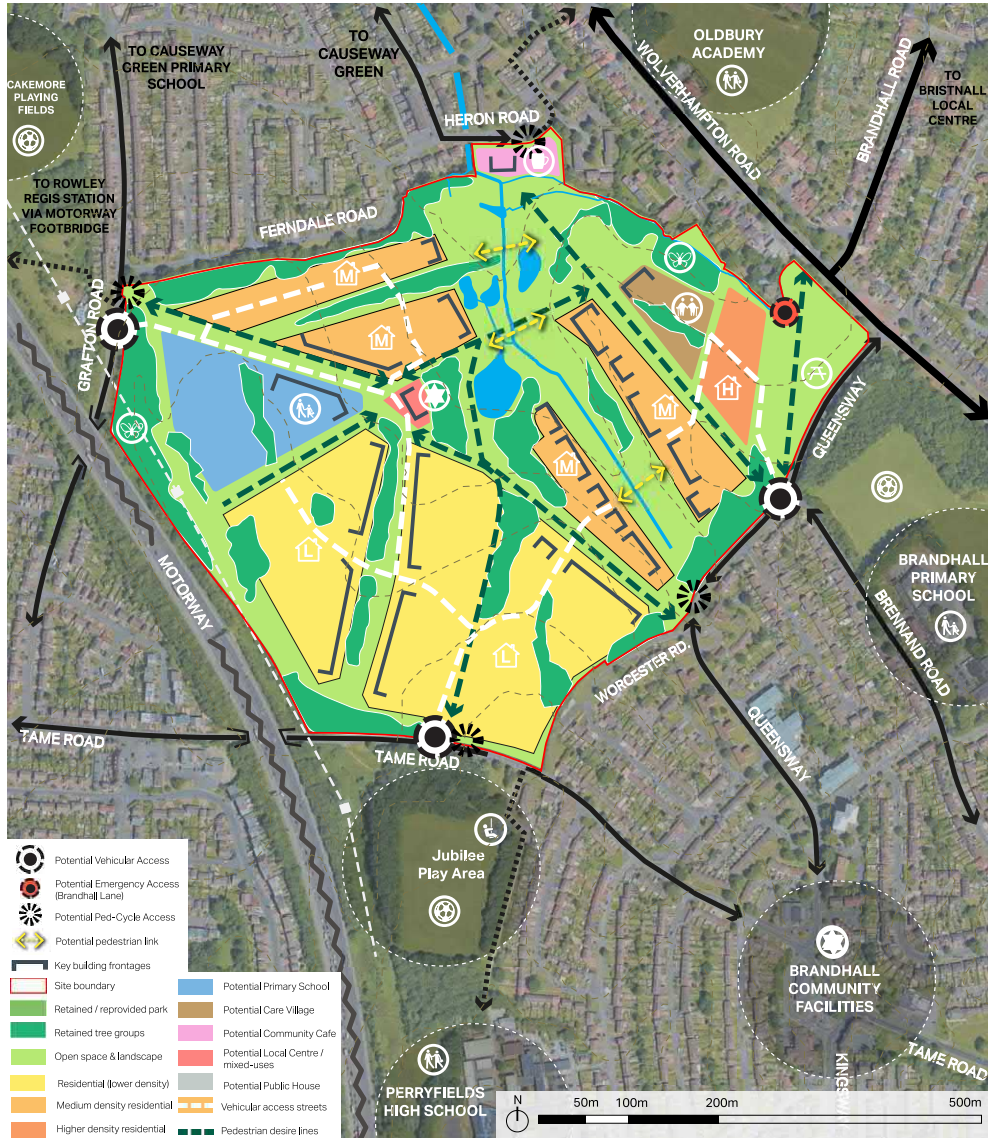
- Parsons Hill Park is retained and a new, large linear park is created along Brandhall Brook. There are opportunities to create play areas, new ponds and wetland areas.
- Wide green corridors long the east and west boundary provide natural areas for wildlife and to create nature trails.
- Woodland breaks up development and creates pleasant, green routes and spaces around site.

Homes for all

- Housing of different densities (for example: apartments, town houses, detached and semi detached homes) are shown in different locations creating areas of different character.
- We have shown development facing onto the Brook and created a natural green corridor with housing overlooking. This will make it a safe green space for people to enjoy.
- This option suggests that a care for older people / assisted living could be provided to the east of the site, close to Parsons Park.

Walking, cycling and access

- Three vehicle access points are suggested (Grafton Road, Tame Road and Queensway), plus an emergency access (Brandhall Lane).
- Pedestrian and cycle routes provide strong links to Brandhall community facilities, Brandhall Primary School, Perryfields High School, Jubilee Play Area and Oldbury Academy to encourage active travel.
- Routes across the site are based on the site levels and desire lines for pedestrians and cyclists to access the area.
- The main vehicular routes are largely located within development parcels to reduce vehicle dominance on the surrounding parkland. They also avoid crossing Brandhall Brook to prevent rat-running.



How it might look...



Above image: Masterplan Option 1

Above images: Example pictures which show the types of uses and spaces Option 1 could include



Masterplan Option 2

Creating a community

- Community and local services are located to the east near Wolverhampton Road. This includes a small local centre with daily need shops and services which may benefit from passing trade as well as from residents.
- A community facility/cafe and community allotments could also be provided at this location, to promote a sense of community and allow people to grow their own food.
- Due to the proximity of Wolverhampton Road, there may also be potential to provide space for a new pub/micro-brewery here too.
- In this option, land for a new primary school is also provided to the east, close to the local facilities and accessed from Queensway.

Green spaces and wildlife areas

- A large new park is provided, which follows the brook and creates an open space at the centre of the site.
- The green spaces in Option 2 are more concentrated to the centre of the site, with additional green corridors running north-south through the site, linking to Jubilee park and play area.
- Generous green corridors to the eastern, northern and western boundaries are protected and enhanced creating areas for wildlife.
- The former clubhouse is demolished and incorporated into the new park as a play area.

- Parsons Hill Park and its facilities are relocated within the new central park.

