

# DARLASTON STRATEGIC REGENERATION FRAMEWORK: PREFERRED OPTION PUBLIC CONSULTATION REPORT



MARCH 2010



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# KEY CONSULTATION VIEWS

**69.2%**

Support the FORGE proposals

**58.3%**

Strongly Support the AREAS OF CHANGE 14

**20%**

Do not Support the LEYS proposals

**64.3%**

Strongly Support the VISION for DARLASTON

Do Not Support the ENVIRONMENTAL and TRANSPORT proposals **38.5%**

**60%**

Strongly Support the KING STREET and BULLSTAKE proposals

Support WESLEYS FOLD proposals

**66.7%**

Do not Support the AREAS OF CHANGE **4.2%**

Strongly Support the ENVIRONMENTAL and TRANSPORT proposals

**53.8%**



The URBED Routemaster was outside Darlaston ASDA between 11am and 4pm on Saturday March 6th

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## INTRODUCTION

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Following on from URBED's baseline study and the first and second round of public consultations in mid July and October, respectively, a preferred option has been developed for Darlaston identifying specific sites and projects for regeneration.

A full day of public engagement took place on this preferred option on Saturday 6th March 2010 to assess community reaction to the projects, using the URBED Routemaster bus and various activities including face-painting and a children's entertainer to raise awareness.

Publicity for the consultation day was assisted by posters/flyers. These were placed in local shops, housing offices and the library etc.

This short report sets out the aims and impacts of the specific development projects and details the response of those who took the time to give feedback.

The consultation was facilitated by members of URBED's consultant team, officers of the council, and Walsall Housing Group. In total eight staff were on hand to listen to people's views and help explain the SRF options and process.

There was a good response on the day, with almost 30 questionnaires returned to date, and approximately three to four times that number of people viewing the projects on the exhibition boards, handouts and council website, where they can still be found at:

[www.walsall.gov.uk/index/regeneration/regeneration\\_places/regeneration\\_transforming\\_walsall\\_district/regeneration\\_darlaston.htm](http://www.walsall.gov.uk/index/regeneration/regeneration_places/regeneration_transforming_walsall_district/regeneration_darlaston.htm)

Appreciation is due to all who took part for their thoughts and enthusiasm. We would like to extend thanks to shopkeepers, particularly the store manager at ASDA, who kindly arranged parking space for the bus outside the supermarket entrance.

# DARLASTON REGENERATION FRAMEWORK PUBLIC CONSULTATION on our **Big Red Bus**



**Saturday 6th March 2010**  
**11am - 4pm**  
**ASDA Carpark**  
**Darlaston**

The Big Red Bus will be back in Darlaston on the 6th of March to see you all. Please make sure you come on board to see the preferred Option for Darlaston's Strategic Regeneration Framework (SRF).

Over the last few months URBED have been working closely with the local community, Walsall Council and Walsall Housing Group.

Following on from URBED's baseline study and the first round of public consultations in mid July, three alternative Options were developed for Darlaston's Strategic Regeneration Framework (SRF).

Consultation on the Options took place in October 2009 on the URBED routemaster bus where many of you came on board to look at the three Development Options. Based on responses and comments from the last consultation URBED have drawn up a Preferred Development Option.

We will be back in Darlaston to see you on the 6th March where you can comment on the Preferred Option for the regeneration of Darlaston. Please come on board when you see the big red bus parked.



Walsall Council

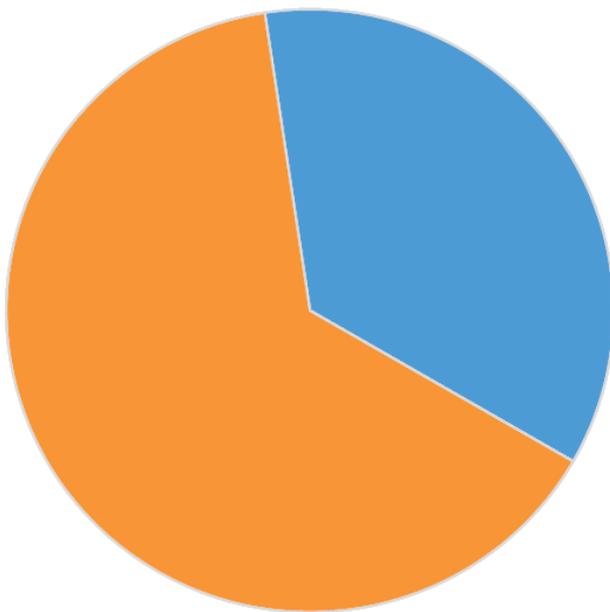


Posters and flyers advertising the event were circulated around the town.

