



Friar Park Urban Village

Phase 2 Consultation Report

January 2023



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1. Introduction

Phase 2 Consultation for Friar Park Urban Village was to present the draft masterplan for the site to the community and key stakeholders.

The consultation focused on updating the community on how the proposals have developed since the first stage of consultation in 2021 and how key aspirations identified through feedback have been addressed in the draft masterplan.

The consultation began on the 7th November 2022 and closed at 9am on the 19th December 2022. Feedback received during the consultation phase will to help to shape the final masterplan for Friar Park Urban Village.

2. Consultation Promotion and Launch

To ensure that the local community and key stakeholders were informed of the consultation period, local promotion and advertising was carried out prior to the consultation start and throughout the consultation through a variety of channels.

ACTIVITY	DATE	APPENDIX
Stakeholder Engagement Event, Wednesbury Town Hall	2 nd November	1
Email update to stakeholder database and website subscribers notifying of consultation launch	4 th November	2
Newsletter distributed to all addresses in the Friar Park ward	7 th – 9 th November	3
Website updated to include full details of proposals and feedback form	7 th November	4
Launch Emailer – to stakeholder database and website subscribers	7 th November	5
Posters – distributed to local venues	w/c	6
Sandwell Chronicle advert	18 th November	6
Express and Star press advert	21 st November	7
Express and Star digital adverts	From 17 th November	8
Birmingham Mail press advert	21 st November	9
Press Release – covered by Express and Star online	7 th November	10
Social media – Sandwell Council and West Midlands Combined Authority – Facebook, Instagram, LinkedIn and Next Door	From 7 th November	11
Public Information Day reminder emailer – to stakeholder database and website subscribers	22 nd November	12
Consultation close reminder email – to stakeholder database and website subscribers	12 th December	13

3. Consultation Materials

The consultation materials made available at Phase 2 included a project website (Appendix 3), a draft masterplan document (Appendix 13), a feedback form (Appendix 14) and information boards (Appendix 15) which were displayed at the Public Information Days.

All information presented was replicated across all channels and made available at the information days with clear details on next steps and how to respond to the consultation.



4. Public Information Days

Two Public Information Days were held at the Friar Park Millennium Centre, which neighbours the project site, to consult on the proposed development.

As well as presenting information on the proposed development of Friar Park Urban Village, the information days were an opportunity for the project team to meet with the local community, talk through the plans and listen to their views and concerns.

Attendees were invited to view the information displayed on the boards, talk to the project experts supporting at the events and newsletters and feedback forms were available to take away.

41 people attended the event across the two days, as shown in the below table.

DATE	ATTENDEES
Friday 25 th November 12 – 4pm	16
Saturday 26 th November 10am – 2pm	25

Notable attendees that attending the information days included:

- Friar Park ward Councillor Simon Hackett
- Cabinet member Councillor Peter Hughes



5. Responding to the Consultation

Key stakeholders and the local community were encouraged to provide their views on the information presented and to share local knowledge that could help inform the masterplan development.

A feedback form was provided on the website and printed copies were made available at the information events and at the Friar Park Millennium Centre throughout the duration of the consultation. The deadline for responses was 9am 19th December 2022.

Response methods were as below:

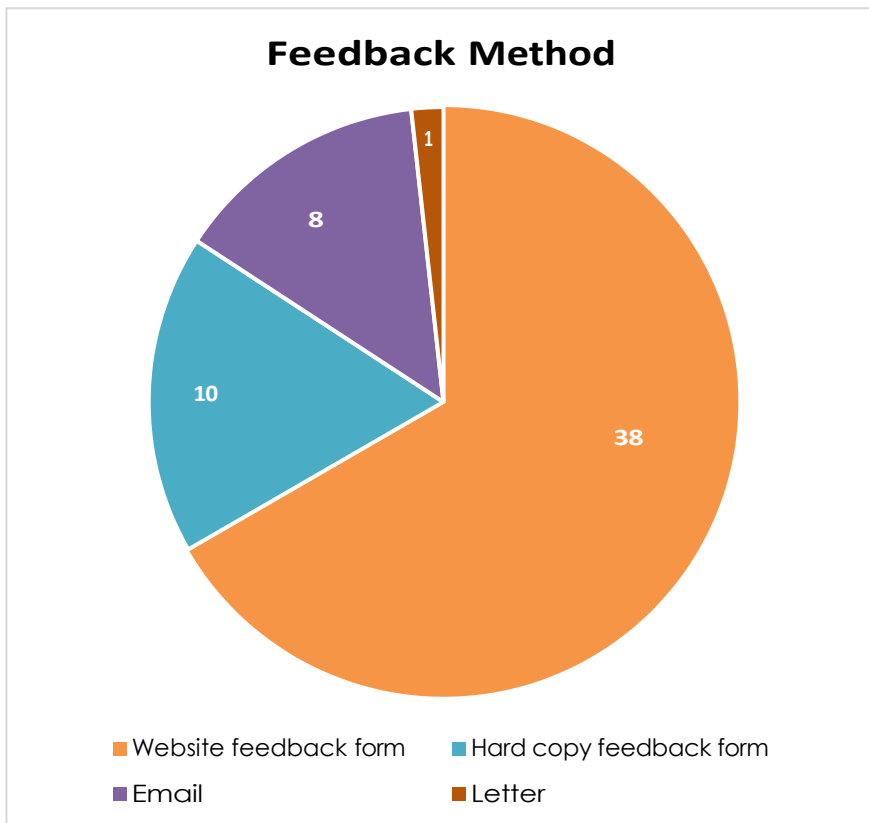
- Completing the feedback form on the website www.friarparkurbanvillage.co.uk
- Posting the feedback form to FREEPOST Friar Park Urban Village
- Emailing comments to hello@friarparkurbanvillage.co.uk

This information on how to respond to the consultation was provided on the website, in emails to website subscribers and the stakeholder database and within the newsletter distributed at the start of the consultation to the Friar Park ward as well as made available at the information days.

6. Feedback Summary

Throughout Phase 2 Consultation 57 responses were received from individuals and organisations. The following information provides a breakdown of the feedback received throughout the consultation period.

Please note for some of the quantitative data not all responders answered every question on the feedback form.



Respondee Type

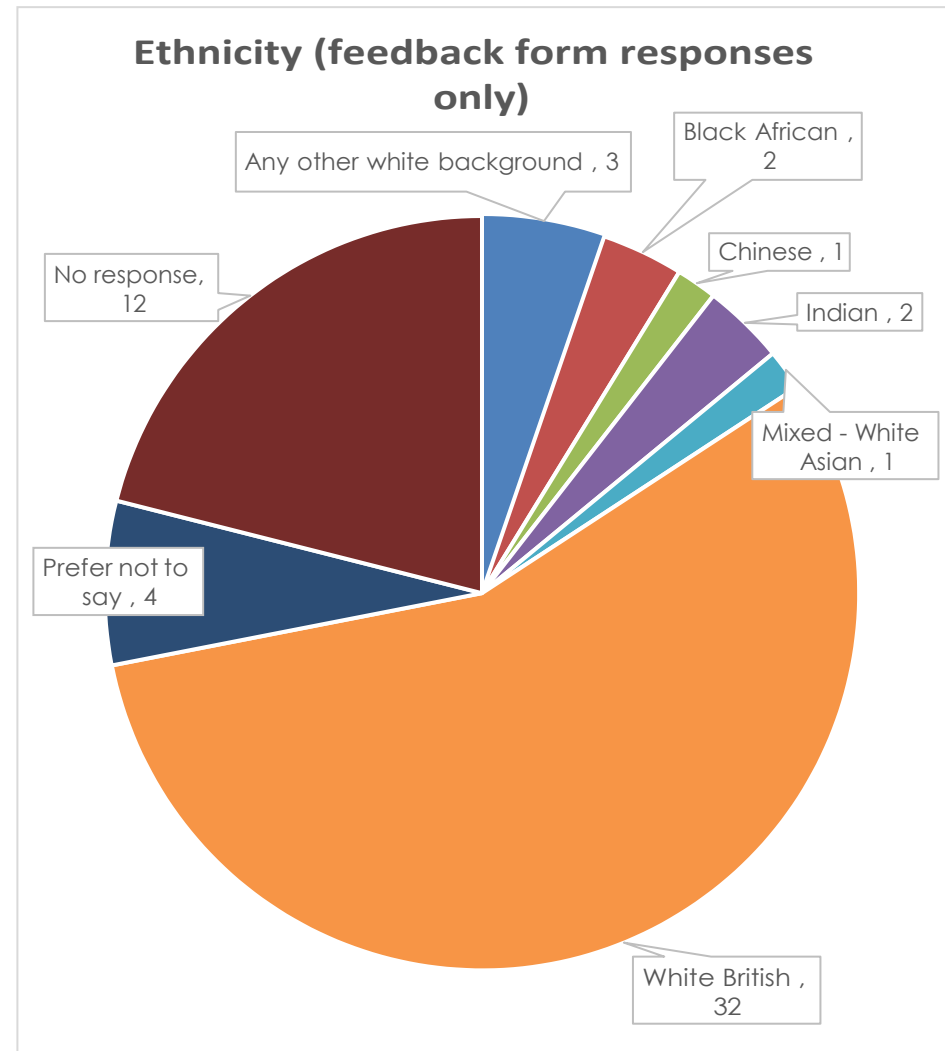
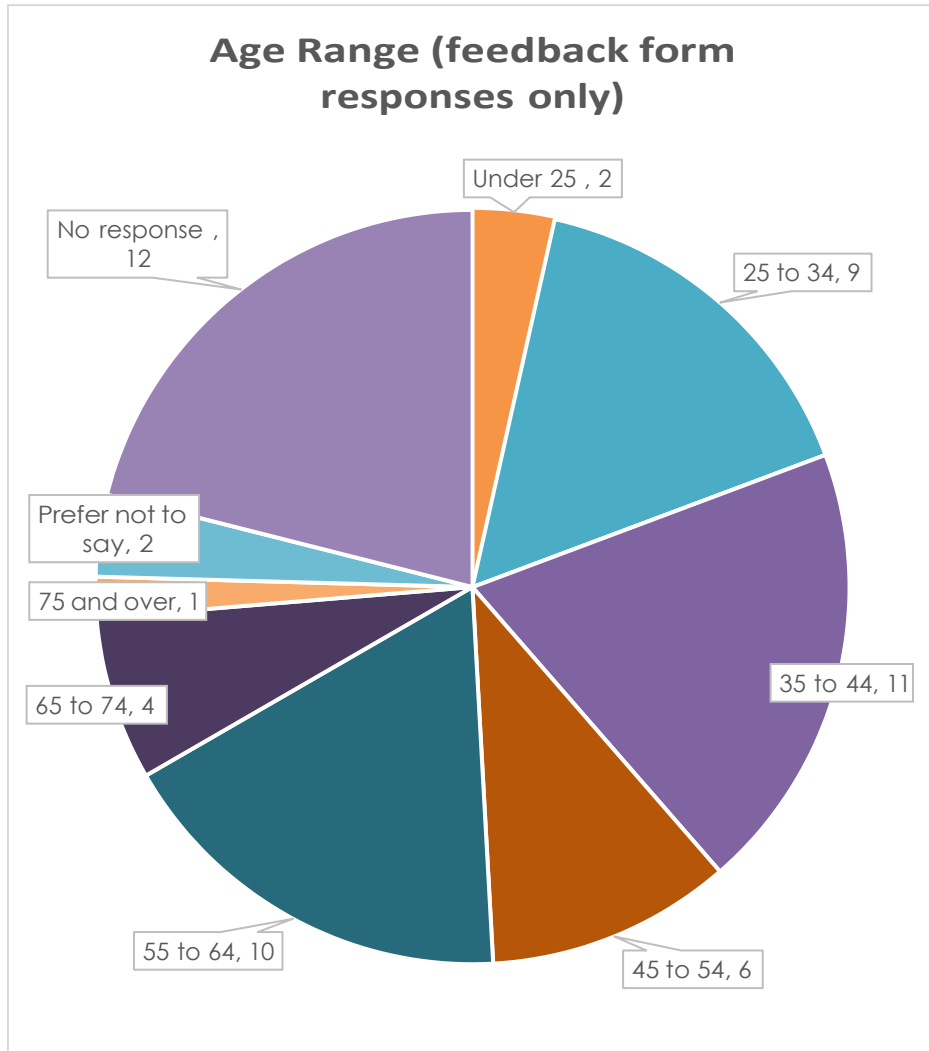
Local resident	36
Elected member	1
Work locally	1
Organisation	11
No information given	8

