

ICKNIELD PORT LOOP

STATEMENT OF COMMUNITY INVOLVEMENT



This report has been produced by
URBED for Birmingham City Council



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ICKNIELD PORT LOOP

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1. INTRODUCTION

This report describes the consultation process that was undertaken for the Icknield Port Loop redevelopment along with detailing the findings of the consultations. The main findings are outlined in the body of the report and a full write up of the questionnaires is appendage at the end of the report.

Public consultation is a key part of all URBEDs work, ensuring that the people who live and work in the redevelopment area are given an opportunity to voice their opinions on the proposed development.

This consultation was carried out in order to take on board the opinions of local residents and community members.

communities. There are no residents within the site although there are a number of business premises. There are residential properties that directly overlook the site on Wiggin Street and the lower part of Icknield Port Road along with areas that are used for recreation on the site.



The public consultation

2. CONSULTATION

STRATEGY

The consultation has been undertaken by the land owners as part of the preparation of the planning application. The consultation has taken place with 3 main events:

1. Councillor briefings

The first step was to brief the local councillors. This included the local members from the Edgbaston and Ladywood Wards as well as key cabinet members. The wards were briefed at 2 separate meetings. The format followed a presentation by URBED and DTZ of the scheme and the proposed planning application followed by an open discussion. These briefings took place in late September.

The councillors briefed were:

- Sir Albert Bore
- Kath Hartley
- Carl Rice
- Deirdre Alden
- Fergus Robinson
- James Hutchings

Councillor Mike Whitby, the Leader of the Council was provided with a written briefing, Councillor John Lines, the Cabinet member for housing was briefed by council officers, Councillor Randal Brew the Cabinet member for Finance was briefed by officers, Councillor Timothy Huxtable, Cabinet member Transportation, Environment and Regeneration was briefed by officers.

2. Waterway Users consultation

A separate consultation was held for the waterway users and was facilitated by British Waterways. These groups have a very different set of concerns to local residents and experience in the past has suggested that they are better dealt with in a separate session that can focus on the use of the canal. This took place on October 5th 2011 at the British Waterways building in Tamworth. The attendees were invited based on British Waterways mailing list of water users in Birmingham.

The consultation involved an introduction by Dean Davies, Waterway Manager west Midlands which was followed by an explanation of the masterplan by David Rudlin of URBED. The remainder of the session focussed on a discussion of the issues relating to the development. The attendees at the consultation were:

- Earl Wightman - Sherborne Wharf (Boating Trade)
- Michael Pain - IWA
- David Pearson - IWA
- Ian Fletcher - IWA
- Jill Smith - Away Group (Boating Trade)
- Brenda Ward - BCN
- Ivor Caplan - RBOA
- Vaughan Welch - IWA
- Peter Moore - BW Midland Trade Manager
- Dean Davies - BW West Midlands Waterway Manager
- Marcus Chaloner - BW

3. Public consultation

A public consultation event was held to gain the views and opinions of the local people in the Icknield Port Loop area. The event took place on Saturday 1st October at the Deaf Cultural Centre, on Ladywood Road. This was a drop-in session with a staffed exhibition between 10.30am and 4.30pm.

An advertised presentation was given at 3pm. This was introduced with a short talk by Councillor Kath Hartley, followed by a film about the area made by a local youth project, TNT News. Then David Rudlin (Director at URBED) explained the scheme, giving attendees a chance to ask any questions. A presentation also ran on a loop during the day detailing the scheme.

In order for the consultation to be well attended good publicity was key. A publicity strategy was followed to ensure that the correct people were informed of the consultation and able to voice their opinions.

Publicity and information

- A leaflet drop of 3000 newsletters was conducted to houses and business premises on the site and in the immediate vicinity. (Areas included are indicated in figure 1.1).
- 150 newsletters were also sent out in a mail out via Royal Mail to specific addresses that have an advested interested in the site, (as supplied by Birmingham City Council and British Waterways) however are outside of the allotted distribution area.
- A further 90 were sent an electronic newsletter via email.
- A digital version was created through Mail Chimp.
- An A3 poster was distributed to local shops and community venues. (See appendix 2).
- A bespoke website was created for the development and contained all the information for the consultation.
- A questionnaire both in digital form on the web site (using Survey Monkey) and on paper was developed, allowing people to feed back their views. These were collected online, at the drop in consultation and via the URBED freepost address. (See appendix 3).

Information resources

For this to work the following resources were required:

- Presentation: A Powerpoint presentation describing the scheme and the way that it has been developed.
- Newsletter: This was an A3 gatefold document printed on both sides to create 4 pages. The central spread was an annotated version of the plan with the first page describing the process and the back page setting out details of the consultation event and how to respond. (See appendix 1).
- Questionnaire: This was a 2 page A4 document that asked key questions to gauge the views of local people on the scheme.
- Exhibition: An exhibition was designed for the consultation venue. This included 1 large central display of 3m x 2m, which showed the masterplan along with annotations and exemplar images of what was being proposed. There were also 2 drop down banners that explained what was going on and showed in more detail some of the proposed development. (See appendix 4).
- Web site: A bespoke website was created for the development and contained all the information about the consultation, the consultation boards and the online questionnaire. This also had a blog section for people to leave comments about the scheme and any issues they had.
- Email: URBED used Mail Chimp to manage email lists and create graphic emails with links to web resources. This also recorded how many people opened the email, clicked through to the web site etc.

Staffing

The process was managed by URBED, with assistance from the client. The main staffing demand was for the drop-in session, which was staffed by:

- David Rudlin - URBED
- Emily Crompton - URBED
- Grace Manning-Marsh - URBED
- Clive Skidmore - Birmingham City Council
- Ashley Skinner - Birmingham City Council
- Peter Jones - Birmingham City Council
- Mark Jackson - DTZ
- Richard Curtis - British Waterways
- Richard Newton - British Waterways
- David Rhead - Home and Communities Agency

