

**CONSULTATION**

# **DRUIDS HEATH REGENERATION MASTERPLAN 2024**



 **RESET**

 **RESHAPE**

 **RESTART**

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# CONTEXT

The Council has been working with residents and local organisations to develop plans for the future of the Druids Heath estate. We understand that this is a well-established community with strong local connections, and we want to build on what already makes Druids Heath a valued place to live. Our aim is to improve the quality of housing, enhance the local environment, and create opportunities for the community to thrive.

## **What is a 'masterplan'?**

A masterplan is a big-picture plan that shows how an area will be improved over time. This is a design which considers the future of an estate as a whole, rather than a plan for just one part of it.

A masterplan includes information such as green spaces, community facilities, roads and phasing i.e. what will happen first, and what comes later.

## **Why it matters?**

It sets the design priorities that will inform future planning applications

It helps everyone understand the vision for the area.

It helps guide decisions and investments.

It makes sure the changes are coordinated and sustainable.

## **Working Together to Shape the Future of Druids Heath**

The journey to regenerate Druids Heath began back in 2010. Over the years, many different ideas have been explored, but progress has been slow. Some changes did happen, like the decision to take down a number of tower blocks but this led to disruption, with many residents having to leave the area. Understandably, this caused upset within the community.

We've listened and learned from those early experiences. In 2021, a fresh approach was taken, one that puts the community at the heart of the process. This new direction was shaped by what we heard from local people, the condition of council-owned homes, the unique way many properties were built, and the growing need for more affordable housing.

This document highlights the engagement and consultation that has taken place

since then. It shows how your voices, ideas, and concerns have helped shape the masterplan for Druids Heath, and how we're working together to build a better future for everyone.

## **Masterplan Engagement Overview**

In September 2021 the council appointed an external organisation (then known as Pioneer) to lead resident engagement on the masterplan. This was carried out over a number of stages.

### **Stage 1 - Getting To Know The Estate (September - December 2021)**

This initial early stage of the engagement process aimed to establish a dialogue between The Pioneer Group Engagement Team and key stakeholders, community groups and residents as part of 'getting to know' the estate, the background to the regeneration and the key issues to shape a clear plan for intensive resident engagement over the two-year timeframe.

## **Stage 2 - Resident & Stakeholder Engagement Plan (January - April 2022)**

Following the first getting to know the estate stage and Cabinet approval in December 2021, a resident and stakeholder engagement plan was agreed at the Druids Heath Regeneration Project Board in January 2022 and presented at the Druids Heath Monyhull Ward Forum and Druids Heath Monyhull Housing Liaison Board.

## **Stage 3 - Family & Community Engagement Events (April - May 2022)**

This stage built on the feedback gathered from the earlier Big Conversation, and involved residents, stakeholders and community organisations in a consultation to shape the emerging thematic priorities and outline vision for Druids Heath.

## **Stage 4 - Initial Design Brief (May - July 2022)**

An initial design brief shaped by residents and key stakeholders to reflect their thematic priorities identified from 'good life' conversations was developed.

Following this, the retained architect for the programme, BM3 produced five design concepts to present to residents and local stakeholders as initial ideas as part of stage 4.

## **Stage 5 - Consultation On Design Principles (July - September 2022)**

This stage details activity and findings of consultation seeking feedback on the five design principles which had been central to the Council's Levelling Up Bid submitted to Central Government in the early Summer.

## **Stage 6 - Feedback On Design Principles (September - December 2022)**

The focus of this period of engagement was primarily to provide feedback on the five design concepts co-designed with residents in the first two stages using a variety of engagement approaches from public meetings, drop-in sessions, work with specific stakeholders including schools and community groups.

## **Stage 7 - In Person Consultation (January -May 2023)**

Stage 7 was undertaken in two parts; 7a and 7b, and involved consultation with

distinct stakeholder groups in the South of Druids Heath. In stage 7a the project team alongside representatives from Birmingham City Council and architects BM3 continued regular regeneration drop-in events for residents and key stakeholders from Manningford Hall and Spearhead Trust, providing space for residents to ask questions and raise concerns.

Stakeholders were also engaged through attendance of Ward meetings with Druids Heath Forum.

Over this stage there was continued use of social media, the regeneration newsletter and PropTech tools to communicate key updates and timely information.

As part of stage 7B Loconomy (formally known as Pioneer) undertook door knocking on the estate. The council alongside Loconomy have been talking with and listening to the community to create a resident's charter and a proposed masterplan for the regeneration of Druids Heath. One that meets the needs of the people who live and work there.



# MASTERPLAN DEVELOPMENT

In 2021-23 the council asked Loconomy to learn more about what changes you would like to see happen as part of the regeneration work. These quotes and summary points were taken from this engagement to highlight the challenges that you have told us need addressing on the estate as well as what you have said you would like in Druids Heath.

## Challenges:



## You've told us you would like...

### Homes

- Well insulated and more energy efficient homes
- Sustainable housing with equality in standards and amenities across all housing types
- Accommodation and suitable retirement homes for older people
- Family houses with gardens
- To make homes cheaper to heat
- Affordable options (including shared ownership)

### Around the estate

- Safer homes, streets and public spaces, reducing anti-social behaviour
- The removal of alleyways
- Improvements to paths and road surfaces
- Proper street lighting
- Better connectivity on the estate and to other places
- Consideration to parking, public transport and cycle routes

### Facilities

- A community space for more events and activities bringing people together
- A village centre with a range of local shops and new start-ups
- More for young people to enable them to thrive
- Facilities to improve health and well-being
- Facilities that stimulate the local economy and create employment

### Green spaces

- To retain and enhance open and green spaces and parks
- Micro parks connecting-up different neighbourhoods of the estate
- More usable green spaces without damaging biodiversity and nature
- To link houses to green spaces and green walkways to create safe and inclusive environments
- More activities in green spaces and green spaces for well-being

# MASTERPLAN DEVELOPMENT

## How your feedback was used

The design Priorities and the vision for the estate are fundamental parts of any masterplan and were created based on feedback throughout the engagement process.

These priorities included:

### COMMUNITY CENTRE



Create a new local centre for Druids Heath, with enhanced facilities for residents, including new community spaces, retail units and employment opportunities.

### HIGH QUALITY HOMES



Introduce a range of modern high quality, efficient homes for the residents of Druids Heath.

### PEDESTRIAN PRIORITISED



Ensure streets and spaces are designed with pedestrians and cyclists as the priority.

### GETTING AROUND



Introduce a legible street pattern that is overlooked by houses to create safe, linked streets that are easy to navigate and move through.

### NATURAL SURVEILLANCE



Remove pedestrian routes and roads that aren't overlooked by surrounding houses to reduce anti-social behaviour, crime and feeling of safety.

### GREEN SPACES



Improve Druid Heath's wildlife assets and 'green' spaces through management and improvement to the Village Green and Chinn Brook corridor, and bringing trees and planting into the estate's streets.

### SPORTS & LEISURE



Enhance outdoor sports, recreation and leisure facilities for all across Druids Heath. The Dell and Village Green to be retained, with smaller spaces to be created across the estate for residents.

