

Perry Barr 2040 – A Vision for Legacy

Consultation Statement



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PART A – CONTEXT

1.0 Introduction

The development of a masterplan for Perry Barr follows on from £700m+ regeneration investment, partly accelerated by Birmingham 2022 Commonwealth Games. The masterplan seeks to build on the regeneration efforts, capitalising on this significant momentum, to establish a vision and framework to deliver long term improvements in the area and secure a genuine post Games legacy that local people can be proud of.

Perry ‘Barr 2040: A Vision for Legacy’ masterplan has been developed by Birmingham City Council following extensive ‘front loading’ engagement (February to July 2021) and subsequent formal public consultation (15th July to 29th September 2021).

2.0 Purpose of Consultation Statement

This Consultation Statement complies with the Birmingham Statement of Community Involvement (SCI) by providing an overview of the engagement strategy and how it was delivered within challenging Covid 19 restrictions to ensure wide accessibility of information and maximise opportunity for people to provide their feedback.

The report also details what feedback has been received and how points raised have been addressed in the final masterplan. A brief overview of key points raised through consultation feedback can be found below (A5) and in more detail under Part C: PB2040 Feedback.

3.0 Developing the masterplan document (front loading)

3.1 Perry Barr 2040 Masterplan have been subject to detailed and continuous engagement. Prior to the masterplan being drafted, an initial concerted ‘front loading’ phase of engagement was undertaken from February 2021 to gather intelligence, seek views about key priorities, and ‘soft test’ emerging themes and ideas.

3.2 Advisory groups were set up with membership drawn from a range of BCC teams (covering education, housing, planning, public health, transport, parks, leisure, Commonwealth Games and other matters), Transport for West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, Sandwell and West Birmingham Hospitals NHS Trust, Environment Agency and others. Discussions were held with local landowners and businesses, including One Stop Shopping Centre and the Wholesale Markets.

3.3 Targeted stakeholder meetings were also arranged with community groups and organisations including Friends of Alexander Stadium, Perry Park, and Perry Hall Park; allotments representatives; ward forums for Perry Barr and Birchfield, as well as neighbourhood groups; third sector organisations; arts and culture organisations; housing associations and accessibility groups.

3.4 The consolidations of all of these discussions helped shape Perry Barr masterplan consultation document.

4.0 PB2040 Public Consultation Overview

4.1 To build on this early engagement, a formal stage of public consultation was undertaken between 15th July and 29th September 2021. The purpose of this consultation was to seek views on the draft vision, objectives, place principles and projects in order to inform the final masterplan.

4.2 The consultation document was published online and all those on the Planning Policy Consultation Database were notified, along with specific Perry Barr stakeholders. The City Council social media was used to promote the consultation and digital adverts were used within Perry Barr to raise awareness. A

leaflet with details on the consultation was sent to all residents and businesses within the masterplan boundary. Leaflets were also made available through local businesses, religious groups and community organisations. The documents and response questionnaire were available to view in the local libraries.

4.3 The Council's online consultation portal BeHeard was used to capture feedback on the masterplan proposals along with email and written responses. In addition to this method a StoryMaps webpage was created to provide an interactive way for the public to see the proposals spatially and complete a shorter survey.

4.4 Along with the methods to promote the consultation several events were held to provide the public an opportunity to have their say and discuss the proposals with officers. All events were advertised on our website and through social media. The events included:

- Two online public consultation events and a business focussed online event to provide an opportunity for interested parties to hear more about the masterplan proposals and ask any questions.
- Three 'Walk and Talk' officer led discussions around Perry Barr. These provided a Covid-19 secure way for members of the public and partners to hear more about the proposals for specific areas in Perry Barr, ask questions and provide feedback.
- Three consultation stalls at One Stop in Perry Barr where officers answered questions and distributed leaflets encouraging the local community to get involved. Tailored shorter surveys were also provided to capture feedback.

4.5. In order to ensure that the views of young people were reflected in the masterplan, Youth Services were commissioned to undertake tailored engagement with young people in Perry Barr. This work included a survey design by young people and directed to their peers, focus groups, walking tours of the area and photographing Perry Barr from their perspective.

4.6. In addition to the above, engagement continued with the advisory groups, landowners and community groups that were involved in the early stages to ensure their continued involvement in shaping the masterplan proposals and further develop key stakeholder relationships.

4.7. Overall 80 formal responses to the consultation were received, with another 74 responses to the tailored youth survey. An estimate of approximately 120 individuals took part in a consultation event or public meeting, with a further estimated 590 members of the public being spoken to during the consultation Drop-in at One Stop Shopping Centre and via presence at Perry Hall Park's Park Run.

4.8. Further details of the engagement methods and how the consultation has informed the final masterplan can be found in parts B and C of this Consultation Statement.

4.9. Whilst the formal stage of consultation has closed, engagement on Perry Barr 2040 will be continuous. It is proposed to undertake a 'You said, We Did' public event as part of the launch of the masterplan to ensure all those who fed into the masterplan's production can understand how the consultation informed the final document. Community and Youth Panels are proposed to ensure the engagement is meaningful and that the community can influence the detailed projects being delivered in Perry Barr. There was considerable interest from the community in joining the panel, with several individuals registering their details to find out more.

5.0 Feedback Summary – This is summarised in Part B. See Appendix 1 for a more detailed table of representations and Appendix 2 for a summary of discussions held.

PART B - PB2040 PUBLIC CONSULTATION

1. PB2040 Comms, Engagement & Public Consultation Strategy

An engagement strategy was developed in early 2021 to set out how engagement and public consultation would be conducted. The strategy was based on first understanding the wider demographic and local context. This included reviewing key consultations in Perry Barr to identify lessons learnt, inform best approach and ensure alignment with other comms activity anticipated within the area. It covers the following:

	Key section	In brief
1	Aims and Objectives	Sets out reasons for and scope of consultation objectives.
2	Stakeholder targeting	A summary of key stakeholders identified following a stakeholder mapping setting out who we wished to target and how.
3	Key messaging	For consistency, sets out what we wished to convey. Recognises that messaging would be tailored to suit different target audiences.
4	Implementation - Methods of engagement and communications	Sets out an adaptable hybrid approach in light of Covid-19 restrictions, with on/off-line comms and events to reach as many people as possible.
5	Timescales & phasing	Proposes engagement phasing from pre consultation 'frontloading' engagement through to public consultation programme.
5	Evaluation	Sets out how we would measure the campaign and feedback received.

The consultation approach is summarised in **Appendix 3** (Authority to Consult, which formed part of the Members Report seeking permission to consult).

The timing was further reviewed in response to Covid-19, resulting in the formal consultation period extending from 8 to 12 weeks from 15th July to 29th September. This not only allowed for additional in person events at the latter end of consultation, but also enabled the Youth Services team to mobilise to deliver a complementary Youth Engagement programme to seek the views of young residents.

Additionally, a 'Call to Action' Communications Plan was further implemented towards the end of the consultation period to encourage feedback. This is detailed further under (7) 'Monitoring', and in **Appendix 4**.

2. Promotion & Publicity

Branding – All materials were primarily branded with the Perry Barr Regen icon to make them recognisable and provide a common thread. Additionally, to make links with the city's wider regeneration plans, 'Our Future City Plan' logo was also reflected on key documents.



**PERRY BARR 2040:
A VISION FOR LEGACY
PUBLIC CONSULTATION
NOW OPEN!**

What is it?
The 'Perry Barr 2040: A Vision for Legacy' is a consultation document that sets out initial ideas around how Perry Barr should evolve over the next 20 years.

Your views are important to us as they will help to shape the final Perry Barr 2040 masterplan (expected in the autumn) and feed into the Perry Barr 2040 Delivery Plan.

When's the consultation?
The consultation runs from 15 July to 29 September.

Why is it important?
It's the first step towards agreeing a regeneration framework for Perry Barr and builds on the Commonwealth Games as a catalyst for change, to secure a legacy for all. It sets out:

- **A Vision** to unite stakeholders
- **Clear Objectives** that identify the themes that are key to the area's transformation
- **Place Principles** to deliver the vision for the future, focused on five themes: Living and Working; Renewing and Repurposing; Connecting Green Spaces and Places; Promoting Healthy Communities, and Delivering a Thriving Centre
- **Five Focus Areas** in Perry Barr that have greatest potential to deliver change. These are: Perry Park, Perry Hall Park, Perry Barr Village, Perry Barr Urban Centre and Walsall Road Corridor

How do I get involved in shaping the future of Perry Barr?

- **Go online:** Head to birmingham.gov.uk/PerryBar2040 for 'Perry Barr 2040: A Vision for Legacy' masterplan proposals, an interactive map and to respond via our PB2040 online survey
- **Join our online and "Walk & Talk" events:** Visit birmingham.gov.uk/perrybar2040
- **Go to your Library:** Review our consultation document at either Birchfield, Perry Common or Tower Hill Libraries. (Please check online for up-to-date opening times and Covid-19 safety procedures at birmingham.gov.uk/libraries)
- **Write to us:** Email perrybar2040@birmingham.gov.uk or post to: Perry Barr 2040, North West Planning and Development Team, PO Box 28, Birmingham B1 1TU.

If you require any further information, please contact us at perrybar2040@birmingham.gov.uk or on 0121 464 9857.

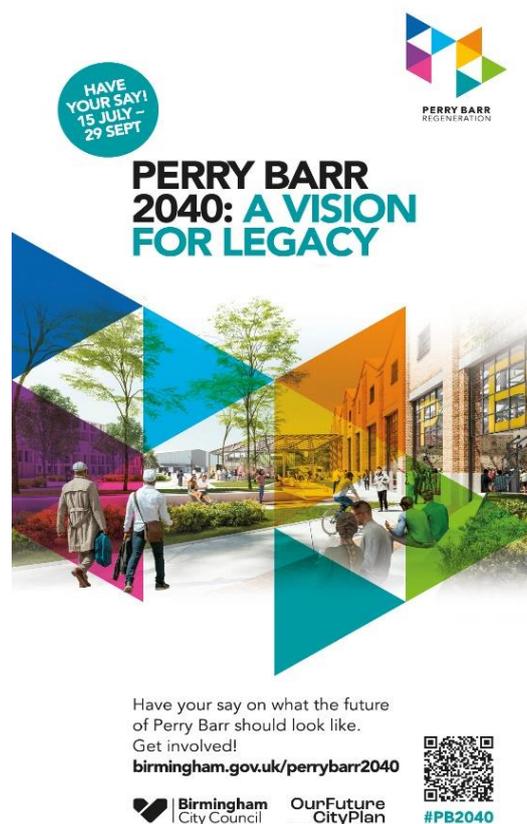
HAVE YOUR SAY!

Birmingham City Council

Above: PB2040 leaflet

Consultation Materials - A set of primary consultation and promotional materials were produced to inform people about the masterplan, including:

- ‘Perry Barr 2040: A Vision for Legacy’ consultation document
- FAQs
- PB2040 Presentation slide deck
- Recorded PB2040 Presentation available online
- Two-sided leaflet
- Roadside Digital Advert on key routes
- Event display ‘pull ups’

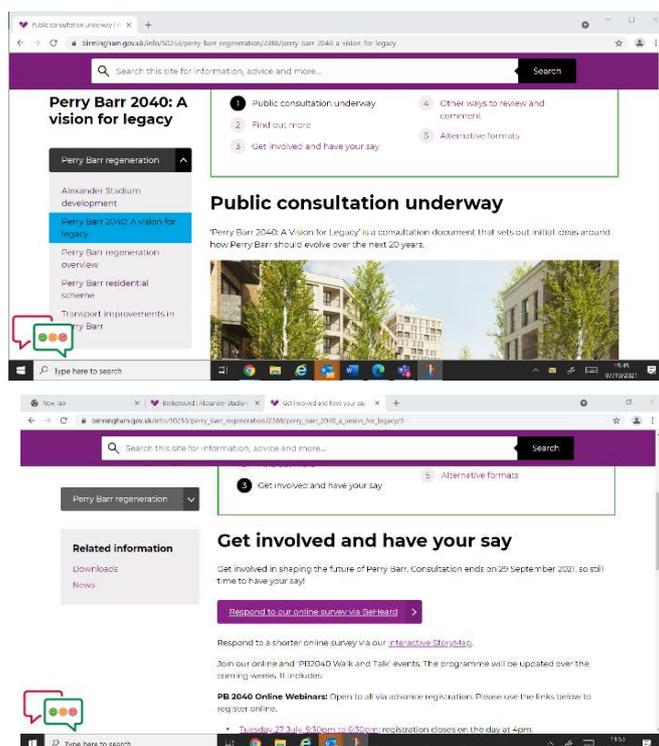


Above: Roadside digital advert and (right) poster

3. On-line

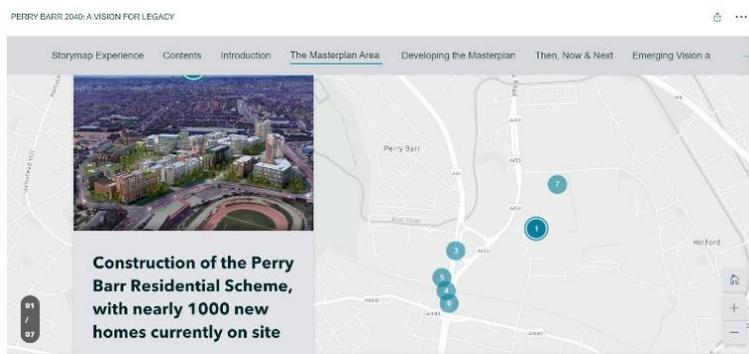
To maximise access to information, as well as increase visibility, for PB2040’s public consultation a multi-channel approach was taken, providing different ways to inform and capture feedback, including:

- BCC’s **BeHeard Consultation platform** serving as primary means by which people could feedback via a on online survey.
- New **PB2040 landing page** set within BCC’s website’s Perry Barr Regeneration section with an accessible downloadable ‘Perry Barr 2040: A vision for Legacy’ document, details of how to feedback, signposting to BeHeard and information about consultation events programme.



Above: PB2040 masterplan website pages

- **StoryMaps** - a map-led consultation platform was also developed and embedded within the newly created PB2040 landing page to provide a much more visual alternative to 'Perry Barr 2040: A vision for Legacy'. This offered a slightly abridged version of the BeHeard online survey.



Above: StoryMaps

- **PB2040 email** consultation inbox.

4. Accessibility

Ensuring accessibility of information to all was one of the primary objectives of the consultation. To this end, and in line with SCI requirements, as well as having e-reader and accessibility compliant documents online, hard copies of the consultation documents and survey questionnaires were made available in three local Libraries. Hard copies of documents were also made available on request, with printed versions of survey questionnaires returnable by post.

All communications and engagement activity aimed to provide a choice of platforms and channels to ensure reach to all members of the community. The PB2040 Consultation Equalities Assessment (EA) which forms part of the final Masterplan supporting documents provides an additional analysis.

5. Communications activity

To promote and raise awareness about the public consultation, a wide-ranging communications campaign was deployed, the focus of which was to drive interest to online platforms, comprised of the following elements:

Comms	In brief	Primary targets
Launch & media briefing	VIP launch 9 th July 2021 headed by the Leader to unveil Perry Barr 2040: A vision for Legacy prior to formal start of consultation from 15 th July.	Key stakeholders and wider public.
Press releases	<i>Unveiling</i> Press release 1 (Appendix 5) issued via local media and construction press; followed by <i>Consultation</i> press release 2 via local media.	ALL
Social media schedule	#PB2040 promoted consistently via 86 posts throughout consultation period to raise awareness of schedule of events, drive interest to online platforms and encourage feedback.	ALL
Flier drop	Over 3,000 fliers distributed across Perry Barr masterplan area.	Local residents and businesses
PB2040 Emailers	PB2040 Inbox Emailers issued to a database of key stakeholders (Appendix 6) from the outset with clear messaging to keep contacts well informed. Sustained communications then delivered throughout consultation to nurture relationships. A total of 8 e-mailers sent, including one targeting 46 local businesses.	160 key stakeholders identified, including those already engaged and emerging contacts wishing to be kept updated. Additionally: 46 local business

	Additionally, an emailer targeting all Perry Barr Head Teachers was issued via BCC's Education comms.	42 Perry Barr Schools
Planning Database letter	Letter issued at the outset as well as an additional reminder prior to consultation close to inform wider interest contacts about PB2040 with messaging consistent with other comms.	Over 700 stakeholders with interest in regeneration and planning.
Briefings programme	A programme of key briefings was undertaken prior to formal start of consultation.	Ward members, MP, partners and other primary stakeholders identified.
Launch of online assets	BeHeard, BCC Perry Barr website landing page launched on 15 th July; followed by StoryMaps platform on 23 rd July.	ALL
Roadside digital Adverts	Live digital campaign run over an 8-week period (2 nd August to 27 th September) in 4 locations along key arterial routes. It consisted of 10 second adverts once a minute (one in six).	Local residents and visitors

Press release issued:



Perry Barr 2040 Masterplan outlines ambitious future vision for area over next two decades

Embargoed for use until: 10am on Friday 9 July 2021

A draft Masterplan outlining an ambitious vision for how to further improve Perry Barr over the next two decades has been published today (July 9).

The Perry Barr 2040 Masterplan looks to maximise the opportunities presented by the existing qualities of the area, the current £700million+ package of major projects being delivered in the district and Birmingham's status as Proud Host City for the 2022 Commonwealth Games.

In reaching this point, the council has already engaged widely with stakeholders and local community groups in order to ensure plans for the future reflect the needs of existing local citizens as well as providing opportunities for new residents.

Guided by the key principles of inclusive and sustainable growth, the draft Masterplan will:

- Provide an attractive choice of places to live, work and visit by supporting the area's successful existing uses and introducing new homes and activity including strengthening the town centre;
- Embrace the scale of opportunity to deliver ambitious change which reflects the area's role at the heart of the Birmingham 2022 Commonwealth Games and realises long-term benefits for all;
- Prioritise parks, waterways, allotments, and public spaces to create a joined-up green network which support wellbeing and access to nature;
- Celebrate the area's cultural, sporting, and historic identity and provide the conditions for this to continue to thrive;
- Help Perry Barr become the best-connected suburb in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors;
- Contribute to Birmingham being carbon neutral by 2030.

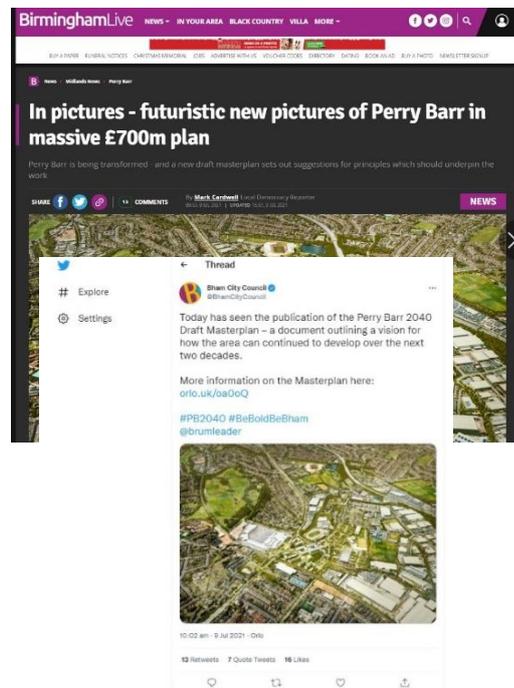


Above: Launch of 'PB2040: A vision for Legacy' with Leader Cllr Ian Ward.

6. Communications Outcomes

Overall, the comms campaign generated high levels of reach:

Media coverage	35 [97% positive/neutral sentiment] articles across local, regional and trade media with a reach of just over 5.2 million people.
Social media	85 posts with a cumulative reach of 4.6m potential views.
Roadside Digi advert	The 8-week campaign's number of impacts was estimated at 1,059,628.



Online activity analytics:

- Website - 3,730 total page views
- StoryMaps – 806 total views

Above: Birmingham Mail coverage and example social media post

7. Consultation Programme

The PB2040 Engagement & Consultation programme was devised to provide as much opportunity as possible for people to find out about the masterplan and provide feedback. The formal programme included nine promoted events:

- Three online webinar presentations, with one specifically targeting the business community
- Three Perry Barr 'Wall & Talk' tours
- Three Drop-ins held at the One Stop Shopping Centre



Above: (Left) Walk & Talk event and (right) Drop-in session at the One Stop Shopping Centre

Easy booking via Eventbrite was set up and accessible through BCC's PB2040 landing page. Events were actively promoted via sustained social media posts and emailers to stakeholders to cascade through wider networks.

Additionally, the business-targeted online event was further promoted to the business community with support from GBSLEP and Chamber of Commerce e-Newsletter and social media.

Alongside the formal consultation events programme, ongoing specific discussions with key stakeholders and interest groups continued, as did briefings with local ward members. Two further Advisory Panel sessions were also held to build on discussions held prior to formal consultation.

Overall, a mix of 22 on and offline consultation discussions were held to cater for a wide breadth of stakeholders resulting in over 700 contacts being made with varying degrees of engagement. The PB2040 Feedback section below and Appendix 2 set out how the feedback from these conversations have fed into the masterplan.

8. Monitoring

Communications activity and engagement responses were monitored throughout the consultation period to gauge levels of feedback responses received and identify what more could be done to drive interest.

Whilst communications achieved extensive reach, by mid-August it was recognised that the awareness raised wasn't readily converting to people completing online feedback surveys.

In response, a concerted second wave of 'call to action' communications and engagement activity was planned and implemented from mid-September to create a buzz and increase visibility, targeting local communities in particular.

As well as delivering three consultation Drop-in events, which were held-off the consultation programme due to Covid-19 restrictions, communications activity included contacting all Perry Barr schools, increasing social media posts and printing 1,000 more slightly tweaked fliers for local distribution. Additionally, an hour-long drive-time interview on local community Ambur Radio station helped further expand interest and garner feedback from seldom heard communities.

This push led to a significant increase in contact with local people, enabling interaction with over 500 people interacting with officers at the Drop-ins. Through these, awareness about the PB2040 Community Panel was also generated, with 14 people registering interest in this alone.

The final 'call to action' communications approach is summarised in Appendix 4.

9. Capturing feedback

Feedback responses on PB2040 masterplan received were as follows:

BeHeard survey (Appendix 7)	47
StoryMaps survey (Appendix 8)	3
PB2040 Inbox representations	22
Perry Barr Libraries questionnaires	4
Drop-in questionnaires (Appendix 9)	4
TOTAL	80

Whilst the total number of formal feedback surveys completed were lower than expected, the representations received are informative and wide ranging. A simpler, more succinct version of the PB2040 questionnaire was made available at the Drop-in sessions to facilitate on-spot feedback on key elements from people who had not had chance to view the PB2040 consultation document. Importantly, in addition to formal feedback responses received, a significant level of feedback has also been captured via sustained and repeated discussions held with key stakeholders. Many of those who have been actively engaged are known not to have submitted formal responses in the belief that their views had already been considered during PB2040 discussions.

For this reason, this statement not only sets out consultation responses received formally via the surveys, but drills into issues raised through targeted discussions, consultation events held and advisory panel contributions.

Representations made through the completion of survey forms came from a broad range of individuals and organisations, with a demographic profile of respondents provided in the Equalities Assessment that accompanies the masterplan.

All representations have been carefully reviewed and in varying degrees have contributed to the advancement of the masterplan. This is detailed below under PB2040 Feedback.