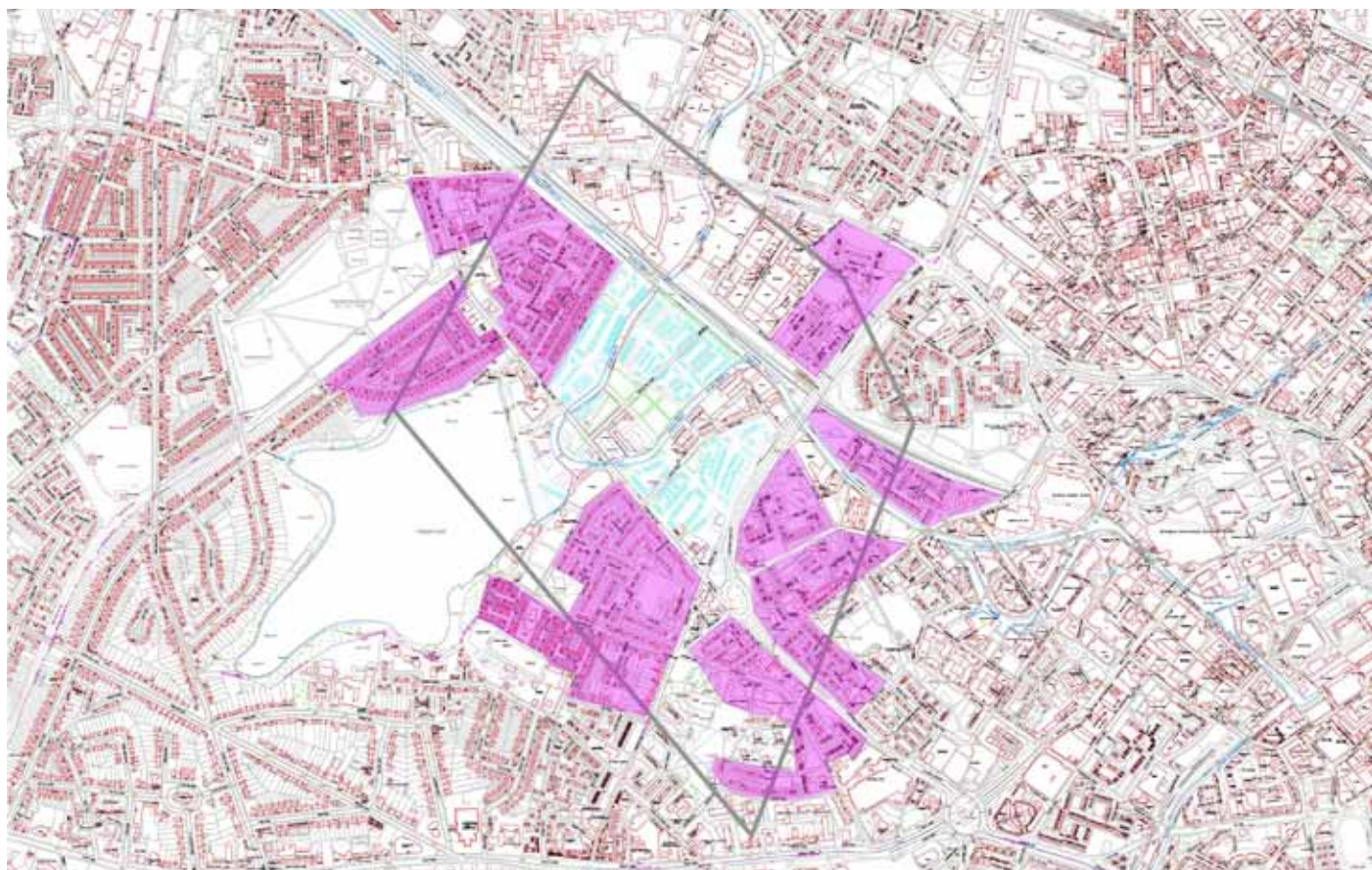


Figure 1.1: Distribution area illustrated in pink



Attendees at the public consultation

3. PUBLIC CONSULTATION

A public consultation day was held including a presentation and question and answer session about the proposed masterplan. This was held in the Deaf Cultural Centre to gather the views from residents and members of the community.

The proposed scheme was drawn up and illustrated with exemplar images to engage people in discussion about the kinds of developments that could take place, the types of housing they prefer and canal-side activities they thought the area could sustain.

The day was well attended with around 100 people dropping in over the day, and 45 people returning for a presentation by URBED about the scheme's history and development. Many people asked questions which were answered by members of the client and design team. Overall the feedback on the day was very positive, with the majority of people stating during discussions with the consultant team that they couldn't wait for the improvements to start, as this would 'lift' the area.

A short talk by Councillor Kath Hartley was given and a film was shown about the area made by a local youth project, TNT News. This group are based in the Ladywood Arts and Leisure Centre and have been following developments about the area for a number of years. Their young reporters were filming the day's presentation and consultation delivery. They brought many historic photos of the area and spoke about their wishes for the area.

The Newsletter, Questionnaire and Exhibition Boards can all be found in appendices.



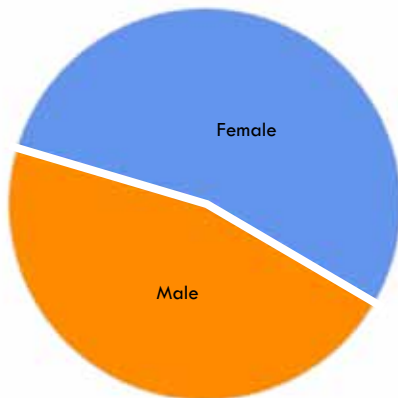
Image of the area



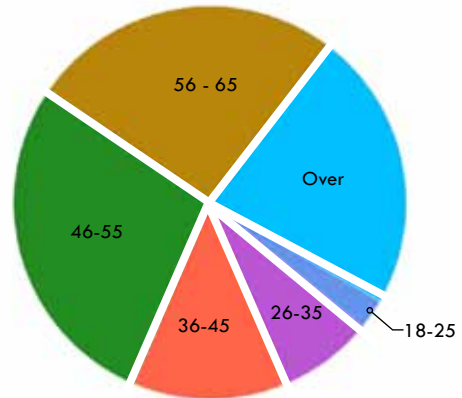
TNT news report



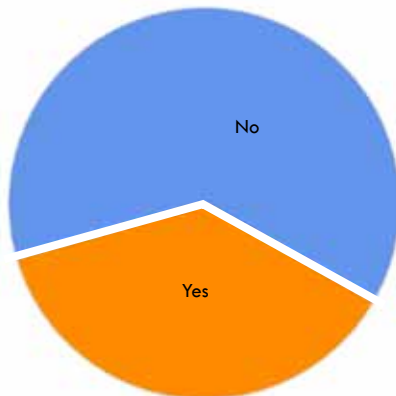
Gender of participants



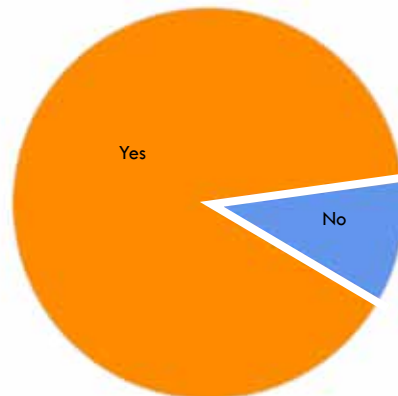
Age of participants



Do you work in the area?



Do you live in the area?



4. KEY FINDINGS

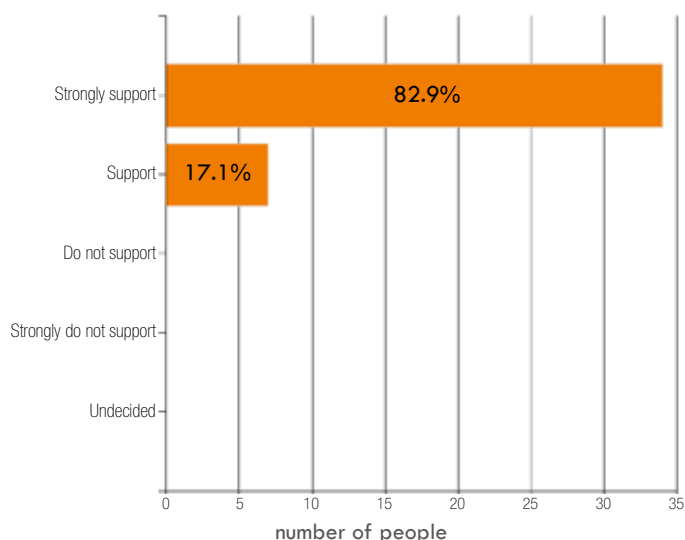
4.1 QUESTIONNAIRE RESULTS

In total we have had 41 questionnaire responses to date and a summary of the key findings is set out on the following pages. A full list of the results and comments can be found in the appendices.

