



PEDDIMORE

Statement of Community Engagement

January 2019



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IM Properties – Peddimore: Statement of Community Engagement (SCE)

1.0 Introduction and background

1.1 Introduction

This Statement of Community Engagement outlines IM Properties' approach to public consultation on its proposals for the development of a new employment park on land at Peddimore.

It sets out the approach to pre-application community engagement and details the activities undertaken, as well as the outcomes of this programme.

This programme of consultation set out not only to communicate with and involve the local community and stakeholders during the planning application process, but equally sought to establish long-term relationships that would deliver ongoing engagement across the whole lifecycle of the project, if approved.

1.2 The site

The proposed site is located to the north of Minworth within the Royal Town of Sutton Coldfield, Birmingham, to the east of the A38 and to the north of the A4097 Kingsbury Road.



1.3 The proposals

The application seeks hybrid planning permission for:

- Full details provided for the A38 access junction, spine roads, strategic landscaping and drainage, infrastructure and earthworks

- Outline details for building plots. This will approve the employment uses but will allow full details to be approved at a later stage in accordance with design parameters and a Design Guide

1.4 Overview of public consultation methodology

IM Properties has shaped its programme of consultation with regard to the local community and in line with the stakeholder engagement and consultation strategy agreed with Birmingham City Council.

The public consultation was based around an extensive programme of meetings, workshops and drop-in public exhibitions complemented by a multi-channel approach to communications.

The innovative programme was reflective of IM Properties' commitment to going above and beyond a standard approach to engagement to deliver a consultation that embraced new technology, including a 360° virtual CGI tour of the site and a detailed, interactive transport mapping tool. This was combined with additional engagement from creative groups developing an arts and cultural strategy for the site, including the Erdington and Sutton Coldfield Arts Forums.

IM Properties has comprehensively met the guidelines and requirements set out for developers, engaging as many stakeholders as possible, and has provided meaningful opportunities for feedback.

Prior to finalising its proposals, IM Properties has carefully considered the feedback received from local stakeholders and residents during the consultation process.

The revised National Planning Policy Framework (NPPF) (2018) encourages pro-active communication between applicants, local planning authorities and local communities. It states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better communication between public and private resources and improved outcomes for the community.” (ref para 39)

The NPPF continues by stating that:

“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.” (ref para 40)

It also advises that:

“The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits...” (ref para 41).

The Birmingham City Council Statement of Community Involvement 2008 (SCI) advocates the involvement of local stakeholders and the community in the consultation process and sets out how it will encourage more people to participate in decision-making in planning.

In paragraph 7.12 it states:

“We encourage applicants and their agents to hold informal discussions with the Council, statutory consultees and their neighbours before applying for planning permission. This is particularly important on major development projects, where the proposed schemes are of strategic significance, where there is likely to be significant or widespread interest in the proposals or where they are likely to raise contentious or controversial issues.

“Sometimes this consultation is informal, perhaps by showing plans to residents who may be affected, while a large scale application, for example for a residential development, new retail store or development generating additional traffic or parking within the area, might involve an exhibition or public meeting organised by the applicant.

“This consultation can have positive outcomes as addressing issues early on in the process can reduce the amount of comments that could occur later and help speed up the process.”

Informing people about policies and proposals in good time and enabling communities to comment on, and participate in, the development of planning applications are all effective means of pre-application consultation.

In order to achieve a sustainable, well-designed and high-quality environment, IM Properties has regularly held extensive and constructive discussions with officers at Birmingham City Council and has spoken to elected members, site neighbours and a wide range of local stakeholders, taking comments on board as the scheme has evolved.

2.0 Approach to public consultation

IM Properties recognises the importance and value of involving local residents and organisations in the planning and development process and has taken a broad approach to engaging with stakeholders on its plans for Peddimore.

It has prioritised those who matter most – people, communities and businesses in the Royal Town of Sutton Coldfield and East Birmingham and the local communities surrounding the site – to ensure that they have had ample opportunity to express their views and have them carefully considered by IM Properties. IM Properties' consultation approach was therefore informative, iterative and inclusive to allow it to deliver a successful project for the community.

The overall engagement strategy was designed to:

- **Deliver an inclusive consultation programme to engage, inform, explain and involve stakeholders and members of the community:** it has involved communities, businesses, the media, politicians and interest groups in the immediate proximity to the site, but also in the neighbouring areas upon which the site has an impact.
- **Communicate early, clearly and openly:** ensuring that the project has a communications plan that makes it accessible, responsive and neighbourly.
- **Help inform the planning application:** it has included briefings with appropriate elected members and used the programme of consultation to inform specific sections of the overall planning application (eg transport, environment etc).
- **Respond to local opinion and issues / concerns:** as well as providing information in an efficient and timely manner, the communications and consultation programme has had a direct link into the project team with the ability to inform and influence the wider project.

IM Properties also ensured that its activity was distinct from the consultation undertaken by Birmingham City Council on its draft Supplementary Planning Document (SPD), focusing on the detailed proposals for Peddimore.

Its consultation programme has engaged, informed and involved stakeholders and members of the community. The principal activities undertaken as part of the pre-application consultation process were:

- Holding eight days of public exhibitions on the proposals in venues across Castle Vale, the Royal Town of Sutton Coldfield, Walmley, Falcon Lodge, Curdworth and Minworth
- Delivering presentations and holding briefings with MPs, elected members and other local community groups including the Langley and Peddimore Consultative Group
- Holding meetings with residents whose properties are located adjacent to the site

- Coordinating technical stakeholder briefing sessions on public rights of way and access, and ecology and landscape to inform specific interest groups of the proposals
- Inviting local people, business stakeholders and elected members to the public exhibition
- Providing a variety of feedback mechanisms and channels of communication for enquiries
- Responding to queries and requests for more information where appropriate

Full details of these activities are outlined below.

2.1 Local stakeholders and community groups

Ahead of the programme of engagement and community consultation, IM Properties held briefings with appropriate stakeholders including MPs and elected members of Birmingham City Council, sent correspondence to politicians from neighbouring boroughs and coordinated a programme of technical consultation to inform interest groups and specific sections of the community of the overall planning application.

2.1.1 Political stakeholder engagement

From May 2018, IM Properties wrote to a number of local stakeholders, elected representatives and members of the business community as a first stage in consulting a wider audience.

This correspondence introduced the company, delivered an overview of its vision for Peddimore, confirmed the submission of the Environmental Impact Assessment scoping request, and offered a personal briefing (see appendix A for an example letter).

These letters were sent to the following individuals and groups, with telephone calls made to follow up:

- Rt Hon Andrew Mitchell (Con), Member of Parliament for Sutton Coldfield
- Jack Dromey (Lab), MP for Erdington
- Craig Tracey (Con), MP for North Warwickshire
- Councillors representing the site ward and neighbouring wards around which the proposed site is located, including the members for:
 - Sutton Walmley & Minworth, Birmingham City Council
 - Castle Vale, Birmingham City Council
 - Sutton Wylde Green, Birmingham City Council
 - Sutton Reddicap, Birmingham City Council
 - Pype Hayes, Birmingham City Council
 - Castle Bromwich, Solihull Metropolitan Borough Council

- Birmingham City Council's Cabinet Member for Finance and Resources
- Birmingham City Council's Cabinet Member for Education, Skills and Culture
- The Leader of Royal Sutton Coldfield Town Council

2.1.2 Political stakeholder briefings

Following its initial correspondence, IM Properties sought to coordinate briefings with as many of the stakeholders listed in section 2.1.1 as was possible, with a view to establishing and continuing dialogue to gather opinions and feedback on the proposals ahead of the wider public exhibition events.

Meetings were held with three Members of Parliament:

- Rt Hon Andrew Mitchell MP, at his constituency office in Sutton Coldfield on 1st June 2018 (also attended by Cllr Charlotte Hodivala, Birmingham City Council ward member for Sutton Reddicap, and Cllr Dominic McDonough, Royal Sutton Coldfield Town Councillor for Walmley and Minworth). This session was later followed by a separate site tour of IM Properties' Birch Coppice employment park on 29th June 2018, and another briefing on 30th November 2018 to present the detailed proposals.
- Craig Tracey MP, at his constituency office in Atherstone on 19th September 2018.
- Jack Dromey MP, at his constituency office in Erdington on 5th October 2018.

Further briefings were coordinated with a number of local elected members. Meetings were held with Cllr Ken Wood and Cllr David Barrie, Birmingham City Council ward members for Sutton Walmley & Minworth in which the proposed site is located, on 26th May and on 8th November.

A briefing was also held with Cllr Suzanne Webb, Birmingham City Council ward member for Castle Vale, on 24th September.

The purpose of these meetings was to introduce IM Properties and its track record to elected representatives, provide an initial overview of the proposals including the need for development, and present key considerations such as design, visual impact transport and movement, environment and sustainability.

2.1.3 Community presentations

The meetings with political stakeholders were productive and, in some cases, able to facilitate further opportunities to engage with local communities.

As chairs of the Langley & Peddimore Consultative Group, Cllr Ken Wood and Cllr David Barrie invited IM Properties to present its proposals for Peddimore at a session on 26th July 2018 (see appendix B for presentation slides).

The Consultative Group consists of representatives from local organisations and has been established to hold regular meetings with officers from Birmingham City Council regarding the progress of Peddimore and the nearby Langley Sustainable Urban Extension (SUE).

This group is currently made up of representatives from:

- Birmingham City Councillors from Trinity Ward
- Birmingham City Councillors from Newhall Ward
- Sutton Coldfield Town Council
- Walmley Residents' Association
- Project Fields
- St John's Church
- Holy Cross Church
- Friends of Newhall Valley
- Friends of Jones Wood
- Minworth Residents' Group

Further details about the proposals were presented to the Group following the public exhibitions on 6th December 2018.

In addition, Cllr Suzanne Webb invited IM Properties to discuss its plans with those in attendance at the Castle Vale Ward forum held on 7th November 2018.

2.1.4 Site neighbour briefings

Prior to the public exhibitions IM Properties wrote to immediate site neighbours to offer the opportunity to brief them about the proposals (see appendix C for letter). Meetings took place in properties near Peddimore Hall and on Wiggins Hill Road between 26th October 2018 and 15th November 2018. Further meetings with immediate site neighbours took place during the exhibitions and others scheduled after the events.

2.1.5 Technical stakeholder briefings

Alongside the political and community engagement, IM Properties coordinated a programme of technical consultation to inform specific sections of the community and interest groups of the overall planning application.

Two stakeholder briefing sessions were organised covering rights of way and access and landscape and ecology. These sessions covered:

- A presentation on the Peddimore vision from IM Properties
- A presentation on emerging assessments and thinking in relation to the given topic from a member (or members) of the IM Properties Peddimore project team
- A discussion on specific aspects on the topic, eg landscape, rights of way etc.

The rights of way and access workshop was held on 6th November and attended by representatives from:

- Canal & River Trust
- Birmingham Local Access Forum
- Birmingham City Council Public Rights of Way (PROW) Department
- Ramblers (Sutton Coldfield branch)
- Sustrans

Other groups invited to the session but unable to attend included the British Horse Society, British Cycling, Cycling UK and the CLA. (See appendix D for invite.)