# RESULTS

Respondents expressed a clear support for the vision for Darlaston with an overwhelming 100% in full support. There was also strong support for the designated areas of change with 58% strongly supporting the areas of change, 37% in support and only 4% not supporting the areas of change. There was the strongest support for the proposals on King Street and the Bull Stake, 60% strongly supporting and 36% supporting. The proposals at Wesleys Fold and the Forge were also strongly supported, however the Leys proposals did meet some opposition with 20% not supporting the proposals. The following charts illustrate the full breakdown of options for the various proposals.

## DO YOU SUPPORT THE VISION FOR DARLASTON



<b>Strongly Support</b>	<b>18</b>	<b>(64.3%)</b>
Support	10	(35.7%)
Do not Support	0	(0%)
Non of the above	0	(4%)

Did not answer 0

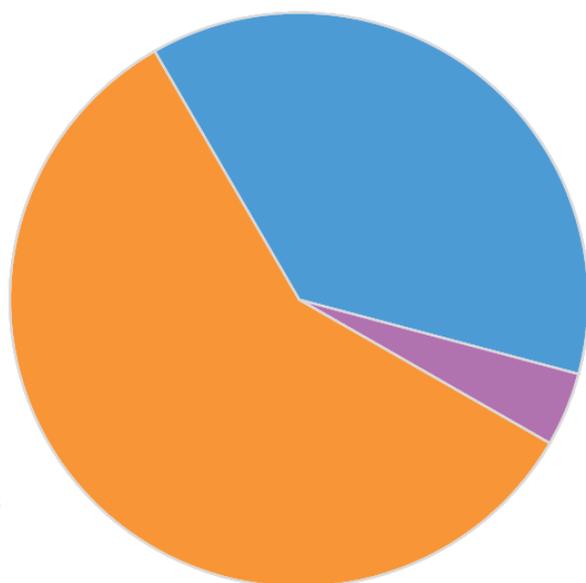
There is full support for the visions for Darlaston, with all respondents in favour of these visions.

Main comments were that people were glad to see emphasis being placed on the town centre and wanted to ensure that these improvements actually took place to ensure that the town centre became a livelier place with more shops and facilities for all generations.

- Strongly Support
- Support
- Do not Support
- None of the above



## DO YOU SUPPORT THE AREAS OF CHANGE

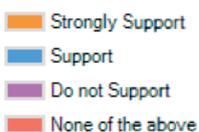


<b>Strongly Support</b>	<b>14</b>	<b>(58.3%)</b>
Support	9	(37.5%)
Do not Support	1	(4.2%)
Non of the above	0	

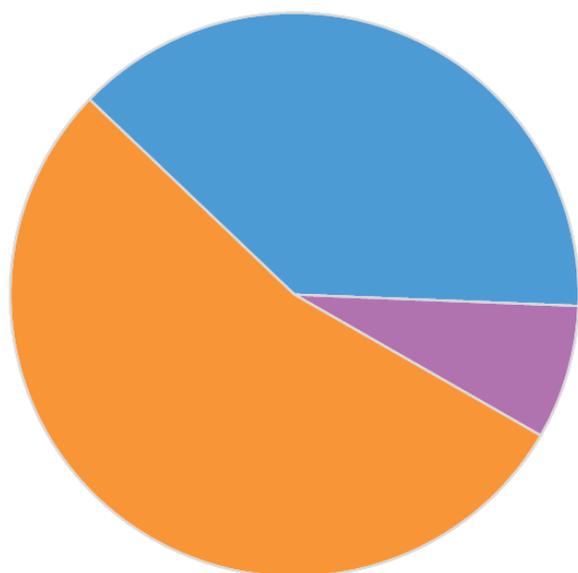
Did not answer 4

There is strong support for the areas of change with 95.8% of respondents supporting the sites and only 4.2% not supporting the areas of change.

Comments were in favour of the plans for the town centre and sites for new shops. However concern was placed on residential developments being built on existing green space.



## DO YOU SUPPORT THE ENVIRONMENTAL AND TRANSPORT PROPOSALS



<b>Strongly Support</b>	<b>14</b>	<b>(53.8%)</b>
Support	10	(38.5%)
Do not Support	2	(7.7%)
Non of the above	0	

Did not answer 2

There is strong support for the environmental and transport proposals, with 92.3% of respondents supporting the sites and only 7.7% not supporting the areas of change.