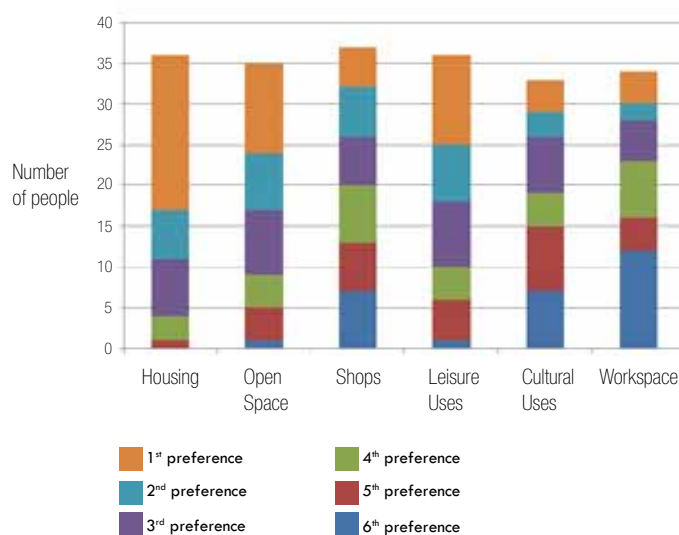
The scheme was very well received by respondents of the questionnaire with all strongly supporting or supporting the “aim of creating a family orientated, sustainable and mixed-use waterside neighbourhood”.

People were asked about the facilities they would like to see in the area. The majority of respondents wanted to see housing as their first preference. Open spaces and leisure uses were also popular. Most people had workspaces as their last preference and shops were not so popular. Other suggestions included a day care centre to replace the one in Ladywood Arts and Leisure Centre, education services, youth services, pubs, cafes and public toilets near the reservoir. There were seven comments in this section about the need for a swimming pool. This issue was mentioned again and again in many of the other comments sections, a total of 20 mentions in the questionnaire responses and many more brought this up when we spoke to people during the consultation day.

Question 1. Do you support the aim of creating a family orientated, sustainable and mixed-use waterside neighbourhood?



Question 2. What new facilities would you like to see in the area? (Respondents were asked to rank answers in order of preference)





Historic image of the site



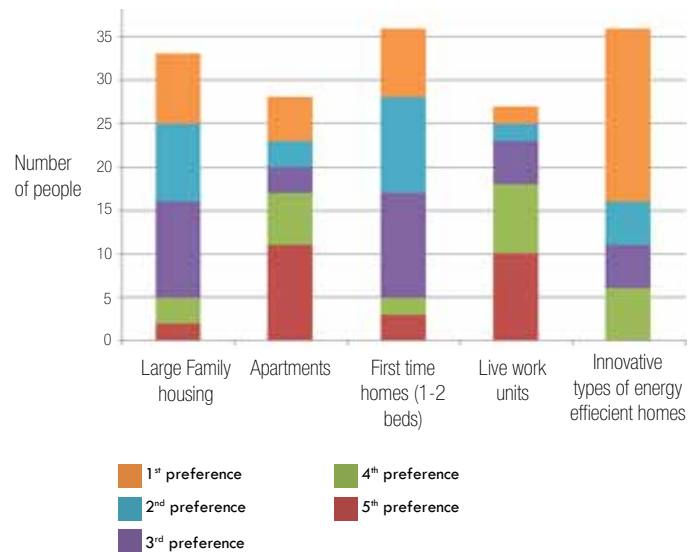
Attendees at the consultation

With regards to the types of housing people mostly preferred 'Innovative types of energy efficient home'. The next most popular choices were large family housing and first time homes with 1-2 bedrooms. People gave Apartments and Live Work Units a lower rank of preference. In the comments it was noted that there were enough apartments already in the city centre and this area should be more family focussed, and their was interest to see how much affordable housing there will be for local residents.

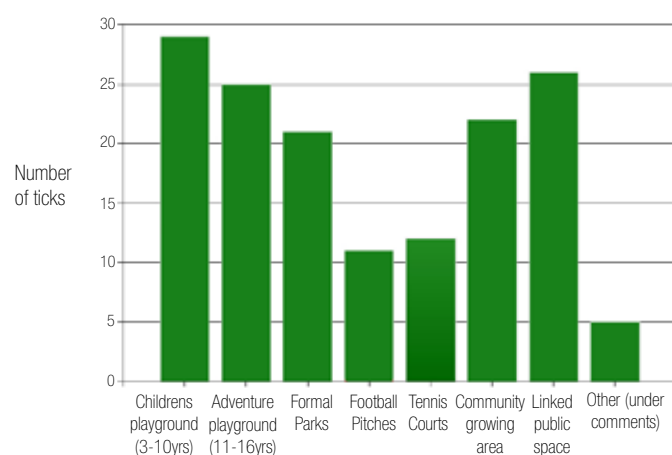
A provision for open space is central to the proposed masterplan so we asked people what kind of open space they would like to see in the area. A Childrens playground for ages 3-10 years old and an Adventure playground for ages 11-16 years were both popular, as well as the idea of linked public parks. Football pitches and Tennis Courts were less popular, with some respondents noting that these are expensive to maintain. Several people were concerned how these areas would be policed and were worried about anti-social behaviour becoming a problem. It was noted that existing green spaces may have been overlooked, where members of the community have taken the time to plant young trees and wildflowers. There was a call for a community art group to be created to inform meaningful , not tokenistic public art for the development, especially with the removal of an arts centre.

As the canal forms much of the character of the area it is crucial to gather people's views on how it might be used. People were very positive about opening up the canal and how it could re-vitalise the area. There were no objections to any of the proposed uses with the majority of people wanting canal-side parks. It was noted that a heritage centre or museum of the waterways would be welcome, to remember the rich industrial past of the area, as highlighted by extensive historic photos brought on the day by the TNT News crew. One imaginative person would like to see the existing water-taxi service extended down to the loop.