Elected members

- Councillor Simon Hackett

Organisation

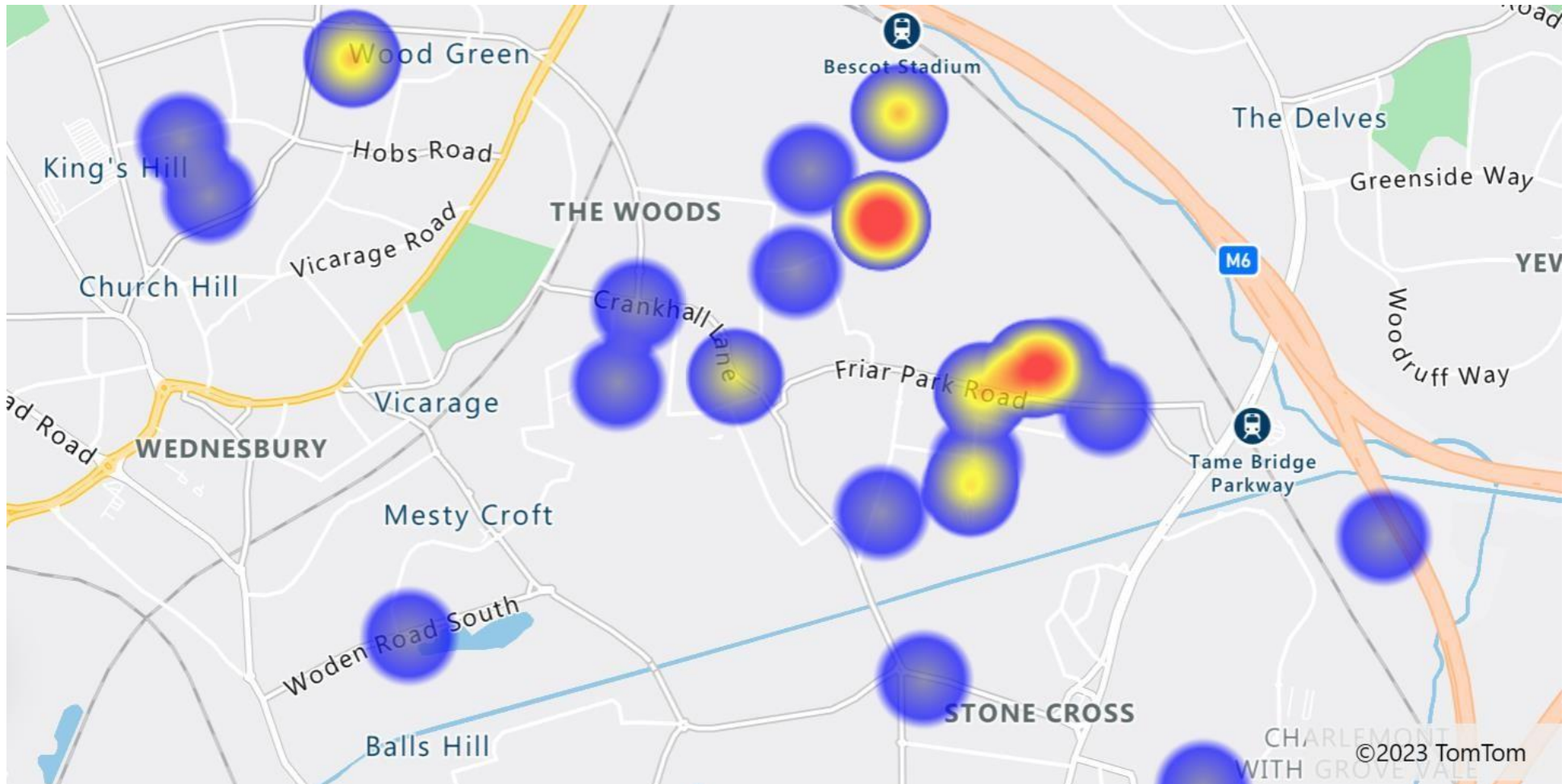
- Pre-school (name not given)
- 617 Sandwell Air Scouts
- Friar Park Millennium Centre
- Neighbourhood Watch
- Cycling UK
- Network Rail
- West Bromwich North Libraries
- Wednesbury Action Group
- SMBCs internal climate change team



Postcode Areas

No response / not given	x 14	WS10 OGA
WS10 OGD	x 4	WS10 OGB
WS10	x 3	WS10 OGF
WS10 OSN	x 3	WS10 OHW
WS10 OSP	x 3	WS10 OHX
WS10 OEB	X 2	WS10 OJR
WS10 OJF	x 2	WS10 OQF
WS10 OJS	x 2	WS10 ORQ
W10 OSF	x 2	WS10 OSD
B29		WS10 OST
B67 5LP		WS10 OSY
B71 3BY		WS10 OTL
B71 3JT		WS10 9NF
B71 3QS		WS10 JRO
DY2 0ER		WV1 1HG
WS10 ODP		WV1 1HG



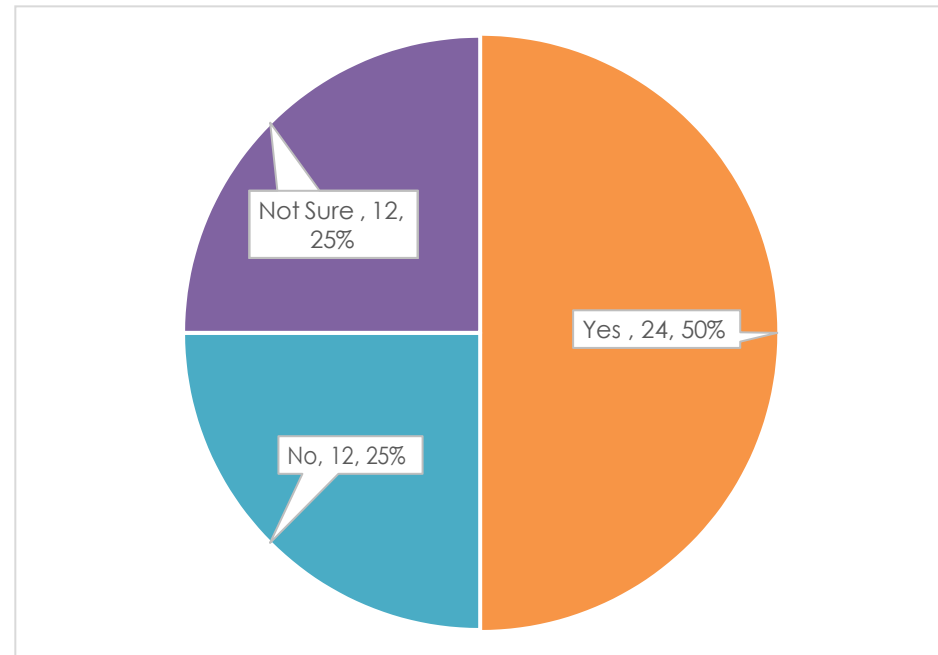


7. Feedback Form Responses

Placemaking

1. Do you agree that the draft masterplan for Friar Park Urban Village provides:

- A people focused, friendly and, engaged community
- A place full of possibilities
- A growing community
- A friendly, welcoming and connected community
- A beautiful, imaginative and unique place
- A green and natural place
- A sustainable, active and healthy place?



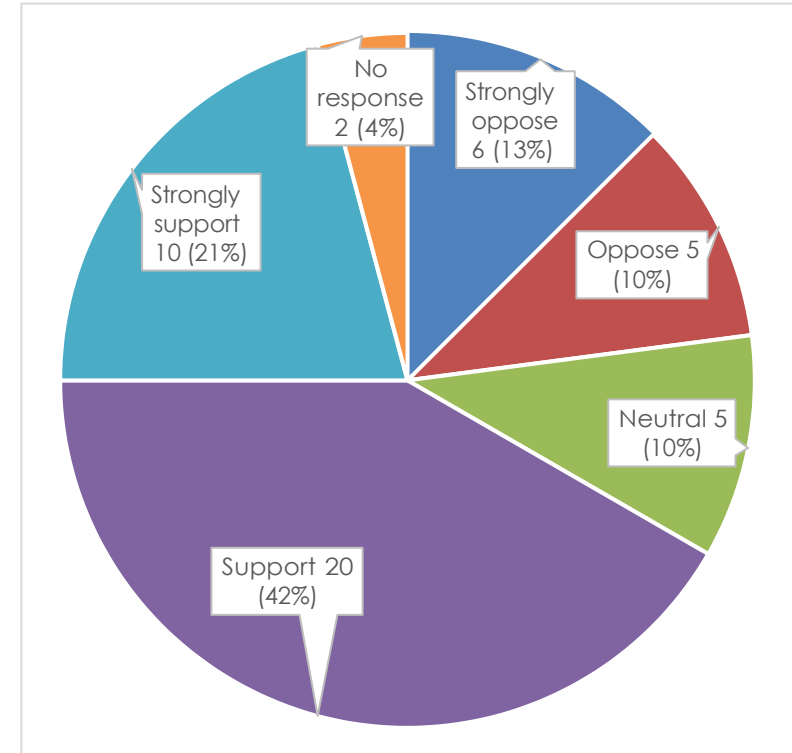
Supporting comments

- Positive comments on:
 - Overall proposals **(x6)**
 - Provision of housing **(x2)**
 - Benefits for the community **(x2)**
 - Better connectivity / travel options **(x2)**
 - Use of brown land
 - Remediating the contamination
 - Addition of more green spaces to area
 - Building houses near the Millennium Centre
 - See the opportunity and recognition that it will take a lot of work
- Concerns around:
 - School provision for extra homes **(x4)**
 - Loss of greenery, large open space area and wildlife area / pollution buffer between M6 and housing **(x3)**
 - New road next to St Peters Croft will reduce privacy where they already suffer from anti-social behaviour and fly tipping **(x3)**
 - Capacity of doctors / leisure facilities **(x3)**
 - Impact on Friar Park Millennium Centre and capacity **(x2)**
 - Too many homes and not enough green space **(x2)**
 - Loss of areas for walking
 - Removal of playing fields
 - Keep area for community and sentimental reminder of how the area used to be
 - Impact on own property (access to garage by Black Path)
 - Art installations and community growing beds provide an opportunity for antisocial behaviour
- Housing vision is dated and does not address crime, climate or changing trends
- Value of existing homes and impact to mortgages / cost of living crisis
- Housing by Sussex Avenue and Kent Road are too close
- Dated drainage systems being used (shown in images) – *“surface water drainage should be kept at surface level to help with treatment, management, education and bio diversity. The current solution proposes what looks like a “pipe to pond bomb” solution”*
- Proximity of new housing to railway (pollution and noise)
- Not enough social housing
- Do not want a new access road from Kent Road
- Requirement for a minimum of 25% affordable housing allocated through lettings plan
- Would like secure bike parking
- Enabling local residents to have first choice on buying / renting new properties
- Would like a new building for the 617 Air Scouts who use the area (Millennium Centre won't be big enough)
- Ensure any green space or play areas are separate and enough trees are planted to ensure there is no noise pollution
- Prefer for Woods estate to be cut off from new estate / Friar Park
- Build something that creates jobs
- Suggestion to replace farm with working farm and educational resource

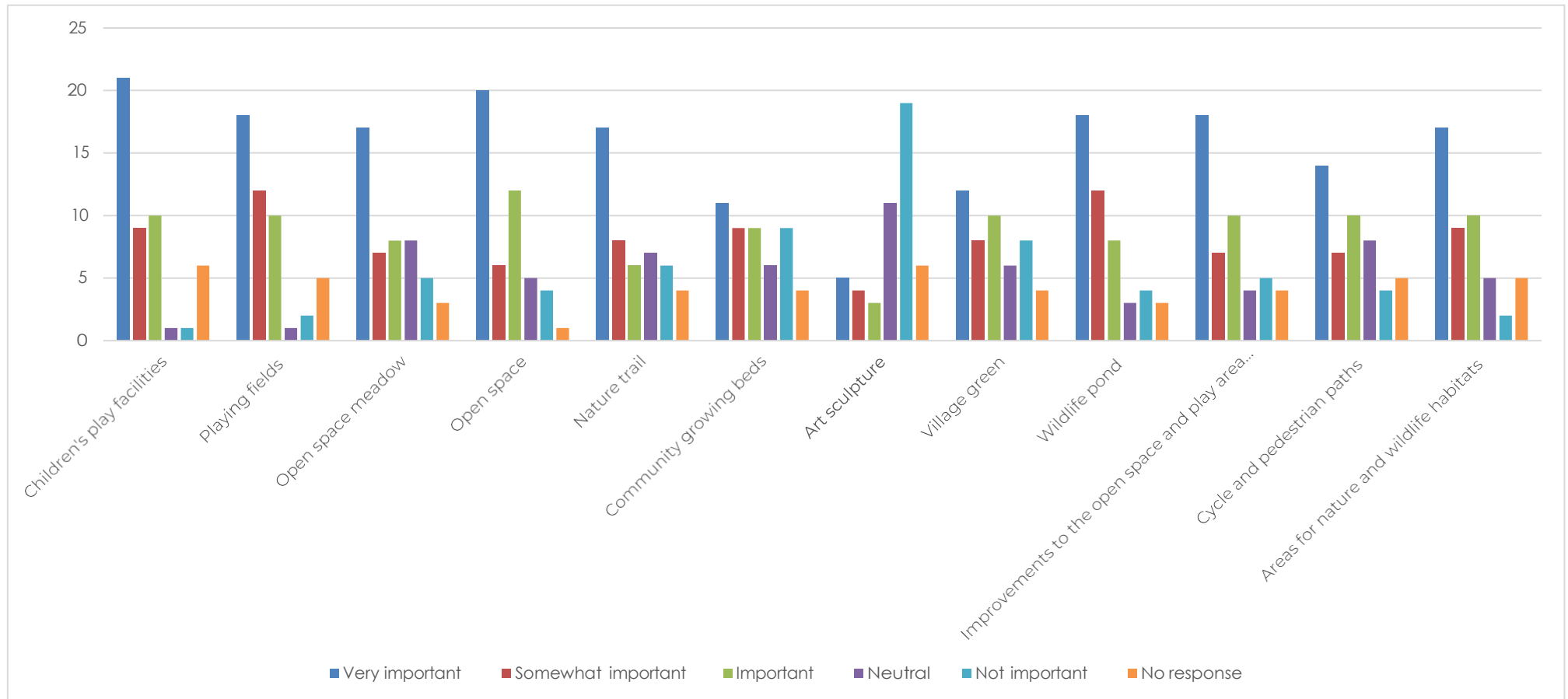
2. Do you support the landscape proposals in the draft masterplan which combine a mix of community growing areas, parks, playing fields and areas for nature and wildlife?

Supporting comments

- Positive comments on:
 - Draft masterplan proposals **(x3)**
 - Importance to provide green space / play areas / nature trails **(x2)**
 - Will increase value of area
 - Mixed use space
 - Supplies the housing required
- Concerns around:
 - Displacement of wildlife and provision of space for new wildlife habitats (hedgehog runs, bat roosts, bird boxes) and educating the local community of these **(x5)**
 - Anti-social behaviour
 - General concerns / existing issue **(x3)**
 - CCTV needed
 - Policing required
 - Specifically, around the pond suggestion of CCTV
 - Preference for homes to back onto St Peters Croft
 - Concern for women and children – well-lit streets required
 - Vandalism of any new play equipment
 - Ratio of housing to green spaces / play areas not adequate and not spread into the development enough **(x3)**
 - Friar Park Millennium Centre needs to be bigger to support new residents **(x2)**
 - Not enough schools to support the new housing
 - Considering the residents that already live there
 - Removal of too much existing open space
 - Not enough open space for dog walking
 - Removal of existing trees that provide privacy (property facing the Friar Park Road park)
 - Affordable housing being near existing properties and devaluing them
- Request for higher walled boundaries where existing properties meet new development **(x2)**
- New homes should be shielded from motorway
- Request to move road off Friar Park Road, near the park, further away to shield houses near St Peters Croft and retain greenery
- Understand that many houses are required but outline importance of green spaces too
- Request to ensure that the playground is fully upgraded to support new and existing communities
- Landscape must support mental wellbeing
- Proposals should extend the existing woodland that used to be a bluebell wood



3. The following table lists some the different proposals featured in the draft masterplan. Please indicate how important these are to you.