The landscape and ecology workshop was held on 15th November and attended by representatives from:

- Birmingham & Black Country Wildlife Trust
- Environment Agency

Other groups invited to the session but unable to attend included the Sutton Coldfield Natural History Society, Natural England, The Conservation Volunteers, Buglife and CPRE West Midlands.

2.1.6 Business community

Leading members of the local business community were contacted ahead of the public exhibition with a summary of the proposals, details of the events and an offer of a briefing (see appendix E for letter). Correspondence was issued to representatives from:

- Greater Birmingham & Solihull Local Enterprise Partnership (LEP)
- Greater Birmingham Chambers of Commerce
- West Midlands Growth Company
- CBI West Midlands
- Sutton Coldfield Business Improvement District (BID)

A briefing was held the Greater Birmingham Chambers of Commerce's Head of Business Development and the Head of the Solihull Chamber of Commerce on 4th December 2018.

2.2 Publicity for public exhibition

Prior to the public consultation, IM Properties sought to maximise awareness of its emerging proposal in order to engage as many local residents and stakeholders as possible. A range of communication mechanisms were used to achieve this as detailed below.

Invitation flyer

Local residents, site neighbours and occupiers of both residential and commercial properties were sent a double-sided flyer inviting them to the public exhibitions (see appendix F for flyer).

This was distributed by post to all properties within the boundary as shown in Figure 1 below.

The flyers sought to ensure that local people were aware of the proposals, were invited to the public exhibition and were provided with details of the website, email and telephone contact details of the project team.

Flyers were mailed during week commencing 12th November 2018 to approximately 27,000 residential addresses and commercial properties in the area indicated on the map below.

This distribution area was derived by including an area that took into account all of the consultation venues and neighbours nearest to the site, including Minworth, Castle Vale, Walmley, Curdworth, Water Orton and Sutton Reddicap, as well as a large proportion of Sutton Coldfield.

It used clearly defined local boundaries, running from the M6 Toll to the east, the A453 to the north, the A5127 to the west, and the A452 and M6 to the south. The area was not restricted by local authority administrative areas.



Figure 1: Map showing flyer distribution area

Press briefings and news releases

Media relations complemented the consultation programme to ensure that press coverage was published in local media.

IM Properties held a media briefing with the editor of key local newspaper *The Royal Sutton Coldfield Observer* (which has an average weekly circulation of 42,329) on Monday 12th November 2018, to outline the proposals and provide details of the public exhibition events.

A press release was additionally prepared for other local media (see appendix G for press release).

Editorial coverage appeared in *The Royal Sutton Coldfield Observer* on Friday 16th November 2018. Coverage also appeared on the *Birmingham Live* website (which has 7,387,406 monthly unique browsers) and *TheBusinessDesk.com*. Copies of these cuttings can be found in appendix H.

Advert

A quarter-page colour advertisement (see appendix I for advertisements) publicising the eight consultation events appeared in local newspapers across several dates:

- *Royal Sutton Coldfield Observer* on Friday 9th November 2018 and Friday 16th November 2018
- *Birmingham Mail* on Tuesday 13th November 2018 and Friday 16th November 2018
- *Birmingham Post* on Thursday 15th November 2018

On each occasion, and in all publications, the advertisement featured in an early run of the paper and was placed prominently within the news pages.

Invitations

Personal invitations were issued to a number of the stakeholders listed in section 2.1.1.

Correspondence sought to ensure individuals and groups were aware of the proposals and were invited to the public exhibitions. It also provided them with the website, email and telephone contact details for the project team.

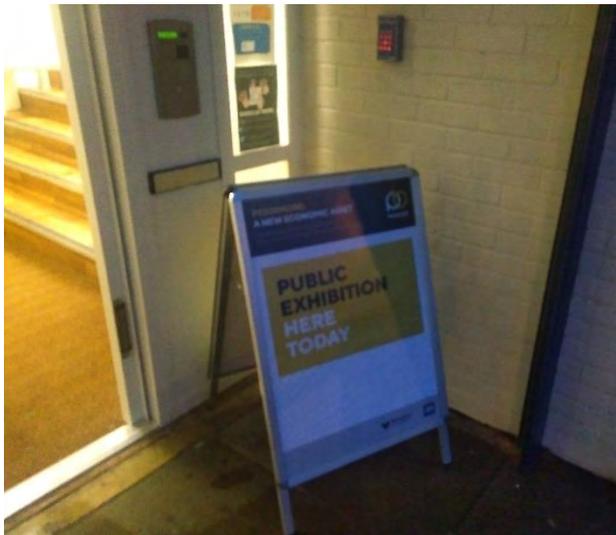
2.3 Public exhibition

IM Properties held its series of public exhibitions on the proposals for Peddimore on:

- Tuesday 20th November, between 3:00pm - 8:00pm, at The Sanctuary, Castle Vale, Tangmere Drive, Castle Vale, Birmingham, B35 7PX
- Wednesday 21st November, between 2:00pm - 8:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Thursday 22nd November, between 2:00pm - 8:00pm, at St John's Church, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN

- Saturday 24th November, between 10:00am - 2:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Tuesday 27th November, between 3:00pm - 8:00pm, at Falcon Lodge Community Centre, Churchill Road, Royal Sutton Coldfield, B75 7LB
- Thursday 29th November, between 2:00pm - 8:00pm, at St Nicholas Church Hall, Curdworth, B76 9ES
- Friday 30th November, between 2:00pm - 8:00pm, at St George's Church Hall, Minworth, Water Orton Lane, Minworth, B76 9BU
- Saturday 1st December, between 10:00am - 4:00pm, Asda Community Room, Minworth, Walmley Ash Road, Minworth, B76 1XL

The exhibition venues were chosen because each were located at the centre of local communities and frequently used for public events, including in many cases for Birmingham City Council's draft SPD consultation. The venues also provided straightforward access to members of the public while at the same time offering an opportunity for additional footfall. On the day of the events, the venues were all clearly marked and signposted with signage and A-frame boards. At some of the exhibitions, members of the consultant team handed out flyers at the front door and directed people to the exhibition.



Figures 2 & 3: Exhibition signage and frontage outside Falcon Lodge Community Centre and Asda, Minworth

The opening times of the events covered daylight hours and evenings during the weekday sessions, with two taking place during a weekend. All were scheduled to avoid school holidays. This helped to ensure that everyone had an opportunity to attend and provide the biggest potential audience of people living and working nearby.

The sessions were organised in such a way as to allow interested parties to view the detailed proposals. The fourteen exhibition boards that were on display containing in depth information about

the proposals can be seen at appendix J. Supporting information was also on display in A3 folders, which included detailed maps, drawings and diagrams, as well as CGI images of the proposed site from various rendered viewpoints.

Members of the project team were available at all times to answer any queries and a feedback form was available at the exhibitions for attendees to provide comments on the plans.

The exhibition was staffed by representatives from the IM Properties team, supported by the architects, planning consultants, transport and civil engineering consultants, landscape consultant, noise consultant and members of the communications team.

Also present at every event were members of the Erdington and Sutton Coldfield Arts Forums, who had been engaged to seek feedback and ideas to help shape the scheme's arts and cultural strategy.

For those unable to attend the exhibition, a copy of the display materials could be downloaded from the project website, as well as the ability to view a 360° tour of the site and a digital transport tool. The exhibition and consultation programme took place prior to the submission of the scheme's planning application.

2.4 Feedback mechanisms

Feedback forms – paper and online

GDPR-compliant feedback forms were available at all of the exhibition events for attendees to submit their comments, with the consultation window remaining open until 5.00pm on Saturday 8th December 2018 (see appendix K for feedback form).

A postal address was provided for people to send forms to for those not wishing to submit their feedback on the days of the events. An identical online version of the form was also made available on the project website, allowing people to submit comments electronically.

Feedback form questions

The central questions on the form were deliberately open-ended so as not to constrain respondents to a set list of options.

Q1: How did you find the exhibition?

- Very informative
- Quite informative
- Not very informative
- Not sure / Don't know
- I didn't attend the exhibition but would like to submit a form

Q2: Please tick one box that most accurately reflects your views:

- I/We fully support the proposals for the new Peddimore employment in Minworth

- I/We broadly support the proposals for the new Peddimore employment in Minworth
- I/We do not support the proposals for the new Peddimore employment in Minworth
- I/We are undecided about the proposals for the new Peddimore employment in Minworth

Q3: Please tell us what you think about our proposals

Q4: Do you have any comments on any specific aspects of our plans, e.g. relating to construction, traffic, local employment, training and skills, business opportunities or any other issue?

Q5: The Peddimore Community Fund will look to support projects that are local to the area and can demonstrate a wider community benefit. Are there any particular local initiatives or projects you would like to see supported?

Q6: Do you have any ideas or suggestions relating to arts and culture that you would like to see incorporated at Peddimore?

Accessible contact details

IM Properties made available a range of contact channels throughout the consultation process:

- A consultation telephone line
- A project email address (consultation@impeddimore.co.uk)
- A postal address for feedback forms and other correspondence

2.5 Project website

2.5.1 Peddimore website

A dedicated website was set up to support the consultation process at: <https://impeddimore.co.uk/>.

This website went live on 7th November 2018 before the first invitations and flyers were delivered.

Audience analytics have subsequently revealed that between its launch date and 13th December 2018, 926 unique users have accessed the website, with approximately 11 per cent of these returning for more than one viewing.

The website was subsequently updated to include the public exhibition display materials and an electronic online feedback form. All materials were available on the website from 20th November 2018.

The website remains live and will be updated throughout the lifetime of the planning application and throughout construction if planning permission is granted. A screenshot of the homepage can be seen at appendix L.

2.5.2 360° virtual tour

An immersive virtual tour of the proposed Peddimore employment park was included on the project website and showcased at the public exhibitions on tablets.

The innovative tour includes key viewpoints based on the indicative masterplan for the site to allow visitors to the website and exhibitions to view 360° and click on hotspots to reveal specific details about the proposals. A screenshot of the 360° virtual tour can be seen at appendix M.

2.5.3 Digital transport tool

A digital transport tool was created and included on the website. This provided an explanation of the applicant's approach to sustainable travel, how it assessed the impact of the Peddimore development on local traffic, and the emerging proposals for highways improvements.

The tool provided the opportunity to view estimated traffic flow data and proposed changes to public transport, pedestrian and cycle access. A screenshot of the digital transport tool can be seen at appendix N.

3.0 Participation and feedback

A total of 370 people attended the public exhibition over the eight days of events. There were very few short visits and the significant majority of visitors took the opportunity to speak with at least one member of the project team during their visit.



Figure 4: Photo of the exhibition at The Sanctuary, Castle Vale (Tuesday 20th November 2018)

Attendees included elected representatives from Birmingham City Council, Royal Sutton Coldfield Town Council, Warwickshire County Council and Curdworth Parish Council, as well as members of the public, local business owners, local farmers and members of community groups such as Walmley Residents' Association, Sutton Coldfield Civic Society and Eco Sutton Group.



Figure 5: Photo of the exhibition at Sutton Coldfield Town Hall (Wednesday 21st November 2018)

3.1 Verbal feedback

After each day of the exhibition, IM Properties' consultant team drafted and compared notes on their discussions to compile a set of emerging common issues and topics.

While there were some common concerns raised, in many cases these issues were mentioned both as a positive and negative consideration.

