

Dudley Metropolitan Borough Council

# Quarry Bank Local Centre Regeneration Strategy

April 2009

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Notes of Officials' Workshop-16th March 2009

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# Quarry Bank Local Centre Regeneration Strategy

## Notes of Officials' Workshop-16th March 2009

Project No: 155831  
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# 1 Officials' Workshop

16th March 2009, 14:30 to 16:30

Quarry Bank Community Centre, Sheffield Street, Brierley Hill, DY5 1EA

## 1.2 Introduction

1.2.1 This document reports on the results of the second stage of stakeholder consultation conducted by Colin Buchanan (CB) as part of the consultation process relating to the Quarry Bank Local Centre Regeneration Strategy. The aim of the consultation was to receive feedback on the ideas for regeneration and to explore further possible measures for successful regeneration of the Local Centre.

1.2.2 The study is being undertaken by CB on behalf of Dudley Metropolitan Borough Council. The aim of the strategy is to provide an implementation plan to deliver social, economic and environmental improvements, in accordance with the objectives set out in the Council's relevant policies and strategies. The strategy also aims to ensure that local needs and the interests of specific stakeholders and the wider community of Quarry Bank Local Centre are fully taken into account.

1.2.3 This report summarises the key issues and views relating to the ideas for regeneration that were presented to council officers and other officials at the workshop held on 16th March 2009. This information will be used to review and amend the design concepts to form a preferred option, which will later undergo consultation as part of the Draft Regeneration Strategy in early summer 2009.

## 1.3 Workshop format

1.3.1 The stakeholder consultation followed the format below:

- Presentation explaining the findings of the previous consultation stage and an introduction to the regeneration principles and draft options;
  - Breakout session to review and comment on the two options in detail;
  - Grouping together to summarise the results of the breakout session.
-

**Figure 1.1: Photo of the breakout session**



- 1.4 Presentation:  
*Presenters: Sorwar Ahmed and Leena Abraham Shah (Colin Buchanan)*
- 1.4.2 Participants were shown a powerpoint presentation summarising the results of the previous consultation stage, and explaining how these were used to shape the study's regeneration principles.
- 1.4.3 The four key regeneration principles of the study are:
- Strengthen role of local/ community services
  - Create pedestrian friendly environment while retaining through traffic
  - Reinforce local distinctiveness
  - Improve safety and create a better quality environment
- 1.4.4 The two draft regeneration options were presented, highlighting their key features and how each one addressed the study's regeneration principles.
- 1.4.5 The key features of each of the two options can be summarised as follows:

***Regeneration Option 1***

- Distinctive new gateway entry features at eastern end of High Street:

- sculptural feature in collaboration with the school/ community, edge tree planting in front of the Labour Club
- Retain existing footway and carriageway widths:
  - widen footpaths only in 'localised' areas where currently very narrow
- Central stretch of High Street enhanced to become a pedestrian friendly environment and 'heart' of the area
- Resurface pavement and footpaths
- Introduce raised area at existing pedestrian crossing points

### **Regeneration Option 2**

- Modest gateway entry feature at eastern end of High Street:
  - feature welcome signage, wider crossing, edge tree planting in front of the Labour Club
- Reduce width of main carriageway to 7.3 m and widen footpaths throughout High Street
  - widened footpath to include on-street parking lay-bys
- New public square to create a destination for meeting and socialising and act as 'heart' of the area
- Identify locations within High Street for more on-street parking
- Treat surfacing of on-street car parks to look similar to footways so that when not in use, the car parking bays could operated as extended footway space.

## 1.5 Breakout session

*Facilitator: Sorwar Ahmed, assisted by Leena Abraham Shah and Andrew Eggleston, (Colin Buchanan)*

- 1.5.2 Following the presentation, delegates were asked to assess each of the draft options and record their comments with the help of a facilitator.
- 1.5.3 This provided delegates with the opportunity to ask further questions and discuss the options in much greater detail.
- 1.5.4 In their assessment and discussion around the draft regeneration options, delegates were asked to consider the following themes:
  - Which features work best?
  - Which features do not work or could be improved?
  - What are the key regeneration issues to consider?
- 1.5.5 The comments made during the breakout session are set out below.