4. Is there anything you think we have missed from the previous proposals detailed?

- Nothing missing / well thought out (x5)
 - Local shops (x3)
 - Would prefer no change to the existing space (x2)
 - Schools (x2)
 - Connectivity
 - Improved pathway to Bescot Stadium
 - Dedicated motorcycle route with club membership to provide legal alternatives for youths
 - No new road wanted near existing housing estate
 - Consideration to increase in traffic
 - Need to consider access to the M6 – roads already back up (Woods estate and Woden Road East)
 - Friar Park Millennium Centre
 - Extension / support for Friar Park Millennium Centre
 - Ensure Millennium Centre links well to new and existing community
 - Open spaces by the Millennium Centre
 - Outdoor gym
 - Play equipment
 - Amenities for youths
 - Clubhouse
 - Secure bike parking
 - Electric car charging infrastructure
 - Manifold Way estate
- Do not want affordable housing backing onto estate
 - Request to move the park away from St Peters Croft and have segregation from the road, footpath and play area due to anti-social behaviour
 - Preference for large houses and gardens to back onto houses around St Peters Croft to remove ability for people to jump over walls into gardens
 - Request to leave north playing field, currently used daily for dog walking and children playing / football
 - Reduction in quantity of housing proposed
 - Protecting existing residents' views is important
 - Attention needs to be paid to reduce the existing and escalation in (due to new properties) anti-social behaviour, vandalism and fly-tipping
 - Community zones
 - Provision for sustainable energy
 - Car free zones
 - Bigger buffer zone (up to 50%) of trees to reduce pollution and noise from M6 and to protect wildlife
 - Doctors
 - Don't overfill with green spaces that need to be maintained
 - Existing surface water routing turned into planted swale to enhance biodiversity
 - Ping pong tables

5. What activities would you use the open spaces for? For example, dog walking, exercise etc.

- Exercise / sports / outdoor activities– general **(x14)**
- Dog walking **(x13)**
- Walking **(x10)**
- Mental wellness / relaxation **(x6)**
- Children playing **(x4)**
- Jogging **(x4)**
- Watching wildlife / enjoying nature **(x3)**
- Cycling **(x2)**
- Nature trails for children and youth clubs **(x2)**
- Playing football **(x2)**
- Community connection / activities **(x2)**
- No use **(x2)**
- Using play park
- Children / youth clubs looking after the gardens
- Exercise classes / boot camp
- Community events
- Socialising
- Educational opportunities in biodiversity, carbon capture and water management

6. To reduce anti-social behaviour and crime, the draft masterplan contains different proposals. These include ensuring all common areas are overlooked by houses, appropriate lighting, low level dense planting, and restricting vehicular access where necessary. What else could be done?

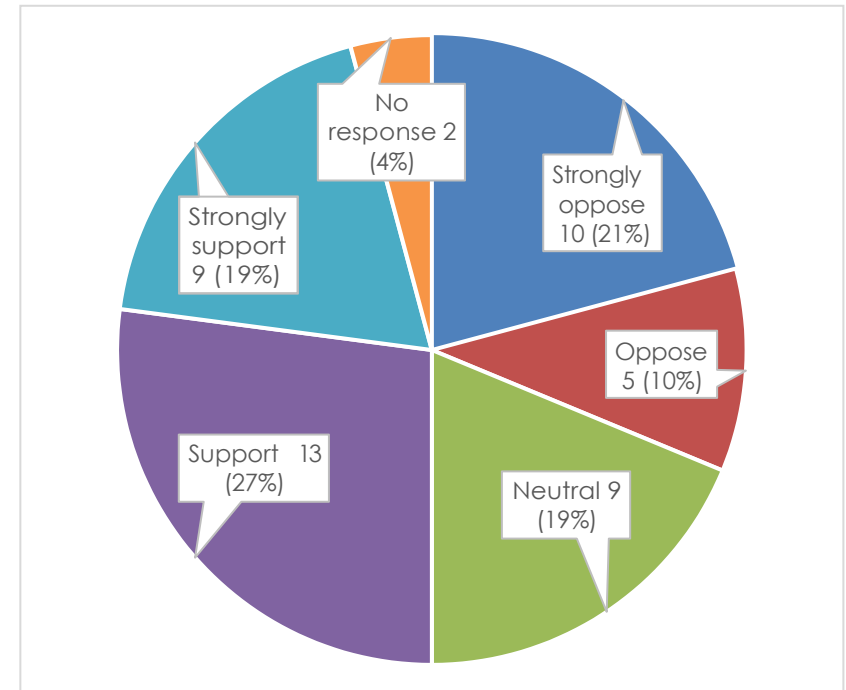
- CCTV – general (x9)
- Nothing will stop this behaviour (x4)
- Commitment from the police to support the area (x3)
- Removal of access road by the play park / St Peters Croft (x3)
- Encouragement of a Neighbourhood Watch in the area (x2)
- Ensure high boundary walls to stop people jumping over (x2)
- Restrict access and make open spaces less attractive for dirt bikes (x2)
- CCTV – recording access routes
- CCTV - in communal areas
- CCTV – in areas of low density
- Enhancing the Friar Park Millennium Centre to provide children / young people and adults somewhere to go
- Low level fencing to remove 'rabbit-runs'
- Alarms on homes
- Activities for young people to use and enjoy
- Ensuring distance and privacy maintained around existing housing
- Use of strong walls and fencing that doesn't break / damage easily
- 10mph speed zone
- Speed humps
- No things around that can be stolen
- Grow bushes/bramble and hedges next to wall perimeter rather than trees (trees can be climbed and roots can cause issues)
- Increased lighting
- More trees
- Consider separate dedicated areas for young children and older children
- Removal of places that provide opportunities for anti-social behaviour, vandalism and fly-tipping – such as the art installation and communal planting areas
- Minimise street connectivity
- Minimise mixes of tenure
- Create integrated semi-public and semi-private space

Housing

7. How supportive are you of the approach in the draft masterplan to the location of houses and character areas?

Supporting comments:

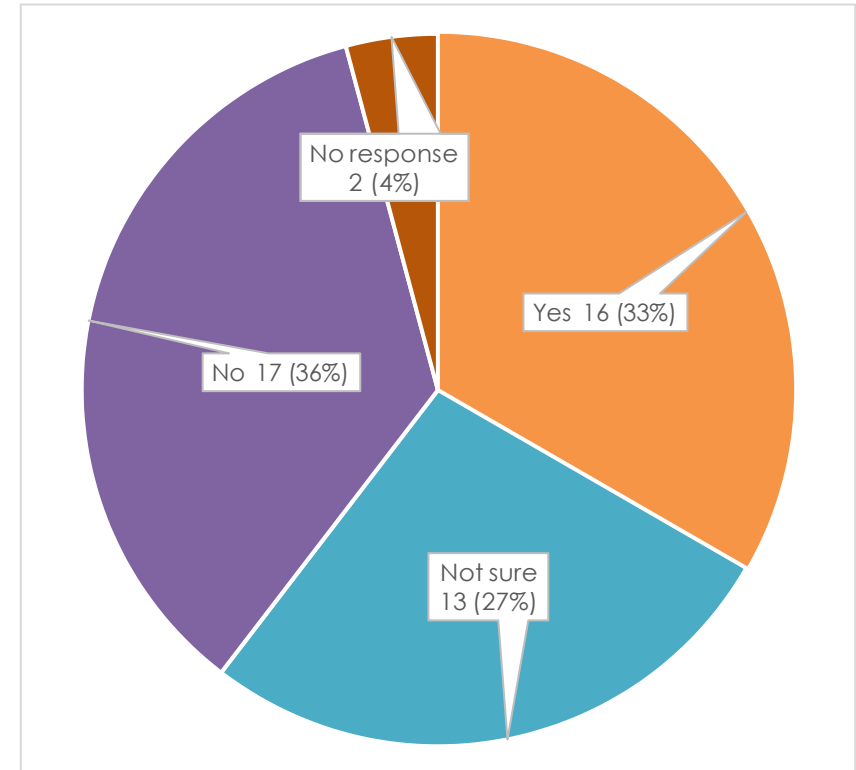
- Positive comments on:
 - General support
 - Strongly support subject to remediation
 - Supportive provided privacy, security and peacefulness is maintained
 - Agree new homes should be built but plans around Manifold Way estate need to be readdressed
 - Happy with low density housing and playing field being retained near Kent Road
- Concerns around:
 - Too many houses proposed **(x2)**
 - Not maximising on opportunity to provide better approach to housing provision and community building
 - Proximity of road / path next to housing on Manifold Way estate – reducing privacy and security and increasing car pollution
 - Too close to existing properties
 - It will provide too many opportunities for anti-social behaviour, vandalism and fly tipping
 - Removal of open views and un-overlooked properties for housing on Kent Road
 - Reduction in privacy and security generally
 - Loss of open space behind property allowing easy access and increasing opportunities for break-ins and property being overlooked
 - Decrease in property value (loss of open space behind)
- Fewer council tenants preferred
- Request for access to garage not to be affected (off of the Black Path)
- No housing wanted on green land behind Kent Road and Sussex Avenue
- House at bottom of garden is too close (Sussex Avenue)



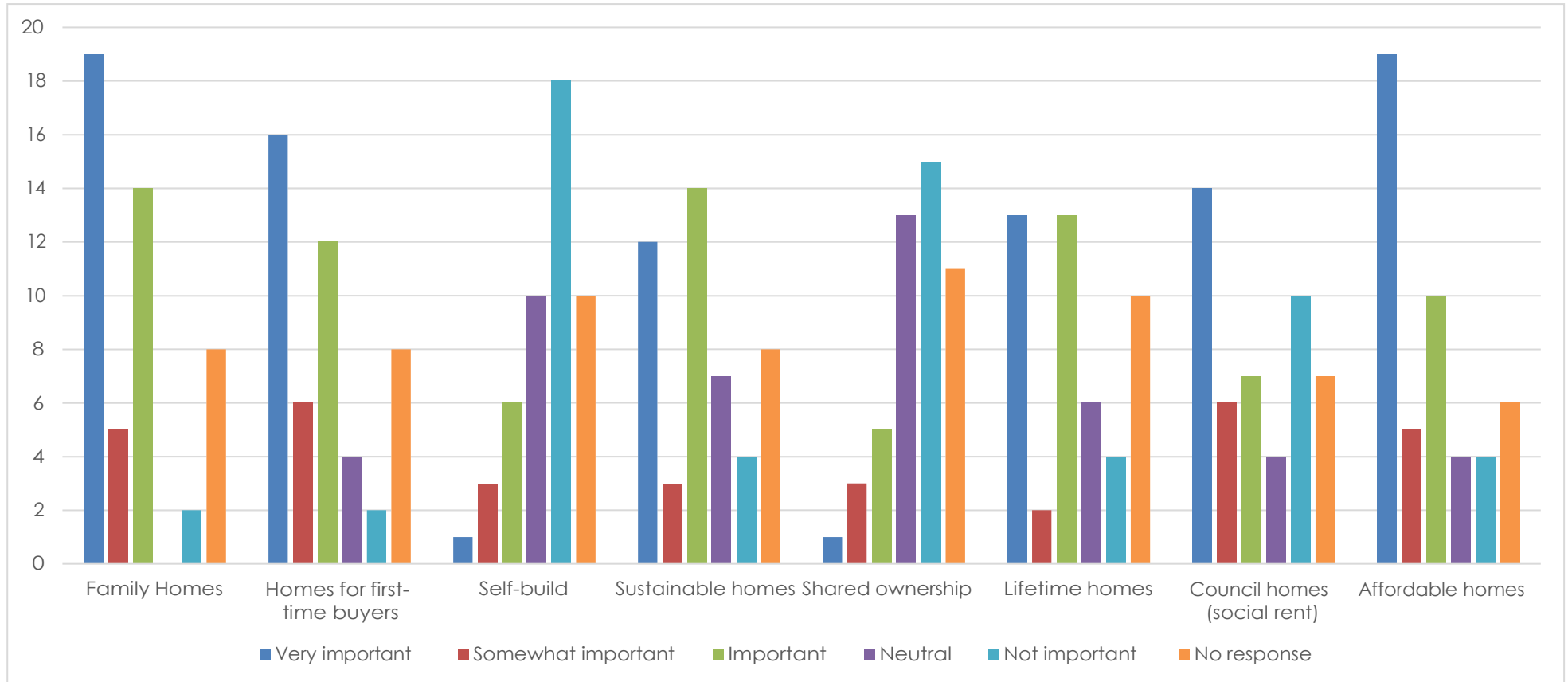
8. Do you agree with the proposed 25% affordable housing provision?

Supporting comments:

- Higher provision needed / too many on waiting lists **(x6)**
- 50% should be affordable housing **(x4)**
- At least 25% affordable housing **(x3)**
- Concern that multiple houses will be purchased for private rentals **(x2)**
- Affordable should mean affordable for this community – not allowing rich outsiders to purchase **(x2)**
- At least 25% needs to be council housing, separate to affordable to buy
- Affordable housing should match the style and character of other housing
- Friar Park currently provides affordable housing with all homes now available to buy
- Concerns around affordable housing and associations with anti-social behaviour
- Concerns that affordable housing is sometimes not well looked after and can devalue an area
- Preference for the site to be 100% council housing but not managed by private landlords and management agencies who do not vet tenants
- Need more working-class tenants to improve community, reduce crime and increase house values
- Affordable housing allows lower income earners onto property ladder
- Needs to be more social housing
- Job provision should go hand in hand with affordable housing provision
- Suggestion of reduced rent rates for 5-10 years to allow those struggling to afford a place to get somewhere at a sensible price for a short while perhaps with the option to purchase at market value after.