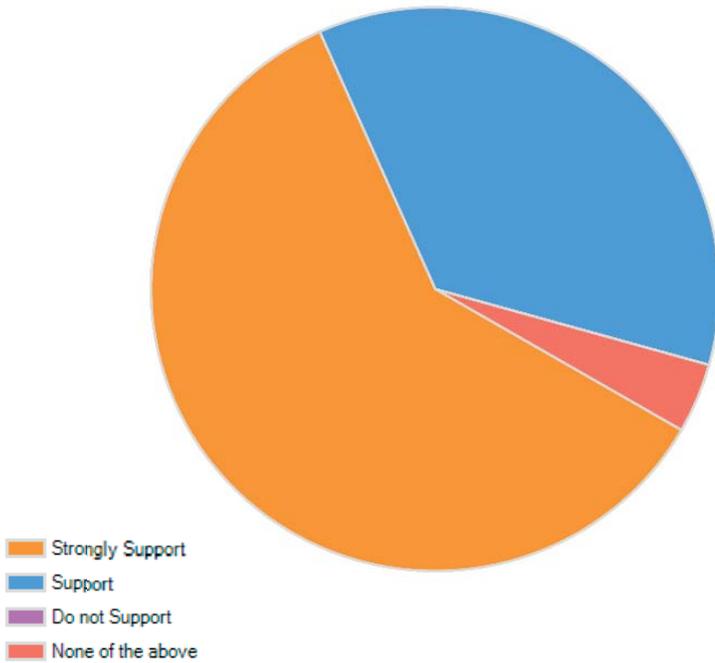
Comments show that the introduction of a new train station/ mono rail is regarded very highly as a way of improving accessibility in and around Darlaston.

There are mixed views about the proposal of opening up King Street to buses and some concerns about building on existing green spaces.



## DO YOU SUPPORT THE KING STREET AND BULLSTAKE PROPOSALS

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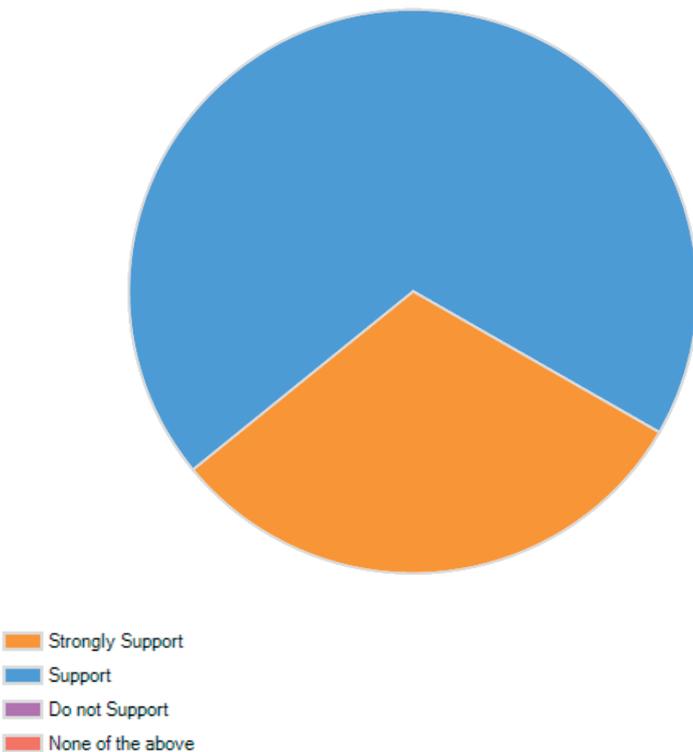


<b>Strongly Support</b>	<b>15</b>	<b>(60%)</b>
Support	9	(36%)
Do not Support	0	(0%)
Non of the above	1	(4%)
Did not answer	3	

Questionnaire feedback revealed strong support for the proposals along King Street and the Bullstake area. With positive comments about encouraging new business to the area to create more footfall for the town centre.