10. Youth Engagement programme

A Youth Engagement programme overseen by BCC Youth Services was also commissioned to complement and run alongside the PB2040 public consultation. This was to ensure that young people's views were specifically captured at the outset, with a PB2040 Youth Panel set up to ensure ongoing participation and commitment.

Activity included:

- **Youth Survey** – devised and delivered by young people with 74 responses received.
- **Vox Pops** – Over 50 pupils from Eden Boys School and the newly opened Prince Albert School invited to have a say about Perry Barr on video.
- **Urban Explorers** – A photo-led walk through Perry Barr enabling a group of young people to make their own observations and feedback on how the area could improve. This includes commentary on parks areas and the urban centre.



Above: Young residents explore local amenities

- **Food for thought** – Cross-generational links were also made through the context of 'places to eat', with young people asking older people what their thoughts were.

A summary of key feedback is set out under PB2040 Feedback section below.

PART C – PB2040 FEEDBACK

1. Representations received and how they informed the masterplan

Overall, feedback received via 80 survey forms completed shows there was strong support for PB2040 masterplan.

Many of the responses were positive about the masterplan and agreed this was the right approach to provide a strategy that supports the transformation of Perry Barr. The projects and initiatives identified in the masterplan were well-received with many respondees suggesting additions rather than disagreeing with the priorities. There were several suggestions for alterations and additions to the masterplan, with the main points as follows:

Vision and Objectives:

- Additions have been made to the vision to strengthen the wording around sustainability.
- The objectives have been updated to better cover the need to protect and enhance the historic and natural environment, including reference to climate change resilience in response to several representations.
- Following request from Sport England additions have been made to the vision and objectives to better reflect sport and activity
- Additions to the objectives have also been made to cover creating a safe environment to reflect concerns raised.
- There were several suggestions for additions to the timetable in the context section of the document which have been implemented where appropriate

Place Principles

- Several additions to the Place Principles have been made in response to requests to cover safety, community cohesion and celebrating the character of Perry Barr.
- Additions have also been made to provide further details on how the masterplan will play a role in achieving route to zero and tackling climate change
- There were also requests for the masterplan boundary to be extended to cover Handsworth and Birchfield along with including more details on wider connections to Sandwell and Walsall. The masterplan boundary has not been amended as there is a need to focus on the area of substantial change and produce a focussed masterplan that will transform Perry Barr.

Perry Park

- Following the representations, several additional projects and further details have been added including a café, environmental improvements to the reservoir, references to art and culture, enhancements to St John's church and support for general improvements to sporting facilities. The Canal project has also been updated to refer to the buildings on the Canal owned by the Canal and River Trust in recognition of the role these could play in activating the community and the canal side location.
- There were some concerns expressed over the level of enhancements proposed to the park and how this will impact on the amount of green and natural space. This has been addressed through strengthening references to improvements to the natural environment throughout the park.

Perry Barr Village

- There were several requests for housing to meet the needs of the community and for multigenerational housing which have been addressed through revised text in the masterplan.
- There was support for retaining the Bus Depot including several suggested uses which have been picked up in the further details added around this project
- Requests were made for some provision of shops and services to meet the community's needs and this has been reflected in a project around providing facilities that meet needs in the village.
- Concerns were raised around the impact of the new housing on the road network, parking and congestion. This will be addressed through increased accessibility via walking and cycling and the improved public transport offer.

Perry Barr Urban Centre

- One Stop made detailed representations supporting the vision overall but requesting more details in the document on parking, the role One Stop plays as a shopping destination and delivery. They also requested that the document makes it clear that the proposals are flexible and the diagrams illustrative so it's clear that the changes may come forward differently and that this is a long-term project. These points have been addressed where appropriate.

- There were some general concerns around safety in the urban centre which have been reflected in the wording around creating safe places.
- There were requests for community facilities, library services and youth provision – all of which have been addressed through a project that looks to bring such uses together into a hub.
- The ideas around diversifying the urban centre and making better connections to Perry Hall Park were well supported.
- There were requests for improvements to Regina Drive which have been addressed through further wording in the masterplan.

Perry Hall Park

- Some concerns were raised about the overdevelopment of the park and the loss of the country park character. The masterplan is very clear that the character of the park is to be retained and enhanced, and the level of improvements proposed are in keeping with the character of the park.
- There was support for enhancements in facilities such as a café / visitor centre, improved play and gym equipment, historic and natural environment information and a wider variety of formal and informal sport provision. Further details have been added to the masterplan around the proposals and a detail plan will be developed to deliver these improvements.
- There was also a large amount of support for improvements to the pathways for pedestrians, runners and cyclists. There was also request for improvements to the entrances and to signage. This has been further reflected in the masterplan.
- There was general support for improvements to landscaping along with a request to recognise that the park is already diverse in its habitat, but that maintenance and funding is needed to retain this. This issue has been referenced in the masterplan and will be addressed through the detailed plans for the park's improvements.
- There were concerns raised on safety and littering along with requests for wardens. The masterplan proposed several improvements that will increase activity and create a safer environment for all.
- There was a high level of support for the improvements to the entrance near One Stop.
- There was support but also concerns raised around the proposed new links across the railway line. The project remains in the masterplan, but it is recognised that the details around this project will need to consider further any concerns of residents and issues around safety.

Walsall Road and River Tame

- Objections were raised around the overall approach to the highway, demolition of the flyover and introduction of Sprint. The masterplan reflects improvements already being implemented and as such no changes have been made in response to these points. There is reference in the masterplan to monitor air quality along the corridor in recognition of the need to address this challenge.
- There were several requests for a safer pedestrian environment and improved linkages. The masterplan includes proposals that will improve the pedestrian experience and the document has been updated to make specific references to safety.
- There was general support for the improvements to the River network and agreement that this will improve the accessibility of Perry Barr and its attractiveness as somewhere to live.
- The Environment Agency and the Lead Local Flood Authority made detailed comments in support of the masterplan but requesting more detail on floodrisk and the management of the river. This has been further addressed in the masterplan but also through a commitment to a water management study.
- Transport for West Midlands made detail comments in support of the masterplan but also questioned the level of detail around the wider connections, bus operations and highways. These points will be addressed through an area-wide transport delivery plan.

Area Wide Projects

- Additional suggestions included more detail on design, an area wide approach to car parking, and more details on how the masterplan will contribute to Route to Zero all of which have been addressed in the masterplan.
- In response to the question about what area wide project people felt would make the most difference the top three answers were a cultural strategy, housing delivery strategy and the project that looks to retrofit homes and businesses.

2. Advisory Panels and other discussions

As well as formal representations submitted, feedback from discussions held during the consultation period have also been taken into account. Whilst these conversations largely reflect feedback formally received, they have enabled additional refinements to be made, as have points raised through a range of ongoing 'business as usual' discussions with key stakeholders. See **Appendix 2** for a summary of key discussions held via consultation events and meetings, and how these have informed the masterplan.

3. Petitions

In addition, the following two petitions were received and have fed into the masterplan:

	Petition	Lead	Signatories	Detail	BCC response
1	Petition 2351 - Regina Drive. 14/09/21	Cllr Hunt and Jan	69	This request is to adopt Regina Drive as part of the masterplan to help tackle fly-tipping, for resurfacing and providing lighting and safe access to Perry Hall Park for cyclists and pedestrians.	The Masterplan supports the opening up of the route along Regina Drive to create an attractive environment as part of the circular route or 'green loop' opportunity. Options for how this is best achieved are being explored, and will involve working with local residents, landowners, and businesses.
2	Petition 2374 Former bus depot on Wellhead lane. 14/09/21	Cllr Jan	26	This request is for the retention of the Bus Depot for longer term community uses.	The reuse of the Bus Garage is identified as a key placemaking project in the Masterplan; it's long term operation is envisaged as part of the future of Perry Barr and the Phase 2 scheme which previously included the demolition of the Bus Garage is being revised to provide for its retention. A detailed feasibility study including business plan and operational model will be developed and the success of the facility monitored to ensure its long-term sustainability.

4. Youth Engagement – Feedback Overview

The following outlines key issues raised through the engagement activity undertaken during the public consultation period, as presented in a final PB2040 Youth Engagement report:

4.1 Youth Survey

The Youth Survey's 74 responses highlighted:

- Priorities for the development of Perry Barr (Survey Q5) as:
 - Creating a community that feels safe
 - Enhancement of activities available to young people
 - Affordable Homes
 - Infrastructure that supports a cleaner environment

- Perception of visitors (Survey Q8): Negative were words mainly used to describe Perry Barr, such as unclean, drab, violence, whilst some highlighted the One Stop Shopping centre as a key draw. This suggests ample room for improvement.

- Ten themes emerged in terms of what they think would improve the look and feel of the area (Question 10):

	Theme	Comments focus	How informed / supported MP
a	Art and Culture	Reflecting culture through artwork and architecture.	Reference to an area wide approach to activity, culture and arts has been included in the masterplan.
b	Local Business	Help small businesses renovate to fit with the new Perry Barr; inject financial aid into local businesses Support local independent businesses.	Reference to local economic development and capturing social value has been included in the masterplan which reflects this theme
c	Cleaner Greener	Making the place look cleaner, more modern and exciting; introduce Biodiversity; cleaner more welcoming parks; more green areas, trees and parks; less air pollution with a better bus station and stops.	Points raised are reflected in the masterplan
d	Restaurants, shops, local attractions	Ensure new restaurants are built to attract local and outside interest into the area, more bins to take away the rubbish to improve littering, More shops, more cafes and bookstores.	Discussions with the One Stop are ongoing, with the objective of enhancing and diversifying the centre and making access through to Perry Hall Park better. Many of the suggestions made are picked up though the masterplan projects.
e	Things to do places to go	Build new youth clubs so the young people have something constructive to do. More football stadiums and art Museums, Accessible/affordable Leisure and sport facilities.	Community Hub, better sports and other facilities in parks picked up in masterplan.

f	Traffic	Improve traffic issues with a better traffic system, Eco friendly bike lanes, more cycling routes.	Current improvements will address most of the issues raised with the masterplan making further improvements to connectivity to encourage walking and cycling east to west especially.
g	Homes and housing	Improve housing quality and quantity, Bigger houses that are cheaper price for people to buy houses.	Phase 2 of Perry Barr Residential scheme partly addresses this in medium term and masterplan will ensure appropriate, well designed supply of housing, including affordable.
h	Safety	More police on patrol, officers for safety less gang affiliated crimes and to Stop crime	Safety is a common theme drawn from all feedback and is reflected in proposals within the masterplan.
i	Buildings	Suggested clearing of unused/poor buildings to make way for something more interesting. Ensure access for disabled.	Some of the poorer buildings have already been demolished as part of current regeneration. Accessibility is a key part of the masterplan and future homes will be expected to meet good design criteria.
j	Feeling	Bright inviting its looks more pleasant to see, Fill the place with more colour so it's more exciting and not glum. Add a lot of new facilities to it like a free aquarium.	A activity, arts and culture work programme will support creation of a more vibrant place and look at enhancing and capitalising on historic assets. Plans for urban centre will see the area brighten up and connect to the old Bus Depot, which is being retained for community uses making Perry Barr more inviting.

- Suggestions for Perry Barr Village area (Question 12): these propose a wide and mixed range of uses covering creation of more homes for all, accommodating local businesses, having space to relaxation and entertainment with more facilities for young people. Another schools and hospital were also mentioned.

4.2 PB2040 VoxBox

Similarly, recurring themes and thoughts came through majoring on creating a greener, cleaner, brighter, safer place that has more facilities, all easier to reach via good transport and better bike/scooter links. The VoxBox again highlight the One Stop repeatedly as a key feature with potential.

4.3 Urban Explorers

This highlights more specifically what's positive about the parks and urban centre and how it might change. A number of suggestions were made for the parks, including:

Perry Park

- Toilet facilities
- Gym area in grassed area opposite skate park
- More lighting – one of the key issued raised as a way of making parks safer
- Zip Wire – thought to be a good addition as suits all ages

- Bigger car park

Perry Hall Park – based on discussions with users of park:

- Update Basketball Court
- Cost of hiring park for club use is expensive
- E-Scooters/E-Bikes would be useful since the park is large

Overall, comments made reflect the feedback received from older members of the community and conclude with a list of their concerns and considerations to be taken into account and discussed further.

A key recommendation, which is also one of the primary engagement objectives, is to establish a Perry Barr Youth Panel to maintain meaningful dialogue and enable young people to actively participate in shaping the future of Perry Barr. The process has begun though the PB2040 Youth Engagement work with a Youth Panel already in place ready to be further developed.

PART D – CONCLUSION

1. Representations

Overall, the response to PB2040: A Vision for Legacy has been positive with a wide range of comments and suggestions made which have been carefully considered and have positively supported the advancement of the masterplan.

2. Response - key changes

The key points raised and our response is summarised as follows:

Focus Areas - top 3 projects picked as priority

- Parks
- Enhancing road network
- Deliver better connectivity via walking, cycling & public transport

Vision & Objectives additions

- Better reflection of sport & activity (Sport England)
- Protect / enhance historic & natural environment, to include reference to climate change resilience (multiple representations)
- Creating a safer environment (addresses concerns raised)

Place Principles - Additions include:

- Safety, community cohesion & celebrating PB character (responds to requests)
- More details about role of PB2040 in reaching Route to Zero

Perry Park – Additions include:

- Several projects, as well as details about a café, St John's Church community facilities enhancements, along with improvements to reservoir's environment and general sports facilities.

Perry Barr Village

- Bus Depot retention supported; potential uses picked up
- Request for housing to meet local need – strengthened in the masterplan
- Concern re impact of new homes on roads – being addressed

Perry Barr Urban Centre

- One Stop made a detailed representation supporting the vision overall and requesting some additional detailing, including highlighting the centre's role in creating a shopping destination.
- Concerns re safety addressed in under 'creating safe places'
- Requests for community facilities – addressed through a community hub project
- Improvements to Regina Drive – addressed through additional wording

Perry Hall Park

- Masterplan to outline need to protect character of park
- Enhancements proposed, such as a café/visitor centre, better play area/Gym equipment and informal sporting facilities (Eg MUGA area for Basketball or exercise trail), supported
- Improvements to access via One Stop supported
- Access links via railway line raised as concern

Walsall Road / River Tame

- Several requests for safer pedestrian environment – masterplan updated
- River Tame improvement supported – detailed comments also from EA and Local Flood Authority
- Supported by TfWM – suggestions for more details about wider connections, now addressed

Area wide Projects

- Additional suggestions made, which have been addressed in the masterplan, includes more on design, car parking approach and how PB2040 contributes to Route to Zero.
- Top 3 projects selected as making most difference, were: Cultural Strategy; Housing Delivery Strategy and Retrofitting project.

A table setting out all formal representations can be found in **Appendix 1**. Additionally, a summary of key discussions held during consultation is set out in **Appendix 2**. These show responses to representations and how these have supported the final masterplan.

3. Next steps

Whilst the formal stage of consultation has closed, engagement on Perry Barr 2040 will be continuous. It is proposed to undertake a 'You said, We Did' phase following the public unveiling of the final masterplan to ensure all those who fed into the masterplan's production can understand how the consultation informed the final document.

It is proposed that Community and Youth Panels are set up to ensure the engagement is meaningful and ongoing so that the community can influence the detailed projects being delivered in Perry Barr. As considerable interest has been shown from the community in joining such panel, with several individuals already registering to find out more, this will be a key focus of the next phase of engagement.

Appendix 1: Overview of Representations

This table captures the feedback received during the formal consultation period via BeHeard, emails, letters and Storymaps.

Introduction and Context

Consultee	Representation Summary	Response	Changes to PB2040
Three individuals and Birchfield Harriers	Suggest adding the railway station and other public transport infrastructure to the timeline	Welcome suggestion	The timeline has since been removed from the masterplan and is now included in the Background Document that has been published in support of the masterplan. Details on the railway station have been added to this timeline.
Birchfield Harriers, Birmingham Speedway Club and three individuals	Suggest addition to the timeline of the original Alexander Stadium which is now the Greyhound Track and details of sporting records that were broken in Perry Barr. Also suggest a reference to Aston Villa games being played in Perry Barr and the use of the track by Birmingham Speedway.	Welcome suggestions, some elements are too detailed but where appropriate additions to the timeline have been made.	The timeline has since been removed from the masterplan and is now included in the Background Document that has been published in support of the masterplan. Details on the stadium has been added to this timeline.
Three Individuals	Suggest addition of details around Perry Hall are added to the timeline	Welcome suggestion, however, as Perry Hall history is covered elsewhere in the masterplan it has not been added to timeline.	No changes required.
Five individuals	Suggest addition of Birmingham Carnival and other events are added to the timeline.	Suggestion noted, due to a limit in the amount of space on the timeline other more prominent events have been prioritised.	No changes required
Four individuals	Suggest reference is included to the University locating in, and then leaving Perry Barr	Welcome suggestion, the development of a college campus at Perry Barr has been included in the timeline.	The timeline has since been removed from the masterplan and is now included in the

			Background Document that has been published in support of the masterplan. Details on the university have been added to this timeline
Individual	Suggest the inclusion of the opening of the Kynoch Works, which later became international headquarters to IMI plc.	Suggestion noted, due to a limit in the amount of space on the timeline other more prominent events have been prioritised.	No changes required
Individual	Suggest reference to the allotments and the allotment cat	Suggestion noted, due to a limit in the amount of space on the timeline other more prominent events have been prioritised.	No changes required
Council for British Archaeology, West Midlands	Suggest inclusion of the earlier history of Perry Barr, including: the Roman Ryknield Street; a Roman pottery kiln; Perry Hall medieval moated manor house; watermills.	Welcome suggestion however it is not considered practical to have the timeline cover such a large amount of time.	No changes required
Individual	Suggest inclusion of the opening of the new railway station	Welcome suggestion. This has already been captured in the Existing Projects page and opening dates have been added.	No changes required
Two Individuals	Suggest One Stop is recognised as key feature and included on the timeline	Welcome suggestion. The development of One Stop has been added to the timeline.	The timeline has since been removed from the masterplan and is now included in the Background Document that has been published in support of the masterplan. Details on One Stop have been added to this timeline
Individual	Suggest Birchfield Library with the original location on Birchfield Road is recognised	Suggestion noted. As the library is now outside the plan area this is not considered relevant to this section of the masterplan.	No changes required

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Canal and River Trust	Suggest adding that the Tame Valley Canal was opened in 1844. The canal should be a celebrated feature within the Masterplan area which contributes positively to the character and the historical growth of the area.	Welcome suggestion. The canal is celebrated throughout the document and as such has not been added to the timeline.	No changes required
Severn Trent	No specific comments to make, however, please keep us informed as your plans develop and when appropriate we will be able to offer more detailed comments and advice.	Comments noted	No changes required
3Bs Neighbourhood Planning Forum	The Masterplan’s reference to the Neighbourhood Plan and its use of ideas from the Plan is very welcome. Where it differs from the 3Bs Plan is the focus on southern Perry Barr while the 3Bs area is centred on Tower Hill. It would be helpful if the Masterplan could acknowledge this and place Tower Hill on its northern fringe. It should also be more explicit when it uses the 3Bs Plan as a source.	Support welcome. While Tower Hill is not within the masterplan area, it is anticipated that many areas surrounding Perry Barr will benefit from the changes to be delivered as part of the Perry Barr 2040 Programme. The masterplan also references the opportunities to collaborate with the 3Bs Neighbourhood Forum when delivering the Perry Barr 2040 Programme.	No changes required.
Birmingham Lead Local Flood Risk Authority / Flood Risk & Drainage Team (Birmingham LLFAS)	Suggest reference is made to the fact that during the 1980s the River Tame was re-routed to its current position and canalised to help to create a larger development footprint for the One Stop Shopping Centre. Also the construction of the Perry Barr and Witton flood defence scheme (operational since 2021) will significantly reduce flood risk from the River Tame to the community of Perry Barr. In the coming year the Environment Agency’s flood map will be revised to show the areas specifically benefiting from this scheme and making regeneration in the area easier.	Comments noted. The creation of One Stop is included in the timeline but the additional information on the River Tame is considered too much detail for the document. The comments about the flood defence scheme are useful and the masterplan has been developed in light of these recent improvements.	No changes required.

Vision

Consultee	Representation Summary	Response	Changes to PB2040
29 respondees on BeHeard	Agree with the vision	Welcome support	No changes required
14 respondees on BeHeard	Do not agree with the vision	Noted	No changes required
Individual	Do not support the vision or current changes being delivered in Perry Barr.	Comments noted	No changes required
Individual	Do not support the vision, objectives or place principles and feels the games has widened deprivation in the wider community	Comments noted. Addressing deprivation is a crucial priority for the City Council. The masterplan will support tackling deprivation through the provision of homes and jobs in a high-quality environment, meeting the needs of existing and new communities in an area that has suffered from deprivation.	No changes required
Two Individuals	Do not support the vision as the masterplan is anti-car and unrealistic in its approach towards public transport and cycling take up	Comments noted. National and Local Policy is clear that pedestrians, cyclists and public transport should be the priority when planning for places. Delivering the infrastructure that makes alternatives to private car use a desirable choice is a fundamental element to all Council strategies and the masterplan reflects this adopted policy approach.	No changes required
Two Individuals	Do not support the vision, the Council should focus on fixing the roads and picking up the rubbish	Comments noted. The masterplan provides a long-term solution to the road network and through increased investment and pride in the area the issue of rubbish in the streets should be addressed in a more sustainable way then increased rubbish collection.	No changes required.