9. What type of homes are important to you? Please could you indicate how important each type/tenure of housing is to you?



Supporting comments:

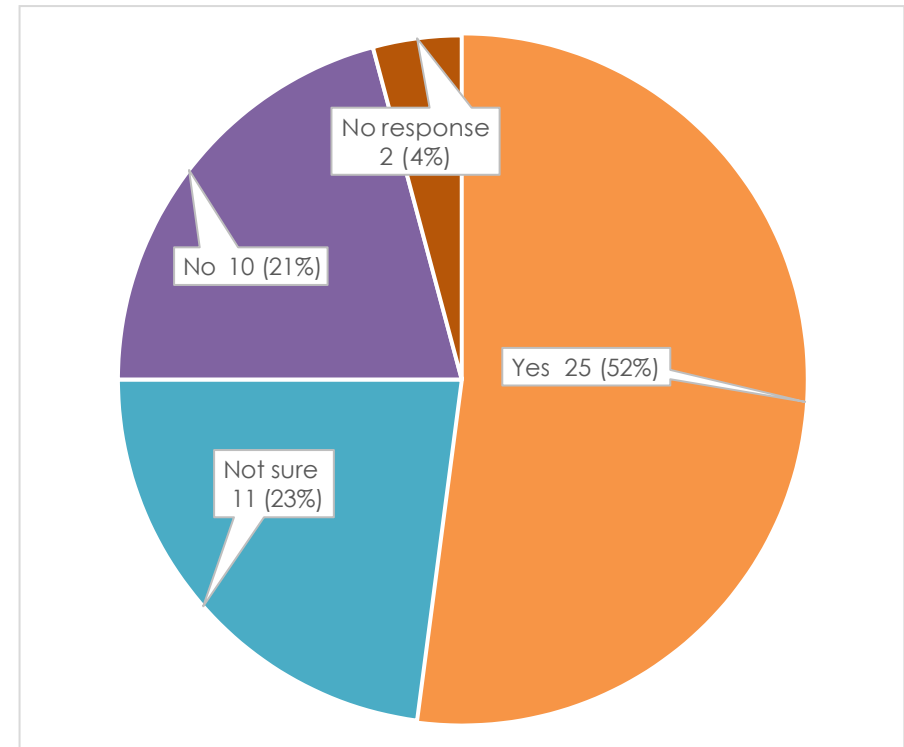
- Social rent/ affordable homes could be in floored block or apartments
- At least 25% council homes let to local community through a local lettings policy
- Council rental preferred to private landlords
- Desire to see bold design
- Would like to see bungalows, particularly on field behind Sussex Avenue to retain privacy and peace
- Preference for family homes and first-time buyers' homes, not council or affordable homes close to existing residents due to potential increase in anti-social behaviour
- High quality homes preferred by Kent Road to retain working class community
- Already experience a high crime rate due to council homes off Friar Park Road
- Proposals continue the current 'broken housing system' and don't adequately support missed tenure opportunities
- Concern around private ownership resulting in rented properties
- Preference not to have council tenants

Access and Movement

10. The draft masterplan provides pedestrian and cycle access through the neighbourhood. Do you agree with the approach taken?

Supporting comments:

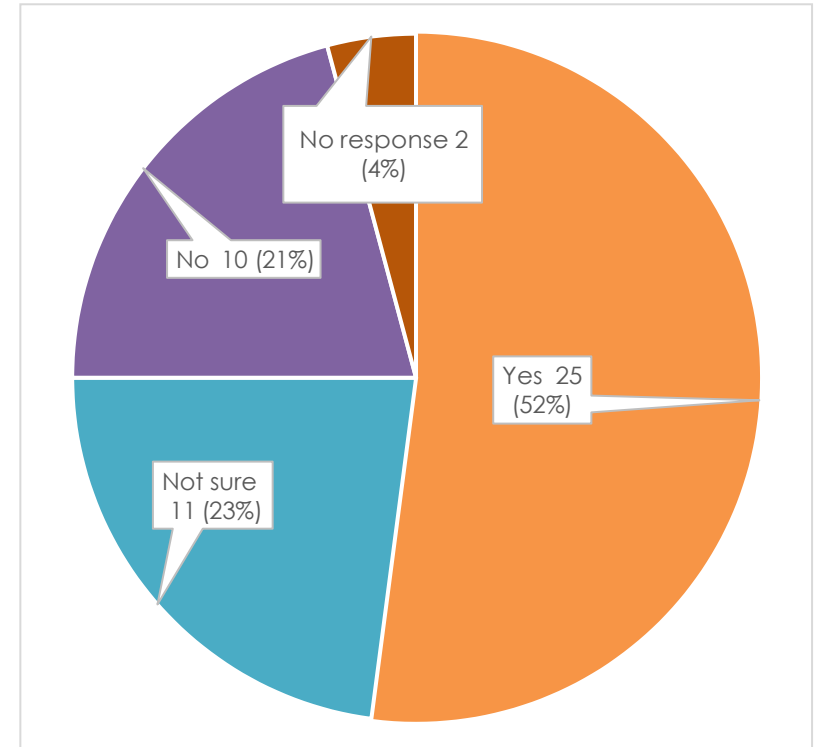
- Provided it is secure and motorbike free (x3)
- The roads on the Wood estate are not designed for the level of traffic the development will bring (x2)
- Do not want pedestrian footpath or road in front of property that will affect privacy and increase anti-social behaviour (St Peters Croft) (x2)
- Generally positive about proposals
- Access to be retained to garage on Kent Road / Black Path
- Positive provided there are no hot spots for anti-social behaviour
- Positive provided there are sufficient running / cycling tracks
- The proposed access off Friar Park Road / by the park will increase opportunities for anti-social behaviour, vandalism and fly-tipping



10. Do you agree with the proposed road layout and location of access points within the draft masterplan?

Supporting comments:

- Roads will not cope with extra traffic (x2)
- Generally supportive of proposals
- Access behind the motorway and railway could be improved
- Access from Kent Road is not wanted
- More speed restrictions needed
- Will increase traffic levels on Friar Park Road
- Access by park / off Friar Park Road needs to be moved away from Sta Peters Croft to support privacy / security and minimis increase in traffic and noise 4
- Some distance is required between existing and new development
- To many roads and connectivity – feels like a car driven proposal
- Plans include few accesses which mean it its easier to police and reduce 'boy racer' activity
- Prefer not to have connecting roads
- Improvements to Friar Park Road are required, current is not sufficient and leads to a build-up of pollution. Suggestion of curving the road in and out of the eastern side to reduce visibility and therefore speed
- Existing parking for the area is not sufficient



12. Overall, what do you like and dislike about the draft masterplan? Please tell us why.

Likes:

- Green spaces **(x4)**
- Childrens play facilities for both new and existing communities **(x2)**
- Mix of housing types **(x2)**
- Use of an unused area **(x2)**
 - provided wildlife is looked after
- Improvement on the initial proposals
- Overall layout
- Landscape proposals
- Constraints have been well addressed
- Community areas
- Great for families

Dislikes:

- Loss of green space **(x3)**
- 25% council housing at least, should aim to go higher **(x2)**
- No public amenities proposed **(x2)**
- Increased opportunities for anti-social behaviour, vandalism and fly-tipping **(x2)**
- Existing infrastructure not sufficient for new houses **(x2)**
- Not enough capacity at existing GP surgeries **(x2)**
- Too many homes proposed **(x2)**
- General negativity towards proposals
- No shops proposed
- Lack of open space for dog walking near the Millennium Centre
- Friar Park Road park needs to be moved – easy access off the road where anti-social behaviour occurs and young children cannot use it
- Road next to St Peters Croft off of Friar Park Road – will affect privacy, security and increase opportunities for anti-social behaviour
- Request for new higher wall and bushes/hedges/bramble built right next to the wall (not trees, as the roots can cause issues to us and the kids may climb the trees) near St Peters Croft.
- Concern about proximity of houses to existing property
- Nature and play areas are pushed to the outskirts – further away for existing residents
- Increased flood risk
- Lack of community aspects to bring people together

- Existing homes should not be overlooked by new properties
- Not enough capacity at existing schools
- Increased pollution due to increased traffic
- Jobs are needed over housing
- Improvements needed to control surface water run off
- Square design of some of the properties
- Friar Park Millennium Centre seems to have been forgotten

Other comments:

- Public commitment to the school and doctor places needed
- Make sure all residents in Sandy Lane are ok during construction
- Allay peoples' health and public health concerns
- Consider the people who have lived in the area for many years and want a reminder of how the area used to be
- Affordable housing should be the same style as the rest of the housing on the development
- Friar Park Road access will currently have parked cars either side and could be dangerous. (Guidance often allows you to assume you can see through cars etc but in reality, with vans and tinted windows it can be dangerous)

13. Please add any further comments you have on the proposals for Friar Park Urban Village here.

- Concern around ability of existing schools to cope with addition of new residents (x5)
 - Highlighted early years provision
- Concern around ability of existing doctors to cope with addition of new residents (x3)
- Support for Friar Park Millennium Centre improvements meaning more community activities / groups / businesses and still be able to cater for existing residents (x2)
- Loss of access to garage off of Kent Road / Black Path – request to confirm in writing that this will not happen
- Question where children will go if the houses are built and if there is enough space for increase in children
- Improvements needed for open space / park area near Millennium Centre so people have an outside enclosed safe place to go
- Support Millennium Centre to create sensory garden for people with different disabilities
- Talk to existing shops about maximising opportunities with the new development
- Provide jobs and apprenticeship opportunities for community including young people
- Use the Millennium Centre to link the new urban village into Friar Park
- Better road network required to support new development – area already suffers from traffic issues - Woods Estate and on weekends, weekday mornings and weekday late afternoons, the traffic congestion is that bad (due to the Gallagher retail park schools and on Sunday's, Bescot market)
- Loss of privacy and security for houses on St Peters Croft (near Friar Park Road park)
- Three storey buildings are not wanted
- Housing style should blend in with existing neighbourhood
- Prefer no access from Kent Road – already congested, would be used as a rat run and would cause safety issues for people walking to park
- Concern around theft – already an existing issue
- Concern around anti-social behaviour – more security such as CCTV required
- Request to rebuild wall around St Peters Croft higher and sturdier to give us more privacy and shrubbery/hedges/bramble to be planted next to it
- Building a lot homes is not the answer to improving and modernising the area – a lesser number with more nature play areas for all (children and elderly) should be proposed
- The field behind Sussex Avenue is not brownfield it has never had industry on it its always been farmland
- More community consultation should be held directly with the direct neighbours of the site
- Money should be put to something more useful
- Hope that the development goes ahead as the area needs rejuvenation
- Concern around lack of amenities
- Require better shops

8. Other Responses

Responses provided via email or letter.

Housing

- Opportunity to improve on the standard of new builds and provide homes that reduce energy bills, improve the cost of living, reduce remand on fossil fuels, and help us reach our carbon emissions.
- Environmental accreditations would be a positive
- Solar panels should be included
- Divides between homes should include native hedges to support biodiversity
- EC charging points should be included with each home.
- Concern around who will be the landlords of social properties and whether the rates will be affordable and regulated.

Placemaking

- Recycling bins and general waste bins in communal areas
- Preference for no road or path, or high buildings adjacent to St Peters Croft to protect existing residents privacy and security where they already suffer from anti-social behavior
- Friar Park Millennium Centre – their objective is to support in reducing anti-social behaviour, vandalism, crime, loneliness, isolation and help with mental health and wellbeing. The centre is already stretched and there is concern around how they will cope with supporting residents of 630 new homes. The development could support them with expansions of the centre and improvement of the external area.
- Funding enquiry for a permanent library rather than temporary currently within Friar Park Millennium Centre [Sandwell Council - Wednesbury, West Bromwich North Libraries]
- Health - existing residents can not get GP appointments (not enough surgeries) and residents are having to attend A&E for treatment often waiting in excess of four hours.
- Schools and nurseries – are at a premium with many children having to travel out of the area. An additional 630 homes will exacerbate the situation.
- Concern around extra strain on local drainage and avoidance of more localised flooding and low water pressures.
- Bescot depot is a busy 24/7 operation and an important strategic site for the rail industry. It is anticipated that demand at the depot will continue in the future and possibly become even busier as West Midlands Trains have proposals to use part of the site for stabling. With any new neighbours being introduced very close to the running lines and the depot itself, consideration of noise (particularly at night) and vibration from the depot should be a key factor to any planning considerations.
- Security at the depot is also of importance and trespassing and vandalism have been issues at this site in the past.

Environment

- "Nature areas" are actually planted for nature and managed as such. For example, all native species, and areas of grass are left for wildflower meadows, only cut once a year after flowers have seeded.
- Room for more trees than currently shown.
- Proposals include lots of opportunities for green initiatives for climate change and biodiversity
- Hedgehog highways should be incorporated into gardens
- Who would pay for the remediation of the historic contamination on the land – will this fall to Sandwell Council (ultimately the residents).
- Concern remediation of land will release contamination into the atmosphere and lorries carrying contaminated waste through the area.
- Pollution from M6 affecting local residents. Asked to confirm health statistics with L McNally who has previously confirmed that residents whose homes are next to the M6 have high mortality rate from heart disease, bronchial related illnesses and cancer all attributed to the pollution.

Access and Movement

- The new housing development may trigger the need for upgrading Bescot Stadium and Tame Bridge Parkway station facilities to cater for increased demand. Traffic congestion assessments will need to ensure traffic is reduced as much as possible and to review the integration of all transport modes. The Masterplan includes Network Rail leasehold land to the South Eastern corner adjacent to Sandy Lane which is intended for operational access use and therefore early engagement will be required with Network Rail. [Network Rail]
- Bus services – services to Friar Park, The Woods Estate have been seriously reduced over the past 12 months plus. There are also no bus services serving Tiffany Green.

9. Summary

Overall, the responses to the proposals were supportive with many positive comments on the draft masterplan. All quantitative responses were majority supportive; 50% agreed that the plans address the vision for the site and 42% support the landscape proposals. Comments provided are constructive, meaning that the masterplan has an opportunity to reflect these and demonstrate to the community that this is a purposeful process.