# MASTERPLAN DEVELOPMENT

## Importance of community

Themes of limiting disruption to residents and maintaining community ties were reoccurring. Within the proposed masterplan we opted for a design that enables a Build First approach. This approach includes feedback received during a meeting on Friday 21st April 2023 attended by The Pioneer Group team, Birmingham City University (Birmingham School of Architecture and Design), Neighbourhood Forum Members, the ward Councillor, and other stakeholders around the work undertaken through a community approach to master planning.

A **build first approach** in estate regeneration means that new homes are built before any existing homes are demolished. This allows residents to move directly into new housing without needing to be relocated elsewhere temporarily. When this was later presented as a concept in the proposed Masterplan Launch in May 2024 this was a supported concept by residents.

Alongside the development of the masterplan, the council and Loconomy have been talking with and listening to the community to create a resident's charter. The charter helps to address community feedback and concerns that are not included within a masterplan, such as being treated fairly or how the estate is maintained in the meantime.



# METHOD OF CONSULTATION FOR MASTERPLAN

The proposed masterplan was shown to the community of Druids Heath in May 2024 at a series of events. The consultation period began in May 2024 and closed in October 2024 to obtain feedback on the proposals before planning permission would be sought in early 2025.

A wide range of engagement methods were used to give everyone in the community opportunity to have their say.

**Community Events** - We held launch events in the community and presented the plans showing the journey of the regeneration so far, who would be affected, examples of what the estate could look like after the regeneration, and an indicative timeline of the project.

**Letters** - were sent to all affected households and stakeholders to encourage them to come to the launch events, take part in the masterplan workshops and take part in an online survey.

**Door Knocking** - We also undertook door knocking. Colleagues from housing management and Loconomy went door to

door on the estate delivering information flyers and engaging with you to ensure you knew the information about the launch, and the consultation workshops.

**Workshops** - We held 15 engagement workshops focussed on the proposed plans as part of our consultation on the proposals. The proposals were discussed in detail, and we recorded the feedback we received as well as answering any questions that we could at that stage.

**Steering Group** - A resident steering group was also created and has a cross section of representatives from various resident interests such as council tenants, homeowners, and businesses to ensure that views and opinions are equally represented.

**Survey** - We also launched a survey to capture feedback similar to the format of the workshops on the proposals, so that those who didn't attend the workshops could comment, to ensure we have a full picture of what the community wants to see and ensure that this is reflected in our plans.

**Funday** - We held a community funday at Manningford Hall on Saturday 31st August aimed at raising awareness of the masterplan and encouraging feedback from the community. The event included sports games, facepainting, indoor cinema, and a bucking broncho. Alongside the fun, the regeneration team were on hand to talk through the plans and answer any questions residents had. The comments on the plans for regeneration were positive but there was understandably concern from homeowners about the impact that the regeneration would have on them. We also supported and signposted people to the masterplan survey so that they could feedback on the proposals.

**Surgeries** - Weekly surgeries were held during the survey consultation period. These provided in person support to complete the survey and provided a telephone number to our contact centre if anyone needed support or to arrange a home visit.

We have ensured that any in-person engagement has been spread around the estate so everyone can access the sessions.



Sessions have taken place at Manningford Hall, Bells Lane Community Centre and Druids Heath Library.

**Electronic Newsletters** - Regular newsletters were shared by email to the community with information about what is happening including events and news about the regeneration plans.

**Community Partner Stakeholder Group** - The Regeneration Project Team meet monthly with Community Organisations working with and supporting the Druids Heath community.

The Community Partnership Stakeholder Group aims to keep groups abreast of developments within the Regeneration programme, understand their future needs as organisations and to enable closer collaborative working, so we can together ensure the community is supported pre, during and post regeneration. Along with raising awareness of opportunities for the community to share their views and influence the regeneration of the area.

All circa 1570 effected households were contacted to invite them to engage with us. Following the consultation we have collated the results and are now able to present what you have told us, and what we will do now and in future stages of the regeneration.

**Telephone** – The Council provided a phone number to ensure those without digital access or mobility issues could be supported.

**Website** – The Council created a dedicated website with news of progress, events and feedback loop that enables residents to leave comments or email directly

**Email** – The Council has a dedicated email, direct to project team

[talkdruidsheath@birmingham.gov.uk](mailto:talkdruidsheath@birmingham.gov.uk)



# CONSULTATION PARTICIPANTS

It was important that we heard from as many of you as possible in relation to the proposals so that you could have your say and feedback to us.

On the estate there are residents from the following resident groups:

- Council tenants,
- Homeowners,
- Private Landlords,
- Private Tenants,
- Housing Associations Tenants,
- Residents Living in Temporary Accommodation
- Businesses,
- Community Groups,
- Community Stakeholders (those that provide services on the estate).

We have enabled all these consultees to provide feedback by offering online surveys and in person workshops so that the consultation is fully inclusive and captures everyone's thoughts on the plans for regeneration.



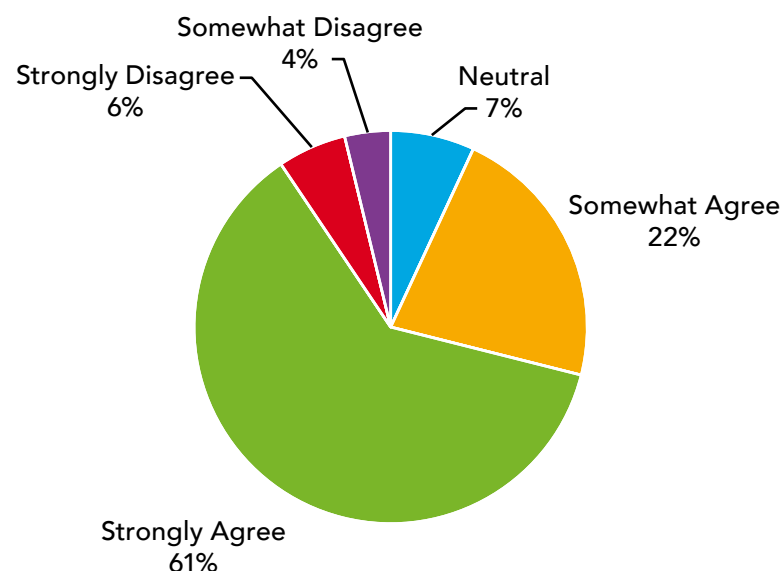
# CONSULTATION RESULTS

## WHAT YOU'VE TOLD US

### Do You Agree That Druids Heath Would Benefit From Regeneration?

You Said:

#### DO YOU AGREE THAT DRUIDS HEATH WOULD BENEFIT FROM REGENERATION?



When asked whether residents agreed with the need for regeneration, 83% of the residents agreed that there was a benefit to the regeneration. 10% of the residents disagreed that regeneration was necessary and 7% were neutral.

We collated the comments and reasons behind these answers and comments around the estate being neglected and needing investment was the most common with 24% making comments around the condition of the current estate, maintenance and lack of investment. The second most common theme we had was around the progress of the project, for example the time the plans have taken, the lack of action to demolish the tower blocks and the development timescale of the project taking too long.

