

## THE BRIERLEY HILL PLAN

AN OPPORTUNITY TO TAKE PART IN HELPING TO SHAPE THE BRIERLEY HILL OF  
THE FUTURE

### Questionnaire

**Dudley Council have published the Brierley Hill Plan and would welcome your comments**

**Brierley Hill is undergoing a significant period of regeneration with utility works continuing on site in Cottage Street for the Wednesbury to Brierley Hill Metro extension, and the introduction of a new music college at the Waterfront which opened in 2020.**

**Other projects starting on site over the next 12 months include the enhancement and refurbishment of shop fronts and historical buildings through the High Street Heritage Action Zone, and the refurbishment of public spaces, through the Future High Streets project.**

To help us shape the long-term vision for Brierley Hill, and to bring all these different projects and strategies together under one plan, we really want to hear from you as residents, businesses, shoppers and visitors to the area. This plan is at the 1<sup>st</sup> Stage of the plan making process called the Issues and Options Stage. This stage of the plan details the planning issues, needs and requirements within Brierley Hill, and offers options on how these needs can be met and/or issues resolved over the plan period: up to 2039.

The consultation period on this plan finishes on **Monday 28 February 2022**, we would like to receive your views and you can do this by:

- Completing this questionnaire online by clicking <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/brierley-hill-area-action-plan/>
- Or sending us a completed copy to:  
The Brierley Hill Plan Team, Planning Services, Dudley Council, 4 Ednam Road,  
Dudley, DY1 1HL

Using our on-line consultation system at the above webpage

Emailing us your thoughts at [planning.policy@dudley.gov.uk](mailto:planning.policy@dudley.gov.uk)

Your feedback will help us to shape the Brierley Hill of the future, making it a more attractive place to live, work and invest.

**Thank you for your time**

**To request a hard copy, large print version or alternative format, call 01384 814698**

## HOW TO FILL OUT THIS QUESTIONNAIRE:

When filling out this questionnaire, to understand the background to the questions, please look at either:

The Issues and Options Report online or copies available to view within a participating library

The Issues and Options Report (Summary Document) online, or copies available to take away from Dudley Council Plus or a participating library

The Sustainability Appraisal (if you would like to respond to Q14) – on-line

It is not necessary to provide us with responses to all of the questions

Any personal details provided will be redacted under the GDPR if any of the responses are published

**Q1 – Do you agree with the vision for The Brierley Hill Plan? – is there any other aim you would like to see included?**

Yes  ..... No

**Comments**

**Q2 – Which of the areas in Option 2b do you think should be included within the plan area boundary?**

- A. The Chapel Street Housing Estate**
- B. The Delph Locks Conservation Area**
- C. Saltwells Wood**
- D. Northmoor Industrial Estate**

**OR**

**E. All of these areas**

**OR**

**F. None of these areas**

**Comments**

**Q3 – Which option do you prefer for the Town Centre boundary, within which retail and leisure uses should be focused?**

**Option 3a) *The existing Town Centre boundary as set out within the Brierley Hill Area Action Plan (AAP) which covers the whole plan area***

**Option 3b) *A more compact Town Centre boundary which only includes Brierley Hill High Street, The Merry Hill Centre, the land between the two shopping areas, and The Waterfront***

**Comments**

**Q4 – What types of uses would you like to see more of within Brierley Hill High Street, for example, shops, houses, offices, public houses?**

**Comments**

**Q5 – Which option do you prefer for the Primary Shopping Area at Merry Hill Centre, within which retail uses should be focused?**

**Option 5a) *The existing Primary Shopping Area as set out within the AAP which includes the Merry Hill shopping mall and cinema***

**Option 5b) An extended Primary Shopping Area which also includes the retail units on Station Drive, but excludes the cinema**

**Comments**

**Q6 – Do you consider that new housing development should be prioritised within these broad locations? - are there any other locations suitable for major new housing development within the plan area?**

- A. Harts Hill**
- B. Archill, north of Level Street**
- C. Land at The Embankment**
- D. Land East of Venture Way and at Daniel's Wharf**
- E. Waterfront West/Waterfront Way**
- F. Canal Walk South**
- G. Land at Moor Street and Bell St**
- H. Other location(s) – *please specify***

**Comments**

**Q7– Do you consider that there should be a supported living scheme within the Brierley Hill plan area, within which elderly residents could live independently but with access to care when needed?**

Yes  ..... No

**Comments**

**Q8 – Do you consider that the Chapel Street Housing Estate should be identified within the plan for regeneration as a housing site?**

Yes  ..... No

**Comments**

**Q9 – Do you consider that these broad locations should be retained mainly for industrial and office uses?**

- A) Waterfront West**
- B) Waterfront East**
- C) Canal Walk North (Woodside Industrial Estate)**

**Comments**

**Q10 – Do you consider that these areas should be identified in the plan mainly for community, leisure, entertainment and food & drink uses?**

- A) Brierley Hill Civic Core Zone**
  - B) Merry Hill Family Leisure Zone**
  - C) The Waterfront East Entertainment Zone**
  - D) The Venture Way Health and Education Zone**
- OR**
- E) All of these locations**
  - F) None of these locations**
  - G) Other location—please specify**

**Comments**



**Q11 – Do you consider particular focus be given within the plan to the proposed Midland Metro stop at Cottage Street, to provide a high-quality landscaped area, which is well linked in with the High Street?**

Yes  ..... No

**Comments**

**Q12 – Do you consider that sites for Renewable Energy installations, such as solar panels and/or alternative renewable energy sources, should be identified within the plan area? – if so can you suggest any locations that may be suitable?**

Yes  ..... No

**Comments**

*(include any comment relating to a possible location of such a facility)*

**Q13 – Do you consider that these measures and projects should be included within the plan to help Brierley Hill become a greener place? – are there any other locations within the plan area which you think would benefit from being greened up?**

- A) The planting of 5000 new trees within the plan area**
  - B) A new entrance to Saltwells Wood and more tree planting along Pedmore Road**
  - C) The greening of Brierley Hill High Street**
  - D) A green corridor to Fens Pool**
- OR**
- E) All of the above**
  - F) None of the above**
  - G) Other location—please specify**

**Comments**

**Q14 – Have you any comments to make on the contents of the Sustainability Appraisal?**

Yes  ..... No

**Comments**

**Q15 – Do you have any further comments on the contents of this report or planning issues in general within Brierley Hill which you think that this plan should address?**

Yes  ..... No

**Comments**

*It would enable our better analysis of responses if you could complete the following information about yourself. All personal data will be processed in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR). For further information on why we process your personal information please see our Privacy Notice available at this link: <https://www.dudley.gov.uk/residents/planning/planning-services/advice-and-guidance/planning-privacy-notice/>*

<input type="checkbox"/>	Yes, I do wish to be contacted about the Brierley Hill Plan in the future
--------------------------	---

Name	
Address	
Postcode	
Email Address	
Organisation (if applicable)	

**Thank you for taking the time to respond.**

**The consultation closes at 5pm on Monday 28<sup>th</sup> February 2022.  
Unfortunately, we cannot accept responses received after that time.**