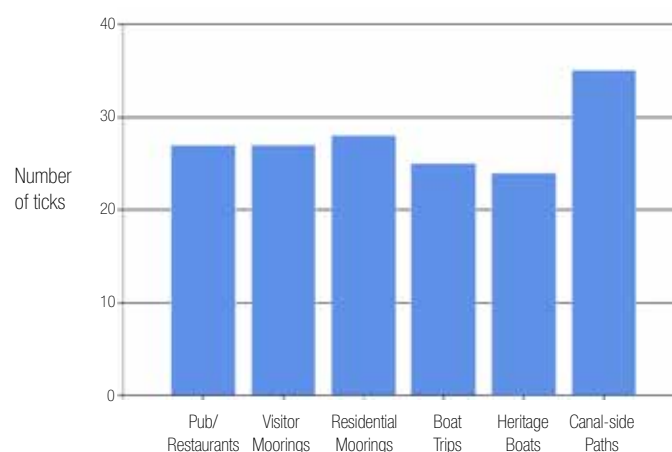
Question 3. What type of housing would you like to see in the area?
(Respondents were asked to rank answers in order of preference)



Question 4. What type of open space would you like to see in the area? (People were asked to tick all they would like to see)



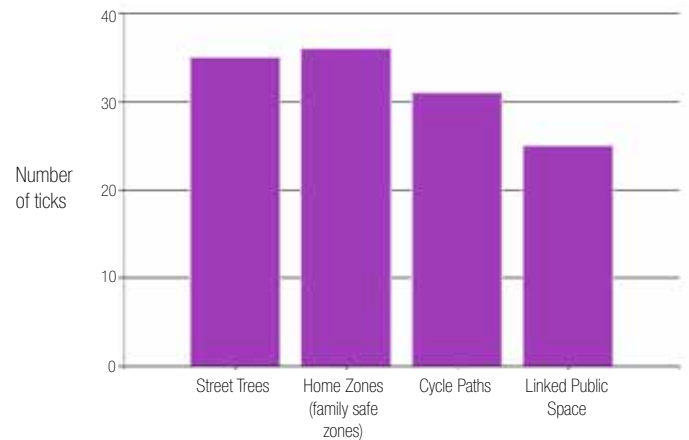
Question 5. What type of Canal-side uses would you like to see?
(People were asked to tick all they would like to see)



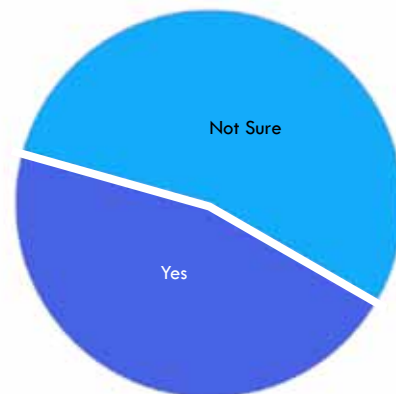


Presentation session

Question 6. What type of character would you like to see on the new streets? (People were asked to tick all they would like to see)



Question 7. Do you feel the new bridges are located in the right places, if not where should they go?



A number of different types of streets have been developed for this scheme. We asked people to choose the type of character they would like to see on the new streets. People responded positively to the options provided, many like the home zones and having trees on the street. It was noted on the day that Icknield Port Road is presently very congested which needs to be considered when the roads are being designed. There were a few comments concerning adding pedestrian crossings to the Middleway which at the moment acts as a barrier to many residents. There were also some concerns about the amount of on road parking.

It was felt that the new bridges for the scheme were generally in the right place, some respondents were unsure about this issue.

The final two questions asked people to comment. The full list of responses can be found in Appendix 5. Here are some of the issues which came up.

We asked people if there was anything in particular they especially liked or disliked. Many people were just pleased to see a development being proposed and couldn't wait for work to begin. People were impressed with the overall plan, the linked open spaces and incorporating the old buildings into the community space. Some aspects people disliked were the lack of acknowledgement of the Buddhist temple and the Tower Ballroom site, the inclusion of hotel and shop, a lack of schools and swimming pool and an absence of public art's contribution to development.

There were a number of comments about the reservoir's excellent wildlife and protected status. Several members of the Friends of Edgbaston Reservoir attended the presentation and asked questions about the dam and path. They called for a considerate approach to the proposed dam's path and to include some public toilets near to the path.

WORDLES

These diagrams show the frequency of word used in comments made by people. They clearly show what is important to the community. To view all individual comments please see appendix 6.

Question 8. Are there any aspects of the proposals you particularly like or dislike? (LIKE)



Question 8. Are there any aspects of the proposals you particularly like or dislike? (DISLIKE/ THINGS MISSING)



Question 9. Any other comments



ICKNIELDPORTLOOP

The creation of a new waterside quarter

THE SITE THE PROPOSAL CONTACT US CONSULTATION HOME

OCT 05 2011
LEAVE A COMMENT

CONSULTATION

THANK YOU

Thank you to everyone who came down and spoke to a member of the design team on Saturday. The consultation went really well with the team finding out many interesting facts about the area and collecting comments and questionnaires from residents, people who work nearby and members of the community. The presentation was also well attended.

We welcome any more comments you may have thought of after the consultation day and a questionnaire about the development is now available [online](#), which will be open until Sunday 18th October.

One thought on "CONSULTATION"



Jeanette Derbyshire says:

October 1, 2011 at 10:07 pm [\(Edit\)](#)

A secondary school is desperately needed in the area, especially if so many new families are to be drawn in to live in the loop development. It was mentioned at the consultation meeting that the hotel is not an essential part of the development. I would therefore suggest that a school be built on that bottom corner and the proposed shop be placed more centrally in the loop. Another feature that is lacking in Ladywood is a public swimming pool and leisure centre. This could be incorporated into the school and opened up to the public, thereby providing the school with swimming lessons, a source of additional funding, and work experience for it's students in the leisure industry.

With the scheme aiming to reduce the numbers of cars used by residents I would also recommend that bus routes through it are carefully considered.

[Reply](#)

such a pleasant venue for the

ould you wish to comment please



Please come
Cultural cent

One thought on "CONTACT US"



Roger Booth says:

September 29, 2011 at 3:36 pm [\(Edit\)](#)

The proposals look very exciting indeed and I hope that really imaginative use can be made of existing features – the canal and the Reservoir embankment. I would request that the 'planners' take responsibility for ensuring that the artists impressions are as realistic as possible. At present I believe that the illustration 'Urban Family Housing' and the (delightfully pastoral) 'Waterspace' show the canal as 2 or 3 times it's actual width. Also if the embankment was at the inclination shown on 'Edgbaston Reservoir' it would probably extend almost to Ickniel Port Road. (Unfortunately I am unable to be at the meeting on Saturday – only had 7 days notice – so if any response to this please e-mail me).