Comment Theme	Percentage
Estate Neglected	24%
Progress	23%
Other	14%
Financial	9%
Wellbeing	6%
Retrofit Rather Than Regenerate	5%
Leave Homeowners Alone	5%
Gentrification	3%
Keep The Same	2%
Lack Of Communication	2%
Size Of Houses	2%
Parking/Garages	1%
Positive	1%
Question	1%
Transport	1%
Types Of Properties	1%
Grand Total	100%

## We Did:

### Now:

We will be ensuring that extra cleaning and security are implemented on the estate. This forms part of our meanwhile offer which is detailed on page 18 of the Druids Heath Community Charter and details how the council will maintain existing homes, work to address ASB on the estate and support residents whilst the project is progressing.

We will ensure that timescales are communicated effectively to the community and update you at every stage of the process. We have communicated an indicative timeline to the community and will do all we can to ensure the dates on the timeline are adhered to. The Final Masterplan document clearly outlines next steps and progress in more detail and now includes information and timeline for an outlining planning application (early 2025). Start on site estimations confirmed as Summer 2025. For more information of the indicative timeline up until the project commences, please see *page 3 of the Druids Heath Community Charter*.

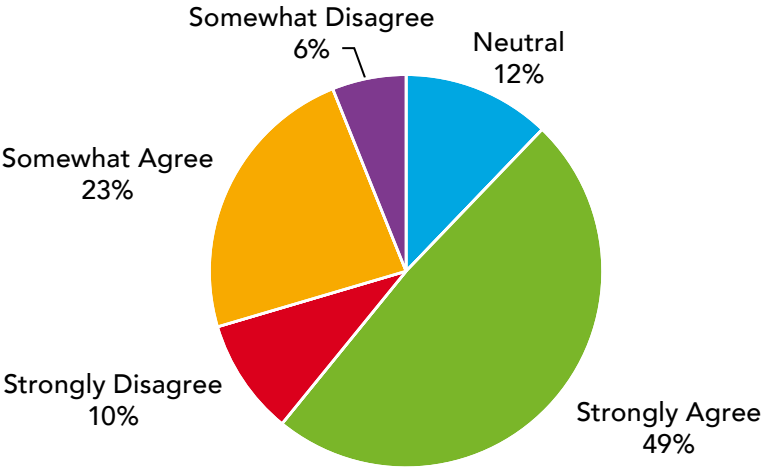
### Next Steps:

We will be opening a hub on the estate so that you can come and speak to a member of the team with any concerns that you have.

# PHASING

## What Are Your Thoughts About The Level Of Demolition? You Said:

OPINION ON LEVEL OF DEMOLITION



We asked you what your thoughts were on the level of demolition proposed in the plans. 72% of you agreed with the level of demolition proposed, whilst 16% disagreed with the level of demolition and 12% were neutral.

There were several comments made around the proposals. Pro-regeneration was the most common subject with residents stating that the level of demolition was fair given the current condition of the estate and the amount of homes being provided. 14% of you commented on the timescales of the project, stating that the project has taken too much time to date and a further 11% were disappointed that the towers were still on the estate and want to see them come down as soon as possible.

Pro-Regeneration	30%
Timescales	14%
Towers Need To Come Down	11%
Dislike Plans	9%
Other	7%
Leave Good Properties	6%
Rehousing Process	5%
Question	5%
Financial	3%
Wellbeing	3%
Lack Of Communication	2%
Retrofit Not Regeneration	2%
Community Safety	1%
Early Acquisition	1%
Gentrification	1%
Types Of Properties	1%

### We Did:

#### Now:

We will ensure that timescales are communicated effectively to the community and update you at every stage of the process. We have communicated an indicative timeline to the community and will do all we can to ensure the dates on the timeline are adhered to. The Final Masterplan document clearly outlines next steps and progress in more detail and now includes information and timeline for an outlining planning application (early 2025). Start on site estimations confirmed as Summer 2025. For more information of the indicative timeline up until the project commences, please see *page 3 of the Druids Heath Community Charter*.

We understand that you want to see the towers come down as soon as possible. In the meantime, we are ensuring that regular cleaning of the blocks is taking place and ensuring that any anti-social behaviour is tackled in a timely manner. As previously stated, this forms part of our meanwhile offer which is detailed on *page 18 of the Druids Heath Community Charter*.

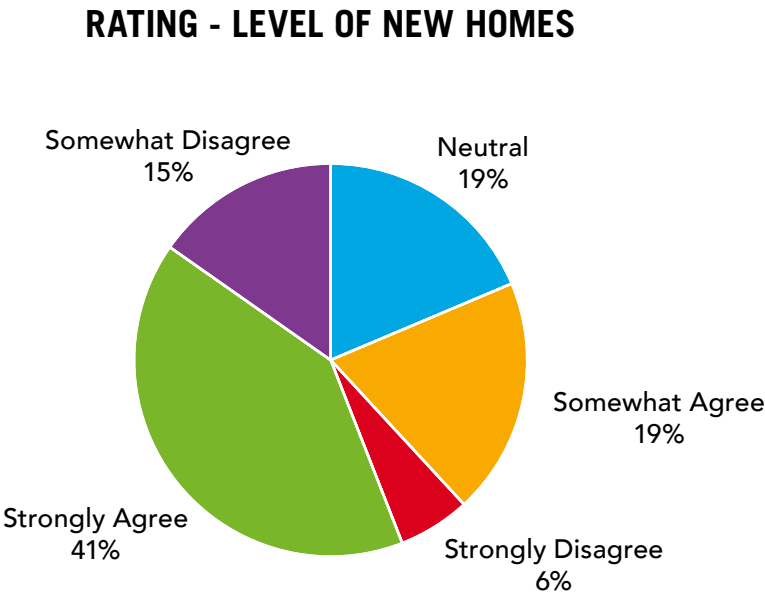
#### Next Steps:

We are in the process of finalising the start date for the demolition of the towers that are currently empty. As soon as this is confirmed this will be communicated to the community.



What Are Your Thoughts About The Number Of New Homes Being Proposed?

You Said:



When we asked you about the number of new homes being proposed, 60% agreed with the level of new homes being proposed, whilst 21% disagreed with the proposals and 19% were neutral.

The reasons for the answers you gave above were varied and touched on a lot of different points of the regeneration. 24% were happy with the proposals for the level of new homes, but 16% have concerns around density, and 10% around the size of the proposed properties. There were comments about the need for even more homes with 7% stating the proposals were not enough and 5% expressing the need for more social housing.

Comment Theme	Percentage
Happy With The Proposals	24%
Density	16%
Size Of Houses	10%
Other	8%
Need More Homes	7%
More Social Housing	5%
Not Answered	5%
Parking	4%
Process	4%
Types Of Homes	4%
Financial	4%
Timescales	3%
Retrofit Not Regeneration	1%
Pricing	1%
School	1%
Traffic	1%
ASB/Safety	1%
Wellbeing	1%
Doesn't Need Regeneration	1%
Lack Of Communication	1%
Grand Total	100%

We Did:

Now:

Planning permission is obtained in two parts: the outline application and the reserved matters application.

