

Title of proposed EIA	Sutton Coldfield Town Centre Masterplan Supplementary Planning Document Adoption
Reference No	EQUA664
EA is in support of	New Policy
Review Frequency	Annually
Date of first review	18/05/2022
Directorate	Inclusive Growth
Division	Planning and Development
Service Area	North West Development Planning
Responsible Officer(s)	<input type="checkbox"/> Charis Blythe
Quality Control Officer(s)	<input type="checkbox"/> Richard Woodland
Accountable Officer(s)	<input type="checkbox"/> Simon Delahunty-Forrest
Purpose of proposal	Adoption of Sutton Coldfield Town Centre Masterplan as a Supplementary Planning Document
Data sources	Consultation Results; relevant reports/strategies
Please include any other sources of data	NA
ASSESS THE IMPACT AGAINST THE PROTECTED CHARACTERISTICS	.
Protected characteristic: Age	Service Users / Stakeholders; Wider Community
Age details:	<p>Consultants undertook engagement as part of the masterplans production. To ensure residents of all ages (such as those with work commitments) would have the best possible chance of attending their local consultation events these were ran in the week and on weekends.</p> <p>Consultation ran by the City Council on the masterplan draft SPD was published online and all those on the consultation database were notified. The database includes a wide range of volunteers covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.</p> <p>In terms of responses to the SPD consultation 57 responses were received with 39 individuals completing the equalities data questions. Out of</p>

these only 3 responses were received by people under the age of 30. Social media was used to promote the consultation with the aim of engaging with younger people who are generally less likely to get involved in planning consultations. Given the age profile of Sutton Coldfield the high level of response from people over 60 was to be expected. The proportion of residents who are 65 and above is 20%, well above the figure for Birmingham at 13% (data from Sutton Coldfield Profile 2015). 18 of the respondees to the masterplan consultation were over 60.

Some issues were raised in response to the consultation around the impact of the proposals on the older generation. These related to the location of the bus interchange, the topography of the town centre and how easy it will be for those with mobility issues to move between the interchange and the shops. Further work is being undertaken on the location and design of the interchange which will include a review on its accessibility for all user groups. The masterplan actually proposed a location for the interchange that is better located to the town centre heart than originally planned and one of the main reasons for this is how accessible it is to get from the bus stops to the heart of the shops. The masterplan also proposes a number of improved linkages throughout the centre. The objective of Connectivity has been updated to clearly state that the town centre will be accessible for all.

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Any requests for support with responding to the consultation were met, including the provision of printed copies of the document in order to ensure that no one was excluded from responding to the consultation. Out of the 39 individuals who provided equalities data 5 individuals responded to confirm they considered themselves to have a disability, 4 people declined to answer and 30 selected no.

There were a request in the masterplan that the town centre is accessible for all. The Connecting objective has therefore been updated to make a direct reference to the town centre being accessible to all to ensure this is clearly stated upfront in the masterplan.

There were a few comments that the proposals which to limit the impact of cars on the town centre unfairly impact on car users and those who ne

businesses groups, statutory bodies
and other key stakeholders.

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The masterplan looks to protect and enhance historic buildings in the town centre, and this was positively received during the consultation.

The majority of respondees who completed the equalities data selected Christian (17) followed by no religion at (13). This is considered representative of the demographics of Sutton Coldfield.

Protected characteristics: Sexual Orientation

Sexual orientation details:

Service Users / Stakeholders; Wider Community

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The masterplan looks to deliver a town centre that provides services and opportunities for all in an environment that fosters strong community.

No issues were raised through the consultation. In response to the equalities data 30 respondees selected heterosexual and 9 selected that they would prefer not to say.

Socio-economic impacts

The health of the town centre impacts on the health of the surrounding areas

suggestions for the masterplan's improvement.

The main points raised during the consultation are summarised below:

Support for the masterplan and
agreed to the 2000-2010
needs a strategy for
transformation
Support for the vision and
objections with suggestions for
additions around design,
heritage, culture and cycling.
Support for the

Questions over whether the

Date approved / rejected by the Accountable Officer

Reasons for approval or rejection

Please print and save a PDF copy for your records

Yes

Julie Bach

Person or Group

Content Type: Item

Version: 27.0

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Close

Last modified at 19/04/2021 02:35 PM by Workflow on behalf of Simon Delahunty-Forrest