

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

Friday 10th January 2025 at 8:30am

Online

DECISIONS AND ACTIONS

Present

Cllr Simon Ward (Chair) (SW)
Olive O’Sullivan (OOS)
Jon Lord (JL)
Andrew Tucker (AT)
Keith Neill-Smith (KNS)
John Myatt
Phil Edwards (PE)
Sandeep Shingadia
Liz Parry (LP)
David Hemming (DH)

Leader, Royal Sutton Coldfield Town Council (RSCTC)
Chief Executive Officer (RSCTC)
Head of Regeneration & Sustainability (RSCTC)
Consultant for Town Council (RSCTC)
Consultant for Town Council (RSCTC)
Consultant for Town Council (RSCTC)
Birmingham City Council (BCC)
Transport for West Midlands (TfWM)
FOLIO Sutton Coldfield Trustee (FOLIO)
Sutton Coldfield Town Centre BID (BID)

		Decision/Action	Owner
1	Welcome and Apologies	None received.	SW
2	Actions from Previous Meeting (8th November 2024)	Agreed	All
3	Matters Arising	OOS confirmed the first meeting of the Arts, Culture, Heritage & Environment Forum will take place on the 16th January. This will discuss a proposed cultural strategy and cultural action areas for the town.	All
4	Sutton Gateway Communications Plan Update	JL outlined the proposed communications approach to support the publication of the Sutton Gateway Strategic Outline Case (SOC) document on Friday 17 th January. A plan has been produced which sets out how and when the publication will be communicated to Sutton Coldfield stakeholders alongside the key messages. A public facing explanatory document has also been produced which will be published alongside the SOC on BCC’s webpage. This will be accompanied by a press release (managed by BCC) and a briefing to RSCTC Full Council meeting on 21 st January with the offer of further briefings on request. JL emphasised that the communication will focus on celebrating this important	JL

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

		milestone alongside the collaborative efforts of RSCTC, BCC, TfWM and WMCA whilst setting out the next steps for delivering the scheme. In clarifying the scope of the Sutton Gateway; PE confirmed that it will support investment in transport capital infrastructure as opposed to buildings and noting whilst the whole of the £25m allocated for the scheme is unlikely to be spent in the next 2 years, the focus will be on delivering £25m of investment beyond the 2 years. PE stated that BCC has appointed an engineering team to develop the next stage (the Outline Business Case) to progress the detailed designs for the scheme. SW welcomed the publication and associated communication plan and emphasised that will be timely in the context of announcements anticipated for other town centre developments.	
5	Update on Key Planning Applications / Development Sites	AT confirmed there was little to update following the November meeting. In relation ALDI, the planning decision is anticipated within the next 2 weeks. It is unclear whether the town council's comments on the recent amendments have been addressed. Once construction commences, ALDI will be the first piece of the town centre development jigsaw to be delivered. In terms of the Gracechurch proposals, AT confirmed there were no further updates and understood the developer is still reviewing their approach to the scheme aligned to the requirements of a prospective occupier. The town council is aware of issues and concerns raised at the initial public consultation and will continue to keep informal tabs on progress through dialogue with the developer. AT stated there was no update on the Birmingham Road mixed use scheme and understood consent is yet to be issued as BCC are still awaiting the associated Section 106 Agreement to be signed. LP raised concerns in relation to what she perceived the self-contained nature of the ALDI proposal. AT reiterated there remains an opportunity to meet with them and raise concerns. KNS stated that the Gracechurch developer's proposal for a square includes improved pedestrian routes to link with the ALDI proposal. SW confirmed that the Gracechurch owners are positive about ALDI and trying to bring it into their development plans through maximising opportunities for pedestrian permeability.	AT

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

		In relation to LP questioning to what extent the town council is talking to the Gracechurch owners to make their proposals more acceptable, AT stated they whilst had not had recent dialogue due to their ongoing reconfiguration, the town council remains open to having dialogue once their detailed proposals are further progressed. This position was supported by SW who understood that Sutton Coldfield residents want to be able to influence the proposal but currently we do not know the extent of the proposals at the current time. LP requested an update on the former PJs site on the Birmingham Rd/Queens Rd corner. AT understood there was no progress following the town council's submission of comments to the planning application. DH confirmed that the scheme is progressing and agreed to obtain an update for the group.	
6	Multi Modal Travel Scheme-Festive Season 2024 Review	JL outlined the initial outcome of the review of the scheme which had closed on 5th January. JL noted that the scheme had generated a substantial social media reach through being heavily promoted on social media channels. This resulted in favourable comments alongside being reported in several external media articles and features. Regarding the bus ticket take up, JL noted that 629 bus ticket codes were redeemed (confirmed as related to new bus users as opposed to existing) whilst the cycling take-up during the scheme's operation had more than doubled compared with the same time the previous year. In relation the car parking element, the outcome was rather mixed. Counts of the car park occupation covered by the scheme had occurred both during the working week and at weekends during the scheme's operation and had been compared to the numbers recorded outside of the scheme's operation. This revealed that take up at some of the car parks had consistently increased during the scheme operation whilst others had not experienced a substantial increase. JL emphasised that other factors such as the weather on a particular day, the impact of the Visit Royal Sutton Coldfield BID's Christmas Market and other schemes being implemented by private car parks have not been analysed as these could also be contributory factors in explaining the car parking usage. Whilst the results were mixed, JL stated that they could be useful to evidence a future car parking strategy for the town centre.	JL

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

		It was suggested that comparable car park usage was obtained from the Gracechurch Centre and JL agreed to investigate. SW noted the encouraging outputs in relation to the Active Travel elements of the scheme and supported taking forward the cart parking data to inform future disposals and regeneration proposals. LP raised issues surrounding the technology on the phone being unable to access the bus tickets. SS confirmed there were no other issues being reported and that the apps had been rigorously tested.	
7	AOB	LP raised the North Birmingham Urgent Treatment Centre temporarily moving to Good Hope Hospital and wondered whether there maybe spaces in the town centre to accommodate. This could be an opportunity to feed into the review through the Health & Wellbeing partnership. OOS agreed to raise with Paul Sheriff. SW noted that the Gracechurch owners are exploring health providers as part of their redevelopment.	All
8	Date of Next Meeting	The date would be issued shortly-it is likely to be either 7th or 14th March-online.	All

Meeting closed 9:15am