**Figure 1.2: Participants making note of their comments on the proposals**



## 1.6 Breakout session results:

### ***Which Features Work Best?***

- Public square good as focuses near key services – community centre, library, school

### ***Which Features Do Not Work Or Could Be Improved?***

- Emergency services/ CENTRO likely to oppose traffic calming
- Footway widening to avoid slowing down of public transport
- A4100 is part of the Strategic Rail Network (SRN) – for HGVs to use it, 7.3m would be too narrow
- Take care with footway widening – impact on emergency services
- [Proposed leveling of] footways [with road] need edge for disabled people
- Promote cycling on side pedestrian routes – widen [footpaths] and segregate
- For safety – reduce width at crossings or short lengths only

### ***Other Comments/Ideas***

- Moving servicing to rear is good, but access to High Street from side roads is an issue

- Any road markings (for buses) [need] to be replaced in surface treatment
- Shop-front grants? BHRP have a scheme
- Library consultation highlighted bus stops in wrong place – [need] to be near community centre
- If safeguarding current width – not much potential for more parking
- Future demand for parking – address through personalised travel planning
- Balance between pedestrian and vehicle environment – too slow [results in] reduced air quality
- Money from Local Transport Plan (LTP) may be available – Bus Showcase route
- Brierley Hill Area Action Plan (AAP) has shown improvements to two junctions highlighted in Quarry Bank study

***What Are The Key Regeneration Issues To Consider?***

- Maintaining vitality
- Reducing air pollution at residential properties – increasing footpath widths may help
- Pedestrian/ vehicular conflict
- Road safety
- Proximity to Merry Hill
- Connectivity – from High Street to surrounding areas
- Congestion – Traffic Management Act – expedite traffic movement

1.7 Summary session

*Facilitator: Sorwar Ahmed (Colin Buchanan)*

- 1.7.2 At the end of the breakout session, delegates were invited to review all of the responses to the three questions covered in the previous session, as well as any other ideas or suggestions that had been put forward.
- 1.7.3 Following this review, delegates were asked as a group to answer the following:
- How can we encourage a diversity of uses throughout the day and evening?
  - What could happen on the environmental improvement sites?
  - How could the plan be implemented?
- 1.7.4 After considering the above, participants were then asked to individually consider:
- Solutions? How can your role help to deliver the plan?
- 1.7.5 Delegates were then finally asked, as a group, to conclude which of the two options best achieved each of the study's key regeneration principles.
- 1.7.6 The comments made during the summary session are set out below.
-

**Figure 1.3: Photo of the summary session**



## 1.8 Summary session results:

### ***How Can We Encourage A Diversity Of Uses Throughout The Day And Evening?***

- Put some services in place and facilitate people's access to them

### ***What Could Happen On The Environmental Improvement Sites?***

- Sustainable travel: use sites to encourage cycling and community uses

### ***How Could The Plan Be Implemented?***

- Local Transport Plan [funding]
- Bus Showcase [funding]
- Smart routes [funding]
- Regeneration money is limited

### ***Solutions? How Can Your Role Help To Deliver The Plan?***

- Improve/optimize junction signals layout with Pedmore Road
- CENTRO to investigate real time bus information
- Improve pedestrian/cycle links to/from surrounding area

- Identify key opportunity sites and opportunity areas
- LTP funding opportunities? Bus Showcase Route? Interchanges and public transport information
- Gradient [of hill] is an issue for accessibility – [possibly] reduce bus stop spacing from 400m?

***Which Option Is Most Successful In Meeting Each Of The Regeneration Principles?***

Strengthen role of local/community services

- Option 2

Create pedestrian friendly environment while retaining through traffic

- Option 1

Reinforce local distinctiveness

- Option 2

Improve safety and create a better quality environment

- Option 1 better for flow of traffic, Option 2 safer for pedestrians and better quality environment but congestion [as a result of carriageway narrowing] will have a negative impact

## 1.9 Key Conclusions

The key conclusions drawn from the comments made during the session are summarised as follows:

### ***Funding sources***

The group helped identify possible options for funding the various improvements proposed in the regeneration plans. These included:

- Shop-front grants such as the one by Brierley Hill Regeneration Partnership
- Money from Local Transport Plan (LTP) for public transport improvements along the Bus Showcase Route
- Smart Routes funding

### **Environmental Improvements**

There was general agreement on the proposal to create new public spaces that focus around the key community services ie. the community centre, former library and school. However the participants expressed concern over the proposal to widen footways significantly (as in Option 2), since this might have an impact on movement of public transport, HGVs and emergency vehicles. This will need a sensitive approach in order to get the right balance between making space for pedestrians and allowing ease of traffic movement. It was also noted that widening footways will help reduce air pollution at

residential properties by creating a wider buffer between the carriageway and residential units.

### **Other Suggestions**

The following additional action points were suggested that would help the regeneration of Quarry Bank Local Centre.

- Improve/optimize junction signals layout with Pedmore Road.
- CENTRO to investigate real time bus information for the bus shelters.
- Improve pedestrian/cycle links to/from surrounding area.
- Identify key opportunity sites and opportunity areas for improvement/development that could also contribute towards funding for other improvements along the High Street.
- LTP funding opportunities for improvements along Bus Showcase Route Interchanges and public transport information to be provided at key locations.
- Gradient of the hill is an issue for accessibility and a possible solution would be to reduce bus spacing from 400m.