An outline application for the regeneration project was submitted in February 2025 under planning reference 2025/01204/PA. Whilst this may not include all the detail at this stage it shows the number of homes being proposed and the general concept for the future of the estate.

Next Steps:

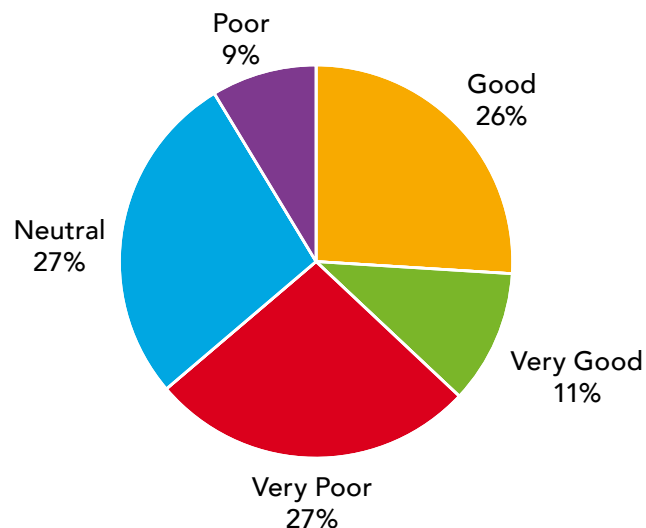
As part of the reserved matters application the types, size and position of the properties will be determined as well as how many homes will be affordable housing and how many will be for private sale.

Further details such as parking will also be detailed in this part of the application.

*Please note:* we will communicate details of the application to you all so that you can have the opportunity to follow and put forward your views on the proposals to planning.

## How Would You Rate Our Proposal For Demolition & Phasing? You Said:

### RATING OF DEMOLITION & PHASING OPTIONS



We asked how you would rate our proposal for demolition and phasing and 37% thought the proposals were good and 36% thought the proposals were poor. 27% felt neutral about the proposals.

When asked for reasons for your answers the most common response was around timescales at 30% of the results. These comments were mainly around how long the project has taken so far, and the times proposed in the phasing plan is too long. We also heard that 18% are happy with the phasing proposals although 6% said they do not want the regeneration to take place at all.

Comment Theme	Percentage
Timescales	30%
Happy With Phasing	18%
Other	12%
Not Answered	10%
Don't Want Regeneration	6%
Lack Of Communication	5%
Build First	4%
Change The Phasing	3%
Wellbeing	3%
Process	2%
Want To Move Sooner	2%
Financial	1%
Neutral	1%
Not Enough Information	1%
Question	1%
Retrofit Not Regeneration	1%
Types Of Properties	1%
Grand Total	100%

## We Did:

### Now:

We will ensure that the project moves at pace but that the timeline follows the correct timescales to make sure consultation is effective. This is especially important to us as we have heard you want to be more involved in the plans and have more communication with the council. The only way this is possible is by allowing time for this to happen, but it is equally important that everyone engages with us so can get feedback from everyone.

As part of the review of the masterplan following consultation changes have also been made to the numbering of phases. Phases 1A to 1E are 'early phases'. Phasing and timescales also help to ensure that the project is sustainable and enables a 'build first' approach. You can find information about the phasing plans on *our website under section 4*.

### Next Steps:

When a developer partner has been appointed, we will work with that partner to make sure that the timeline is adhered to, and the community are supported at all times. We understand that a lot of you feel like you cannot make firm decisions without knowing timescales.

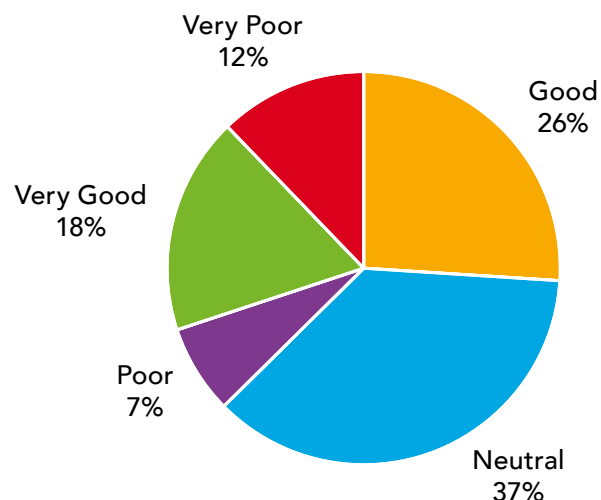
We will also ensure that homeowners have independent advice to help you make informed decisions moving forwards and support you. Details of support that is open to you during the project is detailed within the Druids Heath Community Charter and more information on the phases and timescales can be found on our website under section 4.

# HOMES

## What Are Your Thoughts About The Number Of New Homes Being Proposed?

You Said:

### RATING FOR TYPES OF HOMES



When asked to rate the types of homes we have proposed 44% felt the types of homes proposed were good, 19% felt the homes proposed were poor and 37% were neutral.

This question understandably raised varying comments from you all. Whilst 17% were generally made comments that showed they were happy with the current proposals, the most common theme we had were financial concerns at 16%, which covered concerns around affordability and being priced out of the area. Second to this was concerns around the density of the estate and size of the new properties at 24%, as well as concerns about the type of products that will be open to you such as homeownership options and social housing.

Comment Theme	Percentage
Happy With Types Of Homes	17%
Financial Concerns	16%
Density/Size Of Properties	15%
Products Available	11%
Other	10%
Not Answered	7%
Need To Suit People's Needs	5%
Not Enough Information	4%
Early Acquisition	2%
Don't Want Regeneration	2%
Neutral	2%
Don't Trust Council	2%
Parking	1%
Bungalows	1%
Garden	1%
Timescales	1%
Later Living	1%
Wellbeing	1%
Lack Of Communication	1%
Grand Total	100%

### We Did:

#### Now:

The charter feedback has been reviewed, and the final version is available to read here: <https://www.birmingham.gov.uk/downloads/file/28795/druids-heath-community-charter>

This document sets out our offer and commitment to you depending on your circumstances and give you more information on the process (Page 12).

We know that homeowners have financial concerns about the regeneration project. We will be holding information sessions on the process to sell to council to give you more information so that you can make decisions moving forwards. Recordings of online sessions will also be available for you to refer back to.

We know that some homeowners would like to sell to the council as soon as possible. If you are interested in more information about selling early, please complete this form and a member of the team will contact you.

<https://forms.office.com/e/xHPZam264G>



**Druids Heath Early Acquisitions:  
Expression Of Interest Form**

Within the final masterplan document, we have provided improved illustrations and detail of character areas to give residents a clearer indication of what the area could look like. The Parameter plans clearly show routes in and out of the estate, along with the maximum height restrictions across the estate. This helps indicate where increased density, via apartment blocks, for example, can be built.