Overall, opinions varied across a wide spectrum of views from opposition to the plans through to strong support. In many cases, individuals were undecided and simply wanted to understand more about the plans and what was being done to mitigate general concerns.

| Common issues and themes to emerge | |
|---|---|
| A | Traffic and transport |
| | <ul style="list-style-type: none"> • Concerns about the additional impact of the proposed development-related traffic, including HGVs, and local roads having no extra capacity to cope with more development. • Questions about the transport assessment methodology and how the figures being presented were derived. • Comments on the proposed improvements works to local junctions, including those more recently carried out at Minworth Island. • Comments that there should be a secondary access into the site in addition to the proposed primary access point on the A38. • Concerns about an increased number of HGVs turning down Water Orton Lane in Minworth. • General concerns about increased congestion and noise along the Kingsbury Road, including through Curdworth. • General questions about the provision of additional local public transport and new bus services, including whether these could be improved through Minworth and Curdworth. • Questions about the number of electric vehicle charging points that would be installed at the site. |
| B | Landscaping and visual impact |
| | <ul style="list-style-type: none"> • General praise for the landscape-led design, with people pleased to see that the green and blue infrastructure being proposed would be delivered first. |

| | |
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| | <ul style="list-style-type: none"> • A favourable reaction to the provision for over four kilometres of cycleways and footpaths within the perimeter of the site. • Some concerns about the loss of green space and potential impacts on wildlife and ecology were partly assuaged by an explanation of the net benefit that the new planting and landscape strategy would bring. • Comments on the connectivity to the local canal and the provisions for maximising the site's use as a green corridor and a natural resource. • General concerns from those living nearest to the site regarding the significant change in character to landscape. • Comments and suggestions regarding the potential for the provision of facilities for children and young people. • Suggestions for the future use of the eastern fields, including as a potential recreational resource, allotments, agriculture, community garden or orchards. |
| C | Employment |
| | <ul style="list-style-type: none"> • General positive comments about the site being able to provide a high number of jobs once fully occupied, which would be a real benefit for the local area. • Positive comments about the economic benefits that the site will deliver to the local area and for local businesses. • General praise for the commitment to recruiting local people and 'buying local' to help support regional supply chains. • Concerns that the total number of new jobs being proposed would not be attainable over fears about the impact of automation. |
| D | Local development and need case |
| | <ul style="list-style-type: none"> • Comments lamenting the decision to remove land from the Green Belt and general disapproval of new development in open countryside. • Concerns about the combined impact of Peddimore and the Langley Sustainable Urban Extension on the local area. • Questions about the proposed mix of uses, with queries around current occupier interest and what types of businesses are likely to be moving to the site. • Comments questioning the need case for a new employment park in Birmingham and whether existing brownfield sites could be developed instead. |

| | |
|----------|---|
| | <ul style="list-style-type: none"> • General concerns about the cumulative impact of new development, including HS2, and the impact of construction. |
| E | Environment |
| | <ul style="list-style-type: none"> • General questions were raised about the scheme's energy usage and how the carbon footprint of the site would be reduced. • Questions about the implementation of renewable technology, including whether buildings would incorporate photovoltaic panels. • Queries about noise impact during the build and operational phases, as well as any additional noise from traffic increases on local roads. • Reassurances were sought about the drainage proposals, sewerage pipelines and flood mitigation measures being proposed. |
| F | Social value |
| | <ul style="list-style-type: none"> • General praise for the social value commitments, including those around local employment, buying local, partnering with local organisations and sustainability. |
| G | Community benefits |
| | <ul style="list-style-type: none"> • General questions about uses for the proposed Hub area and the potential for community facilities – with assurances sought that the amenities on site could be used by local people. • A number people asked about how the development would benefit local people and for further details about contributions that could be made available through a Community Fund. • Questions about what types of provisions and facilities would be made for disabled people visiting the site. • Suggestions were provided relating to what kind of arts and culture could be incorporated across the scheme. |

3.2 Feedback forms

A total of **92 feedback forms** were submitted to the project team during the consultation window.

These comprised:

- **67 hard copy feedback forms** completed and left in the ballot box at the exhibition over the eight days of events
- **20 digital feedback forms** completed online via the project website and email address

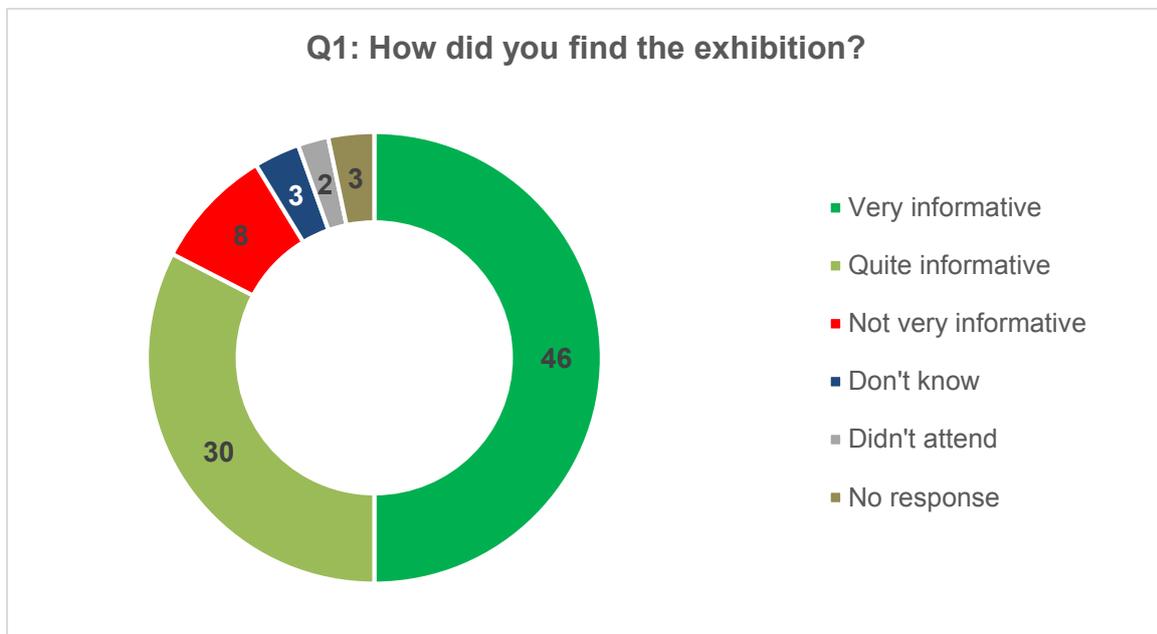
- **5 hard copy feedback** forms returned by post

Where multiple feedback forms were received by the same individual, their answers have been combined into one.

A detailed analysis of the feedback form responses is provided below.

Q1: How did you find the exhibition?

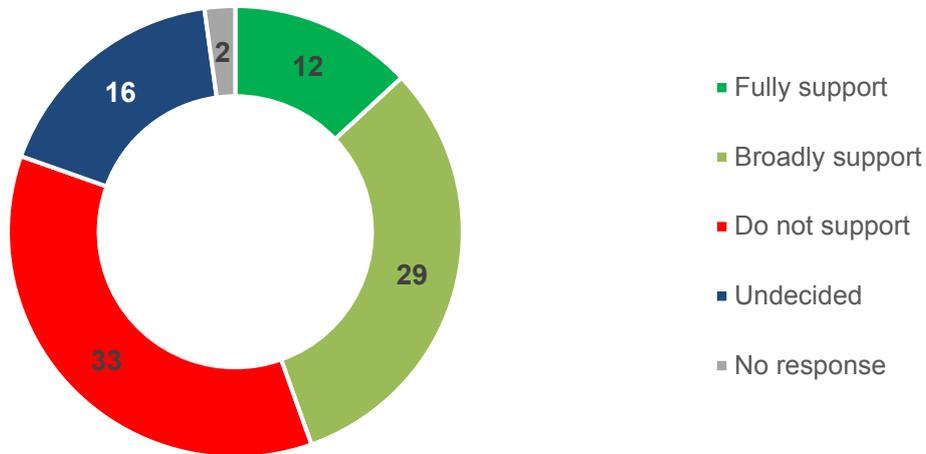
- **46 respondents** (50.0%) ticked 'Very informative'
- **30 respondents** (32.6%) ticked 'Quite informative'
- **8 respondents** (8.7%) ticked 'Not very informative'
- **3 respondents** (3.3%) ticked 'Not sure/Don't know'
- **2 respondents** (2.2%) ticked 'I didn't attend but would like to submit a form'
- **3 respondents** (3.3%) did not provide a response



Q2: Please tick one box which most accurately reflects your views:

- **12 respondents** (13.0%) answered 'I/We fully support the proposals'
- **29 respondents** (31.5%) answered 'I/We broadly support the proposals'
- **33 respondents** (35.9%) answered 'I/We do not support the proposals'
- **16 respondents** (17.4%) answered 'I am/We are undecided about the proposals'
- **2 respondents** (2.2%) do not provide a response

Q2: Please tick one box which most accurately reflects your views



Q3: Please tell us what you think about our proposals

A total of **85** people answered this question. The responses to this question tended to provide a general summary of people's overall opinion towards the scheme. The leading key themes that emerged from this qualitative question include:

Comments about traffic and transport

- **29** respondents provided comments about traffic and transport or raised concerns about how additional vehicle movements on the road network from the proposed development would impact the local area.

Examples of comments:

"It is clear that a lot of research has been undertaken for this consultation process [but] I am not convinced that the traffic proposal will meet the increased traffic in an area that already is suffering from the current inadequate infrastructure."

"The effects of the extra roundabout on A38 could have [a] major impact on an already busy road. Extra traffic on the Kingsbury Road will bring it to a full stop."

"As a local resident, I feel that the traffic flow forecasts are underestimated given the many thousands of jobs being created."

"Safe cycle and walking pathways make for pleasant working environments [but] public transport links (including parking) needs addressing."

General comments

- **27** respondents provided a general summary of their views towards the proposals for the new employment park, expressing their thoughts on the plans. Of these:
 - **17** were positive about the proposals
 - **6** provided balanced comments about the proposals
 - **4** respondents were critical of the proposals

Examples of comments:

“This investment will increase the opportunities for our children and increase the achievements for our community.”

“Could be fantastic and great for local economic development.”

“The proposal looks very thorough and a lot of infrastructure has been considered. In principle I agree with the development in terms of job creation in and around the area.”

“I am very worried about the local impact of the site, although I support new employment and business opportunities, which this country needs.”

Development

- **20** respondents provided comments on the impact of new development in the local area, including the cumulative impact of other schemes such as the Langley SUE.

Examples of comments:

“Concerns about the impact on infrastructure in the area when development is commenced.”

“The principle of creating new job opportunities in the area is a good thing, however I have serious concerns over the impact of industrial developments on the existing community.”

“Very disappointed to see the development being pushed into a major tract of open countryside.”

Employment

- **19** respondents commented on the prospects and new employment opportunities that the proposals would contribute. Of these:
 - **16** were positive about the benefits of the creation of new jobs in the local area
 - **2** were balanced comments
 - **1** was critical, claiming there were low local unemployment rates and new jobs were not needed

Examples of comments:

“Obvious need for employment opportunities, which must be focused on assisting local people. Liaison with schools and colleges is very important.”

“Solid improvements for the jobs situation for Birmingham.”