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Individual	Do not support the vision or the city hosting the games due to the cost	Comments noted. The long-term benefits of hosting the games have been well evidenced in the public domain through the Council's decision-making processes.	No changes required.
Individual	Do not support the vision and disagree with the approach taken towards enhancing the Alexander Stadium as it will create noise, nuisance, parking problems and general discomfort for the residents. Suggest the stadium should have been built on the NEC site where there is easy motorway access and plenty of parking space	Comments noted. The Stadium was already well established with a strong sporting history. By enhancing this facility, the local community and this area of Birmingham benefit from further investment and access too sporting events. The impact on resident's amenity has been assessed through the planning application process and the Council will work with the Organising Committee and residents to limit disruption during the games.	No changes required
Individual	Do not support the vision. The principles should be to develop a diverse area, a place where communities come together in a healthier, safer and more sustainable environment.	Comments noted. Welcome the suggestion and agree these are important parts of the vision. The vision includes references to sustainable and healthy communities. The other elements are picked up through the objectives.	No changes required
Sport England	Recommends the vision is amended to include reference to "play" i.e. ..."to become a place where people choose to live, work, play and visit..."	Welcome suggestion	The vision has been amended as suggested.
Council for British Archaeology, West Midlands	Vision should include the wording from earlier in the document, that proposals for Perry Barr will reflect and enhance the character of the area	Welcome suggestion however, it is considered that the reference earlier in the document and the changes made to the objectives following this consultees representation are enough.	No changes required

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Two Individuals	The vision, objectives and place principles should make more reference to youth provision	Welcome suggestion however, it is considered that this would be too detailed. Details on youth provision have been included throughout the masterplan where appropriate.	No changes required to the vision but additions have been added throughout the document were appropriate. There are also proposals to have a Youth Board to ensure young people's views are taken into consideration throughout the schemes in Perry Barr.
Individual	Support the vision but it should also focus on inclusiveness and accessibility.	Welcome suggestion however, it is considered that the healthy communities' element of the vision captures this already. These themes are also covered further through the Objectives and Place Principles	No changes required
Individual	The vision should be for a green garden suburb with enhanced environmentally friendly initiatives.	Welcome suggestions. These points are too detailed for the vision but are reflected elsewhere in the masterplan.	No changes required
Individual	Support but wants references to other green spaces in addition to the two parks	Welcome Support. The masterplan includes an approach to green networks along with a focussed approach on the two main parks.	No changes required
Canal and River Trust	Strongly support the intention to prioritise parks, waterways, allotments and public spaces etc. This could also be usefully expanded by adding protecting and enhancing biodiversity as part of any developments or aiming for net gain as part of the overall ambition for the plan.	Welcome support, objective 3 has been amended as suggested.	Objective 3 has been amended to reflect the natural environment further
Birmingham LLFA	Recommended revision to vision: 'Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where	Welcome suggestion	The vision has been updated as suggested.

	people choose to live, work and visit in ways which are healthier, better-connected, climate change resilient and low carbon.’		
Turley on behalf of One Stop	The long-term nature of the Vision needs to be further emphasised in the Framework and more clarity provided on the flexibility it offers to facilitate regeneration, making clear that the framework’s role is not to prescribe what should happen and when in detail.	Comments noted. This point has been clarified in the introduction section to the masterplan.	This point has been clarified in the introduction section to the masterplan and a new ‘purpose of the document’ paragraph has been added.
BCC Public Health	Reviewed the proposal and agree the masterplan has been designed for health and aligns with the healthy city toolkit	Support welcomed.	No changes required.
TfWM	Whilst the vision for the area is fully supported, TfWM feels there is a level of detail not currently presented and that wider, inter-quarter connectivity is still missing from the masterplan. The measures proposed focus predominantly on internal connectivity within each quarter only, and wider, inter-quarter connectivity such as to/from Perry Barr to the rest of the city and region needs capturing.	Support welcomed. The masterplan focusses on internal connections within the masterplan in order to improve connectivity between key sites and tackle car dominance. However, further details have been added around the wider connectivity.	Further details have been added around the wider connectivity and an area-wide transport delivery plan will be produced to support the masterplans delivery.
Knight PLC on behalf of Goals	Broad support for the preparation of this Masterplan and intent to take the clear opportunity for the 2022 Commonwealth Games to act as a catalyst for regeneration of the area in the coming years and ultimately shape Perry Barr in the future to ensure a positive legacy from the Commonwealth Games. Confirm that we agree with the vision and objectives set out within the consultation document. We particularly support recognition of the ability of the Perry Barr area to provide a sustainable, well-connected environment for people to live, work and visit and	Welcome support	No changes required

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	consider the objectives listed would help to deliver the vision		
Historic England	Agree the vision provides opportunity for the historic environment to be conserved or enhanced.	Welcome support	No changes required
Individual	Perry Barr is rightly being positioned as a green borough with many green spaces and access to walking, running, cycling and water. More explicit links should be made with wellbeing and the City Council's Public Health team? Perry Barr should be pilot for new initiatives which embed physical and mental wellbeing into the use/design of the physical environment. The plan above already contains a number of road/transport ideas which should make Perry Barr greener from a transportation point of view and help towards cleaner air - which is good.	Welcome support and agree that the Public Health team will be a key partner for delivery of the Masterplan aspirations	No changes required
Environment Agency	We fully support the document and welcome the key aspirations of a greener and healthier environment.	Welcome support	No changes required

Objectives

Consultee	Representation Summary	Response	Changes to PB2040
28 respondees on BeHeard	Agree with the objectives	Welcome support	No changes required
16 respondees on BeHeard	Do not agree with the objectives	Noted	No changes required
Individual	Agree with objectives and suggest they include references to self-sufficiency and the circular economy - local energy and food production, circular food systems.	Welcome suggestions. We have updated the Place Principles to include a reference to a Circular Economy	The Place Principle 'Renew and Repurpose' has been updated to cover this element.
Individual	The masterplan should pioneer an entirely new form of affordable housing - not just cheaper housing but cheaper to maintain housing with rainwater capture for toilet flushing and watering plants and gardens, effective insulation and solar panels	These suggestions are too detailed to be included in the masterplan but have been fed into the work on the delivery plan for housing. A Housing Delivery Strategy will consider provision of affordable housing. The approach to housing delivery includes 35% affordable housing (as defined by the NPPF) across Perry Barr, with some sites delivering above or below this.	A Housing Delivery Strategy will be produced to support the masterplans delivery.
Individual	Request for more detail to the objective covering Carbon Neutral	Welcome suggestion – further details have been added to the Place Principles to cover this priority	Further details have been added to the Place Principles
BCC Sustainability Officer	The masterplan consultation document says 'contributing to route to net zero by 2030'suggest addition of 'or as soon thereafter as a just	Suggestion welcomed	Amendments made as suggested.

	transition allows' as that is the Council's standard wording		
Individual	Do not support the objectives, the masterplan should instead provide enough car parking, policing, controls of building works and have less of a focus on the games	Comments noted. The masterplan needs to focus on a long-term vision that will transform Perry Barr and these points are considered too detailed and negative in their approach to deliver the change needed.	No changes required.
Individual	Do not support the idea of Carbon Neutral	Comments noted. The Council's commitment to being Carbon Neutral is evidenced and justified so will be fully reflected in the masterplan.	No changes required
Individual	Do not support the objectives, the Council should focus on fixing the roads and picking up the rubbish	Comments noted. The masterplan provides a long-term solution to the road network. Through increased investment and pride in the area the issue of rubbish in the streets should be addressed in a more sustainable way then increased rubbish collection.	No changes required
Individual	Do not support, the objectives are unrealistic, there are no more opportunities to build homes left, there are proposals to build on the parks rather than enhance them and the changes will result in congestion not increased accessibility.	Comments noted. The masterplan identifies several locations suitable for housing development. The whole purpose of the masterplan is to build on the focus and investment provided by the games to act as a catalyst for further change. There are several opportunities, and sites within the plan area that show there is a real opportunity for change in Perry Barr. The masterplan looks to protect and enhance open space. Development within Perry Park is to	No changes required

		facilitate the games and the long-term improvements to the park as a leisure destination. The changes to the highway are in order to enhance public transport, cycling and pedestrian experiences.	
Sport England	Suggest the wording of 3 is changed to refer to physical and mental well-being. Also suggest wording of 4 is changed to refer to maximising opportunities for participation in physical activity to get people moving from grass roots through to elite sport.	Welcome suggestions. Objectives have been amended as proposed	The objectives have been amended as suggested.
Individual	Planning needs to be careful not to develop high density housing in the area. The recent "lockdowns" have identified the need for access to personal outdoor space and I note that some of the new "high rise" buildings do not seem to have that facility.	Comments noted. All residential developments in the masterplan area are within 15/20mins of public open space.	No changes required
Individual	Even with better transport links, many people will still prefer to use private vehicles, especially those coming to the area for shopping at One Stop. Parking and electric vehicle charging points need to be freely available and accessible	Comments noted. In line with adopted and emerging policy the masterplan looks to encourage sustainable modes of transport whilst ensuring those who need to access Perry Barr via car can do so.	No changes required
Council for British Archaeology, West Midlands	The objectives should also include protection and enhancement of the historic environment	Suggestion welcome and the objectives have been updated to include reference to the historic environment	Objective has been amended as proposed
Individual	Funding for future costs for care and upkeep of public domain spaces needs to be factored in to planning for Perry Barr	Comments noted. Consideration will be given to the ongoing revenue implications of new open spaces and appropriate provision for maintenance will need to be made.	No changes required

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BCC Sustainability Officer	Request that the objectives are reordered to reflect priorities	Comments noted. The objectives are not in priority order, so the changes are not necessary	No changes required
Individual	Do not support, argues instead that the proposals have caused major disruption to local businesses.	Comments noted. The changes to the highway are necessary and will result in a long-term improvement to the area that will directly enhance the town centre by providing a people focussed and well-connected focal point to Perry Barr.	No changes required
TfWM	A suggested improvement to these would be to include 'safety' into the objectives.	Comments noted. This is captured within the Place Principles and elsewhere within the masterplan document.	No changes required
Birmingham LLFA	The objectives are helpful in setting the context for the wider plan, but it could be challenging to measure how successful the regeneration framework is in delivering them.	Comments noted. The masterplan has been updated to include a commitment to monitoring the success of the masterplan strategy.	The masterplan has been updated and provides details on monitoring, measurement and evaluation.
Birmingham LLFA	There are not any objectives relating to environmental quality, air pollution, water quality of climate change resilience. Recommend that this be an objective in its own right or added to objective 4.	Welcome suggestion	Objective 3 has been updated to include reference to climate change resilience and improvements to the environment
Knights Plc on behalf of Goals	Suggest adding reference within the objectives to ensuring the opportunity is taken to ensure the entire Masterplan area is inter-connected in the long term, with no areas within it being isolated. Doing so would reduce the potential for any areas that are not directly affected by/form part of future development projects and in particular any such areas on the fringes of the Masterplan area being left behind and not benefitting from the regeneration of/enhancements to the area, which would potentially compromise fulfilling the wider	Welcome suggestion. The purpose of the document is to provide a strategic framework for the whole masterplan area, inclusive of areas on the 'edges'. The vision, objectives and place principles can be applied to all sites within the masterplan boundary. The masterplan recommends various area-wide approaches, which will seek to ensure the entire masterplan area is inter-connected in the long term.	The masterplan has been updated to include details of area-wide approaches.

	<p>vision and objectives of the Masterplan. It is asserted that if the entire Masterplan area forms part of the future regeneration and identity of the area and is well connected to it, this would enhance the potential to achieve the vision and objectives.</p>		
<p>Historic England</p>	<p>In broad terms Historic England agrees with the objectives subject to heritage assets and their settings within the masterplan, and outwith, being taken into consideration through the plan. For example, areas of regeneration and new development would need to consider any impacts from taller buildings on a wider area than the masterplan area itself to ensure that heritage assets and their settings are conserved or enhanced. Specific proposals could impact on the significance of nearby heritage assets in addition to those elsewhere in the city e.g. Aston Hall.</p>	<p>Comments noted</p>	<p>No changes required</p>

Place Principles

Consultee	Representation Summary	Response	Changes to PB2040
30 respondees on BeHeard	Agree these are the right principles to deliver the vision	Welcome support	No changes required
10 respondees on BeHeard	Do not agree these are the right principles to deliver the vision	Noted	No changes required
Individual	Suggest the Renew and Repurpose principle needs more focus. Do not agree that One Stop should be covered under this principle as it needs demolishing and replacing with high density housing and a direct walking and cycling corridor from the railway station to the park.	Comments noted. One Stop plays an important role in meeting the shopping needs of the local and wider community. The masterplan does however promote the centres reconfiguration to enhance linkages and the relationship with the park, along with a greater mix of uses which could include residential.	No changes required
Individual	The Place Principles should include more references to food production and waste reduction.	Welcome suggestions. The Place Principles have been updated to reflect these suggestions.	Promote healthy communities has been updated to include references to food production and Renew and Repurpose includes reference to a circular economy.
Individuals	The Place Principles should cover reducing environmental pollution of all forms.	Welcome suggestion. The Green Network and Healthy Communities Principles are considered to cover this element	No changes required
Individuals	Request that the masterplan embraces all faiths, and ensure there are secular spaces. .	Comments noted. This point is too detailed to be reflected in the objectives but the need to create secular community space has been reflected elsewhere in the document.	No changes required.
Individual	Request for details on issues around access and parking to Perry Hall Park	Comments noted. These points are too detailed to be reflected in the objectives	No changes required.

		but are addressed in the Perry Hall Park focus area.	
Birmingham Speedway Club	Request for more details to be included on the Greyhound Track. Also want it noted that Speedway machines use methanol which is a wood-based alcohol fuel which is neither toxic nor pollutive and which emits no smell.	Comments noted. Further details on the Greyhound Track have been included elsewhere in the masterplan. The other point is too detailed to be reflected in the masterplan but is useful information to have.	No changes required
Individual	The Place Principles should cover improvements to the road infrastructure for cars.	Comments noted. The Place Principles refer to providing sustainable and reliable transport choices which connect homes, jobs, and leisure opportunities.	No changes required
Individual	The Place Principles should cover support independent businesses	Welcome suggestion. The Thriving Perry Barr place principle has been updated to include further references to independent businesses.	The Thriving Perry Barr Place Principle has been amended
Individual	There should be more reference to creating a safe and attractive place to live and visit for families	Welcome suggestion	References to this have been added throughout the document.
Council for British Archaeology, West Midlands and Canal and River Trust and Historic England	The Place Principles should make reference to protecting and enhancing historic assets as part of Perry Barr's character, such as the canal network	Welcome suggestion	The Renew and Repurpose Place Principle has been amended to cover protecting places with historic character
Individual	Questioned what happened to the idea of a "garden suburb".	Comments noted. The masterplan include several measures to introduce more greenery into the area, including tree planting	No changes required
Individual	Do not agree with the objectives or the approach to removing the flyover.	Comments noted. The justification for the removal of the flyover has been addressed through a separate process	No changes required
Three Individuals	Request for addition that covers providing a safer environment	Suggestions welcomed and additions have been made to the principles.	The Healthy Communities Place Principle has been

			amended to cover community cohesion and the Thriving Place Principle has been amended to cover safety.
Three Individuals	Request for additions that celebrate the diversity of the population, bring people together and strengthen the community	Suggestions welcome and additions have been made to the principles.	The Healthy Communities Place Principle has been amended to celebrate diversity and talk about bringing the community together
BCC Future Parks Team	'Connecting up a Green Network' and 'Promote a healthy community' are both as important as each other. They also are intertwined. For instance, nature is important in creating key health outcomes: <ul style="list-style-type: none"> - There should be mention of nature and its importance in health outcomes - Social prescribing is a key method for this- the masterplan should recommend green space and natural settings where possible. - The masterplan could support the location of health services on/near green space 	Comments noted. We agree that all the place principles are equally important. A reference to green space and health has been added to the Healthy Communities Place Principle.	A reference to green space and health has been added to the Healthy Communities Place Principle.
Individual	Question the principle renew and repurposed when everything has been demolished and new buildings put up in place	Comments noted. The masterplan includes several opportunities for buildings to be reused and repurposed, including the bus depot.	No changes required
Individual	Request for an addition to cover creativity in the Community	Comments noted. This element is addressed in the Thriving Perry Barr Place Principle	No changes required
TfWM	The masterplan should note the importance of the climate crisis and the strong need for fast decarbonisation, particularly considering the WM 2041 target. This should be the underlying golden thread linked within all the place principles and its	Comments noted. This is covered through the vision, objectives and Place Principles, and opportunities.	No changes required

	significance and urgency should be heavily stressed within these.		
Canal and River Trust	Under Connect up a Green Network, the document should be explicit about including a wayfinding and signage strategy to complement this. The title could also be usefully expanded to include improve or enhance i.e Improve and Connect up a Green Network.	Comments noted. This is considered too much detail for the Place Principles; however, wayfinding will be addressed through an area wide transport delivery plan.	The masterplan has been updated to refer to an area-wide transport delivery plan. This will explore opportunities to improve and implement wayfinding across the masterplan area.
Turley on behalf of One Stop	Identifying and then seeking to remove actual and perceived barriers to enhanced connectivity is crucial and these (and any other barriers) should be expressly recognised in the principles. The Regeneration Framework should state what these barriers are and then include an analysis of how they can be addressed through the Framework and, as appropriate, the delivery plan.	Comments noted. Mobility and connectivity are addressed throughout the masterplan area and will be considered through an area wide transport delivery plan.	The masterplan has been updated to refer to an area-wide transport delivery plan, which will consider actual and perceived barriers to enhanced connectivity and prioritise sustainable and accessible modes of transport.
TfWM	A demonstration of how better local connectivity and how all the quarters will be better connected, covering all modes including bus, walking and cycling and micromobility options will be vital and we request a master plan which highlights this.	Comments noted. The masterplan includes the objective to 'make Perry Barr the best-connected suburb' and all modes of connectivity will be considered as part of an area wide transport delivery plan. TfWM will be engaged as part of this process.	The masterplan has been updated to refer to an area-wide transport delivery plan, which will consider local connectivity across all the whole masterplan area.
BCC Sustainability and Energy Officer	Living and working: The last bullet point refers to social value programmes-it will be useful to define what they would mean in practice. Green network: Bullet point 2- This could include reference to improving tree canopy cover to be in line with the forthcoming Urban Forest Masterplan	Comments noted. The social value programme is drawn out through individual development opportunities. The Place Principles have been updated to reflect the other suggestions. The details provided in the response will feed into the development of individual projects.	An additional bullet point has been added to the Green, Sustainable Place Principle to cover tree planting. An additional bullet point has also been added to provide more detail on the zero-carbon transition.

	<p>Green Network Bullet point 3- Introduce strategies for sustainable spaces and buildings, including sustainable water management and urban drainage, green walls and roofs, and opportunities for low carbon heat and power-- There is opportunity with the revitalisation of green space to be more ambitious with regard to energy, specifically exploring the applicability of GSHPs and solar. It would also be good, in support of 15 min urban area and clean transport. Healthy: Bullet point 5-Support access to healthy food through local allotments and businesses- This could include reference to community gardens/roof gardens etc.</p>		<p>The masterplan refers to an area-wide approach to social value creation that covers all developments in the masterplan area</p>
Birmingham LLFA	<p>The LLFA supports the five principles listed to deliver the vision, but note that rather than providing them as a list of separate principles, it would be helpful to show them in a more interconnected way.</p>	<p>Suggestion noted. A statement has been included to recognise the interconnections between the place principles.</p>	<p>A statement has been included to recognise the interconnections between the place principles.</p>
Birmingham LLFA	<p>Request that climate change resilience and improving environmental quality are reflected in the principles.</p>	<p>Welcome suggestion. The Green Sustainable Place Principle has been updated to cover this in more detail.</p>	<p>The Green Sustainable Place Principle has been updated to cover this in more detail.</p>
Knight Plc on behalf of Goals	<p>We consider the five place principles to be appropriate to deliver the Masterplan vision.</p>	<p>Welcome support</p>	<p>No changes required</p>
Knight Plc on behalf of Goals	<p>Request the importance of making effective use of previously developed land (not just buildings), upon which such strong emphasis is placed within the National Planning Policy Framework. This is of particular relevance to the ‘support living and working’, ‘renew and repurpose’, and ‘deliver a thriving urban centre’ principles, but is also relevant to the other principles given the reduced pressure to release green areas for development.</p>	<p>Welcome suggestion. A long-term approach will be taken to the effective use of land within the area and this has been reflected in the commitment within the Delivery section of the document to feed into the review of Birmingham’s Local Plan.</p>	<p>This is reflected in the commitment to feed into the review of Birmingham’s Local Plan.</p>

Focus Areas

Consultee	Representation Summary	Response	Changes to PB2040
13 respondees on BeHeard	Agreed these where the right focus areas	Welcome support	No changes required
21 respondees on BeHeard	Do not agree these are the right focus areas (note some respondees took the question to be talking about issues the masterplan should be focussing on rather than spatial focus areas)	Noted	No changes required
Individual	Request the industrial estate is included in order to ensure that walking, cycling and public transport routes are maximised to the area, making local jobs accessible.	Comments noted. These are included within the Walsall Road focus area for the same reasons outline in this representation	No changes required
Birchfield Harriers	Request that the masterplans connects to the area to the East up to Aston Hall / Villa Park which has a shared heritage.	Comments noted. In order to deliver the amount of change needed to secure the long-term transformation of Perry Barr the masterplan needs to be focussed. There are however references throughout to improving connectivity outside the boundary to other key locations.	No changes required
Individuals	Request for wider connection especially with Sandwell Valley: The River Tame as it leaves Perry Park and connects with Sandwell Valley appears to have been ignored, it would be beneficial to see how this links in with the plans of bordering local authorities.	Comments noted. In order to deliver the amount of change needed to secure the long-term transformation of Perry Barr the masterplan needs to be focussed. There are however references throughout to improving connectivity outside the boundary to other key locations.	No changes required
Individuals	The blue cycle route needs to be extended even further, beyond the boundary of the development towards Walsall.	Comments noted. The masterplan has been updated to reflect the aspiration to extend to Walsall, and also the extension up the Aldridge Road. Wider cycle	The masterplan has been updated to reflect the aspiration to extend to Walsall,

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		connectivity will be picked up through city wide transport plans.	and also the extension up the Aldridge Road.
Individual	More detail is needed on Regina Drive. This should include the responsibilities for cleaning and repairing, and the effective use of wild overgrowing areas is needed quickly.	Comments noted. Further detail has been added to the masterplan.	Further detail has been added to the masterplan.
Ward Councillors and 3Bs Neighbourhood Planning Forum	Regina Drive should be adopted by the council to create pedestrian and cycling access into the park. Mixing this traffic with One Stop traffic is a very bad idea. This should put an end to the blight of flytipping and provide security through lighting.	Suggestion noted. Improvements to Regina Drive are now an opportunity in the masterplan and the City Council is exploring the most effective way to deliver the necessary improvements.	Improvements to Regina Drive are now an opportunity in the masterplan
Individual	Enforce the laws regarding parking and fly tipping	Comments noted. The focus areas are about the geographical areas that the masterplan covers.	No changes required
Individual	Suggest that the Doug Ellis Sports Centre and the Holford Drive Community Sports Hub are now redundant with the increased and improved facilities at Alexander Stadium, these areas could be planted with trees and the area "greened".	Comments noted. At present there are no intentions to close any facilities as they all serve different needs and provide for the community.	No changes required
Individual	The drive up to Perry Barr urban centre, the Birchfield road should be improved	Comments noted. The masterplan proposes several measures that will enhance the approach to Perry Barr and the experience within the plan boundary.	No changes required
Individual	Request that Hamstead is covered as it can be accessed through Perry Hall Park and the park cycle path leads there.	Comments noted. The masterplan boundary is based on an area of focus for change. Hamstead does not have clear development opportunities and whilst the council would support investment in the area, a focussed approach is required in order to deliver the scale of change needed in Perry Barr.	No changes required
Individual	A request to cover Birchfield	Comments noted. In order to deliver the amount of change needed to secure the	No changes required

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		long-term transformation of Perry Barr the masterplan needs to be focussed.	
Individual	Request we focus on improving the Perry Barr rail link to Birmingham City Centre.	Comments noted. The focus areas are about the geographical areas that the masterplan covers. Perry Barr railway station is currently being upgraded, and the city council are exploring with partners whether the rail service can be improved.	No changes required
Individual	Aston Lane Bus depot should be located elsewhere as the volume of traffic is going to increase enormously	Comments noted. The Bus Depot is being relocated on Aston Lane. Planning Permission has been granted and work is underway on site. The impact on the road network has been considered as part of the planning application process.	No changes required
Two individuals	Request that the rest of the city is addressed	Comments noted. A detailed masterplan is needed to provide the level of detailed to drive forward the transformation of Perry Barr. All of Birmingham is covered by the Development Plan and where appropriate detailed plans on a more local level.	No changes required
Individual	Request we focus on the safety of locals, cleaner brighter garden areas	Comments noted. The suggestions are covered within the masterplan document.	No changes required
Individual	The gun turrets over at Handsworth / Sandwell Valley and The Priory that could be regenerated and connected as part of a historical trail.	Welcome suggestion however, these suggestions go beyond the scope of the masterplan	No changes required
Birmingham LLFA	Supports the 5 focus areas identified in the framework and believes that it offers a good balance based on the characterisation of existing development / land use.	Welcome support	No changes required