## 1.10 Next steps

1.10.1 The results of the consultation activities being undertaken as part of the Options stage will be published on the project website and sent to the workshop participants.

1.10.2 The consultant team will use the conclusions of the consultation event to develop a preferred option in line with the needs and interests of the local community and stakeholders for the regeneration of Quarry Bank Local Centre. This will be included in the Draft Regeneration Strategy to be submitted to the Council in summer 2009.

1.11 Photos of Officials' Workshop Results

Figure 1.4: Which features work best?

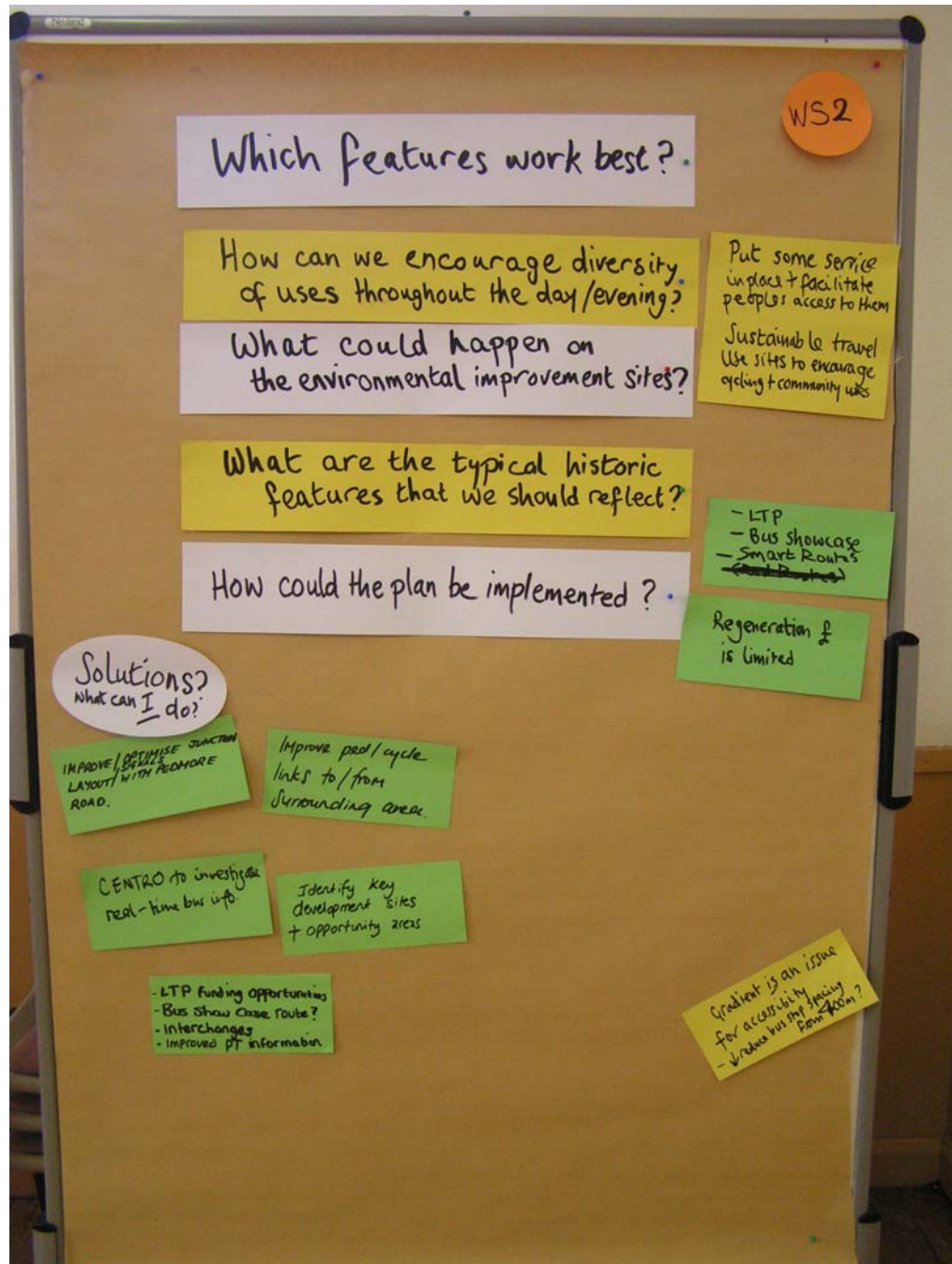


Figure 1.5: General Comments/Ideas



Figure 1.6: Which option is most successful in meeting each of the regeneration principles?