This second stage of consultation highlighted numerous concerns that were also raised in the first stage. Many associated with the wider community infrastructure and existing anti-social behaviour issues, demonstrating that there are other factors that should be considered alongside the development of Friar Park Urban Village.

There were fewer responses to this second stage of consultation, (a reduction from 81 to 57) which may demonstrate that people are generally happy with the proposals and therefore less inclined to engage with the process. Feedback in the majority has been from direct neighbours. The presentation of the draft masterplan has raised specific concerns in relation to people's properties and impact the development might have directly on them.

A very emotive issue which was heavily raised is existing anti-social behaviour issues, including theft, vandalism, litter dropping and fly-tipping and speeding around the area. There is concern that nothing the development could provide will help to alleviate these issues and the issue is more ingrained within the area. However, some specific requests were raised that individuals felt may offer them more privacy and security. Attention should be paid to the suggestions to minimise anti-social behaviour within the area and explored wherever possible, including outside of the actual development of the site. This delivers against the vision of the development. not just providing new homes. but creating a friendly, welcoming and connected community and will require support and ongoing engagement.

As before there is a very strong feeling that infrastructure to support the community needs to be addressed. This includes a need for shops as well as schools and doctors which people feel are already over-subscribed and residents from an additional 630 homes will add to this issue.

The Millennium Centre is a very strong community feature and opportunities to embed this into the new development alongside linking the two communities should be maximised. The team at the centre are very supportive of the development but are concerned about how they will support a possible 630 additional families. Within their response they have provided suggestions of how the centre could be improved / expanded to support the community. They also state that they are highlighting this on behalf of

residents have difficulty in speaking out, reading, and writing and a feeling of not being listened to. Many other responses also highlighted support for the Millennium Centre.

There is strong feeling around the loss of the existing open space and the site just being filled with properties. Any new spaces should be high quality, actually useable for the things people want them for, so that it is deemed a suitable replacement for the reduction in the volume of space that people use for dog walking and playing.

The below table includes extracted topics or issues raised by organisations/groups or from existing residents that could be addressed in the draft masterplan, or should be considered within the wider placemaking vision, going beyond just building a housing estate, but supporting a changing community. Particularly the specific requests highlighted by existing residents, this will demonstrate that they are being listened to. Where requests cannot be accommodated the reasoning behind decisions should be explained to these stakeholders. There are some highlighted suggested actions alongside some of these which would support with building relationships with the community.

Area	Topic Raised
Railway and associated stations	<p>Network Rail response - Bescot depot is a busy 24/7 operation and an important strategic site for the rail industry. It is anticipated that demand at the depot will continue in the future and possibly become even busier as West Midlands Trains have proposals to use part of the site for stabling. With any new neighbours being introduced very close to the running lines and the depot itself, consideration of noise (particularly at night) and vibration from the depot should be a key factor to any planning considerations.</p> <p>Security at the depot important, trespassing and vandalism have been issues at this site in the past.</p> <p>The Masterplan includes Network Rail leasehold land to the South Eastern corner adjacent to Sandy Lane which is intended for operational access use and therefore early engagement will be required with Network Rail. [Action] <i>continue engagement with Network Rail.</i></p>
Community	<p>Friar Park Millennium Centre – support expansion and improvements so they can accommodate existing and new residents. Creation of things like a sensory garden have been suggested. Suggest further engagement with the centre to determine requirements and what could be delivered. [Action] <i>continue engagement with Friar Park Millennium Centre.</i></p> <p>Library service – Sandwell Council questioning capacity for funding a permanent library.</p> <p>617 Sandwell Air Scouts - support over 50 young people and would like for the group to have their own building/base. The group is too big to operate from the Millennium Centre and definitely wouldn't be able to support children from the new build will miss out.</p>

	Wednesbury Action Group – full response supplied with many questions raised within it. [Action] Suggest that this is responded to.
Existing resident specific	Resident A- concern that access to garage (off of the Black Path) will be blocked. [Action] Requested confirmation in writing that this will not happen.
	Resident B- live next to where the path is proposed. The resident already suffers from anti-social behaviour – children jumping the wall, stones and empty alcohol bottles thrown in garden. Concerned that the proposals will make this worse allowing easier access. Requested that the wall is rebuilt higher and more solid (metal) that people can't jump over from either direction. Also requested that houses should be single storey and not high flats as the land is already high next to these properties.
	Resident C - live next to where the road off Friar Park Road is proposed. The residents already suffer from anti-social behaviour.
	Resident D – request to move the park and path further away and increase greenery / distance between housing and new estate to reduce opportunity for anti-social behaviour.
	Resident E – the house on the masterplan is at the bottom of their garden. Feel that this is too close, privacy and direct sunlight will be impacted by the proposed house. Request to move further away and/or be a bungalow.
	Manifold Way estate fencing – many comments that this is broken, damaged all around the edge where it meets the open field. Lots of requests that this is rebuilt bigger and stronger to help prevent anti-social behaviour.
	The proposed houses by Kent Rd and Sussex Avenue are to close and potential to overlook existing gardens and remove all privacy.

Friar Park Urban Village still provides the opportunity to demonstrate forward thinking in the way that it is designed, uses new technologies and has people at the heart of its development. Through some small changes to the masterplan many concerns would be addressed and provide peace of mind. The balance between the build of new houses and the repurposing/reduction of open space needs to be carefully managed. There needs to be a realistic view of how the space might be used and consideration how any negative behaviours can be minimised, so the spaces are used for their intended purpose and people feel safe in their community. Utilising and supporting the Millennium Centre is also a key aspect of the development.

Overall people are positive and would welcome the development provided that it blends with the existing community, supports a reduction in anti-social behaviour and continues to provide useable open spaces. Ongoing engagement with communities is also important to continue to build good relationships.

10. Appendix

Appendix 1 – Stakeholder Engagement Event, Wednesbury Town Hall, 2nd November 2022

Area	Topic Raised
Development	Best proposal the council has ever come up with.
Security	Lighting of paths will be critical to ensure safety, existing issues along the 'Black Path' of security.
Security	ASB and assaults are taking place on the site at present – so removing those issues would be welcomed through re-development.
Green Space	200+ on waiting list for allotments in the area – high demand for allotments so growing spaces would be welcomed.
Security	Can changing rooms be considered for the Kent Road Playing Fields to add to the sports opportunities how would these be managed / maintained and by who? Could they be an ASB issue?
Transport	Existing issues of speeding along Friar Park Road, will this be mitigated against in the new development.
Housing Provision	Supportive of 25% affordable housing. Councillor Hackett stated a desire that these should be council houses. Other stakeholders said more than 25% should be provided (50%) and that they should be for local people only
Amenities	Should be shop provision within the site due to the number of new residents – the area needs a new shop.
Green Space	How will the green space be protected?
Security	The previous BMX track on Millennium Avenue was popular – could be something integrated into the bund area – but would need to be properly managed as could be used by scramblers.
Drainage	Is drainage being looked at on the Kent Road Open Space as it floods quite a lot.
Green Space	Potential for the local scout group to use the open space, play areas and natural habitats.
Amenities	Need to improve/protect Millennium Centre as a resource – the library was mentioned. Holiday activities take place at the Millennium Centre-new development may make capacity tight and push existing users out.
Drainage	Attenuation ponds could be a good feature visually and from a sustainability point of view
Housing Provision	Solar PV should be encouraged on the homes.
Environment	Issues of dust from stone crushing on sidings
Environment	Issues of poor air quality in the area, stakeholders suggested that this had resulted in residents poor health. The need to ensure a representative from public health was present at consultation event was discussed.
Security	Potential safety issues of children accessing the railway line by climbing new trees
Jobs	Need for local jobs through apprenticeships
Amenities	Need for a school. The need to ensure a representative from Education at consultation event was discussed.
Amenities	Concern over GP capacity/provision. Difficult to get appointments as stands. The need to get a CCG rep at consultation event was discussed.

Environment	If trees are to be removed they need to be replaced with established mature trees especially on Friar Park Road frontage which are attractive for existing residents to look out on to.
Transport	The number 65 bus service is proposed to be stopped which is considered a life line by some residents, TWFM needs to know about the existing need but also these proposals where need will therefore increase.
Transport	Impact of construction traffic on Sandy Lane-will there be time/route restrictions?
Transport	Impact of existing HGVs from sidings including noise/vibration issues and ASB from drivers to units proposed to SE of site.
Transport	Impact of railway on development in terms of existing operations and proposals for further development.

Appendix 2 – Notice of consultation email update



West Midlands Combined Authority and Sandwell Council are proposing an exciting new development currently known as Friar Park Urban Village.

The proposed development presents an exciting opportunity for regeneration in the area. It would provide a mix of high-quality homes and open spaces, with new pedestrian, cycle and transport links to the surrounding areas. The site covers approximately 27 hectares (67 acres) making it one of the largest brownfield development sites in the region.

Since the first phase of public consultation in 2021, significant work has been undertaken to progress a Masterplan that sets out how the site could be brought forward in a way that not only provides much needed new homes but also provides new green spaces and facilities for existing residents in Friar Park.

Our second phase of public consultation starts on 7th November and ends on 19th December 2022. During this time, we will be seeking your views on the draft masterplan for the site, to see that it responds to the local community's expectations.

To help shape the development, we are running a public consultation to present our draft plans and invite feedback from the local community. As part of this, we are holding drop-in information events for you to attend, view the proposals and speak to experts about the project.

Phase 2 Public Information Days

Friday 25th November 12 – 4pm
Saturday 26th November 10am – 2pm

The information days are being held at:
Friar Park Millennium Centre, Friar Park Road, Wednesbury WS10 0JS



Further information will be available on our [website](#) from the 7th November 2022.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



Appendix 3 – Consultation launch newsletter

FRIAR PARK URBAN VILLAGE
PHASE 2 PUBLIC CONSULTATION LAUNCHED

West Midlands Combined Authority and Sandwell Metropolitan Borough Council are working together to deliver a new residential community in Friar Park, currently known as Friar Park Urban Village.

Our second phase of public consultation starts on 7th November and ends on 19th December 2022. During this time, we are seeking your views on the draft masterplan for the site to ensure that it responds to the local community's expectations.

The development is a key opportunity to regenerate a contaminated brownfield site in Sandwell. The site is circa 27 hectares (67 acres) in area, representing one of the largest brownfield sites in the region. It has the capacity to deliver around 630 homes, of which 25% will be affordable homes.

Since the first phase of public consultation in 2021, significant work has been undertaken to progress a masterplan that sets out how the site could be brought forward in a way that not only provides much needed new homes but also provides new green spaces and facilities for existing residents in Friar Park.

During this consultation, we invite you to review the information presented for the regeneration of the site, and provide your feedback.

View full details of our proposals on our website and provide your feedback

www.friarparkurbanvillage.co.uk

Visit our drop-in public information days to find out more and speak to project experts

Friar Park Millennium Centre, Friar Park Road, Wednesbury WS10 0JS
Friday 25th November 12-4pm
Saturday 26th November 10-2pm

This newsletter provides an overview of how our plans have developed. You can view full details of our plans on our website and at our public information days.

How we have developed our plans

During phase 1 consultation we presented our early ideas for the site, based on our research and surveys to date, and the feedback received from key stakeholders. The consultation provided valuable feedback on our initial plans. Since then we have undertaken further technical work, including a full intrusive site investigation, and incorporated the phase 1 consultation feedback to develop the draft masterplan.

What you said and how we have considered this feedback

Your feedback has been important for the development of our plans. Below outlined the key aspirations identified for Friar Park Urban Village and how we have addressed this in our phase 2 proposals.

What is important to you	How we have considered this within our proposals
To protect and enhance the existing strong sense of community	Friar Park will deliver new homes that complement and integrate with the existing community. It will transform a brownfield site, which is currently overlooked and contaminated, into a community asset to benefit both new and existing residents. This consultation enables existing residents in Friar Park to voice these proposals and ensure that it is an extension of, and benefit to, the existing community.
To resolve anti-social behaviour (ASB) issues and reduce issues such as fly tipping	The site has been designed with reduction of crime and ASB at the heart of it, including increased natural surveillance between spaces, dense planting for security, and restoring access at key points, making opportunities for fly-tipping and ASB significantly more difficult.
To provide a mix of housing for lifelong homes	Friar Park Urban Village will set a new benchmark for quality, sustainable homes in Sandwell where people will want to live long and healthy lives. A comprehensive mix of housing types will ensure that the area is accessible and attractive to all the residents of Sandwell and will allow people to better choose a home that suits their individual needs.
To provide attractive and accessible open spaces and places for the family	The proposals will deliver a net increase in accessible, high-quality green space for both new and existing residents, whilst also remediation highly contaminated land which, left untreated, poses a potential future risk to public health. These improved and varied green spaces will support people to live healthy and active lives.
To protect and enhance the existing wildlife on the site	The site currently consists of a former sewage works and the surrounding land is contaminated. Whilst some wildlife does exist on the site, the improved quality of the replacement habitats will attract a much wider variety of nature and wildlife to the area. Furthermore, comprehensive ecological studies will ensure the protection of any wildlife currently on the site.



WHAT ARE THE BENEFITS OF FRIAR PARK URBAN VILLAGE?

- Redevelopment of a brownfield site
- Treatment of historic land contamination
- 630 new homes including around 157 affordable homes
- Over 10 hectares of open space including a community park, playing fields and a village green
- Over 1,000 new trees and a new nature area to promote biodiversity
- New pedestrian and cycle links to connect the new community
- Creation of jobs during construction and increased local spend through using local supply chains

WHAT HAPPENS NEXT?

The six-week public consultation ends at 5pm on Monday 19th December. Following this we will carefully review and consider all feedback received throughout the consultation to inform the final masterplan.

The final masterplan for the site will provide planning and design guidance that will be used as part of the process to secure a development partner. The masterplan will provide direction to prospective developers on what can be accommodated and what the West Midlands Combined Authority and Sandwell Metropolitan Borough Council and the local community expect to see delivered through the regeneration of the site.