[Reply](#)



Website screen shots

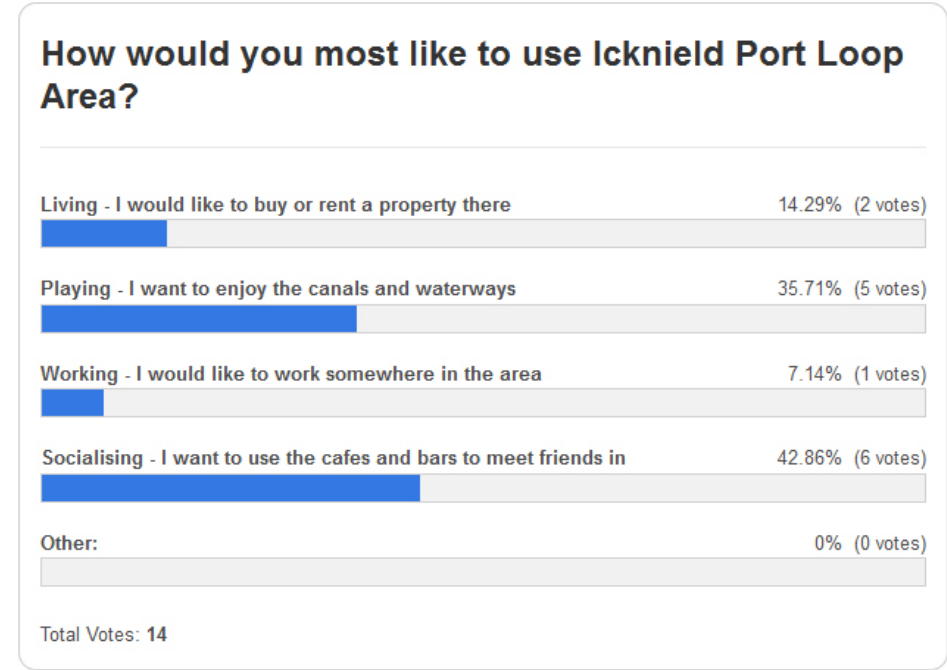
4.2 WEBSITE COMMENTS

A website was also made to inform people about the proposed development and for people to fill in the questionnaire and have a look at the presentation. This has had 706 views to date, and has 5 followers who are informed whenever a new post is made. This will enable us to keep the information up to date and keep in contact with members of the community.

A quick poll was created on the website which asked people how they would most like to use the Icknield Port Loop Area. 14 people took part in this poll, with most wanting to

play, by enjoying the canals and waterways or for socialising in cafes and pubs. This comment on the poll was also left:

The Friends of Edgbaston Reservoir, through membership of the Reservoir Users Group, used to have a significant involvement on the 'top table' of the design committee during the last phase of project definition. We would welcome an invitation back in to help you. I commend the artist impressions of showing many trees in the plans; a significant feature of Edgbaston and what makes this area so beautiful compared to street vistas with no trees. The canal loop would benefit from the creation of a public right of way around its length and this would dovetail in with planned cycle routes etc. The block of industrial premises along the canal side of Icknield Square is a waste of canal side living opportunity.
Regards,
Keith Tween
Sec, Friends of Edgbaston Reservoir





Question and answer session at the public consultation

100%

**Of respondents
support the aims of the
proposed masterplan**

55%

**Of respondents would
prefer innovative
energy efficient
housing types**

5. CONCLUSIONS

The consultation provided useful comments and observations by local residents. It is hoped that this will be a continuing relationship throughout the development. This report will provide the basis for a statement

In conclusion, the large majority of people who attended the consultation day and an overwhelming majority of questionnaire respondents were in favour of the proposed masterplan. Many people had wanted to see something done with the area for a long time and were glad to finally see some plans.

They were mainly pleased with the amount of housing but helped identify potential issues. Many people mentioned the need for a new school and other educational and day care facilities with the approaching closure of Ladywood Arts and Leisure Centre. The other issue that was dominant was that of the possibility of a public swimming pool, to replace the one which closed on Monument Road.

Most were happy that the plans opened up the canals to allow people to enjoy the waterways and felt all the uses proposed were sustainable and considered.

The proposed roads were met with approval, although some questioned the parking strategy and identified a need for pedestrian crossings to the Middleway.

The type of housing that was the most popular was innovative energy efficient housing types, showing that local residents would like to see the homes being built to have a smaller carbon footprint.

The central open green space was very popular with most respondents but several attendees felt that the proposal had overlooked existing green spaces which have been planted with young trees and wildflower seeds and looked after by members of the community.

6. RESPONSES TO PUBLIC CONSULTATION COMMENTS

The main issues raised at the public consultation have been outlined in the following table. Comments that have been made by 5% or more of the respondents have been documented, along with the measures that have been taken in the revised masterplan, where suitable to deal with these issues.

Important issues that were raised only once, however have been responded to in the revised masterplan and are set out below the table.

Frequency raised	
	5-10% of respondents
	11-15% of respondents
	16-20% of respondents
	Over 20% of respondents

AREA	Key Issues Raised	Frequency Raised	Alleviation Measures
Housing	Spacious housing provision that is suitable for family housing		The proportion of family housing has been increased on the revised masterplan.
	Eco and energy efficient housing		It is intended the selected developer will build homes that meet energy efficiency standards as outlined in work conducted by Mouchels.
	Affordable housing for families and first time buyers		There will be 'affordable housing' provision but the exact nature and amount of this provision has not yet been agreed.
	No flats in the development		The proportion of flats has been reduced to 18% of the overall residential properties.
Economic	Employment opportunities for local people in the area		There will be approximately 400 new jobs created by the new businesses on the commercial land and with the new hotel.
	Appropriate shops and services that would best serve the community		<p>The amount of shopping space is to be included in the description of the proposal and would be conditioned as part of planning permission for the development and this is being proposed at a level to ensure that it relates to meeting need arising from the site and the local area.</p> <p>Birmingham City Council has earmarked £2m towards a replacement facility for the Ladywood Arts and Leisure Centre. The masterplan provides the opportunity for the replacement facility to be on site. It is understood that the City Council is working to resolve the detail of facilities to be provided instead of the centre.</p>

Social	Appropriate cafe's and restaurants that would serve the community		The masterplan provides space for restaurant and café and public house facilities. These will add to the existing offer in the area.
	Heritage and Cultural centre that represents the rich past of the area		The existing 'heritage fleet' of boats is to be retained and opportunities explored to enhance this attraction. In a development of the size proposed there will be opportunities for interpretation to record and appropriately commemorate the past of the area.
	Swimming pool and leisure facilities		An area of land is set aside within the masterplan to accommodate facilities. Birmingham City Council has earmarked £2m towards a replacement facility for the Ladywood Arts and Leisure Centre. The masterplan provides the opportunity for the replacement facility to be on site. It is understood that the City Council is working to resolve the detail of facilities to be provided instead of the centre.
	More schools and educational provisions to deal with the increased population		Education provision is acknowledged as being important to the area and to the success of the development. The planning application is accompanied by proposals for a legal agreement (a s106 agreement) to include financial contributions to educational provision. The amount will be subject to negotiation with the Local Planning Authority.
Physical	Improved and well maintained open spaces and parks		The masterplan incorporates some 5.2 hectares of open space encompassing green space and water and a further 1.77 hectares of other forms of public realm. The maintenance of the public space will be addressed via a legal agreement (s106 agreement) which would accompany any planning permission for the scheme.
	Improved Cycle ways and towpaths		The scheme encompasses the towing path along the canal frontage of the main line canal. The proposals will provide for a high quality waterfront including hard and soft landscaping incorporating the towing path. The scheme also provides for public access around the Loop, which doesn't exist at the present time.

- The desire for pedestrian crossing provision on the Middleway was stated. The masterplan includes for a crossing as at this location.
- Replacement of day care provisions. The proposed description of development provides the opportunity for such facilities to be located in the non-residential floor space.

