

## **Birmingham City Council**

### **Sutton Coldfield Town Centre Masterplan SPD**

#### **Consultation Statement**

##### **1. Introduction**

Birmingham City Council consulted on the Draft Sutton Coldfield Town Centre Masterplan Supplementary Planning Document (SPD) from 20<sup>th</sup> November to the 15<sup>th</sup> January 2021. This statement sets out the engagement strategy, describes the level and type of responses received, the main issues raised and how they have been addressed in the final masterplan. The statement has been prepared in accordance with Birmingham Statement of Community Involvement (SCI).

##### **2. Purpose**

The Sutton Coldfield Town Centre Masterplan SPD has been developed to support the transformation of the town centre. This masterplan is the result of strong partnership working with Sutton Coldfield Town Centre Regeneration Partnership, who in October 2019 commissioned the consultants Tibbalds to undertake the work. The consultants undertook public consultation on the 'Big Moves' in February 2020 to guarantee the views of local communities, visitors, businesses, investors and other stakeholders informed the proposals in the masterplan. In order to give the masterplan sufficient weight in decision making the City Council undertook public consultation on the masterplan with the purpose of formally adopting it as an SPD.

##### **3. Consultant Frontloading Engagement**

The masterplan has been prepared in collaboration with the Town Centre Regeneration Partnership, which includes the following members: Sutton Coldfield Town Council, Sutton Coldfield Town Centre Business Improvement District, Sutton Coldfield Chamber of Commerce, Greater Birmingham and Solihull Local Enterprise Partnership, Transport for West Midlands, West Midlands Combined Authority and Friends of Sutton Coldfield Library. There has been continuous engagement with landowners within the town centre to ensure the plan reflects their aspirations.

The consultant-led public engagement on the Sutton Coldfield Town Centre Masterplan lasted for four weeks during the period of 13<sup>th</sup> February to 9<sup>th</sup> March 2020. Consultation material consisted of: an explanation of the purpose of the masterplan, what the masterplan focuses on, initial ideas for 'Big Moves' on three themes – transport, economy and community, heritage and environment - including a brief summary of existing conditions, and the key themes and objectives for the future of Sutton Coldfield.

## **Sutton Coldfield Town Centre Masterplan Consultation Statement**

Public engagement material was published and shared using a variety of methods including:

- Online in a storyboard format and promoted by Town Centre Regeneration Partnership member communication channels;
- Two workshops where members of the community were invited to partake;
- A local business drop-in session;
- Two public exhibitions - one in the Gracechurch Centre and one in the foyer of Sutton Coldfield Library in the Red Rose Centre. Members of the consultant team were available at these exhibitions to answer questions;
- Four separate lunchtime drop-in sessions at nearby local centres including Walmley, Wylde Green, Boldmere and Mere Green;
- Via A4 leaflets which were available for people to take away from all events; and,
- A dedicated email address for members of the public to contact the consultant team with questions or comments throughout the engagement period.

Over the four-week engagement period around 200 people participated in and/or visited the nine organised workshops and drop-in events. Formal responses were sent by 97 people and another 32 people submitted fully or partially filled-out response forms. Overall there were 1,940 views of the dedicated storyboard website. A summary of the engagement undertaken, and the main themes is included in the Consultation Statement.

Following the completion of the masterplan by the consultants the Regeneration Partnership fully endorsed the masterplan at a meeting on the 13th August 2020 and the masterplan was subsequently endorsed by Sutton Coldfield Town Council at a meeting on 19th August 2020.

### **4. Formal Consultation**

Building on this frontloading exercise, formal views were sought on the masterplan as part of the public consultation on the draft SPD. The consultation followed the principles set out in the Birmingham Statement of Community Involvement (SCI) Temporary Amendments due to COVID-19 Restrictions. This consultation took place between 20<sup>th</sup> November and the 15<sup>th</sup> January 2021.

### **5. Engagement Strategy**

An engagement strategy was developed to set out how the public consultation will be conducted on the draft framework, meeting the requirements set out in the SCI.

The draft masterplan was uploaded onto the City Council's website with an opportunity to comment via BeHeard (the City Councils engagement website) through a structured survey. This was publicised through the City Council's social media channels.

Emails and / or letters were sent to all contacts on the Planning and Development Consultation Database, including:

- Residents associations
- Community groups

## **Sutton Coldfield Town Centre Masterplan Consultation Statement**

- Neighbourhood forums
- Ward councillors
- Local Members of Parliament
- Local educational institutions
- West Midlands Combined Authority
- Neighbouring local authorities
- Chambers of commerce
- Local Business Improvement Districts (BIDs)
- Greater Birmingham and Solihull Local Enterprise Partnership
- Disability user groups
- Landowners
- Developers and agents

Partners such as the Town Council, BID and Friends of the Sutton Coldfield Library supported with promoting the engagement through their networks and social media channels.

Due to the consultation taking place during Covid-19 restrictions it was not possible to undertake the usual methods of engagement such as public drop-in sessions. In order to ensure there was still an opportunity for interested parties to ask questions and discuss the proposals with officers, two online events were held during the consultation period.

- 3<sup>rd</sup> December 7pm
- 11<sup>th</sup> January 7pm

The structure of these events was a presentation from officers and the consultant team who produced the draft masterplan, followed by the opportunity to ask questions. The events were advertised on the website, on social media and via the notification email sent out to the consultation database. The presentation slides were made available on the Council website.

In addition to the restrictions on events it was also not possible to have physical copies of the masterplan in the local library's and Council offices. In order to overcome any barrier this may present printed copies of the masterplan and response form were posted on request.

### **6. Representation Received**

The consultation received responses from 57 people and organisations.

The main points raised during the consultation are summarised below:

- Support for the masterplan and agreement that the town centre needs a strategy for transformation.
- Support for the vision and objections with suggestions for additions around design, heritage, culture and cycling.
- Support for the redevelopment of the Gracechurch Centre and the Red Rose Centre – including support for a new library facility.
- Support for the measures to improve the environmental quality of the town centre, including proposals around celebrating Plants Brook, green infrastructure and improving linkages with Sutton Park.

## Sutton Coldfield Town Centre Masterplan Consultation Statement

- Support for the proposals that look to reduce the impact of cars on the town centre and improve the cycling and walking experience.
- Support for town centre living and a better mix of uses to diversify away from retail.
- Requests for more details on the historic assets and how these will be complemented.
- Requests for more details on the design of new buildings, heights of buildings and sustainable design. Specific suggestions to changes to design or requests for further information were received for the following sites; the Red Rose Centre, Bus Interchange, Newhall walk, Brassington Avenue and the Gracechurch centre.
- Requests for the masterplan to consider creative, cultural and educational uses.
- Requests for references to safe and secure environments.
- Concerns about the level of detail in the masterplan, especially around the design of highway schemes and the delivery of projects.
- Concerns about the impact of the highway proposals on access via the car into the town centre, congestion and parking.
- Questions over whether the masterplan responds sufficiently to the impacts of Covid19 on the health of centres.
- Questions over whether the masterplan goes far enough to diversify the town centre away from retail.
- Detailed representations from site owners in support of their sites being included in the masterplan and requesting some amendments to the wording on projects.

In response to the representations the following changes have been proposed:

- Further details in the introduction to how Covid19 is impacting on the health of the centre and how the masterplan will support the town centres recovery.
- A proposed new principle on 'Creativity' to ensure the masterplan promotes creative, cultural and educational uses.
- Amended Big Moves on design to better capture elements such as sustainable design, integrated green infrastructure, creating safe environments and the height of buildings.
- Amendments to the existing Big Moves to strengthen the approach towards the historic environment and references to historic assets throughout the document as appropriate.
- Amendments to the Big Move that focusses on diversifying uses within the centre to include support for creative, cultural and educational uses. This is then also reflected in references to other projects – particularly the Red Rose Centre which has been updated to refer to the creation of a cultural and creative hub, that complements the library and community uses already proposed.
- Further details have been added on the design of the proposed public transport interchange to provide more details on how this will deliver an improved experience and encourage the use of sustainable transport.
- Amendments to the wording for the Gracechurch project to clarify the approach towards supporting leisure uses and strengthen the role for residential use at this site.

## **Sutton Coldfield Town Centre Masterplan Consultation Statement**

- Amendments to the Red Rose Centre project to capture creative uses and strengthen the wording on design. Additional wording has also been added to cover the potential for the site to come forward in phases but with a comprehensive approach to delivering the sites vision.
- Additional wording on design for Newhall Walk.

Further details of the representations and how they have shaped the final masterplan is provided in the following table.

## 7. Overview of representations

### Introduction

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
Six responses from individuals	Agree that the introduction chapters provide a useful context to the masterplan	Welcome support	No changes required
MDW Projects Limited	The document is well structured, clear and well researched	Welcome support	No changes required
Sutton Residents Group	The document seems to concur with the views of most residents	Welcome support	No changes required
Individual	Support for the proposals that look to improve the image of the town centre, such as the Plants Brook scheme	Welcome support	No changes required
Individual	Document is detailed and easy to understand	Welcome support	No changes required
Individual	Disagree that the introduction chapters provide a useful context to the masterplan, but no reason given	Noted	No changes required
Individual	Criticism that the document focuses on Sutton's Town Centre and doesn't cover the whole of Sutton Coldfield.	The Town Centre is a key priority for Birmingham City Council (BCC) and the Town Council, so it was agreed that a more detailed plan is required to support its transformation. The rest of Sutton Coldfield is covered by other planning policy documents.	No changes required
Individual	Questioning of the linkages between the policy context and the Big Moves	The Big Moves align with the existing and emerging planning policy context.	No changes required
Individual	Questioning of the reference to the sustainable urban extension being sustainable	Langley SUE is allocated in the adopted Birmingham Development Plan which has been through independent examination. BCC is committed to ensuring this a sustainable	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
		development and that public transport opportunities are maximised.	
Two responses from individuals	Questioning of the engagement undertaken and whether the Council will listen to responses	Detailed engagement was undertaken and is evidenced in the Consultation Document that supports the masterplan. Consultation on the SPD was undertaken in line with BCC adopted Statement of Community Involvement	No changes required
Two responses from individuals	Questioning of the research and evidence used to inform the plan.	A detailed Background document was produced to inform the masterplan which evidences the proposals. Where required, further evidence work will be undertaken to establish the detailed designs and delivery of the projects within the masterplan.	No changes required
Individual	General criticism of the City Councils role in Sutton Coldfield Town Centre	This is a joint masterplan that was commissioned by the Regeneration Partnership that is led by the Town Council. All partners support the masterplan and are working together on its delivery.	No changes required
Individual	Concerns about the town centre feeling safe	The masterplan looks to bring people and investment into the centre which will help create a safe and welcoming environment.	Reference to a creating a safe environment has been added to the text for amended Big Move BE3 <b><i>“BE3 Upgrade the public realm: creating a coherent, <u>safe...</u>”</i></b>
Individual	Concerns about how the town centre will be able to retain and attract retailers	BCC understands the challenges facing the retail industry and have measures in place to support businesses. One of the main purposes of the masterplan is to create a town centre that attracts investment and footfall, which will in turn support existing retailers.	No changes required
Individual	Concerns that the masterplan doesn't propose a significant enough redevelopment of the centre to attract	The masterplan proposes large scale redevelopment of both the Gracechurch Centre and the Red Rose Shopping centre in order to	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	the large-scale retailers that are available at other centres.	provide units that meet the needs of modern retail and leisure providers. The masterplan identifies several opportunities that will be attractive to retail brands and by investing in public realm and BCC assets, such as the Red Rose, the ambition is to attract new businesses to the town centre.	
Individual	Concerns that the document proposes to retain the Gracechurch Centre and Red Rose Centre when a complete redevelopment is needed.	The masterplan proposes large scale redevelopment of both the Gracechurch Centre and the Red Rose Shopping centre in order to provide units that meet the needs of modern retail and leisure providers along with bringing other uses in such as residential.	The name of the Red Rose Centre project has been amended to make it clearer the site is being redeveloped and not extended. Project G is now The Red Rose Centre rather than The Extended Red Rose Centre.
Individual	Criticism that the document is too retail focussed and does not place enough emphasis on leisure and hospitality	The masterplan looks to diversify the uses in the town centre whilst still ensuring the retail offer remains attractive and relevant. All the projects identified talk about mixed use developments of retail, leisure, community, commercial and residential.	No changes required
Sutton Coldfield Town Centre BID	Requests for greater recognition of the impact Covid19 has had on businesses, communities and the town centre	Further detail has been added to the masterplan to reference the ongoing impact of Covid19 to ensure it is given enough weight. This includes reference to the City Council's Covid-19 Recovery Strategy.  Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses and education. No further changes are needed to the overall strategy as the approach has always been to encourage a mix of uses, diversify	New section in the Policy Context:  <b><i>Covid-19 Economic Recovery Strategy</i></b>  <i>Birmingham City Council published its Covid-19 Economic Recovery Strategy in March 2021. The Recovery Strategy sets out the overall priorities for the recovery from COVID-19, which are:</i> <ul style="list-style-type: none"> <li>• <i>Creating a more inclusive economy and tackling the</i></li> </ul>



Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
		<p>retail, provide flexible workspaces and quality of space in the centre in order to attract visitors.</p>	<p><i>inequalities and injustices highlighted by the crisis.</i></p> <ul style="list-style-type: none"> <li>• <i>Taking more radical action to achieve zero carbon emissions and a green and sustainable city.</i></li> <li>• <i>Strengthening our public services and creating new services to address needs.</i></li> <li>• <i>Building the strength and resilience of our communities, based on the positive response to the crisis.</i></li> </ul> <p><i>The strategy contains a detailed intervention plan setting out the key projects and programmes that will deliver these objectives based around the following 4 themes:</i></p> <ul style="list-style-type: none"> <li>• <i>Place development and management</i></li> <li>• <i>Green recovery</i></li> <li>• <i>Supporting people and businesses – especially protecting jobs and helping people find training and work</i></li> <li>• <i>Unlocking and accelerating infrastructure investment”</i></li> </ul>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
			<p>New bullet point under 2.4 Constraints - Retail and the 'big three'.</p> <ul style="list-style-type: none"> <li>• <i>The centre has an overreliance on retail which leaves it vulnerable to the impact of restrictions during covid-19 and the potential longer-term impact on the retail market.</i></li> </ul> <p>New bullet point under 'Non-physical threats'</p> <ul style="list-style-type: none"> <li>• <i>The long-term impact of Covid19 on the health of town centres is unknown and requires a proactive approach towards supporting the town centre.</i></li> </ul> <p>New bullet point under section 2.5 Opportunities 'An enthusiastic and affluent community'</p> <ul style="list-style-type: none"> <li>• <i>Covid19 restrictions have resulted in a change to the way people live and work. As a result, many communities are using their local centres more. There could be the opportunity to harness this spending in the town centre but also to</i></li> </ul>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
			<p><i>create spaces that respond to the new ways of working such as flexible workspaces.</i></p> <p>Amended Big Move EC3 as follows:  <i>Diversify the town centre: creating a better experience, with a broad range of complementary uses and options for activities including more focused retail, community, <u>creative, cultural, educational, leisure, accommodation, and food and beverage...</u></i></p> <p><i>The town centre would also benefit hugely <del>with</del> from family and health leisure uses, cultural attractions, community facilities, and more good quality cafes and restaurants. <u>With a creative community and nearby colleges there is potential for more creative, cultural and educational uses in the town centre. This could support the diversification of the local economy into creative and digital industries, as well as providing lifelong education and training opportunities for the community. Overnight accommodation could help to support an evening economy...</u></i></p>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
Individual	Concerns that the impact of Covid19 have been ignored	Further detail has been added to the masterplan to reference the ongoing impact of Covid19 to ensure it is given enough weight. Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses, health uses and education. No further changes are needed to the overall strategy as the approach has always been to encourage a mix of uses, diversify retail, provide flexible workspaces and quality of space in the centre in order to attract visitors.	See above for proposed changes.
Sutton Vesey Ward Councillor	<p>The masterplan needs to be updated to reflect the impact of Covid19 including the de-canting of economic investment from the City centre to suburbs, greater local / home working and less commuting bringing spending power more locally. Along with the continuing decline in bricks-and-mortar retail and the uncertain future of the hospitality sector especially the restaurant quarter and night-time economy.</p> <p>Context section needs further detail on the influence of 'Sutton College' as a social and economic driver especially for the daytime weekday economy and Sutton Coldfield's historically strong arts, creative and media economy</p>	<p>Further detail has been added to the masterplan to reference the ongoing impact of Covid19 to ensure it is given enough weight and to discuss further what this may mean for Sutton Coldfield. Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses and education. No further changes are needed to the overall strategy as the approach has always been to encourage a mix of uses, diversify retail, provide flexible workspaces and quality of space in the centre in order to attract visitors.</p> <p>The masterplan has been updated to emphasis these strengths further.</p>	<p>See above for suggested changes to the context section and Big Move EC3.</p> <p>New bullet point under section 2.5 Opportunities:</p> <ul style="list-style-type: none"> <li><i>Potential for linkages with Sutton College and other educational institutions to strengthen the role the town centre plays in supporting the arts, creative and media economy, along with providing opportunities for lifelong learning.</i></li> </ul>
Individual	Agreement that Sutton Park and other green spaces play a crucial role in the centre success. Request for more	The masterplan includes several references to increased links to and the provision of green space being key to the strategy.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	emphasis on experience and improved open green spaces which can be maintained and managed effectively		
Individual	Request for the provision of networks and upcycling communities to grow a circular economy and flourish innovation and support new start-ups to thrive.	The masterplan includes proposals that would allow for this type of use and activity to flourish, including reference to incubator units for start-up businesses.	No changes required
Sport England	Agree the chapters provide a good context. Would like to see a breakdown of uses in the centre and details on which areas of the centre have vacancy issues.	Welcome support. Detail around the health of the town centre are included in the Background Document that has been published to support the masterplan. Including further detail on the health of the centre in the masterplan is therefore unnecessary and will date the document.	No changes required
Individual	Agree the chapters provide a good context but feel it should be stronger on stating that the plan looks to reduce the impact of cars on the town centre	Welcome support. The document includes a number of proposals that look to ensure the centre is people focussed, opportunities for sustainable transport are maximised and that we make the best use of land whilst ensuring those who need to access the centre via car are able to do so.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
<p>Council for British Archaeology, West Midlands</p>	<p>References to historic assets need to be made wider and refer to assets outside of the historic core to reflect the fact that there are assets through the town centre.</p> <p>Policy context needs rewording to acknowledge that there are also heritage assets beyond the designated conservation areas and that there are designated and non-designated heritage assets.</p> <p>There is a factual error stating that Sutton Park was a forest.</p> <p>In addition to the Historic Core other character areas include several heritage assets, such as the School of Art and the former Catholic church in the Sutton College area and the railway station and Station pub in the Station Quarter, the former millpool dam (now Lower Parade) in the Royal Town Core and listed buildings in the Restaurant Quarter.</p>	<p>Welcome suggestions and agree to strengthen the documents approach to historic assets. The masterplan has been amended to reflect these points and to correct the factual error. References to heritage assets have been added to individual projects where appropriate.</p>	<p>Additional wording to section 1.3 Policy Context: <i>There are also designated, and none designated heritage assets outside of the conservation areas which have been considered throughout the masterplan as appropriate;</i></p> <p>Factual update to Section 2.1 Sutton Coldfield Today: <i>Sutton Coldfield, officially the Royal Town of Sutton Coldfield, is a historic town with origins acknowledged within the Domesday Book (1086), with Sutton Park established as <del>a royal forest and</del> deer park similarly early on.</i></p> <p>Several projects have had additional information added in regard to historic assets including those suggested by the resposdee.</p>
<p>Individual</p>	<p>Agree the chapters are helpful but has concerns about the impact of more visitors of Sutton Park in terms of anti-social behaviour.</p>	<p>Welcome support. Increased use of the park should help to discourage such behaviour through increased natural surveillance.</p>	<p>No changes required</p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Sutton Coldfield Town Hall	A request to mention how the Town Hall has been ran by the community as a significant cultural asset providing a mix of activities and events.	Welcome suggestion. The masterplan has been amended to include reference to the further activity at the Town Hall.	<p>Additional bullet point under Section 2.5 'Heritage and the 'Royal' title'</p> <ul style="list-style-type: none"> <li><i>The Town Hall is a significant historical and cultural asset within the Historic Core. Ran by proactive charitable trust the venue is used for a mix of activities and events, with the potential for this to be developed further.</i></li> </ul> <p>Wording has also been added to Project B to reference the potential for the Town Hall offer to expand.</p>
Individual	Request that design principles are drawn out more clearly in the document and that these include commitments to ensuring that the town centre is as environmentally friendly as possible and accessible to all.	<p>The masterplan has been updated to provide further details on design through the provision of a Big Move that focusses on the quality of new design.</p> <p>The policy context section has also been updated to include details on design policy to help set the context.</p>	<p>The Big Moves that cover the built environment and identity have been amended to better cover the quality of new design (see pages 37 and 38 of the revised masterplan for the reworked Big Moves)</p> <p>The Policy Context section has been updated to cover the Draft Design SPD.</p>
Natural England	No concerns about the impact on the natural environment and support the masterplan in principle.	Welcome support. The value of green heritage and the importance of green networks is imbedded throughout the document and it is not considered necessary to update the Foreword.	<p>No changes required to the Foreword.</p> <p>No changes required to the map to address this point.</p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>Request that there is a reference in the Foreword to the area’s green heritage and importance of green networks.</p> <p>Support the inclusion of the opportunity for the areas redevelopment to take advantage of its relationship with Sutton Park, focus on the health and wellbeing of its community, and provide a sustainable and environmentally resilient future.</p> <p>Welcome inclusion of ‘green’ policy documents.</p> <p>Welcomes the inclusion of nature in the town centre as an opportunity.</p> <p>Question why enhanced gateway to New Hall Valley is not identified on the Opportunities Diagram’</p>	<p>On the map the route to Country Park is already shown on diagram, which is considered sufficient to cover this point.</p>	
<p>Chief Constable for West Midlands Police</p>	<p>Welcome the production of a masterplan for the town centre.</p> <p>Requests to be included in on-going discussions around the development of details within the masterplan, pre-apps and planning applications.</p>	<p>Welcome support</p> <p>Request noted. BCC is committed to working with stakeholders on the delivery of the masterplan. WMP are consulted on planning applications and we do not consult on pre-apps (except for specific technical consultees).</p>	<p>No changes required.</p>
<p>Seven Trent and Chief Constable</p>	<p>Questions why the boundary is different to the BDP boundary.</p>	<p>The justification for the boundary is included in the Background Document that was published in support of the masterplan. The difference</p>	<p>No changes required.</p>



**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
for West Midlands Police		between the designated centre boundary and the masterplan boundary are slight. The masterplan does not propose any changes to the Primary Shopping Area or town Centre Boundary as designated through the BDP.	
M&G (Gracechurch)	Support the production of the masterplan.	Welcome support	No changes required
Aldi	<p>Support the recognition of the land controlled by ALDI at Brassington Avenue as a development opportunity however, it should be recognised in the draft SPD that the Brassington Avenue site can be successfully redeveloped independently, without being tied to any future proposals for the Gracechurch Centre.</p> <p>ALDI is committed to building highly sustainable, energy efficient stores and will be able to make a positive contribution to meeting the sustainability and zero-carbon aims within the masterplan. The section states that, where possible, development should integrate nature-based solutions, such as green roofs and walls, and SUDS within landscaping. The recognition that such measures should be considered where possible is important, as such measures must be considered on a site by site basis and may not be appropriate in all instances.</p>	<p>The masterplan states: "<i>The vacant land along Brassington Avenue is a key site which, if combined with improvements to the streetscape and Gracechurch Centre, would help to create a positive and vibrant extension to the town centre.</i>"</p> <p>This is in recognition that currently the vacant site is not well connected to the rest of the town centre and the existing Gracechurch format creates a dead frontage and a physical barrier. It will only be with the improvements to the vacant site, the road network and the Gracechurch centre that this area will be truly integrated into the town centre. As such the wording is appropriate. The wording does not prevent the vacant site coming forward in advance of Gracechurch but any scheme needs to recognise the potential for an improved frontage on Brassington and linkages through a redeveloped Gracechurch site.</p> <p>As stated, the wording included in the masterplan references 'where possible' in acknowledgement that such measures will be considered at an individual site basis. The masterplan is clear that new development should respond to the climate</p>	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
		emergency and zero-carbon aims. BCC therefore expects all proposals to provide solutions that meet this requirement.	

## Vision and Objectives

Consultee	Representation	Officer Response	Proposed Changes to SPD
Fourteen Individuals	Support the vision and objectives	Welcome support	No changes required
Individual	Support the vision and objectives - particularly like the focus on linking up the green spaces to make them feel part of the centre	Welcome support	No changes required
Bordeaux Estates	Support the policies and proposals in the Draft SPD	Welcome support	No changes required
Historic England	Welcomes the town centre vision and objectives in relation to direct and indirect links with the historic environment. We also note the Big Moves Built Environment and Identity aspirations.	Welcome support	No changes required
Natural England	Welcomed and supported. Agree that successful redevelopment should seek to capitalise on the area's green heritage strengths, ensuring green infrastructure connections are integrated and woven throughout. We particularly support the objective to connect green spaces.	Welcome support	No changes required
The Royal Town's Member of Parliament	Believes these plans will help transform our Town Centre, the proposals are achievable and will ensure that Sutton Coldfield Town Centre can meet the needs of residents, local businesses and visitors alike. At its heart the plans must continue to focus	Welcome support	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	on sustainability, protecting our environment and our heritage with a focus on the ways in which we can support businesses and residents within our Town Centre.		
Individual	<p>Support the vision and objectives - particularly welcome the emphasis on reducing the impact of road-users on the town centre to make it more accessible and the library proposal. Suggest the following changes:</p> <ul style="list-style-type: none"> <li>- More consideration of sustainability development e.g. zero carbon building, looking for opportunities for energy generation</li> <li>- Making the town centre accessible for all, e.g. ASD-friendly, dementia-friendly, physical accessibility</li> <li>- Providing for assessment of the impact of developments on diverse communities, those with protected characteristics, etc.</li> </ul>	<p>Welcome support and suggestions.</p> <p>Details on how the proposals incorporate sustainable design will be considered through further work on delivery and the detail design of schemes. BCC is committed to working with developers to maximise sustainable design and the emerging Design SPD provides more guidance on how this can be achieved.</p> <p>The 'Connectivity' objective has been amended to include reference to ensuring the town centre is accessible for all.</p> <p>A high-level Equalities Impact Assessment has been undertaken as part of the SPD consultation process. BCC will undertake further Equalities impact assessment as part of developing their scheme for the Red Rose Centre further and would expect the same for private developers. The regeneration partnership will consider whether an equalities assessment can be introduced to the work undertaken on the delivery of the projects within the masterplan.</p>	<p>The 'Connectivity' objective has been amended to include the following new bullet point:</p> <ul style="list-style-type: none"> <li>• <i>Ensure the town centre is accessible to all.</i></li> </ul>
MDW Projects Limited	Support vision and objectives. It's critical that the town centre cannot stay as it is with the old	Welcome support and agree with the priorities identified.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	traditional retail, high car dependency and environment - people, history, community and environment must be central to planning.		
Individual	Request cycling is added to the objectives	Agree it's important to highlight cycling. A new objective is not necessary, but the existing objectives have been amended to highlight cycling.	The 'Connecting' objective has been amended to refer cycling: <ul style="list-style-type: none"> <li>• <i>Improve and establish strong <u>pedestrian and cycling connections</u> between the town centre, green spaces, public transport hubs, and to destinations within wider Sutton Coldfield, e.g. Langley SUE and Peddimore</i></li> </ul>
Two Individuals	Not in support the repetition of C suggests form over function.	The objectives were formed following discussions with partners and stakeholders to reflect the shared aspirations for the centre	No changes required
Three individuals	Not in support but no reason given	Noted	No changes required
Individual	Not in support – plan doesn't reflect the community views	Detailed engagement was undertaken as is evidenced in the Consultation Document that supports the masterplan. Consultation on the draft SPD has been undertaken in accordance with BCC adopted SCI.	No changes required
Individual	Not in support – the masterplan is destroying it as a retail hub and there should be no more bars and restaurants.	The masterplan looks to deliver a mix of uses in an attractive environment that will attract visitors to the town centre, which in turn will support the retail sector.	No changes required.

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Support the vision and objectives but feel there could be more of an emphasis on reshaping the centre to be a place where people want to be, and not just for retail.	The objective 'Changing' captures this point already, stating: <i>Change the town centre offer to reflect how people want to live, work, socialise, and spend their free time by shifting the focus from traditional retail and onto the experience-based economy with independent businesses, leisure, cafes, restaurants, and workplace hubs, and provide flexibility to facilitate a more dynamic approach to testing new and temporary uses</i>	No changes required
Individual	<p>Not in support. Argues the masterplan needs to be started again. States that the Gracechurch Centre and Red Rose centre need to be redeveloped.</p> <p>Argues that the masterplan lacks a plan for cycling infrastructure and questions how much cycling there will be given the geography of the centre.</p> <p>Questions what green and historic assets there are in the centre.</p> <p>Argues the approach towards increasing the accessibility is to outlaw motorist in favour of buses and cyclists.</p> <p>Suggests the following amendments are made:</p> <ol style="list-style-type: none"> <li>1. Start again once there is a proper understanding of what people in Sutton want and not what Birmingham City Council wants</li> <li>2. Secure funding for any project.</li> </ol>	A detailed Background document was produced to inform the masterplan which evidences the proposals within the plan. Detailed engagement was undertaken as is evidenced in the Consultation Document that supports the masterplan. This is a joint masterplan that was commissioned by the Regeneration Partnership that is led by the Town Council. All partners support the masterplan and are working together on its delivery.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	3. Have a real vision and not just a Birmingham City Council view		
Individual	The 'Vision' is missing the point - there is currently nothing in the centre to attract people. The plan needs more about food and beverage uses, in attractive walkable spaces.	The masterplan looks to address the issues raised in this response. Project M looks to address the issues around Birmingham Road being car dominated and the need for a better quality of environment. The masterplan looks to deliver a mix of uses in an attractive environment that will attract visitors to the town centre.	No changes required.
Sutton Coldfield Town Centre BID	Overall in agreement, but the presentation is somewhat complicated.  The commitment to better walking and cycling is welcome, but there must be learning from this temporary Brassington Avenue cycle route scheme.  Asks if the vision and objectives need to be refined post-Covid19.	Welcome support. Comments about cycle route noted. Further detail has been added to the masterplan to reference the ongoing impact of Covid19 to ensure its given enough weight. Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses and education. No further changes are needed to the overall strategy as the approach has always been to encourage a mix of uses, diversify retail, provide flexible workspaces and quality of space in the centre in order to attract visitors	See changes proposed under the Introduction section for updates in regard to Covid-19.
Individual	Sustainability needs to be a priority	The 'Changing' objective includes references to sustainability and several of the projects look to ensure the town centre addresses climate change.	No changes required
Sport England	Support the vision and objectives but states that they need to be sustainable and flexible.	Noted and agree, all proposals within the plan are flexible and sustainable in a recognition of the changing nature of town centres.	No changes required.

