

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

Friday 12th September 2025 at 8:30am

Online

DECISIONS AND ACTIONS

Present

Cllr Simon Ward (Chair) (SW)
Olive O’Sullivan (OOS)
Jon Lord (JL)
Gary Phelps (GP)
David Hemming (DH)
Phil Edwards (PE)
Claire Evans (CE)

Leader, Royal Sutton Coldfield Town Council (RSCTC)
Chief Executive Officer (RSCTC)
Head of Regeneration & Sustainability (RSCTC)
Royal Sutton Coldfield Chamber of Commerce (CofC)
Sutton Coldfield Town Centre BID (BID)
Birmingham City Council (BCC)
Sutton Coldfield Charitable Trust

		Decision/Action	Owner
1	Welcome and Apologies	Apologies were received from Sandeep Shingadia (SS), and Liz Parry (LP).	SW
2	Actions from Previous Meeting (25 th June 2025)	Agreed	All
3	Matters Arising	None were raised.	All
4	Royal Sutton Coldfield Gateway Update (RSCG)	PE provided an update on the appointment process for the consultant to take forward the next phases of the RSCG. Tender submissions had been received from 5 consultants, and these were currently being evaluated by BCC and RSCTC officers with a decision to appoint expected by the end of September. It was agreed that the appointed consultant is invited to the next TCRP meeting to provide an update on the delivery programme. It was decided that November would be a realistic date to allow the consultant to provide a delivery programme for sharing. Action: PE to liaise with the appointed consultant and JL to arrange future attendance.	PE
5	Update on Key Planning	JL noted that work on the new Harvey Norman store continues as does dialogue with the Gracechurch Centre	JL

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

	Applications / Development Sites	Manager to understand their aspirations for the remaining centre. To date there have been no further announcements or planning applications submitted. In regard to ALDI, JL explained that the applicant has one outstanding planning condition to discharge which relates to amendments to the design of the existing culvert which is located within the site. This has also resulted in changes to the landscape design for the scheme which the Town Council has raised concerns relating to the impact on the Sutton Gateway scheme. Once this condition has been discharged there should be no further impediments to construction commencing. Regarding the former Rosie's site, JL stated the applicant has submitted an application which effectively extends the existing outline consent for another 3 years. The Town Council has objected on the basis that the scheme (which is the same as the existing) prejudices the delivery of the aspirations of the Lower Parade aspect of Sutton Gateway (which, as a result of receiving Strategic Outline Case (SOC) approval is more advanced than 3 years ago), whilst potentially removing an existing obligation for the applicant to consider an alternative vehicular access. The Town Council also wishes to see a more comprehensive approach to the redevelopment of the wider site to incorporate the Red Rose Centre and Victoria Road Car Park and is also concerned about the ability of the applicant to deliver the development as it would impact on the image of the town centre for a hoarded and vacant site to be in place for potentially another 3 years. Noting the request from the June meeting for BCC to set out their position regarding the Red Rose Centre, JL had received the following statement from BCC: <i>'Following the closure of the Library, BCC is 'working with partners to progress the redevelopment of the Red Rose shopping centre as a priority for the transformation of the Sutton Coldfield Town Centre'.</i> SW expressed frustration with the statement in that it not considered to accurately reflect current discussions with other interested parties. JL also noted there was no progress on the Birmingham Road residential-retail scheme and drew attention to the recent installation of 4 'To Let' signs advertising the availability of the current mostly vacant units. This suggests that it is unlikely that any development will occur in the short term.	
--	---	--	--

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

		JL offered an update on other non-town centre applications. This included Peddimore proposals whereby the Town Council, whilst supporting in principle the investment proposed, had raised concerns regarding the excessive use of astroturf for the recent Padel proposal. JL noted that the Town Council's Planning & Highways Committee also agreed to object to the proposed Thrive employment proposal located in North Warwickshire on the border with Sutton Coldfield. This was on the basis of challenging the applicant's argument that the current Green Belt designation should be classified as 'Grey Belt' alongside sustainability grounds. A decision is awaited. Finally, in relation to Langley Sustainable Urban Extension (SUE), JL confirmed that the Town Council had objected to the revisions to the Langley Infrastructure application, in particular on environmental grounds focusing on the environmental impacts arising from its transport related proposals. The Town Council has consistently argued that an alternative approach to the delivery of cycling infrastructure within the boundary of the site would reduce the need to remove existing hedgerows.	
6	Sutton Coldfield Plan for Neighbourhoods (PfN) Update	OOS confirmed consultation had commenced on the 10-year Regeneration Plan and Investment Priorities. The PfN survey went live on Monday 7th September and had already generated a good response. The PfN Board has appointed Genecon to lead on the resident and other key stakeholder engagement. Four thematic groups have been established which are broadly aligned with the Government's pre-approved PfN interventions. These include a theme group on the Economy, Enterprise, Skills & Education which includes representatives from the Chamber of Commerce and the BID. The first meeting was due to meet on Thursday 18th but due to the relatively short notice it was agreed this should be scheduled for the following week. OOS confirmed that invitations for an alternative date to be issued shortly by Genecon. In regards to the PfN timetable, OOS advised the deadline to submit the 10 Year Vision, PfN Regeneration Plan and Investment Priorities for the next 4 years, to the Ministry of Housing, Communities and Local Government, is 28th November. In response to a question from SW, OOS confirmed that physical copies of the consultation survey will be delivered by	OOS

SUTTON COLDFIELD TOWN CENTRE

REGENERATION PARTNERSHIP

		Royal Mail to every household address within the town, week commencing 29 September.	
6	AOB	JL provided an update on the Town Council's Multi Modal Festive Offer for 2025. Building on the success of the previous scheme, the Town Council is proposing to implement a multi-modal travel subsidy scheme to encourage travel into the town centre during the festive period. This would consist of the same three elements as the previous multi-modal travel scheme implemented during the 2024 festive period which included subsidised free parking at BCC owned surface car parks, subsidised bus travel and free cycling. JL confirmed that a report seeking the Town Council's approval for funding the car parking element of the scheme, would be considered by the Town Council's Strategy & Resources Committee on Wednesday 17th September. In response to DH questioning whether the BID had been engaged in deciding the dates, JL confirmed that discussions had taken place with the BID on aligning the scheme with the dates proposed for the Christmas Market. Action: JL agreed to sending the links to the report to the BID Manager and Town Council BID representative in advance of the BID's Board Meeting on Monday 15th September.	All
7	Date of Next Meeting	The date would be issued shortly- it is likely to be during early November to enable the appointed consultant for taking forward the next phases of RSCG to attend.	All

Meeting closed 9:05am