## DO YOU SUPPORT THE FORGE PROPOSALS

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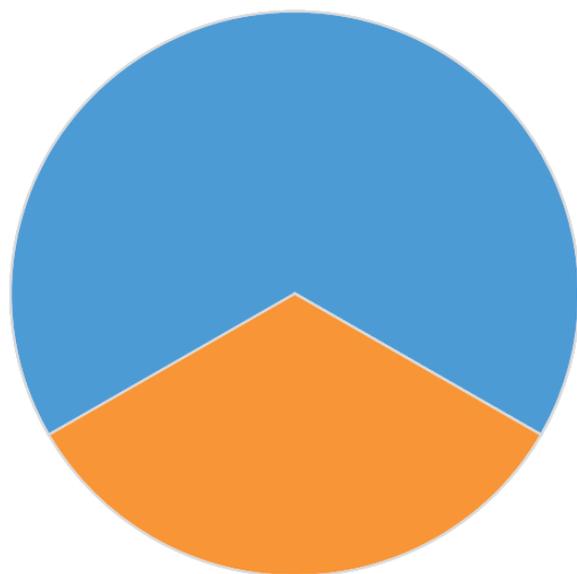
Strongly Support	8	(30.8%)
<b>Support</b>	<b>18</b>	<b>(69.2%)</b>
Do not Support	0	(0%)
Non of the above	0	(0%)
Did not answer	2	

There is strong support for the Forge Proposals with all respondents either 'strongly supporting' or 'supporting' proposals, 30% and 69.2% respectively.

There are positive comments regarding bringing evening activity into the town and to create something for the younger generations to do in the centre that will give the area some more life.

## DO YOU SUPPORT THE WESLEYS FOLD PROPOSALS

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Strongly Support	8	(33.3%)
<b>Support</b>	<b>16</b>	<b>(66.7%)</b>
Do not Support	0	
Non of the above	0	

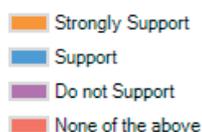
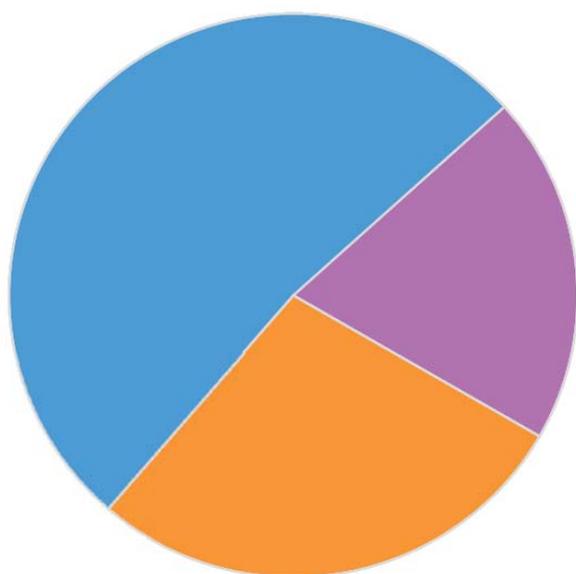
Did not answer 4

Questionnaire feedback revealed excellent support for these proposals, with no one not in support of the proposals and only 4 people not answering the question.

Comments were in favour of providing another budget retailer and the improvements to the Pinfold Street shops. However there was concern over the lack of attention paid to the graveyard site.

## DO YOU SUPPORT THE LEYS PROPOSALS

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Strongly Support	7	(28%)
<b>Support</b>	<b>13</b>	<b>(52%)</b>
Do not Support	5	(20%)
Non of the above	0	

Did not answer 3

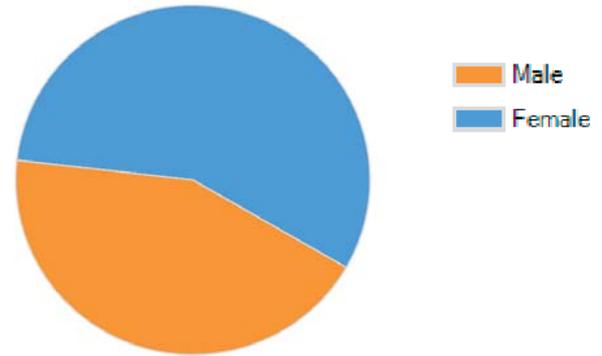
Despite there being good support for the Leys proposals this was the only project where people were also against the proposals. Just under a quarter of those that responded were against the proposals for the area. The main reasons for this were that they felt there was too much emphasis on house building on the existing green space.

# PARTICIPANTS

Participants who filled in a questionnaire were asked to record some personal details for monitoring purposes. This breakdown gives only a partial representation of attendees, as not everyone filled in a questionnaire, and some chose not to answer all questions. Overall, there have been around 30 forms returned so far, estimated at around a quarter to a third of the total number of people we spoke to on the day. There is a reasonable representation of age groups and gender amongst those who gave their details, and a notable skew towards female respondents. It is interesting that while the vast majority lived in Darlaston, less than a third of those answering work there. It may be they do no paid work (young people, retirees, homemakers, claimants etc.), or earn a living outside the town.