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
Sutton Residents Group	The objectives should include a provision for creating employment opportunities and personal development	Welcome suggestion the 'Community' objective has been updated to reflect this important issue. A new objective on 'Creativity' has been added which includes a reference to educational uses. Big Move EC3 has also been amended to ensure it covers education and training.	<p>The 'Community' objective has been updated to include the following new bullet point:</p> <ul style="list-style-type: none"> <li>• <i>Support the creation of employment opportunities and access to education and training</i></li> </ul> <p>The new objective on Creativity includes a reference to education.</p> <p>Big Move EC3 has also been amended to include reference on education and training.</p>
Council for British Archaeology, West Midlands	Celebrating: this needs rewording to make it clear that there are also heritage assets beyond the historic core	Concerns noted. The objective has been updated to strengthen the reference to historic environment to make sure it is given appropriate weight and that it's clear that this covers all of the town centre.	<p>The objective has been updated to strengthen the role of the historic environment:</p> <p><i>Harness the existing assets of Sutton Park and the historic town and integrate these with the town centre's identity and experience, in particular by making nature <u>and heritage</u> a distinctive part</i></p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
			<i>of the overall built environment</i>
Individual	The retail and leisure facilities in the town centre are unacceptable. Suggests that the ‘reinvigoration’ project should use Touchwood as an example of what should be delivered.	The masterplan proposes large scale redevelopment of both the Gracechurch Centre and the Red Rose Shopping centre in order to provide units that meet the needs of modern retail and leisure providers. BCC will strive for a development that is unique in style and offer to Sutton Coldfield.	No changes required
Sutton Vesey Ward Councillor	<p>There needs to be an additional element to build Sutton as the north Birmingham centre for creative arts, media and digital economy. This is a sustainable growth sector of the future post-Covid economy and Sutton is ideally placed to provide that function. Suggest added another 'C' - Creativity, and wrap up a package of visionary ambitions under this heading.</p> <p>There is a missing dimension too around education and future knowledge economy. The masterplan does not seem to recognise the huge potential of building on the annual flow of students out of this education machine and potentially retaining that skill in the local economy.</p>	Welcome suggestion. The objectives have been updated to include ‘creativity’ and this will include a reference to educational uses. Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses and education.	<p>A new objective ‘creativity’ has been added to the objectives:</p> <p><i>Creativity</i></p> <ul style="list-style-type: none"> <li>• <i>Promote the creativity of Sutton Coldfield’s community and celebrate this where possible, through the town centres buildings, uses and spaces.</i></li> <li>• <i>Support existing and new creative uses within Sutton Coldfield, along with the development of new creative industries.</i></li> </ul>



Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<ul style="list-style-type: none"> <li>• <i>Link to educational institutions to provide opportunities to strengthen creativity, diversify the economy and support lifelong learning.</i></li> </ul>
Individual	The Connecting objective should include more explicit references to other parts of Sutton Coldfield (such as the local centres like Boldmere and Mere Green) and other centres (Birmingham, Lichfield, Tamworth).	Suggestion welcomed. The Connectivity objective has been updated to address this point and reflect the need to link the Town Centre with other centres.	Connectivity objective updated as proposed: <i>“Improve and establish strong connections between the town centre, green spaces, public transport hubs, <u>local centres</u> and to destinations within wider Sutton Coldfield, e.g. Langley SUE and Peddimore”</i>
Individual	In Communicating, it is not clear to what extent "Sutton Coldfield" refers to the whole constituency or just to the town centre. This is also an issue in Celebrating.	The masterplan explains that the town centre plays an important role as a sub-regional centre. Therefore, the objectives can be read as being applied to the whole of Sutton Coldfield and beyond.	No changes required
Individual	In Community, there should be more references to 'civic centre' than is implied through the reference to 'investing in the library'. This could include the town council offices, a BCC social services / citizens advisory office, police station 'front desk', health centre all operated out of the same building.	Welcome suggestion. The reference to library has been expanded to cover community uses more widely and cover the potential of creating a hub of community and civic activity within the town centre.	Community <ul style="list-style-type: none"> <li>• <i>Invest in <u>community and civic uses</u>, including bringing uses together to <u>create a hub of</u></i></li> </ul>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<p><i>activity. Support the library as an additional significant community asset, acting as catalysts significant community asset and a catalyst for improving community and cultural facilities for the town centre.</i></p>
<p>Chief Constable for West Midlands Police</p>	<p>Recommends that the Vision and Objectives is amended to require safety and security measures. It is formally requested that a new section is added to the vision as follows:</p> <p>‘Ensure proposals will increase resilience and public safety. Require security measures at and around buildings, spaces, access routes, infrastructure facilities and landscaped areas, are safe, secure and accessible, so that crime and disorder and the fear of crime do not undermine the quality of life or community cohesion.’</p>	<p>Safety is a key factor in how people experience places. However, the suggested text is disproportionate and would not fit well with the positive tone of the vision and objectives.</p> <p>A new Big Move has been included to cover the design of new buildings. This has included a reference to the creation of safe environments.</p>	<p>Reference to safe environments have been included in the revised Built Environment and Identity Big Moves:</p>

## Big Moves

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
<b>General</b>				
Nine Individuals	Agrees with the Big Moves	All	Welcome support	No changes required
Individual	Supports the Big Moves - agrees the headings of movement and identity are important.	All	Welcome support	No changes required
Chief Constable for West Midlands Police	Welcomes the Big Moves that increase activity in the town centre, increase pedestrian priority areas and road safety measures and introduce uses which could help create a more diverse and spread out evening economy which could, in turn, help to make the town centre streets feel safer in the evening.	All	Welcome support	No changes required
MDW Projects Limited	Support the Big Moves. The Gracechurch and Red Rose should be completely redeveloped. Agree to the plans for changing traffic flows as the traditional car dependence of the area holds it back.	All	Welcomes support	No changes required
Aldi	Building in sufficient flexibility to the masterplan is essential to ensure that the development of key sites is not unduly restricted or delayed.	All	Comments noted	No changes required
Three Individuals	Not is support of the Big Moves (no reasons given)	All	Noted	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
Individual	Questions if the order of the Big Moves reflects priority order	All	The masterplan states the Big Moves are not set out in any priority order. All of the Big Moves are connected and closely linked.	No changes required
Individual	Question the funding available to achieve the Big Moves	All	This is a joint masterplan that was commissioned by the Regeneration Partnership that is led by the Town Council. All partners support the masterplan and are working together on its delivery. Further work will be undertaken on the delivery and funding for schemes. A masterplan is needed to ensure priorities are agreed in order to guide investment and support bids for funding.	No changes required
Individual	Agrees they are good ideas but feels the masterplan misses the issue that the centre fails to attract visitors	All	The masterplan looks to deliver a mix of uses in an attractive environment that will attract visitors to the town centre.	No changes required
Natural England	Generally welcome and supports the proposals. However, the nature integration elements as featured here appear somewhat limited. This does not appear to reflect the narrative or environmental 'big moves' as provided prior. If possible, it would be useful to understand where key design opportunities to create multi-functional features within the townscape could be located. Such as, integration of green links with semi natural planting.	Big Moves Diagram	<p>Welcome suggestion. The Big Moves diagram has been updated to strengthen the integration of natural features.</p> <p>The new Big Move on design will also draw this element of the masterplan out in more detail.</p> <p>Work on the multi-functional features will be developed further as part of the work undertaken on the delivery of the masterplan and BCC would be happy to work with Natural England on developing this further.</p>	The Big Moves diagram has been updated to extend the green link arrows through Gracechurch Centre to The Parade and then across Newhall Walk where proposing to realign Plants Brook.

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
<b>Movement and transport</b>				
Three Individuals	MT1 – Concerned about the removal of the relief road and how congestion will be addressed	MT1	The Background document sets out clearly why delivering a relief road would not solve the issues around traffic in the town centre. Alternative measures are proposed in the masterplan to address the impact of traffic on the town centres environment.	No changes required
Sutton Coldfield Town Centre BID	Achieving the relief road objectives by other means remains to be proven and needs to reflect that the town centre is on a through route as well as a destination	MT1	The Background document sets out clearly why delivering a relief road would not solve the issues around traffic in the town centre. Alternative measures are proposed in the masterplan to address the impact of traffic on the town centres environment and any changes to the highway system will be further tested through the additional the modelling work.	No changes required
Individual	Questions the opening up of frontages on Brassington Avenue if this is going to be a bus route. Why not direct buses around the town on the other ring road via Queen Street.	MT2	Active frontages are needed to ensure Brassington Avenue is a lively and attractive street, addressing the current limitations of the street at present. Buses will need to travel along Brassington Avenue to be able to access the potential new interchange more efficiently.	No changes required
Sutton Coldfield Town Centre BID	Support for this Big Move depends on what will go on the Brassington Avenue site by the railway line	MT2	Noted. BCC will work with the developers of the site to ensure the proposals within the masterplan are reflected in any forthcoming plans for the site.	No changes required
Individual	Speeding and moving around the centre safely is not an issue. The main issue is traffic volume at peak times and through traffic. Reduce this and if	MT2	Comments noted. It is not possible to remove through traffic. The proposals within the masterplan are supported by a Background document that justifies the approach towards the highway proposals.	No changes required.

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	any movements issues are genuine, they would be resolved.			
Sutton Coldfield Specialist Residents Panel (SRP)	The intention to remove the circulatory noose from the Town Centre is very welcome but key movement junctions need to be technically developed as proof of concept to demonstrate that they function. Ideally these should also include cyclops junctions for cyclists.	MT2	Comments noted. Detailed traffic modelling will be undertaken during further development of any interventions.	No changes required
Aldi	'Big Move MT2' should be amended to allow two-way traffic on Brassington Avenue, to provide easy access to the Brassington Avenue development site from all directions. This would be consistent with the supporting text relating to 'Project J' (p.53 of the draft SPD), which recognises that two-way vehicular access will be maintained to the 'vacant development site'. It is important that the proposed ALDI store is easily accessible given it will be a key anchor retailer for the Town Centre.	MT2	Detailed traffic modelling will be undertaken during further development of any interventions and this will take into consideration the access to all sites. Transport operations will be balanced to accommodate needs of all users of the town centre and the masterplan is clear in its aspiration to address the impact of the ring road on the town centre as a whole.	No changes required
Four individuals and Sutton Coldfield Town Centre BID	Concerns around the delivery of the temporary cycle path on Brassington Avenue and how this will impact on support for other cycle improvements	MT3	Comments noted. BCC and the Town Council will work together to ensure future cycle infrastructure meets the aspirations of the town centre.	No changes required
Individual	Agree to improvement for pedestrians and cycling, providing the latter is not given undue priority.	MT3	Comments noted.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Request that proposals do not include speed humps and that consideration is given to the volume of emergency vehicle emanating to and from Good Hope hospital.	MT3	Comments noted. Further detailed work is being undertaken to model the transport proposals and this will include consideration of any emergency transport vehicles where appropriate.	No changes required
Two individuals	Questions how the previously agreed proposal of some buses staying on the Parade fits with the masterplan proposals.	MT5	Through the development of the masterplan the previous proposals for the interchange and how buses operate within the town centre are under review.	No changes required
Individual	The bus stops need to be where the shops are – if you move the buses outside of the shopping area people will go elsewhere.	MT5	Agree that the routes between the bus stops and the shops need to be as desirable and as accessible as possible. A balance needs to be made between the proximity to the shops and the impact bus routes and stops have on the town centre. The operation of bus services also needs to be considered. Through the development of the masterplan the previous proposals for the interchange and how buses operate within the town centre are under review. This review takes into consideration the connectivity between the interchange and the shopping area.	No changes required.
Individual	Questioning of how many people will use the railway station to access HS2.	MT5	The Sutton Coldfield Interchange will become a gateway to HS2, connecting more people within 45 minutes reach of the proposed HS2 rail station at Curzon Street in Birmingham. In addition to improving connections to the HS2 rail service itself, it also provides better connections to jobs	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
			and opportunities that will arise in the vicinity of Curzon Street Station itself.	
Individual	Suggest there should be some specific reference to the proposal to reintroduce a passenger service on the existing freight railway line.	MT5	Welcome suggestion. A reference to this has been included in the context section to ensure its covered.	Additions to page 10: <i>Birmingham City Council continues to work with partners to promote the reinstatement of passenger services on the line.</i>
Individual	It may be that this is too much detail for a masterplan but the transport interchange needs to be an attractive and comfortable, with travel information.	MT5	Project F includes reference to the interchange piazza having additional seating, planting, and graphic wayfinding measures to create a better experience. However further details on the design of the Interchange itself have been included under Project F .	See proposed amendments to Project F.
Individual	Big Move is meaningless without some detail	MT6	Consideration will be given to the development of a car parking strategy to support the delivery of this Big Move.	No changes required.
Three individuals and Aldi	Car parking provision impacts on the decisions people make about what town centre or shopping destination to visit. Grocery shopping relies on close by car parking and if you make accessing food stores difficult you will lose the linked trips. Parking is needed by those who are less mobile.	MT6	It is recognised that some parking will need to be provided however, there is a balance to be made in order to encourage sustainable mode of transport and to ensure the town centre is not car dominated. The approach to parking provision will ensure the town centre is accessible for all. Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan	No changes required
Councillor David Pears	Parking for flats should be higher than then normal BCC and planning guidelines for Sutton Coldfield.	MT6	BCC has an emerging Parking SPD that will provide the policy for car parking. It is not	No changes required



## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	Historically and currently Sutton Coldfield is a strong car owning area and around the town centre there are a number of smaller new properties and flats but not enough street parking.		appropriate to have a separate policy document for a different part of the city.	
Sutton Coldfield Town Centre BID	With the government announcement banning the sale of ICE cars in 2030, priority must be given to electric car charging points for the benefits of visitors to the town centre and new residents who may not have off-street parking.	MT6	BCC has a programme of on-street electric charging points which includes a new rapid charging point in Sutton Coldfield. In addition, the emerging BCC Parking SPD includes the necessity for new developments to include Electric Vehicles (EV) charging points. Volumes of EV charging points vary depending on land use. Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan and further detail on these elements can be provided in this strategy.	No changes required
Individual	Whilst the focus on cars must be reduced especially for visitors, some basic parking for residential families etc should be allowed and/or innovative carpools etc explored.	MT6	Parking for residential proposals will be in line with policy requirements. BCC is eager to encourage new ways to manage the need for access to cars, including carpools. MT6 has been updated to refer to such solutions.	MT6 has been updated to refer to solutions such as carpools. <i>Innovative solutions to the provision of private car use will be encouraged, including the use of carpools.</i>
Sport England	There is a need for ensuring there is sufficient charge points for electric cars and bikes. Consideration to should be given to better conveying of bikes on public transport.	MT3 and MT6	Comments noted. See above for comments on the electric cars. BCC will work with developers to encourage the addition of charging points for bikes where appropriate.	No changes required

