

West Bromwich Masterplan/Interim Planning Statement (IPS) Consultation Statement

Key Background/timeline dates;

Initial authorisation of IPS Cabinet Report (Cllr Bob Lloyd/Director Amy Harhoff) 24th Sep, 2019.

Cabinet Authorises IPS/budget of £200k Masterplan, 5th Feb, 2020, Cllr Bob Lloyd, Director Amy Harhoff.

Masterplan commissioned October 2020 (Savills, with Benoy & Mott MacDonald supporting).

Lyng Primary School Writing/Illustration Competition spring 2021- 140 + entries, completed.

Sandwell College Workshop **Date to be confirmed with Savills**

Cabinet Workshop with Members (30th June 2021)

4x total Presentations made to West Bromwich Town Deal Local Board and West Bromwich Town Members Board Groups.

Public Consultation on Draft IPS & Masterplan undertaken over four weeks- 22nd July-20th August 2021. Online Consultation closed at 5:30pm on 20th August.

Cabinet Process starts 22nd October 2021.

*Outcome of Public Consultation to be reported to Cabinet and for final approval and endorsement of Masterplan and IPS to be sought **24th November 2021**

Public Consultation- Consultation methods

Face to Face:

This consisted of face to face meetings with display boards in West Bromwich Centre on 7 occasions, to explain IPS/Masterplan proposals to members of public, traders, shoppers, Councillors etc.

Schedule of meetings:

27th July (2hrs) 10-12 noon

29th July (2hrs) 10-12 noon

3rd Aug (2hrs) 12-2pm

5th Aug (2hrs) 12-2pm

10th Aug (2hrs) 10-12 noon

12th Aug (2hrs) 10-12 noon

17th Aug (2hrs) 12-2pm

No formal responses were recorded at the face to face events, rather attendees were invited to use the on line forms, or post in paper copies of the surveys.

Generally, attendees were supportive of the Masterplan proposals once they were explained, along with the reasons why a Masterplan is needed.

Other Methods:

Press Release - Article featured Express & Star Tuesday 27th 2021

-Article featured in Sandwell Chronicle Thursday 29 July 2021

Facebook, Webpage Survey on Sandwell MBC Website, SMBC online 'Weekly News', Twitter, paper copies of forms and Sandwell Herald, SMBC's Think Sandwell's Online Site (tweeted). Message of consultation pushed through email via West Bromwich Town Members Board mail contacts (Community & Youth) and through Members.

*The SMBC online masterplan page recorded 1,696 unique page views.

Responses:

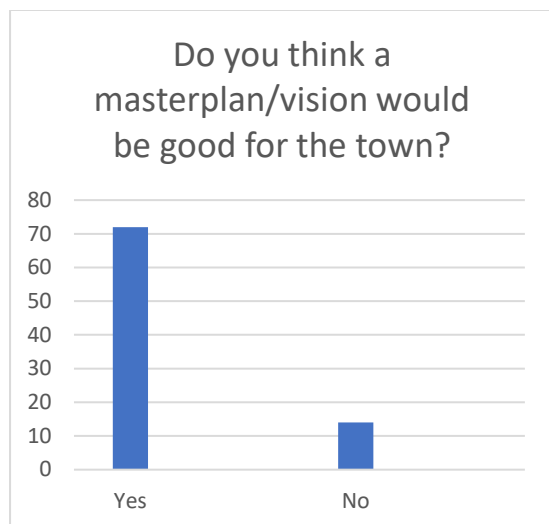
For the Online Survey 89 formal survey responses were received. These addressed 5 key questions for West Bromwich Town Centre, with space for "other comments".

If responders did not agree with the questions, they were invited to say why/what were the reasons.

A range of respondents contributed. These ranged from individual residents & shoppers, to Market Traders, Shop Owner/operators and Shopping Centre Operators.

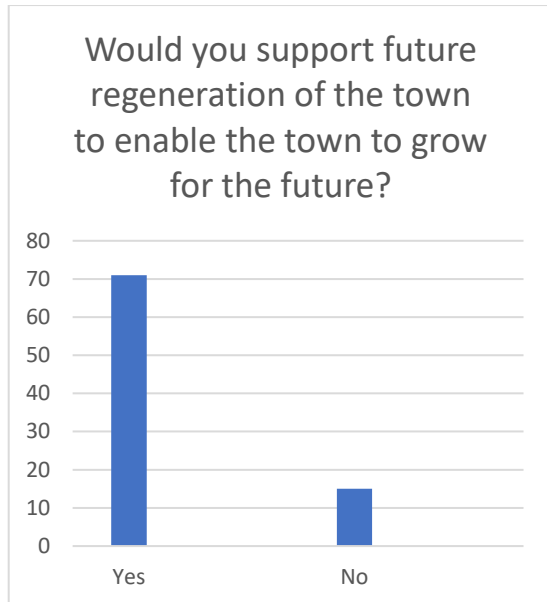
Results below:

Question 1



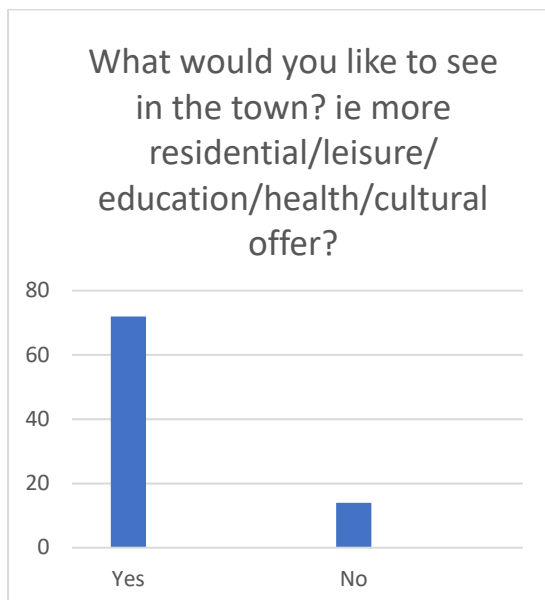
Base 86 – Yes 72 83.70% NO 14 16.30%

Question 2



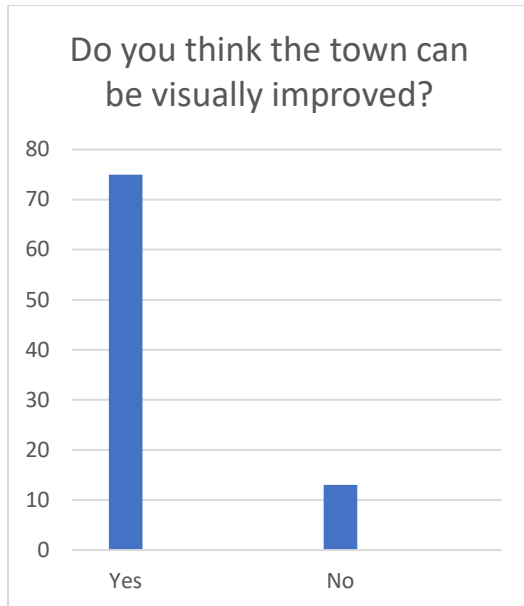
Base 86 – Yes 71 82.60% NO 15 17.40%

Question 3



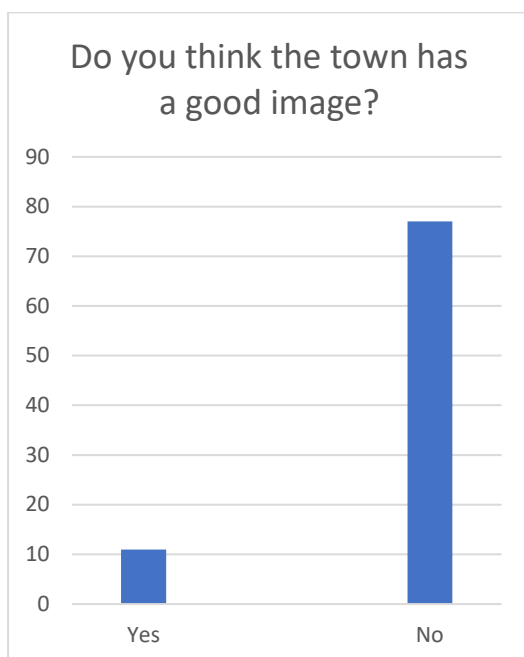
Base 86 Yes 72 83.70% NO 14 16.30%

Question 4



Base 88 Yes 75 85.20% NO 13 14.8%

Question 5.