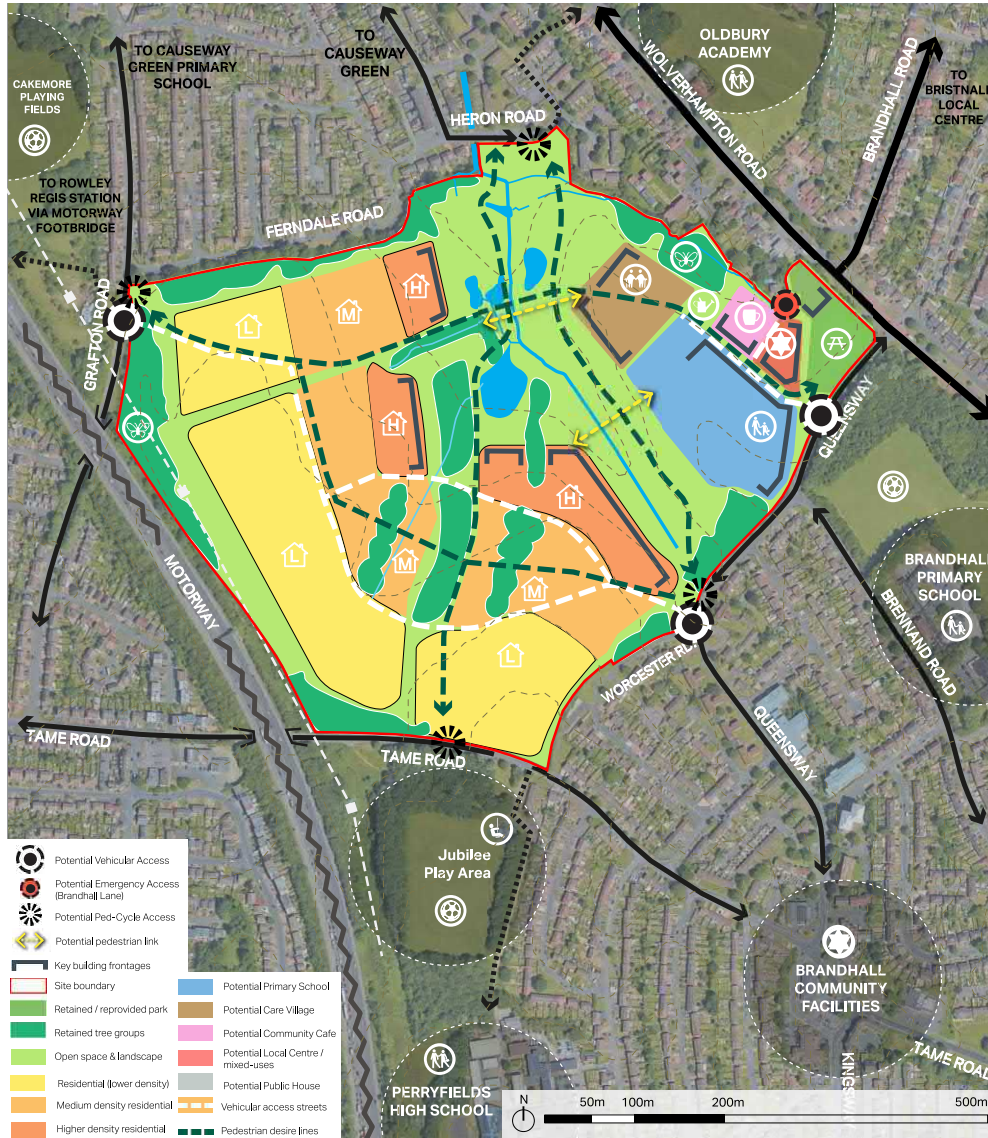
Homes for all

- In this option, homes are mostly located to the south and west of the site.
- The density of new homes reduces to the western and southern edges, whilst higher density development is located along the edge of the new park, providing a defined edge and overlooking.
- Care for older people / assisted living could be provided to the east, with views over the Brook, close to the community facilities.

Walking, cycling and access

- Three vehicle access points are provided (Grafton Road and two on Queensway), plus an emergency access (Brandhall Lane).
- Pedestrian / cycle connections link to the Brandhall community facilities, Jubilee Play Area, Brandhall Primary School, Perryfields High School and Oldbury Academy, encouraging active travel.
- Routes across the site are set out based on site levels and desire lines for pedestrians and cyclists to access the area.
- Main vehicular routes are located within development parcels to reduce vehicle dominance on the surrounding parkland. They also avoid crossing Brandhall Brook to prevent rat-running.

How it might look...



Above image: Masterplan Option 2

Above images: Example pictures which show the types of uses and spaces Option 2 could include

6



Brandhall Village

Masterplan Option 3

Creating a community

- A community cafe/ facility is provided at the centre of the site, within the new park, providing a meeting place for the community.
- Land for a new school is provided next to the community facility on the eastern end of the site.

Green spaces and wildlife areas

- A significant new central park is created which incorporates Brandhall Brook and large belts of existing woodland.
- The former clubhouse is demolished and replaced with new parkland and play area.
- Wide green corridors separate new development, retain tree belts and create attractive cycleways and footpaths.
- This option provides opportunity to create a trail around the edge of the site incorporating wildlife areas, which could include a trim trail to promote exercise and a nature trail to promote learning.
- Parsons Hill Park is maintained in its current location and linked to the new central park.

Homes for all

- In this option, homes wrap around the new central park, with higher density development placed to overlook the brook and

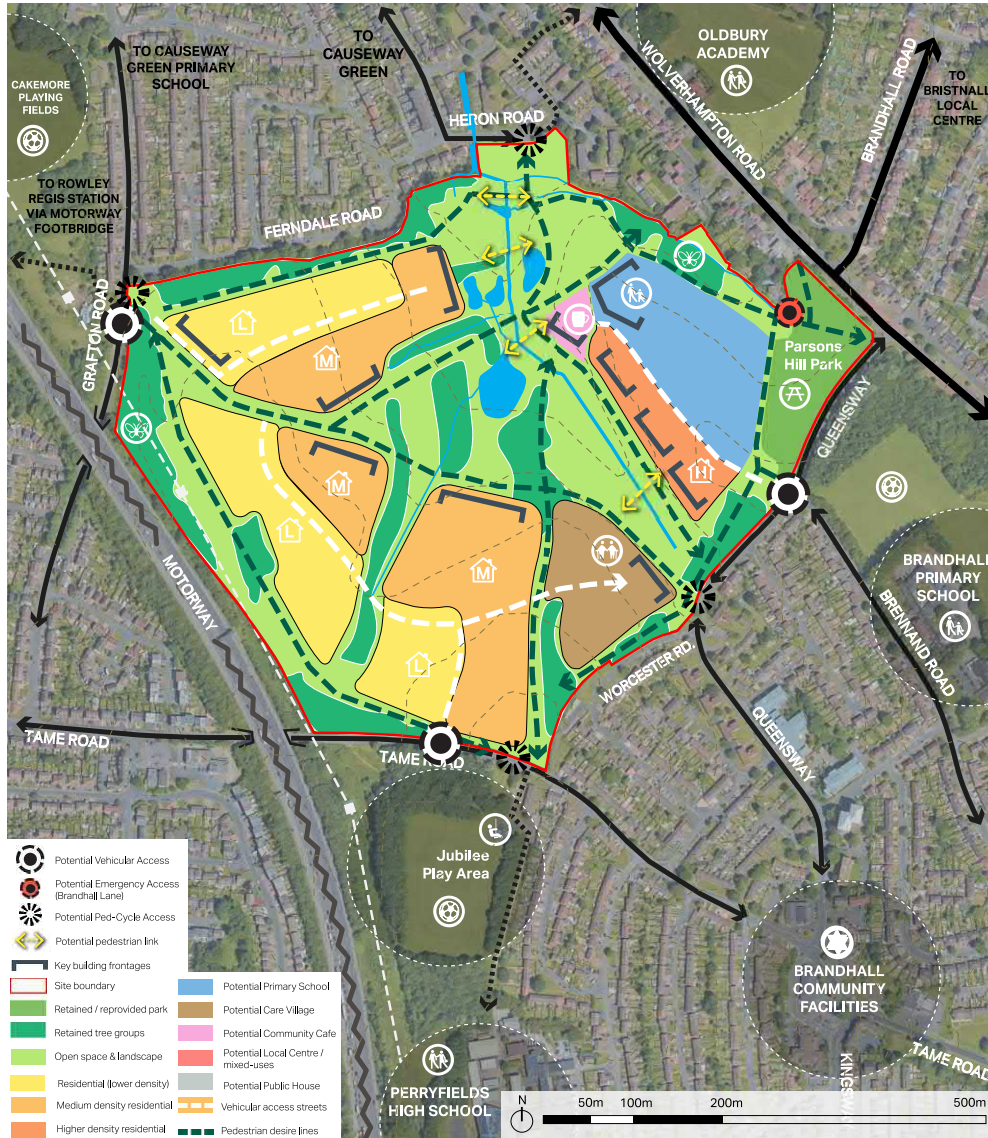
provide a defined edge to the park to ensure it is safe and overlooked.