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
Individual	Request for more cycling facilities	MT1-MT7	The masterplan includes several proposals that will support cycling in the centre and will look to ensure facilities for cyclists are included as part of schemes. The Connection objective has been updated to strengthen the reference to cycling.	The 'Connecting' objective has been amended to refer cycling: <i>Improve and establish strong <u>pedestrian and cycling</u> connections between the town centre, green spaces, public transport hubs, and to destinations within wider Sutton Coldfield, e.g. Langley SUE and Peddimore</i>
Individual	<p>Posed a number of questions about the highway proposals:</p> <ul style="list-style-type: none"> <li>- Why cycle lanes are needed when you rarely see people cycling around Sutton.</li> <li>- If the new bus station will mean a long walk to the parade or shops.</li> <li>- If Station Street is pedestrianised, will there be access to the Station?</li> <li>- Why close the Station car park and Reddicroft car park?</li> <li>- How will anyone commute if they need to park rather than drive to Birmingham etc?</li> </ul>	MT1-MT7	BCC and the Town Council is committed to working with responsible bodies to improve existing cycle infrastructure and make cycling a viable choice for residents and visitors. The rail station is accessible from railway road, where a dedicated rail station car park is available.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	Criticism of the temporary bike lane introduced on Brassington Avenue.			
Two individuals	Support the transport proposals that address the impact of the car and priorities cycling and walking.	MT1-MT6	Welcome Support	No changes required
Chester Road Baptist Church	The masterplan needs to anticipate an era when car ownership is significantly less common. This will happen with the convergence of self-driving vehicles with 'Uber-style' hail & ride. Public spaces will then need drop-off/ pick-up points (not carparks); homes will need drop-off/pick-up points (not garages/ driveways)	MT1-MT6	Comments noted. Individual proposals will be assessed against the current planning policy for car parking which will be updated to address changes in car ownership and new technology.	No changes required
Individual	Supports the ideas but the document lacks detail	MT1-MT6	Comments noted. Each of the Movement and Transport Big Moves will be developed further and this will include public consultation.	No changes required
Individual	Consideration needs to be given to the implications for pedestrian crossings on the edge of the masterplan area. Car drivers who drive around the town centre need to have their speed managed too, and better/safer. Pedestrian and cycle crossings provided to encourage active travel into the town centre as well as around it	MT1-MT6	Suggestions welcome and will be considered as part of the further development of the highway proposals in the masterplan.	No changes required
Councillor David Pears	Park Road is an important link to the park and for residents living in the estate by the station and Tudor Hill. There is a residents parking scheme so	MT1-MT6	Suggestions noted. Detailed traffic modelling will be undertaken during further development of any interventions and will include consideration	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	effectively only flow on one side at the moment. Any new scheme would need parking bays and may be a one-way providing residents support and importantly capacity has been improved in Clifton Road Upper Clifton Road and Sommerville Road. These roads are part of key route for traffic wishing to avoid town centre and wanting to get to four oaks or even the potential new development in Langley.		of any mitigation needed to limit the impact on residential areas.	
Two Individual	Not in support of the Big Moves they punish drivers and reduce access to the town centre. This will have impacts on the centres health and discriminate against car users.	MT1-MT6	The document includes several proposals that look to ensure the centre is people focussed, opportunities for sustainable transport are maximised and that we make the best use of land whilst ensuring those who need to access the centre via car are able to do so. This is in-keeping with national and local policy. The proposals have been informed by evidence and public engagement.	No changes required
Rt Hon Andrew Mitchell MP	Support the plans for the High Street, Mill Street and new Trinity Square area development as a way of improving road safety within the area and I hope that the plans will encourage better links with Sutton College and the Parade. The interconnectivity aspects of the masterplan are vital to the overall plans.	MT1-MT6	Welcome support	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
Aldi	ALDI support 'Big Move MT1 MT3 and MT5 provided that the proposals do not interfere with easy car borne access to the centre.	MT1, MT3 MT5	Welcome support. Detailed traffic modelling will be undertaken during further development of any interventions	No changes required
Individual	There is a failure to be realistic about traffic. The proposals, worthy or not, will increase traffic problems and there is no explanation as to how these will be managed.	MT1-MT6	The proposals in the masterplan have been subject to high level traffic modelling to ensure they are all realistic proposals. The masterplan states clearly that further modelling work will be undertaken to test the highway proposals and understand the impacts on traffic movement. This study has been commissioned and will ensure that any adverse impacts are mitigated.	No changes required
<b>Economy and Community</b>				
Sutton Coldfield Specialist Residents Panel (SRP)	The proposal for a new heart looks feasible as there is distinctly separate building block which appears structurally independent. Also, whilst through routes from Gracechurch to Brassington are stymied by the long service basement, the proposed Manor Road E/W link is a good way to improve access at the entrance to the Parade and improve connectivity to Sutton Park. Question if the landlord M&G been consulted and support this proposal.	EC1	Welcome support. M&G were engaged in the masterplans production and have responded to the SPD consultation. BCC will work with M&G to ensure the vision within the masterplan is delivered.	No changes required
Individual	Question if the Town Council is really on board with this Big Move as their Planning Committee has just objected	EC2	The masterplan has been endorsed by the Town Council.	No changes required.

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	to a proposal to build apartments at the rear of the High Street.			
Rt Hon Andrew Mitchell MP	A range of new homes within the Town Centre designed to high quality specifications and generous space standards to suit urban family living, as well as young professionals and downsizers but must be well designed both externally and internally and must be spacious with shared green spaces and parking provision.	EC2	Welcome support. Big Move EC2 refers to the need for good quality homes that are well layout, with access to outdoor space.	No changes required
Sutton Coldfield Specialist Residents Panel (SRP)	New housing needs to support the town centre, contribute to meeting needs and be sustainable.  If ethical flexible tenure housing with supporting amenities is not achievable then Build to Let and other market housing options could potentially have a harmful impact on the cohesiveness of the local community and should be viewed with caution.	EC2	Big Move EC2 refers to a mixture of housing types. Further detail on delivering models would not be appropriate for the masterplan but any proposals that come forward will be accessed against existing policy on housing need, type and design. It would not be possible to control the delivery model through the masterplan.	No changes required
Sport England	Consideration to increasing heights of buildings in town centres is important. Most European cities have done this for years – for example Berlin, Koln and Bonn.	EC2	Comments noted. The details of building heights will be determined through further work on the design of schemes. A new Big Move has been added and includes reference to the heights of buildings.	The Big Moves on Built Environment and Identity have been updated to cover the design quality and height of buildings in more detail. (see page 37-

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
				38 of the revised masterplan)
Individual	The masterplan doesn't address the issue of more housing increasing pressure on schools.	EC3	The masterplan accords with the Birmingham Development Plan which looked at the provision of housing and school places overall. Sutton Coldfield is well served in terms of school places. However, we are aware that the schools are incredibly popular and oversubscribed. The City Council has expanded schools in the area and are proposing to provide additional secondary places going forwards to meet the increased primary cohorts moving through. Therefore, at the moment there are no plans to propose a new school in Sutton Coldfield Town Centre. Officers in planning will continue to work with colleagues in education to ensure the relationship between additional housing and school places is managed and planned for positively. Education will be consulted on all major applications for residential proposals.	No change required
Sport England	This Big Move is important as allowing sports use within town centres supports a sustainable economy	EC3	Welcome support.	No change required
Sutton Residents Group	Not convinced that Shopping Centres have a future going forward, the Economic Plan may need to be adjusted.	EC3	No changes are needed to the overall strategy. The approach is to encourage a mix of uses, diversify retail, provide flexible workspaces and quality of space in the centre in order to attract visitors.	No change required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Councillor David Pears	There needs to be a mix of uses and not too many of the same style restaurants type.	EC3	The masterplan encourages a mix of uses to support the vitality of the centre. However, planning itself has limited control on what businesses occupy units. BCC will work with the Regeneration Partnership to encourage a diverse mix and address any issues around prominence from certain uses.	No change required
Individual	National changes to permitted development rights now enable a change of use to residential from retail, commercial, and other uses, which will speed-up the process of diversifying town centres. To ensure the proposed masterplan is not out of date before it is adopted, I recommend it be amended to allow for more residential use.	EC3	Comments noted. No further reference to housing is needed as each of the opportunities within the masterplan encourage a mix of uses and reference housing where it is considered appropriate.	No change required
Aldi	Support the reference to the diversification of the town centre. ALDI sits alongside and complements independent and specialist retail in towns and cities across the UK. The recognition that there will be an ongoing need for convenience retail to serve the town centre is welcomed.	EC3	Welcome support	No changes required
Aldi	EC5 does not make specific reference to the land within ALDI's control at Brassington Avenue. The ability of the Brassington Avenue site to be delivered in the short term will have a positive	EC5	It is not necessary to update Big Move EC5 as requested. This Big Move is about identifying the priorities and sites that provide the largest transformation in terms diversifying the centre uses. It highlights sites that are retail focussed	No changes required



## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	impact on the town centre as a whole. It will provide much needed investment and will start to realise the wider improvements envisaged by the masterplan. 'Big Move EC5' should therefore be amended to specifically reference the immediate opportunity presented by the land within ALDI's control.		and looks to diversify them to better meet the needs of the community. The fact that the Brassington Site is not directly mentioned does not mean it is not considered as a key site. BCC acknowledges the site is very important to the town centres transformation and will work with developers to ensure any forthcoming scheme maximises the potential of the site to play a role in delivering masterplans vision.	
Sutton Coldfield Town Centre BID	All of these Big Moved need to reflect Covid-19. Questions if the workspaces proposed will still be viable.	EC1-EC5	Big Move EC4 talks about a 'variety' of workspace. This flexibility is deliberate to allow the market to deliver workspaces that meet the needs of businesses and to promote the creation of flexible spaces that can be adapted over time.	No changes required
Individual	<p>There are shops that have been vacant for years- why plan for more shops by expanding the half-empty Red Rose centre. Suggest you knock empty shops down if you want more open spaces.</p> <p>Questions if piazzas are necessary given the weather in the UK.</p> <p>Town centres are places for trade. Anything you do that does not facilitate trade kills Sutton's future.</p>	EC1-EC5	<p>The masterplan proposes the redevelopment of the Red Rose centre and Gracechurch to provide a better mix of uses in an improved environment to address the over reliance of retail in the town centre. The masterplan is informed by market evidence and discussions with landowners and businesses, so has supporting the vitality of the town centres economy at its heart. The provision of high-quality public space that allows for people to spend time in the town centre and for events is crucial in creating a town centre that is welcoming to all.</p> <p>Project D and H has been updated to refer to the need to provide shelter in order to maximise the use of public spaces in all weather.</p>	<p>Project D has been updated to refer to the need to provide shelter in order to maximise the use of public spaces in all weather: <u><i>new public realm will include areas of shelter and microclimate that maximises use of public space throughout the year.</i></u></p> <p>Project H Gracechurch Square has also been amended to include the following bullet point: <u><i>be</i></u></p>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
				<p><i>designed in way to promote use all year through the careful orientation and positioning of buildings and planting, to create a microclimate that provides shelter all year.</i></p>
Rob Pocock	Needs enhancing with the two themes (creative/media/digital, and educational). This also leads directly to the need for Sutton to have an identifiable 'creative quarter' in the projects below.	EC1-EC5	Suggestions welcome. Big Move EC3 has been updated to reflect the need to encourage creative and educational uses into the centre.	<p>Big Move EC3 has been updated to reflect the need to encourage creative uses into the centre.</p> <p>Amended Big Move EC3 as follow: <i>Diversify the town centre: creating a better experience, with a broad range of complementary uses and options for activities including more focused retail, community, <u>creative, cultural, educational, leisure, accommodation, and food and beverage...</u></i></p> <p><i>The town centre would also benefit hugely with</i></p>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
				<p><i>family and health leisure uses, cultural attractions, community facilities, and more good quality cafes and restaurants. <u>With a creative community and nearby colleges there is potential for more creative, cultural and educational uses in the town centre. This could support the diversification of the local economy into creative and digital industries, as well as providing lifelong education and training opportunities for the community. Overnight accommodation could help to support an evening economy...</u></i></p>
Individual	<p>There is no reference to Sutton Arts Theatre and only a passing reference to the Empire Cinema. Indeed, they seem to be disregarded, with reference to 'a new boutique cinema or theatre ... located centrally within the Royal Town</p>	EC1-EC5	<p>Suggestions welcome. Big Move EC3 has been updated to encourage creative uses into the centre and this includes a reference to supporting linkages to cultural and creative uses outside of the masterplan boundary.</p>	<p>Big Move EC3 has been updated to encourage creative uses into the centre – see above.</p> <p>The following additional sentence has been added</p>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	Core'. These assets should be recognised			to capture uses outside the town centre: <i><u>There are also several cultural and community facilities outside of the masterplan boundary including Sutton Arts Theatre, the Empire Cinema and Wyndley Leisure centre. These facilities can play an important role in attracting visitors and where possible links between these uses and the town centre will be strengthened.</u></i>
Individual	Diversifying the centre of our town and improving accessibility will provide an attractive offer and help to create a vibrant and sustainable town centre for decades to come.	EC1-EC5	Welcome support	No changes required
Sutton Coldfield Specialist Residents Panel (SRP)	The impact of Covid19 seems understated - the move away from traditional City Centre office blocks could offer positive opportunities for commutable suburbs such as Sutton.	EC1-EC5	Further detail has been added to the masterplan to reference the ongoing impact of Covid19 to ensure its given sufficient weight. No further changes are needed to the overall strategy as the approach has always been to encourage a mix of uses, diversify retail, provide flexible workspaces and quality of space in the centre in order to	No changes required

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
	These are KEY issues that should be expanded, and solutions offered. For example, provision of drop-in managed workspaces over stores in Gracechurch Centre linked to Movement Hub.		attract visitors. Big Move EC4 makes direct reference to <i>“flexible workspaces and drop in facilities following a change in work patterns due to the pandemic”</i> which is considered to give enough hooks for proposals to come forward at any of the development opportunity sites identified in the masterplan.	
<b>Built environment and Identity</b>				
N/A	Several representations quoted the Big Move reference as number BE11 for example rather than BE1	BE11-BE14	To avoid future confusion the referencing will be changed to just BE1 – BE4	Referencing will be changed to just BE1 – BE4
Individual	Questioning of the historic assets within the town centre that merit celebrating	BE1	Comments noted. The Background document supporting the masterplan provides further details on the buildings of historic character and the justification for celebrating this through the Historic Core approach.	No changes required
Individual	Environmental design is in the detail, the function of spaces and the local conditions in place whatever the future holds.	BE1	The Big Moves on Built Environment and Identity have been amended to cover the sustainability of new design further in order to ensure this is given enough weight	Big Move BE1-BE4 has been amended to cover design in more detail and provided details on environmental design (see pages 37-38 of the revised masterplan)

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
<p>Council for British Archaeology, West Midlands</p>	<p>This needs rewording and dividing into two separate "Moves", one referring to the historic environment and its contribution to identity, with the emphasis on protecting and promoting (making the most of) what's already there, and the other referring to design quality of new build to ensure that it complements existing heritage assets. The words "future heritage" should be omitted.</p> <p>3.2.3 (p37) The text needs rewording to make it clearer. The first sentence could perhaps say that the rich history of Sutton Coldfield is reflected by its visible heritage assets and its Royal title. "Visible built heritage" is not only within the Historic Core. As noted above, the wording needs to distinguish between the protection and promotion of heritage assets and design quality of new build. Heritage assets of all kinds, whether or not they are statutorily designated need to be protected in accordance with relevant BDP policies.</p> <p>Recommend that a historic environment assessment be</p>	<p>BE1</p>	<p>Suggestions welcomed. The Big Moves have been amended to cover the design of new buildings and historic environment separately.</p> <p>The suggestion of a historic environment assessment will be given further consideration by the Regeneration Partnership as part of the evidence and delivery work to support the masterplan.</p>	<p>See above for new design Big Move. Historic Big Move has been amended as follows:</p> <p><b>BE2 Protect and promote heritage:</b> <i>celebrating the history of Sutton Coldfield as a uniquely 'Royal' town and protecting and promoting the historic environment and the reuse of historic buildings to maximise their contribution to the town centre's identity and economy, whilst designing enduring new spaces and buildings worthy of becoming future heritage.</i></p> <p>Sutton Coldfield has a notable history, visible in the built environment of the historic core, its designated listed and locally-listed buildings and conservation area, Sutton Park and the 'Royal' title. The High Street Conservation Area is</p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>undertaken of the whole of the Masterplan area- this should include all historic buildings, whether or not they are currently statutorily or locally listed, archaeological remains, and the historic townscape.</p>			<p><i>established to inform how the area should be protected and enhanced, and Big Move MT3 proposes to create an environment which rightfully respects it.</i></p> <p><i>These and other historic assets within the town centre should be assessed for their heritage value and contribution to local character, and protected and enhanced by new development. Where buildings are underused, they should be brought back to life and repurposed for contemporary activity, particularly for business uses that complement historic spaces and for community or cultural uses where their significance can be appreciated by a wide audience.</i></p>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Sutton Coldfield Town Centre BID	The town centre has plenty of examples of poorly managed and totally unsuitable trees which make the Parade dark and encroach on buildings.	BEI2	Noted. The details of types and location of street trees will be addressed through the detailed design element and will include consideration of suitability and maintenance	No changes required
Individual	Support the reference to adding colour. Please can we introduce more colour into the town centre, for example, by painting concrete bright colours, such as the car park overlooking Brassington and commission street artists.	BEI2	Welcome support and suggestions	No changes required
Councillor David Pears	Support opening up of Plants Brook and bringing more trees into centre.	BEI2	Welcome support	No changes required
Natural England	Support the statement to 'make Sutton Park part of the town centre: introducing more planting and natural material, reopening Plants Brook, and making the town centre feel like an extension of the park.'	BEI3	Welcome support	No changes required
Individual	Support the proposals and suggests these should be actioned now	BEI1-BEI54	Welcome support. Some of the proposals in the masterplan are underway and work has started on the delivery of the longer-term projects.	No changes required
Individual	Agree with the Big Moves but want to see more emphasis on "green" and sustainable development.	BEI1-BEI4	A Big Moves have been amended to cover the sustainability of new design further in order to ensure this is given enough weight	See changes to Big Moves above.
Councillor David Pears	More detail is needed on the height of buildings in the town centre. Cavensham place is too high and should not be treated as precedent. Views from the park to the town centre need to be protected.	BEI1-BEI4	The Big Moves have been amended to provide more guidance on building heights. Further detail on the height of buildings will be produced as part of the delivery work undertaken on individual proposals.	See changes to Big Moves above.



## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Big Move	Officer Response	Proposed Changes to SPD
Sutton Coldfield Specialist Residents Panel (SRP)	There are green benefits to adapting existing buildings rather than demolishing wholesale. Sutton has some challenging modern buildings with extensive reinforced concrete frames - especially the multi storey car park elements. Also, over-large service yards to both Gracechurch and Red Rose Centres, which with imagination might be put to better use. The Masterplan should acknowledge these actual physical technical challenges and come up with practical solutions to address.	BEI1-BEI4	Project G the Red Rose has been updated to include reference to the possible re-use of the building if this is appropriate.	Project G has been updated to include a reference to the potential reusing elements of the building.
Rt Hon Andrew Mitchell MP	Support the plans to capitalise on our Town's attractive green and historic assets and high degree of connectivity. Establishing a common place brand for Royal Sutton Coldfield will help promote our town to visitors and support local businesses.	BEI1-BEI4	Welcome support	No changes required
Sutton Coldfield Specialist Residents Panel	There is a commitment in the Masterplan to Net Zero and distinctively Green interventions but a lack of illustrated practical examples.  Request specific opportunities with ideas tailored to public spaces in Sutton Coldfield.	BEI1-BEI4	The masterplan provides a high-level framework for the town centre. Further detail is being developed on the individual elements and will ensure that green interventions are fully integrated. The Regeneration Partnership is currently reviewing how to engage residents as part of a community forum, to help feed into the delivery of the masterplan.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Big Move</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>There is no references to parklets. More details should be added on scope for widening business sponsorship and integrating with market stalls.</p> <p>References to low maintenance landscape do not inspire confidence as generally low maintenance equals no maintenance.</p>			

**Projects**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
<b>General</b>			
Eleven individuals	Support the town centre projects	Support welcomed	No changes required
Individual	Support the projects – would like more detail on what shops will be available	Welcome support. It is not possible to provide more details on the type of retailers that will be available as this is outside the control of planning. Shopping centre owners, including BCC will need to respond to market requirements for retail space. BCC will work with partners to ensure this a mix of retailers and other uses	No changes required
Individual	Support the projects, however, there seem to be lots of concessions to	Welcome support. The document has several proposals that look to address the impact of cars on	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	continuing heavy amounts of motorised traffic through the centre. How compatible is this with increasing access for active travel. Reducing and slowing traffic is vital.	the centre and to encourage sustainable modes of transport	
Individual	Supportive of redeveloping the Red Rose centre / Victoria Car Park, opening up the Plants Brook, introducing housing on Brassington Avenue and Newhall Walk. Retail space should be reduce to a more sustainable and appropriate level, and correspondingly increase housing, to both reduce pressure on the green belt and create additional life and viability.	Welcome support	No changes required
Chester Road Baptist Church	Support the projects - key is to reduce reliance on big retail and developing a centre where you live and connect with people. So more living accommodation/ housing, more leisure, hospitality, and communal spaces.	Welcome support	No changes required
Individual	Not in support (no reasons given)	Noted	No changes required
Individual	Don't support anything councillors do.	Noted.	No changes required
Individual	Don't support – the proposals do not reflect the views of residents	Detailed engagement was undertaken and is evidenced in the Consultation Document that supports the masterplan. Consultation on the SPD was undertaken in line with BCC adopted Statement of Community Involvement	No changes required
Individual	Not in support. There are some good ideas such as small trader start-ups. Too much reference to cafes and	The masterplan proposes several uses and the creation of an attractive environment which will transform the town centre. This will allow it to better	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	restaurants – how many can the centre support. Only large outlets with good parking will thrive. Small 'boutique' and 'artisan' traders is a nice idea but there is lack of footfall to support these. People won't come by bus, together with exorbitant rates and rents will mean there isn't a business case.	compete with other centres and to attract footfall and further investment.	
Individual	The masterplan doesn't do enough to generate a local economy.	BCC recognise that along with a masterplan that tackles the physical elements of the town centre there is a need for other measures that attract people into the centre, such as events. We also recognise the challenges the retail sector faces. What the masterplan will achieve is spaces and opportunities that allow for events and community activity. This in turn will bring people into the centre, supporting businesses.	No changes required
Individual	Do not support more housing in the town centre	There is a demonstrated housing need within Birmingham and housing is proven to be an important factor in bringing footfall and activity into town centres.	No changes required
Individual	In my view ecological networks, use of art, sculpture and vegetation will reinforce the projects.	Suggestions welcomed – the masterplan includes several proposals that reference such measures	No changes required
Individual	All projects should include more cycling facilities	As specific projects are developed further, they will include more detail on how infrastructure for cyclists will be incorporated.	No changes required
Individual	Support can only be given if the proposals provide a good level of parking in the town centre	The masterplan proposes a balanced approach to parking to ensure the best use of land and the promotion of sustainable modes of transport, whilst ensuring that the town centre remains accessible by car and that adequate parking is provided to meet the	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
		needs of those who need to access it via car. Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan	
Individual	Its a shame that the suggestions of entertainment activities such as soft play, escape rooms and climbing facilities has such a small mention. Looking at new leisure opportunities is the only way to revitalise the Town Centre.	Agree that increased leisure is important. The wording for project H has been amended to strengthen the wording around leisure uses. Project G includes a reference to family leisure uses such as a cinema. The Gracechurch and Red Rose centres provide the most suitable spaces for leisure uses due to the need for large units. Big Move EC3 talks about attracting leisure uses into the centre and in principle leisure uses would be supported in any location within the town centre.	References to leisure uses has been strengthened in Project H in response to representations also made by the site owner.
Sport England and one individual	Support the projects but further detail is needed on how they will be delivered	Further work will be done on the delivery of each project.	No changes required
Historic England	The different character areas identified help to sensitively stitch key sites back into the town as a whole. The proposals would also assist with forming cohesion between the character areas and improve the experience of the historic environment.  Plan on P.41 indicates several landmark locations at the extended Red Rose Centre, Gracechurch Centre and Newhall Walk sites which are indicated as being 'suitable for additional height'. It is not clear what	Welcome support. Regarding building heights, the Big Moves on the Built Environment have been reworked to better address the historic environment, design of new buildings and buildings heights. A note has also been added within individual projects were appropriate.	BE1-BE4 have been reworked to better address the historic environment, design of new buildings and buildings heights (see pages 37 – 38 of the revised masterplan)  A note has also been added within individual projects where appropriate.

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	assessment work has been undertaken to consider the impact of any increase in heights in relation to nearby heritage assets and their setting.		
<b>Project A - High Street/Mill Street and New Trinity Square</b>			
Individual	Good idea but no information about how traffic will be managed approaching the 'trafficable square'.	Detailed traffic modelling will be undertaken during further development of any interventions.	No changes required
Individual	Questions how project A will address the issues of the large junctions, heavy congestion, and narrow footways.	Project A looks to directly address these issues through reducing the road carriageway to the minimal functional width and designating the excess space within the street section to cycle lanes, widening footpaths and improving crossing points.	No changes required.
Sutton Coldfield Town Centre BID	Mill Street is the key route into the town centre from the north. It is a steep hill as well. Question how buses from the north get into the town centre and if everyday cyclists want to climb this road.	Project A will not stop vehicle movements so there will be no change to bus access. Through the provision of safer cycling routes – cyclists of all speed and ability will be able to use the routes.	No changes required
Individual	Support the proposal however, it's naive to think that this will solve Sutton's traffic problems. This is the only way in and out of Sutton from the north and the only way around Sutton centre. The flow of traffic is essential for clean air as stationary vehicles increases pollution.	All movement and transport proposals will be subject to modelling as they are progressed to ensure that all required measures are in place to ensure a safe, reliable transport system in Sutton Coldfield.	No changes required
The Royal Town's Member of Parliament	The new 'Trinity Square' proposals offer an attractive space.	Welcome support	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
Individual	Support the proposed creation of a pedestrian-friendly space where currently too much space is occupied by vehicles.	Welcome support	No changes required
<b>Project B - The Town Hall and King Edward's Square</b>			
Individual	Good idea but ignores the fact that closing Brassington will result in increased traffic constantly moving past the Square.	Detailed traffic modelling will be undertaken during further development of any interventions.	No changes required
Individual	Agree this does need redesigning but it is also an ideal location to have a relief road. It would be very possible to have one-way traffic along Anchorage Road and the other direction along High Street, Mill Street and Lichfield Road. This would alleviate traffic problems and make the route safer.	Increased traffic flow would impact upon the heritage aspect of this area of the town centre. Anchorage Road would not be a suitable route for general traffic to travel along.	No changes required
Individual	Support projects B and C	Welcome support	No changes required
Individual	Questions if there needs to be something more in this area to draw people there, in addition to the Town Hall.	Suggestion noted. The project looks to enhance the environment which should in turn invite more activity within the area.	No changes required
Individual	Don't support this project. There is no way the infrastructure will cope with this amount of vehicles along a single carriage way with traffic in both directions, most of which is bypassing the Town Centre. It is going to triple the time to make connections between the north and the south of the town. It would make much more sense to move	All movement and transport proposals will be subject to modelling as they are progressed to ensure that all required measures are in place to ensure a safe, reliable transport system in Sutton Coldfield.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	traffic to the unused land on Brassington Avenue.		
The Royal Town's Member of Parliament	Welcome the proposals as delivering a stronger identity at the Town Hall will be important if we are to support the future of this important asset. The Town Hall has cultural significance and should become an even more significant venue. The planned improvements within the building will hopefully be supported by the wider ambitions of the masterplan	Welcome support – text has been amended to strengthen the wording on the Town Hall.	Wording has been added to reference the potential for increased activity at the Town Hall: <i>The Town Hall is an integral heritage asset within the town centre and is currently a venue for community, arts and cultural events, <u>with the potential for this activity to be developed further.</u></i>
Individual	Support the proposed creation of a new public space in this area, with the war memorial as a key focal point	Welcome support	No changes required
<b>Project C - Urban Streets (Victoria Road / Queen Street)</b>			
The Royal Town's Member of Parliament	The proposals will provide an attractive environment for future development and improving air quality locally. The creation of pedestrian-priority spaces and tiered seating as well as the addition of trees and landscaping are very welcome both in terms of the environmental benefits and to improve the feel of the area.	Welcome support	No changes required
Individual	Support the project as the current one-way arrangements result in severance and encourages excessive speed and destroy any sense of place.	Welcome support	No changes required



Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
<b>Project D - Parade / Lower Parade / South Parade</b>			
Individual	The plan ignores the fact that some buses will remain on the Parade.	Operations of bus services within the town centre will be explored in full through further development of the Interchange project.	No changes required
Individual	This project is important. There is nothing to encourage parents staying in the town any longer than needed. There is no attractive seating/socialising space. Crossing Lower Parade is a challenge due to the intense bus activity and congestion. However, careful design needed to avoid misuse especially e.g. skateboarders.	Welcome support and comments about the design of space is noted	No changes required
Individual	Support the creation of community space	Welcome support	No changes required
Individual	This needs to be more ambitious. This is all based on existing buildings and configurations. The ideas for improving the public realm are good, but The Red Rose Centre really needs knocking down.	The masterplan proposes the reimagining of this area into a new public space with surrounding buildings being redesigned to provide attractive frontages. The proposals within the masterplan look to deliver the full-scale redevelopment of the Red Rose Centre as part of a comprehensive scheme. The text has been amended to make it clear that the proposal is for the redevelopment of the Red Rose Centre including the car park	Protect G has been renamed to remove the word extended in the projects title. .
Individual	Supports the project for open space, integration of play elements and public art. Suggests 'weather proofing' is included for the new heart of the town centre.	Welcome suggestion. The text has been updated to reflect the need to weather proof the public space.	Text amended to include the following: <i><u>The new public realm will include areas of shelter and microclimate that maximises use of public space throughout the year.</u></i>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
Individual	Support the project with improved public space, greenery, and space for markets and events; also support no access for buses or other traffic, which will enhance safety, ambience and creation of a sense of place.	Welcome support	No changes required
Council for British Archaeology, West Midlands	Parade/Lower Parade/South Parade and extended Red Rose Centre need to ensure retention of the former millpool dam (now Lower Parade) as a distinctive topographic feature. <b>(Also applies to project G)</b>	Welcome suggestion. The text has been updated to include a reference to the project description.	<p>Addition text to projects D: <u><i>The former millpool dam will be retained as a distinctive topographical feature.</i></u></p> <p>The project cross references to Project G which will ensure the millpool element is addressed through both projects.</p>
<b>Project E - Plants Brook</b>			
Three individuals	Support the opening up of Plantbrook	Welcome support	No changes required
Individual	The wording should be stronger, and the project placed at the centre of the plan.	Agree this is a crucial part of the masterplans vision. Further work on the feasibility of this project will be undertaken to support the delivery of this project.	No changes required
ECOSUTTON	There is not enough water and flow to make it an attractive feature.	Further work on the feasibility of this project will be undertaken to support the delivery of this project.	No changes required
Individual	I support the proposals and recommend it should include naturalised banks and no unsightly guardrails that prevent access to the stream	Welcome support. Details on the design of the improvements will be developed as part of further work on the proposal.	No changes required
Individual	Request for more detail on the reactivation of Plants Brook and if it has any implications/potential to the	Details on how Plants Brook will be reactivated will be develop further. It is BCC aspiration that the Plants Brook is a reactivated throughout the whole of the town centre and we will work with developers to	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	west of Brassington avenue ( <b>also applies to project F</b> )	understand the feasibility of this. Further work on the feasibility of this project will be undertaken to support the delivery of this project.	
Individual	Agree with project E and F. On F, the link from the town is crucial. The walk to the park is along a dangerous road and crossing points are not positioned to provide a link. ( <b>Also applies to project F</b> )	Welcome support	No changes required
Seven Trent	Support the proposal to open up the culverted watercourse section of Plants Brook. This will encourage a natural habitat and create an opportunity to make use of this opened section for discharges of surface water run-off from the re-developed area as well as the use of SUDS to control surface water flows entering the brook. It would also be desirable to see any existing surface water flows that currently discharge into our foul / combined sewers to be re-directed into the brook.	Welcome support	No changes required
<b>Project F - Interchange Piazza and Park Road</b>			
Individual	Park Road needs to be one-way to be effective. Agree the link along here to Sutton Park needs to be improved for pedestrians and cyclists. The interchange needs more thought as to	Welcome support. Work to develop the Interchange is ongoing.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	where it would be better located, suggest closer to the railway station.		
Individual	HS2 is a nonstarter	BCC and the Town Council are working in partnership with TfWM to further develop the interchange proposal in line with other interventions within the masterplan.	No changes required
Individual	More detail needs to be provided on how the link between Park Road, Town Gate and the town will be improved for pedestrians and cyclists. Whilst closing to through traffic will help, this will increase traffic on Clifton Road.	All movement and transport proposals will be subject to modelling as they are progressed to ensure that all required measures are in place to ensure a safe, reliable transport system in Sutton Coldfield.	No changes required
Individual	Concerned that any bus interchange should not dominate the appearance of this part of the town centre, but should be of a subtle design, integrated as far as possible with the railway station infrastructure and include provision for cycle parking.	Agree that the design of the interchange is important. Further detail has been added to the project to address the design of the interchange.	<p>A new bullet point has been added to provide more detail on the experience created by the new interchange.</p> <ul style="list-style-type: none"> <li><i>The new bus interchange should be a fitting arrival place to the town centre, complementing the heritage and townscape values of the rail station, United Reform Church and Station Street historic buildings with high quality contemporary design and providing a safe, welcoming experience for all public transport users. The proposed interchange should incorporate green</i></li> </ul>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<i>infrastructure, low carbon energy use and sustainable drainage.</i>
Sutton Coldfield Specialist Residents Panel (SRP)	The lack of funding for the interchange is a concern.  We have previously suggested a more flexible low-cost option linked to Gracechurch.	TfWM is part of the Regeneration Partnership and are committed to the delivery of the masterplan. BCC will work with partners to develop the design and necessary funding processes to ensure the projects delivery.	No changes required
Individual	Support the proposals but have concerns that streets that only allow access for buses do not function as traditional streets, they require a lot of signage, and they encourage bus drivers to behave aggressively. The proposal goes against the philosophy of integration of uses and modes of transport. <b>(also applies to project J)</b>	Changes to the highway which would result in bus only access being provided would be designed in accordance to highway guidance which includes designing a safe environment. Safe designated crossing places would be provided for pedestrians and cyclists to travel across Brassington Avenue.	No changes required
<b>Project G - The extended Red Rose Centre</b>			
Individual	The library should be a visible part of the town centre rather than hidden away. I would like to reduce the number of retail outlets so that the centre is not just a lot of empty shops.	Agree that the library needs to be given more prominence in the town centre and this aspiration will be developed further through the plans for the future of the library. The proposals for the Red Rose look to bring other uses in order to diversify the offer and reduce the dependency on retail.	No changes required
Individual	The current location of the library is not essential. The library could be in a much more convenient place. The library shouldn't be restricted by its current location but consider how it could be relocated if appropriate.	The masterplan proposes that the library forms part of a mixed use offer as part of the redevelopment of the Red Rose. If an alternative location within the town centre comes forward BCC would support this in principle if the proposal delivers a new library that is in line with the aspirations in the masterplan and supports the overall vision. The masterplan will not	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
		restrict the location of the library but rather looks to include it as a positive feature in a proposal.	
Individual	Red Rose should be demolished. The car park is narrow, deeply unpleasant, and dangerous to walk through with children.	Welcome support. The proposals for the Red Rose include the redevelopment of the existing building and the creation of an attractive and safe space. The project has been renamed to make this clearer.	The name of the project has been amended to make it clear the site is being redeveloped and not extended: <i>Project G – <del>the extended</del> Red Rose Centre</i>
Sutton Coldfield Town Centre BID	Question if the objectives for the Red Rose Centre are feasible following Covid19.	The proposals for the Red Rose provide a vision for its redevelopment that includes a mix of uses to diversify away from a reliance in retail to create a vibrant mix use development. This is considered as key in supporting the town centre recover from the impact of Covid19. Further work on the detail around the uses and how the redevelopment will be delivered will be undertaken by BCC to ensure the right approach to the site.	No changes required – the wording has been amended to include a wider mix of creative uses which will further strengthen the sites ability to respond to the challenges of changes in demand for retail space. .
Sutton Vesey Ward Councillor	Space needs to be designated as a 'creative quarter' which would hub and host the creative arts, media and digital economy and post-school educational. Digital and media could include flexible studio space and a start-up hub for digital, media and gaming technologies. Suggest integrating this quarter into the Library as part of a wider knowledge space and the extended Red Rose site.	Welcome suggestion. Further work is being undertaken to determine the type of uses that would be deliverable on the Red Rose site but in principle BCC supports the inclusion of these uses in the Red Rose as part of a vibrant mixed use scheme. The wording has been amended to better reflect the potential for a creative hub at the Red Rose. This also includes reference to educational uses.	Text has been amended to include reference to a creative hub:  <i>The overall aim for this site will be to create a distinctive, vibrant daytime and evening destination <del>alongside</del> <del>contemporary new homes and workplaces</del> <del>space</del> that <u>could include independent retailers and creative studio space alongside contemporary new homes to <del>will</del> attract people to visit, live and work within the town centre.</u></i>  <i><u>The site will become a creative hub, including <del>it</del> should include a new</u></i>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<p><i>contemporary <del>purpose-built</del> library facility which reinstates the successful Sutton Coldfield Library in its established location within the town centre. As one of the key community and cultural assets in the town centre, it could provide library services alongside complementary <del>community</del> functions, such as an accessible archive and heritage centre, <u>flexible spaces for creative, digital and educational uses. These community and cultural facilities could be supported by other complementary uses such as drop-in council <del>and health</del> services, health facilities, flexible spaces for hire, <del>and</del> or other facilities that can support the needs of the local community.</u></i></p> <p>One of the bullet points has also been updated to cover this further:</p> <ul style="list-style-type: none"> <li><i>Developing buildings in the west of the site that offer flexible spaces that can be adapted to different uses over time, facilitating a vibrant mix of uses, such as retail and <u>bars/restaurants/café's, library and other cultural attractions (arts, local</u></i></li> </ul>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<i>heritage), creative studio spaces, potential for cinema or other family leisure uses, offices and/or residential on upper floors.</i>
Bordeaux Estates	Request to work in collaboration with the Council and other stakeholders to develop and deliver a first phase of the project which does not prejudice the future delivery of the masterplan's ambitions for the remainder of the street block.	The positive response to the proposals and proactive approach is welcomed. The Council will continue conversations with all the relevant landowners as part of working towards a comprehensive scheme. The wording has been amended to reflect the potential for a phased approach and to strengthen the wording towards a comprehensive scheme.	A new bullet point has been added to the project details: <ul style="list-style-type: none"> <li>• <i><u>A phased approach to the delivery of the Red Rose sites redevelopment will be supported where this delivers the overall vision for the site and achieves a high-quality comprehensive scheme.</u></i></li> </ul>
Core Fit	Supports the masterplan but questions if there will be support for existing businesses.	The support for the masterplan is welcomed. We are aware of the challenges many businesses face now and have several measures in place to support such businesses in the short term. The masterplan will play a key role in supporting businesses in the longer term through a better mix of uses and an improved environment, but the plan also includes shorter term measures that will look to bring people into the centre and support current businesses. The text in project G clearly states that BCC will look to retain existing tenants.	No changes required
The Royal Town's Member of Parliament	Support the project including the proposals for a new purpose-built library facility. The library is an important community asset and there is clearly scope for the site to provide	Welcome support	No changes required



Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	other community functions. This should also include a heritage centre to display the archive to all.		
Individual	Support the project but also suggest high quality design of an appropriate scale needs to be emphasised given the proximity of the conservation area and grade I listed, Holy Trinity Church. Also suggest a greater emphasis needs to be given to residential accommodation and town centre living	These features were taken into consideration when the diagram and text for the Red Rose were developed. However, the wording on the design of the Red Rose has been strengthened to highlight the need to take into consideration the surrounding context and historic character.	The wording has been amended as follows: <i>Buildings of generally between 4 and <del>up to</del> 6 or 8 storeys, <u>potentially up to 8 storeys where this does not detract from the historic context and positively contributes to the town centre's urban character, perhaps towards the centre of site where this positively contributes to the town centre's urban character and does not detract from the historic context.</u></i>
Individual	The Red Rose Centre extension looks very densely packed. Suggest that two public squares are provided.	Welcome suggestions and agree there is the potential to have further public space in the scheme. The diagram supporting this project has been amended and further detail added to the text as appropriate.	Wording has been amended as follows: <i><u>Creating new public square(s) well-connected to Lower Parade and South Parade – to open up the site, to maximise active frontages and to form inviting places where people want to spend time</u></i>
<b>Project H - Gracechurch Centre</b>			
Individual	This project does not recognise that shopping habits have changed	The details included under Project H refer to the need to develop some of the floorspace for other uses and deliver a diverse mix of attractions. Shopping will still play a role in the centre and it's important that the Gracechurch is redeveloped to provide flexible retail	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
		spaces as part of a mix of uses including leisure, food and residential	
Individual	Gracechurch Centre should be completely redeveloped.	The masterplan proposes the redevelopment of the Gracechurch. The redevelopment of the town centre will be managed to secure a transformation while ensuring the town centre can still operate whilst schemes are delivered.	No changes required
Individual and Sutton Coldfield Town Centre BID	Question how the Brassington Avenue elevation can be achieved and how the activity along the Brassington Avenue frontage of the Gracechurch Centre will work as the wall backs onto storerooms or loading bay	The proposals for active frontages are dependent on the redevelopment of the centre. BCC will work with the owners to work through any practical issue and deliver this vision.	No changes required
Individual	Alternative suggestion that traffic is moved to the unused land between Brassington Avenue and the railway, further away from the town centre, separated by trees and shrubs.	Welcome the suggestion, however this is not considered to be deliverable given land ownership. The highway proposals within the masterplan are deliverable as they include highway land that is in control of BCC.	No changes required.
Individual	Don't write off the need for the big anchor stores. Agree with smaller independent businesses. Family activities are important. Gracechurch feels disconnected to The Parade.	The proposals for Gracechurch look to attract a mix of uses which could include anchor retailers along with independents. The key to the proposal is having a mix and redeveloping the centre to provide flexible spaces.	No changes required
Individual	Questions why the fact that Gracechurch employed their own consultants isn't referenced	The consultants appointed to work on the masterplan engaged with the owners of Gracechurch and were made aware of the proposals developed by the Gracechurch consultants. The masterplan reflects the owners aspirations whilst capturing the wider aspirations for the town centre and as such there is no need to directly reference the consultancy work.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	There needs to be a way through the Gracechurch Centre to the Brassington Avenue side. It would be much better to have two or three corridors to encourage use of the other side of the Gracechurch Centre.	<p>Agree this is crucial. The diagram includes multiple links through the site and there is a reference to linkages in the supporting text.</p> <p>A cross reference has been included in project F to reinforce the need for strong connections</p>	<p>Additional text has been included to project F to cross reference the need for linkages:</p> <p><u>A new direct route is needed at the northern end of the Gracechurch Centre, breaking through the barrier of existing buildings to link the public realm around the Church with Lower Parade, in effect extending Park Road to the heart of the town centre as an attractive pedestrian street and integrating it with the rail station, proposed bus interchange and Sutton Park.</u></p>
The Royal Town's Member of Parliament	Support the proposals for public-facing units along the Parade and Brassington Avenue. The breaking up of larger retail units to encourage flexible and creative spaces will be essential. Support the possibility of short leases or pop up shops. The plans to offer a mix of independent, boutique and artisanal retailers is welcome. Support the proposals to encourage leisure operators.	Welcome support	No changes required
Individual	Support the proposal but suggest that greater emphasis needs to be given to residential accommodation and town centre living, including living over the shop.	Agree with the suggestion that residential elements could play a key role in the redevelopment of this part of the town centre. The wording has been strengthened slightly to make it clear that any scheme should include residential as part of a mix used offer.	<p>Text amended to encourage residential uses. The reference to hotel has been moved to the section talking about leisure uses:</p> <p><del>Investigate the potential</del> <u>Provide for a hotel and/or residential uses above ground floor units at either end of</u></p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
			<i>Gracechurch Centre to provide further diversification of uses, at the same time as attracting more people into the town centre.</i>
Sutton Coldfield Specialist Residents Panel (SRP)	<p>The interrelationship between the public realm of the Town and the private shopping precinct is fundamental and needs careful consideration.</p> <p>Request further details on the ideas for repurposing the deep plan stores and more visuals to explain the proposals.</p>	The masterplan is a high-level document and this level of detail would not be appropriate. BCC is alive to the issues around the existing building and the need for connection and will be working with M&G to address these issues through any future development.	No changes required
Sutton Coldfield Specialist Residents Panel (SRP)	<p>The masterplan does not look in detail at the complex issues in improving access through the Centre or address the change in levels. <b>(also applies to project J)</b></p> <p>One option would be a radical move to transform Brassington Avenue, including removal of car ramp as this seems to still encourage cars on Brassington Avenue.</p> <p>More modelling is also required of the Centre parking strategies and whether to retain or adapt the Gracechurch carpark above the shopping centre.</p>	The masterplan is a high-level document and this level of detail would not be appropriate. Further work on the design of the project will be developed and BCC are committed to working with M&G on delivering the vision in the masterplan. Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan.	No changes required

