

Walsall Beacon Gateways 2nd Phase of Consultation with the LNP's

Brownhills & Aldridge North

Please find attached the following papers in support of this next phase of consultation on the Boundary, Station and Town Centre Beacon Gateways Features:

- Information on the concept of the Beacon Gateways
 - Notes taken from our last meeting with your LNP
 - Questionnaire
 - Transcript of the text for the Town Centre Feature(s)
 - Designs proposals for the features to be located in your area
- Note: The Aldridge Town Centre design & text are also being looked at by the LNP Aldridge South & Streetly**

We would appreciate if you could look at this information prior to the LNP Meeting on the 12th December and make comments on the questionnaire. A representative of the Walsall Community Arts Team will be attending the meeting and to discuss the selection of photographic images and text.

Following our last meetings with all the LNP's in the borough the overall shape, colour and main text on the features is now fixed. However, we now wish to consult with you on the detail of the proposed photographic images and Town Centre text for your area.

Could you please write your comments and ideas on the attached questionnaire and bring this to the LNP meeting for the discussion. If you are not able to attend please post the filled in questionnaire to:

**Bruno Edwards
Community Arts Team
Walsall MBC
Civic Centre
Darwall Street
Walsall WS1 1TZ**

Tel: 01922 653114

Information on the Concept of the Beacon Gateways

The Beacon Gateway Project is part of Walsall's Strategic Corridors & Gateways Regeneration Initiative. The concept of gateway projects is recognised as a part of the infrastructure necessary to support a sustained programme of economic, social and environmental regeneration. This infrastructure will create the impetus for the creation of new jobs, improving transport connections, attracting new investment to develop brown field sites, strengthening existing communities and attracting new residential development.

Walsall is to create a network of 'beacons gateways' to demarcate the road entry points to the Borough, promote the town centres and railway stations, as well as reflecting the diverse and distinctive qualities of its communities. In summary, Walsall Beacon Gateways aim to:

- **Improve the visual quality of the main gateway entry points to the Borough**
- **Development of a distinctive "brand" for Walsall which promotes the Borough's major assets**
- **Creation of quality environments in key locations that support existing businesses and residential communities, and attract people into the borough of Walsall**
- **Development of local district themes, which help to strengthen local identity and have strong local support**

The themes for gateways have been developed through a programme of public consultation meetings focusing on the LNP (Local Neighbourhood Partnerships) in which local communities have developed ideas for the features that reflect the aspirations of their local areas and the wider Walsall Metropolitan Borough.

There will be approximately 19No. Boundary Gateway Signs at key road entry points and junctions in the Borough. They will relate to the LNP areas in which they are located and will have the text, for example; 'Welcome to Brownhills in the Borough of Walsall'. Each feature will have its own bespoke section dedicated to images, e.g. landmarks, symbols of heritage and culture, local aspirations relevant to each individual area. These Gateways will be located in all nine LNP areas:

- **Aldridge South and Streetly, Blakenall and Bloxwich, Brownhills Aldridge North, Darlaston, Palfrey and Pleck, Pelsall and Rushall-Shelfield, Pheasey and Paddock, St. Matthews and Birchills Leamore, Willenhall**

4No Features will be located in three railway stations located within the Borough:

- **Bloxwich, Walsall, Bescot**

Gateway Features will also be located in the six town centres within the Borough which are:

- **Brownhills, Aldridge, Walsall, Bloxwich, Willenhall, Darlaston**

In total, there will be approximately 29No. Gateway Features located at the boundary entry points, railway stations and town centres.

Notes taken at the last LNP Meeting attended by the Community Arts Team

Brownhills and Aldridge North

Date of Meeting:

18th March 2005

Venue for Meeting:

Brownhills Community Centre

Interviewees:

Sandra Cooks – Youth Worker, Douglas Birch Head Chair of environmental committee
Daniela Thacker, Barbara Cassidy, Martin Foxhall, Steve Hands, Kathryn Fitzpatrick, Diane Jones, Sandra Cooper, B J Poxton, Ron Thompson, Julie Edwards, Brian Stringer, Dave Turner, John Bird, Jacky Plant, Barbara Cassidy, Patricia Moylan. Martin Foxall, Steven Hands, Kathryn Fitzpatrick, Daniela Hacker, R Worrall.