- There is opportunity to integrate a care for older people / assisted living facility to the south east of the site, close to the new park and a short walk to the existing facilities at Brandhall.
- New homes will overlook green spaces helping to ensure overlooking and prevent anti-social behaviour.

Walking, cycling and access

- Three vehicle access points are provided (Grafton Road, Tame Road and Queensway), plus an additional emergency access (off Brandhall Lane).
- Pedestrian and cycle connections link to Wolverhampton Road, Brandhall Primary School, Jubilee Play Area, Brandhall community facilities, Perryfields High School and Oldbury Academy encouraging active travel.
- This option, maintains the alignment of the existing public rights of way by incorporating them into the new park and green corridors.
- Main vehicular routes are located within development parcels to reduce vehicle dominance on the surrounding parkland. They also avoid crossing Brandhall Brook to prevent rat-running.

How it might look...



Above image: Masterplan Option 3

Above images: Example pictures which show the types of uses and spaces Option 3 could include



Masterplan Option 4

Creating a community

- Community facilities in this option are located to the centre and north of the site.
- There is potential to create a small local centre, with daily shops and services located at the centre of the new community.
- Land for a new primary school is located to the south of the site and would be accessed from Tame Road.
- Although the site is fairly sloping, there may opportunity to provide some new sports pitches. These are shown to the west of the school in this option.

Green spaces and wildlife areas

- Rather than a consolidated central green space, this option provides a series of wide linear parks incorporating Brandhall Brook, existing woodland belts and natural boundaries to the west and east. This will create a series of linked green spaces rather than a single large open space.
- The option extends parkland to the northern boundary and assumes that the former club house would be demolished. There is opportunity to provide a new community orchard.
- Within this option, Parson's Hill Park is redeveloped and replacement facilities provided within the parkland, potentially on the site of the former clubhouse.

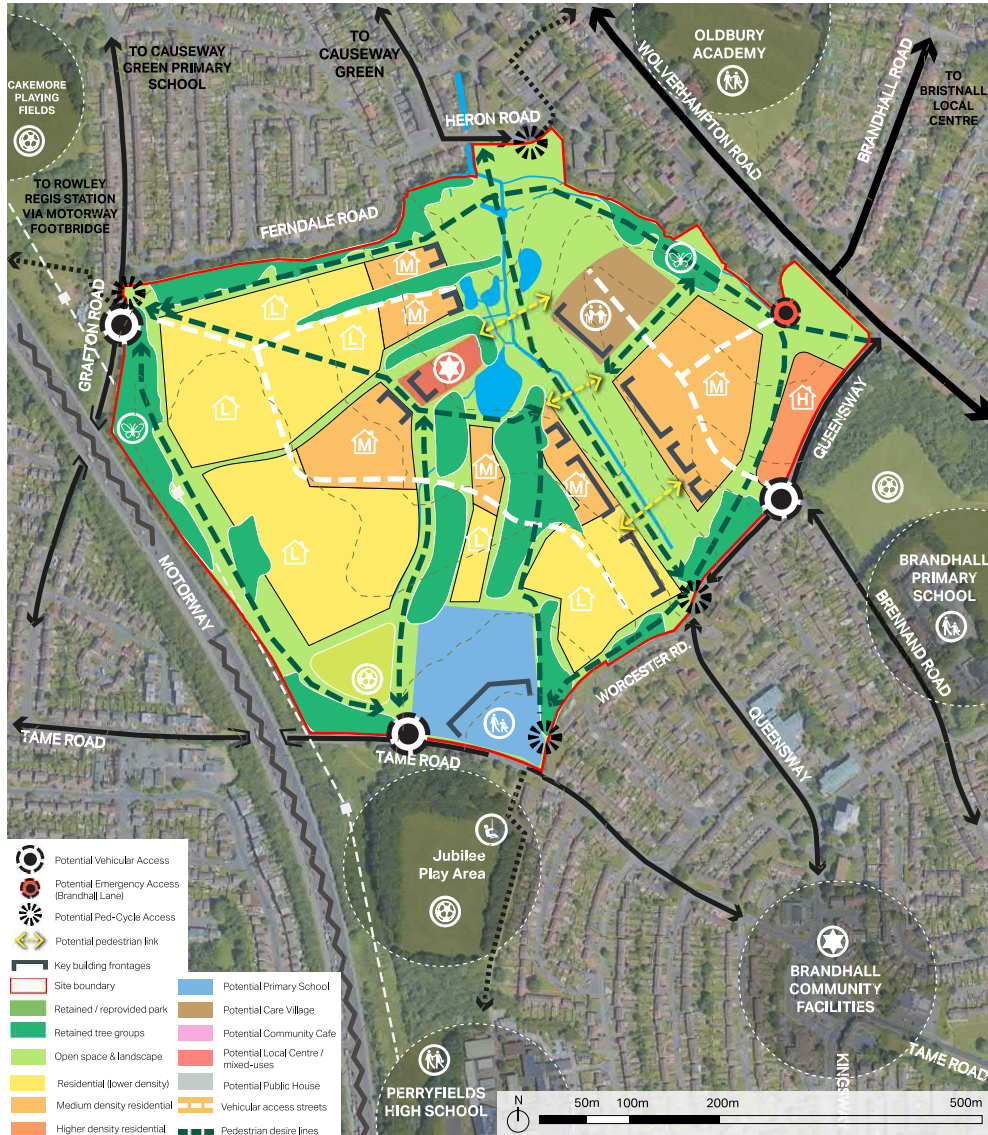
Homes for all

- Residential uses are distributed throughout the site, with higher density development (like apartments) located adjacent to Queensway.
- Densities of other areas - from medium (like town houses) to lower density development (like detached and semi-detached), with lower densities located towards the western and southern edges.
- Care for older people / assisted living could be provided to the east, with views over the Brook, close to the new local centre.

Walking, cycling and access

- There is opportunity to provide a circular walking route around the perimeter of the site, within a natural landscape setting which could incorporate a foraging trail and natural play areas.
- Pedestrian and cycle access points provide good links to Brandhall Primary School, Wolverhampton Road and Perryfields High School, Jubilee Play Area and Brandhall community facilities.
- Three vehicle access points are provided (Grafton Road, Queensway and Tame Road) plus a further emergency access point on Brandhall Lane.
- Main vehicular routes are located largely within development parcels to reduce vehicle dominance on the surrounding parkland. They also avoid crossing Brandhall Brook to prevent rat-running.

How it might look...



Above image: Masterplan Option 4

Above images: Example pictures which show the types of uses and spaces Option 4 could include



Next steps

The diagram below provides an understanding of what the next steps are and when they are planned to happen.



How to comment

We would welcome your views on what you have seen and heard in this public consultation to help shape the development of the masterplan.

Feedback forms are available at:
 Brandhall Library
 Tame Road, Oldbury
 B68 0JT
 to complete and leave in the box provided

Alternatively post the questionnaire to:
 Directorate of Regeneration and Growth,
 Sandwell Council, Council House,
 Oldbury B69 3DE

Go online and visit our virtual consultation and complete a feedback form:
www.sandwell.gov.uk/brandhall

Please return any comments by
Sunday 28th November 2021

Appendix A2 - Frequently Asked Questions Document

Brandhall Village – Frequently Asked Questions

What is Brandhall Village?

Our aspiration is that Brandhall Village will provide a large public park with a range of amenities, space for a primary school, new homes including affordable homes, pedestrian and cycle links and new areas for wildlife.

Who is developing the masterplan?

Sandwell Council has appointed AECOM to develop a masterplan for Brandhall Village, in consultation with the local community and stakeholders. AECOM will then work with Sandwell Council to develop an outline planning application for the site.