7. WATERWAY USERS CONSULTATION

On the 5th October 2011 a bespoke water users consultation took place at the British Waterways office in Tamworth. This was attended by 10 representatives of the inland Waterways Association and other canal users. This was a discussion about the key issues of the plan with direct attention on the waterways. There were however some overlap with the issues raised at the public consultation.

The following table details the key points raised along with the consultant team responses to the issues.

Key Issues Raised	Alleviation Measures
There should be visitor moorings linked to the Public House, there are no waterside pubs in this sector of the City's waterways.	A number of visitor moorings have been located in close vicinity to the potential pub, to allow for sufficient space for visitor's to moor boats. Given the constraints around the toe of the loop the illustrative masterplan has the visitor moorings located within easy access of the potential pub. The proposed location of the potential pub makes adjacent visitor moorings unfeasible.
There will be increased traffic at the junction onto Icknield Port Road from the BW Depot Road, Icknield Port Road is currently congested and additional pressure will make things worse.	The draft TA sets out proposals for a travel plan with the aim of setting and achieving targets for reduced private car usage as part of the development, to reduce congestion.
Is the current location of the pub appropriate, the lack of visibility may be an issues. The junction between the loop and the mainline might be a more appropriate location for the pub.	The existing location of the pub has been retained as its proximity to the reservoir has been deemed beneficial for attracting users from a wider area.
The impact of the proposed buildings on the microclimate with particular relevance is the wind needs to be considered. Wind can make navigation by boat difficult.	In general the buildings will be low and should not have an adverse effect on the micro climates of the area.
Consider the detailed position of the moorings in terms of the navigable route around the loop.	Moorings have been designed in appropriate places around the Loop to ensure they do not interfere with navigation. Further review of detailed proposals with local waterway operators will be needed.
Concern of overshadowing the moorings from built development on south side of canal, would make moorings cold/icy.	Buildings will not generally be over 3 storeys so there will not be considerable overshadowing on to moorings.

Concerns over the storage units, as they can only work if appropriately designed to accommodate boater needs (accommodating coal etc).	Dialogue will take place with the developer partner to ensure that storage units are built to the appropriate size and style to accommodate boaters needs.
Provision of car parking should be considered for residential moorings.	Feasibility of car parking provision will be looked into at certain mooring locations.
Proper terms and management of the moorings is required to ensure the moorings work and to avoid conflict with adjacent residents of adjacent homes.	British Waterways will work closely with management companies to ensure that moorings can work in cohesion with the adjacent homes.
Would like to see a complete towpath around the loop.	The towpath follows the entirety of the loop, split between both sides of the canal.
If dingys and launches are being promoted for local trips into city etc, adequate moorings need to be provided for them in relevant city centre locations.	British Waterways will consider the mooring mix in the city centre.
Waterbus stops should be included at top of loop and at the two junctions with the loop and the mainline.	Detailed assessments will be undertaken to establish the correct location for waterbus stops, in consultation with operators.
Management of fuel types for heating on residential boats, it is a smoke free area and smoke free fuels will need to be used.	British Waterways will work with management companies to ensure correct enforcement of suitable fuels and other materials on the loop.
There is lack of visitor moorings within the city centre it may be worth considering the provision of small chevron style moorings of a limited length at a few points in the city centre where the canal widens. Such as Gas Street basin, and one end of the Sherborne loop.	British Waterways will consider the mooring mix in the city centre.
Consider floating accommodation for a marketing suite, also consider turning into a small floating convenience store when all the properties are sold and its marketing use is redundant.	Close collaboration will take place with the developer partner to ensure that the correct marketing techniques are used, possibly including the use of a floating marketing suite.

Conclusions

In general the waterway stakeholders were very supportive of the proposals and welcomed the improvements to the area surrounding this part of the canal. The main issues that arose were to do with moorings, building heights, maintenance and congestion of both the canal and the surrounding roads.

A summary of the main comments made:

- The pub is very welcome because there isn't a waterside pub within reach of the centre of the city, sufficient visitor moorings should be created.

- There were concerns about the impact of wind and shading from the new buildings on the canal, but it was accepted that the buildings were generally low and would not have a major impact.
- The residential and visitor moorings arrangements were welcomed.
- The linear space along the Mainline Canal was welcomed.



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APPENDIX 1

Newsletter sent to local residents



ICKNIELD PORT LOOP

The creation of a new waterside quarter

The development of Icknield Port Loop has been talked about for several years. A scheme was proposed in 2008 but fell foul of the recession. Following this the site's owners, which include British Waterways, Birmingham City Council and The Homes and Communities Agency decided to bring forward an alternative scheme that reflects current market conditions. This new scheme will be submitted as a planning application later this year with a view to a development partner being appointed in 2012. However before that we want to know what do you think?



The new plan is described in this leaflet. It includes around 1,000 new homes plus a hotel, workspace, shops a pub and a new community centre, all gathered around a new neighbourhood park. The centre pages describe the plan.

The area covered by the plan is shown on the back page of the leaflet. The northern part of the area is mostly vacant industrial land while land to the south includes the Ladywood Arts & Leisure Centre which is scheduled to close next year. The whole area is dominated by canals with the Mainline Canal to the north and the older Loop Canal making an island of the central area.

The scheme differs from the previous proposal in concentrating more on family housing rather than flats and for this reason there are fewer units. The majority of the scheme is made up of family housing and there is also substantially more open space. The aim is to create a lively new neighbourhood linking Ladywood to the South to Soho in the north and providing a focus for both communities.

We now need to know what you think and you will find details of how to respond on the back of this leaflet



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NEW BRIDGES

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At the heart of the scheme is a new park including a play area and providing views of the canal and the dam.



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The Middleway will have a tree-lined frontage with a service road allowing housing to face onto it.



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New footpaths will be created on the dam, making additional public space and linking the scheme to the reservoir, which is used for a range of water sports.



URBAN FAMILY HOUSING

The central part of the site will be developed for a range of courtyard housing, with some like these pictured below in Amsterdam.



HOME ZONES

The layout has been designed so that most housing fronts onto traffic calmed home-zone streets.



FAMILY HOUSING

The southern part of the site include a range of family housing.