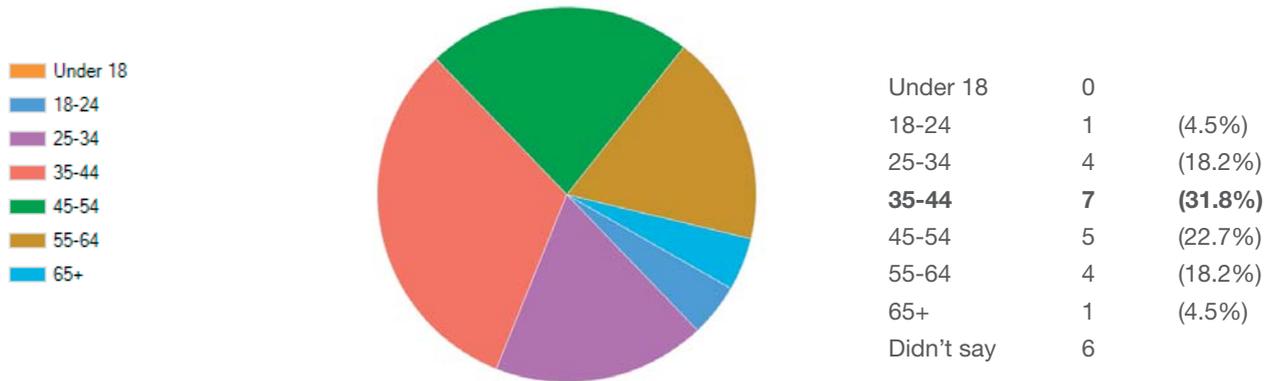
## GENDER

Male	10	(43.5%)
<b>Female</b>	<b>13</b>	<b>(56.5%)</b>
Didn't say	5	



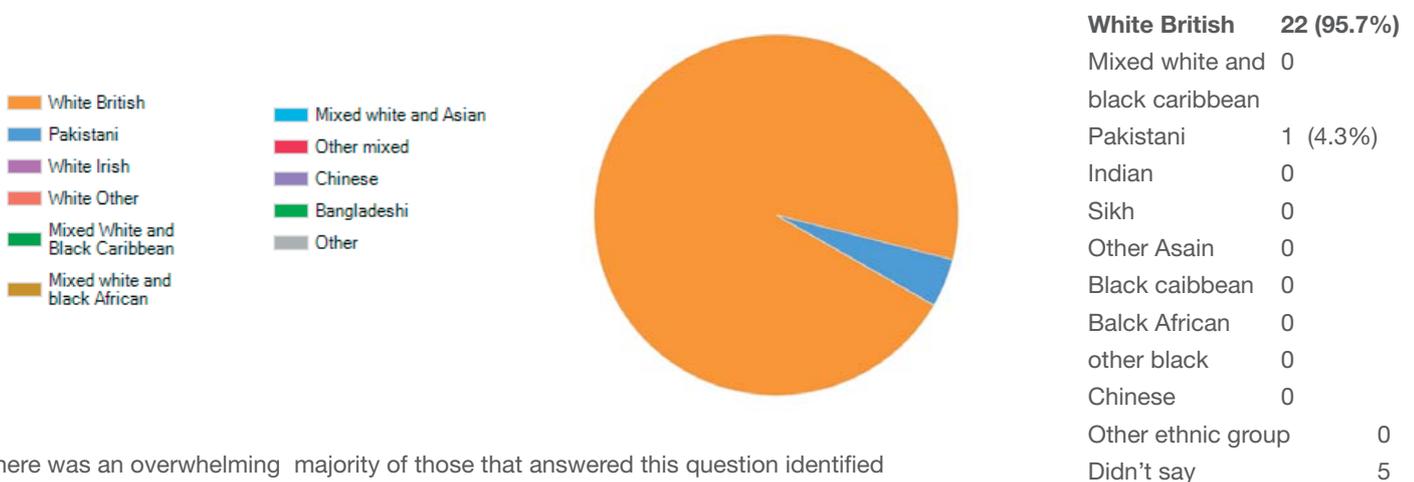
Of those who responded to this question, there was a reasonably even split between men and women.

## AGE



Of those who gave details, the largest group were in the 35 to 44 age range, followed by 45-54 year olds. There were no representatives from the under 18 category and only 1 person in the 18-24 group and the over 65 category.