Base 88 Yes 11 12.5% **NO 87.50 %**

Responses to Q1-4 show a good level of support for the proposals, with the response to Q5 showing why intervention is required.

After these 5 questions, respondents were asked for further information on West Bromwich & the IPS/ Masterplan proposals.

Responses/Trends

Again, Crime/ASB were the most frequent issues raised, with 47 of the 89 responses directly referencing Crime/ASB or safety issues.

Other issues included:


- A strong element of other Towns missing out ,
 - Youth facilities required,
 - Need to repurpose space,
 - Community Spaces & Greenery and Affordable Housing needed,
 - Evening economy required,
 - Libraries role espoused,
 - Vermin issues,
 - More disabled facilities,
 - More toilets required,
 - The need to maximise housing provision & lack of demand for office accommodation was raised,
- concern of effects of proposals

(See Appendix 1 (below) for full list.)

The LDF planning email facility was used by several respondents. Of the issues raised, there was a common theme, again, of crime/anti-social behaviour, which is largely not a direct planning issue.*

Other issues included maintenance, transport, value for money, play areas.

The results are summarised in the table below.

 denotes inappropriate comments

Ref	Supporting	Objecting	Main Issues	Summary
St Michael's Court	1	1	Support, better communications, unrelated finance issue	Broad Support
Ms B	0	1	Crime ASB	Crime ASB
Ms B	0	1	Crime ASB	Crime ASB
Ms H	1	1	Better Transport, more shops, play space, social space, Crime ASB.	Better Transport, more shops, play space, social space, Crime ASB.
Ms R	1	1	supports greening, maintenance issues++	supports urban greening, maintenance issues
N R	1	1	Lists 26 improvements suggested-see appendix.	Maintenance, security, more leisure, entertainment,D2, supports Greening, cafes with canopy, water features, new bus stops, see through roofing.
Ms T	1	0	Outdoor Gym good, aids obesity fight.	pro outdoor gym on health grounds.
Unstated	1	0	pro greening, pro play area kids	pro greening, pro play area kids
Peter P	0	0	Clarification request	Clarification request
Severn Trent	1	0	water efficiency, water quality, capacity, run off, sewage issues raised-no problems foresaw.	No problems envisaged.
Severn Trent2	0	1	Possibly underground water assets mooted.	Possibly underground water assets mooted.
Craig C	0	1	Suggests priority is maintenance, proposals a waste of money & will be utilised by [REDACTED] community. Crime ASB	Maintenance, Crime ASB, proposals used [REDACTED] waste of money, wants consultation on further spend.
Ms K	1	0	Pro greening, also recycling machines to support homeless, reduce litter etc.,	Pro greening, recycling machines.
Ms H	1	0	pro greening, play area & community, maintenance key	pro greening, play area & community, maintenance key
Mrs S	0	1	Crime ASB, litter, vacancies, policing issues	Crime ASB, litter, vacancies, policing issues
NG W	1	1	Supports greening, SUDS, transport etc proposals, but Crime /ASB needs tackling first	Supports greening, SUDS, transport etc proposals, but Crime ASB needs tackling first
LibDems	1	1	welcomes community and emphasis on creating more green space, charging points for electric cars or electric (zero-carbon) buses supports SUDS principles, more cultural facilities req. ie The Public	Supports community/greenspace ,less abled help req, more emph on e charging cars/buses req, supports SUDS principles, more cultural facilities req.
J B	1		Fantastic scheme, new indoor market is fantastic news, and good for passing footfall & thus added trade... All Trees must be mature, English grown & an English variety. ALL With a 5 years warranty.. And maintained over those years.. Plus replaced if trees die or are stunted We do non want small narrow whips. Secure cycle parking area with those silver Sandwell type cycle stands , like a penny farthing in shape.... Cameras must cover that secure cycle paring area as well.	Broad support for plan, specific req trees, maintenance & cycle parking, cctv.
12		11		

++ see Appendix 3 for full list

See (LDF Responses Masterplan).xls

Broad support was evident in most of the representations for the Masterplan & Urban Greening.

*Although planning does not *directly* impact the main concerns of Crime/ASB, it will play a valuable indirect role through, for example, encouraging/protecting active frontages, more residential in the centre & hence more visual surveillance, and promoting ‘secured by design’ principles for buildings & layouts.

See (Masterplan Responses Bar Charts Keywords Analysis).xls

Other Representations

WM police liaised directly with consultants to emphasise the importance of crime reduction via ‘Secured by Design’ approach. Developers need to show how they will address community safety & crime prevention in application documents. Early engagement encouraged. Pre application discussions welcomed, ‘protecting crowded places’ document referenced. **For full representation see Appendix 2 (below).**

Councillor D SMBC

Cllr D suggested the Indoor Market should be refurbished to a high standard rather than moved to the High Street, and that a high quality scheme would ensure its future success.

Twitter:

Several ‘Twitter’ responses were received:

Ref	Support	Object	Issue
Sidney		1	██████████ Inappropriate comments
Darren		1	Don’t bother, wasted far too much money on The Public
Dan		1	Decries millions spent on WB over last decade. Hates the town, money can’t change it, Sad.
Amie		1	Query loss of food court, closed down, a waste of money.
Bhav		1	Outdoor market horrible to walk past.
Tom		1	██████████

Facebook We received in excess of 150+ comments on the Councils Facebook page over a series of pushed messages during the consultation period. The main discussions centred around the poor visual quality of the town , crime and anti social behaviour although there were a few positive comments received in support of developing a masterplan. **See Appendix 4 data-**

General Summary:

The consultation process has generated a range of comments/suggestions that can be incorporated into the body of the IPS Masterplan. Generally, there is broad support for many of the changes the Masterplan espouses, with wide agreement on the scale of the issue.

However, Crime/ASB is not a direct planning issue, which was by far the major concern of respondents.

The aim of the Masterplan is to provide a vision for the future of the Town Centre. By Repurposing spaces and reimagining new places and spaces through flexible new uses it is hoped a level of vibrancy and improved sustainability will boost the economic standing of the town but also become a more attractive place to live, work and place to enjoy in the future. The proposals identified in the masterplan will seek to improve the quality of places and spaces in the town moving forward to the future and help in tackling the concerns and issues raised by the public. Much of the concerns and issues raised through the consultation will be reported to the respective internal/external agencies to inform and improve ongoing collaborative working.