Perry Park

Consultee	Representation Summary	Response	Changes to PB2040
29 respondees on BeHeard	Agreed with the opportunities identified for Perry Park	Welcome support	No changes required
10 respondees on BeHeard	Did not agree with the opportunities identified for Perry Park	Noted	No changes required
28 respondees on BeHeard	Agreed with the projects identified for Perry Park	Welcome support	No changes required
9 respondees on BeHeard	Did not agree with the projects identified for Perry Park	Noted	No changes required
Individual	Suggestion that rather than a general reference to the Alexander Stadium, perhaps more could be made of this being the location of Birchfield Harriers and the accomplishments of their athletes.	Welcome suggestion, reference to Birchfield Harriers has been added to the Delivery section of this focus area in recognition of the role they play as an important stakeholder.	Reference to Birchfield Harriers have been added to the Delivery section of this focus area.
Birchfield Harriers	Maintain use of the park for sporting activities	Comments noted. The role of the park for sporting activities has been strengthened in the masterplan.	Masterplan has been updated with more details on the future of Perry Park, including maintaining the use for sporting activities.
Birchfield Harriers and two individuals	Improve footpaths, running paths and cycle ways - which could be used for other sporting activity. Suggest distance markers are also installed.	Comments noted. The importance of footpaths and cycle ways has been strengthened in the masterplan.	Further details have been added to the opportunities proposed for the park.
Individual	Maximising access to and across the canal is essential as it forms a boundary moat to the area.	Agree. This has been reflected in the details for this focus area.	No changes required
Individual	It is not clear how the crossing over from the Alexander Stadium site to Perry Park will be improved.	Comments noted. The masterplan suggests improvements to access points into and within Perry Park.	The masterplan suggests improvements to access points into and within Perry Park.
Individual	Looking to replace employment sites with more housing is a bad idea. Awful crammed housing sites keep being built and they don't contribute	Comments noted. Active employment uses are protected by policies within the Birmingham Development Plan. Housing within the area is designed to have high	No changes required.

	anything to the area other than more people and more traffic.	quality amenity space and contribute to the urban fabric.	
Individual	The new housing lacks the facilities needed for the community and needs to be addressed.	Comments noted, wording has been added to capture the need for day-to-day services to meet the communities needs to be provided within new housing.	Masterplan has been updated to talk about to day to day uses to meet community's needs.
Individual	Suggest that Perry Reservoir is cleaned, and it has pedal boats to hire	Welcome suggestions. A comprehensive improvement plan for the park will identify distinct projects and improvements, including those related to Perry Reservoir.	No changes required. A comprehensive improvement plan for the park will identify distinct projects and improvements, including those related to Perry Reservoir.
Four Individuals	Suggest a café with toilet facilities and visitor information	Welcome suggestions, a café has now been included as one of the potential opportunities for the park. A comprehensive improvement plan for the park will identify distinct projects and improvements, including those related to Perry Reservoir.	The masterplan has been updated to include this as a potential opportunity. A comprehensive improvement plan for the park will identify distinct projects and improvements in further detail.
Two Individuals	Suggest the development of ornamental gardens, community gardens and botanical gardens within the park	Welcome suggestions. There are spaces within the park where these types of attractions could be delivered, especially the creation of outdoor gardens but it is considered too much detail for the masterplan to set out where they should be located.	No changes required. A comprehensive improvement plan for the park will identify distinct projects and improvements in further detail.
Two Individuals	Improve access for cars entering the park	Comments noted. The masterplan looks to improve the entrances to the park and improve connectivity for pedestrians and cyclists. There are no detailed proposals to improve access via car as the priority is given to sustainable modes of transport	No changes required

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Individual	Perry Park and its stadium feels disconnected. Also, there are several access points but none of them feel like a proper entrance.	Suggestions welcome. The masterplan proposes several improvements to the entrances and linkages. Further details on these have been added	Further details have been added to the opportunities proposed for the park.
Individual and Ward Councillors	There's a BMX and Skateboarding Park in Perry Park. There's a Cycle Speedway track in Perry Hall Park. Would it not make sense to combine all these cycle-sporting facilities in one location and reduce the impact of the residents at Perry Hall Park.	Welcome suggestion, the relocation of the facility – which has very limited potential for sharing due to the nature of the surface – would require a more comprehensive reconfiguration of the space at Perry Park. The opportunity to improve the offer at Perry Park is identified, and of course the Cycle Speedway could be considered as part of this, but it is not considered appropriate to specify this. If a deliverable scheme did come forward in line with the Masterplan it would be supported.	No changes required
Four Individuals	Concerns about safety in the park, including requests for wardens.	Comments noted. The masterplan includes proposals that will increase activity at the park which will help to create a safer environment for all.	No changes required
Two Individuals and 3Bs Neighbourhood Planning Forum	Request safe play space for children and adult gym equipment	Welcome suggestion. The proposals for the park now include the creation of more play space and an increase in activity overall which will help to make the park safer.	The masterplan has been updated to include this as a potential opportunities
Three individuals	Concerns about how much green space will be left following the proposals for enhanced facilities.	Comments noted. The masterplan has been updated to provide more detail about the possible location of facilities in the park and to show the areas of enhancement for open park land.	The masterplan has been updated to provide more detail about the possible location of facilities in the park and to show the areas of enhancement for open park land. The exact details will be determined through the

			comprehensive improvement plan for Perry Park.
Council for British Archaeology, West Midlands	Protect, enhance and interpret the sites and remains of watermills and their pools, dams and channels	Welcome suggestion the masterplan has been updated to refer to these features in Perry Park and an area wide programme of activity to celebrating and interpreting the heritage of Perry Barr has been added.	The masterplan has been updated to include references to an area wide programme of activity to celebrating and interpreting the heritage of Perry Barr has been added.
Individual	If Perry Park was better connected to Perry Hall Park using marked walk/cycle lanes, this would provide a clear walk/cycle route from the Stadium all the way to Sandwell Valley via Hamstead. There are also cycle routes possible to other locations.	Welcome suggestion, the masterplan includes several references to improving linkages and the wider links will be picked up through city wide connectivity plans.	No changes required
Sport England	Supports the references to developing Perry Park for a wide range of activities including informal sport, and to providing for a full range of participation in activities from beginners to elite sport. We also support the references to promoting active travel via better signage and wayfinding, better visitor facilities etc.	Welcome support	No changes required
Sport England	There is a lack of detail or even reference to previous work undertaken by the City Council in the outline business case for legacy proposals relating to Commonwealth Games 2022. The OBC Cabinet Report makes reference to several other opportunities that are worthy of further consideration including: <ul style="list-style-type: none"> • A new wet and dry leisure facility to replace Beeches Pool and Fitness Centre • A new visitors centre and cafe adjacent to the reservoir • New physical activity installations/external play facilities for people of all ages in the park 	Comments noted. The masterplan has been updated to include details on a café which could act as a visitor centre, play facilities for all ages, enhancements to existing sporting facilities and the improvements to paths and cycle routes. If further sporting facilities are required, such as a swimming pool the masterplan provides enough flexibility for this to be delivered as part of the enhancements around the stadium area.	Further details have been added to the opportunities proposed for the park. Further details will be developed through the comprehensive improvement plan for Perry Park.

	<ul style="list-style-type: none"> • Investment in the BMX offer in the park • Delivery of new pathways around the park and cycle routes 		
Canal and River Trust	The potential use of the buildings at Perry Barr Yard should be highlighted as an opportunity area for enhancement. A community use could have a more watersports/cycling/ active pursuits angle which maximises the benefit of the canal and would bring active and vitality to waterway and surrounding environs.	Welcome suggestion. The canal opportunity text has been updated to refer to the Yard and the potential role it could play in activating the canal.	The masterplan has been updated to refer to the Yard and the potential role it could play in activating the canal.
Individual	An outdoor theatre area with lighting would also provide opportunities for schools etc to put on shows.	Suggestion welcome. The masterplan has been updated to include support for art and cultural activity in the park	The masterplan has been updated to include support for art and cultural activity in the park
Individual	Request outdoor activities such as yoga	Suggestion welcome. The masterplan includes spaces that will support activities such as these operating from the park.	No changes required
Individual	A statue of Robert the Allotment Cat	Suggestion welcome. This idea is too detailed for the masterplan, however, a area wide approach to arts and culture has been included in the Delivery section and public art will be reflected through this work programme. .	No changes required
Individual	Request seating, picnic tables and bins	Suggestion welcome. These elements will be included as part of the overall improvements plan that is being produced for the park but are too detailed to include in the masterplan.	No changes required
Individual	Suggest renaming Perry Barr Park and Perry Hall as " Perry Barr Park Village Green". Need the people who will live in the Village to have a feeling of ownership and pride in their local Village Green	Welcome suggestion. The place principles include reference to activities that bring the community together and there are several opportunities within	No changes required

		the Masterplan that would foster ownership of green spaces.	
Individual and 3Bs Neighbourhood Planning Forum	Improve the reservoir as a wildlife sanctuary. Provide opportunities for interaction with nature and learning.	Welcome suggestion. The masterplan now includes references to improving the natural habitat of the reservoir.	The masterplan has been updated to include this as an opportunity
Ward Councillors	Request that it is made clear if the reservoir will be for nature or leisure or for both	Comments noted, the masterplan looks to improve the reservoir for both nature and for leisure use. A comprehensive improvement plan for Perry Park will give consideration to the different uses and opportunities for Perry Reservoir. As project details are developed consideration will be given to ensuring that any leisure uses are not detrimental to wildlife and the natural setting.	No changes required
Three Individuals and 3Bs Neighbourhood Planning Forum	Request to add more sporting facilities like outdoor tennis courts, bowling green, football pitches	Welcome suggestion. The masterplan has been amended to make it clear that additional sporting facilities would be supported.	The masterplan has been amended to make it clear that additional sporting facilities would be supported.
Two individuals	Support for the athletes museum	Welcome support	No changes required
Individual	Suggest a youth centre within the park	Welcome suggestion, rather than a traditional youth centre the masterplan promotes spaces for young people, including play equipment for all ages.	Rather than a traditional youth centre the masterplan promotes spaces for young people, including play equipment for all ages.
Individual	Suggestion that we change the name of the park from Perry Park as it gets confused with Perry Hall Park. The Games is an ideal time to change it to something like Alexander Park and Stadium	Suggestion noted. This would be outside of the scope of the masterplan.	No changes required
Canal and River Trust	Suggest there are improvements needed in accessible routes, including connections to the canal	Welcome suggestion. Further details on connections to the canal have been added.	Further details have been added regarding connections to the canal.

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Canal and River Trust	With reference to improving access to the allotments under the M6 this could be combined with providing access to the Tame Valley Canal.	Welcome suggestion. Further details on connections to the canal have been added.	Further details have been added regarding connections to the canal.
Ward Councillors and 3Bs Neighbourhood Planning Forum	The remaining green area to the north of the stadium needs to be heavily protected and enhanced for public access as this is the point of access from the heavily populated Beeches estate. Walks through here need to be enhanced and improvements to the reservoir.	Comments noted, opportunities for the canal and reservoir reflect the need for improvements in this area.	No changes required
St John the Evangelist Church	Would like to develop the community centre/church hall project as part of the ongoing legacy, providing a vibrant and well-used community centre. We are developing proposals for extension/refurbishment/rebuilding.	Welcome suggestion, this has been added as an opportunity the Perry Park focus area.	The masterplan has been updated to include this as an opportunity in the Perry Park focus area.
Birmingham LLFA	We are looking to deliver a flood risk scheme to provide better flood protection to residents of Church Road. The LLFA is bidding for funding for a flood risk management scheme this should be included within the list of projects. There is also the opportunity to manage surface water overland flow routes within Perry Park through landscaping and SuDS features.	Comments noted. The masterplan includes reference to an area-wide Water Management Strategy. The detailed work around managing surface water will be addressed through planning applications.	The masterplan includes reference to an area-wide Water Management Strategy.
Birmingham LLFA	The Reservoir is listed on the Birmingham City council website as a fishery, however there are not any formal fishing pegs or locations to support anglers with mobility issues.	Comments noted. The masterplan includes a proposal to enhance the reservoir and this could include improved provision for anglers	No changes required
Birmingham LLFA	The Church Tavern and car park are located above a culverted section of the Perry Brook and severing any potential connectivity of riverside routes from the Alexandra stadium to the River Tame. This will need to be addressed to order to naturalise the river throughout its length from the reservoir through to the River Tame.	Suggestion noted. The masterplan sets out the ambition for opening up the river. Further detailed work is needed to understand the feasibility and delivery of this project. The City Council welcomes this suggestion and will work with landowners and Birmingham LLFA on delivering the vision of the River Tame.	No changes required

Perry Barr Village

Consultee	Representation Summary	Response	Changes to PB2040
28 respondees on BeHeard	Agreed with the opportunities identified for Perry Barr Village	Welcome support	No changes required
7 respondees on BeHeard	Did not agree with the opportunities identified for Perry Barr Village	Welcome support	No changes required
27 respondees on BeHeard	Agreed with the projects identified for Perry Barr Village	Welcome support	No changes required
7 respondees on BeHeard	Did not agree with the projects identified for Perry Barr Village	Welcome support	No changes required
Individual	Ensure enough noise mitigation between the new homes and the adjacent industrial estate through vegetation while also ensuring safe and attractive walking routes between the areas to encourage more active travel options	Comments noted. This will be addressed through individual planning proposals and consideration of the location of employment in the long term that will be part of the Birmingham Development Plan review.	No changes required
Three Individuals and Ward Councillors	Support the retention of the Bus Depot	Welcome support	No changes required
Individual	The bus depot should have a section turned into a museum showing the history of the building and Birmingham's transport through the ages. It would work great alongside a creative hub and cafe centre, a meeting place for locals and people further afield. Also suggest Market or flea market	Welcome suggestions. Further detail has been added to cover the type of uses supported at the Bus Depot including arts and culture.	The masterplan has been updated to include more details on this opportunity.
Individual	Request that there is a mix of uses at the bus depot and a focus on arts	Welcome suggestion, this fits with the vision set out in the masterplan.	The masterplan has been updated to include more details on this opportunity.
Individual	Suggests the bus depot is a food hall	Welcome suggestion, this fits with the vision set out in the masterplan.	No changes required.
Birmingham Civic Society Planning Committee and BCU	Focus on homes for multi-generational families and provide larger family homes.	Welcome suggestion, the masterplan has been updated to include references to multi-generation families	The masterplan has been updated to include references to multi-generation families

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and Broadway Academy			
Individual	There should be adequate car parking provision provided, otherwise all the surplus cars will park on Perry Hall estate which already has parking capacity problems, or people will park their cars on green spaces and public realm in the process.	Comments noted. The approach to parking in the Village considers the high level of accessibility to public transport and the City Council's parking policy.	No changes required
Three individuals	Concerns raised about the impact of new housing and the changes in Perry Barr on the road network and to car users.	Comments noted. The impact on the road network from the village and the highway proposals has already been tested through separate processes and planning applications. The changes will result in improvements to all road users in the long term and encourage sustainable modes of transport in line with adopted Council policy	No changes required
Individual	The masterplan should look to attract business to the area other than markets	Welcome suggestion. Proposals such as the Bus Depot are directly aimed at bringing new businesses into the area and creating jobs	No changes required
Individual	"Maximising cultural and economic opportunity of the wholesale markets which provides a unique offer in Perry Barr. Improve the east connectivity leveraging the food activities around the markets". It is not clear what this means.	Comments noted. The wording has been redrafted to make the proposals clearer	Wording has been amended to clarify
Individual	"Support walking and cycling with green healthy streets". Where will this be, through the Village? No provision has been made for public transport	Comments noted. The Village is within a short walk to the bus station and train station both of which are currently being redeveloped.	No changes required
Individual	"Create a new destination at the heart of Perry Barr Village". It is not clear what this means.	Comments noted. The wording has been redrafted to make the proposals clearer	Wording has been amended to clarify
Two Individuals	The houses should be affordable and there should be a mix of housing to meet needs	Comments noted. The masterplan states clearly that the scheme will deliver a mix of housing types to meet needs.	No changes required

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Individual	There needs to be local shops that act as a high street.	Comments noted. The masterplan includes references to services and facilities to meet day-to-day needs within the village and includes the proposals for the Bus Depot which will act as an anchor for activity. A new high street is not proposed given the proximity to the existing urban centre.	No changes required
Sport England	Supports the projects included to enhance connectivity to Holford Drive Sports Hub and Doug Ellis Sports centre. Also support the reference to supporting proposals to enhance the quality of experience for walking and cycling, including opening up the River Tame corridor.	Welcome support	No changes required
Individual	Perry Barr lost its Community Library some years ago. I feel that a new Community Centre with Library would be a great asset to the area, perhaps part of the repurposed Bus Depot?	Welcome suggestion. At present we have not been made aware of demand from the library service to provide a new facility given the amount of the libraries within the surrounding area. However, library uses would be supported within the masterplan area and the opportunity for some form of library services to be provided as part of a hub of public services will be explored further.	No changes required
Individual	Suggest a new police station at Holford Drive so that people in Perry Barr can have face to face contact with the police service.	Welcome suggestion. At present we have not been made aware of demand from the police service to provide a new facility. However, this use would be supported within the masterplan area and the City Council will work with the police to establish if police services could form part of a hub of public services.	No changes required

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Council for British Archaeology, West Midlands	Suggest reference is made to the line of the Roman Ryknield Street and other archaeological remains of prehistoric and Roman date.	Welcome suggestion however this is considered too much detail for the masterplan	No changes required
Individual	Consider new street names inspired by famous Brummies of colour and local sporting legends.	Suggestion noted. The street names have already been decided via a public competition but further consideration will be given to other street names in the future.	No changes required
Individual	Suggest there is need for a large music venue	Suggestion welcome. We are not aware of demand for such a use however should a proposal come forward the masterplan would support it being located as part of the Bus Depot proposal or within the Urban Centre.	No changes required
Individual	Suggest there is a long-term community facility	Suggestion welcome, the masterplan includes several opportunities that would be suitable for community uses and the wording has been updated to reference supporting such uses where appropriate.	Masterplan wording has been updated in relation to opportunities for community facilities.
Individual	Request to focus on the culture of the people in the village and celebrate it	Welcome comments. The masterplan provides several spaces that could be used to celebrate culture including the bus depot and pub, both of which could include community cultural led projects. There is also an area wide Culture and Arts piece of work identified	No changes required
Individual	Request for more inclusive green spaces and biodiversity corridors	Welcome suggestion. The Village includes a new public park and an approach biodiversity across Perry Barr will be developed.	No changes required
Knights Plc on behalf of Goals	It important to recognise not only the characteristics and projects within the southern part of the Perry Barr Village focus area, but also the contribution that other parts of this area	Welcome suggestion. Agree this area is important and consider if fits better with the Walsall Corridor and River Tame	Agree this area is important and consider if fits better with the Walsall Corridor and River Tame focus area. The area has

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	including its northern fringes make to the existing mixed-use make-up of this area and its future redevelopment potential.	focus area. The area has therefore been considered within this focus area.	therefore been considered within this focus area.
Ward Councillors	It would be good to restore the pub and the street name, which must have some historical significance	Welcome suggestion. The masterplan now recognises the opportunity to repurpose the former Hare of the Dog public house, and further consideration will be given to street names as the scheme develops	Repurposing of the Hare of the Dog public house now included in the Perry Barr Village focus area.
Ward Councillors	Question the failure to provide a primary school on this location. The south of Perry Barr ward has poor access to primary schools and it would be regrettable if families moved on to this estate, especially with vehicle ownership being discouraged, and found themselves some distance from facilities. City council policy is now that primary schools should be located to maximise opportunities for walking to them. In addition a primary school is what builds a community, it is where families meet each other and make friends.	Comments noted. The masterplan has been produced in consultation with the team responsible for school places. There is a commitment in the delivery section of the masterplan to monitor and review the need for school places.	No changes required
Broadway Academy	The proposed housing development is not seen as having a distinct local character fitting with the existing developments, as it currently looks generic. Students expressed opinions that the character of the development needs to be rooted in the locality.	Comments noted. The masterplan has been developed in order to ensure future development is unique to Perry Barr. All developments which come forward in Perry Barr will be subject to pre-application discussions with the city council planning department, to ensure compliance with local and city-wide planning policies, including those related to local character and design quality.	No changes required.
Birmingham LLFA	The incorporation of green and blue infrastructure such as SuDS streets would be beneficial to manage surface water runoff and	Suggestions welcome. The vision for the Village includes introducing green infrastructure that will include SuDs.	No changes required

	improve water quality. This would also connect green and blue corridors to create ecological networks, support adaptation to climate change through thermal regulation and shading.		
Birmingham LLFA	A design guide for climate adapted and resilient homes could be a valuable project to ensure that new developments are inclusive of the wider aspirations of the framework.	Welcome suggestion. The emerging Birmingham Design Guide contains guidance on how development should consider and integrate measures to aid climate change resilience and adaption. These issues will also be considered by the BDP review, which is due to commence shortly.	No changes required

The following suggestions for a new name for Perry Barr Village were received:

Tameside	Perry Barr Central
Perry Barr Urban Village	The New Perry Barr
Perry Barr Village	Perry View
Greater Perry Barr	Perry Poly
New Barr	Perry Barr Community Village
University square/central	Old Campus
Perry Barr forward	Perry Tame
Perry green	Perry New Barr

All of the above suggestions were welcomed but at present the decision has been made to retain the name Perry Barr Village in the document in order to allow for further discussions and consultation around the name of the area.

Urban Centre

Consultee	Representation Summary	Response	Changes to PB2040
32 respondees on BeHeard	Agreed with the opportunities identified for the Urban Centre	Welcome support	No changes required
6 respondees on BeHeard	Did not agree with the opportunities identified for the Urban Centre	Noted	No changes required
28 respondees on BeHeard	Agreed with the projects identified for the Urban Centre	Welcome support	No changes required
8 respondees on BeHeard	Did not agree with the projects identified for the Urban Centre	Noted	No changes required
Individual	Concerns about the safety of cyclists and scooters along with the potential conflict with pedestrians.	Comments noted. The changes to the Urban Centre include highways proposals that will make it easier for all users to get around Perry Barr. Segregated cycle lanes are provided that will minimise the impact on pedestrians and make cycling/scooting a safer option.	No changes required
Individual	Area needs to be more accessible and safer for pedestrians.	Comments noted. The masterplan includes several measures that will improve pedestrian safety and enhance the experience of walking around the Urban Centre. This will also help to link the urban Centre to other parts of Perry Barr.	The masterplan has been updated to make references to safety in the centre.
Four Individuals	Concerns about safety in the area.	Comments noted, the masterplan includes proposals that will increase activity, especially in the evenings which will help to create a safer environment for all. The masterplan has also been updated to make references to safety in the centre.	The masterplan has been updated to make references to safety in the centre.