The new document better illustrates the potential look and feel of new housing. The Parameter plans provide further detail in relation to heights etc. The Masterplan explains to residents that it is the 'Reserved Matters' application (which follows approved outline planning) which will provide residents with this level of detail. Residents will continue to be engaged and consulted throughout this process, sharing their views and influencing the future of their neighbourhood.

**Next Steps:**

We will appoint an independent advisor to advise you financially and legally so that you can make informed decisions. This will be in the form of workshops, briefings and includes individual advice and support, so advice is personal to you and your circumstance at the appropriate stages within the project. More details on the offer to homeowners can be found on *page 12 of the Druids Heath Community Charter*.

Council tenants will be contacted over the course of the project to discuss your rehousing needs and ensure that your move is as smooth as possible. More details on the offer to Council tenants can be found on *page 11 of the Druids Heath Community Charter*.

We will consult with the community on the amount and types of properties proposed when further detail of the planning application have been confirmed. This will form part of the 2nd stage of the application which is the reserved matters application.



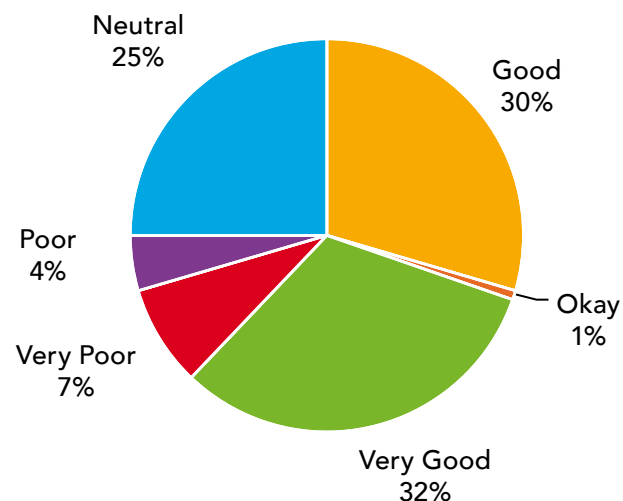


## GREEN SPACE

### How Would You Rate Our Proposal For Green Space?

You Said:

#### RATING FOR GREEN SPACE



When asked about the green space proposals 62% of you thought that the proposals were positive, whilst 12% did not like the proposals and 1% had a neutral opinion.

The results from the comment themes were varied again for green space, but they show that 34% were positive and supported the proposals but that you felt ASB, and safety were a concern and there were queries around maintenance of the green space in terms of how it will be managed etc.

Comment Theme	Percentage
Happy With Proposals	34%
ASB/Safety	9%
Other	9%
Maintenance	8%
Not Answered	8%
More Info Needed	4%
Not Enough Green Space	4%
Too Much Green Space - Use For Building	4%
Better Uses	3%
Financial Concerns	3%
Wellbeing	3%
Neutral	2%
Playground/Youth Offer	2%
Dog Park	2%
Include Walkers Heath	2%
Chin Brook - Flooding	1%
Gardens	1%
Important For Wildlife	1%
Parking	1%
Playground	1%
Grand Total	100%

#### We Did:

##### Now:

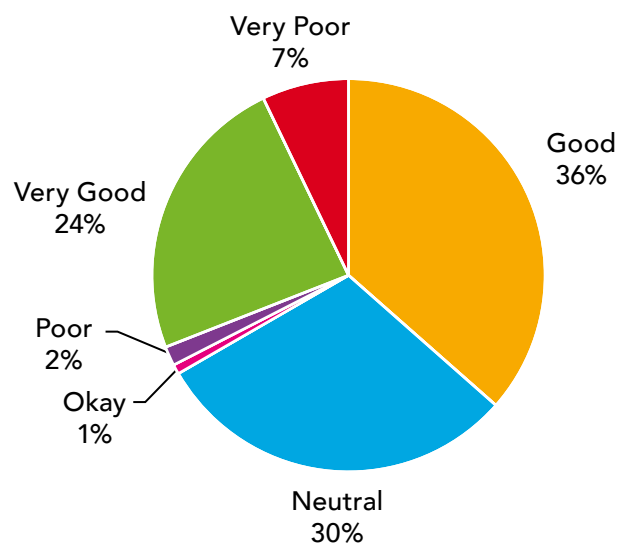
As part of the meanwhile offer we will work with our community partners to help ensure the green space is kept clean and safe from ASB.

##### Next Steps:

We will also look at the maintenance and safety of the green space proposals and ensure that this is sufficient and sustainable for the needs of the estate. This will form part of the planning application and the design process, for example opportunities to create natural surveillance as part of the design and positioning of new homes.

## Is There Anything You'd Change, Or Think Is Missing? You Said:

### RATING FOR COMMUNITY FACILITIES



Similar to the last questions on green space when asked if you think anything should be added or amended in the proposals the main comments were around how the green space will be maintained and can be used better followed by ensuring safety and security in the green spaces.

Comment Theme	Percentage
Nothing To Add	45%
Maintenance	9%
Other	8%
Security/Safety	8%
Uses	7%
Dog Park	5%
Playgrounds/Youth Space	5%
Leave As Is	3%
Need More Detail On Plans	2%
Wildlife Areas	2%
Bio-Diversity	2%
Timescales	1%
Benches	1%
Not Applicable	1%
Cycle Paths / Bike Rental	1%
Pop Up Parks	1%
Pocket Park	1%
Grand Total	100%

## We Did:

### Now:

Within the final masterplan document, design illustrations demonstrate how good design can help tackle ASB and safety concerns, creating natural surveillance tackle ASB and safety concerns, creating natural surveillance. Good quality community facilities, such a sports facility and community space also support this. As part of the meanwhile offer we will work with partners to help ensure the green space is kept clean and safe from ASB. Details of the meanwhile offer can be found on *page 18 of the Druids Heath Community Charter*.

### Next Steps:

We will also look at the maintenance and safety of the green space proposals and ensure that this is sufficient and sustainable for the needs of the estate. We are also committed to working with schools and partner to ensure that Children and young people have a voice in planning process and the design of these spaces. For example, a say in the design of playgrounds and youth spaces.

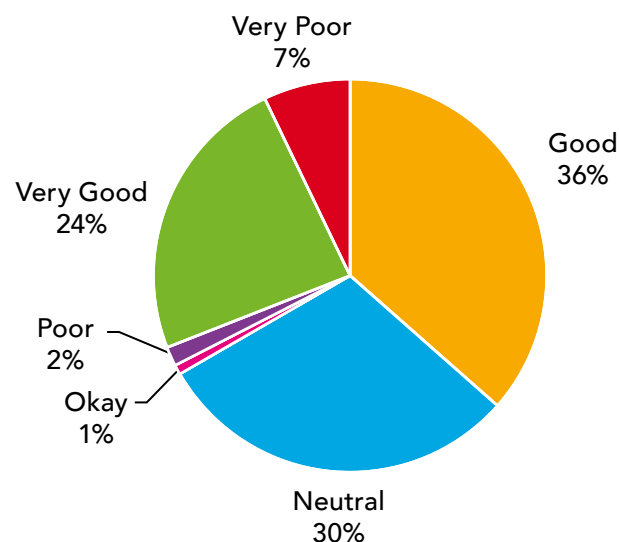
We will continue to actively engage the community in all stages of the regeneration to make sure you are involved in the detailed elements of the design of your neighbourhood as part of the reserved matters applications.