Appendix 1 -Further Comments on IPS/Masterplan Survey.

If an answer is NO to any of the previous questions please let us know why...		
Do you have any other comments	Keywords	
West Bromwich is very scary now and I would not go alone. A lot of crime, closed shops, gangs and rubbish on the floor	Crime	
I do not think the town has a good image at the moment due to crime happening in the town and surrounding areas.	I do not use the town centre as much as I would have due to feeling unsafe with recent incidents that have happened there.	Crime
High crime, low police presence	Crime needs more severe punishment. Gun or knife crime needs to be looked at by government as a priority so there is a deterrent not to carry them. Our town will not be safe until this happens.	Crime
People seem to think of West Brom as run down, tatty and a hive of anti-social behaviour	Please, please focus on the doable, not grand plans which end up as white elephants. Look at the Public as an example of what not to do.	ASB, Achievable,
Reputation for violence and crime		Crime
		ASB
There is too much anti-social behaviour which deters people from using West Bromwich. Street drinkers, beggars and homeless people. Disruption from college students with frequent fighting. Our beautiful town feels very neglected. I think it definitely needs regeneration, but I think the above problems need to be addressed first.		ASB
West Bromwich town centre is not a safe place to walk around. Government funding cuts has caused huge unemployment and police cuts. We basically need to bring hope back to the town and the only way to do that is by bringing large companies in to employ locals and much desperately needed places for younger people to go. A huge youth club, a decent skatepark, music venues etc. I still can't believe you closed the public to be honest, the one place that brought culture and entertainment to the town that we hadn't seen in yrs. We need these things in the town centre, close to public transport so that	Please actually listen to people and do something productive. Don't just take back handers and build things that benefit no one but the person getting paid.	Crime, youth facilities req

younger people can reach them easily. Building apartments that no one can afford to buy is not the answer to anything.		
Vile place to live and walk through I feel intimidated going there hassled by beggars shop lifting is rife ...the stench of weed as you walk in the High street. Crime going on all around drugs deals openly on corners, thieving in shops the list goes on	I'd love to move I'm on the housing list the sooner the better	Crime
I hate west Bromwich i don't go up there anymore full of druggy's, thief's, Romanians i don't feel safe and i would not allow my children there on their own	Hate west Bromwich I feel like I've stepped into a diff country when i go their spot the white it is i don't feel comfortable my anxiety goes through the roof hate west Bromwich	Crime
West Bromwich as it is now is dirty and run down, I don't really feel safe there. It's not a place I would choose to shop anymore.	There needs to be a mix of green space, free parking, undercover shopping, places to eat, nightlife, exhibition spaces, more upmarket shops, not just pound shops and cheap places to make it a place that people want to visit, not just for locals but for people visiting the area.	Run Down
Anti-social behaviour, other than New Square, town is outdated and scruffy. Sadly, many of the local's behaviour is contributing to the bad image. Too little provision for young adults and not enough police presence to deter bad behaviour. Too many empty shops that will never be filled is ruining the appeal of the town.	It is time councils accept that we no longer need the amount of retail space in our towns. Rather than leave empty units unoccupied, reduce the number of units and convert remaining spaces to good quality apartments for rent or buy. Also encourage town centre living and re-consider having an ice skating rink built. The nearest ones are too far away and we have a train station, metro and motorway network that could serve people well to access the facility. This should encourage visitors from outside and increase footfall in the town. Security and behaviour is vital, along with keeping the town spotlessly clean. Visitors must feel safe and any bad behaviour must be dealt with immediately and effectively. We have an opportunity to grow the leisure side on offer and remove all those horrible empty shops, creating a new town, otherwise I fear it will all be a waste of time.	Acime/ASB, need to repurpose space.
The town just got a bad reputation due to crime		Crime
West Bromwich is very run down despite having lots of money already spent on it. Crime is huge up their pavements are filthy. Maybe it's time to try and spend money elsewhere in hope it will be kept well and looked after. Please spend money wisely and help another area which will help them to thrive.		Crime
Over the past 10-years the town has gone seriously downhill with an increase in anti-social behaviour and crime, lots of unemployed people hanging around drinking and smoking drugs outside betting shops and children hanging around in gangs after school or at night causing problems.	Before you improve the town centre visually I think it would be best to clean it up from all crime and anti-social behaviour, beggars and have an increased police presence.	Crime
	Need more study spaces no study zones available or private/quiet places to work	Study Spaces req

Please try spending some money on the rest of the Borough instead, rather than wasting it all in West Bromwich, anyone would think you were West Brom Council, not Sandwell. Let's see Tipton, Wednesbury, Oldbury and Blackheath have some massive improvement projects, rather than massive vanity projects like a new swimming pool or a big pink art gallery that failed miserably.		Other Towns a priority
The old part of the town is filthy and looks like it has never been cleaned. Millions was spent on paving to improve the town and it is not maintained. Need more police on patrol as it no longer feels safe as there are loads of people just hanging around. Not the town I grew up with. The Tesco side is ok but the old part really needs looking after.		maintenance, Crime
With Tesco selling everything no shops would be profitable in West Brom. Won't think Sandwell did was allow it to be built	It's pointless trying to regenerate a town over run with violent crime (I refer to the three stabbed police officers only last week) drug addiction and alcoholism is rife in the town. No one would want to set up a business while it's in this state	Crime
It's rundown and has a bad rep but I think there's places in Sandwell that need time and money more than West Brom... Tipton, Blackheath and Bearwood. For example		Other Towns a priority
It deemed as a high crime location and the streets are dirty with rubbish, where we have canals which would be beautiful nature spots, there is litter and obvious signs of neglect.		Crime
not safe to visit		not safe
to much crime, to many gangs, too much European residents		Crime
More Policing in the town due to violent robberies and street fighting. More security at Sandwell College in and around the college to avoid fighting.	More encouragement for big name shops to come into the town. The indoor market needs regenerating as that part of the town is almost dead.	Crime, big shops req
Image of the town is appalling. Unkempt buildings both privately owned and council. Litter throughout. Disused buildings and office spaces. Illogical road, cycle and footpath organisation. Generally, the entire town looks and feels run down and dirty	A predominance of single person dwellings along with many HMO's mean fewer families settling and living in the town. The only real leisure activity available is drinking. Far to many premises selling alcohol throughout the town .	Appaling Image, run down
Too much drug use within town centre no longer feels safe drivers driving on clearly marked footpath threatening to run people if they don't move of the footpath (by probation centre) no CCTV is covering that area there should be no parts of West Bromwich which doesn't have CCTV especially with the amount of crime that is currently taking place in the town centre		Crime
Before a masterplan is created to improve the area, create jobs etc the local issues within the area need to be targeted I.e. crime, cleanliness, safety. As a child I always went to West Brom but I no longer do and I wouldn't take my children and certainly not my disabled child		Crime, jobs req
Towns image is too much crime and drunkenness. Safety is paramount and less selling of alcohol would benefit the image.	More family homes and less individual flats would benefit a more safe shopping and coffee shop area.	Crime
The town is currently brightened with crime - assaults, theft, muggings, beggars, drinking alcohol - it seems to be acceptable for gangs to congregate drinking, swearing and making people feel very uneasy and not want to go to the town. Local social media sites are full of daily stories if the aforementioned and many local residents are now too frightened to venture up our town. It's very sad and desperately needs sorting. There needs to be a bigger police presence.	Most people living in West Bromwich are decent law-abiding citizens, we desperately want our town back.	Crime
West Bromwich carries a lot of stigma of being run down and dangerous from days of old and this affects what people think of it today. I think it's much better than it was but would benefit from more greenery, trees, plants, places to sit outdoors (was difficult finding somewhere in New square to eat outside during covid for example)	Please think about planting more trees so it's visually attractive and helps wildlife to flourish	Run down. Greenery, community spaces req