“Good to bring alternative employment to the area.”

Landscaping

- **13** respondents commented positively on the landscaping strategy for the site, including the proposals for the inclusion of green and blue infrastructure.

Examples of comments:

“The landscaping and environmental corridor is a great idea.”

“The landscaping proposals look very good. If carried out in full will enhance the area ... The ideas for foot paths [and] cycle paths around the site and connecting it to the wider network of paths is to be welcomed.”

“We like the idea of the mixed used developments and the surrounding landscaping. We like the commitment to low environmental impact and energy sustainability.”

Q4: Do you have any comments on any specific aspects of our plans, e.g. relating to construction, traffic, local employment, training and skills, business opportunities or any other issue?

A total of **77** respondents provided comments for this question. Answers to this question generally saw people provide more detail about issues of specific interest. Key themes that emerged from this qualitative question include:

Traffic and transport

- **52** respondents provided comments or raised concerns about traffic and transport issues, raising varying degrees of concern about the impact of the proposed development on the highways network. Of these:
 - **16** commented on the potential impact of traffic travelling specifically along the A4097/Kingsbury Road
 - **13** raised concerns about the impact on the A38, including questions about the new access roundabout
 - **11** raised concerns about the current levels of traffic in Walmley and whether the proposed site would add to this

- **9** commented on the impact of additional HGV movements on local roads

Examples of comments:

“The Kingsbury road from the junction of the M42 needs considerable improvement.”

“A further concern is the increase in noise from heavy vehicles on Kingsbury Road.”

“M42 J9, Kingsbury Road and A38 are already oversubscribed 24/7 without significant road infrastructure improvements, there is no capacity to support Peddimore, Langley or HS2 in the future.”

“Walmley village is very heavily congested most of the time now. Hopefully there will be other avenues looked at to divert the traffic away from the village.”

“This area is already congested with heavy goods vehicles travelling to and from the M42 Junction, Hams Hall and other distribution hubs in the area ... We are very concerned that this development will cause the traffic levels to increase and add to the existing congestion in this area.”

Environment

- **10** people commented on environmental factors regarding the proposed development, including questions about emissions, noise and light pollution.

Examples of comments:

“The whole ‘green’ theme will be a pioneer for the whole of the country and it is starting in Birmingham. It will put Birmingham back on the map.”

“A major concern is the impact on the health of local residents the likely huge increase in traffic and related exhausted emissions will have.”

“The construction may impact on noise levels, pollution, electricity and water suppliers to [local] residents.”

“I will be interested to see how the impact of noise and light pollution will be reduced to a level that does not affect the amenity of those residents close by.”

Employment

- **8** respondents commented on the new employment opportunities that will be created at the site during construction and operation of the site.

Examples of comments:

“Good for employment and business opportunities.”

“A range of jobs including ‘starter’ jobs, highly-skilled, and management jobs would be welcome.”

Q5: The Peddimore Community Fund will look to support projects that are local to the area and can demonstrate a wider community benefit. Are there any particular local initiatives or projects you would like to see supported?

A total of **53** people answered this question, providing suggestions and ideas for a range of different local initiatives, as well groups and organisations that could be supported. Among those ideas suggested included:

- Support for local schools
- Support for older people and disabled people
- Investment in sports clubs and recreational facilities
- Support for children and young people, including new playgrounds and youth centres
- Ecological schemes, to support wildlife projects including those at Middleton Lakes nature reserve and Jones Wood
- Support for the Forge Farm Allotments Association
- Support for Falcon Lodge Community Centre
- Support for projects in Castle Vale, including the Active Arts group and local jobs club
- Community facilities in Walmley
- Support for local canals
- Support for New Hall Mill
- Additional on-site amenity, including seating areas, cafes and footpaths

IM Properties will be providing and promoting further information about the Community Fund scheme when the window for applications opens in early 2019, including details of how to apply for funding.

Q6: Do you have any ideas or suggestions relating to arts and culture that you would like to see incorporated at Peddimore?

A total of **38** people answered this question, providing suggestions for arts and culture initiatives. Among the ideas suggested included:

- Providing opportunities for performing arts, including music, theatre and drama
- Providing space for public art installations, including sculptures
- Providing space for painting classes
- A space for educational events, including cookery classes and local handcrafts
- A cinema, or alternative space to screen films
- Interactive woodland trails
- Opportunities to work with local artists
- Opportunities to engage with local schools and youth groups
- Exploring link ups with Birmingham arts groups

3.3 Erdington and Sutton Coldfield Arts Forums feedback summary

Members of the Erdington and Sutton Coldfield Arts Forums were present at every exhibition to actively engage with and encourage feedback from attendees to help shape the scheme’s arts and cultural strategy.

The feedback from the public consultations has contributed to developing the first stage of the Peddimore public arts strategy, which will build towards creating a full strategy in the second stage.

A summary of the feedback received from questions its team asked attendees to the exhibition is outlined in the table below:

| | |
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| A | What key themes are being discussed when people expand on how they would like to use the space? |
| | <ul style="list-style-type: none"> • A lack of local community facilities and how the scheme could potentially help fulfil this need • Local history and ecology were both key themes • Ideas for a choir, visual arts/craft clubs and music events were identified • One person identified digital/gaming and explored the idea of an app like Pokemon Go combined with a Peddimore walk and interactive art hot spots • Suggestions were received for a space for graffiti artwork • One person spoke passionately about conservation ambitions and would like to see how this could work • Young people in the Scouts and Guides spoke of nowhere locally to easily do outdoor activities, especially when learning how to build camp fires and cook – the suggestion of their own Scout Hut was put forward • There were also lots of sporting and fitness ideas, including setting up rugby and football teams that could play against local groups – staff versus residents |
| B | How would people like to feel when using the space? |
| | <ul style="list-style-type: none"> • Safe became a recurring theme. It was not specifically said that people thought the local area was unsafe – but being safe was important • Tranquil and peaceful – wanting to enjoy the environment and have that connection with nature and open spaces • Happy – wanting to do activities that were enjoyable or brought about happiness • Connectedness was the big focus – people are feeling isolated, there was a sense of feeling alone, or out of control, not listened to and a desire to find things in common with others • Being welcome is very important – if IM Properties is saying people can use the space then people need to feel welcomed in and welcome to stay |

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| C | How do people see themselves using the space at Peddimore? |
| | <ul style="list-style-type: none"> • Some recognised that as they were elderly or do not live close by to the site then they probably would not use the space • Others who were fitter and walk or cycle locally said they would use the space and liked ideas that others had been suggested • Some raised the need for visitor car parking on site – for people who are worried about transport and cars on the road they are planning to drive to Peddimore to use the facilities • The idea of a coffee shop was very popular |
| D | What are important features people have mentioned they would like to see in public spaces? |
| | <ul style="list-style-type: none"> • On the whole people were happy to see something that the community could use • Some attendees had specific ideas, including a conservation area, community games, heritage and a poetry project • Places to sit for those with low mobility and others to enjoy the environment – not just about getting around the space • Ways to encourage fitness - from direct ideas such as outdoor trim and gym equipment, social ideas such as yoga or dance classes, to something more subtle in routeways and enjoying the outdoors in less structured ways • Something sculptural that enhances the landscape • A hide for enjoying wildlife |

4.0 Response to feedback received

The feedback that IM Properties has received throughout its consultation has revealed a wide range of views, opinions, issues and suggestions, which have been both supportive and unsupportive of the proposals. IM Properties is very appreciative of the time people have invested to share and submit feedback on the Peddimore scheme.

Some of the most frequently raised issues and queries together with IM Properties' responses to these have been outlined in the table below. In some instances, the response reflects how IM Properties has amended its plans to the feedback received. In other cases, the response explains how the application has addressed the points raised or could be subsequently assessed and addressed.

The following responses are intended as a summary only. The various technical documents submitted with the planning application provide a comprehensive analysis and justification for the proposal, dealing with each of the issues and considerations that are relevant to the nature of the development.

It should be highlighted that not all of the feedback requires a response at this stage of the process. In some cases the feedback will continue to inform the scheme's development as it moves beyond the initial hybrid planning application. IM Properties will continue to respond to feedback as the project reaches key milestones.

| Traffic and transport | Response |
|---|--|
| Concerns about the reliability of figures calculated as part of the transport assessment, including the number of HGVs using Kingsbury Road | As agreed with Birmingham City Council (BCC), IM Properties' Transport Assessment has been based on a SATURN traffic assignment model produced by Atkins on behalf of BCC and Royal Sutton Coldfield Town Council. Our Transport Assessment includes a sensitivity test assuming the proportion of HGVs using Kingsbury Road increases to 50% rather than the Sutton Coldfield Traffic Model outputs of 8% and 17% during the morning and evening peak hours. This sensitivity test forms a modelling scenario for those junctions assessed on the A4027 Kingsbury Road to confirm that any potential improvements will accommodate this additional HGV traffic. |
| Questions asking why a secondary access on to the Kingsbury Road is not being proposing | The anticipated traffic flows show that limited volumes of development traffic are likely to travel eastwards on the Kingsbury Road towards Junction 9 of the M42. These assessed figures do not justify a secondary access. Furthermore, if an access on to the Kingsbury Road was created the modelling forecasts that could unintentionally encourage people to rat run through the site |

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| | and travel westwards down the Kingsbury Road through Minworth – effectively increasing the flow of traffic in this area. |
| Concerns that the impact of traffic from other local development has not been considered | The Sutton Coldfield SATURN traffic model assumes circa 15% growth in background traffic between 2017 and 2031 and also includes for the traffic generated by the Langley development during this period. |
| Questions about integrating improved public transport – including through Minworth and Curdworth | The transport proposals include a commitment to promoting sustainable travel, which will explore alternative modes of travel to the site other than by car. This could include enhancing local bus services to serve the site with connections to key locations, including Sprint bus stops and Royal Sutton Coldfield town centre. More specifically, IMP is investigating options for extensions to the x4, 67 and 71 services, with a further potential for a shuttle bus service between the site and the town centre. Furthermore, feedback at the exhibitions highlighted a desire to see improved bus routes servicing Curdworth and Minworth. We are proactively working with Transport for West Midlands, the Langley Consortium and Birmingham City Council to explore options and identify the most suitable solutions. |
| Questions about whether it would be possible to add a fifth arm to the new A38 roundabout for local access | Our assessments have shown that adding a fifth arm to the roundabout would not provide sufficient distance between the A38 (north), the Peddimore access and another access road. A fifth arm would therefore not be safe and for the arrangement to meet the required highways design standards. |
| Concerns about the Walmley Ash Road approach to Minworth Island | Questions were asked at the exhibition about the possibility of improving the Walmley Ash Road approach to Minworth Island to allow vehicles to enter the roundabout more easily and prevent others from blocking the through lane to the A38 (north). We are currently liaising with BCC to establish why the approach was not signalised during the recent improvements. However, this is an existing problem that could be relieved by the future highway link through Langley between Webster Way and the A38. Given that this could negate the need for improvement works, we will continue to monitor and assess the impact of traffic movements specifically from the Peddimore site at this location and consider whether improvements are necessary. |