The following are keynotes taken from the meeting:

Potential Locations of Boundary, Station & Town Centre Signs

- Junction of A5 (Watling Street) & A452 (Chester Road)
- Junction of A452 & A461 (Walsall Road)
- A5 near access to M6 Toll Road
- No Town Centre sign required – a major new piece of public art themed on the ‘Brownhills Miner’ is due to be installed.
- No Train Station – however, the community hope to reopen the Brownhills Station in the future.
- Hensford Rd M6t Exit

Potential Themes for Signs

- Canal – there are two major canal junctions in Brownhills and a number of project related to the canal are currently happening.
- Deer (Red) – can be seen on the common and the roundabout at the junction of the A5 & A452.
- Brick making in the 19th Century – this mainly relates to Aldridge North.
- Clock – on the façade of the Town Hall.
- Railway Heritage – the Roberts Brewery trademark was a train dated 1830, this can be seen as etched glass images on two pubs in Brownhill, including the ‘Shoulder of Mutton’.
- Central School Annex – a landmark building.
- Need to look at the artwork at the entrance to the Rushmore Store.
- Swans, wild flowers
- Miner
- Canal Boats

Other Community Comments

- The themes should not be mainly heritage related. There are not a diverse range of communities within this area to be represented, apart from a small Chinese community.
- Only a small number of images should be used on the sign, so that they are clearly visible and have greater impact.
- Need to be clear of the distinction between gateway and identity themed signs; there will be different text and images that is suitable for each.
- There was much discussion regarding the use of the LNP areas as the text for the sign, however the use of this on the boundary sign was seen as acceptable.
- Could there be a thank you for driving carefully sign on the rear?
- Could the pictures merge together
- Sign should say Brownhills not Brownhills Aldridge North

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Questionnaire – Brownhills & Aldridge North

Could you please write your comments and ideas on the photographic and Town Centre text below and bring this to the LNP meeting for the discussion.

Name:

Position/Role in LNP:

Do you like the selection of photographs for the Boundary and Town Centre Features?

Which of the photographs do you think best represent Aldridge South & Streetly?

Do you feel some of the photographs should be changed? If yes, what are your ideas and do you have any information on where we can source the images?

Do you approve of the Town Centre text? Do you wish any amendments?

If you are not able to attend the LNP please post the filled in questionnaire to:

Bruno Edwards - Community Arts Team, Walsall MBC, Civic Centre, Darwall Street, Walsall WS1 1TZ
Tel: 01922 653114

Brownhills Town Centre – Gateway Feature Text

Brownhills has been the crossroads of commercial traffic since prehistoric times. Watling Street, Chester Road and Coventry Road are all thought to have been ancient trackways. During the Roman occupation of Britain the Watling Street was a main route from London to Anglesey and a Roman guard post, latter called Knaves Castle, was located in Brownhills overlooking this important junction of these three routes. During the Dark Ages the Chester Road became the boundary between the Danes and the Vikings. Ogley Hay, in Brownhills, was a Saxon settlement at this time and is mentioned in the Domesday Book of 1086. The first mention of the name Brownhills appears on a map of Staffordshire by Robert Plot in 1680.

During the 17th century Brownhills started to seriously develop with coal mining on Brownhills Common using shallow workings and Bell pits. In 1759 Chester Road was turnpiked with a toll house where the Anchor Bridge now stands. The signpost sited here at the junction of the Chester Road and Watling Street located here is reputed to be the oldest in England. The Chasewater Canal was opened in 1797 and in 1849 the South Staffordshire Railway opened, with a station at Brownhills. Around this time the population started to grow from 305 in 1841 to 13,703 by the time of the 1891 census. The main occupation of the residents in Brownhills was coalmining and by the end of 19th century there were over 10 Collieries.