SMBC is about wanting to gentrify the town centre. This project will not even have 25% of the housing available for low income people.	As the local authority is known for corruption. I would like everything to be transparent accounts, bids, material pricing.	Affordable housing req
The town is a dump, abandoned by the police and the council, no wardens, although a fat lot of good they were, only good for ticketing grannies for dropping crumbs from cakes and ash from ciggies. Open dealing and drinking in the town, you report it, no one does anything at all. now it's lads getting mugged, by gangs with knives, No one does anything about that either. I was thrown off the Sandwell Council Facebook page for saying the "Improvements" to carter's green has made it worse than before. it was better in the 80's for god's sake. so I get banned from the Sandwell page. Without police there is no town, without a way to get from the high street to the indoor market, there is no indoor market (they sold the market gate entrance and built a charity shop) people are lazy, if you don't let them park, and move quickly from one place to another they will go elsewhere, if not then the town is as dead as Smethwick.	[REDACTED] and seeing pound signs which enables council houses and entire estates to be demolished and sold off to private development, Then building on every patch of land anywhere... including the joke for the old star and garter pub... 8 story block of flats, no parking. [REDACTED]	Crime, No police, no wardens.
Too much litter....especially at weekends, although New Square is kept clean and free of litter at all times Anti-social behaviour, begging etc not tackled effectively Behaviour of students from the colleges leaves a lot to be desired Crime	High profile retail needs to be encouragedM&S Food, TK Maxx, Body Shop....to move in. Yes, they are located out of area but not everyone has transport to get to the Gallagher Retail Park or similar. I regularly go to Solihull.....what a difference!!!!	litter, ASB
The shops are all run down Nothing has been looked after Looks dirty and unappealing	Unsafe place to visit Pickpockets, immigrants and gangs. Not a nice place to shop around. Do not feel safe in my own district Very sad and depressing it has come to be like this	Run down
I do not feel safe when I go to the town. I have a vulnerable mom and 9-year-old daughter and don't like to take them as I feel there is too much crime going on. Before the town looks at improving the look of West Bromwich I think that the crime needs sorting first. Plus, there are lots of people just hanging around making lots of noise by the market, this makes me feel intimidated and uncomfortable.	I feel that West Bromwich has had a lot of money put into it and this is unfair on other parts of Sandwell. I think Wednesbury and friar park should have money pumped into it as its a nice quiet little town that could do with a much needed make over	Crime
Firstly, I love West Bromwich and the kind-hearted people in the shops and on the market. But the market rates are too high; and this isn't the market that it was 10 years ago. There's too many empty stalls and, I know from being a journalist that used to cover the area, the traders are crying out for help. Outside, the higher part of the high street looks bear with empty shops (former Bargain Buys and Wilko) and the derelict site of the former Burtons building. I know that West Brom has a great BID team and lots of potential - but a greater police/ BID presence would ease anxiety around safety and give more support for homelessness. If the old part of West Brom could become more like New Square then I feel certain more people would like to come there (and feel safer to do so). But please - invest in the indoor market - don't let this traditional part of West Brom disappear! There seems to be a good presence of security in this area (King's Square) but we need this outside too! Perhaps better surveillance such as this would encourage a safer atmosphere in the high street and bring in more shoppers.		Indoor market issues, security.
The town is a hive for criminal activity and it isn't welcoming. If you want to do something then stop the drug dealers who operate under the market stall areas around McDonalds, clear up the youths running riot around. I used to venture into new square but I don't feel safe anymore.	Instead of putting more money into West Bromwich, try spending it on cleaning up other towns, replacing broken play equipment in Sandwell parks, put money into more of the green spaces so kids can play.	Crime, other towns a priority.

Currently, West Bromwich is a rundown area filled with students, homeless and people who destroy the area. It is not a safe place to be, especially on the evenings. The main square is a lot safer due to cameras and security but as soon as you are near the old parts or West Bromwich it is very clear it's not a safe place to be.	I believe that regenerating West Bromwich will have a positive impact upon the local community, especially the younger generation and the 60+. I also think adding more greenery to the new site as well as the existing site will create a happier, friendlier place making the community feel safer. By incorporating freestanding flower beds (like Walsall city centre) would not only help the environment, bee populations and local pollution levels but also moral, spirit and faith for the local community to become better again.	run down unsafe
West Bromwich has had far too much investment already. It's dangerous, unsafe and threatening, overrun by gangs, muggers, and beggars. No locals want to go there. Sandwell council seem to only see areas where their councillors have investment...	Try investing in the rest of Sandwell - Wednesday needs more than just a bus station. Oldbury should be better catered for. Blackheath, Great Bridge, Tipton - so many areas that have suffered from a lack of local investment and abandonment from the council. West Bromwich has already had so much with the Public, New Square and market redevelopment, and it's even worse. To quote hotel magnate Alex Polizzi, "it's like putting a cherry on a t - at the end of the day, it's still a t". If the locals hate it and don't feel safe, get the hint.	Too WB centric, unsafe.
	this all looks great, but we need to ensure everyone feels safe in the town. we need regular patrols from keys partners i.e. BID Ambassadors, EPO's and Regular police patrols. maintenance on the works as well and who will pay if anything gets damaged and whose responsibility it is	safety, security issues
Because you need to address the crime first.		Crime
At present doesn't have good image due to empty shops and neglect of centre.	Excited about plans especially increase in green spaces, leisure and idea of cultural quarter	empty shops, positive about proposals.
Rubbish issue, pigeons, street begging, drugs, enforcement.		Rubbish, ASB
Not enough quality shops, High St looks appalling, weeds on shop roofs, abandoned buildings.	Please help the Historic Leisure places. Bromwich Hall is in urgent need of funds.	Poor shops, poor image.
I don't feel safe when visiting West Brom at any time of the day or night. Too many people hanging around, mainly young men, up to no good, and leering at women.	Spend money on Wednesbury as this could be a fantastic little town again	Unsafe, spend on Wed instead.
	More housing. There is a housing crisis. Also priority should be given to Sandwell council staff that have applied for housing as they work for the council and working from home they need it more than ever.	More housing req.
The town as you call it has been systematically destroyed by years of neglect by Sandwell Council. West Bromwich used to be a Hub for shoppers, now it is just a place for Drunks to hang about and Students to congregate. How many millions did Sandwell waste on the New Square aka Dartmouth Bronx. People want to feel safe.		Centre neglected by Council.
Currently the town has very bad reputation for gangs and crimes. Neither of my children wish to go to West Bromwich. I will not allow my elderly father into the Town Centre.	When the New Square was built the town felt different and I would allow my then young teenager into the square alone or with a few friends if they wanted to go shopping. However, the feel of the Square has since changed, and it feels intimidating. To improve the town, you need to increase policing and security to reduce the threatening gangs hanging around.	Crime, policing issues.