By developing a masterplan for Brandhall Village, working closely with the local community, we can set a clear vision for the site and use the masterplan as a tool to ensure that as future development comes forward, it aligns with the agreed development principles.

Who is the developer for the site?

At this stage, there are no developers on board.

However, we will test our masterplan with the market as it evolves to ensure that it is deliverable.

We are working to develop a masterplan which sets out our aspirational vision for Brandhall Village, which includes not only homes, but a large public park with a range of amenities, space for a primary school, pedestrian and cycle links and new areas for wildlife.

Should the development gain planning permission, the council would consider how best to deliver Brandhall Village.

What are the benefits of Brandhall Village to the local community?

Brandhall Village provides an opportunity to build much-needed homes, a brand-new public park, a school and local facilities. The park and facilities will be available to the existing community as well as residents of Brandhall Village.

How many new homes will be built at Brandhall Village?

As part of the masterplanning process, we're carefully considering the type and mix of homes that could be delivered at Brandhall Village. Once we know the type and mix of homes, and layout of the wider development, we will be able to estimate the number of homes that would be built.

What type of new homes would they be?

We envisage there could be a mix of tenures/ownerships on the site. Planning policy requires a minimum of 25% affordable housing. These could be affordable homes provided by registered providers of social housing, they could be council homes, or a mix of both.

Our aim is that Brandhall Village provides high quality housing that includes affordable homes, to meet the needs of current and future Sandwell residents.

To ensure the needs of local people are met, we are undertaking research on the local residential and wider development market in the early stages of our technical work.

How much and what percentage of the site do you envisage would be retained as green space after new homes and the school are built?

Feedback from the 2019 consultation favoured the option with the most open space. Therefore, we are proposing to retain approximately 25% of the site as formal open space.

This is the same amount as was proposed in the 2019 consultation - 8.5 hectares (equivalent to 14 football pitches). We recognise that accessible open space will be a key part of Brandhall Village.

Has the plan for Brandhall Village been finalised?

No, we are at masterplan development stage and as part of this we are keen to hear residents' views. The masterplan will then be finalised and used as part of any subsequent planning application.

The site has already been proposed for housing development in the draft Black Country Plan. What is the purpose of this consultation?

Although the site has been proposed for housing development in the draft Black Country Plan, there are still significant opportunities for the local community to influence the proposals.

Our vision for Brandhall Village incorporates not only new homes, but a large publicly accessible park, and space for a new primary school.

This consultation offers the local community an opportunity to influence key aspects of the masterplan including how the new Village will look, and the kinds of open space and any community facilities provided within it.

Environment / open space

Why can't the whole site become a park?

We are aware of suggestions that the entire site should become an open space. Currently, the site is not fully accessible to the public, aside from two existing rights of way. This means local people are not able to make use of this disused golf course as they would other local parks.

We are proposing to create the first new public park in Sandwell's 47-year history, which requires significant investment, and will only be possible through an enabling development of new homes. By bringing forward a mixed use for the site, we can deliver and maintain a park and associated amenities along with much needed affordable homes.

How will wildlife and trees on the site be protected?

We recognise how important the protection of local wildlife and habitats is to residents. As part of our work, we are committed to protecting the wildlife present on the site. Where possible, we will look to mitigate impacts, enhance existing habitats and create new habitats as part of this development.

We're currently undertaking a number of surveys on the site, and in the local area, to understand the wildlife and trees currently on the site so that this information can influence the layout of the masterplan.

The masterplan will show where trees are to be retained and where new trees should be planted. In accordance with planning policy, steps would need to be taken to mitigate the impact on any animals and birds using the site. Where possible, we will aim to enhance the landscape, including trees, as part of Brandhall Village.

How are you accounting for the wildlife on site?

We're currently undertaking a number of surveys on site to understand the wildlife present. These surveys are carried out by specialist ecologists in line with recognised standards and will inform the development of the masterplan and preparation of the Environmental Statement that we produce as part of the planning application.

How can I find the results of the surveys?

The results of surveys will be submitted as part of the planning application. All documents that form the Outline Planning Application will be publicly available once the application has been validated. The Planning Application, including an Environmental Statement, will be reviewed by independent specialists.

Would Parsons Hill Park be retained?

Some masterplan options retain Parsons Hill Park, in others it is developed and replaced within the new park. Feedback on this topic from stakeholders and the public is welcomed.

Why is Sandwell Council considering building on green space?

Brandhall Golf Course is currently classed as restricted because it is not fully accessible to the public. This means local people are not able to use this green space as they would other local parks. Now the golf course is formally closed, this provides an opportunity to consider opening part of the site to local people creating a fully accessible public park. By doing this, we would be making green space more accessible in the community.

Why is Sandwell Council considering building houses on a greenfield site when there are brownfield sites available? What brownfield sites have been/are being considered for new homes? / How does this fit with WMCA's / Mayor's brownfield first commitment?

The council has a brownfield first policy, meaning that brownfield sites should be considered for development first. All large brownfield sites are already allocated for housing, meaning that housing development would be supported on these sites.

The issue with some of the brownfield sites is that they are not viable for homes because of land contamination. The council is working with the landowners of brownfield sites, where possible, to support them to bring the site forward for housing. The council is also working with Partners to bring forward contaminated sites for housing development using grant funding from the West Midlands Combined Authority.

However, should the housing supply from all allocated sites be brought forward, which may not be possible, there would still be a shortfall in terms of the council's current targets for housing need. The development of greenfield sites does therefore need to be considered to meet this housing shortfall.

Has the council considered the flood risk on the site and how this could affect developing it for housing?

We recognise the concerns of the local community with regard to flooding in the local area and on the Brandhall Village site. As part of the outline planning application, we will develop a Flood Risk Assessment to understand both existing risk and also how future development may impact upon this. We will also develop a drainage strategy which will be developed alongside the masterplan and integrate sustainable mitigation to any potential flooding issues.

Wouldn't a new park just encourage more anti-social behaviour?

We would ensure through the design, management and usage of the park that it provides the opportunity for people to engage in positive activities. We would work with our Anti-Social Behaviour teams to ensure that this has a positive impact on the local community.

Local facilities**What would happen to the existing Causeway Green Primary site if it gets replaced?**

Should the school be relocated, and the existing school site become surplus, the council will look to develop an option appraisal for the future use of the site. In principle, housing would be considered appropriate as it is within a predominantly residential area, however, the vehicular access to the site would require further consideration.

What and where would extra school places be provided for children who will live at Brandhall Village?

If planning approval for any residential development was granted, and the type of housing confirmed, the council would look at the number of potential school places new homes might create. Over recent years, the council has expanded a number of local primary and secondary schools in response to a significant birth rate across the borough.

Demand for school places has eased with a fall in the latest birth rates, which will lead to a manageable surplus of places in schools that could accommodate any new demand following occupation of any new homes.

How will the council ensure that everybody has adequate access to local services (GPs etc)?

The council works with its partners, including the National Health Service at its regional level, to assess the potential levels of future demand for community services as a result of any redevelopment and compare it with the levels of existing provision. Any areas of potential shortfall of provision that are identified would then be a priority to be addressed by the partners.

Would the road network be redesigned/new roads be built to cope with extra traffic? Our planning application would include a Transport Assessment to identify the impact on the surrounding highway network. This would include an estimate on the amounts of traffic that would be generated by each element of any redevelopment and at what times that traffic would likely travel (through past experience and using industry standard evaluation tools).

Existing base traffic levels would be collected through surveys and then the impact of any new additional traffic to the network would be modelled to assess what mitigation would be required to negate that impact. This could include junction improvements, new roads and junctions, improved pedestrian crossing facilities and other highway safety improvements, depending on the finding of the study.