MIXED USE AREA

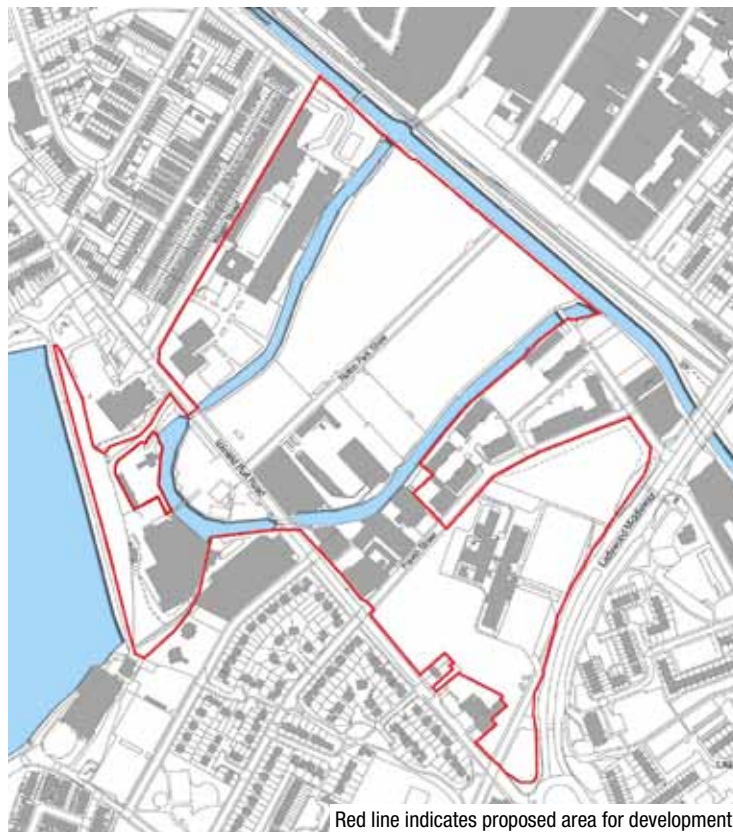
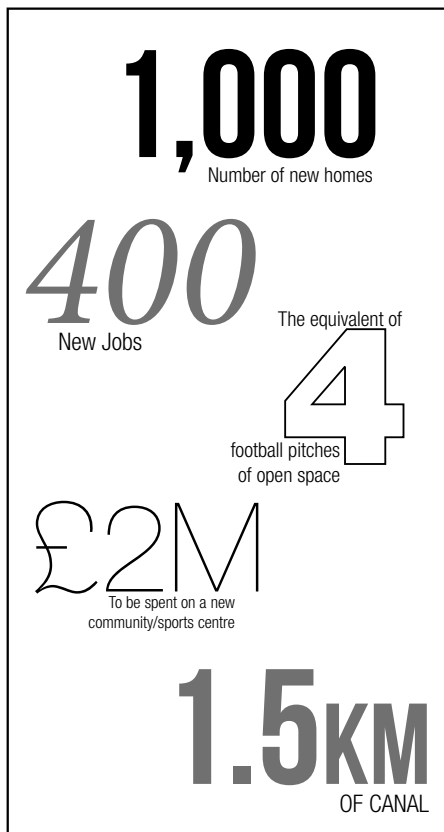
The central part of the scheme includes a mix of workspace, leisure uses and apartments.



WATERSIDE USES

The Loop will be a hub of activity with improved moorings, a pub, British Waterways Historic Working Boats and some watersports.





PUBLIC CONSULTATION: SATURDAY 1ST OCTOBER

10.30 - 4.30 AT THE DEAF CULTURAL CENTRE, LADYWOOD ROAD

For your chance to comment on the masterplan proposals please come along to the public consultation day on Saturday 1st October. You will be able to view an exhibition about the masterplan and the consultancy team and members of the council will be available to talk to.

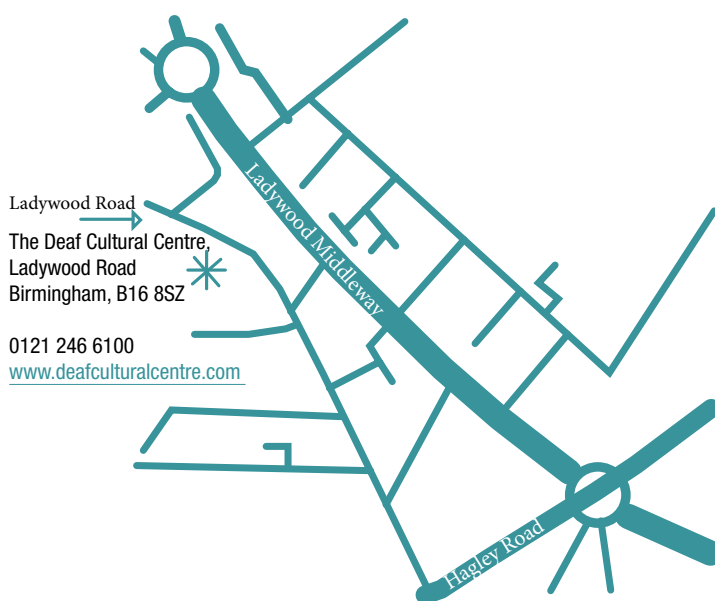
There will be a short presentation given by the consultancy team on the masterplan at 3pm.

The exhibition and questionnaire is also available to view online at
www.icknieldportloop.wordpress.com

For any enquiries please contact Grace at URBED on:
0161 200 5500 or grace@urbed.com

This is important. If you do not understand this document then please ask a friend or relative, who speaks English, to contact your local neighbourhood office or housing team on your behalf. We will then arrange for an interpreter to meet with you.

If you would like this leaflet in large print, Braille or audio CD please call Sharon Gayle on 0121 303 3074