Its run down ,	I feel you need ro cater for a prayer room for all faiths as you know Muslims pray 5 times a day and usually we go Birmingham as there is a multi-faith room. I think if West Brom had this many more Muslims would love to shop there.	All faiths prayer room req.
The High St has a run down look because the market is right down the middle, if you want up market shops you must have a up market look in the High St. If you want to serve the bottom end of the retail market then keep the street market and the town will die. The market may give the High St a higher foot fall but the real money is being spent in New Square.	Question 3 can not be answered yes or no, the person who complied this consultation is not very good at there job. The public consultation in the High St is being held on Tuesday & Thursdays only, Clearly this is a token, if you wanted people to be involved in this consultation you hold it on every day to get a full cross section of the people using the town. I know that I am wasting my time with is consultation because Sandwell Council do not really want to listen to the public.	Outdoor market detracts from High Street.
Need to get rid of king and queen square. Improve Carter's green also		King/Queens Squire needs to go.
The old High Street is a mess. I don't go there. I don't feel safe. New square is good but the old areas of the town such as Bull Street, High Street a above Dartmouth Square, Carter's green and most of the high street needs to be demolished.	I see no focus on jobs, new businesses or creation of wealth for the population. It's all about shops and housing. A cultural centre is a wonderful idea but people need to be earning money to support this. Around the town hall all needs cafes and restaurants to support the new focus on cultural activities. If Dartmouth Park is in the plan then why is it being used as a car park for the planned festivals. This is not a good plan for people's health. No one is going to want to live in close proximity to a Rave Festival site. This is not the culture we want to become renowned for	High St a mess, need focus on jobs, wealth creation.

The Town does not have a good image, over crowded, poor parking, badly managed, ASB, crime and disorder, pound land shops no big retailers, West Bromwich needs to have a bigger town plan and needs to widen the area out for bigger regeneration project and new build which needs to include Lyng estate from Mount Pleasant Street, Pleasant Street onwards. Its an ignored part of West Bromwich which if used properly could be developed to a world leading development which could bring in diverse funding, jobs, family homes, hi tech work units, a university, a school for Autism etc etc the Lyng estate borders the town centre and it needs to be developed as a border with green spaces, carbon capture, reducing pollution. At the moment the Lyng estate (residential) is next to an industrial estate which is out of date, in poor condition, change of businesses have resulted in large scale ASB, nuisance, crime and drug paraphernalia. For example were there was only one car repairer there are now 9 in a small area who have canabilised small warehouse which are unfit for purposes, and the whole area then suffers with unwanted visitors, nuisance parking, car storage on public highway. Historic family managed caring businesses are no longer in operation and no Impact assessment has been carried out, and is a major sorce of noise and air pollution. Whilst residents have pro actively complained for years including petitions no progress or any action has been taken which can demonstrate any success. This failure has already affected the original phase one regeneration of new builds were peoplecare selling and moving out and is being turned into a sink estate. This us all in the heart of West Bromwich next to the Town centre. Therefore any regeneration plans need to fundamentally include the missing jigsaw pieces to carry out a total package of change and make West bromwich the modern entity it needs to be. The whole area including the Lyng estate Or Newhall Street estate needs to be a safe family area with a diverse family orientated zones from new family detached homes to child safe areas, recreational and learning/educational for all ages to space age hi tech clean areas of businesses. If this areas is not regenerated it will continue to create a sink estate and the increases in ASB will not be managed no matter how many task forces SMBC enlists because the level of ASB will be like Japanese knotweed and its already set root. SMBC has a window of opportunity it makes valuable sense to regenerate the whole area including the missed estates with a fresh new canvas attracting world class leaders in urban design and regeneration. We as residents have spent over a decade monitoring and complaining so this email is from a point of truth and within data protection.

Even Merry Hill is now considered small, a shopping centre of the future needs not only to be appealing, it needs to be safe, crime free, total new design with large scale parking from its good travel connections will attract a lot of attention and business West bromwich town centre cannot be designed in isolation by not taking the old industrial brown field Lyng area.

Crime, Lyng Ind Estate Issues, safety issues.

Anti-Social behaviour is a problem within the town centre which in turn is having an impact on visitors. Also, with the design of the New Square shopping area, it has split the town into two parts. The older part of the town is run down and is in dire need of regeneration

I am a long-established market trader within the indoor market. The indoor market premises are old and very tired which makes it unappealing to customers. Years of underinvestment by the council has led us to this dire situation we find ourselves in. We desperately need a relocation closer to the centre. The old Argus building, along with the neighbouring shops which are all owned by the council could quite easily be converted into a brand new, modern indoor market. The market should be the jewel in the crown for Sandwell because of the diversity of the traders, customers and the personal customer service we provide that the big corporations do not. To lose this would be a travesty.

ASB, indoor market needs relocating.

The High Street side of the Town needs considerable improvement. It looks very dated and could do with an injection of modern living spaces/areas. More breakout areas for shoppers to socialise. More vegetation

Dated High Street, Greening req

I think the town has a poor image, it lacks evening activity. It has improved with new square but other parts look unloved and the shopping centre near to the bus station is dated and tun down.	It would be great to see the vision and proposals delivered. It would enhance the town. It needs more evening activity, I appreciate that's down to market forces, but it would be good if it was a nice place to go for a meal and a drink.	poor image, need evening economy.
It's full of crime as long as it remains this way you can pump as much money in as you like but people will stay away. You have many more areas that could benefit from the money, but you keep pumping money into West Brom??? We need greener safer areas for our children to play but you are building on every bit of land possible, you're cramming us in like ants and it's making the crime rate sky high... we are not a city, we're small towns. Stop over populating us		Crime,
I think the new square is very nice but the old town is not nice. It's an eye sore and seems to attract the wrong kind of people.		Old Town eyesore
Because the new Outdoor Market is not fit for purpose and Market Traders who used to work on the Outdoor Market in West Bromwich Town Centre have been ousted without good reason. My Fiance BJP used to do the Outdoor Market in West Bromwich Town Centre until him and AS were both pushed out by the Market Management for no reason at all. The Market Management have basically shafted Traders who were pushed off the market for no reason at all.	The Market Management needs to be held to account because people who were Customers of BJP and AS are asking for those two Market Traders to return to the Outdoor Market in West Bromwich Town Centre. B JP is my Fiancé and he wants to come back to the Outdoor Market in West Bromwich Town Centre.	Outdoor market not fit for purpose
Too afraid to walk around the town. It's gone downhill!! There are too many people taking drugs, drinking and begging.	Please consider spending some money bringing other towns in Sandwell up to date and save some historic buildings. Needs to be more green spaces with equipment that is actually maintained and not left to fester before just being removed and never replaced.	Crime, other towns a priority.
There are a lot of anti social behavioural problems in and around the town, this needs to be rectified prior to any further redevelopment as to ensure public safety and restore the faith in the town.	Try saving other small towns in the borough such as wednesbury, which is crying out to be renovated. Maybe build a cinema on the j9 shopping complex and ensure the parks are safe and used correctly and that equipment is maintained.	ASB, other towns a priority.
Unclean not much events on No help with the market	Market needs relocating	Maintenance, Market needs relocating
	It is a good plan, and long overdue. Hope it can be implemented as soon as can be.	a good plan long overdue
The town is in desperate need of regeneration. It has long been forgotten about. The newly built New Square is aesthetically pleasing and therefore attracts a certain demographic of visitors. The rest of the Town Centre also does the same but it's a completely different demographic and one that gives West Bromwich a bad name. Investment in the Town should be increased and regeneration should include the whole Town Centre, including the High Street, particularly the lower part (Carters Green). Anti-social behaviour in the Town is rife and this needs to drastically change to improve both the image and reputation of the Town.	Our High Streets are in fast decline, so it would be great if the ones in West Bromwich could stop this from happening and become the once, popular thriving Town Centre it once was.	Regen Req, ASB needs action.