Two Individuals	Suggestion that the masterplan proposes to demolish properties on Wellington and Birchfield road around Perry Barr island. These buildings are neglected and attract anti-social activity. Replace properties on Wellington and Birchfield road will new apartments. The community is well served by One Stop Shopping Centre so these shops are surplus to the communities requirements.	Suggestion noted. It is considered that in addition to One Stop there is a need for small scale community focussed businesses outside of the centre. These uses also bring activity and vibrancy to Perry Barr Urban Centre. Any long-term decisions around consolidating the retail offer in Perry Barr will be part of evidenced approach that looks at spending power, demand and capacity.	No changes required.
Individual	There needs to be a big improvement to the road along the River Tame to get much better access from the A34 to the park This would open up a good cycle/walking route all the way from Perry Barr to Sandwell Valley and beyond.	Welcome suggestion. The masterplan has been updated to include a reference to enhancements to Regina Drive.	The masterplan has been updated to include a reference to enhancements to Regina Drive.
Individual	Suggestion that the masterplan includes a new entrance to Perry Hall Park at One Stop with parking and overflow parking to better serve users of the park.	Suggestion noted. The masterplan looks to ensure Perry Barr is accessible by sustainable transport rather than encourage increased use by private cars. The masterplan does however look to improve the access to Perry Hall Park from the One Stop area.	No changes required
Individual	Convert the vacant site between the residential development and One Stop shopping centre into an urban forest and play area including outside art inspired by communities that reside within Perry Barr	Welcome suggestion. Further details have been added to the masterplan to illustrate how this space could be activated.	The masterplan has been updated to include more details on how the space could be activated.
Sport England	The provision of new public facilities such as toilets and a cafe on the edge of the park would greatly enhance the offer and encourage users to stay longer.	Welcome suggestion. Further details have been added to the masterplan to illustrate how the links between One Stop and Perry Hall Park could be delivered. The uses proposed in this response would fit with the vision for this area in the masterplan.	The masterplan has been updated to include more details on how the space between One Stop and the Park could be activated.

<p>Turley on behalf of One Stop</p>	<p>We would like to understand more fully the aspiration for ‘areas of activation’ (coloured yellow) for the areas to the north of One Stop (fronting Walsall Road) and to the rear adjacent Regina Drive. These areas of land have development potential and the Framework should ensure that this future potential is not compromised. The Framework would benefit from additional explanation in this respect.</p>	<p>Comments noted. The masterplan deliberately leaves the uses that would be appropriate in these areas as flexible so does not prescribe what form the activation will take. The masterplan states that the any new development in this area should respond to the river.</p>	<p>No changes required</p>
<p>Turley on behalf of One Stop</p>	<p>We note the aspiration for ‘public uses’ (projects 12 and 13) on land within our client’s ownership. On the face of it this proposition is fairly prescriptive (in terms of the meaning of public uses and the location identified on the plan). We are not aware that either the viability or deliverability of this has been considered. The aspiration for a greater range of uses is already captured and in our view, “public uses” do not need to be specifically identified, or if they are, they need not be location specific.</p>	<p>Comments noted. This description has been used to indicate uses that will bring life to areas. The masterplan is clear that the diagrams are illustrative and that the city Council will work with One Stop on the future plans for the centre.</p>	<p>No changes required</p>
<p>Individual</p>	<p>Ensure that cars can flow freely, and sufficient parking is available.</p>	<p>Comments noted. The masterplan looks to ensure Perry Barr is accessible by sustainable transport rather than encourage increased use by private cars. This will help cars move more freely throughout Perry Barr as there will be fewer individual vehicles. It is likely that there will be continued levels of parking provided at One Stop to meet the needs of shoppers who are not able to access the site via alternative methods.</p>	<p>No changes required</p>
<p>Individual</p>	<p>Suggestion that the masterplan looks at downgrading the A34</p>	<p>Suggestion noted. The Walsall Road and River Tame Corridor focus area of the</p>	<p>No changes required</p>

		<p>masterplan states that ongoing works to reconfigure the road through the heart of the urban centre will improve the pedestrian environment and pedestrian crossings in the immediate area. The importance of the road as a travel corridor wouldn't be 'downgraded' but what a road looks like in future will change. Reallocation and reprioritisation of carriageway space can be achieved on 'main' roads.</p>	
Individual	<p>There is not enough space within the area for all the proposals and the document is just nice ideas.</p>	<p>Comments noted. The masterplan is supported by detailed evidence and individual projects will be developed further.</p>	<p>No changes required</p>
Two Individuals	<p>One Stop and the surrounding retail area needs a wider variety of shops and services</p>	<p>Welcome suggestion. This fits with the vision within the masterplan for the Urban Centre that looks to diversify the retail offer, bring in other centre uses and attract new businesses to Perry Barr.</p>	<p>No changes required</p>
Individual	<p>Concerns that the masterplan proposes to replace One Stop with housing and that this would leave a gap in retail that meets people needs</p>	<p>Concerns noted. The masterplan does not propose to completely replace One Stop and recognises the role the centre plays in meeting needs. The masterplan looks to provide a long term vision that will allow the site to diversify over time to continue to meet the community and retailers needs while providing a high quality of environment, greater mix of uses including the potential for some housing and better integration with the surrounding Urban Centre.</p>	<p>No changes required, although the masterplan does now include greater levels of detail around the One Stop proposals.</p>
Broadway Academy	<p>On the facilities that the students would like to see retained and expanded in the area, the One</p>	<p>Comments noted. The masterplan does not propose to completely replace One</p>	<p>No changes required</p>

	Stop shopping centre was used regularly by students. Access from the Academy to the shopping centre needs to be improved and the students expressed desire for the One Stop Shop to be retained.	Stop and recognises the role the centre plays in meeting needs. Ensuring One Stop is better connected to the surrounding area is a key priority in the masterplan.	
Individual	Suggest that the masterplan should propose to demolish One Stop in its entirety and that the retail premises can be redistributed throughout the new developments in the area, creating a far more pleasant and less car centric new high street.	Suggestion noted. It is recognised that One Stop meets the need of local and surrounding communities and that its current format includes numerous operating businesses. The masterplan therefore proposes a long-term approach to the site's reconfiguration and diversification. The end vision for One Stop is a less car focussed site that has a positive relationship with the surrounding urban centre and provides a greater diversity of uses.	No changes required, although the masterplan does now include greater levels of detail around the One Stop proposals.
Sport England	Supports the opportunities to broaden the range of uses (which could include sports and recreation uses), to create a more walkable neighbourhood, and to consider how One Stop shopping centre might become better integrated with the town centre. Currently the layout of this site is a major barrier to enhancing connectivity and so the opportunity to improve east-west links is closely linked to the opportunity to re-imagine the One Stop site to create a street where activity and movement by people is given priority.	Welcome support	No changes required
Individual	Suggest a services centre that supports local groups	Welcome suggestion. The masterplan has been updated to include reference to a local services hub at the Birchfield Gateway.	The masterplan has been updated to include reference to a local services hub at the Birchfield Gateway.
Individual	A community hub that runs classes for adults.	Welcome suggestion. The masterplan has been updated to include reference to	The masterplan has been updated to include reference

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		a local services hub at the Birchfield Gateway.	to a local services hub at the Birchfield Gateway.
Individual	Request for library services	Welcome suggestion. At present we have not been made aware of demand from the library service to provide a new facility given the amount of the libraries within the surrounding area. However, library uses would be supported within the masterplan area and the opportunity for some form of library services to be provided as part of a hub of public services will be explored further..	No changes required
Individual	Request that Birchfield library is moved back into the heart of Perry Barr	Welcome suggestion. At present we have not been made aware of demand from the library service to provide a new facility given the amount of the libraries within the surrounding area. However, library uses would be supported within the masterplan area and the opportunity for some form of library services to be provided as part of a hub of public services will be explored further as part of the project's delivery.	No changes required
Three Individuals	Suggest Young people/Youth provision within local schools and a youth centre	Suggestion noted. Details on youth provision have been included throughout the masterplan where appropriate.	Details on youth provision have been included throughout the masterplan where appropriate. There are also proposals to have a Youth Board to ensure young people's views are taken into consideration throughout the schemes in Perry Barr.
Birmingham Civic Society Planning Committee	Concerned that there was appropriate housing for multigenerational families within the development	Welcome suggestion. There is an area wide strategy that will look at local housing need.	No changes required

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Council for British Archaeology, West Midlands	Suggest reference is made to the Roman pottery kiln in Wellington Road	Welcome suggestion however this is considered too much detail for the masterplan. There is an area wide project that looks to celebrate heritage in Perry Barr that this could form part of.	No changes required
Two Individuals	Request for more green infrastructure in the centre such as tree planting and flowers on the central reservation. .	Suggestion welcome. Several of the opportunities within the Urban Centre will enhance the environment and help bring greener infrastructure into the centre of Perry Barr, these include making more of the River Tame, allotments and integrated green infrastructure as part of public realm improvements.	No changes required
Turley on behalf of One Stop	The Plan states “supporting Perry Barr’s successful existing uses...introducing new homes and activity and strengthening the town centre” (question 5). These are supported as ways to achieve this Vision across the masterplan area. However, in respect of the latter aspect relating to the town centre, we suggest the ambition could be bolder than “to strengthen” and seek to “... achieve a thriving urban centre which serves the role of a 20-minute neighbourhood and beyond”	Suggestion welcome. The masterplan has been updated to include reference to 15-minute neighbourhoods in the introduction text to the Place Principles.	The masterplan has been updated to include reference to 15-minute neighbourhoods in the introduction text to the Place Principles.
Turley on behalf of One Stop	It is recognised that the arrival experience to One Stop has the potential for enhancement and should seek to reorient itself to face outwards. We would support reference to this being included in the context of addressing connectivity	Welcome suggestion. The text and diagram have been updated to capture this important point.	The text and diagram have been updated to capture this important point.
Turley on behalf of One Stop	The masterplan must help facilitate this future development potential whilst ensuring that existing businesses can continue to trade undisturbed, with the necessary access to	Comments noted. The masterplan has been updated to reflect the role of One Stop. Regarding the approach to car parking this will be inline with adopted	The masterplan has been updated to better reflect the role of One Stop.

	parking. The role of parking at One Stop is wider than just One Stop itself – it has a role in supporting the wider Urban Centre and is essential to creating and maintaining a vibrant town centre environment and must be maintained in the future.	planning policy including the Birmingham Transport Plan and Car Parking SPD. The amount, type and access to car parking as part of the changes to One Stop over time will be assessed and determined through the application process as this would be too detailed for the masterplan.	
Turley on behalf of One Stop	The ambition for active frontages to any future development is supported as an aspiration, but not necessarily in the position or configuration (e.g. with residential above) indicated on figure 10, as that will depend on how and when any new development comes forward. Current post-pandemic economic and market conditions are such that there is a need to retain flexibility in this respect, to allow for phased development at One Stop.	Comments noted. The masterplan has been amended to make it clear that the diagram is illustrative and there will be a need for a flexible approach.	The masterplan has been amended to make it clear that the diagram is illustrative and there will be a need for a flexible approach.
Turley on behalf of One Stop	Very little information is provided about the content or scope of the proposed Delivery Plan. This is an important part of planning for the long-term regeneration of the area and our client would welcome further discussion on this. Our client would also seek suitable representation on the Perry Barr Programme Board.	Comments noted. The city Council is happy to continue discussions with One Stop.	No changes required
Turley on behalf of One Stop	How the site’s future development comes forward will need to be subject to further consideration and the Regeneration Framework should therefore not set out to ‘fix’ the locations of future connections within the site	Comments noted. The masterplan provides a vision for the future of One Stop and this is supported by illustrative diagrams to help bring the vision alive. It is recognised in the document that the details are yet to be determined.	No changed required
Turley on behalf of One Stop	Aligned to the need for flexibility and to ensure that commercial interests are protected, the Framework should avoid using images of	Comments noted. Following discussions with One Stop the images have been updated to better reflect the role of the	The images used to illustrate this focus area have been updated to address this issue.

	development blocks and / or architects sketches in respect of One Stop as this could mislead the reader, existing businesses and customers/residents into thinking these are planned development propositions. The Regeneration Framework should facilitate change against a series of objectives, not plan how development might be laid out and we strongly object to the use of images that do not reflect our client’s assets or future aspirations.	centre as a shopping destination. All CGI’s, sketches, and plans in the document are illustrative.	
BCC sustainability officer	Perry Barr Urban Centre- Identifies various opportunities including a public realm brand for the area- Need to ensure that the future developments consider the Design Guide principles in terms of delivering sustainable, high quality, environmentally friendly areas and neighbourhood	Comments noted. All proposals will have to accord with the relevant planning policy and guidance.	No changes required
Individual	Suggestion that the appearance of One Stop is updated so it fits the Games colour scheme	Welcome suggestion however, preparations for the games falls outside the scope of the masterplan and will be addressed by the Games Readiness’s Team.	No changes required
Individual	Request for more spaces for people to enjoy that is not filled with tall buildings	Comments noted. The Urban Centre provides opportunities for higher density development due to its accessible location and proximity to a major road. However, it is recognised that more spaces are needed for people to meet and dwell. The masterplan includes areas of activation for people to come together and also looks to better connect the urban centre to Perry Hall Park.	No changes required

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Two Individual	Measures are needed to tackle people drinking alcohol outside on Leslie Road and Wellington Road Post Office.	Comments notes. The masterplan looks to improve access to existing recreational spaces and the longer-term development of this area will contribute to providing better safety and security.	No changes required
Broadway Academy	Entertainment provisions were deemed not suitable around for young people in the local area. Majority of students used Star City, but see it as hard to get to sometimes in traffic. The proposal should make sure to integrate better transport provisions and provide entertainment venues within the emerging Perry Barr centre.	Comments noted. The vision for the urban centre includes the provision of more leisure uses in a highly accessible location.	No changes required
Birmingham LLFA	One Stop has very poor connectivity to the River Tame which lies at the far end if the car park. If the area could be reimagined with new businesses afforded a visa onto the river and Perry Hall paying fields, it would transform how the shopping centre relates to the natural environment. One of the objectives proposes to change how the shopping centre integrates to the town centre, but it's important to consider how it facilitate a connection between the town centre to the river.	Suggestions welcome. The masterplan has been updated to place greater emphasis on how One Stop relates to the river.	The masterplan has been updated to place greater emphasis on how One Stop relates to the river.
Birmingham LLFA	Suggests that SuDs can provide a real feature in the Urban Centre such as creating water features and planting to create a high-quality public realm that is a place that residents enjoy visiting.	Suggestions welcome. Integrating green infrastructure into the Urban Centre is a key part of the vision and this will provide for the inclusion of SuDs.	The masterplan wording has been strengthened to emphasise the need for green infrastructure in the Urban Centre
Birmingham LLFA	The reorganisation of highways infrastructure could include a project that provide surface water management to areas of hardstanding for transport infrastructure such as delivery vehicles, cars and cycle routes.	Suggestion noted. This is considered too much detail for the masterplan but will be given consideration in terms of detailed scheme for transport schemes	No changes required

Perry Hall Park

Consultee	Representation Summary	Response	Changes to PB2040
29 respondees on BeHeard	Agreed with the opportunities identified for Perry Hall Park	Welcome support	No changes required
9 respondees on BeHeard	Did not agree with the opportunities identified for Perry Hall Park	Noted	No changes required
29 respondees on BeHeard	Agreed with the projects identified for Perry Hall Park	Welcome support	No changes required
8 respondees on BeHeard	Did not agree with the projects identified for Parry Hall Park	Noted	No changes required
Three Individuals	Concerns that the park will be overdeveloped and loose its parkland character	Comments noted. There are several references in the text to improvements to the natural environment and landscape of the park. The improvements to the parks facilities proposed in the masterplan are in keeping with retaining the natural character of the park.	No changes required
Individual	Suggestion of more planting and pathways to explore	Suggestions welcomed. The masterplan includes references to enhancing landscaping in the park.	The masterplan includes references to enhancing landscaping in the park
Eleven Individuals and The Friends of Perry Hall Accredited Country Park and Sport England and 3Bs Neighbourhood Planning Forum	Suggestion of a café/visitor centre/space for the community with toilets	Suggestions welcomed. The masterplan has been updated to include a reference to a café.	The masterplan has been updated to include a reference to a café.
Two Individuals	Suggestion of an area of shelter within the park	Suggestion welcome. The masterplan refers to improvements to facilities and a shelter could form part of this.	No changes required

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Three Individuals and Friends of Perry Hall Park	Suggestion that play equipment needs improving	Suggestion welcome. The masterplan refers to improvements to facilities within the park. A comprehensive improvement plan for the park will identify projects and improvements in further detail.	The masterplan refers to improvements to facilities in the park. A comprehensive improvement plan for the park will identify projects and improvements in further detail.
One Individual and Friends of Perry Hall Park	Suggestion that the gym equipment needs improving	Suggestion welcome. The masterplan refers to improvements to facilities within the park. A comprehensive improvement plan for the park will identify projects and improvements in further detail.	The masterplan refers to improvements to facilities in the park. A comprehensive improvement plan for the park will identify projects and improvements in further detail.
Individual	Suggestions of an area for drone/model aircraft flying.	Suggestion welcome. The park includes several spaces that would be appropriate for this type of use and it is not considered appropriate to designate a specific space for such activities. The improvements to the park overall will support an increase in the park being used for leisure activities.	No changes required
Ten Individuals and The Friends of Perry Hall Accredited Country Park	Requests for improvements to entrances to the park and to pathways for walking, running and cycling around the park	Suggestion welcomed. The masterplan includes an opportunity to enhance the pathways	The masterplan includes an opportunity to enhance the pathways on the park. A comprehensive improvement plan for the park will identify projects and improvements in further detail.
One individual and The Friends of Perry Hall Accredited Country Park	Improvements to signage are needed	Suggestion welcome. The masterplan includes references to wayfinding and signage improvements.	The masterplan includes references to wayfinding and signage improvements. A comprehensive improvement plan for the park will identify projects and improvements in further detail.

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Three Individuals and The Friends of Perry Hall Accredited Country Park	Requests for better maintenance and funding for the park and moat	Comments noted. The role of management will be addressed through a comprehensive improvement plan for the park and the City Council will work with the friends group to explore options for how the park is better maintained.	No changes required.
Five Individuals	Request for increased park warden's presence for maintenance, litter and safety	Comments noted. The role of management will be addressed through a comprehensive improvement plan for the park and the City Council will work with the friends group to explore options for how the park is better maintained.	No changes required.
Four Individuals	Concerns about safety in the park	Comments noted. The masterplan includes several opportunities and improvements that will increase activity and create a safer environment for all	No changes required
Individual	Develop a series of treelined streets leading to the park by removing on street parking in strategic locations where public transport accessibility is high.	Welcome suggestion, the masterplan includes a reference to the surrounding residential area and the potential for environmental improvements. Further details will be developed as part of an area wide approach to tree planting.	No changes required.
Individual	Suggestion of a botanical garden	Welcome suggestion. Enhancement to planting would be supported under the vision for the park which includes references to increasing biodiversity and landscaping.	No changes required.
Two Individuals and Friends of Perry Hall Park	Suggestion of a conservation education centre focussed on nature and information boards on nature	Welcome suggestion. Information boards on nature would be supported under the upgrade of park facilities.	No changes required.
One individual	Suggestion of art in the park	Welcome suggestion. The masterplan includes reference to an area wide art and cultural programme that will cover	No changes required

		the whole of Perry Barr and pick up opportunities within parks.	
One individual and The Friends of Perry Hall Accredited Country Park	Question how access to the river will be safe and how the quality of the river will be maintained	Comments noted. Further work will need to be undertaken to explore how access to the river will be improved. Safety and maintenance of the river will be a key consideration, alongside the aspiration to enhance the river setting and provide opportunities for the community to interact more with this feature will be a key consideration of this.	No changes required
Individual	Secure bike storage is needed	Welcome suggestion. A reference to secure bike parking has been added to the opportunity that covers creating network of cycle routes to and through the park.	A reference to secure bike parking has been added to the masterplan
Individual	Requests for increase Parking and an improved entrance on Perry avenue so cars are better able to access and exit safely	Suggestions noted. The masterplan includes several measures that will improve access to the park via sustainable modes of transport which should decrease the need for parking and make the road network safer for all	No changes required
Individual	Improve access via Rocky Lane entrance, not cleared of overgrowing trees, leaves or weeds, can be very slippery in wet weather plus entrance regularly blocked by visitor cars.	Comments noted. As part of the wider work around Perry Barr consideration is being given to how the park and entrances will be maintained.	No changes required
Individual	Suggest an exit from One Stop onto Wellington Road to avoid the traffic being forced north or onto the Perry Barr central roundabout	Comments noted. This would mean crossing the railway, which would require a bridge and unlikely to be financially viable. There are improvements proposed to the entrance to the park from the One Stop	No changes required

		area, but these are likely to be pedestrian only. The masterplan includes several measures that will improve access to the park via sustainable modes of transport which should decrease the need for parking and make the road network safer for all	
Environment Agency	It would be good to allow more semi-natural habitats to develop. Allowing these areas to become semi or unimproved grassland, scrub or creating wildflower areas, flowering ruderal areas or orchards would contribute to the National Pollinator Strategy, reduce the carbon costs of mowing and increase carbon fixing.	Welcome suggestion. The masterplan includes several references to biodiversity, including in the place principles that commit to achieving biodiversity net gain. The approach outlined in this response would therefore be supported by the masterplan and the City Council existing policies.	No changes required
Environment Agency	Where possible we request a set back to the reinforcement of the banks of the Tame to create a lowered larger naturalised floodplain through the park and improve views and access to the river.	Welcome suggestion. This opportunity has been better reflected within the Perry Hall Park focus area wording.	This opportunity has been better reflected within the Perry Hall Park focus area wording.
Sport England	It is disappointing that the images for Perry Hall Park that are included in the document do not show the existing sports facilities. Sport England does note that the opportunities do reference both formal and informal sports use. The terminology should be tightened up to refer to protecting and enhancing the formal sports provision	Comments noted. The masterplan wording for Perry Hall Park focus area has been strengthened as suggested.	The masterplan wording for Perry Hall focus area has been strengthened as suggested.
Sport England	The projects should include reference to protecting and enhancing the sports pitches within the park. Fig 14 should be amended as this currently shows a potential new access cutting across the cricket pitches to connect up to Cherry Orchard Road to the south. The route should	Comments noted. The masterplan has been updated to refer to protecting and enhancing the sport provision at the park. The plans are illustrative, and the City Council will work with existing users of the part to determine any new routes.	The masterplan has been updated to refer to protecting and enhancing the sport provision at the park.