Consultation and timescales

When will the public consultation be?

We will be collecting feedback from the public consultation throughout November and welcome the opportunity to hear your views.

Should a planning application be submitted, statutory public consultation would be undertaken by the Local Planning Authority.

How will the views of the local community be taken into account?

Following the consultation, we'll review all the responses and use the feedback wherever possible to develop the final masterplan.

When will you submit the planning application?

We expect to submit an outline planning application in mid-to-late 2022.

When would building start?

It is too early at this stage to provide construction timescales. However, we will keep stakeholders and the local community updated as the project progresses.

A3 Feedback Form

Brandhall Village

Thank you for taking the time to view our emerging plans for Brandhall Village. We really appreciate your interest and involvement. We're committed to making sure the masterplan responds to local needs and makes an important and positive contribution to the local community. Your feedback is vital to shaping our plans.

The deadline for feedback is **Sunday 28 November**, so we would be very grateful if you could complete your form by then.

For more information, please visit our consultation webpage here where you can view all the materials – www.sandwell.gov.uk/brandhall.

Data privacy

We recognise how important it is to protect the privacy of your information. All responses received will be stored and subject to General Data Protection Regulations. For more detail on how we store your data, please visit Sandwell Council's Privacy Notice here: www.sandwell.gov.uk/privacynotice.

1. Postcode: _____

2. Which of the below statements best describes you?

- Local resident
- Local business owner, or work locally
- Elected member
- Responding on behalf of an organisation (community, sports club, education etc)
- Other

Please specify: _____

3. What is your age?

- Under 25
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 64
- 65 and over
- Prefer not to say

4. Which of the following groups do you consider you belong to?

- | | |
|---|---|
| <input type="checkbox"/> White – British | <input type="checkbox"/> Bangladeshi |
| <input type="checkbox"/> White – Irish | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> White – Gypsy or Irish Traveller | <input type="checkbox"/> Any other Asian background |
| <input type="checkbox"/> Any other White background | <input type="checkbox"/> Black – Caribbean |
| <input type="checkbox"/> Mixed – White & Black Caribbean | <input type="checkbox"/> Black – African |
| <input type="checkbox"/> Mixed – White & Black African | <input type="checkbox"/> Any other Black background |
| <input type="checkbox"/> Mixed – White & Asian | <input type="checkbox"/> Arab |
| <input type="checkbox"/> Any other mixed background | <input type="checkbox"/> Any other background |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Pakistani | |

Vision for Brandhall Village

5. Do you share the aspirations set out within the vision for Brandhall Village (create a sense of place, reduce the impact on our climate, ensure education provision, protect and enhance wildlife, be co-designed, provide good quality housing for all, deliver good quality open space and be deliverable)?

- Yes
- No
- Not sure

6. What are your top three priorities in the vision? Please specify your preference with '1' being the most preferred and '3' the least preferred.

| Aspiration | Ranking (please only rank three aspirations on a scale of 1 to 3) |
|--------------------------------------|--|
| Create a sense of place | |
| Reduce the impact on our climate | |
| Ensure education provision | |
| Protect and enhance wildlife | |
| Be co-designed | |
| Provide good quality housing for all | |
| Deliver good quality open space | |
| Be deliverable | |

7. Is there anything you would like to add to the vision?

Please specify: _____

8. We understand from speaking with local people that some concerns have been raised about the proposals. We are carefully considering the points listed below and, to help with shaping our plans, we would like to hear which issues are most important to you. Please specify your preference with '1' being the most preferred and '3' the least preferred.

| Issue | Ranking (please only rank three issues on a scale of 1 to 3) |
|------------------------|---|
| Flood mitigation | |
| Protecting wildlife | |
| Preserving trees | |
| Preserving green space | |
| Traffic management | |

Accessible new park

9. Do you support proposals for a new publicly accessible park?

- Strongly support
- Support
- Neutral
- Oppose
- Strongly Oppose

10. What sort of features would you like to see included in the park? Please could you indicate how important these features are to you in the table below?

| Feature | Not important | Somewhat important | Neutral | Important | Very important |
|--|----------------------|---------------------------|----------------|------------------|-----------------------|
| Children's play facilities | | | | | |
| Sports areas | | | | | |
| Woodlands | | | | | |
| Fitness / trim trail | | | | | |
| Nature trail | | | | | |
| Wetlands | | | | | |
| Allotments | | | | | |
| Cycle and pedestrian paths | | | | | |
| Areas for nature and wildlife habitats | | | | | |
| Other (please specify) | | | | | |
| None (please tick if you would not like to see any of the features listed above) | | | | | |

New homes

11. Do you agree with proposals to build new homes within Brandhall Village, including a minimum of 25% affordable?

- Yes
- No
- Not sure

12. What types of homes would you like to see included in Brandhall Village? Please could you indicate how important each type/tenure of housing is to you, in the table below?

| Type | Not important | Somewhat important | Neutral | Important | Very important |
|---|---------------|--------------------|---------|-----------|----------------|
| Family homes | | | | | |
| Homes for first-time buyers | | | | | |
| Care for older people | | | | | |
| Self-build | | | | | |
| Sustainable homes | | | | | |
| Shared ownership | | | | | |
| Lifetime homes | | | | | |
| Council homes (social rent) | | | | | |
| Other (please specify) | | | | | |
| None (please tick if you would not like to see any new homes) | | | | | |

Community facilities

13. Do you think Brandhall Village should include community facilities?

- Yes
- No
- Not sure

14. Please could you indicate how important each community facility is to you, in the table below?

| Feature | Not important | Somewhat important | Neutral | Important | Very important |
|---|----------------------|---------------------------|----------------|------------------|-----------------------|
| Space for a new primary school | | | | | |
| Community cafe | | | | | |
| Orchard | | | | | |
| Local pub | | | | | |
| Shops | | | | | |
| Health facilities (e.g. doctors' surgery) | | | | | |
| Allotments | | | | | |
| Other (please specify) | | | | | |
| None (please tick if you do not support the inclusion of any of these facilities) | | | | | |

Masterplan options

15. After looking at the four masterplan options, do you have a preference? Please rank the options, with '1' being the option you most prefer.

| Masterplan | Preference (with '1' being the highest) |
|---------------------|---|
| Masterplan option 1 | |
| Masterplan option 2 | |
| Masterplan option 3 | |
| Masterplan option 4 | |
| None of the options | |

16. Please list your reasons for your ranking (e.g. central open space, school site location, routes through the site etc.).

17. Do you have any further comments on the proposals for Brandhall Village?

Thank you for taking the time to fill out this questionnaire. Your feedback is very important to us and will help shape the masterplan for Brandhall Village.

For further updates on the project, please visit our dedicated webpage here. You can also get in touch by emailing brandhallurbanvillage@aeom.com

Appendix B1 – Letter to local resident

Monday 1 November 2021

Dear resident,

I am writing to invite you to take part in our public consultation on the proposed Brandhall Village, to be sited on the former Brandhall Golf Course.

Our proposals for Brandhall Village include a brand-new large public park with a range of amenities, space for a new primary school and much-needed new homes. The site will also include areas for wildlife and introduce new pedestrian and cycle links.

We're currently developing a masterplan for Brandhall Village and we are keen to hear residents' views on our plans so far. This consultation offers you, as a local resident, the opportunity to influence key aspects of our masterplan, including how the new Village will look, the kinds of open space to be included and any community facilities provided within it.

We're welcoming feedback on our proposals from Monday 1 November 2021 to Sunday 28 November 2021.