BEGGERS AND DRUG DEALERS THESE ARE NOT UNDER CONTROL IN THE TOWN CENTRE CUT THE TOWN IN HALF BY THE NEW SQUARE OPENING OF TESCO SUPERMARKET PEOPLE NOW AVOID KINGS SQUARE AS THEY CAN BUY EVERY THING UNDER ONE ROOF		Crime/ASB, New Sq means less demand in old Town.
I'd like to see more green space in town, tree lined avenues, green walls. Also, access to free community spaces like refurbished empty shops, that can be accessed by community groups to support young people, families, vulnerable people e.g. a permanent safe youth space to drop in for homework help. A healthy families hub for breastfeeding and infant feeding support, a creche for families that may need guidance, CV help, funding support etc (Children's centres once offered similar services before their funding was cut by the Council). If the council are considering MORE housing, then access to local services like new schools and healthcare need to be provided too.		Greening, greenspaces req, community uses in empty shops
The environment of the town centre / high street is very tatty. The council does not listen to and appears to neglect the Indoor Marketeers. Increasing rents at such a time as this beggars belief. Splitting the Town centre off to the High Street - Queen's & King's Squares from New Square and also Astle Park instead of merging it into one retail visitor attraction is very short sighted wedded to the mixed prices for parking makes it an unwelcome place to visit - This comment is what I hear when I tell folk of West Bromwich's attractions. There are missing retailers such as Halfords, Screwfix, Bookshops and others. There is a paucity of community events - BID does an excellent job with just a few staff - perhaps they should be expanded? Parking is an issue. Its like having a shopping tax. Added to all that pithering with paying parking charges at New Square - particularly during inclement weather.		Maintenance, indoor market issues, parking.
I don't think the town has a good image or safe reputation. A vision to make West Bromwich a place people are proud of, and a place they feel safe to visit and call home. Over the many years I lived in Sandwell I have observed the decline of the area and the levels of anti social behaviour concerns me as a resident. I'd like to see investment in the library service which has felt overlooked and undervalued. I feel libraries have a huge role to play in this vision and local recovery. Libraries are free and trusted places that welcome local residents. They are much more than books - supporting lifelong learning and development for all. They bring people together and foster community spirit. Libraries sit at the heart of the communities they serve.		Poor image, ASB, libraries role to be expanded
Lots of empty stores, plus some of the open stores don't look inviting. Lots of pigeons still around the town, so amounts of guano. Some intimidation by gangs and also college students, which the college doesn't seem to take seriously. Not directly town centre, but also aware of prostitutes working.	New Square feels better than the town centre. Needs some real investment in cleaning up the town centre, to bring retailers et al back in.	Vacancies, vermin, gangs.
west Bromwich town centre, now looks dated, with the empty shops, trouble with youths hanging around. people begging, the new square is great, but the old part of town needs a complete re - think	The Town needs more community areas, for the ages of 11-18... lots of stuff for toddlers, not enough for youth of our town. too many take away food shops, also need more small businesses, make the rents more attractive and not too expensive. we have recently lost a few small businesses because of the lock down.	Dated centre, revamp req, ASB.
The New Square has highlighted how deprived the rest of West Bromwich Town Centre is. The town needs a drastic visual improvement and improvement in security also.	Other than the New Square I do not utilise the facilities on West Bromwich High Street and avoid where possible.	Deprived old centre, image & security req

	<p>Few suggestions - Developing a clear youth space that allows young people to co-own/design/develop that may develop enterprise and a start up culture (Youth Cafes)</p> <p>- Allow people to reimagine or innovate (Think Tank Space) - Allowing an indoor space for pop up retail - Cultural Exhibition Space - Pop up band stand or performance space to support night time economy. - Adult experiences through games/bowling eg https://lane7.co.uk/leicester/ - Food zone that offers restaurants as well as street food</p> <p>Building a clear identity that knows its residents and consumers that will come into West Bromwich is very important to support the growth economy of the region. With the region I sit on the following boards that I could play a strategic role in support this planning - West Midlands Combined Authority - Cultural Leadership Board - Sandwell Council - Cultural Leaders Group - Midlands Metropolitan University Hospital - Arts and Culture Board - Sandwell Cultural Education Partnership - Chair of the Management Board - Sips Education - Music Service Advisory Board</p>	Youth Facilities, cultural space, evening economy.
The town has sufficient number of different outlets. The Town has a poor image as far as the disabled are concerned since the Multi Storey car Park was closed and no longstay disabled places replaced.	<p>More disabled parking spaces closer to the amenities. more disabled toilets as as it stands it is a route march to any of them. I no longer use West Bromwich as three hours free is not long enough to enjoy your time there and due to health reasons it is impossible for me to use the Farley centre car park</p>	Poor image, disabled facilities req.
Improvements are needed for the image of the town centre. New shop signage, roofing, pavements, seating areas, also a lot more greenery, play areas and entertainment facilities ie; Treetop Golf, Bowling, Go Karting, Fun station. Rough sleepers need to be moved into accommodation. More needs to be done to make it a family friendly environment and regularly cleaning of the town centre. More security guards monitoring town centre. Removal of rubbish by market stall traders, removal of bubble gum, removal of cheap shop signage and existing fountain and clock by little desert shop replaced or refinished.	<p>Princess parade needs to connect to New Square and have similar image. Better quality affordable shops and less cheap tacky looking shops. New barriers and sculptures re-painted because they are looking old and rusty.</p> <p>Entrance to kings square via bus station needs cleaning and refurbishment and inside kings square needs new signage, looks dated.</p> <p>Deterrent needed for pigeons and also fines issued to people who feed them outside kings square via bus station and by the clock by little dessert shop. Small Bistros/cafes with outdoor seating areas, existing cafe in princess parade needs refurbishing. A toby carvery in princess parade with park/play area for children would be nice.</p>	Better image, greenery & security req.
I think with the current levels of crime in the town, the majority of the town is a no go area. Especially for anyone with children. Personally, as a white woman with a child, I will only use New Square, as I don't feel safe outside of this in the town.	<p>If you go back 20-25 years the town centre was a vibrant, buzzing hub of a town. On a weekend, parking was hugely difficult as it was so busy. With coffee shops, retail outlets, independent and chain... You could literally get everything you needed. Now, unless you're in the town for illegal activity, there is no other reason to go there. And I absolutely miss it.</p>	Crime, not town it was 25 years ago.
The market and high street has been very run down; closed shops left empty rather than used for social enterprise and lots of drug dealing. I wouldn't want to see another New Square - shared outdoor space and community events are preferable		run down, drugs. Community space req.