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	<p>Also unclear on the layering of movement for pedestrians, cyclists, buses and cars.</p>		
<p>M&amp;G Gracechurch</p>	<p>M&amp;G welcome the inclusion of the Gracechurch as a key development opportunity and the support for diversification to the northern end of the centre. Also support the inclusion of new public space as part of the site’s redevelopment and improved linkages.</p> <p>Support the notion of protecting existing active frontages along The Parade, but request that the Council maintain a flexible approach to this. It should be noted that there are a number of ways to “create activity”, beyond protecting and establishing new retail uses.</p> <p>M&amp;G question the practicality and value of creating new active frontages along Brassington Avenue. This area has historically suffered from limited footfall and significant investment would be required to activate the rear of the Centre. This would require an expansion of the retail offering of the Centre, which is not viable.</p> <p>Request that references to creating new frontages along Brassington</p>	<p>Welcome support</p> <p>Agree with the statement that active frontages do not have to mean retail uses. The wording in the masterplan states: "Ensure active frontage and front-door activity along the length of The Parade; for large units that face onto both The Parade and the internal mall, thoroughfare should be encouraged to improve interconnectivity". It does not state these uses need to be retail and as such the masterplan provides for a flexible approach to be taken as to what uses provide the active frontages.</p> <p>The masterplan states: “Seek to create activity along the Brassington Avenue frontage with active and front door activity, and through-connections where possible." As the wording already includes "where possible" no further changes are required. BCC would expect any proposal to give full consideration to activating the frontage and if not possible, this should be justified through the planning application process. As stated above active frontages do not need to be retail uses. Also, the activity does not always need to be on ground floor level but could include visible activity on upper floors.</p> <p>The wording is considered flexible enough to allow for all town centre uses to be supported where they comply with the overall vision. The vision in the</p>	<p>The text has been amended to split the points into separate bullet points: <i>Utilise vacant units to enact a meanwhile uses strategy (refer project Q), where large-footprint units could be transformed to create adaptable and innovative spaces which are flexible in size and configuration. <u>This could also provide spaces to test the market for the long-term success of new uses.</u></i></p> <p><i>Family leisure activities such as a market arcade, a large soft play centre, an escape room, or climbing facilities could be explored for some of these units as an <del>alternative and complementary attraction to retail, and to test the market for the long-term success of such uses.</del> <u>The provision of a hotel could also be explored.</u></i></p> <p>The reference to small scale business incubator units has been amended to make it more general in terms of location.</p> <ul style="list-style-type: none"> <li>• <i>Integrate permanent smaller units <del>adjacent to the new urban square</del> which could be used for short-term</i></li> </ul>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	<p>Avenue is removed from the Masterplan.</p> <p>The Masterplan indicates that the Council would like to see accommodation provided for a “mix of independent retailers focused on boutique and artisanal products and services”. M&amp;G question whether it would be viable. As such, we request that the Council adopt a more flexible approach to the uses likely to be considered acceptable in this area.</p> <p>M&amp;G welcome the idea of utilising large vacant units for “alternative uses”, including leisure uses; however, question why such changes of use should be short-term interventions, rather than longer-term changes. Request that above guidance is amended to reflect this drive for diversification and complementary uses.</p> <p>M&amp;G do not object to the principle of providing space for “incubator businesses” within the Centre but question the appropriateness and viability of placing such units along the periphery of the square. It is considered that this location may be</p>	<p>document for the Gracechurch looks to deliver a mix of uses including family leisure, services, food and drink, workspaces and residential. The masterplan does not propose creating additional retail floorspace but rather reimagines the floorspace to create a mix of uses with a diverse retail offer that is complemented by other uses.</p> <p>Agree with the arguments that leisure uses should not be considered only as a temporary solution. Wording has been amended to address this issue.</p> <p>Understand the arguments made in response to the proposal for incubator units. The wording has been amended to make the location of incubator units more flexible as these could be located anywhere in the scheme. Wording has also been amended to cover the suggestion of restaurants and cafes facing the new public space, as it is agreed these would help activate this space.</p> <p>The masterplan has been updated to refer to a wider range of uses. A statement on none retail units on ground floor levels being supported where they provide an active frontage has also been included.</p>	<p><i>incubator business opportunities, or for existing stallholders currently situated within the Market Village, to create an exciting, changing environment for residents and visitors</i></p> <ul style="list-style-type: none"> <li>• <u>Activate the space around the new urban square with restaurants, cafés and flexible retail space to create an active, vibrant and adaptable space to provide a focal point for activity.</u></li> </ul> <p>Additional text has been added to cover a wider range of uses:  <u>Other uses such as community, healthcare and leisure will also be encouraged where they support the vitality of the town centre. Non-retail uses will be supported on ground floors where they provide an active frontage and enhance the visitor experience.</u></p> <p>and <del>investigate the potential</del> <u>Provide for a hotel and/or residential uses above ground floor units at either end of Gracechurch Centre to provide further diversification of uses, at the same time as attracting more people into the town centre.</u></p>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>better suited for restaurant / café uses. And the prime location may impact on the viability of “incubator businesses” in this location.</p> <p>M&amp;G request that the Council apply a flexible approach to potential uses. M&amp;G also request that the Council consider alternative uses (i.e. residential / hotel / community uses) at ground floor level, as well as on upper levels.</p> <p>The masterplan has been included to refer to a wider range of uses. A statement on none retail units on ground floor levels being supported where they provide an active frontage has also been included.</p>		
<b>Project I - Newhall Walk</b>			
Individual	Newhall Walk is awful - warehouse units with the huge surface car park is completely inappropriate. It does however bring footfall to the area. Aldi would be better suited on Brassington Avenue.	BCC recognise the role Newhall Walk provides in terms of larger retail units but propose that in the long term should these unit no longer be in demand that the site is redeveloped for a more appropriate use. Aldi has made representations to the masterplan stating they propose to relocate to Brassington Avenue	No changes required
Individual	Question what will happen to the shops if the car park behind Aldi is to be used for apartments and why anyone would want to live in Sutton	The proposal to increase housing in the centre is based on housing need and demand as demonstrated in the background study to the masterplan. The proposals to Newhall Walk are a later phase of the	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	town centre. The office building that has been converted into apartments has difficulty in selling.	masterplan and will depend on the retail uses relocating to other parts of the town centre.	
Individual	Fully support building houses but the masterplan does not cover where cars will park. The plan should be to build a 2-level underground car park, which could be equipped with charging points.	Support for the proposal is welcomed. The design details will be developed further and will include parking arrangements. The site is a town centre location and is therefore very accessible via public transport. We would expect that to be reflected in any scheme and the parking to be minimal.	The text for Project I has been updated to provide more detail on the approached to parking – included underground car parking: <i>The extent of surface car parking should be reviewed as part of a town centre-wide strategy and the potential explored for undercroft parking taking advantage of changes in ground levels across the site and for rationalising delivers to existing shops.</i>
Sutton Coldfield Town Centre BID	Suggestions that private car ownership within the town centre might reduce are a very long-term hope.	It is recognised that some of the proposals within the masterplan are longer term but Covid19 along with other issues such as tackling climate change have placed an importance in delivering people friendly environments and BCC are committed to addressing the impact of car usage on communities.	No changes required. The text makes reviewing car parking levels in recognition that an evidenced approach will be needed.
Individual	Questions why the plan proposes to build homes on the side of the town centre where it intends to move all the traffic.	Proposals will not come forward if it is shown that changes to the road network would create an environment that is unsuitable for residential living. All schemes will be designed to ensure a high quality of living environment, including mitigating the impact of any pollution from cars.	No changes required
The Royal Town's Member of Parliament	Support the longer-term vision but with parking continuing to be an issue locally the plan must ensure that parking is readily available in the town centre and easily accessible to those that need to drive.	The masterplan proposes a balanced approach to parking to ensure the best use of land and the promotion of sustainable modes of transport, whilst ensuring that the town centre remains accessible by car and that adequate parking is provided to meet the needs of those who need to access it via car.	No changes required. The text makes reviewing car parking levels in recognition that an evidenced approach will be needed.



Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
		Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan	
Schools of King Edward VI	Supports the project and welcomes the identification of the site at Newhall Walk as a future development opportunity.	Welcome support	No changes required
Individual	Support the proposals in principle but recommend that a continuous built frontage is needed facing onto Queen Street and greater emphasis needs to be given to residential accommodation and town centre living in this area. Recommend that there should be no large surface car parks, but instead use basement car parks, or multi-level car parks hidden behind built frontages with well-articulated and friendly elevations facing onto Queen St	The text and diagram supporting this project has been amended to make better use of the site, improve linkages and to highlight the potential of Plants Brook. Further design work will be developed to support the delivery of this project.	The text has been amended as follows: <i>Plants Brook should be realigned where possible (refer to project E) within a green east-west corridor as a unique town centre feature, as part of a much improved public realm that provides better connection with Parade, Queen Street and South Parade. The key east-west route would benefit from being extended towards Manor Road via the Gracechurch Centre and Brassington Avenue sites (refer projects H and J). The extent of surface car parking should be reviewed as part of a town centre-wide strategy and the potential explored for undercroft parking taking advantage of changes in ground levels across the site and for rationalising delivers to existing shops-</i>

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
<b>Project J - Brassington Avenue</b>			
Individual	Don't agree residential properties right next to a railway line will be desirable.	All schemes will be designed to ensure a high quality of living environment, including mitigating the impact of any noise from trains.	No changes required
The Royal Town's Member of Parliament	Support the prioritising of buses within Brassington Avenue as part of the new bus interchange. The planting of trees and the addition of seating and other amenities will hopefully transform the area.	Welcome support	No changes required
Individual	Request that if Brassington Avenue is to be pedestrianised (except for buses) then these buses need to be electric.	TfWM are working with operators to 'green' their fleets. This level of detail is not appropriate for the masterplan.	No changes required
Individual	Support the project but do not support tall buildings over 6 storeys high in this location, as building taller than this would appear incongruous in a historic Royal Town setting and may be visible from the conservation area and Sutton Park	Comment noted. Planning permission has previously been granted for taller buildings. It is officers view that the visual impacts on Sutton Park would be minimal, and that with the good design of tall buildings this would not necessarily be negative.	No changes required
Aldi	Wish to highlight the fact that heights in the masterplan are not based on viability.  The 'Development Principles' diagram illustrates a series of identified principles through indicative site layouts. ALDI is concerned that it fails to reflect the current proposals for the site. ALDI wish to see the SPD updated prior to adoption to recognise that the	Noted. Further details on the height of buildings will be developed through the design work on individual projects. There is also the potential to cover this through design codes developed to support the masterplan.  The current details and diagram supporting this project look to maximise the potential of this site whilst reflecting on the known constraints. It is not considered appropriate to update the masterplan to reflect the current proposals by Aldi as this does not	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>site is in their ownership and is subject to an active proposal for retail development.</p> <p>It is important to note that a landmark building can be created without additional height.</p> <p>It is important to note the constraints of the site and the issues around de-culverting Plants Brook. Support the fact the diagram includes buildings over the Plants Brook.</p> <p>ALDI support the recognition that Brassington Avenue will continue to provide vehicular access to the vacant development site. This is essential for development to be brought forward on the site.</p>	<p>have planning permission. It is still BCC aspiration that the site is delivered for a mix of uses and the design is over 1 stories height in order to maximise the potential of the site. BCC is committed to working proactively with Aldi as the site owner and will use the masterplan in a positive way to support these discussions.</p>	
Individual	<p>Agree with J K L but question if more should be said about HS2</p>	<p>Suggestion welcomed. Additional wording has been added to the Station Street (K) text to refer to the HS2 Hub.</p>	<p>Additional wording to the first paragraph in project K has been included to refer to the links to the HS2 within the Station Street project: <i>Improving access to the station will also help deliver the aspiration of linking residents and businesses to HS2.</i></p>
Sutton Coldfield Town Centre BID	<p>Question if the Brassington Avenue site now sold for development</p>	<p>There is a reference to Aldi being the site owner on page 18 of the draft masterplan.</p>	<p>No changes required</p>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
<b>Project K - Station Street</b>			
Individual	Support this sensible project	Welcome support	No changes required
Sutton Vesey Ward Councillor	The Station Quarter should encourage sustainable travel links to the park to encourage less car use.	Welcome this suggestion and BCC, along with partners, will work to promote access the park by rail. Additional wording has been added to Project F to highlight the importance of these links.	Additional wording has been added to Project F: <i>The northern end of Brassington Avenue around its junctions with Park Road and Station Street is key to making better walking and cycling links between the town centre, rail station and Sutton Park</i>
The Royal Town's Member of Parliament	Support the projects. Station Street should create a strong sense of arrival. Suggest that the improved signage and other developments will also incorporate ideas around branding - with a focus on heritage, green spaces and status as a Royal Town. <b>(also applies to project M)</b>	Welcome support	No changes required
Council for British Archaeology, West Midlands	Station Street car park proposals need to respect the setting of the heritage assets: the railway station, the Station pub and 34-36 Station Street <b>(all of these are locally listed) (also applies to project L)</b>	Suggestion welcomed. Additional wording has been added to both projects to ensure the setting of the heritage assets are given appropriate consideration.	Addition wording to projects K: <i>The design of projects will respect the setting of nearby historic assets including the locally listed Railway Station, Station pub and 34-36 Station Street.</i>  Project K includes a cross reference to project L that will ensure this issue is addressed in both projects.
<b>Project L - Station Street carpark and Reddicroft carpark sites</b>			
Individual	Support the creation of a pedestrian friendly street that creates a positive first impression	Welcome support	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Support the creation of well-define streets.	Welcome support	No changes required
Individual	Parking facilities at stations on the cross-city line in Sutton serving residential areas are way too insufficient and so this plan needs to address those problems for people who will drive to a station to then commute into the town.	Consideration will be given to the need for a review of parking provision in the town centre. BCC continues to work with TfWM, WMRE and rail operators to encourage more people to walk and cycle to the rail station and manage parking provision as necessary.	No changes required
Individual	This site would be better used as a school.	<p>At present we are not aware of any need for additional schools. Sutton Coldfield is well served in terms of school places. However, we are aware that the schools are incredibly popular and oversubscribed. The City Council has expanded schools in the area and are proposing to provide additional secondary places going forwards to meet the increased primary cohorts moving through. Therefore, at the moment there are no plans to propose a new school in Sutton Coldfield Town Centre. Officers in planning will continue to work with colleagues in education to ensure the relationship between additional housing and school places is managed and planned for positively.</p> <p>Should a proposal come forward this would be supported in principle in recognition of the need for schools to be in accessible locations and the role education uses can play in supporting the vitality of town centres. Big Move EC3 has been amended to include a reference to education as a use that is supported in the town centre.</p>	See reference to changes to Big Move EC3.

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Question the demand for restaurants as part of this project when they are encouraged at other sites.	The masterplan is based on market research which showed there was a demand for more restaurants. The masterplan references their inclusion in several schemes and locations in recognition of the fact that more could be accommodated in the centre and a mix of uses should be promoted. This does not mean that each development will have a restaurant offer as this will be for individual landowners and operators to decide.	No changes required
Sutton Coldfield Town Centre BID	Reddicroft car park will be increasingly important going forward if Station Street car park is developed. The office-based business community must have access to parking for staff and clients. Assumptions of building here should not move forward.	Concerns noted. Consideration will be given to the development of a car parking strategy to support the delivery of the masterplan, this will address the need for business car parking against the best use of land and maximising the potential of the town centre. This will be developed with the Regeneration Partnership which includes representation from the BID.	No changes required
Individual	Welcome the incorporation of a semi-permanent performance space such as that shown in project L.	Welcome support	No changes required
<b>Project M – Birmingham Road</b>			
Individual	Agree it needs better connectivity but it's a shame not much else is planned.	Welcome suggestion. The masterplan wording has been updated to be more positive about the potential for investment on Birmingham Road.	Paragraph amended to be more positive about potential on Birmingham Road: <i>While this masterplan does not highlight any key development opportunities along Birmingham Road, this is due to no public land ownership or the absence of large areas within a single landholding, rather than suggesting</i>

Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
			<p><i>there is no potential. On the contrary, as there are residential uses already, mixed-use residential development, with active ground floor uses, should be actively encouraged particularly where building heights are currently limited to 1-2 storeys. <u>Opportunities to retain and develop active ground floor uses with possible residential provision above could be explored, ensuring a high standard of design and character is retained on this important gateway to the pedestrianised element of the town centre</u></i></p>
Individual	<p>Questions how businesses will survive here with all the new developments proposed in the town centre. Suggest this area needs completely repurposing. Perhaps as an area for a new secondary school. Traffic cannot be reduced along this road as it's the only way in and out from the north.</p>	<p>Birmingham Road plays an important role in the town centre offer and should be enhanced as proposed in the masterplan. It is considered that there will always be a need for an independent offer along Birmingham Road to compliment the core offer and as such it is not considered necessary to consider alternative uses in this location. Should an alternative proposal for Birmingham Road come forward this will be considered against how it supports the vision and proposals in the masterplan.</p>	<p>No changes required</p>
Individual	<p>Support the idea but this is predominantly a residential area; people live over the shops and restaurants, and in recent years there has been a regression in the design of shopfront and signage int this area. A design guide is needed to raise the</p>	<p>There is a current application that if approved and implemented would redevelop the area that is considered to be of poorest visual quality. Where possible the quality of advertising will be controlled and if appropriate enforcement action will be taken. It is not considered that there is imminent need for further design guidance. Further consideration is</p>	<p>No changes required</p>

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
	quality of shopfronts and signage, and to tackle unsightly advertising	been given to the creation of design codes for the masterplan area.	
<b>Project N - Wayfinding and signage</b>			
The Royal Town's Member of Parliament	Improving ease of movement between the Town Hall and the Railway Station, Parade and Historic Core will bring the area together.	Welcome support	No changes required
Individual	Support projects N, O, P, Q	Welcome support	No changes required
Individual	Supports but wants to see proposals for outside of the town centre ( <b>also applies to project O</b> )	Welcome support. The masterplan includes a reference to connecting to areas outside of the town centre. Proposals for all areas of Sutton Coldfield will be supported but go outside the scope of this masterplan.	No changes required
<b>Project P – Identity and branding</b>			
Individual	The red rose should be used as the branding for Sutton Coldfield.	Comments noted. Activity in the town centre is currently marketed by the Town Centre BID and Town Council under the <i>What's On Sutton Coldfield</i> brand.	No changes required
<b>Project Q - Short-term interventions</b>			
Individual	The Town Centre could learn a lot from the Boldmere Community Festivals. In the short-term, larger vacant units should be repurposed for the leisure industry including soft-play, climbing walls, ten-pin bowling, escape rooms etc.	Comments noted. These suggestions will be considered by Regeneration Partnership Members.	No changes required
Individual	Suggestion that there is reference made to Covid19 in relation to the short term interventions	The introduction to this section does include a reference to Covid19 in recognition of the role short	No changes proposed



## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation	Officer Response	Proposed Changes to SPD
		term interventions can play in supporting the centres recovery.	