Indicative Timeline

- Jan – June 2021: Create surveys and investigations
- May – June 2021: Phase 1 Public Consultation
- Feb – April 2021: Early engagement with key stakeholders
- Nov – Dec 2022: Phase 2 Public Consultation
- June 2021 – Oct 2022: Development of draft masterplan and ongoing site investigations
- Feb 2023: Masterplan Finalised
- From April 2023: Discussions with potential Developer Partner

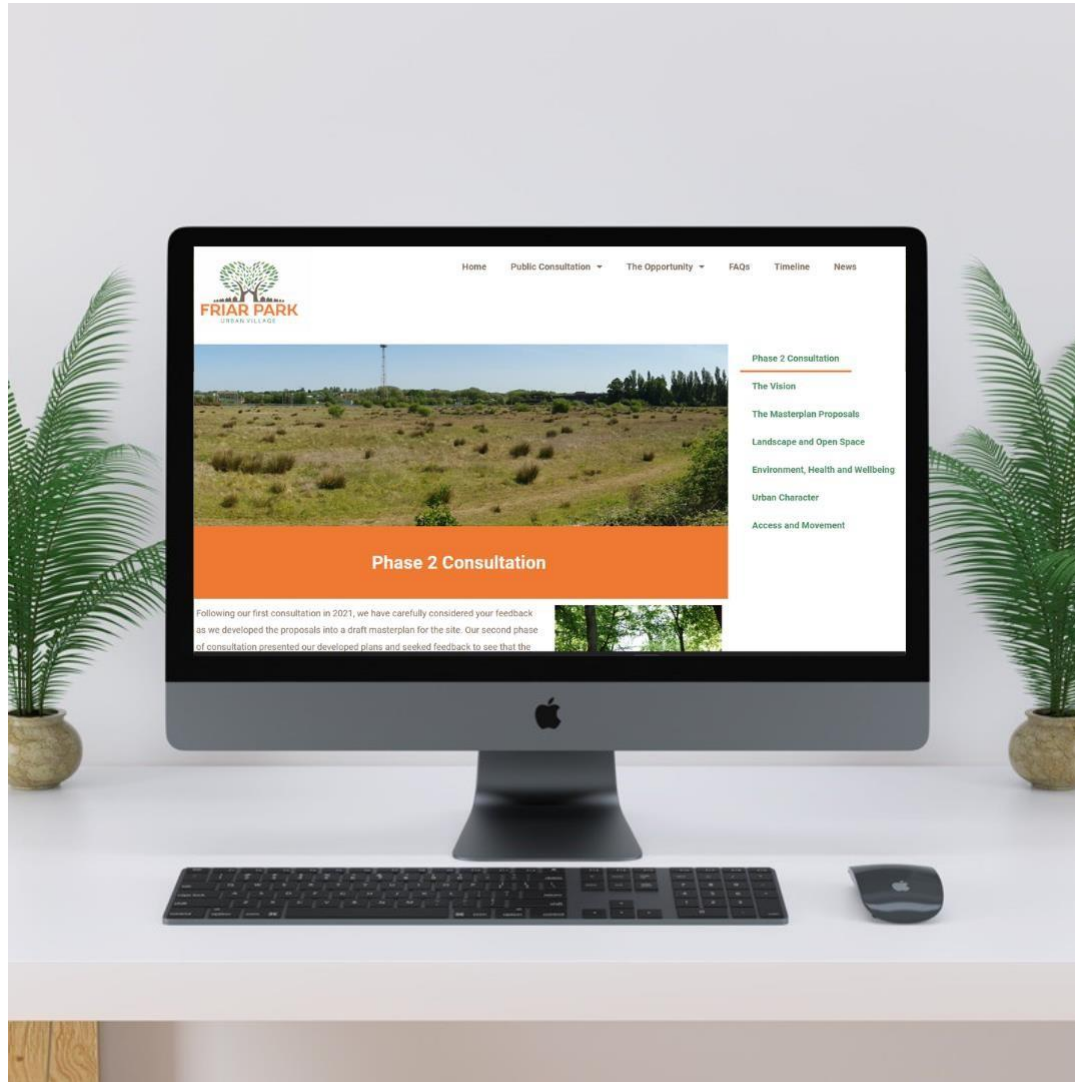
Have Your Say
You can provide your feedback by:

- Completing the feedback form on the website www.friarparkurbanvillage.co.uk
- Posting a feedback form to FREEPOST Friar Park Urban Village (by name or further address details as required)

You can collect feedback forms at our events or from the Friar Park Millennium Centre (Friar Park Road) throughout the consultation phase.

The closing date for comments is 5pm Monday 19th December 2022. We look forward to hearing from you.

Appendix 4 - Website



Friar Park Urban Village Phase 2 Consultation Report

Urban Character

Friar Park Urban Village draft masterplan aims to deliver a wonderful place to live, defined by an inspiring new landscape the whole community could enjoy.

The masterplan would deliver around 630 new homes as part of a sustainable urban village. This modern urban village aspires to become a benchmark residential community, a sustainable place that is embraced by landscape.

The distribution of housing across the site has been balanced towards having more housing close to public transport links to promote sustainable travel.

The majority of the development will be 2 storey in height, with 2.5 storey and 3 storey buildings used along key routes, key frontages and to defined landmark buildings.



Have your say on our initial thoughts and plans for Friar Park Urban Village

Thank you for taking the time to view the information presented on our draft masterplan for Friar Park Urban Village.

We welcome your comments and invite you to provide your feedback by completing the following questions.

To skip questions, click the orange down arrow presented on each question.

If you have any difficulty completing this survey, please get in touch with the project team on hello@friarparkurbanvillage.co.uk or 0800 0588 161.

Start press Enter ↵

Appendix 5 - Consultation Launch Email Update



Phase 2 Consultation launches today

West Midlands Combined Authority and Sandwell Metropolitan Borough Council are working together to deliver a new residential community in Friar Park, currently known as Friar Park Urban Village.

The development is a key opportunity to regenerate a contaminated brownfield site in Sandwell. The site is circa 27 hectares (67 acres) in area, representing one of the largest brownfield sites in the region and has the capacity to deliver around 630 homes, of which 25% will be affordable homes.

We are pleased to launch our second phase of public consultation which ends at 9am on Monday 19th December 2022. During this time, we are seeking your views on the draft masterplan for the site to see that it responds to the local community's expectations.

Phase 2 Public Information Days

Please visit us at our drop-in information events to find out more about the proposals and speak to our experts.

Friday 25th November 12 – 4pm
Saturday 26th November 10am – 2pm

The information days are being held at:
Friar Park Millennium Centre, Friar Park Road, Wednesbury WS10 0JS

New homes and enhanced open space for the area

During our Phase 1 Consultation we presented our early ideas for the site, based on our research and surveys to date, and the feedback received from key stakeholders.

The consultation provided valuable feedback on our initial plans. Since then, we have undertaken further technical work, including a full intrusive site investigation, and incorporated the phase 1 feedback to develop the draft masterplan.

What benefits could Friar Park Urban Village bring?

- Around 630 new homes including around 157 new affordable homes
- A community park
- Nature areas
- New pedestrian and cycle routes
- Playing fields
- A village green



Visit our [website](#) to view the information being presented for Phase 2 Consultation and to provide your feedback.

Understanding the views and opinions of the local community and other stakeholders is important to us. It will enable us to create a development that meets the needs of existing and future residents. We want to create a place that integrates with, and helps to enhance, the environment and surrounding communities.

Have Your Say

We welcome any views and questions throughout the consultation to help shape the development of our plans. You can provide your feedback by:

- Completing the feedback form on the website www.friarparkurbanvillage.co.uk
- Sending a feedback form to us at FREEPOST Friar Park Urban Village (no stamp or further address details are required). You can collect these from our events and at the Friar Park Millennium Centre.

The closing date for comments is **9am Monday 19th November 2022**.

We look forward to hearing from you.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Appendix 6 – Consultation Events Poster



Appendix 7 – Sandwell Chronicle and Express & Star adverts



West Midlands Combined Authority and Sandwell Metropolitan Borough Council are working together to deliver a new residential community in Friar Park, currently known as Friar Park Urban Village.

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We invite you to review the information presented for the regeneration of the site and provide your feedback.

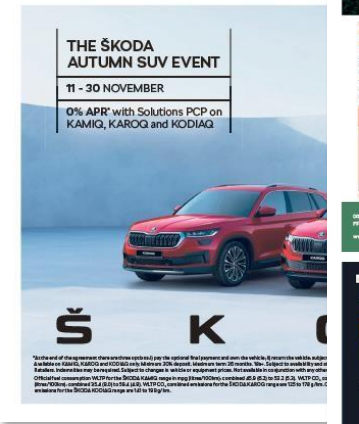
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View full details of our proposals on our website and provide your feedback
www.friarparkurbanvillage.co.uk

We look forward to meeting you. Visit our website for further information on the project and to register for email updates.

0800 0588 161 | hello@friarparkurbanvillage.co.uk
FREEPOST Friar Park Urban Village No stamp or further address details required.

www.friarparkurbanvillage.co.uk



Appendix 8 – Express & Star digital advert

FRIAR PARK URBAN VILLAGE
PHASE 2 PUBLIC CONSULTATION
- HAVE YOUR SAY

Visit our drop-in public information days to find out more and speak to project experts.

Express & Star

News Sport Entertainment Services

News

Cost of living Local Hubs Crime Politics Health Business Voices Features Environment More

Sandwell Cradley Heath Great Barr Oldbury Rowley Regis Smethwick More

Visit our drop-in public information days to find out more and speak to project experts.

CLICK HERE

West Midlands Combined Authority
Building the Future

Sandwell Metropolitan Borough Council

Sandwell

Visit our drop-in public information days to find out more and speak to project experts.

CLICK HERE

West Midlands Combined Authority
Building the Future

Sandwell Metropolitan Borough Council



Appendix 9 – Birmingham Mail advert



FRIAR PARK URBAN VILLAGE
PHASE 2 PUBLIC CONSULTATION - HAVE YOUR SAY

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www.birminghamlive.co.uk MONDAY, NOVEMBER 21, 2022 BIRMINGHAM MAIL 9

Police 'sorry' for failings which led to murder of mum and daughter

News



Raneem Dodeh and Khaola Saleem, both murdered

STAFF REPORTER

WEST Midlands Police has admitted they should have done more to protect a murdered mum and daughter after a coroner found force failing contributed to their deaths.

Raneem Dodeh repeatedly called 999 begging for help after being attacked by crazed ex-husband Jarbaz Tarin.

The 22-year-old was stabbed to death outside her family's Solihull home. Her mum Khaola Saleem, 43, was also killed to death by Tarin, 22, who was later jailed for life for the killings in 2018.

Assistant Chief Constable Andy Hill issued an apology to the victims' family, after a coroner blamed the police for "multiple failings" in the murders. In a lengthy statement he admits the force could have done more to protect Raneem from the horrific campaign of domestic violence she endured prior to her death.

"The inquest into the pair's deaths heard how multiple calls were made to police asking for help. In 999 calls Raneem can be heard asking for her ex-husband, who was subject to a non-molestation order, to be arrested.

However help never came, and in calls, force call handlers tell Raneem she danger appears to have passed and officers will contact her the following day. In a final, chilling call she is told officers will call her, though not necessarily see her, the next morning when they start work.

There follows a shriek as Tarin launched his final fatal attack. The

"It is clear that we should have done more to join-up the incidents of abuse that were being reported to us so that the officers conducting Raneem's case had a full picture of the ordeal that Raneem was enduring at the hands of Jarbaz Tarin.

"The seriousness and pattern of abuse should have been better recognised, the risk posed by Mr Tarin should have been better assessed and the crimes that were being committed should have been better identified and investigated, with action taken against Mr Tarin.

"We are continually striving to improve our response to domestic abuse. A number of key changes have already been made since the murders of Raneem and Khaola, including increasing the number of staff specifically investigating domestic abuse offences and the creation of a new team to review investigations.

"The statement added: "A scrutiny panel has also been formed to review decisions and give their independent professional assessment. More training has been provided to frontline officers to help them better understand key concepts of domestic abuse. We recognise, however, that more needs to be done. We will continue to learn from the tragic events at the heart of this inquest.

"Of course, none of this will undo the devastation that the murders of Raneem and Khaola caused to their family.

"Above all, our thoughts are with them today and again I offer our apologies."

More could have been done to protect Raneem from the campaign of domestic abuse that she suffered, Assistant Chief Constable Andy Hill



FRIAR PARK URBAN VILLAGE
PHASE 2 PUBLIC CONSULTATION - HAVE YOUR SAY

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FREEPOST Friar Park Urban Village
No stamp or further address details required.



Appendix 10 – Press release and Express and Star coverage

PRESS RELEASE

For 7th November 2022

Phase 2 public consultation launches for regeneration of major brownfield site in the West Midlands

The public are being invited to have their say on the regeneration of one of the largest brownfield sites in the region.

Sandwell Metropolitan Borough Council (SMBC) are working with West Midlands Combined Authority (WMCA) to bring forward a long-standing, allocated housing site in Wednesbury, now referred to as Friar Park Urban Village.

The regeneration scheme will transform this 27-hectare (67 acre) site - most of which is underused and contaminated - into a community asset which should benefit both new and existing residents.

Initial proposals were first put to the public in 2021 and their feedback proved invaluable to the development of the plans. Since then, significant work has been undertaken in drawing up a draft masterplan. This exciting plan sets out how the site could provide much-needed, new homes alongside new high-quality, green spaces and facilities that respond to the local community's needs and expectations.

The draft masterplan proposes around 630 high-quality, new homes, to complement and integrate with the existing community. At least 25% of these new properties will be classed as affordable/social housing.

Phase 2 of the consultation launches today (Monday, November 7th) and runs for six weeks. Feedback given during this consultation will help shape the final masterplan. This will help to form the vision for the future development of Friar Park Urban Village. It will also provide development and design guidance for developers so they can deliver solutions that fully support the aspirations for the site.

Cllr Mike Bird, the WMCA's portfolio holder for housing and land and leader of Walsall Council, said: "This is one of the biggest redevelopment sites in the region, but it has sat empty for more than 30 years with no developer willing to take it on.