Throughout this period, information about the scheme will be available on our website (www.sandwell.gov.uk/brandhall) where there will also be the opportunity to provide feedback via our online survey. In addition to our website, printouts of our consultation material will also be kept at Brandhall Library, to view at your leisure.

We will be launching a **virtual consultation room from Monday 8 November 2021**, where you can view information about the development, and our current masterplan options. This room will be available 24/7 and will also contain a link to our online survey.

We will also be holding a face-to-face consultation event on Tuesday 16 November 2021 at Brandhall Library, Tame Road, Oldbury, B68 0JT. This event will present the same information as our virtual consultation room but will also provide the opportunity to ask any questions you may have directly to the project team. We will also be welcoming feedback at this event, should you be unable to provide feedback online.

There will be measures in place at our event to ensure it is COVID-19 secure. However, if you are feeling unwell, or experience any COVID-19 symptoms in the 10 days leading to our event, please may we ask you not to attend. All of our consultation materials can be found online, and printed copies will be available on request.

Consultation activities

| Location | Date | Time |
|---|-----------------------------|--|
| Consultation material available on Sandwell Council's website | From Monday 1 November 2021 | Throughout the consultation period |
| Brandhall Library (consultation material printouts) | From Monday 1 November 2021 | Throughout the consultation period |
| Virtual Consultation Room | From Monday 8 November 2021 | 24hrs a day, 7 days a week. |
| Face-to-face consultation at Brandhall Library | Tuesday 16 November 2021 | Session 1: 12 noon to 3.30pm Session 2: 4.30pm to 8pm |

We will review all responses to our consultation, and this feedback will be used to inform further development of the masterplan as we prepare an outline planning application.

To share your feedback, please complete a questionnaire via our website or at our event. You can also contact us at brandhallurbanvillage@aecom.com or write to us at Directorate of Regeneration and Growth, Sandwell Council, Council House, Oldbury B69 3DE.

We very much hope you will take part in our consultation and we look forward to hearing your views on our vision for Brandhall Village.

Yours sincerely,



Tony McGovern
Director of Regeneration and Growth

Regeneration and Growth
Tony McGovern - Director of Regeneration and Growth
Sandwell Council House, Freeth Street, Oldbury, West Midlands. B69 3DE
www.sandwell.gov.uk

Appendix B2 – Email sent to key stakeholders

Subject: Brandhall Village - public consultation

Dear [name],

We are writing to you today, as someone who we have previously engaged with on our scheme, to invite you to take part in our public consultation on the proposed Brandhall Village, to be sited on the former Brandhall Golf Course.

Please find a letter attached, which has been sent to local residents, which provides details of our consultation and tells you how you can share your views on the scheme.

As detailed in the letter, if you would like to find out further information about our vision for Brandhall Village, please visit our website at: www.sandwell.gov.uk/brandhall

We very much hope you will take part in our consultation and we look forward to hearing your views on our vision for Brandhall Village.

Kind regards,

[name]

Consultant, Stakeholder Engagement Services

AECOM

The Colmore Building

Colmore Circus Queensway

Birmingham, B4 6AT, United Kingdom

T +44-121-262-1900

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Appendix C - Consultation Zone

Appendix D - Press Releases

Brandhall Consultation press releases

There's still time for the community to give their views on plans for former Brandhall Golf Course (19/11/21)

Local people still have time to take part in the public consultation on future plans for the former Brandhall Golf Course in Oldbury.

The consultation runs until 28 November and enables people living and working in the Brandhall area to give their views on what they would like to see at the site, and to choose from four detailed options of how Brandhall Village could be designed.

Following the closure of the golf course in 2020, a masterplan for the site is now being developed in consultation with the local community.

Brandhall Village could provide a large new public park – the first new park in Sandwell's 47-year history – together with a range of amenities, space for a new replacement school for Causeway Green Primary School, new high-quality homes including affordable homes, pedestrian and cycle links and dedicated areas for wildlife.

Sandwell has a 'brownfield first' policy for development but even using all brownfield sites available will leave a significant shortfall in how many new homes the government has calculated Sandwell will need by 2039. Brandhall Village provides an opportunity to improve housing options in the area.

The main benefits of Brandhall Village for the local community are:

- Delivering much-needed homes
- Creating significant new public open space
- Ensuring education provision – through the new school
- Creating new routes that promote active travel
- Enhancing habitats for wildlife.

Councillor Iqbal Padda, cabinet member for regeneration and growth, said: "I want to thank everyone who has already taken the time to contribute to the Brandhall Village consultation. The two well-attended consultation events at Brandhall Library, and online engagements, have provided valuable inputs that will help us with the masterplan."

Councillor Maria Crompton, Sandwell Council's Deputy Leader, said: "We are still keen to hear residents' views, and the remaining days of the consultation provide the local community with further opportunities to influence key aspects of the masterplan."

To take part in the consultation and to read answers to some frequently asked questions, go to www.sandwell.gov.uk/brandhall on the council's website. A virtual Consultation Room is available via a link on that webpage.

Consultation material will also be available at Brandhall Library, Bleakhouse Library and Langley Library until the end of the consultation period during [library opening hours](#).

Community invited to influence key aspects of Brandhall Village development (9/11/21)

People living and working in the Brandhall area can still give their views on what they would like to see at the site of the former Brandhall Golf Course in Oldbury, as part of a public consultation that runs until 28 November.

People can have their say online at www.sandwell.gov.uk/brandhall where a virtual Consultation Room is now available to see how the future Brandhall Village could look.

The virtual consultation room is designed to replicate the information people can view in person at Brandhall Library throughout the consultation. The room provides an easy way to view the exhibition boards and masterplan options, while also being able to provide feedback, from the comfort of your own home.

Face-to-face drop-in consultation sessions will also take place at Brandhall Library in Tame Road, Oldbury, on Tuesday 16 November.

Brandhall Village could provide a large new public park – the first new park in Sandwell's 47-year history – together with a range of amenities, space for a new replacement school for Causeway Green Primary School, new high-quality homes including affordable homes, pedestrian and cycle links and new areas for wildlife.

Sandwell Council is inviting people living and working in the Brandhall area to give their views on what they would like to see at the site – and to choose from four detailed options of how Brandhall Village could be designed.

Following the closure of the golf course in 2020, a masterplan for the site is now being developed in consultation with the local community, which will help with a future outline planning application and guide the development of this site.

For the local community the main benefits of the proposed Brandhall Village would be:

- Creating significant new public open space
- Ensuring education provision – through the new school
- Creating new routes that promote active travel
- Enhancing habitats for wildlife
- Delivering much-needed homes.

Sandwell has a 'brownfield first' policy for development but even using all brownfield sites available will leave a significant shortfall in how many new homes the government has calculated Sandwell will need by 2039. Brandhall Village provides an opportunity to improve housing options for local people.

Councillor Iqbal Padda, Sandwell Council's cabinet member for regeneration and growth, said: "We invite the local community to influence key aspects of the Brandhall Village masterplan. We are at the early stages of developing the masterplan and the purpose of this consultation is to share our ambitions, draft vision and masterplan options and to hear local residents and workers' views.

"This is an opportunity for residents and workers to shape how Brandhall Village could look, to set a clear vision for the site, and the kinds of open space and any facilities provided within it."

Face-to-face drop-in consultation sessions will take place at Brandhall Library in Tame Road, Oldbury, on Tuesday 16 November, between 12pm and 3.30pm and another session between 4.30pm and 8pm. These provide an opportunity to direct questions to the project team.

Consultation material is available at Brandhall Library throughout the consultation period during [library opening times](#).