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	either be revised to skirt around the edge of the pitches at the south eastern end of the park, or otherwise be removed.		
Individual	Suggestion that there is a need for a better variety of sports and other leisure activities as the park is dominated by cricket	Welcome suggestion. The masterplan refers to supporting new sports provision in the park	The masterplan refers to supporting new sport provision in the park
Individual	Support a focus on supporting the allotments in the area and using them to test out and promote ideas to residents around water-recycling, composting, skills development, harvesting and storing produce etc.	Welcome support	No changes required
Two Individuals	Concerns around the proposed access from Lea Hall Green and the impact on residents. It would lead to the cul-de-sac becoming a car park and it would bring security and safety problems too. The access to Perry Hall Playing Fields could be better signed and lit from Cherry Orchard Road, there is a good sized car park there too.	Comments noted. The masterplan has retained this improved link as an aspiration to better connect this area of Perry Barr to the park. Details on how the linkages could be delivered will be established through the further work done on the project.	No changes required.
Individual	Support for improved access from Lea Hall Green side	Welcome support	No changes required
Individual	Suggestion of a bridge over the railway line	Welcome support	No changes required
Sport England	Question how deliverable the route over the railway line is	Details on how the linkages could be delivered will be established through the further work done on the project.	No changes required
Three Individuals and Friends of Perry Hall Park	Improvements are needed to the safety and attractiveness of the entrance at One Stop Park	Welcome suggestion. Further detail has been added to the masterplan to cover how this entrance will be enhanced.	Further detail has been added to the masterplan to cover how this entrance will be enhanced
Individual	Convert the vacant site between the residential development and One Stop shopping centre into a urban forest and play area including outside art	Welcome suggestions. The masterplan looks to bring more activity to the spaces between One Stop and Perry Hall Park which could include these types of uses.	The masterplan looks to bring more activity to the spaces between One Stop and Perry

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	inspired by communities that reside within Perry Barr		Hall Park which could include these types of uses.
Individual	Questions if there are ways in which the impact of noise etc from the M6 could be explored and mitigated?	Comments noted. This is not just a local issue, and is not one that can be resolved fully through the Masterplan. Noise levels and mitigation are considered as part of the planning application process.	No changes required
Two individuals and Council for British Archaeology, West Midlands	Suggestion the historic features are celebrated and protected, including the site of the medieval Perry Hall, the moat surrounding it and adjoining fishponds and ridge and furrow.	Welcome suggestion. It is not necessary to have wording around protecting such features as this will be addressed through adopted planning policy that covers the historic environment.	No changes required
Individual	Dogs should be kept on leads	Comments noted. This is too detailed for the masterplan	No changes required
Friends of Perry Hall Park	Suggest a green corridor, pedestrian crossing and signage between Perry Hall Park and Perry Park.	Welcome suggestion. The masterplan includes several proposals that look to produce a green corridor and more detail has been added on what this involves.	No changes required
Individual	Improvements to pathways and cycle routes should link more widely to Sandwell Valley	Comments noted. The masterplan has been updated to talk generally about wider links but is not able to propose route improvements as this would be outside the scope of the document.	The masterplan has been updated to talk generally about wider links
Individual	Suggestion that the park should have parades and events for the Games	Welcome suggestion however events that are part of the Games fall outside of the scope of the masterplan and will be arranged through the Games Committee.	No changes required
Historic England	Historic England welcomes the opportunity to enhance and better reveal the heritage of the park,	Welcome support	No changes required
3Bs Neighbourhood Planning Forum	The consultation tended to imply facilities in this park are inadequate. In fact there are recently installed changing and shelter spaces for	Comments noted. The masterplan has been amended to celebrate further the parks exciting features and talk about	The masterplan has been amended to celebrate further

	<p>cricketers. It would benefit from upgrading of toilet facilities and perhaps some licensing of additional catering during the summer. We suggest placing this by the Handsworth Wood entrance so there is less threat of litter entering water areas directly. The Moat is an incredible feature. It is currently suffering from thick weeding, which needs sensitive maintenance to support fish and waterbirds. It also needs regular clearance of litter and perhaps some strict enforcement. This will need welcome boards, benches and more litter bins. The ditch, adjoining the industrial park, needs planting to turn it into an attractive feature</p>	<p>their maintenance. Further detail has been added on the proposed improvements envisaged.</p>	<p>the parks exciting features and talk about their maintenance</p>
<p>Birmingham LLFA</p>	<p>supports the opportunities identified for Perry Hall Park however there are some locations that may flood to a depth of above 2 metres, and a detailed assessment of where new uses should be provided.</p>	<p>Comments noted. This will be addressed through further detailed project work on the park in consultation with the Environment Agency and the LLFA.</p>	<p>No changes required</p>

Walsall Road and River Tame Corridor

Consultee	Representation Summary	Response	Changes to PB2040
29 respondees	Agreed with the opportunities identified	Welcome support	No changes required
8 respondees	Do not agree with the opportunities identified	Noted	No changes required
26 respondees	Agreed with the projects identified	Welcome support	No changes required
9 respondees	Do not agree with the projects identified	Noted	No changes required
Individual	Extend cycle route all the way to Walsall. Seems to be a focus on East to West, but not those from the North.	Welcome suggestion. The masterplan includes several references to improving cycle routes and paths. The wider route will be reflected in city wide documents.	No changes required
Individual	Question if the road network going to be improved from City centre to Perry Barr	Comments noted. The improvements to Perry Barr will be part of a wider network approach that is reflected in city wide documents such as the Birmingham Transport Plan.	No changes required
Two Individuals and Friends of Perry Hall Park	Develop proposals for a tram extension. Suggest this is along Aldridge Road (A453) instead of Walsall Road. The route would pass along the green travel corridor part of the Athletes Village and go towards Kingstanding. This would also support high density development along the route and catalyse development in more deprived areas.	Welcome suggestion. At present there are no proposals to extend the tram along this area of Birmingham. Should proposals come forward this would be in keeping with the vision and principles in the masterplan.	No changes required
Individual	Consider an underpass to keep the flow of traffic on the A34. Current proposals will lead to the area becoming a travel bottleneck	Suggestion noted. The City Council does not agree that the introduction of an underpass would create the right quality of environment. Alternative proposals to address the connectivity have been included in the masterplan. The vehicle	No changes required

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		underpass under Birchfield Gateway junction is retained.	
Individual	Request a clear green walkable/ bicycle link between the village, River Tame, Perry Hall and Perry Barr parks.	Comments noted. Agree this element is key. The masterplan has several references to a green network that will connect these assets. .	A circular route has been shown in the masterplan to draw out the importance of these connections.
Individual	Concerns about the level of litter in the area	Comments noted. The masterplan proposes several improvements to Perry Barr that will improve the environmental quality and increase pride in the area, reducing issues such as littering.	No changes required.
Individual	Concerns about speeding in the area	Comments noted. This is too much detail for the masterplan and not a planning consideration.	No changes required
Individual	There needs to be a "clean up" of derelict and undesirable sites along the A34. These include: 1. The derelict former fencing sales yard adjoining the river 2. The wild and overgrown land adjoining Regina Drive. Regina Drive should be realigned to follow the river and the land to the north, and backing on to the rear of Teddington Grove should be redeveloped to greater purpose.	Suggestions welcome. The masterplan includes further details on Regina Drive and principles for the development of other sites within the masterplan boundary.	No changes required
Turley on behalf of One Stop	We support additional pedestrian/cycle crossing points on Walsall Road although the location of these should not be constrained by the illustrative location on figures	Support welcomed. All the diagrams in the masterplan are illustrative and further work will be needed to determine the locations of crossings.	No changes required
Three Individuals	Do not support the proposals as they are anti car	Comments noted. The approach in the masterplan is in line with adopted national and local policy.	No changes required
Three Individuals	Concerns about the level of traffic and impact of pollution	Comments noted. The road works are necessary in order to achieve the long-	The masterplan has been updated to include reference

		term improvements in accessibility for all in Perry Barr. The masterplan includes reference to monitoring air pollution on the corridor.	to monitoring air pollution on the corridor.
Individual	Request to remove all cycle lanes	Comments noted. Cycling is an important sustainable mode of transport that supports healthy living. National and local policy supports the provision of cycle infrastructure and encouraging more people to cycle is a crucial part of the masterplan.	No changes required
Four Individuals	Requests for a safer pedestrian environment, crossings and improved linkages	Comments noted. The masterplan includes several measures that will improve the pedestrian experience and make it easier for people to get around on foot. Further references to pedestrian safety have been added to highlight this point.	Further references to pedestrian safety have been added to highlight this point and priority crossing points are shown on the plan.
Future Parks Team BCC and Sport England	Suggested that Walsall Road Corridor could have better accessibility between parks.	Suggestion welcome. This point is addressed in both the Parks focus areas and is shown on the plan.	No changes required
Individual	Suggestion of better signage to highlight key destinations	Welcome suggestion. The masterplan includes references to wayfinding across Perry Barr and this will be developed further through the area-wide transport delivery plan.	No changes required
Canal and River Trust	The importance of the canal corridor to the development of both Perry Park and the Walsall Road corridor should be highlighted. The plan should also seek to improve and secure decent an access from Walsall Road to the canal as a priority. Careful consideration needs to be given to the levels here and how to highlight the presence of the canal because the level	Welcome suggestion. The Council is happy to work with C&RT on this suggestion.	A crossing priority point has been shown on the plan to highlight connections to the canal.

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	differences make it rather understated. This could be resolved through wayfinding and signage, but we would welcome further discussions to see what would be acceptable at this point.		
Individual	Requests to bring back the flyover	Comments noted. The highway proposals have been through a separate decision-making process and have been fully consulted on and justified.	No changes required
Three Individuals	Do not agree with the Sprint proposals.	Comments noted. The Sprint proposals have been through a separate decision-making process and have been fully consulted on and justified.	No changes required
The National federation of the Blind	Currently a confusing network of roads collide at Perry Barr with little thought to the needs of Visually Impaired pedestrians. The simple fact is that less traffic converging on Perry Barr would solve many of its problems. Re-establishing a Discreet corridor for the Walsall Road is essential with pedestrian access via pedestrian crossings underneath and alternative routes created for traffic travelling east west. Separate provision for bicycles, scooters etc. A public transport hub with shelters and audible announcements. Wide pavements with good separation from any road traffic	Welcome suggestions. Many of the proposals in the masterplan will enhance the experience of moving around Perry Barr for all users. The City Council and its partners will work with the relevant disability groups to ensure schemes meet the requirements of everyone.	A reference to ensuring Perry Barr is accessible to all and working with accessibility groups is included in the masterplan.
Individual	River Tame corridor improvements needed so pedestrian/cycling access flows from the A34 into the park and onto the existing park paths.	Welcome support. This is a key proposal in the masterplan and will provide green links to the parks and Perry Barr more widely.	No changes required
Sport England	Supports the identified opportunity to improve crossing facilities at Perry Avenue to enhance the link between Perry Park and Perry Hall Park, and more generally the references to improving the experience for cyclists and walkers.	Welcome support	No changes required

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Elias Topping	We support improved accessibility to the River Tame, as well as a comprehensive review of the opportunity area which is located to the east of the river.	Welcome support	No changes required
3Bs Neighbourhood Planning Forum	Note the ideas for the industrial sites along the Walsall Road. The 3Bs Plan notes that recent development here has not been in character with the neighbourhood. The promised screening with trees has been inadequate. In addition, industrial sites restrict the opening up of routes along the river banks.	Comments noted. The proposals in the masterplan look to address the impact the industrial uses of the amenity of the area and on the river.	No changes required
3Bs Neighbourhood Planning Forum	There are some difficult issues on the Aldridge Road where a business has been seeking to expand. In doing so, they would clear the derelict large property – a former council children’s home, which is welcome, but would also impinge significantly on a site with protected trees.	Comments noted.	No changes required.
Three Individuals and BCC Future Parks Team	Plant wild flowers and trees in the central reservation of the Walsall Road, more green infrastructure and protect green verges from car parking	Welcome suggestions. The masterplan includes references to opportunities to increase tree planting and green infrastructure on the corridor. The specific ideas will be fed into work further work on Biodiversity across the whole of Perry Barr.	The masterplan includes references to opportunities to increase tree planting and green infrastructure on the corridor.
Individual	A route for runners	Welcome suggestion. The masterplan includes several routes that would be appropriate for runners, including a new circular route connecting the parks and the river.	Both Perry Park and Perry Hall Park focus areas include pathway improvements that will provide routes for runners.
Council for British Archaeology, West Midlands	Suggest reference is made to the Roman pottery kiln in Wellington Road	Welcome suggestion, however this is too detailed for the masterplan.	No changes required

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Individual	A community police station along the route.	Welcome suggestion. At present we have not been made aware of demand from the police service to provide a new facility. However, this use would be supported within the masterplan area and the City Council will work with the police to establish if police services could form part of a hub of public services.	No changes required
TfWM	Want to see how severance currently created by the Walsall Road would be improved. Seeing a clear outlook of the connectivity across the region, as already suggested, would help with this and would enable us to identify how people can travel from east-west across the Walsall Road, using different modes, without severe interference, delay or discomfort to their journey. Good measures to implement smooth, regular crossings need to be displayed and it needs to be shown how these fit in with the wider transport network once again.	Comments noted. These elements will be developed through the area-wide transport delivery plan.	No changes required
Three Individuals	Request for a Park and Ride site near the train station	Suggestion noted. It is unlikely that a Park and Ride site would be supported this close to the city centre as they are usually located in sites further out of the city to prevent cars travelling further into Birmingham.	No changes required.
Knights PLC on behalf of Goals	The northern fringes of the Perry Barr Village focus area are a prominent part of the Perry Barr/Masterplan area, not least given their proximity to the A453 Aldridge Road, M6 corridor and River Tame. In fact they are consequently among the most prominent parts of Perry Barr when the area is viewed when only passing through or from outside Perry Barr itself.	Welcome suggestion. This area has been added to the Walsall Road and River Tame Corridor focus area. Further details have been included around the site to highlight it as an opportunity.	Further details have been included around the site to highlight it as an opportunity.

	Consequently where there are redevelopment opportunities in this northern part of the focus area they present the opportunity to enhance the character and appearance of Perry Barr. Request this area is included in the masterplan to highlight the development opportunities on underused and other previously developed land within this area, in order to increase the effectiveness of the Masterplan.		
Ward Councillors	Question the success of the flyover demolition and therefore propose replacing the flyover with a new pedestrian “flyover” to join up movements and buildings in this development. This should be a futuristic pedestrian footbridge, using the building that is to be erected on the old Gailey Park site. About two storeys up the building should have “hanging gardens” similar to the city centre Library. The footpath could run at a very shallow gradient from the bus interchange and then at a further shallow gradient towards Aldridge Road. There could be cafes etc at this level with views to the east and north.	Suggestion noted. Options including a footbridge here were considered along with partners at WMCA and TfWM in the early stages of the development of proposals for this area, and were not considered appropriate, viable, or deliverable. The existing highway proposals include measures to enhance the pedestrian experience and ensure safe access. Further improvements are supported through the masterplan	No changes required.
Birmingham LLFA	Strongly supports the opportunities identified for the Walsall Road Corridor Area. The area is shown to have areas of surface water flood risk within the current layout and design which comprises largely of hardstanding and lacks any community level green infrastructure outside Perry Park and Perry Hall Park.	Welcome support	No changes required

Area Wide Projects

Consultee	Representation Summary	Response	Changes to PB2040
34 respondees	Agreed with the projects and initiatives identified	Welcome support	No changes required
7 respondees	Do not agree with the projects and initiatives identified	Noted	No changes required
Individual	The area needs high quality design and architecture	Suggestion welcome. Some further guidance on design has been added to the document and the quality of design will be assessed against existing and emerging policy such as the Design SPD.	The creation of an area wide strategy for housing delivery is proposed in the masterplan, which will ensure new homes meet citywide design standards
Individual	Post-Covid considerations such as requiring all flats to have recessed balconies and terraces, productive roof space for 'high rise allotments' and extensive private gardens	Suggestion welcome. Further guidance on design has been added to the document and the quality of design will be assessed against existing and emerging policy such as the Design SPD.	The creation of an area wider strategy for housing delivery is proposed in the masterplan, which will ensure new homes meet citywide design standards.
Individual	Sustainability considerations relating to design, flooding mitigations along the River Tame, pedestrian crossing points and increased biodiversity	Suggestions welcome. All these elements are captured in the masterplan.	No changes required
Individual	Narrowing of roads and a car parking strategy to reduce street parking issues	Suggestions welcome. The creation of an area-wide transport delivery plan is proposed in the masterplan.	The creation of an area-wide transport delivery plan is proposed in the masterplan. This will include consideration of car parking.
Individual	Charging facilities for electric vehicles	Suggestions welcome. An area-wide transport delivery plan will include consideration of electric vehicle charging. Facilities will also be required in new developments in line with City Council policy.	The creation of an area-wide Transport delivery plan is proposed in the masterplan. This will include consideration of electric vehicle charging.

TfWM	Currently the masterplan fails to mention any reference to parking. With the potential for parking to influence peoples travel choices it needs to be a key consideration for the transport system. It is also important for parking to be available for those that need it. In addition to this, cycle parking is mentioned only with regards to Perry Hall Park, however in order to make cycling a mode of transport rather than solely recreational, cycle parking needs to be installed across a range of locations in order to facilitate different trip patterns.	Suggestions welcome. An area-wide transport delivery plan will include consideration of parking.	The creation of an area-wide transport delivery plan is proposed in the masterplan. This will include consideration of car parking and cycle parking across the masterplan area.
Individual	Allocating community space for existing organisations in the city to establish branches in Perry Barr such as Slow Food Birmingham, Civic Square etc.	Suggestion welcome. The masterplan has several spaces that would be suitable for community groups. Further work on activity, arts and culture will consider how community spaces in Perry Barr meet the needs of the widest range of users.	No changes required
Individual	Suggestion it's not clear what is being done to minimise carbon footprint of the development.	Making a green, sustainable place is one of the five place principles and the measures to support this are embedded within the overall masterplan.	No changes required
Individual	Encouraging more middle-class families through the introduction of M and S Food in One Stop.	Comments noted. The masterplan looks to promote several uses that are suggested in this response, including leisure.	No changes required
Individual	Bus cleaning facilities at One Stop to clean the buses whilst they are in service.	Comments noted. The new interchange will provide for an improved user experience.	No changes required
TfWM	How wider bus measures and movements east to west across the	Comments noted. The creation of an area-wide transport delivery plan is proposed in	The creation of an area-wide transport delivery plan is proposed in

	master plan area is still unclear and further information on the movement of buses, through the different quarters is still required. In particular, in relation to bus priority measures, services and any additional infrastructure including bus stops and shelters.	the masterplan, and this will include consideration of bus measures and movements across the masterplan area.	the masterplan. This will include consideration of bus measures and movements across the masterplan area.
TfWM	A transport masterplan for the entire area of Perry Barr may be beneficial, demonstrating how the area and its quarters are fully connected together through a range of modes including public transport and active travel modes.	Welcome suggestion and agree this should be added to the masterplan.	The creation of an area-wide transport delivery plan is proposed in the masterplan.
Individual	Increase lighting and open spaces.	Comments noted. These are opportunities identified in the masterplan across all focus areas.	No changes required
Individual	Increase family and social activity venues such as bowling, cinema, ice skating, escape room, laser tag etc. Increase mid to high end restaurants to encourage vibrant friendly nightlife.	Comments noted. The masterplan looks to promote several uses that are suggested in this response, including leisure.	No changes required
Individual	Reduce number of takeaways and betting shops.	Comments noted. Existing planning policy will be used to ensure there is a mix of uses in the district centre.	No changes required
Individual	Police presence	The increase in residential areas within the heart of Perry Barr will help to improve natural surveillance and create a safer neighbourhood. The potential for police presence to form part of a local service hub can be considered further through the projects development.	No changes required
Individual	The area needs multi-faith buildings	Comments noted. The masterplan supports existing and future religious and community	No changes required.

		buildings along with the creation of secular buildings and uses that bring the community together.	
Individual	Improve the road for cars	Comments noted. The masterplan includes several measures that will improve accessibility for all.	No changes required
Two Individuals	Street cleaning is needed	Comments noted. A general point as been added on maintenance in the masterplan.	A general point as been added on maintenance in the masterplan.
Sport England	There is an opportunity to better link the provision of healthcare services to the use of sports and recreation facilities through social prescribing. The possibility of creating a health hub within the centre that links to the use of Perry Park, Perry Hall Park, Doug Ellis, Holford Drive etc would be welcomed.	Suggestion welcome. There is a proposal within Perry Park to create a health hub.	No changes required
Individual	Scott arms traffic needs safer crossing facilities for pedestrians	Comments noted but this outside of the plan area.	No changes required
Individual	Improving rail links from Perry Barr Train Station to Birmingham City Centre. Currently service runs twice an hour, should be more frequent eg every 10/15 mins	Suggestion welcome. Comments noted. Perry Barr railway station is currently being upgraded, and the city council are exploring with partners whether the rail service can be improved.	No changes required
Individual	Request that the housing is affordable	Suggestion welcome. An area-wide Housing Delivery Strategy will include consideration of affordable housing.	The creation of an area-wider Housing Delivery Strategy is proposed as part of the masterplan, which will look at ensuring housing meets the needs of all the community.
BCC Sustainability Officer	Creating a housing delivery plan for sites across the Masterplan area and area of influence- this needs to take account of the local housing needs in the area.	Suggestion welcome. An area-wide Housing Delivery Strategy will include consideration of local housing needs in the area.	The creation of an area-wider Housing Delivery Strategy is proposed as part of the masterplan, which will look at ensuring housing meets the needs of all the community.

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Individual	Concern about the integration of Perry Barr into the surrounding areas; there was a sense that the development would be 'self-contained' and alienate surrounding areas and populations. Area-wide projects addressing this risk would be beneficial.	Suggestion welcome. The place principle around Healthy Communities addresses this issue and many of the masterplan opportunities and area-wide approaches projects will help prevent this concern becoming a reality.	No changes required
Canal and River Trust	We are very keen to see social prescribing as part of activities along the canal and other green spaces. We are also keen to see more water-based activities in and around this area as a way of better engaging with people of all ages. It would be good to have a co-ordinated approach to this to avoid duplication of effort.	Suggestions welcome. These ideas are reflected in many projects including the ones about the River Tame, biodiversity and natural play areas.	No changes required
Individual	Suggests carnivals and festivals in surrounding parks and area	Suggestion welcome. The use of spaces within Perry Barr for events will be addressed through the Activity, Arts and Culture work programme that will be established to deliver the masterplan.	No changes required
Canal and River Trust	We are very supportive of the aim: Implementing a wayfinding and signage strategy to improve links between key destinations. We would be keen to help co-ordinate this strategy.	Suggestion welcome. The City Council would be happy to work C&RT on this project.	No changes required.
TfWM	The use of Interconnect West Midlands; the cities wayfinding system should be also referenced and installed at all key interchange locations	Suggestion welcome. The approach to Wayfinding will be explored further through the transport delivery plan in partnership with TfWM.	No changes required.
BCC Sustainability Officer	Implementing a wayfinding and signage strategy to improve links between key destinations-This will need to be in	Suggestion welcome. The approach to Wayfinding will be explored further through the transport delivery plan.	No changes required.

	keeping with the guidance and principles set out in the design guide.		
Birmingham LLFA	Request a catchment-based surface water management strategy that supports a climate resilience community.	Comments noted. An area-wide Water Management Strategy is proposed as part the masterplan.	The masterplan has been updated to refer to an area-wide Water Management Strategy. The LLFA have been listed as a partner on this project.
Environment Agency	Recommend that the Masterplan should identify all watercourses and waterbodies, including the floodplain extent and any strategic SuDS features that can be provided. Where proposed development locations are adjacent to or include watercourses easements over the 8m minimum should be sought and easements of 20m should set as a target. These easements not only allow for reduced risk of flooding at development locations but allow for space to be created for blue and green infrastructure and should incorporate re-naturalisation of watercourses channels and their banks.	Comments noted. These considerations will be addressed through commissioning an area-wide Water Management Strategy.	The masterplan has been updated to refer to an area-wide Water Management Strategy. The EA have been listed as a partner on this project.
Birmingham LLFA	The LLFA have provided detail comments on the opportunities and challenges around the vision for opening up the River Tame.	Comments noted. The masterplan sets the ambition for opening up the river. Further detailed work is needed to understand the feasibility and practicality of this idea through Perry Barr. The City Council welcomes this suggestion and will be looking to work with landowners and Birmingham LLFA on delivering the vision of the River Tame.	No changes required

Birmingham LLFA	We would support a specific requirement in the framework to support a much larger easement between the top of river bank, or toe of flood defence than the 8 metre minimum requirements afforded by the Environment Agency’s byelaws. An easement of 20 metres would allow space for pedestrian footways,, dedicated cycle routes and to maximise the blue and green corridor.	Comments noted. These considerations will be addressed through commissioning an area-wide Water Management Strategy.	The masterplan has been updated to refer to an area-wide Water Management Strategy. The LLFA have been listed as a partner on this project.
Environment Agency	It would be good to allow more semi-natural habitats to develop. At the moment there is a lot of mown grass which has little value and costs time & money to maintain. Allowing these areas to become semi or unimproved grassland, scrub or creating wildflower areas, flowering ruderal areas or orchards would contribute to the National Pollinator Strategy, reduce the carbon costs of mowing and increase carbon fixing.	Welcome suggestion. These could be incorporated in more detailed proposals for Perry Park and Perry Hall Park and across the masterplan area.	No changes required.
TfWM	Any cycling provision proposed within the plan should connect fully to all existing routes and these should be of high quality. Good cycle parking and the new West Midlands Bike Hire Scheme should also be fully considered across the masterplan area. This should also cover other elements of smart mobility modes such as e-scooters and e-bikes.	Welcome comments. These points will be addressed through the development of an area-wide Transport delivery plan.	These points will be addressed through the development of an area-wide Transport delivery plan. TfWM are listed as a partner for this strategy.