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| <p>Concerns regarding the pedestrian crossings at Minworth Island</p> | <p>At the public consultations, questions were raised regarding the operation of signal controlled crossings at Minworth Island. These crossings are activated by pedestrians and when called, will operate regardless of whether the pedestrian is still waiting to cross. This can result in vehicles stopping for the crossing when the pedestrian has already crossed the road in a break in the traffic. This is an existing issue and we are investigating with BCC their experiences of this, and whether microwave detection technology could have been included at the crossings as part of the recent improvements.</p> |
| <p>Questions asking if it would be possible to prevent HGVs from using Water Orton Lane</p> | <p>Visitors to the public exhibition highlighted that numerous HGVs heading eastbound currently turn right off the Kingsbury Road down Water Orton Lane. As part of its modelling work for future junction improvements at this location, IM Properties is putting forward an option which could alleviate this issue.</p> |
| <p>Suggestions for road improvements in Curdworth</p> | <p>Attendees to the public exhibition in Curdworth asked whether improvements could be made to the highways through the village, including the installation of noise attenuating road surfaces on Kingsbury Road and grade signalling at the Wishaw Lane/Coleshill Road crossroads. IM Properties will explore the options for the crossroads and monitor vehicle movements as the development at Peddimore progresses, with implementation dependent on the future impacts of the traffic generated by the site. With regards to road surfacing, further noise assessments carried out in line traffic sensitivity testing have demonstrated that Peddimore will not have a significant impact on noise levels at this location and have satisfied that no additional mitigation will not be required.</p> |
| <p>Concerns about employees and HGVs parking on local roads</p> | <p>Sufficient parking will be provided on site so that HGVs do not park on local roads. IM Properties will manage the development effectively and work closely with all occupiers on a day-to-day basis. As part of the Travel Plan, surveys will be carried out to ensure that HGVs and employees are not parking on local roads. The appointed Travel Plan coordinator will be overseeing this process and liaising with site occupiers and operators as necessary.</p> |

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| Concerns about site access in the event of an emergency | There will be an emergency access points for blue light vehicles in both the north and south of the site. In the event of an emergency these routes will ensure safe access for these vehicles. The main entrance to the site is a 10-metre-wide road and capable of accommodating three HGVs side by side. |
| Questions about using the M6 Toll road | Together with Transport for the West Midlands and the road's operator, IM Properties is investigating the potential to use the M6 Toll (via A38) for freight movements between the site and Junction 9 of the M42, to further manage traffic travelling to and from the site on local roads. |
| Need case | Response |
| Concerns about development on Green Belt land | Peddimore has been released from the Green Belt so will not be built on Green Belt land. The Birmingham Development Plan (BDP) was adopted in January 2017 and sets out the vision and strategy for sustainable development across the City up to 2031. Peddimore was identified as the best opportunity to provide new high-quality employment land capable of meeting the needs of international, national and regional-scale businesses. It was therefore released from the Green Belt and allocated to deliver 71 hectares of land for a range of manufacturing and logistics uses. |
| Concerns about the cumulative impact of developments, including HS2 and Langley SUE | The proposals for development of Peddimore are independent of any other residential or major infrastructure scheme, including HS2 and Langley. The construction phases of these schemes are unlikely to have any significant overlap. Our traffic modelling includes for the traffic generated by the Langley development and other consented schemes have been considered where appropriate, while other relevant proposals coming forward will equally need to take Peddimore into account in their planning. |
| Questions asking why brownfield sites in greater Birmingham could not be used instead | There is currently an insufficient supply of land, including brownfield sites, to meet the growing demand for both manufacturing and logistics. The BDP demonstrated that Peddimore was the best opportunity to provide new high-quality employment land capable of meeting the needs of international, national and regional-scale businesses. The scale of local need is such that this site is required in addition to any of the existing brownfield sites identified for new employment. Peddimore also |

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| | has the potential to provide large footprint buildings, which are increasingly in demand from occupiers. |
| Questions asking why already empty units in Birmingham are not being considered ahead of this site | A number of independent studies have concluded that additional land for large employment sites within the West Midlands, and specifically Birmingham and the M42 corridor, is desperately required. This is corroborated by leading industrial agents citing a lack of sites for an expanding list of occupiers, ultimately holding back the growth of businesses and the local economy. Demand for manufacturing and logistics sites is acute and the site's size and excellent access to the strategic road network means that it will appeal to a significant number of occupiers requiring new facilities critical to their business operations. Demand for modern, purpose-designed and energy efficient buildings is integral to this need. Availability of land for both industrial and logistics uses has been significantly squeezed in recent years with a rapidly diminishing supply and record take up. This is particularly the case for logistics sites. |
| Concern that the site will not yield a net economic benefit and simply be used to relocate existing local occupiers | It is difficult to predict the exact mix of occupiers at this stage in the planning process. There is a need to ensure that the site can deliver for both growing locally-based businesses that need new high-quality facilities, as well as for new inward investment from major UK and international brands. Whatever the final mix of occupiers, Peddimore will be a home for skills and innovation to support the objectives of the Midlands Engine, helping to rebalance the economy and drive economic growth in Birmingham and the wider region. |
| Visual impact | Response |
| Concerns that the buildings will not be built to high design standards | Buildings at Peddimore will be designed to very high, best-in-class architectural and sustainability standards. Individual designs and specifications will be developed to high standards in partnership with future potential occupiers. High-quality office accommodation has been designed to complement with the design of buildings. The office elements of the buildings will use a simple palette of materials and colours which are complementary to the warehouse elevations. Bold forms will be used to the edges of the office facades, framing clean-lined glazed sections and providing a |

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| | <p>focus on the main entrance as a method for orienting visitors. A Design Guide will provide the framework to ensure the site and buildings are delivered to a high quality.</p> |
| <p>Concerns that glare from the roofs of industrial buildings will impact local properties</p> | <p>Appropriate and well-designed roof forms will be used to help reduce glare and the impact of buildings on the landscape. The designs for buildings and landscaping have been informed by a robust landscape and visual impact assessment and have carefully considered what type of roof form and colour of building materials can mitigate glare and would be most suitable.</p> |
| <p>Concerns from some site neighbours that landscaping would affect access to maintenance of hedges</p> | <p>IM Properties has amended its landscape strategy in some locations to provide access to a private hedgerow on Wiggins Hill Road.</p> |
| <p>Environment and sustainability</p> | <p>Response</p> |
| <p>Questions about the types of renewable technology that will be used and the scheme's energy policy – including whether PVs will be integrated as standard</p> | <p>IM Properties will deploy a range of measures including 'smart grid' technology, which would use solar PV cells to charge batteries during the day to enable the use of power during the night or at peak time. One or more of the speculatively developed buildings will be constructed with a combination of roof mounted PV cells and battery technology to generate renewable energy on site and maximise the use of this within the building to reduce reliance on the national grid.</p> |
| <p>Concerns that the development will lead to flooding issues in the area</p> | <p>Consideration of the potential impacts the proposed development could have on the existing hydrology have been evaluated and taken into account, whilst appropriate measures have been designed for managing surface water onsite. The proposed drainage strategy, which was developed in accordance with the Flood Risk Assessment report and in compliance with current national standards, has been designed to have sufficient capacity to receive and attenuate any surface water flows that exceed calculated greenfield runoff rates.</p> |
| <p>Concerns about noise pollution, during both construction and operational phases</p> | <p>IM Properties is committed to delivering a development that respects its neighbours and has carried out a full assessment of the potential noise from the scheme. The assessment considers the types of activity that typically occur at similar sites such as:</p> |

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| | heavy goods vehicle and car movements in and around the site; loading and unloading activities across the site; and processes within the proposed buildings. |
| Concerns about the impact of air pollution, from increased local traffic | <p>IM Properties has undertaken a modelling assessment of nitrogen dioxide (NO₂) and particulate matter (PM₁₀ and PM_{2.5}) at 33 receptor locations adjacent to key roads in the vicinity of the proposed scheme, with a focus on the A38 and A4097 (Kingsbury Road). Its assessment considered a scenario whereby full trip generation from the proposed development is realised in 2021. This assessment was also supported by a three-month programme of NO₂ diffusion tube monitoring,</p> <p>The results of the monitoring were annualised in accordance with Defra guidance to provide an equivalent annual mean concentration at each location. The assessment concluded that emissions from traffic generated by the proposed development would have a negligible impact on PM₁₀ and PM_{2.5} concentrations at all of the 33 modelled receptor locations.</p> <p>IM Properties' proposed mitigation to air pollution will include, but not necessarily be limited to:</p> <ul style="list-style-type: none"> • A contribution to creating a Green Travel District where people are put before cars • Highway mitigation schemes at a number of junctions • A car sharing scheme • Introduction of bus services into the site and likely contributions towards the proposed Sprint services • A Travel Plan for the proposed scheme as a whole • New pedestrian/cycle routes throughout the site and surrounding roads |
| Community | Response |
| Questions about the possibility of incorporating a new playground into the proposals | The suggestion for a new playground made at the public exhibition was made for a location that is not in IM Properties' control. It is however committed to exploring further options for community use on land contained within the Peddimore development site. |

Questions about the arts and cultural strategy for Peddimore

IM Properties is committed to developing a programme of arts and culture and has used the public exhibition to help gather views and ideas to inform this. It will continue to progress this strategy, together with Birmingham City Council and its external suppliers, which could include physical art installations around the site or proposals for the use of the community space at Peddimore.

5.0 Conclusion

IM Properties has demonstrated its commitment to community engagement across its wider consultation programme on its proposals for a new employment park at Peddimore.

By running a thorough and successful programme of public consultation, which was tailored to the nature and scale of development proposed, it has engaged and involved local stakeholders including local elected members, site neighbours and community groups.

Appropriate opportunities to comment on and raise questions about the plans were provided and the feedback from the consultation revealed a strong level of interest among local residents and key stakeholders.

The events were well attended by key stakeholders and site neighbours, indicating that the consultation itself was successful in raising awareness of the proposals among members of the local community.

An analysis of the feedback that IM Properties has received during the consultation has revealed a wide range of views, opinions, issues and suggestions about the scheme, which have been both supportive and unsupportive of the proposals.

Among the most frequently raised issues about the scheme were queries and concerns relating to transport and traffic management, environmental impact, need case, employment and landscaping and visual impact.

IM Properties has taken on board and responded to this feedback, ensuring that the issues and concerns raised are fully addressed within its planning application, or by identifying appropriate measures to address the monitoring and mitigation of certain issues in any subsequent reserved matters or detailed planning applications for the site. It is also in a continuing dialogue with those parties most immediately affected by the proposals and who will be impacted upon as the development progresses and, subject to planning permission, is delivered.

IM Properties is drawing on its experience of designing, building and operating successful business parks across the Midlands to delivering an exemplar employment park at Peddimore.

It will report back on key issues raised during the consultation and continue to keep residents, businesses and elected representatives updated during the planning application determination window and, subject to approval, during the construction phase.

The consultation telephone line and email address will remain active so that local people are able to communicate with the project team, while the project website will continue to be updated when appropriate to provide updates of major milestones.