Community asked for views on future plans for former Brandhall Golf Course (1/11/21)

Local people can have their say on future plans for the former Brandhall Golf Course in Oldbury in a public consultation which will be launched on 1 November 2021.

Brandhall Village could provide a large new public park – the first new park in Sandwell's 47-year history – together with a range of amenities, space for a new replacement school for Causeway Green Primary School, new high-quality homes including affordable homes, pedestrian and cycle links and new areas for wildlife.

Sandwell Council is inviting people living and working in the Brandhall area to give their views on what they would like to see at the site – and to choose from four detailed options of how Brandhall Village could be designed.

Following the closure of the golf course in 2020, a masterplan for the site is now being developed in consultation with the local community, which will help with a future outline planning application.

The council recognises the importance of accessible open space for local residents and its plan is to keep 8.5 hectares of formal open space – equivalent to 14 football pitches.

The main benefits of Brandhall Village for the local community are:

- Creating significant new public open space
- Ensuring education provision – through the new school
- Creating new routes that promote active travel
- Enhancing habitats for wildlife

- Delivering much-needed homes.

Councillor Iqbal Padda said: “We are at the early stages of developing the masterplan and the purpose of this consultation is to share our ambitions, draft vision and masterplan options.

“No decisions have been taken. We are offering the local community an opportunity to influence key aspects of the masterplan, including how the new Brandhall Village could look and the kinds of open space and any community facilities provided within it.

“We understand that this is a very important site for the local community. Our key priority is to make sure the masterplan responds positively to concerns, priorities and aspirations for the site.

“We believe that the development of Brandhall Village has the potential to bring significant benefits to local people. It provides an opportunity to not only build much-needed homes, but also to create a brand new public park, and local facilities, including a new replacement primary school. The park and facilities would be available to the existing community as well as residents of Brandhall Village.

“We are really keen to hear residents’ views. By working closely with the local community, we can set a clear vision for the site.”

The masterplan also sets out a number of important principles to guide the future development of this site.

Currently, the former golf course site is not fully accessible to the public, apart from two existing rights of way. This means local people are not able to make use of this space as they would other local parks.

Councillor Padda added: “We are proposing to create the first new public park in Sandwell’s 47-year history, with facilities, play areas and natural green spaces that people can enjoy. This requires significant investment. By developing part of the site, we can deliver and maintain a park and its facilities.

“Causeway Green Primary School is aging and is coming to the end of its economic life. Recent flooding issues have caused significant disruption to education. We have the opportunity to deliver a brand new primary school which will replace the existing school and provide new learning facilities.

“We understand that the site provides an important home for wildlife. By preparing a masterplan, we can understand and protect important habitats and mitigate any potential impacts by creating new habitats.”

Sandwell has a ‘brownfield first’ policy for development but even using all brownfield sites available will leave a significant shortfall in how many new homes the Government has calculated Sandwell will need by 2039. Brandhall Village provides an opportunity to improve housing options for local people.

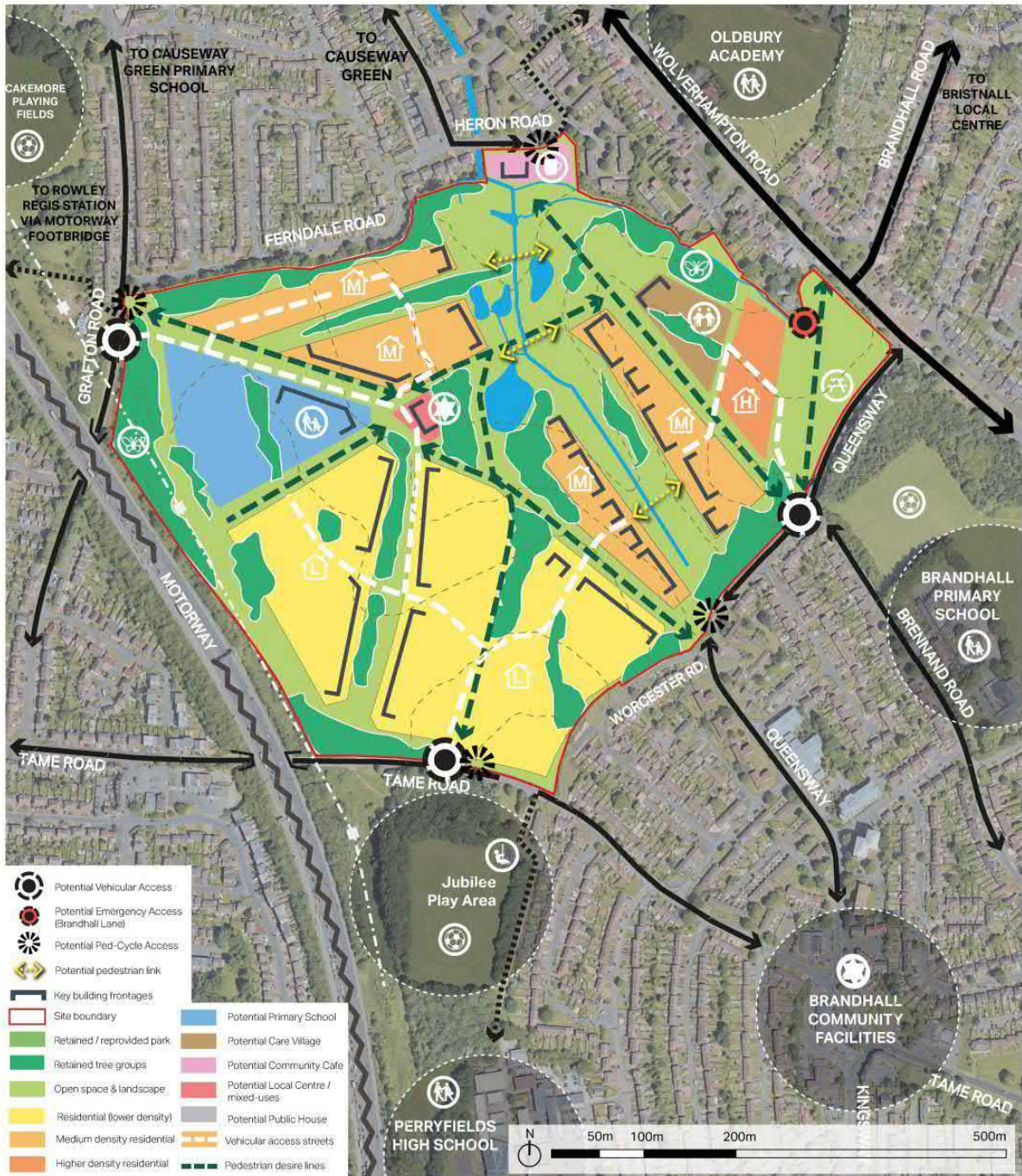
To take part in the consultation – which runs until 28 November– and to read answers to some frequently asked questions – go to www.sandwell.gov.uk/brandhall on the council’s website. A virtual Consultation Room will be available via a link on this webpage from 8 November.

There will also be a face to face consultation at Brandhall Library, Tame Road, Oldbury on Tuesday 16 November, between 12:00pm and 3:30pm and another session between 4:30pm and 8:00pm to provide an opportunity to direct questions to the project team. Consultation material will be available at Brandhall Library throughout the consultation period.