## ETHNICITY

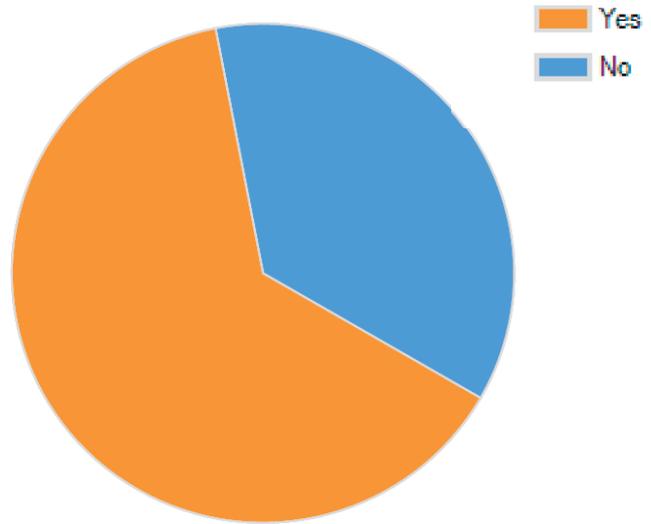


There was an overwhelming majority of those that answered this question identified themselves as White British. With only 1 person identifying themselves from Pakistani origin.

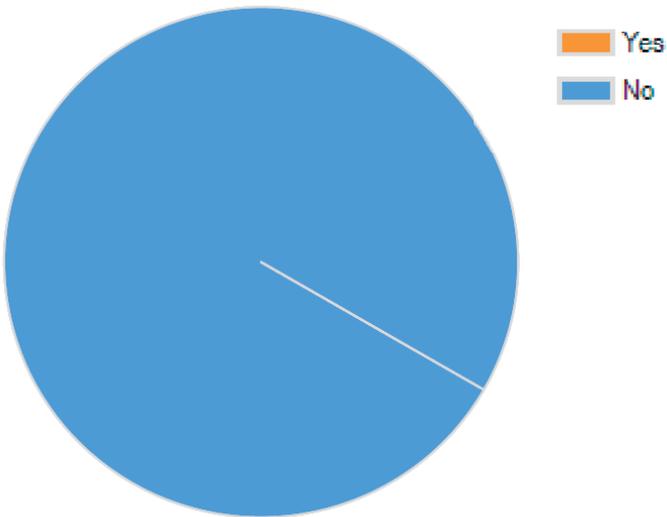
## LIVE IN DARLASTON

Yes	14	(63.6%)
No	8	(36.4%)
Didn't say	6	

The majority of those answering live in Darlaston. The questionnaire was primarily aimed at residents, so the breakdown does not necessarily align with the catchment visiting the consultation venues at ASDA.



## WORK IN DARLASTON



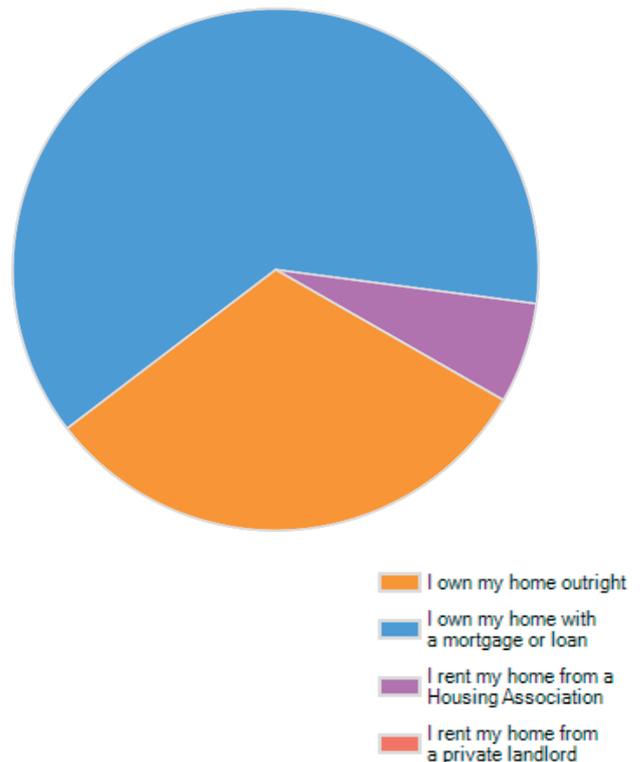
Yes	0	
No	21	(100%)
Didn't say	7	

None of the respondents of this question work in Darlaston despite a high proportion living in the town. This represents the  
Note that this question has a quarter of the total questionnaire respondents who 'didn't say'.