TfWM	There is no clear vision in the masterplan concerning access for service and logistics transport. Potential management measures in the form of restrictions on daytime deliveries and consolidation initiatives together with dedicated pick up and drop off points maybe suitable initiatives which may need to be captured in more detailed design features for the area.	Welcome comments. These points will be addressed through the development of an area-wide Transport delivery plan.	These points will be addressed through the development of an area-wide Transport delivery plan. TfWM are listed as a partner for this strategy.
TfWM	Although it is recognized that the Masterplan specifies that it will create safer walking and cycling routes it would be useful to see how these improvements will be carried out. In additions to this it would be beneficial to see how safety will be improved across other modes of transport and in reference to spatial planning.	Welcome comments. These points will be addressed through the development of an area-wide Transport delivery plan.	These points will be addressed through the development of an area-wide Transport delivery plan. TfWM are listed as a partner for this strategy.
BCC Sustainability Officer	Reviewing employment land to ensure that high quality employment uses are supported, and new opportunities promoted- This needs to be done in line with the methodology that is going to be used for the forthcoming BDP review. The masterplan needs to consider the employment land supply and demand.	Comments noted, the masterplan has stated that this work will need to be connected to the review of the Birmingham Development Plan (including aligning the methodologies of assessment, such as determining the supply and demand)	Reference to BDP methodology included in the document.
Individual	More projects are needed to get people to work and education.	Comments noted. The work being undertaken around local economic development and capturing social value will reflect the need to provide projects on employment and skills.	The masterplan has been updated to provide further details in the delivery section on local economic development and capturing social value.

<p>Knights PLC on behalf of Goals</p>	<p>Whilst we agree with the wider projects identified for the area, we consider that it would help to deliver the Perry Barr 2040 vision to also add an initiative to regularly review all possible opportunities for previously developed land within the Masterplan area to be brought forward for redevelopment. A regular review of the use and future intentions for/availability of previously developed land within the Masterplan area that is not already earmarked for development projects would enhance the potential to identify and deliver additional beneficial redevelopment opportunities in the context of the Masterplan vision and objectives.</p>	<p>Suggestion welcome. This will be addressed through the long-term land use strategy which is referred to in the Delivery section of the masterplan. This will consider making best use of previously developed land. This will be reviewed at regular intervals.</p>	<p>Reference to a long term land use strategy has been included in the Delivery section of the masterplan.</p>
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In response to the question which of the area-wide projects and initiatives set out here do you feel would have the largest positive impact?

The following answers were given:

Cultural strategy x 4	Development of safe and secure green networks.
Housing delivery plan x 3	Improve the roads for cars
Retrofitting existing houses and commercial spaces x 3	Stop people parking on pavements
Improvements in transport links x 2	improve the broadband delivery
community panel x 2	Community spaces and cultural strategies
Social value projects x 2	Enhancing biodiversity
Parks and recreation	Supporting business development and growth

When asked ‘of all the projects included in the Consultation Document under each focus area, which should we prioritise’ the top three themes were:.

1. Improving the parks
2. Enhancing the road network
3. Delivering better connectivity via walking, cycling and public transport.

Other

Consultee	Representation Summary	Response	Changes to PB2040
5 Individuals	General support for the document	Support welcomed	No changes required
Individual	I think it is a great development for the area as long as it is delivered in the way described and no short cut measures taken. Would like to see more on how bordering local authorities are connecting in with this, i.e. Sandwell and Walsall.	Support welcomed. Neighbouring authorities were consulted on the masterplan and where appropriate the Council will engage with them on the delivery of the masterplan.	No changes required
Individual	The Perry Barr area has a lot of great facilities, but the roads, pavements, access arrangements etc. look tired and messy. In many cases, just improving these basic facilities could really lift the area and promote the great services which already exist.	Comments noted. Several of the focus areas include short term opportunities that will help to deliver such improvements	No changes required
Individual	Stay to or exceed the standards set out in the plan. Down grading plans as was done with Perry Barr train station is disheartening	Comments noted	No changes required
Individual	Consultation should have been clearer before the work went ahead	Comments noted. Public consultation was undertaken in line with the Councils requirements	No changes required
Individual	The space available to develop the area is much smaller than your drawings suggest. The "pinch-points" on the Sprint are such that the only way to improve its journey time is to obstruct all the other traffic, this along with the pollution zone forcing traffic to add several miles to their journey by going around the outside of the pollution zone to get to their destination will increase pollution	Comments noted.	No changes required
Individual	The majority of Perry Barr residents are culturally diverse and online consultation is not the best way to engage the community, accessibility to the	Comments noted. The online consultation was supported through	No changes required

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	consultation may also be a concern. The council should increase the number of ways to engage	other methods including documents in the library and in person events.	
Individual	Visit other parks and see what other councils do. Sandwell and Walsall have fantastic parks with good parking, clear signage, clear access, nice feel in and around the park etc.	Comments noted	No changes required
Swift Local Network,	Detailed comments from the group about measures that can be introduced to preserve existing swift nesting sites.	Comments welcomed. These points will be fed into the further work around biodiversity in Perry Barr.	No changes required
Individual	If it is going to be successful I feel it needs to be completed at a considered pace, allow time and opportunity to re-think and re-design as the needs of the Communities and areas grow and change over the next 20 years.	Comments noted	No changes required
Council for British Archaeology, West Midlands	The City Council's Historic Environment Record and Historic Landscape Characterisation should be consulted as part of preparation of the Masterplan and Delivery Plan. Archaeological excavation will be required in advance of developments arising from the Masterplan and Delivery Plan. Recent archaeological work has demonstrated the extent of archaeological remains in Perry Barr	Comments noted. The City Council will follow the statutory processes for engagement.	No changes required
Individual	Engagement with local residents is key	Comments noted. The City Council is committed to ongoing meaningful engagement.	No changes required
Individual	Question if the engagement will be meaningful	Comments noted. The consultation statement that accompanies the cabinet report sets out clearly how the consultation has informed the masterplan and our approach to ongoing engagement.	No changes required
Canal and River Trust	Getting the support of the local community is crucial and will greatly assist engagement in the	Suggestion welcome. There is a section in the Delivery chapter that	No changes required

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	long-term. The Trust is always keen to get more volunteers engaged in helping to look after our canal network but there may be opportunities to link with people willing to help look after the green space network, not least as a means of working across different communities. The potential for this should be explored.	captures ongoing engagement and involvement with the community of the future of Perry Barr. This would include volunteer opportunities.	
Individual	I live in Witton and this area needs projects which are child friendly and the litter needs to be addressed	Comments noted.	No changes required
Historic England	Historic England recommends that the city's Historic Landscape Characterisation information be used as part of the evidence base to shape the masterplan.	Comments noted. Details plans for individual projects will be informed by the appropriate historic records.	No changes required
Individual	A significant part of the focus should be to ensure inclusion and access for people with disabilities Alexander stadium and the Doug Ellis sport centre should have a Disability club, equipment classes suitable for people with disabilities as well as staff trained in supporting people with disabilities	Comments noted. Operational arrangements are beyond the scope of the masterplan. However, the masterplan seeks to ensure Perry Barr is accessible to all and the City Council will work with disability groups to support its delivery.	No changes required
Ward Councillors and 3Bs Neighbourhood Planning Forum	North of the Masterplan area is the Tower Hill local centre, identified as key in the 3Bs Plan. Both the Library and the Bescot Court flats (housing dept) are in a terrible condition and both need a full rebuild. It creates an opportunity to replace the out-dated single room flats in Bescot Court with high quality flats, building above the library and rebuilding the library at ground level, preferably with other facilities e.g. a coffee shop.	Comments noted. The area is outside of the masterplan boundary, but the City Council is happy to work with Local Councillors on future proposals for this area.	No changes required
Broadway Academy	The students expressed desire for more sport and leisure centre provisions that cater to them specifically and are accessible. Sporting facilities	Comments noted. The masterplan proposes an area wide approach to social infrastructure that will look at the availability of community	No changes required

	<p>for community members should be better integrated in the vision. –</p> <p>Availability and accessibility to children centres and local support for families was another issue that the student wanted to see addressed better though the proposals.</p>	<p>facilities and sporting facilities that will address any gaps.</p>	
Broadway Academy	<p>The current Vision for Perry Barr unfortunately does not take this into account the cultural needs of the population and proposes a development that will attract residents from outside of the local area. These risks alienating and displacing the current population, which was felt within some of the students’ responses. Better consideration about the design and mix of use of proposed developments can help strengthen those communities.</p>	<p>Comments noted. The City Council is committed to ensuring the investment in Perry Barr benefits existing and future communities. A community panel and youth panel will be established to ensure the view of local people are considered throughout the development of Perry Barr.</p>	<p>No changes required.</p>
Birmingham LLFA	<p>Make several recommendations throughout their response to the inclusion of SUDS stating that Planning for SuDS early on is crucial. The LLFA would like to support the creation of more detailed proposals and give bespoke advice as the development of the Framework progresses, and more detailed plans emerge. This could be through more focused consultations or through a delivery / design steering group.</p>	<p>Suggestion welcome. The Delivery section of the masterplan sets out proposals for the future governance arrangements and within this structure there will be a role for partners such as the LLFA.</p>	<p>No changes required.</p>

Appendix 2: Summary of key discussions

This table briefly captures feedback from consultation events and discussions that took place alongside ongoing ‘business as usual’ stakeholder conversations.

Session date	Engagement target	Session type	Organisation	Purpose	Issues raised/Comments	How informed Masterplan
15/07/2021	Political	Briefing	Members of Proud Host City	Presentation & briefing to raise awareness of PB2040	Well received; no issues raised.	
27/07/2021	Targeted Stakeholder	Consultation	Perry Barr Constituency Neighbourhood Network	Presentation & briefing to raise awareness of PB2040, gain feedback and encourage info sharing.	Interest generated and participants agreed to cascade information. Accessibility for older people flagged, otherwise no specific issues raised following session.	Accessibility for all is a common thread throughout the masterplan.
27/07/2021	Community	PB2040 Online Consultation	Mix of community stakeholders	First formal webinar style presentation with opportunity to comment and feedback.	Points: Objective: ensure clean and well managed environment is incorporated. Perry Park area: reference to clarify reference to future of employment land – what aiming to do; PB Village: support for Depot idea but concern about 'temp use'. PB Urban Centre: support for diversification of offer. Perry Hall Park: support for better links to park; concern re Lea Hill Road access over railway; recognise flood plain. Area wide: role of allotments in testing water recycling and non-peat fertiliser; desire for local people to do more with gardens; Hirons closure thought to leave a gap in gardening provision; recognition of value of allotment land needed to protect future use; masterplan seen as offering opportunity for joint working. Gen: Ensure orientation of CGI made clearer.	All points raised reviewed and considered, with majority feeding into the masterplan in line with similar range of comments made through BeHeard / StoryMaps.

Perry Barr 2040 – CONSULTATION STATEMENT APPENDICES

03/08/2021	Advisory Panel	Consultation	PB2040 MP Advisory Panel Session 1	Follow up combined panels from phase 2 to gain 'holistic' feedback on PB2040 consultation doc.	Wide ranging comments made, echo and reinforce wider feedback.	Key points picked up and fed into the masterplan, to include: ensuring alignment with BDP review, as well as checking MP boundary vs BDP District Centre Boundary; 3Bs Neighbourhood Plan alignment; flood strategy potential pilot as part of Delivery Plan.
03/08/2021	key stakeholder	Engagement	PB Steering Group	Regular discussion and updates on PB regen and Masterplan	Comments noted from meeting.	Support refinement of Masterplan.
03/08/2021	Political	Consultation	PB Ward Forum	Presentation and gathering feedback, answer questions, gauge opinion, promote consultation programme and encourage feedback.	Overall, positive comments were received. Cllr Hunt positive about bus depot use and suggesting longer-term use preferable; alignment with 3Bs important.	Bus depot key part of masterplan with use to be further explored via full business case. Masterplan aligns with 3Bs Neighbourhood Plan on
04/08/2021	PB2040 Youth Panel	Youth Panel Consultation project	PB2040 Youth Panel members	Photo-led walking tour project 'Urban Explorers' saw young people explore Perry Barr parks and urban centre.	Separate report forms part of this Statement of Consultation. It highlights some of the key thoughts and ideas including need for better wayfinding, improving Perry Park use with facilities (eg play area. zip wire etc), better lighting. It suggests improvements to the Urban Centre, including better food outlets and facilities for young people, as well as good connectivity.	Key ideas and thoughts incorporated or recognised if existing.

Perry Barr 2040 – CONSULTATION STATEMENT APPENDICES

05/08/2021	Community	PB2040 Consultation Walk & Talk	Range of community stakeholders	First (of 3) Walk & Talk sessions starting at One Stop, offering in person discussion about PB2040 in Perry Barr to gather real time thoughts.	Variety of comments and discussion points.	Key points fed into masterplan.
09/08/2021	Perry Park	Engagement	Member of Perry Park	Discussion about Perry Park access.	Comments echo points raised during pre-consultation engagement via discussions with community groups. Subsequent post consultation meeting with Friends of Perry Park further pick up detail relating to the masterplan.	Comments from members of Friends of Perry Park picked up in masterplan.
10/08/2021	Community	PB2040 Online Consultation	Range of community stakeholders	Second formal webinar style presentation with opportunity to comment and feedback.	Dog track development; transport plan for PB village; price anticipated for housing; proportion of social housing; shared accommodation models discussed; query re marketing approach and targeting of purchasers of new homes; flexible approach for future One Stop was a focal point; planning for older less mobile residents; Regina Drive unsightly and needs improvement; police presence as option within Bus Depot.	Points reflective of formal representations, so largely captured within masterplan.

Perry Barr 2040 – CONSULTATION STATEMENT APPENDICES

12/08/2021	Political	Consultation & briefing	Khalid Mahmood MP	Overview of the masterplan and a discussion around key elements.	Points include interactions with water networks and public section hub.	Further references to interaction with the water network has been included in the masterplan. Reference to a public sector hub has been included in the masterplan.
17/08/2021	Advisory Panel	Consultation	A combination of partner and internal contacts	PB2040 MP Advisory Group Session 2 covering all aspects of the masterplan and aiming for a cross theme/discipline feedback.	Range of points made covering all aspects of masterplan.	Mostly picked up in masterplan.
19/08/2021	Community	PB2040 Consultation Walk & Talk	Range of community stakeholders	Second Walk & Talk from Perry Park to gain feedback on PB2040 and green spaces especially, since this session was well attended by parks interest groups.	Much focus on Perry Park with a number of suggestions made including creating a more defined entrance, make better use of existing assets as well as add new ones eg benches. Perry Hall Park also covered and Church Road / St Johns Church, with key points all picked up via separate conversations.	Comments fed into MP review and aligned with other comments.
02/09/2021	Targeted Stakeholder	Consultation	One Stop Shopping Centre reps	Ongoing engagement with One Stop	Detailed discussion on the proposals within the masterplan for One Stop	Further wording has been added around the role of One Stop and images altered to reflect feedback

Perry Barr 2040 – CONSULTATION STATEMENT APPENDICES

09/09/2021	Businesses	PB2040 Online Consultation event	Range of participants, including local Doctor's surgery	To consult with business interest and gain feedback.	Links with local welfare and health centres - their role discussed. Also growing health needs as PB grows.	Health provision reviewed as part of MP development.
11/09/2021	Community	PB2040 Consultation Walk & Talk	Range of participants, including members of WM Accessibility Panel.	Third Walk & Talk, with tour starting at One Stop, to gather in person feedback on PB2040.	Ample feedback on accessibility reflecting issues and feedback already given in the main. Inaccessibly to Perry Hall Park from One Stop and A34 crossing from PBRS noted.	Accessibility considered for all aspects of Perry Barr.
15/09/2021	Key Stakeholder	Consultation	Methodist Church reps	Discussion around the impact of the proposals on the church and a possible proposal for the church to be enhanced and play a wider community role.	Range of points raised during discussion.	Further details have been added into the masterplan to capture the potential enhancements of the church and an opportunity has been included in the Masterplan.
15/09/2021	Political / community	Information giving	Handsworth Wood Ward Forum led by Cllr Atwal	Slot on agenda secured to raise awareness of PB2040 and how to feedback. Information giving NOT consultation.	Handsworth Wood residents interested in having a separate session subsequently set up post consultation (22/10/21) with issues raised about area of influence and questions around housing provision.	Area of influence used for consultation proposed but will not be defined in the masterplan.

Perry Barr 2040 – CONSULTATION STATEMENT APPENDICES

17/09/2021	Community	Consultation Drop-in	140 attendees	Based at One Stop to raise awareness of PB2040, answer Qs and gather feedback. Also, gain interest in Community Panel.	All aspects of MP discussed in varying degrees, with queries answered. 14 people registered interest in PB2040 Community Panel.	4x Questionnaires completed with comments in line with wider engagement.
18/09/2021	Community	Consultation Drop-in	250 attendees	As above		As Above
20/09/2021	Community	Consultation Drop-in	150 attendees	As above		As above
28/09/2021	Targeted Stakeholder	Consultation	St John's Church rep	To inform about PB2040 and seek feedback in relation to St John's Church and area.	Improvement of St Johns community facility	St Johns Community facilities included in MP.

APPENDIX 3 - COMMS AND ENGAGEMENT OVERVIEW

Perry Barr 2040 - Engagement Strategy Overview, July 2021

1 Purpose of document

- 1.1 This document summarises the approach to engagement to inform the Perry Barr 2040 Regeneration Framework, focussing on the stage of main public engagement that will be undertaken for 8 weeks from Thursday 15th July 2021 and Wednesday 8th September 2021.

2 Previous engagement undertaken

- 2.1 In developing the regeneration framework to this stage there has already been significant engagement with local stakeholders. This included:

- Establishing 5 thematic advisory groups covering Living & Working, Open Space, Transport, Levelling Up, and Urban Centre, with membership drawn from a range of BCC teams (covering education, housing, planning, public health, transport, parks, leisure, Commonwealth Games and other matters), Transport for West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, Sandwell and West Birmingham Hospitals NHS Trust, Environment Agency and others.
- Meetings with local landowners and businesses, including One Stop Shopping Centre and the Wholesale Markets.
- Meetings with community groups and organisations including Friends of Alexander Stadium, Perry Park, and Perry Hall Park; allotments representatives; ward forums for Perry Barr and Birchfield, as well as neighbourhood groups; third sector organisations; arts and culture organisations; housing associations; accessibility groups.
- Early work to establish a youth panel and engagement with schools.

- 2.2 This early engagement has also informed the approach to the more formal consultation.

3 Engagement requirements

- 3.1 The Perry Barr 2040 Regeneration Framework is a non-statutory planning document and as such the consultation requirements are not dictated by planning regulations. The engagement does, however, need to be in accordance with the City Council's adopted Statement of Community Involvement (SCI). This requires the Council to have the document available for viewing online and in appropriate public spaces, to write to our stakeholders on the planning policy database and to use social and/or local media to promote the consultation.
- 3.2 The engagement approach is also guided by the Council's 'Working Together in Birmingham's Neighbourhoods' white paper which responds to the localism agenda.

4 Aims and objectives of the engagement

- 4.1 Meaningful consultation with key stakeholders, especially the local community, will be paramount in gaining genuine buy-in and establishing a framework for long term delivery.
- 4.2 This main stage of public engagement will directly inform the Perry Barr 2040 Masterplan. The consultation representations may also feed into other Regeneration Framework documents and processes.
- 4.3 The engagement strategy is informed by the following key aims:
- To develop and deliver a wide-ranging communications and engagement programme using best practice approached to inform people about the proposals, gain their interest and encourage feedback.
 - To position the masterplan as the next part of the regeneration of the area; an opportunity to build on the progress made so far in order to create an ambitious plan for the future.
- 4.4 To deliver these aims the following eight objectives have been agreed:
1. To provide accessible and clear information about the evolving plans.
 2. To engage with all sections of the community.
 3. To manage expectations by ensuring that consultees clearly understand what they are being asked to comment on and what opportunities they can help shape.
 4. To develop a regeneration narrative that promotes the regeneration story so far, including its benefits, in order to best present the reach and scale of opportunities identified and enable focused conversations on the potential for long term change.
 5. To capture feedback in a variety of ways so that people have the opportunity to have a say, then ensuring that this feedback is demonstrably reflected in the evolved masterplan.
 6. To ensure that comms and engagement activity complements and aligns with other engagement activity, so that it is delivered in a timely and effective way.
 7. To inspire and gain political and stakeholder support for the vision, objectives and principles, and demonstrate how feedback has informed the masterplan.
 8. To nurture and develop relationships, build trust and encourage participation and broad buy-in and support for the masterplan.

5 Stakeholders

- 5.1 A stakeholder review has identified a range of target stakeholders, this includes but is not limited to the following:

Grouping	Broad targets
Political – local, regional, national	Leader, Cabinet Members, Ward Members (including neighbouring wards), MPs, combined authority Mayor, MHCLG
Public Sector (including BCC)	Internal - Senior officers; technical leads across all departments/themes. Partners - Regeneration partners (WMCA, TfWM, GBSLEP, Homes England, Sports England); Birmingham 2022 Organising Committee.

	Public sector agencies representing health, transport, housing, highways, environment, leisure, heritage, culture, arts, employment and others. Education providers including schools, colleges, universities and training providers.
Private sector	Local businesses in Perry Barr and adjoining areas Utilities providers Potential investors
Third Sector	NGOs, trusts and societies - Active Wellbeing Society, Civic Society
Community Sector	Full raft of entities, including: Community & Neighbourhood groups Disability groups Faith and cultural groups Sport & Leisure facilities/groups Health & Welfare centres/GPs Environmental/Parks/allotments Schools/colleges Places of worship
Perry Barr wide residents	Those within and close to the boundary.
Visitors and wider interest	Those visiting the area for sport, leisure, work, education and to shop.