APPENDIX 2

Consultation Poster

ICKNIELDPORTLOOP PUBLIC CONSULTATION

The creation of a new waterside quarter



SATURDAY 1ST OCTOBER

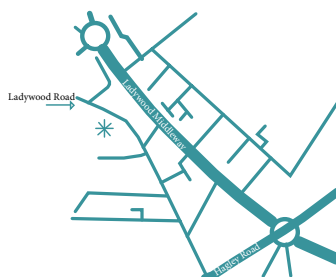
THE DEAF CULTURAL CENTRE

10.30 - 4.30

PRESENTATION GIVEN AT 3PM

FOR FURTHER DETAILS PLEASE CONTACT
GRACE AT URBED ON 0161 200 5500 OR
GRACE@URBED.COM OR VISIT

WWW.ICKNIELDPORTLOOP.WORDPRESS.COM



THE DEAF CULTURAL CENTRE
LADYWOOD ROAD
BIRMINGHAM
B16 8SZ

0121 246 6100
WWW.DEAFCULTURALCENTRE.COM

APPENDIX 3

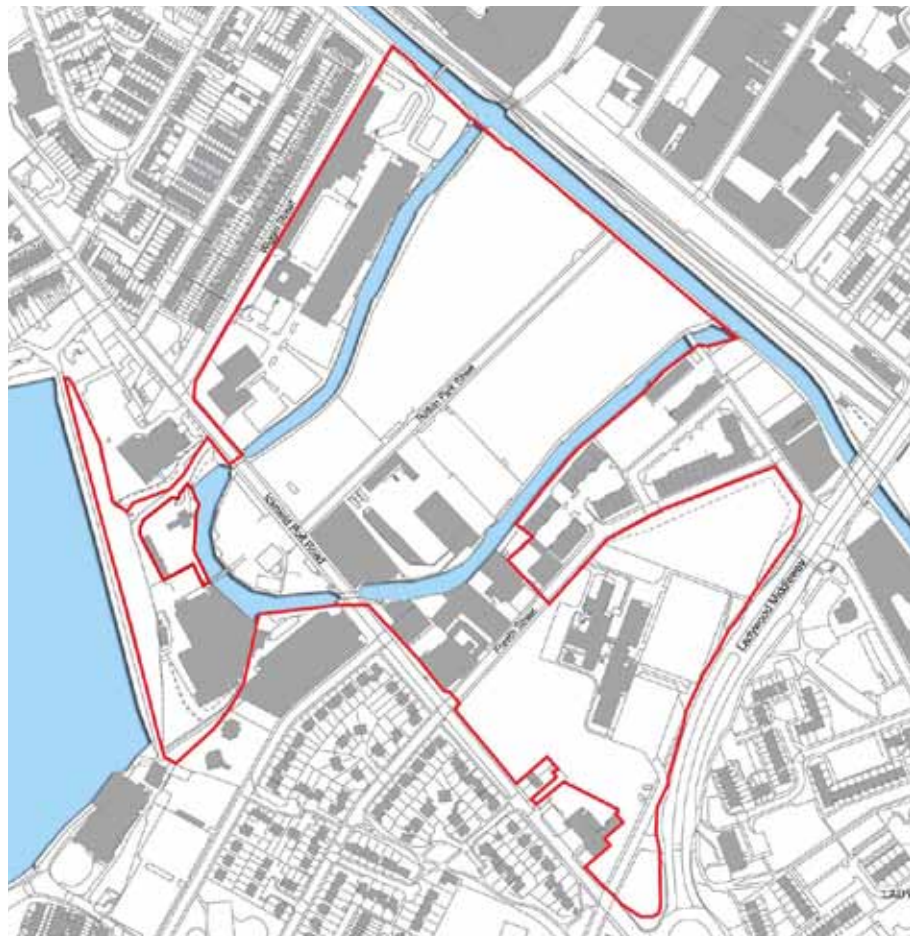
Questionnaire used at consultation



ICKNIELD PORT LOOP

The creation of a new waterside quarter

Feedback Questionnaire



ICKNIELDPORTLOOP

PUBLIC CONSULTATION QUESTIONNAIRE

PLEASE LOOK AT THE PROPOSALS ON THE BOARDS AT THE EXHIBITION FOR THE REGENERATION OF ICKNIELD PORT LOOP AND LET US KNOW YOUR VIEWS BY COMPLETING THIS QUESTIONNAIRE

Q1. Do you support the aim of creating a family orientated, sustainable and mixed-use waterside neighbourhood?

- Strongly support ☐
- Support ☐
- Do not support ☐
- Strongly do not support ☐
- Undecided ☐

Comments:.....

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Q2. What new uses would you like to see in the area? (Please rank in order of preference- 1 being favourite and 6 being least favourite)

- Housing ☐
- Open space ☐
- Shops ☐
- Leisure uses ☐
- Cultural uses ☐
- Workspace ☐

Comments:.....

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Other Facilities? (please state under comments)

Q3. What type of housing would you like to see in the area? (Please rank in order of preference- 1 being favourite and 5 being least favourite)

- Large Family housing ☐
- Apartments ☐
- First time homes (1-2) bed ☐
- Live work units ☐
- Innovative types of energy efficient homes ☐

Comments:

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Q4. What type of open space would you like to see in the area? (Please tick all that apply)

Childrens playground (3-10yrs)	<input type="checkbox"/>	Comments:.....
Adventure playground (11-16yrs)	<input type="checkbox"/>	
Formal parks	<input type="checkbox"/>	
Football pitches	<input type="checkbox"/>	
Tennis courts	<input type="checkbox"/>	
Community growing area	<input type="checkbox"/>	
Linked public space	<input type="checkbox"/>	

Other Facilities? (please state under comments)

Q5. What type of Canal-side uses would you like to see? (Please tick all that apply)

Pub / Restaurants	<input type="checkbox"/>	Comments:.....
Visitor Moorings	<input type="checkbox"/>	
Residential Moorings	<input type="checkbox"/>	
Boat Trips	<input type="checkbox"/>	
Heritage Boats	<input type="checkbox"/>	
Canal-side Paths	<input type="checkbox"/>	

Q6. What type of character would you like to see on the new streets? (Please tick all that apply)

Street trees	<input type="checkbox"/>	Comments:.....
Home Zones (family safe zones)	<input type="checkbox"/>	
Cycle paths	<input type="checkbox"/>	
Linked public space	<input type="checkbox"/>	

Q7. Do you feel the new bridges are located in the right places, if not where should they go?

Yes	<input type="checkbox"/>	Comments:.....
No	<input type="checkbox"/>	
Not sure	<input type="checkbox"/>	

Q8. Are there any aspects of the proposals you particularly like or dislike?

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Q9. Any other comments

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.....

Personal data

Q10. Gender

Male ☐
Female ☐

Q11. Age

Under 18 ☐ 36-45 ☐ Over 65 ☐
18-25 ☐ 46-55 ☐
26-35 ☐ 56-65 ☐

Q12. Do you live in the area?

Yes ☐
No ☐

If yes, please give your post code.....
.....

Q13. Do you work in the area?

Yes ☐
No ☐

If yes, please give your business name and address
.....
.....
.....

Q14. If you are filling this in on behalf of an organisation or group please give their details?

.....
.....
.....
.....

If you would like to be kept informed on the masterplanning process please leave your details

E-mail address

Postal address

The exhibition boards, questionnaire and other documents are available to view at
www.icknielportloop.wordpress.com

If you would like more information please contact Grace Manning-Marsh on 0161 200 5500.

THANK YOU FOR COMING TODAY AND LETTING US KNOW YOUR VIEWS!

Please place your completed questionnaire in the box or return by posting it back to us free of charge at: FREEPOST, URBED, 10 Little Lever Street, M1 1HR



Attendees filling in the questionnaire



APPENDIX 4

Exhibition Boards



ICKNIELD PORT LOOP

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quarter



ICKNIELD PORT LOOP



HEIGHTS



The plan is made up mainly of 2 and 3 storey houses so that the scheme is mostly low rise. The blocks on Icknield Port Road and along the Mainline Canal are slightly taller (up to five storeys) with a couple of elements that could rise to eight storeys.



LANDUSES



The scheme is largely residential but will include a range of commercial uses. The housing is made up of three types, medium density built at around 40 units/ha, high density houses at around 70 units/ha and apartments at 120 units/ha. This will create around 1,000 units in total. The commercial space includes workspace, shops, a waterside pub and a hotel - covering some 10,500sqm of space and accommodating around 400 jobs.

ROADS



The scheme is designed to minimise the impact of traffic. It includes three types of route: Traditional streets with a carriageway and pavements, home-zones where pedestrians and cars share the same surface and pedestrian only routes. Most houses will include their own parking space whereas the apartments will have basement parking in the hatched area shown on the plan.



OPEN SPACE



At the heart of the scheme is a park that has been designed to provide views to the canal and the dam. This will include a large play area (Neighbourhood Equipped Area of Play or NEAP) while there will be two smaller play areas on Wiggan Street and Freeth Street. Public access will also be provided to the dam.



WATERSPACE



The plan seeks to maximise the use of the canal loop. The plan shows locations for residential and visitor moorings and space for British Waterways' heritage fleet. There is also the option for some houses to back directly onto the canal. The proposed pub at the end of the loop is seen as a focus for water activities will a ramp giving access to the canal. The British Waterways depot remains unaffected.





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APPENDIX 5

Full results collected and analysed along with comments made