<p>Apologies for this but I may have pressed the wrong button by accident, and might end up submitting more or less the same info twice. The High Street wish it was more diverse in types of shops. That I can see it is looking more and more like an extension of either Soho Road or Stratford Road in Birmingham! Where have all the traditionally British companies gone, like Morrison's or Wilkinson's? I am not against SOME ethnic food shops and businesses selling lots of goods imported from China or India, etc., but then if some British or European company up and coming wanted to open a store here would there be any vacant commercial spaces available to them?</p>	<p>Visual 2 - Dislike the view of too many Hi-Rise residential buildings being right by the tram stop when people get off. Would this be the reality visitors, etc. would see? Makes it just look like many other places, unfortunately.</p> <p>Visual 3 - Hub - great idea. Visual 4 - Community green street - good idea. 3D Sketch - evening destination - love it! We could use a few more of those for young AND OLD. As long as somehow high levels of music, etc. could be catered for or planned for to minimise disturbances to neighbours.</p> <p>WBpr22 - Lyng + Farley - if it is ex-industrial land, will soil be checked for dangerous chemicals, if turned over to residential?</p>	<p>Supports proposals, but doubts hi rise is good.</p>
<p>High street looks run down and grubby.</p>		<p>Run down high Street.</p>
	<p>1. I want more marketing by the officers to attract more businesses to West Bromwich Town centre rather than leaving more empty shops. 2. I want a Community Centre in the Town Centre one of the empty shop could be converted to the Community Centre. 3. King Cinema should be converted into more shops. 4. Residential development should build on top of the shops in the Town Centre. 5. All shops should be refurbished (empty shops) to a good standard. 6. There shouldn't be duplication with the money allocated by the Central Government.</p>	<p>More business needed, community centre,</p>
	<p>Hi, I would like to put forward suggestion for improving the High St - from the Farley Centre to the former Star & Garter corner. As you will have witnessed, several of the main retailers have re-located to the New Square, leaving huge gaps on the High St, others have simply closed. I alongside many many retailers have long felt some kind of covering for the High Street would go a long way to reigniting its appeal. All retailers I have spoken to, and there are many, who would happy contribute a fair proportion towards the cost. Rather, than spending money on minor improvements which may not have a long return, a covering would yield results for years to come and make West Bromwich a much more appealing place to work, shop and for leisure. Not to mention improving the safety. I would welcome a discussion on the matter. Thank you. Regards G Dillon</p>	
	<p>As you are aware my client holds a significant interest in the town and has already engaged in pre-application discussions regarding redevelopment of part of the town highlighted in the Council's Master Plan. My client is pleased to see that the principles of the use and nature of the proposals he is promoting are included in the masterplan, i.e. new residential, whilst reducing and replacing some of the older outdated retail offer appear to be supported. My client also notes that an element of office accommodation has been introduced in the area, and whilst this is an acceptable town centre use is concerned whether a market exists for it and should not be rigorously maintained at the sacrifice of potential additional residential.</p>	<p>Broadly supports plan, doubts market for offices.</p>

I answered 'No' to the first two questions because I don't think enough information has been shared about the impact of the regeneration plan for West Bromwich. I tried to locate the Cabinet report for this but can see that it has been marked Private. In the information made available to the public there are broad statements made such as, prosperous growth for the next 20 years, supports growth and combats decline, attracting investment to the town, change economically for the town, enable it to grow and become more sustainable for the future, add to the centres vitality and viability... can you provide the information on how this regeneration will achieve those things by giving specific detail? Without that information I think its difficult to answer the first two questions in this consultation. I notice that a large part of this regeneration is additional dwellings. How many dwellings will there be? Is it houses, marionettes, flats? Who will own them; the council, will people be able to buy them? And if private landlords buy them how will they be held accountable (e.g. there is a problem with landlords who do not live nearby, buying property in cheap areas and not taking the responsibility they should in the property or the tenants of that property)? Will these new dwellings increase the amount of people already living here? The point made about boosting the nighttime economy, how will you ensure this is done responsibly, e.g can you stop people drinking too much and causing problems? How will a safe environment be ensured? There is already a problem with crime and disorder in the town centre. Which type of independent retailers and food operators are you hoping to attract? I would hope it wouldn't not be more of the same. It would be nice to have variety and choice (there is enough bargain type retailers and fast 'junk' food outlets, healthier choices would be welcomed!). How will this regeneration impact already stretched services like GP's, health and social care services, community services and school places? How will it make progress all towards/achieve all of the Councils Vision 2030 ambitions (I think number 7 is achieved, but an explanation for the rest of them would be helpful) I really hope this regeneration has a positive impact on the area. I want to understand what opportunities will be created for the people who live and work here and what positive impact there will be.

Further to your third question, I marked yes because the suggestions made in the question would be good. (I think it was supposed to be an open question rather than a yes/no closed question). To have opportunities in an area is good. Currently I travel outside of the area to access things for myself and my family. E.g. recreation, leisure, etc.

More info req, housing types & tenure query

Future High Street Living Ltd (FHSL) are generally supportive of the proposed masterplan and the opportunity it offers to see redevelopment delivered in the town centre, especially in light of continuing decline as a result of numerous factors effecting high streets across the country. FHSL have an interest the policy allocation WBP2 which seeks to deliver residential, office, retail and leisure offers. It is a very positive step to see residential development is being supported in such locations which have the potential to re-introduce footfall to the immediate surrounding area and the High Street. As set out at Paragraph 86 of the NPPF (2021) residential development plays an important role in ensuring the vitality of centres. Notwithstanding the positive approach, including residential development, FHSL consider that the site offers the potential for inclusion of some houses, as well as flats, in order to provide accommodation to meet a greater range of needs. Housing of two-three storeys could be comfortably assimilated centrally within the land parcel, bound by taller flatted developments to the periphery of the land parcel. It is acknowledged that the draft proposals seek to deliver a mix of uses. However, there is apprehension regarding the viability and deliverability of office accommodation in the identified location on the periphery of the town centre, fronting onto Bull Street. This concern is raised as a result of the relationship the offices would have with the wider town centre and adjoining residential development as well as the demand for offices in this location; with recent trends, and likely increasing trends in the foreseeable future, for change of use from offices to alternate accommodation. The requirement to deliver office accommodation in location and the manner shown, would create difficulties in delivering a compressive redevelopment of the parcel, should it not be possible to deliver the offices as a result of lack of demand, as anticipated. Market research undertaken by FHSL to-date raises concerns in relation to this. FHSL would be of the view that this area could be used more effectively to provide a greater level of residential accommodation in close proximity to the High Street and retail offers. In addition to the above, the illustrative sketches provided as part of the consultation do not marry with the areas provided for delivery of the proposed uses. WBP2 includes the buildings to the north-west of the illustrative sketches leading to New Street and the College, as well as the existing Queens Square shopping centre. With regards to the buildings to the north west, consideration should be given to the inclusion of these buildings in the redevelopment proposals which could enhance the connectivity of the town centre and public realm as well as providing a greater area in delivering a mix of uses. With regards to Queens Square shopping centre, the effects of the new retail provision would be significant and adverse on the retained units. The north eastern section of Queens

Broadly supportive, queries office component at expense of residential mix.

Square shopping centre has high vacancy rates and the demolition and redevelopment, as shown, would generally be supported. Whilst the creation of an enhanced public realm between the High Street and New Square is supported in-principle, it would be at the expense of existing and retained retail provision and it is therefore questioned whether this could be better provided through the retained, and potentially remodelled sections, of Queens Square shopping centre, supporting and enhancing the existing retail provision. Without consideration of a route through the retained areas of Queens Square shopping centre, the proposed retail provision would likely lead to a significant deterioration of the immediate area surrounding, comprising the retained elements of Queens Square shopping centre, causing further issues for the town centre. A comprehensive redevelopment of the parcel including consideration of the retained, and potentially remodelled parts of, Queens Square shopping centre must be considered.