"Yet, by working closely with Sandwell Council and by using the money we have secured from Government for the WMCA's nationally-leading, 'brownfield first' regeneration programme, we have been able to finally unlock this site to provide new homes and jobs for local people and reduce pressure to build in the green belt.

“The public gave us some valuable feedback when we put the initial plans to them last year and their feedback helped shape this draft masterplan. But we are determined that the final scheme meets all the needs and aspirations of the local community and I would urge everyone with an interest to have their say in this latest consultation.”

Cllr Peter Hughes, Cabinet Member for Regeneration & Growth, said: “This joint venture project with West Midlands Combined Authority is an important opportunity to regenerate a contaminated brownfield site and deliver much-needed new homes and wider improvements for people in Friar Park.

“Our draft masterplan sets out exciting proposals in response to calls by local residents and businesses, who have told us they would like to see new investment in the area. The proposed redevelopment will deliver hundreds of high-quality homes, at least a quarter of which will be affordable, new accessible open spaces and improved community facilities, and create a positive environment to attract new residents into the area.”

Both the WMCA and SMBC believe the development presents exciting opportunities for the community, providing an attractively designed, sustainable, and healthy new urban village.

The draft masterplan offers a landscape-led vision to create high-quality, green spaces throughout, including more than 1,000 (net) new trees, nature areas and other open spaces that include measures to safeguard biodiversity.

The development is also focused on providing spaces that people can use such as children’s play areas, a village green, playing fields and community growing areas. New pedestrian, cycle and transport links throughout the site would connect the new community and a new linear park with the surrounding area.

As part of the Phase 2 Consultation, the public are invited to attend drop-in public information events to view the proposals and speak to experts about the project.

The events will be held at the Friar Park Millennium Centre, Friar Park Road, Wednesbury WS10 0JS on:

- **Friday 25th November:** 12 – 4pm
- **Saturday 26th November:** 10am – 2pm

The public can also take part by:

- Viewing information and providing feedback on the website www.friarparkurbanvillage.co.uk
- Collecting and dropping off a feedback form to Friar Park Millennium Centre on Friar Park Road
- Sending questions and comments via:
 - Email to hello@friarparkurbanvillage.co.uk
 - Post to **FREEPOST Friar Park Urban Village** (no stamp or further address details are required)

The closing date for comments is 9am 19th December 2022.

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Long-standing Wednesbury brownfield site earmarked for 'urban village'

By [Thomas Parkes](#) | [Wednesbury](#) | [Property](#) | Published: Dec 28, 2022 | 3 Comments

Various parcels of brownfield land across the West Midlands are under the spotlight for development – with work under way to build more and more homes.



The site in Wednesbury

And while some remain under wraps due to commercial reasons, one major site which could become homes is situated off Friar Park Road in Wednesbury.

A second phase of a consultation was launched during November and early

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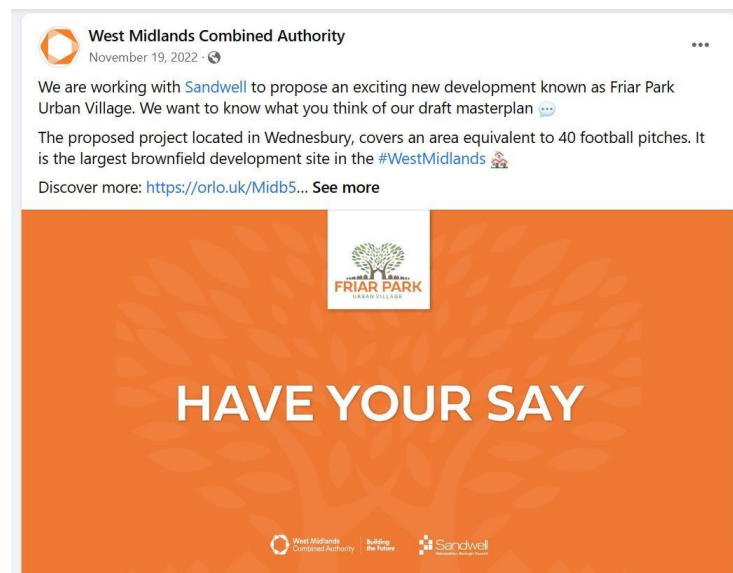
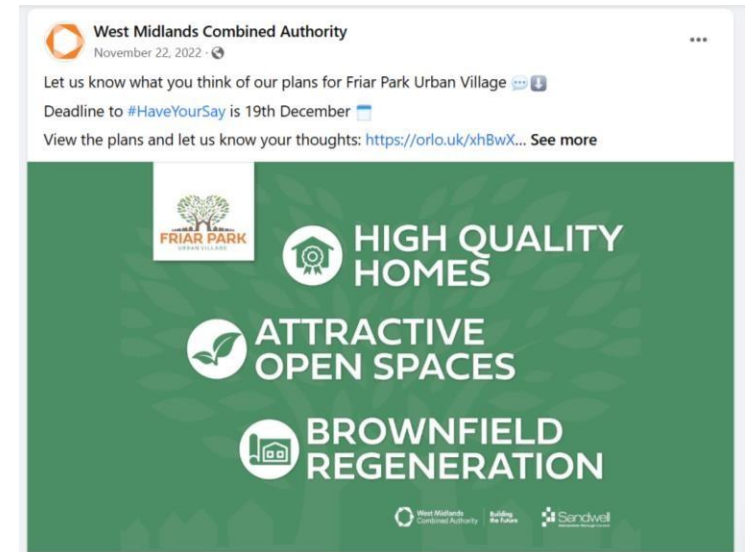
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Appendix 11 – Social media





Appendix 12 – Consultation event reminder email



Friar Park Urban Village public information events take place this week

West Midlands Combined Authority and Sandwell Metropolitan Borough Council are working together to deliver a new residential community in Friar Park, currently known as Friar Park Urban Village.

The development is a key opportunity to regenerate a contaminated brownfield site in Sandwell which has the capacity to deliver around 630 homes, of which 25% will be affordable homes.

Our public information days take place this week and we invite you to attend to find out more about the draft masterplan proposals and to speak to our project experts.

Phase 2 Public Information Days

Friday 25th November 12 – 4pm
Saturday 26th November 10am – 2pm

The information days are being held at:
Friar Park Millennium Centre, Friar Park Road, Wednesbury WS10 0JS

New homes and enhanced open space for the area

During our Phase 1 Consultation we presented our early ideas for the site, based on our research and surveys to date, and the feedback received from key stakeholders.

The consultation provided valuable feedback on our initial plans. Since then, we have undertaken further technical work, including a full intrusive site investigation, and incorporated the phase 1 feedback to develop the draft masterplan.

What benefits could Friar Park Urban Village bring?

- Around 630 new homes including around 157 new affordable homes
- A community park
- Nature areas
- New pedestrian and cycle routes
- Areas for play
- A village green



Visit our [website](#) to view the information being presented for Phase 2 Consultation and to provide your feedback.

Understanding the views and opinions of the local community and other stakeholders is important to us. It will enable us to create a development that meets the needs of existing and future residents. We want to create a place that integrates with, and helps to enhance, the environment and surrounding communities.

Have Your Say

We welcome any views and questions throughout the consultation to help shape the development of our plans. You can provide your feedback by:

- Completing the feedback form on the website www.friarparkurbanvillage.co.uk
- Sending a feedback form to us at FREEPOST Friar Park Urban Village (no stamp or further address details are required). You can collect these from our events and at the Friar Park Millennium Centre.

The closing date for comments is **9am Monday 19th November 2022**.

We look forward to hearing from you.



Appendix 13 – Consultation close reminder email



Friar Park Urban Village consultation closes on 19th December

Our Phase 2 Consultation launched on 7th November 2022. This consultation presents the draft masterplan which sets out a vision for the future development of Friar Park Urban Village. It provides inspiration for the design of a high-quality place to create an exciting, forward thinking new development.

Understanding your views and opinions is important to us. It will enable us to create a development that meets the needs of existing and future residents. We are seeking your views on the [draft masterplan](#) to see that it responds to the local community's needs and expectations.

There is just one week remaining until this consultation phase closes on **19th December at 9am**. We would like to hear your views on our plans for the development and how we might be able to improve them further before we finalise the masterplan.

Visit our [website](#) to view the Phase 2 Consultation proposals and to provide your feedback.



Have Your Say

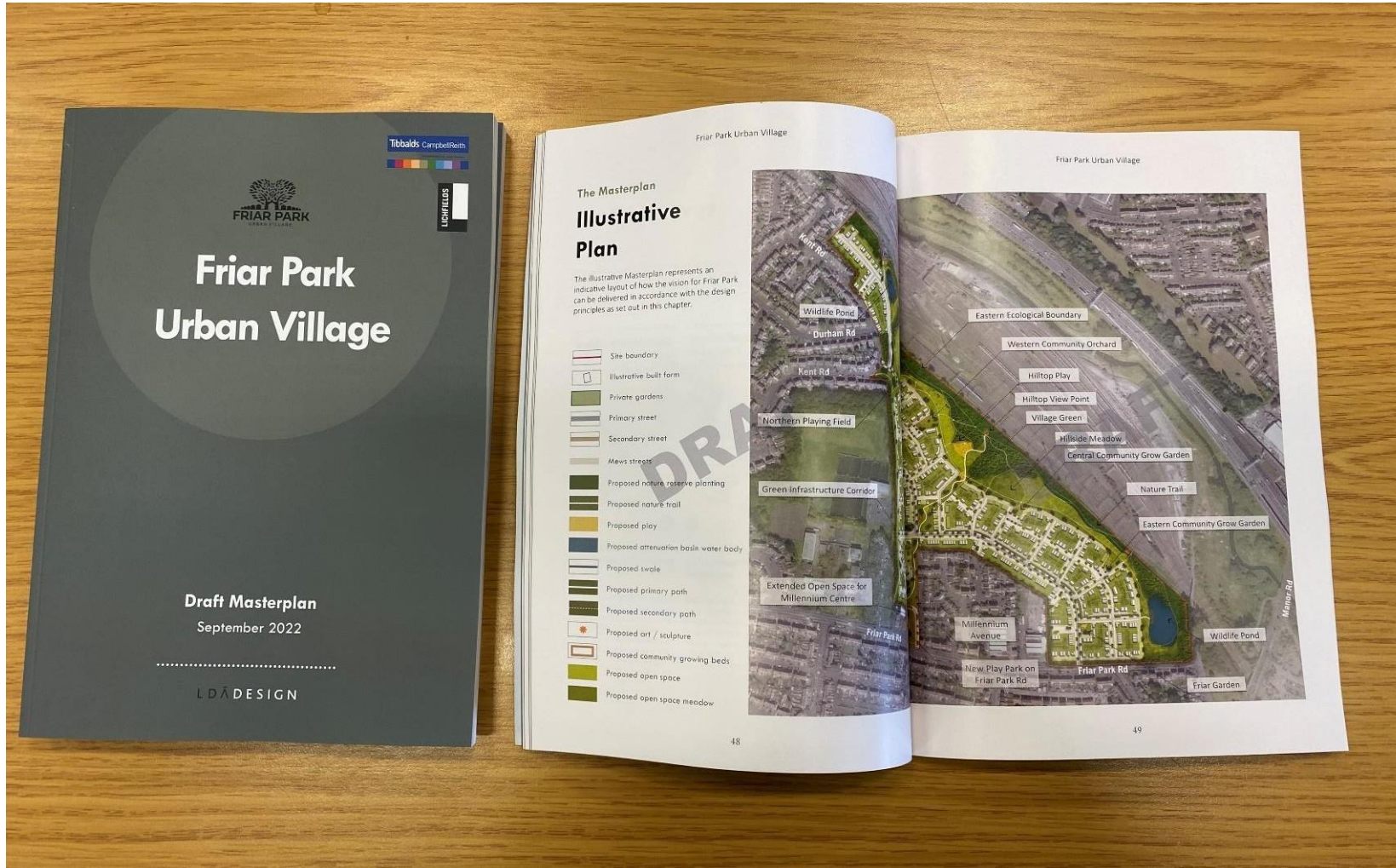
We welcome any views and questions throughout the consultation to help shape the development of our plans. You can provide your feedback by:

- Completing the feedback form on the website www.friarparkurbanvillage.co.uk
- Sending a feedback form to us at FREEPOST Friar Park Urban Village (no stamp or further address details are required). You can collect these from the Friar Park Millennium Centre.

The closing date for comments is **9am Monday 19th November 2022**.

We look forward to hearing from you.

Appendix 14 – Draft Masterplan



Appendix 15 – Feedback form




Appendix 16 – Public Information Day display boards





BOARD 1

WELCOME



West Midlands Combined Authority and Sandwell Council are working together to deliver a new residential community, currently known as Friar Park Urban Village. We are seeking your views on the site, and its surrounding area, to help us make plans that respond to the local community's hopes and aspirations.



The proposed development presents an exciting opportunity for regeneration in the area. It could provide a mix of high-quality homes and open spaces, along with new pedestrian, cycle and transport links to the surrounding area. The site covers approximately 37 hectares (97 acres) making it one of the largest brownfield development sites in the region.

Since the first phase of public consultation in 2017, significant work has been undertaken to progress a masterplan that was not from the site could be brought forward in a way that not only provides much-needed new homes, but also provides new high-quality green space and facilities for existing residents in Friar Park.

During this second consultation phase, we are seeking your views on the draft masterplan for the site to see that it responds to the local community's expectations.

West Midlands Combined Authority and Sandwell Metropolitan Borough Council are developing a masterplan which sets out a vision for the future development of Friar Park Urban Village. The draft masterplan provides development and design guidance for a development to be developed, enabling them to progress delivery that fully supports the aspirations for the area.

What benefits could the development bring to Friar Park?

- Around 630 new homes, including around 147 new affordable homes
- A community park
- Nature areas
- New pedestrian and cycle routes
- Playing fields
- A village green
- Over 10 hectares of open space



BOARD 2

THE OPPORTUNITY



The site has had several uses in the past. This has included farming, a railway, a freight yard and sewage works. More recently parts of the site have been used for sport. As a result of the past uses, parts of the site is now vacant and has remained undeveloped for a number of years.