## COMMUNITY FACILITIES

### How Would You Rate Our Proposal For Community Facilities?

You Said:

#### RATING FOR COMMUNITY FACILITIES



When rating our proposals for community facilities, 60% of you thought the proposals for community facilities were good. 30% felt neutral on the proposals whilst 9% felt they were poor.

The most common theme was that the proposals were positive but 8% of you wanted to see more detail on the what the estate can offer to the next generation and 5% of you want to see the library retained on the estate.

Comment Theme	Percentage
Happy With The Proposals	30%
Nothing To Add	18%
Youth Offer	8%
Other	6%
Library	5%
Unhappy With The Proposals	5%
Maintenance And Management	4%
Questions	3%
Retail/Shops	3%
Health Services	2%
Inclusivity	2%
ASB/Safety	2%
Community Centre	2%
Need More Information	2%
Neutral	2%
One Hub For Community	2%
Arts	1%
Job Opportunities	1%
More Facilities Needed	1%
Pub	1%
School	1%
Timescales	1%
Hairdressers/Barbers	1%
Pub/Restaurant/Bar/Café	1%
Playground	1%
<b>Grand Total</b>	<b>100%</b>

#### We Did:

##### Now:

Birmingham City Council has been consulting on the future of libraries across the city. The outcome of this consultation is due in early 2025 and we will feedback to the community.

##### Next Steps:

Where you have mentioned that you need We will look into library services and their place in the estate. We will also consider the maintenance and management of community facilities across the estate and ensure that they provide the best offer to the estate and are sustainable.

## Is There Anything You'd Change, Or Think Is Missing?

### You Said:

We asked you if you feel that the proposed plans for community facilities are missing anything or if you would change anything. The most popular answers were another school, sports facilities and a library. We also noted that you wanted us to make sure that the facilities were inclusive and encompassed a community feeling and creating job opportunities.

Comment Theme	Percentage
Nothing To Add	51%
Other	9%
School	7%
Sports Pavilion	5%
Library	4%
Community Centre	3%
Medical	3%
Don't Want Regeneration	2%
Youth	1%
More Information Needed	1%
Playground	1%
More Housing	1%
Job Opportunities	1%
Arts	1%
Pub	1%
Businesses	1%
Swimming Pool	1%
Retail/Shops	1%
Easy Access For People	1%
Inclusivity	1%
Religious Spaces	1%
ASB/Safety	1%
Neighbourhood Office	1%
<b>Grand Total</b>	<b>100%</b>

### We Did:

#### Now:

Sports facilities have been factored into the estate. We will work with our partners Birmingham City FC to ensure that these are accessible and serve the needs of the community. An illustration of what the new sports and community facilities could look like have been included within the final masterplan document.

Birmingham City Council has been consulting on the future of libraries across the city. The outcome of this consultation is due in early 2025 and we will feedback to the community.

#### Next Steps:

The current proposals do not include a new school, however, as part of the planning process our education colleagues will be consulted and consider whether another school is needed near the estate.

We will look into library services and their place within the estate. We will also consider the maintenance and management of community facilities across the estate and ensure that they provide the best offer to the estate and are sustainable.



## What Kinds Of Businesses Would You Like To See On The Estate?

### You Said:

When asked about what businesses you would like to see on the estate the most common answers were cafés and restaurants that were not takeaways, followed equally by affordable supermarkets, health services (GP, Dentists, Opticians, Pharmacies), and convenience stores. You also asked for community spaces such as libraries, community centre, youth centres, sports facilities, which are inclusive and suit everyone.

You also asked for services relating to jobs and skills as well as a neighbourhood office that can offer support and repairs, and there was a focus on small businesses that support the area's economy and community.

### We Did:

#### Now:

We will be consulting with businesses and community facilities to see what services they offer to the community and discussing their aspirations for the future estate. More information on our offer to businesses and local services can be found on *page 16 and 17 of the Druids Heath Community Charter*.

#### Next Steps:

We will take this feedback and ensure that the businesses and services are supported during the project and liaise on where they will be on the estate moving forwards, ensuring that they are accessible and inclusive to all.

We will also look at the suggestions you have been put forward and feedback on what can be achieved on the new estate. We will consult with you on any proposals.

Comment Theme	Percentage
Café/Bar/Restaurant	13%
Supermarkets	8%
Health Services	6%
Convenience Stores	6%
Other	6%
General Shops	5%
High Street Brand	5%
Nothing To Add	5%
Not Answered	4%
Pub	4%
Library	4%
Takeaways	3%
Youth Centre	3%
Jobs/Skills Centre	3%
Hairdressers/Barbers	3%
Small Businesses	3%
Butchers/Greengrocers	2%
Cinema	2%
Post Office	2%
Sports Facilities	2%
Soft Play	2%
School	2%
Inclusivity	1%
Neighbourhood Office	1%
Arts/Crafts	1%
Bank	1%
ASB/Safety	1%
Bakery	1%
Market	1%
Community Centre	1%
Newsagents	1%
Card And Gift Shops	0%
Older Persons Club	0%
Don't Want Regeneration	0%
Skatepark	0%
Mechanic	0%
Nursery	0%
Vet	0%
<b>Grand Total</b>	<b>100%</b>

## Are There Any Businesses That You Think Would Be Really Important To Retain?

### You Said:

Businesses and community facilities are a really important part of the wider regeneration and when we asked you what you would like to see retained on the estate the most popular answer was the convenience shops (corner shops, newsagents etc.) followed by health services. You said that it is important to retain a café on the estate, as well as supermarkets and community centres. Some community centres were mentioned by name and some comments did not specify so the total percentage for this is 4%.

10% of the results did not mention retention of any businesses, and 5% did not answer the question.

### We Did:

#### Now:

We will be consulting with businesses and community facilities to see what services they offer to the community and discussing their aspirations for the future estate. More information on our offer to businesses and local services can be found on *page 16 and 17 of the Druids Heath Community Charter*.

### Next Steps:

We will take this feedback and ensure that the businesses and services are supported during the project and liaise on where they will be on the estate moving forwards, ensuring that they are accessible and inclusive to all.