Appendices

Appendix A – Letters to stakeholders

Appendix B – Presentation slides

Appendix C – Site neighbour letter

Appendix D – Invitation to technical stakeholder briefing

Appendix E – Business community stakeholder letter

Appendix F – Invitation flyer

Appendix G – Press release

Appendix H – Press cuttings

Appendix I – Newspaper advertisements

Appendix J – Public exhibition panels

Appendix K – Feedback form

Appendix L – Website homepage

Appendix M – 360° virtual tour screenshots

Appendix N – Digital transport tool screenshots

Appendix A – Letters to stakeholders

The Rt Hon Andrew Mitchell MP
House of Commons
London
SW1A 0AA



4 May 2018

Dear Mr Mitchell

Peddimore: delivering an exemplar employment park

I am writing to you to introduce IM Properties (IMP), Birmingham City Council's development partner for the first phase of the Peddimore employment park. We wanted to outline our vision for the Peddimore development, which as you will be aware is located in your constituency, and hoped that we might have the opportunity to meet with you to discuss our emerging proposals.

IMP, as part of the IM Group, is a privately-owned Midlands-based company located near Coleshill and has a strong track record for bringing forward high-quality developments across the region. We have invested £750m in development projects across the Midlands and operate an investment portfolio of £900m alongside a £1bn strategic residential land portfolio.

Our aim at Peddimore is to create a high-quality employment park which can attract leading international manufacturing and logistics businesses, deliver a best in class development and an economic asset that Sutton Coldfield and the region can be proud of.

We believe that the site provides excellent employment opportunities for local people of all backgrounds. In addition, by working with local providers schools, colleges and community leaders we aim to help address the skills shortages in the manufacturing and logistics sectors.

The opportunities to deliver benefits to local people must also go beyond the immediate site neighbours. By working in partnership with local stakeholders, we are committed to delivering a major programme which will support and empower local communities, particularly those in deprived areas, and build on current third sector activities to foster sustained economic and social change.

We appreciate that sensitive delivery and responsible long-term stewardship of this important site is key. With high standards of building design, Peddimore will include measures to reduce environmental impact, and provide landscaping, amenities and first-class management to deliver growth in a considerate way.

We are committed to a comprehensive programme of community engagement and later this year we will consult with local people, businesses and stakeholders to ensure their views on our proposals are considered. This activity will be distinct from the consultation undertaken by Birmingham City Council and will focus on our detailed proposals for phase one at Peddimore. The comments and feedback we will collect will help us to shape and refine our plans to develop the best possible scheme.

We would like to maintain an ongoing dialogue with all stakeholders as the project progresses. Given the site's considerable local importance and our desire to engage, we felt it was a good early opportunity to contact you to take on board your thoughts and the feedback that you have received from your constituents.

I.M. PROPERTIES PLC

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We therefore wanted to see if you were able to meet with us either in Westminster or at your constituency office at a convenient time to discuss the plans.

One of our project team will contact your office in the coming days to see if a meeting would be of interest, but if there is anything you would like to discuss in the meantime please do not hesitate to contact me.

Yours sincerely

A large black rectangular redaction box covering the signature area.

David Smith
Planning Director

A black rectangular redaction box covering contact information.

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Appendix B – Presentation slides

Agenda

Purpose: to introduce IM Properties and initiate ongoing dialogue with key stakeholders regarding the project

- Introduction and context
- About IM Properties
- Our vision for Peddimore
- Delivering long-term community benefits
- Discussion and next steps



About IM Properties

Privately owned property investment and development company

Founded in 1987 by Lord Edmiston

North Warwickshire-based, shortly to be moving to Solihull

Strong track record working in partnership with local authorities and communities to deliver developments in Warwickshire, Leicestershire, Solihull & Birmingham



Birch Coppice: then and now



Demonstrates our ability to deliver high environmental and building quality

Commitment to long-term stewardship

Transformed disused colliery (employing circa 1,500 people) into award-winning business park employing 6,500 people

High standards of infrastructure, landscaping, amenities and management



Blythe Valley



ARUP

SIEMENS

Regus

DS
Smith

Abbott

PKF Cooper Parry
Discover the difference

An established master planned campus strategically located at the heart of the UK

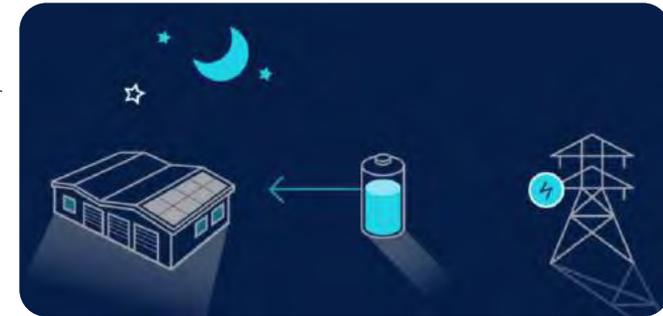
Home to world class businesses, set in a stunning 122 acre country park

Exceptional customer care has created meaningful and lasting working relationships with businesses

Our broader track record

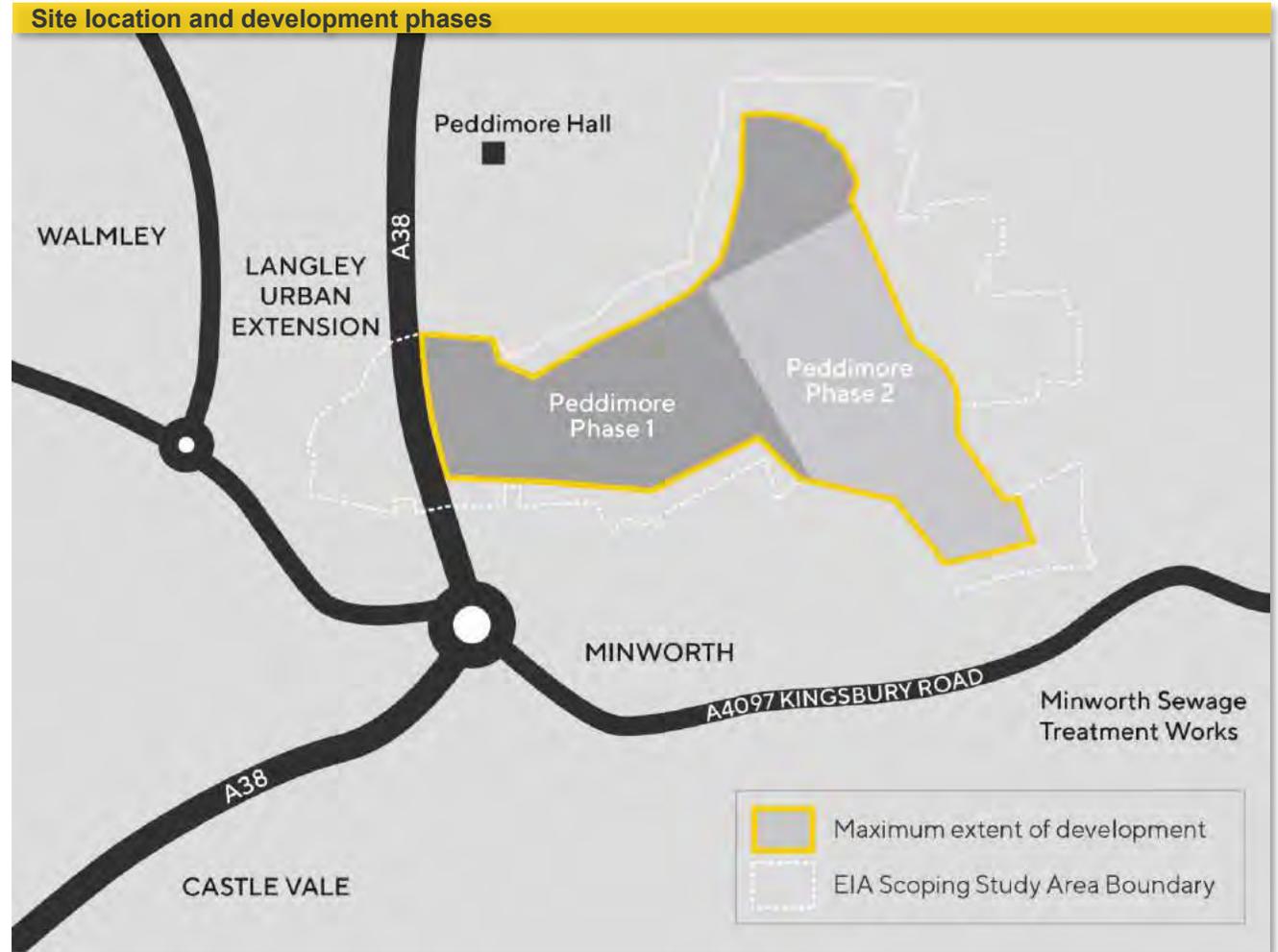


Creating great places



The Peddimore site

- 1990s permission and draft allocation
- Birmingham Development Plan (BDP) allocation in 2017
- Development partner competition
- Delivering Phase 1 including site infrastructure
- Development Agreement – milestones



Peddimore: our vision

Our vision:

- Deliver a **best in class economic asset** that Birmingham and the Midlands can be proud of
- Create a great place for leading **national and international manufacturing and logistics** businesses
- Guided by our **three development principles:**

- Place-making
- Sustainability
- Connectivity

- Peddimore Phase 1:
 - Total GIA: 1,377,376 sq ft (128,061m²)
 - Total Net Plot: 64.6 acres (26.1 hectares)
 - Gross Plot Area: 91.5 acres (37.0 hectares)



Bringing the vision to life

Development principles: place-making and sustainability

- A great place – distinctive and with character
- Layout and form of buildings including roofscape
- High-quality design and materials – public art
- Sustainable buildings – smart grid technology
- Minimising energy use, waste and emissions



BREEAM[®]

Bringing the vision to life

Development principle: connectivity

- A major gateway to Peddimore will be created on the A38
- Designed to accommodate modern, sustainable public transport and HGVs
- Providing safe and effective crossings for pedestrians and cyclists into and around the development
- Travel strategy and green transport plan will seek to link where feasible to existing city initiatives
- Reducing private car usage and providing ease of access to on-demand transport services



Bringing the vision to life

Landscape led design:

- Setting the development in the landscape
- Making the most of the landscape and environmental features
- Green and blue infrastructure – biodiversity / health & wellbeing
- Realignment of Peddimore Brook
- Reducing visual impact and careful screening



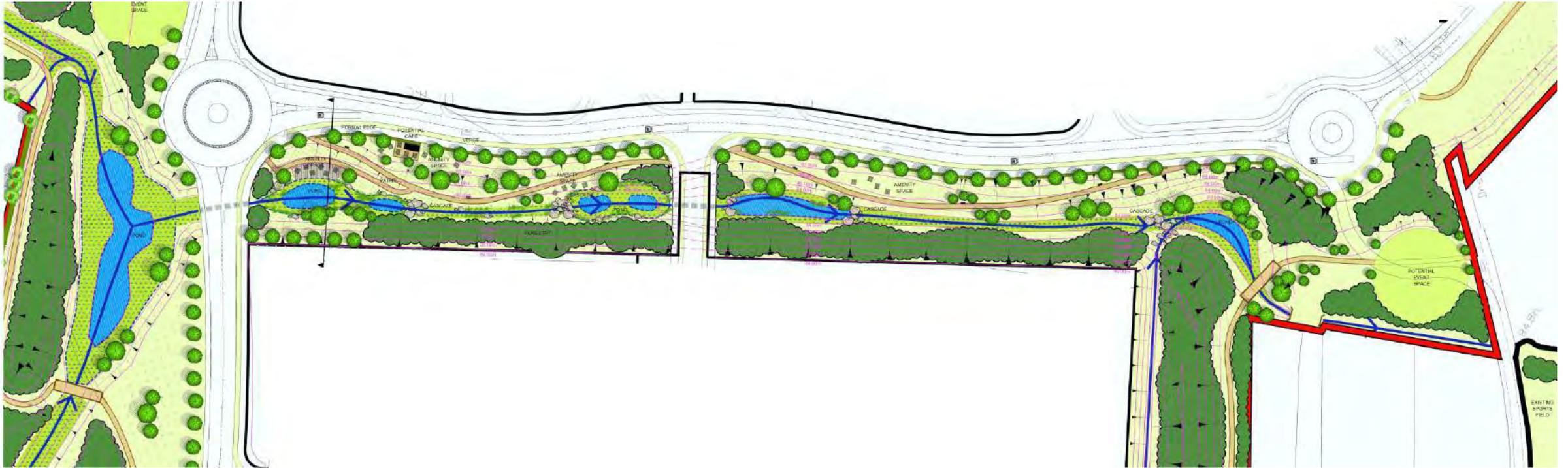
Bringing the vision to life

Landscaping:



Bringing the vision to life

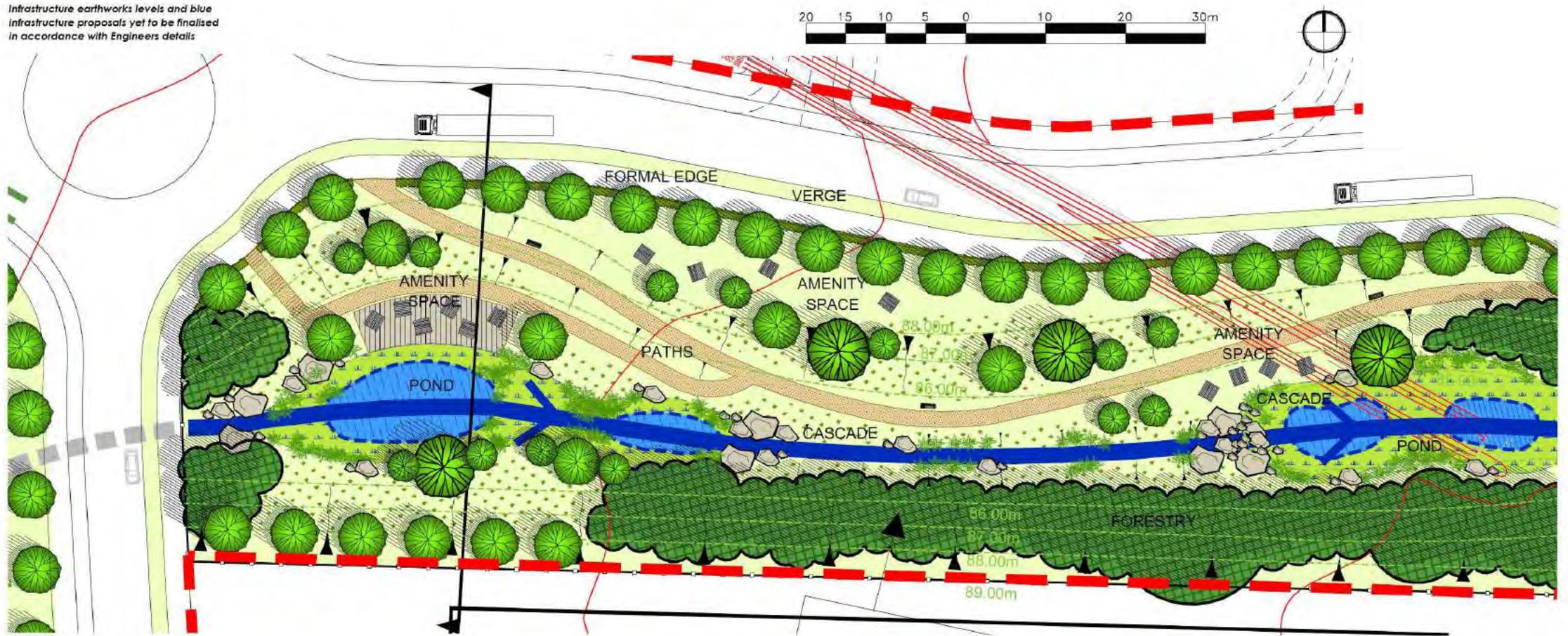
Landscaping:



Bringing the vision to life

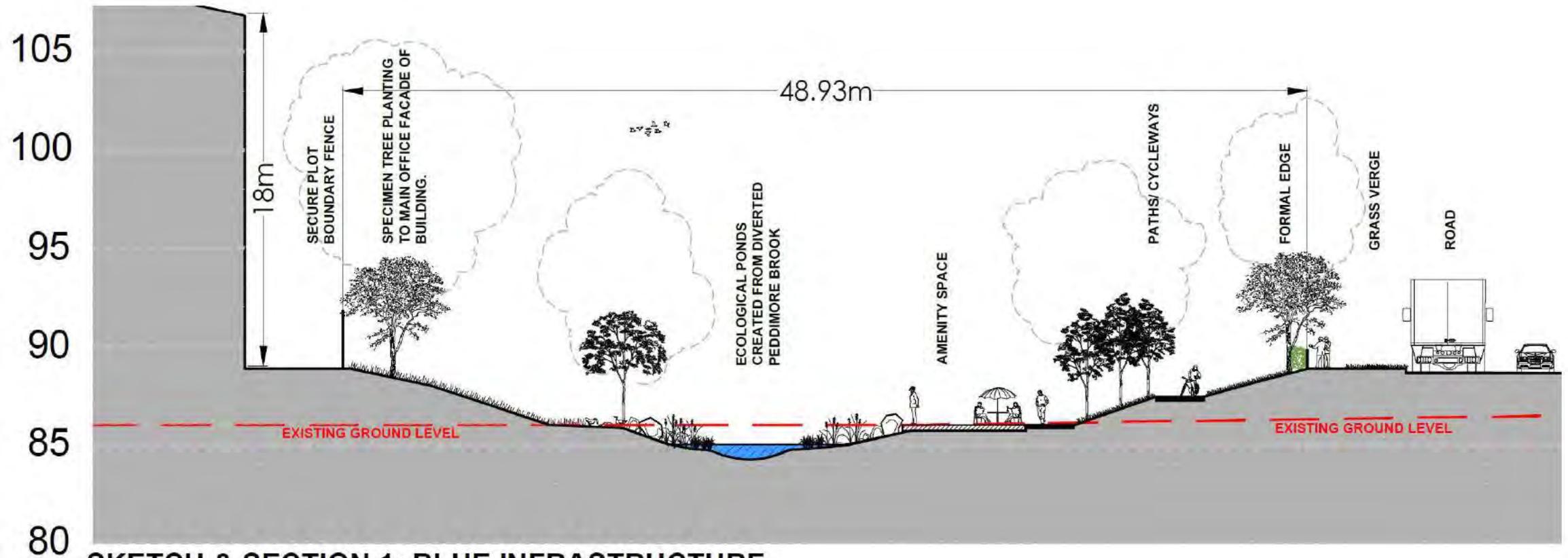
Landscaping:

Infrastructure earthworks levels and blue infrastructure proposals yet to be finalised in accordance with Engineers details



Bringing the vision to life

Landscaping:



SKETCH & SECTION 1: BLUE INFRASTRUCTURE

Delivering long-term community benefits

Local employment

Our work to enhance local employment will see us:



Help
95
disadvantaged
people find work



Provide nearly
13,000
work placement hours

Support 25 individuals on
the Building Birmingham
Scholarship programme

Prepare and deliver
a local employment
strategy to match local
people with local jobs and
train people so that they
are ready for work

Buy local

We will work with local suppliers and SMEs and will:

Host five 'meet the buyers'
events to introduce
local businesses and
SMEs to live commercial
opportunities

Ensure 50% of what
we spend is with local
suppliers

Ensure 50% of what we
spend is with SMEs

Create a dedicated
procurement hub,
connecting business
to opportunities

Spend
£200k
with local social enterprises



Partners in communities

To help empower local communities we will:

Support
10 schools
and up to
3,000
students, delivering
industry awareness days for
year 11 and sixth form pupils

Create a
£270,000
Peddimore Community
Fund to provide money
for local projects

Raise
£250k
donations for good causes



Work with 12 community
organisations across
eight projects

Delivering long-term community benefits

Our social value partners:



Next steps

Later this year we will formally consult with local people, businesses and stakeholders to ensure their views on our proposals for Peddimore are considered.

Planning application submission – Autumn 2018

Planning application determination – Spring 2019

Construction commences – Summer 2019

Completion of initial buildings – Summer 2021



Discussion



Appendix C – Site neighbour letter



Dear Resident

Peddimore: delivering an exemplar employment park

I am writing to you to introduce IM Properties (IMP), Birmingham City Council's development partner for the first phase of the Peddimore employment park. We wanted to outline our vision for the Peddimore development and hoped that we might have the opportunity to meet with you to discuss our emerging proposals.

IMP, as part of the IM Group, is a privately-owned Midlands-based company located near Coleshill and has a strong track record for bringing forward high-quality developments across the region.

Our aim at Peddimore is to create a high-quality employment park which can attract leading international manufacturing and logistics businesses, deliver a best in class development and an economic asset that Birmingham and the wider region can be proud of.

We appreciate that sensitive delivery and responsible long-term stewardship of this important site is key. With high standards of building design, Peddimore will include measures to reduce environmental impact, and provide landscaping, amenities and first-class management to deliver growth in a considerate way.

We will be organising a comprehensive programme of community engagement and later this autumn will consult with local people, businesses and stakeholders to ensure their views on our proposals are considered. This activity will be distinct from the consultation currently being undertaken by Birmingham City Council on its Supplementary Planning Document and will focus on our detailed proposals for phase one at Peddimore. The comments and feedback we will collect will help us to shape and refine our plans to develop the best possible scheme.

As one of the closest site neighbours, we would like to come and meet with you prior to the public exhibition events to discuss our proposals in more detail. This would include providing information about our approach to mitigating visual impact and noise, as well as how the site will be accessed both during and after construction.

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REGISTERED IN ENGLAND 3456022

We would therefore be grateful if you could provide us with your contact details and advise us whether you would have a convenient time over the next fortnight to meet and discuss the plans.

We are fully committed to engaging with site neighbours and the wider community and would like to maintain an ongoing dialogue with all stakeholders as the project progresses. If there is anything you would like to discuss in the meantime, please do not hesitate to contact me.

Yours sincerely



David Smith
Planning Director



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REGISTERED IN ENGLAND 3456022

Appendix D – Invitation to technical stakeholder briefing

VIA EMAIL: [REDACTED]



Dear [REDACTED]

Peddimore: delivering an exemplar employment park

I am writing to introduce IM Properties (IMP), Birmingham City Council's development partner for the first phase of the proposed Peddimore employment park in Minworth, and to invite you to a rights of way and access briefing about our proposals for this important site for the region.

Our aim at Peddimore is to create a high-quality employment park which can attract leading international manufacturing and logistics businesses, deliver a world-class development and an economic asset that Birmingham, Royal Sutton Coldfield and the wider region can be proud of.