The modern town of Brownhills was not created until 1877 when portions of 5 local areas, The Manor of Ogley Hay, The Parish of Norton Canes, The Township of Walsall Foreign, The Chapelry of Hammerwich and The Parish of Shenstone were formed into a local government district called Brownhills.

29 lines (Max. approx 28)
290 works (Max. approx 300)

Tim Ward
Circling the Square
November 2005



Brownhills Town Centre

www.walsall.gov.uk



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Brownhills

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During the 17th century Brownhills started to seriously develop with coal mining on Brownhills Common using shallow workings and *Ball pits*. In 1758 Chester Road was tarred with a toll house where the Anchor Bridge now stands. The signpost sited here at the junction of the Chester Road and Watling Street located here is reputed to be the oldest in England. The Chasewater Canal was opened in 1797 and in 1849 the South Staffordshire Railway opened, with a station at Brownhills. Around this time the population started to grow from 305 in 1841 to 12,763 by the time of the 1891 census. The main occupation of the residents in Brownhills was coalmining and by the end of 19th century there were over 10 Collieries. The modern town of Brownhills was not created until 1877 when portions of 5 local areas, The Manor of Ogley Hay, The Parish of Norton Cones, The Township of Walsall Foreign, The Chapelry of Hammerwich and The Parish of Shenstone were formed into a local government district called Brownhills.



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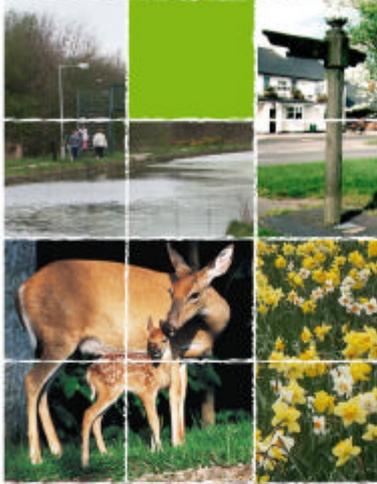
GATEWAY BEACON FEATURES Scale 1:10 (A3) Town Centre Gateways - Brownhills

Artwork by Tim Ward of Circling the Square
for Walsall Metropolitan Borough Council

Photographic Images

Views of the town centre - Ravenscourt, Canal, brick making and railway heritage, the War Memorial in the local church, town centre artwork, wild flowers along the canal, sawns, the oldest recorded finger post in the country and a famous person from Brownhills history - Mr Roberts.

**Welcome to
Brownhills
in the borough
of Walsall**

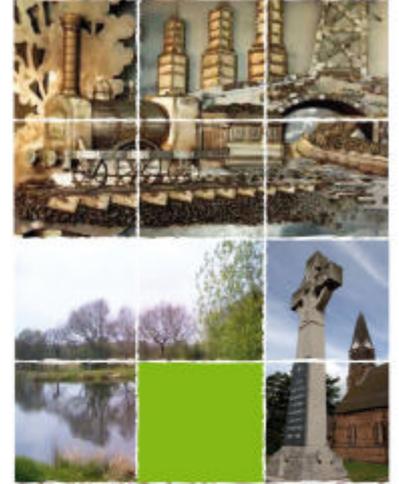


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Council**

**Thank you for
visiting Walsall
Brownhills**



**Walsall
Council**

**GATEWAY BEACON FEATURES Scale 1:10 (A3)
Boundary Gateways - Brownhills**

Artwork by Tim Ward of Circling the Square
for Walsall Metropolitan Borough Council

Photographic Images

Canal – there are two major canal junctions in Brownhills, Deer (Red) – this animal is seen on the common and the roundabout at the junction of the A5 & A452, Brick making in the 19th Century, Railway Heritage, Wild flowers. Other images included the War Memorial in Brownhills and the oldest recorded finger post in the country.