The Local Context

The West Midlands Combined Authority and Sandwell Council have a 'Brownfield Land First' policy which supports the provision of previously developed land (brownfield land). This policy focuses on areas where new homes are planned, and this site at Friar Park has been allocated for housing by Sandwell Council for a number of years in the Local Plan. It is one of the largest brownfield sites available for housing in the region and an exciting opportunity for new homes to be delivered in Sandwell where they are needed.

The development of the site is a key opportunity to deliver positive change in the area. The proposal will embed 'Sustainable Outcomes' into the design, providing a template for a healthy, designed, accessible and healthy new neighbourhood. They also ensure that developments are consistently forward. Based on these, we have created our own principles to guide the design of Friar Park Urban Village. These are shown in the box below.

Our vision is for a new 'Urban Village' which is sustainably connected with the existing community and provides a beautiful location for much-needed new homes in the area. We want to make a vibrant new neighbourhood with high-quality and usable open spaces. To create a place people will be proud to call home.

Why

• Affordable	• Accessible	• Healthy	• Sustainable
• Connected	• Beautiful	• Vibrant	• Forward
• Modern	• Safe	• Well-served	• Well-planned

The Friar Park Urban Village Design Principles

A mix of housing types, including affordable, to meet the needs of the community.	A vibrant, safe and well-served community, with the existing high quality of life and a strong identity.	Use of multiple green and open spaces, including a high quality of life and a strong identity.	An affordable, well-planned, modern and well-served community, with the existing high quality of life and a strong identity.	A mix of housing types, including affordable, to meet the needs of the community.	A vibrant, safe and well-served community, with the existing high quality of life and a strong identity.
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BOARD 3

KEY CONSIDERATIONS



There are a number of challenges we are considering in the initial development of our plans.

Site Challenges

The site is located in Friar Park in the suburbs of Westbury. It is currently accessed from Friar Park Road and Friar Road, and the Black Hill bridge is accessed immediately to the north-west. Friar Road and Friar Park Road (the main road) are currently in poor condition, providing good links to other surrounding roads and sites.

A large area of the site was previously used as a sewage treatment plant, as well as for landfill and other industrial uses. This means that there is contamination below the ground which will need to be treated before development can take place. Part of the site is also within an area of historic coal and concrete mine workings. The land is now made up of grazing and sports fields, and there are some derelict left buildings to the north.

There are some existing trees and hedgerows on the site which provide habitats for local wildlife to be considered. The north-western part of the site, next to the rail sidings, is also allocated as a Site of Local Importance for Nature Conservation (SLINCS) in the Local Plan.

The use of the site includes Friar Road Park and an area of playing fields behind the Millennium Centre and is a popular location for dog walks during the day.

Why

• Affordable	• Accessible	• Healthy	• Sustainable
• Connected	• Beautiful	• Vibrant	• Forward
• Modern	• Safe	• Well-served	• Well-planned

Notes

A baseline noise assessment has been used to inform the layout for the site and identify any additional measures which may be needed to reduce noise impacting the new homes.

Further and more detailed assessments would be undertaken following agreement of a developer. This would include a Noise and Vibration Management Plan which would describe the ways in which noise and vibration from construction would be kept to a minimum.

Air Quality

A baseline Air Quality Assessment has been completed to assess the potential air quality impacts on the development. The proposed development has been designed to reduce the impact from the main air pollution sources (96 houses and other 6-8 mile) and follow guidance provided by the Council.

All of the assessments and final proposals would be completed by the appointed developer and these would need to be submitted as part of a planning application.

Transport and Highways

An assessment of the impact on the public highway has been completed to inform the masterplan. The assessment has been delivered after 2020 will be based on electronic street and source tree counts.

This has identified that a new village main will be required to service the development area from the Sandwell Primary Bus-Station with a second connection from the 11th junction on Millersdale Drive.



BOARD 4

KEY CONSIDERATIONS



Along with challenges, the site presents many opportunities which have informed our masterplan for the site.

Site Opportunities

As well as new homes, the proposed development provides the opportunity to address factors which have resulted in the flood risk areas of the site and which are (generally) harmful to the environment. Crucially it will result in the treatment of construction runoff from the former industrial use. Any former mine workings developed will also be treated as required before any development.

The developer is also an opportunity to enhance the natural environment, improve habitats and bring green biodiversity to the area. The site is flat across to all and there is an opportunity to create extensive public spaces for the enjoyment of the wider Friar Park community. Part of these spaces will be set aside for play and activities, encouraging healthy outdoor leisure and well-being.

Finally, the new development will be designed to connect with the existing neighbourhood by providing new walkways and cycle routes and new cycle routes. Together with community spaces and activity areas, they will help to bring greater integration and clarity to the area.

Why

• Affordable	• Accessible	• Healthy	• Sustainable
• Connected	• Beautiful	• Vibrant	• Forward
• Modern	• Safe	• Well-served	• Well-planned

Land Remediation

Ground investigation has been completed at the site to assess the extent of the contamination and the risk to the public. The investigation has been completed to inform the masterplan. The assessment has been delivered after 2020 will be based on electronic street and source tree counts.

This has identified that a new village main will be required to service the development area from the Sandwell Primary Bus-Station with a second connection from the 11th junction on Millersdale Drive.

Drainage

The site falls within Flood Zone 1, an area with the lowest chance of flooding. Despite this, there are opportunities for any new development to be designed to reduce the risk of flooding. An initial Drainage Strategy will be developed to ensure that the development and any additional flood risk is managed in a way that is consistent with the aspirations for the area.

It is envisaged that remediation of the site will generally be undertaken in parallel with the development. The remediation will be completed in a way that is consistent with the aspirations for the area. The remediation will be completed in a way that is consistent with the aspirations for the area.



BOARD 5
CONSULTATION PROGRESS



Progress since Phase 1 Consultation
During the phase 1 consultation we presented our early ideas and options for the site, based on our research and surveys at that date, and the feedback received from key stakeholders. Your feedback provided valuable insight into our initial plans and helped us shape the preferred vision for the site. Since then, we have undertaken further technical work, including a full indicative site investigation, and incorporated the phase 1 consultation feedback to develop the draft masterplan proposals.



What you said and how we have considered this feedback?
During the phase 1 consultation we presented our early ideas and options for the site, based on our research and surveys at that date, and the feedback received from key stakeholders. Your feedback provided valuable insight into our initial plans and helped us shape the preferred vision for the site. Since then, we have undertaken further technical work, including a full indicative site investigation, and incorporated the phase 1 consultation feedback to develop the draft masterplan proposals.

What is important to you?	How we have considered this within our proposals?
We wanted to see more of the existing green environment.	The Friar Park site has some very important green spaces which are being protected and enhanced. We have also created new green spaces and enhanced the existing ones to provide a high quality green environment for the community.
We were interested to see how the site would be connected to the surrounding area.	We have designed a network of pedestrian and cycle routes that connect the site to the surrounding area and provide a high quality environment for the community.
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How we developed the draft masterplan?



- Linear Park**
The path would create a linear landscape through the site, with a green corridor and a central focus for activity, and as a village green to provide definition and energy within the residential area.
- A Central Focus**
The preferred approach would be a central focus for activity, and as a village green to provide definition and energy within the residential area.
- Permeable and Accessible Site**
A strong connection between Friar Park and the Urban Village is seen as important to connect to the wider area and create a welcoming site.
- Balanced Density**
Provide a range of housing types and densities to create a vibrant and active community throughout.



BOARD 6
THE VISION



Our draft masterplan proposals would deliver a wonderful place to live, defined by an inspiring new landscape the whole community could enjoy. The masterplan would deliver around 850 new homes as part of a sustainable urban village. Friar Park would leave a lasting, sustainable legacy for Sandwell, a liveable place that endures for centuries. A place where people connect with each other and an environment where people can lead healthy and happy lifestyles.

This modern urban village would become a benchmark residential community, a sustainable place that is embraced by landscape. A happy place, where people know their neighbours and are connected to their surroundings.

...A place to live, a place to be proud of, a place to belong.



BOARD 7
THE MASTERPLAN



The masterplan sets out the vision for Friar Park Urban Village. It provides inspiration for the design of a high-quality place to create an exciting, forward thinking new development.

The illustrative masterplan below shows how Friar Park Urban Village could be delivered.



The plans for the site have been shaped through the development of six linked design approaches.

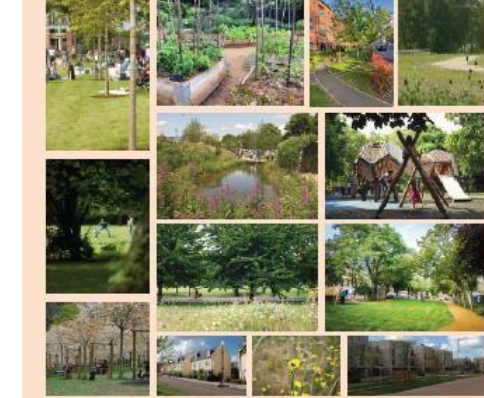
- "A place embraced by nature"**
As a linear village the site will be defined by a central focus for activity, and as a village green to provide definition and energy within the residential area.
- "Connected through landscape"**
Designing the landscape into the development.
- "A series of linked green spaces"**
A network of green spaces that will be created across the site.
- "A truly walkable place"**
The development will be designed to be fully accessible, and to be a place where people can lead healthy and happy lifestyles.
- "A place for all"**
Providing a range of housing types and densities to create a vibrant and active community throughout.
- "A place connected to its community"**
A strong connection between Friar Park and the Urban Village is seen as important to connect to the wider area and create a welcoming site.



BOARD 8
LANDSCAPE AND OPEN SPACE



Providing attractive and accessible open space and places for people, and to protect and enhance wildlife have been central to the masterplan design.



BOARD 9
LANDSCAPE AND OPEN SPACE



Village Green
The Village Green is a community space with a central green area. The proposal is for an open space with a central green area and a central green area.

Community Park
The community park will offer all city, urban and residential green space. The park will offer all city, urban and residential green space. The park will offer all city, urban and residential green space.

Community Growing Area
The growing area will offer all city, urban and residential green space. The growing area will offer all city, urban and residential green space. The growing area will offer all city, urban and residential green space.

BOARD 10
ENVIRONMENT, HEALTH AND WELLBEING



The draft masterplan aims to deliver a livable, safe and healthy place that creates a positive sense for the site and enhance the amenity of the surrounding area. The design proposals aim to support good mental health and active lifestyles for residents, as well as enhancing the environment to create a place that is resilient to climate change.

The following key principles are proposed within the draft masterplan and should be driven through the detailed design and delivery of the place.

Enhancing the Environment
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

Protecting the environment, energy and water
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

Safety and Security
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

Health and Wellbeing
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

Materials and Planting
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

Waste and Site Management
The design of the place should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces. The design should be supported by the adjacent streets and public spaces.

BOARD 11
URBAN CHARACTER



Friar Park Urban Village draft masterplan aims to deliver a wonderful place to live, defined by an inspiring new landscape the whole community could enjoy.

The masterplan would deliver around 850 new homes as part of a sustainable urban village. This modern urban village appears to become a benchmark residential community, a sustainable place that is.

The distribution of housing across the site has been balanced towards being more housing close to public transport links to promote sustainable travel.

The majority of the development will be 3 story or higher, with 2.5 story and 3 story buildings used along key routes, key frontages and to define landmark buildings.

Friar Park Urban Village will include distinct character areas, as shown on the right.

The character areas are defined by their general approach to density, form, materials and access. The character of these areas creates a complementary and cohesive urban village.

More details on each of the Character Areas can be found in the draft masterplan.

BOARD 12
ACCESS AND TRANSPORT



Friar Park is already well connected with good public transport links to Wednesbury and West Bromwich, but further links within walking distance, and easy access to the M6, it is served by a number of bus routes, with stops that are located within a 10-minute walk from the site.

Movement throughout the site

The street network has been designed to be accessible from the surrounding roads while discouraging net routing from the Hart Road area to Friar Park Road.

The primary access point sees the development from Friar Park Road. A further secondary access point is proposed off Hart Road and a second access point off Friar Park Road, adjacent to the existing play area is also suggested.

Within the new site, The Boulevard (a primary access road), would connect into the heart of the development. Resurfaced streets would provide access to properties, alongside more climate standards including more street and private drives.

Walking and cycling

A primary aim of the vision for Friar Park Urban Village is to encourage greater walking and cycling.

This primary corridor are proposed which prioritise cycle and pedestrian movement across the site. The routes are well connected and would be accessed via several points, to provide excellent opportunities for stop walking and leisure.

BOARD 13
WHAT HAPPENS NEXT?



Thank you for taking the time to view the information presented on our draft masterplan for Friar Park Urban Village.

We welcome your views on our proposals to help shape the final masterplan.

Have Your Say

You can provide your feedback by:

1. Completing the feedback form on the website www.friarpark.com
2. Emailing comments to feedback@friarpark.com
3. Writing to us at creating the feedback form for Friar Park Urban Village at 100 Friar Park Road, Wednesbury, West Midlands B70 7AA
4. Calling the Community Helpline on 0121 554 111

The closing date for your comments is 19th December 2022.

Indicative Project Timeline

- 1. Jan - June 2021: Draft masterplan and consultation
- 2. Feb - April 2021: Site engagement with stakeholders
- 3. May - June 2021: Phase 1 PFI: Construction
- 4. June - Oct 2022: Phase 2 PFI: Construction
- 5. June 2021 - Oct 2022: Development of new masterplan and engaging all interested parties
- 6. Feb 2023: Handover to Tenant
- 7. From April 2023: Occupation with tenants

Northern Playing Fields
The plan shows the layout of the Northern Playing Fields. The plan shows the layout of the Northern Playing Fields. The plan shows the layout of the Northern Playing Fields.

Green Infrastructure Corridors
Green infrastructure corridors are proposed to connect the site to the surrounding area. The plan shows the layout of the Northern Playing Fields. The plan shows the layout of the Northern Playing Fields. The plan shows the layout of the Northern Playing Fields.

Kent Park
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Village Green
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Landscape Edge
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Secondary Access
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Site Plan
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