6 Methods of engagement

6.1 A wide range of materials and channels will be employed and form part of a suite of communications and engagement tools and approaches, including:

6.1.1 To inform and educate

- Perry Barr 2040 consultation document - vision, objectives, emerging themes, opportunities and projects
- Online supporting materials including a recorded presentation and FAQs
- BCC website – Perry Barr landing page with link to interactive Story Maps engagement platform
- BeHeard – BCC formal consultation website with feedback questionnaire
- Accessibility downloads of all materials on online platforms

6.1.2 To communicate

- Flier to Perry Barr residents and in public spaces such as libraries
- Letter to key stakeholders listed on planning database
- Direct invites and updates to stakeholders identified / engaged in early stages

6.1.3 To promote and excite

- Launch and media briefing

- Media releases / social media #PB2040 campaign
- Advertising via digital roadside outlets and Bus Stops
- Posters and hoardings in Perry Barr

6.1.4 To engage

- Briefings – political; Senior Officer; partner; key community stakeholders etc.
- Target specific sessions e.g. local businesses
- Online - webinars
- Perry Barr 'Walk & Talk' events
- Schools Presentation (eg 'How do you see a new Perry Barr' debate)
- Youth Engagement programme to include cross-generation activity
- Setting up of a 'Perry Barr 2040 panel' for younger residents

6.1.5 To engage seldom heard groups

- Accessible documents
- Bespoke sessions with identified stakeholders

6.1.6 To capture feedback

- Online feedback survey (via BeHeard / Story Maps)
- Printed copies of feedback form with the document in libraries
- Printed version of the document and feedback form made available on request
- Young people – Survey Monkey; Vox Pops and via events

6.1.7 To show we've listened

- Post consultation media / social media activity
- Post consultation presentations on masterplan
- Consultation Summary setting out 'You said; We did'

7 Impact of Covid-19 on engagement

- 7.1 As the consultation launch is within a period of Covid-19 restrictions the approach to engagement has been adapted. There will be a greater emphasis on online events as an alternative to the traditional in person public meetings and drop-in sessions. These will be complemented by walking tours that allow members of the public an opportunity to hear more about the proposals and ask questions. The necessary health and safety risk assessments will be undertaken.
- 7.2 In recognition that the approach to engagement is very reliant on online methods, a leaflet is being distributed to all residents and businesses within the masterplan boundary to ensure that all the community is aware of how they can have their say.

Printed copies of the document are available to view in the libraries and can also be made available on request.

8 Next steps

- 8.1 Following the 8 weeks of engagement all responses will be given full consideration and fed into the Masterplan. It is also anticipated that some of the responses will feed into other elements of the Regeneration Framework and help to inform the development of these documents.
- 8.2 A Consultation Summary will be completed that sets out how the engagement undertaken, and the responses received have informed the Regeneration Framework. This will be published as part of the Cabinet process seeking approval of the Masterplan.

9 Ongoing engagement

- 9.1 Engagement on the Regeneration Framework in Perry Barr will be meaningful and continuous. Strong positive relationships have been developed through the early engagement undertaken to inform the consultation document. These will be maintained and developed further to provide a channel for continuous engagement. The potential to establish a Perry Barr 2040 Community Panel and Youth Panel to provide a more formal format for the community and officers to work together is being explored.

APPENDIX 4 – FINAL CALL COMMS PLAN

Perry Barr 2040 Masterplan Final Call Comms Plan – September 2021

Purpose

Supplementary pro-active push to gain interest and encourage feedback via online platforms in last 3 weeks on consultation.

Aim: To gather 100+ responses from all stakeholders

Primary target: To gain local community feedback which so far has been minimal in terms of survey forms completed to date.

Timescales: From 13th September to end of consultation.

Approach:

Complementary, hybrid of digital and in-person engagement and comms activity targeted accordingly by stakeholder, to include those engaged to date to help cascade information and increase momentum.

Tactics:

- Review Consultation programme - Identify gaps in engagement and arrange additional conversations, such as with St Johns Church
- Identify PB ambassadors to get the message out; gain commitment of known local contacts to 'spread the word', reinforce via personal phone calls
- Arrange presence at local ward forums to cascade awareness via democratic platforms
- Media and social media drive – press release and additional SM posts with points of interest about PB2040; target local radio;
- Events boost - Arrange One Stop 'drop ins' (staffed, with opportunity to leave information) – target from 15th Sept
- Leafleting at events such as Park Run
- Produce additional collateral – pull up banners, printed versions of survey etc
- Deploy targeted Email comms – to drive interest to BeHeard and Story Maps via array of community groups / contacts
- Notify Planning database email Mid-September
- Target local schools via Head Teachers' consortium; follow up on engagement with Eden Boys and Broadway
- Support and push Youth Engagement element to seek
- Make use of BCC internal comms to generate colleague interest
- Emailer to partner and Advisory Panel participants to request completion of feedback

APPENDIX 5 – PRESS RELEASE



Perry Barr 2040 Masterplan outlines ambitious future vision for area over next two decades

Embargoed for use until: 10am on Friday 9 July 2021

A draft Masterplan outlining an ambitious vision for how to further improve Perry Barr over the next two decades has been published today (July 9).

The Perry Barr 2040 Masterplan looks to maximise the opportunities presented by the existing qualities of the area, the current £700million+ package of major projects being delivered in the district and Birmingham's status as Proud Host City for the 2022 Commonwealth Games.

In reaching this point, the council has already engaged widely with stakeholders and local community groups in order to ensure plans for the future reflect the needs of existing local citizens as well as providing opportunities for new residents.

Guided by the key principles of inclusive and sustainable growth, the draft Masterplan will:

- Provide an attractive choice of places to live, work and visit by supporting the area's successful existing uses and introducing new homes and activity including strengthening the town centre;
- Embrace the scale of opportunity to deliver ambitious change which reflects the area's role at the heart of the Birmingham 2022 Commonwealth Games and realises long-term benefits for all;
- Prioritise parks, waterways, allotments, and public spaces to create a joined-up green network which support wellbeing and access to nature;
- Celebrate the area's cultural, sporting, and historic identity and provide the conditions for this to continue to thrive;
- Help Perry Barr become the best-connected suburb in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors;
- Contribute to Birmingham being carbon neutral by 2030.

Cllr Ian Ward, Leader of Birmingham City Council, said: “For many years there has been a clear need and ambition to unlock the obvious untapped potential of Perry Barr, but we needed the resources to do it.

“Now, our successful Commonwealth Games bid has helped us kickstart a major regeneration project that will transform the lives and life chances of Perry Barr residents for many years to come.

“The Government talks a lot about 'levelling-up' but our communities need action now and we're getting on with the job, working with a range of partners to transform Perry Barr. The projects being delivered thanks to the Games, such as improved public transport, the redeveloped Alexander Stadium and new homes are just the start of things as this Masterplan demonstrates.”

Full details of the Masterplan are available on the council’s website and information on how to offer comments and feedback will be published in the coming weeks.

There will also be online engagement sessions for people to find out more and have their say on aspects of the draft masterplan in the coming weeks – again, details will be made available shortly.

Cllr Ward added: “We've already been speaking with local residents and groups ahead of the formal consultation because it is crucial we get this right.

“This is a once-in-a-lifetime opportunity for Perry Barr and surrounding neighbourhoods, so please get involved once the consultation is live and help shape a bold, sustainable, inclusive and ambitious future for this part of Birmingham.”

After the consultation ends, a final version of the Masterplan would then be put to the council's Cabinet for approval later this year.

ENDS

For more media information please contact Kris Kowalewski at
press.office@birmingham.gov.uk

APPENDIX 6: E-MAILER/LETTER TEMPLATE TO STAKEHOLDERS

Perry Barr 2040: A Vision for Legacy' Public Consultation July 2021

On 15th July 2021, Birmingham City Council launched the public consultation for 'Perry Barr: 2040: A Vision for Legacy'. This consultation seeks your views on the future of Perry Barr, which will inform a regeneration framework for the area, building on the Commonwealth Games as a catalyst for change and securing a legacy for all.

As the first step towards agreeing a regeneration framework for Perry Barr, the council has published a consultation document. The document sets out:

- A **Vision** to unite stakeholders and a set of clear **Objectives** that identify the key themes that are fundamental to the transformation of Perry Barr;
- **Place Principles** to deliver the vision. These are focussed on five themes: living and working, renewing and repurposing, connecting green spaces and places, promoting healthy communities, and delivering a thriving centre; and
- Five **Focus Areas** that have been identified as having the potential to create substantial change to deliver the vision and clearly demonstrate how the masterplan can be implemented. These are Perry Park, Perry Hall Park, Perry Barr Village, Perry Barr Urban Centre and Walsall Road Corridor.

Whilst the document includes our initial ideas around how Perry Barr should evolve over the next 20 years, it is not a final masterplan, as your views will help to shape the final document.

How to get involved

You can get involved in the public consultation by:

- Heading to www.birmingham.gov.uk/PerryBarr2040 where you can view the document and submit your comments via the online survey;
- Attending one of the scheduled online events, which are publicised on our website at www.birmingham.gov.uk/PerryBarr2040;
- Reviewing the document at Birchfield Library, Perry Common Library and Tower Hill Library from 21st July. Please check online for up-to-date opening times and Covid-19 safety procedures www.birmingham.gov.uk/info/50163/library_services/2250/library_services_update; or
- Writing to us via email at perrybarr2040@birmingham.gov.uk or via post to Perry Barr 2040, North West Planning and Development Team, PO Box 28, Birmingham, B1 1TU.

The public consultation on the draft masterplan closes on 29th September 2021. Following this, all comments will be taken into consideration and the final document will be prepared. It is the intention to seek Cabinet endorsement in Autumn 2021 for the final Perry Barr 2040 Masterplan and Delivery Plan.

The publication of this consultation document is part of continuous community and partner engagement to ensure that all stakeholders have an opportunity to shape and deliver a shared vision for Perry Barr.

You have been notified of this consultation because you are on our database of consultees with regard to planning documents. If you no longer wish to be part of our database please let us know.

If you require any further information, please contact the North West Development Planning Team at: perrybarr2040@birmingham.gov.uk or on 0121 464 9857.

We encourage you to share your views and get involved to shape the future of Perry Barr.



APPENDIX 7 – BEHEARD SURVEY FORM



Perry Barr 2040: A Vision for Legacy

Birmingham City Council would like your views on the consultation document: 'Perry Barr: 2040: A Vision for Legacy'. You may want to refer to sections of the document as you complete this survey. This survey goes through the questions set out in the Perry Barr 2040: A Vision for Legacy Consultation Document. You do not need to answer every question and can provide as much detail as you like in your answers. Please leave your completed survey in the folder marked 'Completed Surveys'.

We look forward to your feedback.

1 What is your name?

2 What is your email address, if you have one?

3 Do you represent an organisation, and if so which organisation?

4 What is your Postcode?

This is to enable us to understand where our responses are coming from.

Perry Barr Then, Now and Next

It is important that proposals for Perry Barr reflect and enhance the character of the area. This section of the Consultation Document provides a timeline to show how Perry Barr has evolved over time, the redevelopment taking place now and the role the masterplan will have in planning up to 2040.

5 Are there other events which have shaped Perry Barr?

If yes, please provide your answer here:

6 Are there any buildings or features that should be celebrated as part of Perry Barr's character?

If yes, please provide your answer here:

Emerging Vision

The Consultation Document includes the following emerging vision for Perry Barr 2040:

‘Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work and visit in ways which are healthier, better-connected and more sustainable’.

7 Do you agree with the vision?

Yes

No

8 If no, what would your vision be?

Emerging Objectives

9 Do you agree with the objectives?

Yes

No

10 If no, what changes are needed to the objectives?

Place Principles

The Masterplan is underpinned by five place principles. These principles draw together the various places, projects and activities and help to deliver the vision and objectives of the plan.

11 Are these the right principles to deliver the vision?

Yes

No

12 Which principle(s) do you think are most important?

Please rank 1-5 with 1 as the most important to you.

	1	2	3	4	5
Support living and working					

	1	2	3	4	5
Renew and repurpose					
Connect up a green network					
Promote a healthy community					
Deliver a thriving urban centre					

13 Are there themes or ideas which are not identified which you feel are important?

If yes, please provide your answer here:

Focus Areas

The Masterplan area is divided into five focus areas, all of which have potential to support the delivery of the vision. Please see the Consultation Document for a description of each area.

14 Are there any other focus areas which should be considered?

Yes

No

If yes, please expand on your answer here:

15 Are there other characteristics of these areas which should inform the Masterplan?

Yes

No

If yes, please expand on your answer here:

Perry Park

The consultation document sets out existing projects and the opportunities identified within Perry Park, along with an illustrative plan of the proposed projects.

16 Having reviewed the list included the Consultation Document, do you agree with the opportunities identified for the Perry Park area?

Yes

No

17 Are there other opportunities that should be included?

If yes, please provide your answer here:

18 The Consultation Document includes a list of potential projects for Perry Park. Do you agree these projects help deliver the Perry Barr 2040 Vision?

- Yes
- No

19 Are there other projects which should be identified for Perry Park?

If yes, please provide your answer here:

Perry Barr village

The consultation document sets out the existing development proposals, the opportunities identified within Perry Barr village, and an illustrative plan of the proposed projects.

20 Having reviewed the list included in the Consultation Document, do you agree with the opportunities identified for the Perry Barr village area?

- Yes
- No

21 Are there other opportunities for Perry Barr village that should be included?

If yes, please provide your answer here:

22 The Consultation Document includes a list of potential projects for Perry Barr Village. Do you agree these projects help deliver the Perry Barr 2040 Vision?

- Yes

No

23 Are there other projects which should be identified in this area?

If yes, please provide your answer here:

24 This area is a new part of Perry Barr. What should the area be called in the future?

Perry Barr Urban Centre

The Consultation Document sets out existing proposals and projects, the opportunities identified within Perry Barr Urban Centre, and an illustrative plan of the proposed projects.

25 Having reviewed the list included in the Consultation Document, do you agree with the opportunities identified for the Perry Barr Urban Centre area?

Yes

No

26 Are there other opportunities for the Urban Centre that should be included?

If yes, please provide your answer here:

27 The Consultation Document includes a list of potential projects for Perry Barr Urban Centre. Do you agree these projects help deliver the Perry Barr 2040 Vision?

Yes

No

28 Are there other projects which should be identified for this area?

If yes, please provide your answer here:

Perry Hall Park

The consultation document sets out the opportunities identified within Perry Hall Park, along with an illustrative plan of the proposed projects.

29 Having reviewed the list included in the Consultation Document, do you agree with the opportunities identified for the Perry Hall Park area?

Yes

No

30 Are there other opportunities for Perry Hall Park that should be included?

If yes, please provide your answer here:

31 The Consultation Document includes a list of potential projects for Perry Hall Park. Do you agree these projects help deliver the Perry Barr 2040 Vision?

Yes

No

32 Are there other projects which should be identified for Perry Hall Park?

If yes, please provide your answer here:

Walsall Road Corridor

The Consultation Document sets out existing projects, the opportunities identified within Walsall Road Corridor, and an illustrative plan of the proposed projects.

33 Having reviewed the list included in the Consultation Document, do you agree with the opportunities identified for the Walsall Road Corridor area?

Yes

No

34 Are there other opportunities for the Walsall Road Corridor that should be included?

If yes, please provide your answer here:

35 The Consultation Document includes a list of potential projects for Walsall Road Corridor. Do you agree these projects help deliver Perry Barr 2040 Vision?

Yes

No

36 Are there other projects for the Walsall Road Corridor which should be identified?

If yes, please provide your answer here:

Area-wide Projects and Initiatives

Alongside the opportunities and projects set out for the focus areas, there are many area-wide projects and initiatives proposed which will support the delivery of the vision for Perry Barr. The consultation document includes a list of proposed projects and initiatives.

37 Do you agree with the projects and initiatives which have been identified for the whole area?

Yes

No

38 Are there other area-wide projects which would help to deliver the Perry Barr 2040 vision?

If yes, please provide your answer here:

39 Which of the area-wide projects and initiatives set out here do you feel would have the largest positive impact?

Next Steps and Delivery

This section of the Consultation Document covers what happens next and provides an overview of the approach to delivery.

40 Of all the projects included in the Consultation Document under each focus area, which should we prioritise?

And finally...

Thank you for taking the time to have your say on Perry Barr 2040. If you would like to be kept up to date, or if you have any further comments to make please respond to these final questions.

41 How would you like to find out about and be involved in the regeneration of Perry Barr in the future?

Please select all that apply

- Email
- Website
- Local press
- Online events
- In person events
- Other *(please explain below)*

42 Are there any other comments you would like to make to inform the Perry Barr Masterplan and Delivery Plan?

Equalities

43 Which age group applies to you?

Please tick

- | | | | |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> 18 - 19 | <input type="checkbox"/> 35 - 39 | <input type="checkbox"/> 55 - 59 | <input type="checkbox"/> 75 - 79 |
| <input type="checkbox"/> 20 - 24 | <input type="checkbox"/> 40 - 44 | <input type="checkbox"/> 60 - 64 | <input type="checkbox"/> 80 - 84 |
| <input type="checkbox"/> 25 - 29 | <input type="checkbox"/> 45 - 49 | <input type="checkbox"/> 65 - 69 | <input type="checkbox"/> 85+ |
| <input type="checkbox"/> 30 - 34 | <input type="checkbox"/> 50 - 54 | <input type="checkbox"/> 70 - 74 | |

44 Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

- Yes
- No
- Prefer not to say

45 Do you have caring responsibilities? (If yes, please tick all that apply)

Please tick all that apply

- | | |
|---|---|
| <input type="checkbox"/> None | <input type="checkbox"/> Primary carer of disabled adult (18 and over) |
| <input type="checkbox"/> Primary carer of child/children under 18 | <input type="checkbox"/> Primary carer of older person/people (65 and over) |
| <input type="checkbox"/> Primary carer of disabled child/children | <input type="checkbox"/> Secondary carer |
| | <input type="checkbox"/> Prefer not to say |

46 What is your ethnic group?

White:

- | | |
|--|--|
| <input type="checkbox"/> English/Welsh/Scottish/Northern Irish/British | <input type="checkbox"/> Gypsy or Irish Traveller |
| <input type="checkbox"/> Irish | <input type="checkbox"/> Any other White background (please specify) |

Mixed/multiple ethnic groups:

- | | |
|--|--|
| <input type="checkbox"/> White and Black Caribbean/African | <input type="checkbox"/> Any other Mixed background (please specify) |
| <input type="checkbox"/> White and Asian | |

Asian/Asian British:

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Indian | <input type="checkbox"/> Kashmiri |
| <input type="checkbox"/> Pakistani | <input type="checkbox"/> Bangladeshi |

- Chinese
- Any other Asian background (please specify)

Black African/Caribbean/Black British:

- African
- Caribbean
- Any other Black/African/Caribbean background (please specify)

Other ethnic group:

- Arab
- Any other ethnic group (please specify)

47 What is your Sexual Orientation?

- Bisexual
- Gay or Lesbian
- Heterosexual or Straight
- Other
- Prefer not to say

48 What is your sex?

- Male
- Female
- Prefer not to say

49 What is your religion or belief?

- No Religion
- Christian (including church of England, Catholic, Protestant, and all other Christian denominators)
- Buddhists
- Hindu
- Jewish
- Muslim
- Sikh
- Any other religion (please specify)
-
- Prefer not to say

APPENDIX 8: STORYMAPS SURVEY FORM

PB2040 Map Questions

This survey provides a summary of the questions set out in the Perry Barr 2040: A Vision for Legacy Consultation Document. If you want to review the Consultation Document and complete the full survey, please go to: www.birmingham.gov.uk/PerryBarr2040

The questions below ask you about the information on this website. You do not need to answer every question and can provide as much detail as you like in your answers. There is a question at the end of the survey to capture any additional points you want to make. Your response will be used to inform the Masterplan and Delivery Plan. We look forward to your feedback.

1. The above sets out a vision for Perry Barr 2040, do you agree with the vision? (yes / no – function) If no, what would your vision be?
2. The vision is followed by 6 Objectives. Do you agree with the objectives? (yes / no – function) If no, what changes are needed to the objectives?
3. The Masterplan is underpinned by five Place Principles. Are these the right principles to deliver the vision? (yes / no – function). If not, are there themes or ideas which are not identified?
4. The Masterplan area is divided into five Focus Areas, all of which support the delivery of the vision. Should other focus areas be considered?

Focus Areas in detail

5. For each of the Focus Areas we have set out several proposed projects. Do you agree that these projects will deliver the vision for Perry Barr 2040?

Please enter your replies within the table below for each Focus Area:

	Focus Area	Yes	No	Are there any projects that should be identified?
5.1	Perry Park			
5.2	Perry Barr Village			
5.3	Perry Barr Urban Centre			
5.4	Perry Hall Park			
5.5	Walsall Road (A34) Corridor			

6. Of all the spatial projects included which should we prioritise?

7. There are several area-wide Projects and Initiative which will support the delivery of the vision for Perry Barr. Do you agree with these project (yes / no – function).

8. Are there other area wide projects which should be included?

9. Are there any other comments you would like to make?

10. How would you like to find out about and be involved in the regeneration of Perry Barr in the future?
Y / N

11. If you would like to be kept informed on progress with Perry Barr 2040, please provide your contact details:

	Email	First half of
Name	address	postcode

12. Where did you hear about our consultation? Tick one or more of the following:

- a. Media
- b. Social Media
- c. Email
- d. PB2040 Flier
- e. BCC website
- f. Other website
- g. Library
- h. Through my networks
- i. Other – please state:

APPENDIX 9: DROP-IN SESSION ‘SNAP SURVEY’ QUESTIONNAIRE

Perry Barr 2040: A Vision for Legacy’ Masterplan Help shape the future of Perry Barr

This short survey is part of Birmingham City Council’s consultation for how Perry Barr should look and feel in years to come. So your feedback counts as the information we gather will feed into proposals for Perry Barr for the next two decades.

1) We are developing a masterplan for Perry Barr to shape how it evolves up to 2040. What three words would you use to describe the future Perry Barr you want to see?

-
-
-

2) What do you think should be the priority for change in Perry Barr?

- a) An improved town centre
- b) Better connections across Perry Barr as a whole
- c) Good access to the parks and improved connections to include waterways
- d) Improved green and open spaces
- e) Active space that brings people together
- f) More housing types
- g) Other – please state below:

3) The masterplan looks to build on the identity and character of Perry Barr. Are there any features or buildings that you feel should be celebrated more?

4) The masterplan proposes several improvements to Perry Park and the Alexander Stadium area. What changes to the park would make you use it more?

5) The area between Aldridge Road and Wellhead Lane previously occupied by Birmingham City University is being redeveloped for housing. What else do you think is required in this area of Perry Barr to meet new and existing residents’ needs?

6) Perry Barr’s urban centre includes the One Stop Shopping Centre and the surrounding retail streets. What type of shops, services, leisure uses and improvements to the visitor experience would make you spend more time in the urban centre?

7) Perry Hall Park is a hidden asset in Perry Barr. What improvements are needed to this park?

8) How people move around Perry Barr is key. What improvements are needed within Perry Barr to encourage more walking, cycling and use of public transport?

9) If you could change one thing about Perry Barr at this very moment that would improve its look and feel – what would that be?

10) Do you have any other comments to make about the future of Perry Barr?

11) In order to make sure we capture a wide mix of views, it would be helpful if you could provide the following information. These questions are completely optional.

Age:

Ethnicity:

First half of postcode:

12) If you would like to be kept informed on the Future of Perry Barr, please provide your details below.

Name:

Email Address:

The personal information that you provide as part of this survey will only be used by Birmingham City Council for the purposes of preparing Perry Barr 2040 documents.

To return this questionnaire by freepost, please send to:

RSXB-ATZL-RTHU

PO Box 28

Birmingham

B1 1TU

If you would like to know more about Perry Barr 2040, please visit

www.birminghambeheard.org.uk/economy/perry-barr-2040/

[Thank you.](#)