## HOUSING TENURE

Own home outright	5	(31.3%)
<b>Own home with a loan or mortgage</b>	<b>10</b>	<b>(62.5%)</b>
Rent home from a housing association	1	(6.3%)
Rent home from a private landlord	0	
Didn't say	12	

The majority of the respondents own their home with a loan or a mortgage, with a small percentage owning their home outright. Only one person said they rented from a housing association and no body said they rented from a private landlord. However this question has a high proportion of questionnaire respondents who 'didn't say'.



# APPENDIX OF FULL COMMENTS

## Darlaston Public Consultation Questionnaire

Do you support the vision for Darlaston?			
		Response Percent	Response Count
Strongly Support		64.3%	18
Support		35.7%	10
Do not Support		0.0%	0
None of the above		0.0%	0
Comments			6
answered question			28
skipped question			0

Comments		
1	<b>Shops and Town Centre</b>	Mar 9, 2010 10:43 AM
2	<b>needs to be done to get work in the area</b>	Mar 9, 2010 10:58 AM
3	<b>subject to my comments below</b>	Mar 9, 2010 11:47 AM
4	<b>technical support the proposal except for too much emphasis on residential building. Think metro is the best way forward. Not enough vision on greenspace in Darlaston more less of non gain</b>	Mar 9, 2010 12:11 PM
5	<b>Test</b>	Mar 10, 2010 2:08 PM
6	<b>support but too much emphasis on house building. Especially on current green areas. making the project more of an attempt to build new housing rather than regenerating the area improving the bad bits and protecting the towns good areas. Not enough emphasis on on preperation to have facilities to bring industry after the recession into the area.</b>	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Do you support the Areas of Change?			
		Response Percent	Response Count
Strongly Support		58.3%	14
Support		37.5%	9
Do not support		4.2%	1
None of the above		0.0%	0
Comments			4
answered question			24
skipped question			4

Comments		
1	Town Centre plan and shops	Mar 8, 2010 10:43 AM
2	partially support especially town centre proposals but too much emphasis on residential building on current greenspace. need more youth facilities and bring back culture back into town.	Mar 8, 2010 12:11 PM
3	i strongly believe the woodsgarth industrial estate be earmarked for local housing	Mar 10, 2010 11:02 AM
4	support improvements to town centre but don't support the changes involving building housing on towns current greenspace areas and recreation grounds. Especially leys project i feel is spoiling an already nice looking part of darlaston	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Do you support the environmental and transport proposals?			
		Response Percent	Response Count
Strongly Support		53.8%	14
Support		38.5%	10
Do not support		7.7%	2
None of the above		0.0%	0
Comments			5
answered question			26
skipped question			2

Comments		
1	buses into town centre and shops	Mar 9, 2010 10:43 AM
2	i disagree to make King Street available to buses and taxis. The existing pedestrians only access in King Street is a great plus factor and should not be lost.	Mar 9, 2010 11:47 AM
3	moving people back into the town centre, metro/rail is very important. Environmentally think too much emphasis on buildings on current green space.	Mar 9, 2010 12:11 PM
4	The sooner we have a tram system going through the balack countris the better	Mar 10, 2010 11:02 AM
5	support the transport plans especially the introduction of new train station and light transit which i feel is the way forward for darlaston. but feel that from the guys opinion on stand saying that the possibilities of this being very bleak i feel that false hopes are being generated to try and hide the fact of the house building parts of the plan which i presume will be the only major parts of the plan we can probably guarentee seeing.	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Do you support the King Street and Bullstake proposals?			
		Response Percent	Response Count
Strongly Support		60.0%	15
Support		36.0%	9
Do not support		0.0%	0
None of the above		4.0%	1
Comments			3
<i>answered question</i>			25
<i>skipped question</i>			3

Comments		
1	<b>Shops and Town centre developments</b>	<b>Mar 9, 2010 10:43 AM</b>
2	<b>support opt2 with bridge and supermarkets in area and bring more culture back into town better football to town centre. open up more in the evening</b>	<b>Mar 9, 2010 12:11 PM</b>
3	<b>idea of new budget supermarket and bigger shops to encourage new traders. also try to bring a bit of culture and evening activities back into darlaston.</b>	<b>Mar 15, 2010 4:34 PM</b>

## Darleston Public Consultation Questionnaire

Do you support The Forge proposals?			
		Response Percent	Response Count
Strongly Support		30.8%	8
Support		69.2%	18
Do not support		0.0%	0
None of the above		0.0%	0
Comments			3
			<i>answered question</i>
			<i>skipped question</i>
			26
			2