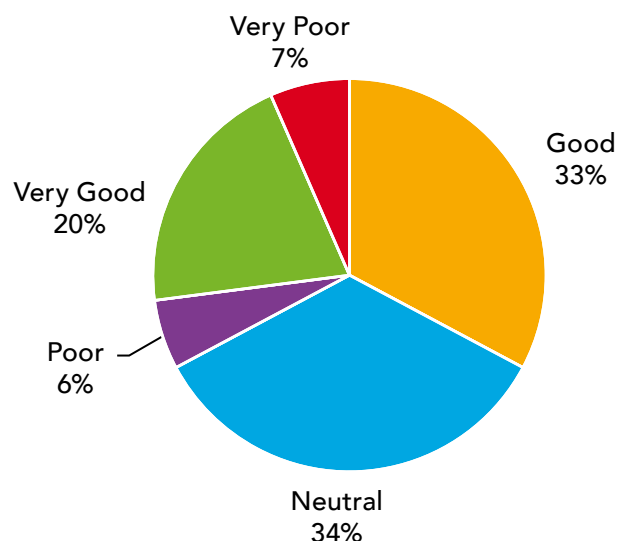
Comment Theme	Percentage
Convenience Shops	17%
Health Services (GP, Pharmacy, Optician, Dentist)	13%
None Of Them	10%
Café	9%
Not Answered	7%
Supermarket	7%
All Of Them	5%
Library	5%
No Comment	5%
Hair Salons	2%
Takeaways	2%
Bank	2%
Post Office	2%
Youth Centre	2%
Manningford Hall	2%
Small Businesses	2%
Food/Restaurant	1%
Community Centre	1%
Butchers	1%
Greengrocer	1%
Laundry	1%
Nursery	1%
Police Station	1%
Solicitors	1%
Sports Pavilion	1%
Don't Want Regeneration	1%
Hardware Shop	1%
High Street Brands	1%
Bells Farm Community Centre	1%
Entertainment Facilities	1%
Jobs/Skills/Education	1%
Other	1%
<b>Grand Total</b>	<b>100%</b>

## CONNECTIVITY/TRANSPORT LINKS

### How Would You Rate Our Proposal For Estate Layout And Design?

You Said:

#### RATING OF ESTATE LAYOUT & DESIGN



When rating the proposals for estate layout and design (connectivity and transport) 53% thought the proposal were good, 34% had a neutral view of the proposals, and 13% thought they were poor.

When we asked for reasons behind the ratings above, we had a range of comments with the most common being that you like the proposals. Some of you stated that you weren't sure and that you needed more information to comment further and some of you were concerns about ASB and Safety, parking and considerations for cars, and traffic calming.

Comment Theme	Percentage
Happy With The Proposals	33%
Not Answered	16%
More Information Needed	7%
ASB/Safety	4%
Other	4%
Parking	4%
Traffic Calming	4%
Density	3%
Don't Like Proposals	3%
Need To Consider Cars	3%
Neutral	3%
Want Better Transport Links	3%
Accessibility	3%
Bus Services	2%
Don't Want Regeneration	2%
Make Best Use Of The Land	2%
Privacy	2%
Question	1%
Trams	1%
Grand Total	100%

#### We Did:

##### Now:

The Feedback you have given as part of the masterplan consultation has been considered when forming the final proposals. The final masterplan documents provide more illustrative guides in relation to how the estate will look in the future as well as more detail around what constraints there are with the design and how the design priorities you told us about at the start of the project have been factored into the design.

#### Next Steps:

We will provide you with more detailed information and illustrations on the estate layout when we are able to do so and work closely with our developer partners to ensure that the estate is accessible and great place to be.

## Is There Anything You'd Change, Or Think Is Missing?

### You Said:

When asked if you would like to see any changes to the proposals or if you think anything is missing 31% said that they didn't think anything needed changing however some comments were made around what should change or needs consideration. The most common theme was parking and how this will be factored into the designs. ASB/safety issues, ensuring there are good transport links on the estate and road layout were also common queries. You have also told us that it is hard to comment without more information or more illustrations on the plans.

Comment Theme	Percentage
No Changes/Nothing Missing	31%
Not Applicable	9%
Not Answered	7%
Parking	7%
ASB/Safety	5%
Transport Links	5%
More Information Needed	5%
Road Layout	4%
Other	3%
Consider Cars	2%
Accessibility	2%
Communication	2%
Don't Like Plans	2%
Don't Want Regeneration	2%
Pedestrian Crossings	2%
Timescales	2%
Traffic Calming	2%
Density	1%
Flooding	1%
Maintenance	1%
CCTV	1%
Charging Points	1%
Cycle Racks	1%
Don't Want Regeneration	1%
Equal Spread Across Estate	1%
Garages	1%
Links To Canal	1%
Sign Posting	1%
Trams	1%
<b>Grand Total</b>	<b>100%</b>

### We Did:

#### Now:

We have taken the feedback given by the community to inform our planning application moving forwards so that as many of the comments you made as possible were factored into the plans. Design illustrations within the final masterplan document demonstrate how good design can help tackle ASB and safety concerns, creating natural surveillance tackle ASB and safety concerns, creating natural surveillance.

#### Next Steps:

We will work closely with our developer partners following approval of any proposals to ensure that the estate is accessible and great place to be.



# OVERALL MASTERPLAN FEEDBACK

## What Do You Like About The Masterplan?

### You Said:

When asked what you like about the plans for regeneration there was a lot of positivity with 19% saying they like the overall proposals, stating that you like the plans for better quality homes, and that it's moving forwards and action is being taken.

14% said you don't like the plans and don't want the regeneration to go ahead.

Comment Theme	Percentage
Like It Overall	19%
I Don't Like It	14%
Better Quality Of Homes	9%
That It's Moving Forwards/Timescales	9%
Green Space	7%
Not Answered	7%
Will Make The Area Better	7%
Neutral	4%
Druids Heath Is Being Invested In	4%
Modern Look	3%
More Homes	3%
Community Facilities	2%
Safer Area	2%
Youth Offer	2%
Environmental Aspect	2%
Other	1%
Engagement	1%
Family Focus	1%
High Rise Flats Are Going	1%
We Are Being Listened To	1%
Grand Total	100%

### We Did:

#### Now:

We will ensure that the aspects of the regeneration that you like remain a part of our planning application.

#### Next Steps:

We will continue to consult with you on these plans once approved and as they progress further to the reserved matters application, so you are fully informed moving forwards.

## What Do You Not Like About The Masterplan?

### You Said:

We also asked you what you do not like about the masterplan and 20% of you don't like the timescales that the project currently has. 8% of you have financial concerns, feeling you will be priced out of the area and there are concerns around the rehousing process, scale of demolition and the size of the new homes.

Comment Theme	Percentage
Timescales	20%
Not Answered	13%
I like it overall	12%
Financial Concerns	8%
Rehousing process	6%
Scale of demolition	5%
Smaller Homes	5%
Feel forced into it	4%
Other	3%
Types of homes	3%
Wellbeing	3%
Breaking up the community	2%
Density	2%
I don't like any of it	2%
Need more information	2%
Neutral	2%
We are not listened to	2%
Towers need to come down	1%
No Parking	1%
ASB/Safety	1%
Communication	1%
Don't think it's necessary	1%
Green Space	1%
Housing layout	1%
Lack of Communication	1%
Meanwhile offer	1%
Not inclusive	1%
Sceptical it will happen	1%
<b>Grand Total</b>	<b>100%</b>

### We Did:

#### Now:

We have updated our timeline which has been included in the final masterplan document. We will ensure the project stays on track and keep you updated with relevant information.

We have been holding a series of information sessions tailored to specific resident groups to communicate more information about how the project will affect you based on your circumstances. Resources and recordings for these sessions are available on our website [www.druidsheathtogether.co.uk](http://www.druidsheathtogether.co.uk).

