

Government endorses Royal Sutton Coldfield's Pride in Place Regeneration Plan



The Government has endorsed Royal Sutton Coldfield's Pride in Place Regeneration Plan, unlocking a major programme of £20 million national investment over the next ten years to help revitalise the town centre, improve our green spaces, including the jewel in the crown, which is Sutton Park, and strengthen our communities.

The plan – produced by the Royal Sutton Coldfield Pride in Place Board and shaped collaboratively with the whole community – sets out a strategy to support the town centre, enhance public and green spaces, improve connectivity, boost cultural and heritage assets, and invest in local community facilities and services to create new opportunities for residents and businesses.

Local residents, community groups, partners across public, private and the voluntary sector, Royal Sutton Coldfield Town Council and the Royal Sutton Coldfield Pride in Place Neighbourhood Board helped to inform the priorities in the Regeneration Plan. The extensive community engagement, which included ward-level engagement, thematic sub-group engagement involving 77 local organisations, and community-led grassroots engagement, resulted in over 4,600 people having their say which has ensured the plan and its priorities tackle the issues and challenges which affect them most.

Alongside the 10-year vision for Royal Sutton Coldfield, the Regeneration Plan also sets out an Investment Plan for the first four years of the Programme, setting out a vision for the future and outlining priorities for the funding. Crucially, the Board also works to align spending with other public and private funds, ensuring a joined-up approach as Royal Sutton Coldfield evolves. This will form the basis for identifying key projects for delivery in the first part of the programme.

Douglas Wright MBE DL., Independent Chair of the Royal Sutton Coldfield Pride in Place Board said:

"Local voices have shaped this plan from the very beginning. The endorsement we've received this week reflects the commitment and passion of our communities across Royal Sutton Coldfield.

It also demonstrates the government's continued confidence in the Board and our partners. This is just the beginning and I am delighted that we can now move forward to start delivering real and lasting change for our town and its communities".

Rt Hon Sir Andrew Mitchell KCMG MP said:

"It is tremendous news that the Government has endorsed the Royal Town's Pride in Place Regeneration Plan, a decision which is testament to the hard work of so many people who created it.

"It's a plan which is Royal Sutton Coldfield through-and-through. Driven by a dedicated and passionate board of local people, it was shaped by the views and hopes of Sutton residents, and will crucially be delivered locally too – making a real difference to local lives."