Comments		
1	open up culture in town centre, more smaller shops, more for younger in area	Mar 9, 2010 12:11 PM
2	Bring in something for the young in Darleston	Mar 10, 2010 11:01 AM
3	good idea to bring a bit of culture and evening activity into darleston. also more use of town hall. but i feel that lack of town hall use is due to usual exorbitant hire rates being charged by the local authority.	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Do you support the The Leys proposals?			
		Response Percent	Response Count
Strongly Support		28.0%	7
Support		52.0%	13
Do not support		20.0%	5
None of the above		0.0%	0
Comments			3
answered question			25
skipped question			3

Comments		
1	I disagree with the proposal to build more houses as i consider the existing greenery and open spaces should be preserved. Also parents and children attending Old Church School would lose their vehicular parking space following new houses built in the school street. I am against Darlaston losing any further greenery. In view of the imminent loss of a chunk of George Rose Park, and no alternative site being provided for public use.	Mar 8, 2010 11:47 AM
2	too much residential buildings on greenspace on area which is not bad as it is. also loss of salvation army and toy hall.	Mar 8, 2010 12:11 PM
3	too emphasis on building housing on currently nice looking area of darlaston and spoiling it. also building on green areas which i totally disagree with.	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Do you support the Wesleys Fold proposals?			Response Percent	Response Count
Strongly Support			33.3%	8
Support			66.7%	16
Do not support			0.0%	0
None of the above			0.0%	0
			Comments	4
			<i>answered question</i>	24
			<i>skipped question</i>	4

Comments		
1	i trust that you will also provide as much pedestrian and cycling routes in the final scheme of things.	Mar 9, 2010 11:47 AM
2	support the idea of another budget retailer and improving pinfold street shops to bring them back into use. get culture back into town	Mar 9, 2010 12:11 PM
3	remember the grave yard where your plans are , but no aldi	Mar 10, 2010 11:01 AM
4	good idea to tidy area up especially with provision for another budget retailer for the area. only problem is that graves and memorial are ignored by the designers. again showing lack of local knowledge by urbed of the areas involved	Mar 15, 2010 4:34 PM

## Darlaston Public Consultation Questionnaire

Any other comments		
		Response Count
		13
	answered question	13
	skipped question	15

Response Text		
1	all seems to be positive change. We could do with more police presence and cvtv.	Mar 9, 2010 10:34 AM
2	Try to develop Darlaston's skill base to attract high-tech precision engineering jobs.	Mar 9, 2010 10:37 AM
3	Nice that someone is bothering	Mar 9, 2010 10:38 AM
4	We want shops and buses in town centre and a community centre in the town centre itself. Develop the town centre.	Mar 9, 2010 10:43 AM
5	lets pull together to get Darlaston on the map again not to just build Walsall town centre	Mar 9, 2010 10:58 AM
6	Anything to improve the area will be of great advantage to the town. I fully support the vision being expressed and hope it comes to fruition soon.	Mar 9, 2010 11:20 AM
7	need to improve town and bring in more people, maybe restaurants, poundland or wilkinsons	Mar 9, 2010 11:48 AM
8	Anything to improve the area will be of great advantage to the town. I fully support the vision being expressed and hope it comes to fruition soon.	Mar 9, 2010 11:47 AM
9	too much emphasis on the residential, should emphasise more on industrial area again, so darlaston can benefit the best from the end of the recession. possibly to bring back culture into area so more for younger to do and bring people here at night. MAIN POINT TOO MUCH LOSS OF GREENSPACE. Loss of park big loss to darlaston and greenspace and more loss to come	Mar 9, 2010 12:11 PM
10	yes build on ele ways. but please think about the bus in town centre	Mar 10, 2010 11:01 AM
11	Youth centres for children from 7yrs upwards. i.e skateboard centre, tennis courts in parks, football pitches, low prices ,i.e charge 50p-£1. which include drinks and snacks, cheaper rates for traders and for the market traders. walkways kept clear and easy to walk by	Mar 10, 2010 11:02 AM
12	Darlaston needs a lot of work for it to improve	Mar 10, 2010 11:10 AM
13	too much emphasis again on residential building which i feel this is a cover for. more emphasis should be to provide more evening activities and culture back into the area with improvements in shopping, public transport, culture activities and green space improvements which to me is being ignored and increasing loss of even more greenspace in area to residential being proposed. also more emphasis could be made to improve industrial facilities to provide us with a good setting when the recession recedes.	Mar 15, 2010 4:34 PM