<p>West Bromwich does not have a good image, and I know several people who try to avoid shopping there. The market stalls on the High Street in particular are an eyesore, and both Kings Square and Queens Square are very rundown. We have the areas around New Square and Sandwell College which are quite nice and then a terrible area between the two.</p>	<ul style="list-style-type: none"> • We welcome the ambition to create an inclusive community and emphasis on creating more green space. • There is a strong emphasis on cycle and pedestrian routes through the town, but the plan also needs to consider improved access for the less able-bodied. (For example, additional bus or tram stops near the new squares.) New Square has a mobility centre where people can borrow a mobility scooter to get around, so that could be expanded. • No mention of charging points for electric cars or electric (zero-carbon) buses. • Need to actively encourage independent retailers, and businesses, not just rely on big chains with no connection to the area. • What does the master plan mean by "indoor active sports"? Do the leisure facilities include plans for a swimming pool? • Is the intent to include a theatre and performance event spaces, and a Culture Quarter, not an acknowledgement that The Public was to some extent a success. It attracted people to the town who would otherwise not have visited West Bromwich and it encouraged the investment in New Square, which is now the nicest part of the town centre. Whether The Public was cost effective is another matter, but it did lead to improvement in the area around it. • Also need to consider surface materials, such as porous surfaces that will reduce risk of surface water causing flooding. The green space should also consider trees and hedges contribution to preventing flooding and to reducing carbon emissions. 	<p>Poor image, broadly welcomes proposals.</p>
<p>As a church we witness a lot of anti-social behaviour in and around our building, and within the local area to the church. There have been numerous occasions where we have had to report to the town ambassadors and the police. Previously we had problems with drugs/needles in the graveyard area to the rear of our building and as we have youth groups meeting in the rear of the church, they have had to walk past and witness these situations. Sandwell Council assisted by erecting a fence across the graveyard to deter these activities.</p>	<p>If there are any future plans to include our graveyard, to open up this area to the public, it will inevitably create an opportunity for anti-social behaviour and likely damage to our property. This fenced off area is at present a secure area where our youth groups can use for outside activities. As the Church Council we are trustees of the property but do not own the premises. It is owned by the Methodist Church of England whose legal department is in Manchester. We would require full consultation of any future plans and these would all have to go through to our Legal team.</p>	<p>ASB concerns re graveyard</p>
	<p>Improvements bring better communities to the area, clean, tidy & modern facilities are key to a good area we could do with more public toilets</p>	<p>Broadly welcomes proposals, more toilets req</p>

Appendix 2

WM Police Representation

Dear Chris,

Thank you for agreeing to gather the WMP feedback on the West Bromwich Town Centre Masterplan Consultation.

Formal Representations on behalf of Chief Constable of West Midlands Police (WMP). The WMP Design Out Crime Team make representations to ensure safety and security is included in future designs. This means recognising the community need for securing safe environments with crime reduction made a priority. There are principles created by Secured by Design, that guides those involved in designing and shaping the built environment in our communities.

Developers need to demonstrate how proposals address community safety and crime prevention in Design & Access Statements, or other relevant planning application documents. These proposals should promote safety and security across our communities and business sectors.

We seek timely and effective engagement of WMP through WMP's Design Out Crime Officers (DOCO) to ensure effective delivery of projects in our communities. This engagement needs to be sought at the earliest opportunity, especially when the projects are of considerable scale. This allows the views of the DOCO to be captured at the key stages of a project, so to influence crime reduction principles in to designs very early on.

In relation to matters likely to affect crime and the fear of crime. Secured by Design provide guides to designers and developers. By using those guides to influence design, it is proven by research that crime can be significantly reduced. In one piece of recent research, there was 87% reduction in crime across 3000 homes built to Secured by Design standards.

There is also a need to involve the Police in relation to Counter Terrorism matters within designs. Counter Terrorism Security Advisors can give appropriate advice, such as concerning protection from Vehicle-Borne attacks and mitigation and protection in Crowded Places. This can be done through liaison with the DOCO officer involved in any project.

Section 17 of the Crime and Disorder Act 1998 states, 'Without prejudice to any other obligation imposed on it, it shall be the duty of each authority to which this section applies to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can, to prevent crime and disorder in its area'.

The Chief Constable clearly has a statutory duty to secure the maintenance of an efficient and effective police force for its area and, of course, the Council is also statutorily required to consider crime and disorder and community safety in the exercise of its duties with the aim of achieving a reduction in crime.

West Midlands Police, through the DOCO team, would welcome the opportunity to become actively involved in the more detailed development of residential, commercial, retail and leisure developments proposed for the communities of the West Midlands. The purpose of such engagement is to encourage developers to build to 'Secured by Design' standards and to ensure that

issues of crime prevention and designing out crime are taken into account at the earliest opportunity.

To further support this, on the 12th July 2017, a letter from the Chief Planning Officer was published by the Department of Communities and Local Government. This sought to remind local planning authorities of the important role the planning system plays in ensuring appropriate measures are in place in relation to counter-terrorist and crime prevention security. It encourages, where appropriate, pre-application discussions between planning officers and Suitably Qualified Security Specialists, such as Counter Terrorism Security Advisors and Design Out Crime Officers. This is to ensure that authorities and applicants share an understanding right at the beginning of the design process, of the level of risk and the sort of measures available to mitigate the risk in a proportionate and well-designed manner. In addition to the need for reference to be made to the requirements in the NPPF and the PPG, the letter also states that reference should be made to the guidance 'protecting crowded places: design and technical issues'.

I must raise the case for Designing Out Crime to feature in the Sandwell West Bromwich Masterplan. The inclusion of Designing Out Crime measures is vital for safe and secure communities, both now and in the future. So that the lasting legacy of this beneficial development is safe and secure, and the risk of crime and anti-social behaviour is reduced at the earliest stage.

Thank you for the opportunity to comment as part of the consultation, and if there are any questions please get in touch.

Appendix 3 N R Representation

1. Refurbishment of existing buildings- Buildings in Princess Parade- Birmingham Rd.
2. Princess Parade to coincide with New square.
3. Regular cleaning of streets, Market stalls and buildings.
4. Security.
5. More greenery- Shrubs and wild flowers
6. Better quality shop signage.
7. Water features.
8. Litter picking and bubble gum removal.
9. Pigeon deterrent near Dessert shop-CCTV, Signs to fine and bird of prey sounds.
11. Painting of sculptures and Buildings.
12. Entertainment venues- Aquarium, Bowling, Go- Karting, Treetop Golf, Kids Arcade, Parklets, Ice-skating, Zoo and play areas- Princess Parade
13. Homeless people/Beggars moved out of Princess Parade.
14. Clock and Water feature removed or refurbished and colour changed- Near Dessert shop.
15. Small Bistros/cafes with outside seating and canopy.
16. Refurbishment of existing cafe near McDonalds.
17. Comfortable seating.
18. NEW bins for chewing gum, cigarettes etc.
19. NEW bus stops Birmingham Rd and West Bromwich High Street.
20. NEW See-through roofing similar to New Square to let sunshine through above shops-Princess Parade
21. Murals.
22. WIFI access.

23. Overend Street- Entertainment Facility instead of industrial buildings. Eg Aquarium or Bowling alley
24. Car park and road signs maintenance.
25. Carvery with play area.
26. Interactive spaces for children

Thank you

N. R