We are now communicating information in various ways, both electronically and via letter and will open a hub on the estate for those who wish to talk to us in person.

We continue to consult the community during the planning permission process and ensure that all views on the submitted plans are being listened to and taken into consideration.

#### Next Steps:

We will appoint independent advisors to advise homeowners throughout the process as the plans commence. This is detailed in our offer to homeowners on *page 12 of the Druids Heath Residents Charter*.

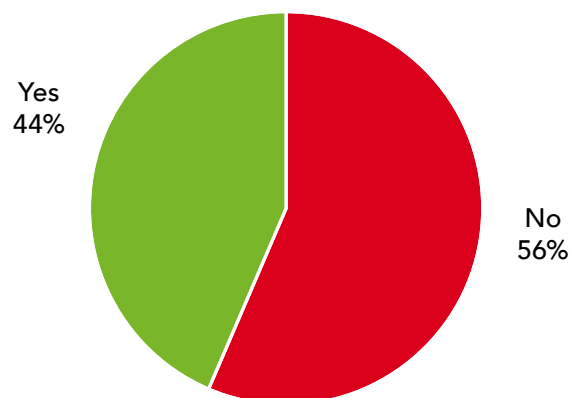
We will hold more drop-in sessions and surgeries for those who would like to discuss any concerns they have about the regeneration and give as much information as we can throughout the process.

We will have dedicated housing officers for City Council tenants to talk to and discuss their rehousing needs as and when they are affected. Information of who these officers are can be found in our *'Meet the Team' section of the Druids Heath Community Charter on page 19*.

## Do You Think We Have Addressed Any Concerns That You've Had Regarding The Regeneration?

You Said:

### HAVE WE ADDRESSED YOUR CONCERNS ABOUT THE REGENERATION?



We want to address concerns about the regeneration plans and we are glad that 44% of you feel that your concerns have been addressed, and we recognise that 56% feel as though they still have concerns. As the plans develop more details will be communicated to the community and we hope that these concerns will subside.

You told us that you don't feel you are being listened to, that the project is taking too long and that you are worried about affordability.

Comment Theme	Percentage
No Concerns	48%
Not Listening To Us	10%
Taking Too Long	9%
Worried About Affordability	6%
Need Information On Selling My Property Back	5%
Other	4%
Poor Communication	4%
We Need More Detail	4%
It's Stressful	3%
Being Forced On Us	1%
Don't Think It Will Happen	1%
Don't Want Regeneration	1%
Lack Of Trust	1%
Meanwhile Offer	1%
Rehousing Tenants	1%
Where's The Money Coming From	1%
<b>Grand Total</b>	<b>100%</b>

## We Did:

### Now:

We have reviewed the consultation results and included as many changes as we possibly can at this stage to reflect the feedback you have given us. We will continue to listen to you.

We will hold more drop-in sessions and surgeries for those who would like to discuss any concerns they have about the regeneration and give as much information as we can throughout the process.

We will continue to communicate information in various ways, both electronically and via letter and will open a hub on the estate for those who wish to talk to us in person.

We will continue to consult the community during the planning permission process and ensure that all views on the submitted plans are being listened to and taken into consideration.

### Next Steps:

We will appoint independent advisors to advise homeowners throughout the process as the plans commence and discuss your options to enable you to buy another property on the estate should you wish to.

We will have dedicated housing officers for City Council tenants to talk to and discuss their rehousing needs as and when they are affected.

# COMMON QUESTIONS FROM CONSULTATION

There were several questions raised by you following the consultation of the masterplan.

The council will review these questions and update the FAQs which can be found here:  
<https://druidsheathtogether.co.uk/faqs>



# CONCLUSION

Earlier consultations prompted meaningful conversations that identified the seven 'community priorities'. These priorities subsequently shaped the guiding principles of the Illustrative Masterplan (and consequently the Parameter Plans).

The seven community priorities are: Community Centre, High-Quality Homes, Active Travel, Legibility, Safety and Surveillance, Green Spaces, and Sports and Leisure.

Following this, and further consultation, the planning application documents including the Design Code were developed. The Design Code aims to reinforce the community priorities. It also addresses some shared concerns some of which are set out below.

1. The timescales indicated on the phasing schedule are too long and should be reviewed to try and deliver the scheme faster – *An updated timeline was featured in the final masterplan document in December 2024.*
2. Empty tower blocks need to come

*down as soon as possible - A date is currently awaited but progress will be communicated to the community in due course.*

3. More information on the types of new homes and size of new homes needs to be communicated to the community – *The new document better illustrates the potential look and feel of new housing. The Parameter plans provide further detail in relation to the maximum heights allowed etc. The Masterplan explains to residents that it is the 'Reserved Matters' application (which follows approved outline planning) which will provide residents with this level of detail. Residents will continue to be engaged and consulted throughout this process, sharing their views and influencing the future of their neighbourhood.*
4. More information for Homeowners in relation to the sales process – *Information sessions for homeowners took place in April and May 2025 which gave information relating to the*

*sales process both for CPO and early acquisition. Recordings and resources from these events can be found at [www.druidsheathtogether.co.uk](http://www.druidsheathtogether.co.uk)*

5. Consideration given to how parking and electric points will be featured in the plans.

AND

6. Consideration given to maintenance and safety measures of the green space and management of the community facilities to ensure they are sustainable and serve the community in the right way – *The planning and design code documents illustrate parking options, and they are to be detailed as part of the reserved matters application. The layout is designed to increase natural surveillance of the green spaces and routes throughout the estate. The council and developer partners will ensure that suitable safety and management measures are in place for these spaces.*



7. Consider where businesses will be featured on the estate and what these will be – *Business information sessions have taken place to inform local businesses about what the regeneration means for them and how they will be supported throughout the regeneration. More information in relation to locations of businesses on the future estate is yet to be established but businesses will be consulted.*

You can view the outline planning documents here which include the documents we have mentioned such as the design code and parameter plans: <http://eplanning.idox.birmingham.gov.uk/publisher/mvc/listDocuments?identifier=Planning&reference=2025/01204/PA>

As this is an Outline Planning Application (OPA), and details remain flexible. It is the strategic themes derived from community feedback, resulting in the community priorities, that have played a key role in informing the Parameter Plans and Design Code.

More specific community feedback would be addressed at the Reserved Matters Application (RMA) stage.

Further to feedback we have received during this process we are also able to firmly commit to the following:

1. Improved communication and building back trust with the community.
2. Greater support for residents affected by regeneration either directly or indirectly.
3. Housing built to an energy efficient standard.

Following the consultation on the Druids Heath Community Charter we have amended the document to address the comments that you made and where possible have made changes. You can access the final version of the document here: [https://www.birmingham.gov.uk/info/20054/local\\_plan\\_documents/1259/druids\\_heath\\_regeneration/3](https://www.birmingham.gov.uk/info/20054/local_plan_documents/1259/druids_heath_regeneration/3)



# NOTES





 **RESET**

 **RESHAPE**

 **RESTART**