Notes to Editor

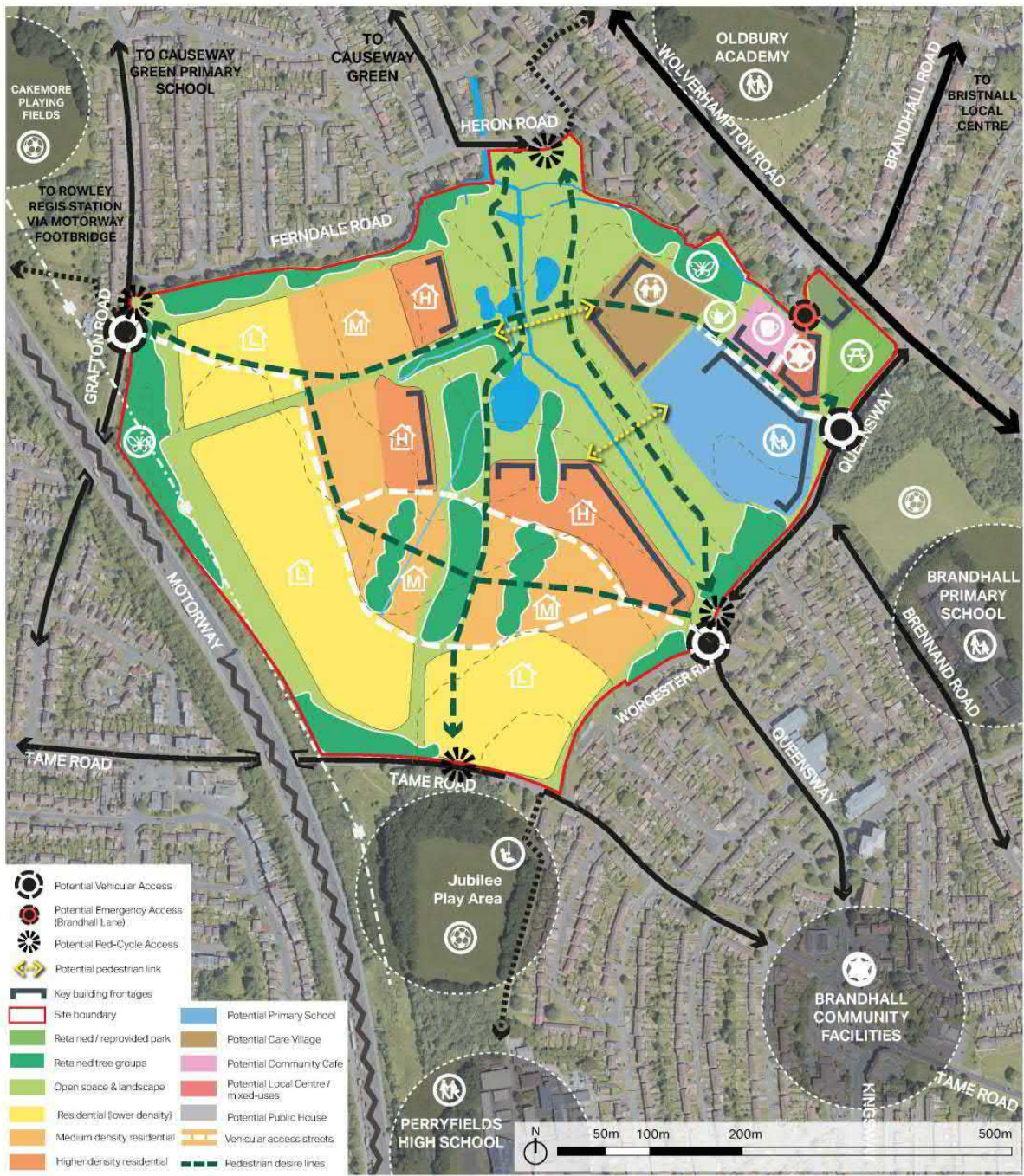
Attached are images of the four options for the Brandhall Village public consultation:

Public consultation option one (below).



Above image: Masterplan Option 1

Public consultation option two (below).

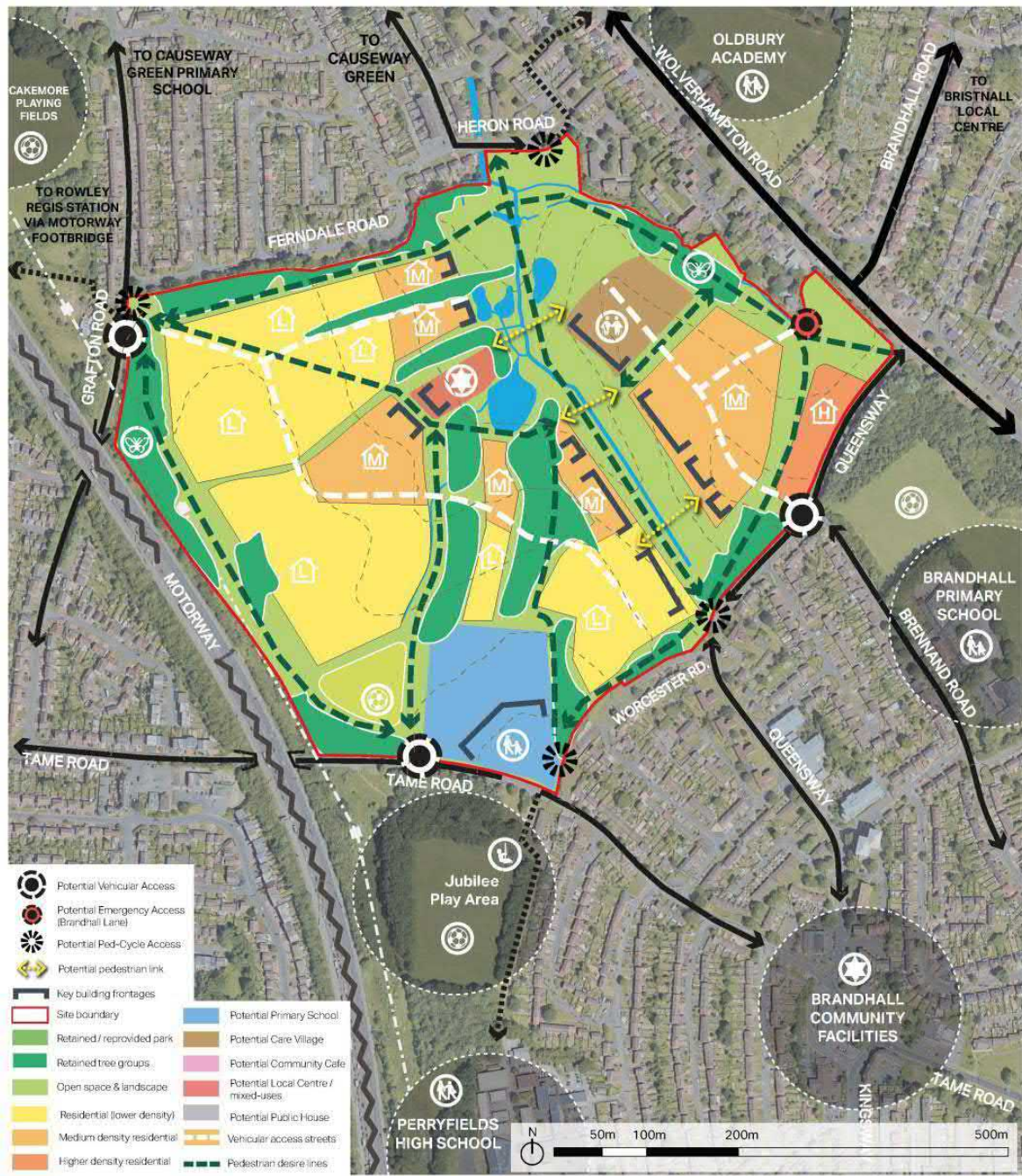


Public consultation option three (below).



Above image: Masterplan Option 3

Public consultation option four (below).



Above image: Masterplan Option 4