## Delivery

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
Six Individuals	Agree with the delivery strategy	Welcome support	No changes required
Individual	Find the diagram useful	Welcome support	No changes required
Individual, Sports England and Sutton Residents Group	Agree with the delivery strategy outlined but the document doesn't include the necessary details on funding or timescales.	Further work is being undertaken on the funding of projects. An independency plan has been produced to support the masterplan and this will be made available as part of the supporting documents online. This will provide more details on timescales, connections between projects and how further work will be developed.	No changes required
Individual	Agree with the strategy if it includes more cycle infrastructure	Details on projects will be developed further and this will include cycle infrastructure	No changes required
Individual	The short-term projects will have limited impact when there are substantial changes needed	It is recognised that some of the town centre needs substantial transformation however there are a number of ways the health of the town centre can be supported in the meantime and it's crucial that the masterplan recognises the importance of these interventions.	No changes required
Individual	Don't support the strategy and argue that the Brassington Avenue cycle path shows BCC are not able to deliver	Comments noted	No changes required
Two individuals	Don't support the strategy (no reason given)	Noted	No changes required
Individual	Don't support the strategy as don't support the masterplan	Noted	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Don't support as there is not enough detail for this to be considered a strategy	Further work is being undertaken on the funding of projects. An independency plan has been produced to support the masterplan and this will be made available as part of the supporting documents online. This will provide more details on timescales, connections between projects and how further work will be developed.	No changes required
Individual	Don't support because of the fundamental flaws in the masterplan. There are also no suggested timescales, just phases. Community Groups only seem to be involved in part Q of the delivery strategy whereas they should be fundamental to many other parts of the strategy. No residential groups are being included as partners whereas there should be resident representation.	Further work is being undertaken on the funding of projects and the masterplan will be supported by a detailed delivery strategy. The document provides some details on timescales and these will be refined further. The Regeneration Partnership who are leading on the masterplan's delivery will give further consideration to the role of community groups in the delivery of the masterplan.	No changes required
Individual	Concerned about the lack of detail and question who is going to take responsibility for which element in the masterplan.	Further work is being undertaken on the funding of projects. The masterplan does highlight which partners will be involved in the delivery of each project and this will be developed further through the Regeneration Partnership which is committed to the masterplans delivery. An independency plan has been produced to support the masterplan and this will be made available as part of the supporting documents online. This will provide more details on timescales, connections between projects and how further work will be developed.	No changes required
Individual	Suggest the delivery strategy needs to work out a better way to get around without the car	The document includes several proposals that look to ensure the centre is people focussed and that opportunities for sustainable transport are maximised.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	Support the delivery strategy, but requests that the delivery is shared between the public and private sector as the public sector cannot deliver it all	It is agreed that there is a need for a mixture of public and private investment	No changes required
Individual	Support the strategy but wants delivery to happen faster and for bid to be submitted for funding now.	Further work is being undertaken on the funding of projects and the masterplan will be supported by a detailed delivery strategy. The document provides some details on timescales and these will be refined further. Work is already underway on phase one projects	No changes required
Sutton Town Hall	Concerned about the idea of a new theatre being built when work is being done to attract investment into the heritage theatre Sutton Coldfield already has.	All the proposals within the plan look to complement the existing offer and the Town Hall is recognised as a key attraction that needs to be enhanced further.	No changes required
ECOSUTTON	Request that tree planting and green areas start as quickly as possible as they need time to establish and start taking greenhouse gases out of the air.	Measures such as improvements to the natural environment in the centre have been identified as a priority.	No changes required
Sutton Vesey Ward Councillor	<p>The delivery strategy lists the statutory and landowner interests as delivery partner but the big missing element here is the people. Prospects for delivery would be vastly enhanced by the SPD making a commitment to bring together a large pool of community volunteers.</p> <p>Something like a Sutton Town Action Group (STAG - a symbol of Sutton of course) - independent of the statutory, land and investor interests and local authorities. The SPD should reference</p>	The regeneration partnership is currently reviewing how to engage residents as part of a community forum, to help feed into the delivery of the masterplan.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	the merits of a group of this sort that would make both a creative input to the further development of the vision, and an enabling device when implementation stages are reached.		
Sutton Coldfield Specialist Residents Panel (SRP)	<p>Suggestion that a Community Development Trust is established to support the masterplans delivery and a greater role for the community in delivery.</p> <p>Question why some of the timescales of long term and if projects cannot be ran in parallel with each other more.</p> <p>Question how there will be continuity on the masterplans delivery once the consultants commissioned is finished.</p>	<p>The Regeneration Partnership who are leading on the masterplan’s delivery will give further consideration to the role of community groups in the delivery of the masterplan.</p> <p>Given the current economic uncertainty caused by Covid19 it’s important that realistic timescales are included in the masterplan that allow for sufficient detailed work to be undertaken. An independency plan has been produced to support the masterplan and this will be made available as part of the supporting documents online. This will provide more details on timescales, connections between projects and how further work will be developed. The masterplan includes a number of short-term quick win projects and work is already underway on delivering these.</p> <p>Whilst the masterplan was delivered by consultants this was in collaboration with the Regeneration partnership, as such continuity is not an issue. The partnership is committed to the vision in the masterplan and its delivery.</p>	No changes required
Individual	Suggest that we use the lower levels of traffic due to the pandemic to complete project F first, by closing Park Road to through traffic. It could also provide an	Welcome the suggestion but further work is needed on modelling for the transport proposals before they can be implemented.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	opportunity to test out plans D and J at a time when it is likely to cause less disruption		
Individual	Suggestion that all planning powers and decisions involving Highways for the area be devolved to the Royal Sutton Coldfield Town Council.	BCC is the local planning authority. The town and city councils have worked together on this masterplan to ensure we have a shared vision and masterplan both Councils endorse.	No changes required
M&G (Gracechurch)	Support the masterplan and the strategy but request that the delivery of the masterplan is flexible in its approach to the uses supported at the Gracechurch in recognition of the challenges town centres face.	The masterplan provides a clear framework to guide and shape development in the town centre but is deliberately flexible in its approach towards uses in order to allow individual proposals to respond to demand, change over time and adapt to the changing economic circumstances.	No changes required
Aldi	Section 5 sets out who would be responsible for delivering the projects. Project J, which relates to Brassington Avenue, is identified as being delivered as an early phase. The way in which Section 5 is worded indicates that it is referring to the physical changes to Brassington Avenue, rather than delivering the development site itself. This is on the basis of Project J being identified under 'Transport and Highways' and not 'Development and Public Realm'. The project is also shown as being delivered by the City Council, West Midlands Combined Authority and Transport for West Midlands, with no reference to the landowner (unlike with other projects). The SPD should be amended to recognise that the aspirations at Brassington	These points are recognised and have been addressed through the updated phasing document that sits alongside this masterplan in the Interdependency Plan.	No changes required – comments have been addressed through the accompanying Interdependency Plan.

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
	Avenue relate to both changes to the road network and also delivery of the development site. The SPD should also reflect that the site will be brought forward by ALDI as the landowner and that proposals are actively being developed now. The intention is to submit a full planning application for the site in 2021, with a view to development commencing in 2022/2023		

## Other

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
Individual	Recommendations for how we transition to zero carbon would be useful.	The masterplan includes several proposals that will support a move towards zero carbon, including increased public transport and sustainable design. As work progresses on Route to Zero the Council will publish further guidance which can be applied to all areas of Birmingham.	No changes required
Sport England	There should be more emphasis on healthy and sustainable lifestyles	The masterplan includes several measures that will support healthy and sustainable lifestyles such as encouraging walking and cycling, addressing the dominance of cars which should reduce air pollution and linking to the park which will promote active lifestyles.	No changes required
individual	There is no mention of public toilets	BCC will support the provision of public toilets through the redevelopment of sites in the town centre.	No changes required

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
Individual	The plan fails to address integration of the leisure centre into the town centre.	Welcome suggestion. Project N has been updated to include reference to linkages to Wyndley Leisure Centre.	Project N text amended: <i>Looking beyond the town centre, wayfinding and signage should include directions to Sutton Park, <u>Wyndley Leisure Centre</u>, Rectory Park, New Hall Valley Country Park, Langley SUE and Peddimore, community facilities on the eastern edge of Sutton Park and along South Parade east, hospitals, nearby local centres such as Beeches Walk, Boldmere Green and Wylde Green, as well as towards Birmingham City Centre itself.</i>
ECOSUTTON	Solar power canopies and batteries on top of Gracechurch Centre car park to power electric charging points in the car park and contribute electricity to lighting the car park. Connect the public toilet to an anaerobic digestion plant to provide heat, electricity and biogas to the Gracechurch Centre. All developments to have SUDS drainage as part of the planning permission. Allow community groups to smarten up and maintain areas of Sutton Coldfield. Convert vacant units into arts and community uses.	Suggestions welcomed. This level of detail would not be appropriate and will be covered as part of the detailed design work on individual schemes.  These ideas are welcomed and will be fed into the work being undertaken on short term projects and how to activate the town centre. These ideas will be shared with the Regeneration Partnership.	No changes required

## Sutton Coldfield Town Centre Masterplan Consultation Statement

Consultee	Representation Summary	Officer Response	Proposed Changes to SPD
Councillor David Pears	Mobile phone masts to only be considered when they can be used by multiple providers.	It is not considered appropriate to cover telephone masts in the masterplan as the document provides a positive plan for the centres transformation rather than detailed development management policies. It is also not necessary as Paras 113 and 115 (c) from the NPPF provide guidance which will be used to limit the amount of communication masts. Individual schemes would need to be assessed on a case-by-case basis.	No changes required
Chief Constable for West Midlands Police	<p>CCWMP is keen to highlight the requirement in the NPPF for policies and development proposals to support any development required for the police. Therefore, consideration should be given for land or premises for new police building in central Sutton Coldfield to accommodate the continuing police presence.</p> <p>CCWP requests references to safety and security is added throughout the document.</p> <p>The CCWMP recommends that, in addition to consulting directly with the Police, the SPD should require that developments meet the standards set out in the following guidance documents: 'Protecting Crowded Places: Design and Technical Issues'; 'Secured by Design'; and 'Safer Parking, Park Mark' standards.</p>	<p>The masterplan does not propose the loss of any space occupied by the police and WMP already retain a considerable site within the masterplan boundary.</p> <p>The masterplan provides a high-level framework for development focussing on principles. This level of detailed on individual proposals would therefore not be appropriate. The design of schemes will be developed further, and this will include the necessary considerations of safety and security measures. Existing and emerging design policy provides the framework for this to be fully considered on an individual scheme level.</p> <p>The development of schemes and the planning application process involve several stakeholders who will be involved at different stages. As such it is not appropriate to make a specific reference to one stakeholder over another.</p>	No changes required.



**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>The CCWMP suggests the following wording should be added to the Draft SPD: ‘New development should create safe environments that design out crime and build to ‘Secured by Design’ and safer parking standards. Potential threats and their implications must be considered to reduce vulnerability, increase resilience, and ensure public safety and security’</p> <p>The CCWMP requests the introduction of wording as follows: ‘In order to have a successful evening economy it is important that a variety of facilities, appealing to a wide range of age and social groups are offered and that these are provided in such a way to ensure a safe, accessible and inclusive environment and that any anti-social behaviour is discouraged, for example through management, improved lighting and CCTV coverage where appropriate.’</p> <p>The following wording is suggested for inclusion in the SPD: ‘The CCWMP will be consulted about any transport and connectivity proposals to ensure that opportunities to improve safety, both on the transport system itself and in the surrounding environment, are identified and appropriate measures included to promote safe and accessible</p>	<p>The masterplan will be applied alongside existing policy that provides the framework for considering developer contributions.</p>	

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>environments where crime and disorder and the fear of crime do not undermine the quality of life or community cohesion.'</p> <p>The CCWMP requests that the following wording be included within the Draft SPD: 'Measures will be sought to create and maintain environments that design out crime and create safe and accessible environments where crime and the disorder and the fear of crime do not undermine quality of life or community cohesion. The need to design out crime and ensure its continued maintenance in all new developments is a cornerstone to successful sustainable communities.'</p> <p>The following additional wording is requested: 'In appropriate circumstances, favourable consideration will be given to the use of approved 'alternative' materials to replace building materials and artefacts buildings of historic importance to reduce crime and the fear of crime'</p> <p>The scale of growth proposed in the Draft Sutton Coldfield Town Centre Masterplan and the adjacent Langley and Peddimore SPD area will inevitably impact upon Police infrastructure in this locality. PPG</p>		

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	recognises that police stations and other community safety facilities are eligible for receipt of developer funding. Our Client therefore formally requests that a requirement for contributions to be made by developers towards Police infrastructure is included within the masterplan to ensure that the growth ambitions in this area can be achieved whilst maintaining a sustainable, safe and secure Town Centre.		
Sutton Coldfield Specialist Residents Panel (SRP)	There is insufficient acknowledgment and references to places of worship in the masterplan that contribute significantly to the cultural heart of the Centre.  It is suggested that design codes are developed for the masterplan.	The document supports a mix of uses and makes several references to community uses of which places of worship would be included.  Further consideration will be given to the creation of design codes to support the masterplan.	No changes required
Individual	One potential challenge will be how best to communicate these changes to residents. The benefits need to be communicated well.	Agree this is crucial and all Regeneration Partnership members will work together to ensure efficient and effective communication on the masterplan's progress	No changes required
Individual	Questions if the masterplan faces up to the challenge to find an alternative substitute for retail.  There is no evidence of any involvement of planning academics from local, or any,	The masterplan is based on background evidence that demonstrates the need and demand for a mixture of uses in the town centre. The masterplan provides a framework for the centres transformation to support this mix of uses in a high-quality environment. A key element to this is creating flexible spaces that respond better to	See proposed additional objection 'creativity', amendments to BIG Move EC3 and the amendments to the Red Rose Centre Project.

**Sutton Coldfield Town Centre Masterplan Consultation Statement**

<b>Consultee</b>	<b>Representation Summary</b>	<b>Officer Response</b>	<b>Proposed Changes to SPD</b>
	<p>universities. Therefore, the masterplan proposed an out of date strategy.</p> <p>The masterplan fails to answer the questions – what is the purpose of the town centre and is the role sustainable.</p> <p>The masterplan is complacent and takes the assumption that the town will sell itself.</p> <p>The masterplan should consider the town centres role in the in the Region (perhaps the West Midlands Authority) in terms of population, skills, employment, culture, approach to the Green Economy and the Digital Economy.</p> <p>Suggest consideration is given to focussing on further and higher education. Making education the main function of the town with the college as its new Anchor.</p> <p>Lifelong education and training will become a reality for everyone both for personal development and to respond to environmental, technological cultural and social change with confidence.</p>	<p>changes to demand and a move away from retail dominated town centres. The overall strategy is robust and flexible to allow the centre to adapt over time to the challenges identified in this response.</p> <p>Additions have been added to the masterplan to capture creativity further and this also includes references to education and skills. Big Move EC3 has been amended to ensure it covers the full variety of mix of uses that will be supported and now includes references to creative uses and education. This is in recognition of the fact that there is a need for a diversity of uses and that the town centre should play a role in providing spaces that support communities grow</p>	