With high standards of building design, the development itself will include measures to reduce environmental impact, and provide landscaping, green and blue infrastructure, amenities and first-class management to deliver growth in a considerate way.

We are currently in the process of developing a planning application and as an important local stakeholder with an interest in rights of way, we would like to invite you to an access briefing on the Peddimore project.

This would include providing information about our approach to development and the principles that underpin it, as well as a discussion around our emerging proposals for access to the site and to take on board your views.

We are looking to hold the briefing next month and would be grateful if you could **please let us know your availability for the weeks commencing Monday 5th and Monday 12th November**. Once received, we will email you to confirm a date in the diary for the briefing.

Please do not hesitate to get in touch if there is anything you would like to discuss in the meantime.

Yours sincerely
David Smith

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REGISTERED IN ENGLAND 3456022

Appendix E – Business community stakeholder letter

VIA EMAIL: [REDACTED]



Dear [REDACTED]

Peddimore: delivering an exemplar employment park

I am writing to you to introduce IM Properties (IMP), Birmingham City Council's development partner for the first phase of the Peddimore employment park. We wanted to outline our vision for the Peddimore development and hoped that we might have the opportunity to meet with you to discuss our emerging proposals.

As you may be aware, IMP, as part of the IM Group, is a privately-owned Midlands-based company located near Coleshill and has a strong track record for bringing forward high-quality developments across the region. We have invested £750m in development projects across the Midlands and operate an investment portfolio of £900m alongside a £1bn strategic residential land portfolio.

Our aim at Peddimore is to create a high-quality employment park which can attract leading national and international manufacturing and logistics businesses, deliver a best in class development and an economic asset that Birmingham, Royal Sutton Coldfield and the wider region can be proud of.

We believe that the site provides excellent employment opportunities and by working with local providers, schools, colleges and community leaders we aim to help address the skills shortages in the manufacturing and logistics sectors.

Having spent the past few months assessing the site and development opportunity in greater detail, we are now in a position to present our emerging proposals and we will be holding a series of public exhibitions at the following times and locations:

- **Tuesday 20 November**, 3.00pm – 8.00pm: The Sanctuary, Castle Vale, Tangmere Road, Castle Vale, Birmingham, B35 7PX
- **Wednesday 21 November**, 2.00pm – 8.00pm: Sutton Coldfield Town Hall, Upper Clifton Rd, Royal Sutton Coldfield B73 6AB
- **Thursday 22 November**, 2.00pm – 8.00pm: St John's Church, Walmley, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN
- **Saturday 24 November**, 10.00am – 2.00pm, Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- **Tuesday 27 November**, 3.00pm – 8.00pm, Falcon Lodge Community Centre Church Hill Road, Royal Sutton Coldfield, B75 7LB
- **Thursday 29 November**, 2.00pm – 8.00pm, St Nicholas Church Hall, Curdworth Coleshill Road, Curdworth B76 9ES
- **Friday 30 November**, 2.00pm – 8.00pm, St George's Church, Minworth St George's Church, Water Orton Lane, Minworth, B76 9BU
- **Saturday 1 December**, 10.00am – 4.00pm, Asda Community Room, Minworth Asda, Walmley Ash Road, Minworth B76 1XL

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This activity will be distinct from the consultation undertaken by Birmingham City Council on its Supplementary Planning Document and will focus on our detailed proposals for Peddimore.

We want to work with the regional business community as we progress with this important project and would be pleased to welcome you to these events to view our proposed designs, outline the findings of our technical work and answer any questions you may have.

We would happy to arrange a briefing to outline our proposals and discuss the long-term socio-economic opportunities that will be created by Peddimore.

If there is anything you would like to discuss in the meantime, please do not hesitate to contact me.

Yours sincerely

David Smith
Planning Director



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REGISTERED IN ENGLAND 3456022

Appendix F – Invitation flyer

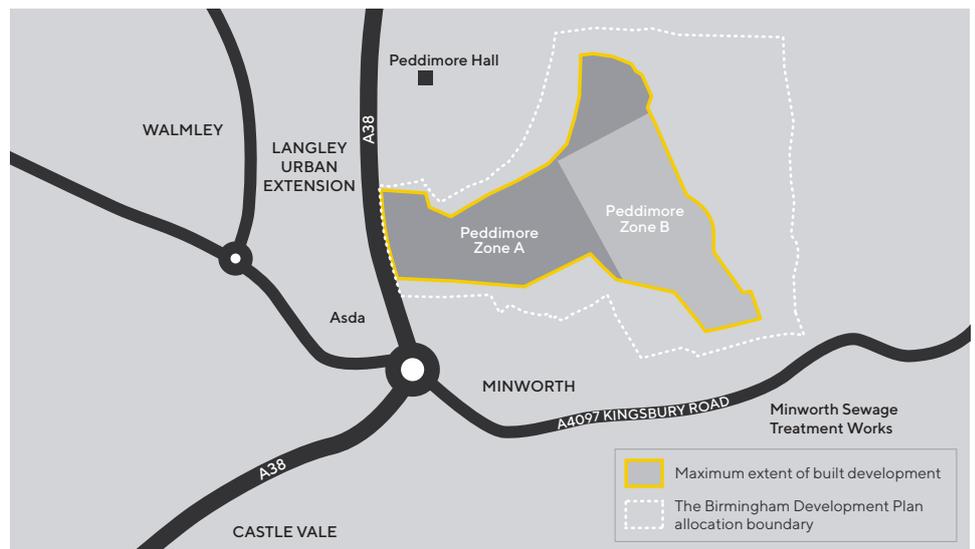
PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the
Royal Town of Sutton Coldfield and Birmingham



COME ALONG

View the plans and
have your say at
one of our public
exhibitions on the
proposals for the
new Peddimore
employment park.



In March 2018, Birmingham City Council selected IM Properties (IMP) as its development partner to prepare a planning application and deliver the first phase (zone A) of the Peddimore employment park in Minworth.

The vision is to create a best in class development which attracts leading national and international manufacturing and logistics businesses, delivering local economic and social benefits that Birmingham and the surrounding area can be proud of.

OUR PROPOSALS INCLUDE:

- High-quality employment space and associated infrastructure across zones A and B
- Extensive and attractive landscaping and nature conservation assets
- A focus on sustainability to create a great place to work
- Potential to create approximately 6,500 operational jobs on site and approximately 3,000 additional jobs across the wider region
- A long-term commitment to working with local training providers and schools, providing access to the wide range of skilled jobs on offer
- A £270,000 Peddimore Community Fund to support local projects

THE PUBLIC EXHIBITIONS WILL BE OPEN ON:

**TUE 20 NOVEMBER
3PM-8PM**

The Sanctuary, Castle Vale
Tangmere Road, Castle Vale,
Birmingham, B35 7PX

**WED 21 NOVEMBER
2PM-8PM**

Sutton Coldfield Town Hall
Upper Clifton Road,
Royal Sutton Coldfield, B73 6AB

**THU 22 NOVEMBER
2PM-8PM**

St John's Church, Walmley
4 Walmley Road,
Royal Sutton Coldfield, B76 1QN

**SAT 24 NOVEMBER
10AM-2PM**

Sutton Coldfield Town Hall
Upper Clifton Road,
Royal Sutton Coldfield, B73 6AB

**TUE 27 NOVEMBER
3PM-8PM**

Falcon Lodge Community Centre
Churchill Road,
Royal Sutton Coldfield, B75 7LB

**THU 29 NOVEMBER
2PM-8PM**

St Nicholas Church Hall, Curdworth
Coleshill Road, Curdworth,
B76 9ES

**FRI 30 NOVEMBER
2PM-8PM**

St George's Church, Minworth
St George's Church, Water Orton
Lane, Minworth, B76 9BU

**SAT 1 DECEMBER
10AM-4PM**

Asda Community Room, Minworth
Asda, Walmley Ash Road,
Minworth, B76 1XL

PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the
Royal Town of Sutton Coldfield and Birmingham



Leading Midlands-based company IM Properties is currently working on proposals to deliver a best in class employment park at Peddimore and we want to hear your views.

The proposed new employment park has the potential to attract leading international businesses across the manufacturing and logistics sectors and help drive economic growth in the Royal Town of Sutton Coldfield, Birmingham and the surrounding areas.

We have worked with Birmingham City Council to develop a masterplan which incorporates high standards of building design, landscaping, measures to reduce visual impact and a focus on sustainability.

We have made a long-term commitment to deliver a programme of community benefits aligned to the Birmingham Skills Investment Plan, Birmingham City Council's skills strategy, until 2026.

Our programme aims to support and empower local people to benefit from the wide range of jobs on offer at the site and across the supply chain.

Visit our public exhibitions to find out more.

COMMITTED TO CONSULTATION

We are committed to hearing the views of local people and have developed a programme of public consultation designed to give everyone an opportunity to have their say.

Our public exhibitions are an important opportunity for people to talk to IM Properties and provide feedback on the proposed plans, including the skills and training opportunities on offer.

We are also developing an arts and cultural strategy and would like your views and ideas to inform this. Erdington and Sutton Coldfield Arts Forums will be joining us at the public exhibitions to discuss and gather ideas for the strategy - please come along and offer your suggestions.

GET IN TOUCH



www.impeddimore.co.uk



03308 384 199
Standard rates apply



consultation@impeddimore.co.uk



IM Properties, c/o Camargue,
11 Waterloo Street, Birmingham, B2 5TB

Appendix G – Press release



FINAL FOR ISSUE

12 November 2018

IM PROPERTIES GETS SET FOR TOUR OF LOCAL COMMUNITIES TO OUTLINE ITS PLANS FOR PEDDIMORE

An extensive public consultation programme is set to unveil proposals for Peddimore, and explain how the new employment site in Minworth has the potential to become a significant economic asset for the region.

Eight exhibitions staged across a near two-week period from Tuesday November 20 to Saturday December 1 will outline how IM Properties' (IMP) proposals could deliver up to 6,500 new jobs at the site, as well as a major social value programme including skills and training for local people and a £270,000 community fund.

IMP, a significant investor in the Midlands, has been appointed by Birmingham City Council to deliver the first phase of the allocated Peddimore employment park after a highly competitive bidding process.

David Smith, planning director at IM Properties said:

“This is the largest public consultation we have embarked on as a company and we’re dedicating significant time and resources to engage with local communities, to shape our proposals and ensure that Peddimore can be a catalyst for economic growth in Royal Sutton Coldfield and Birmingham.

“Our public exhibitions are an important opportunity for people to talk to us and provide feedback on the proposed plans, including the skills and training opportunities on offer and we look forward to engaging with communities.”

David continued: “Peddimore could create up to 6,500 direct jobs and up to 3,000 more across the wider region through supply chains supporting the leading international and UK businesses that we hope to attract across the manufacturing and logistics sectors.

“We are particularly pleased to be also unveiling a major social value programme that will help to deliver our own commitment to delivering sustainable projects, which provide a positive long-term legacy for future generations.”

The social value programme will include:

- A long-term commitment to working with local training providers and schools, providing access to the wide range of skilled jobs on offer
- A £270,000 Peddimore Community Fund to support local projects
- Support for ten schools and up to 3,000 students, including delivering industry awareness days
- Help for disadvantaged people in finding work
- Funding, mentoring and supporting 25 new students on the Building Birmingham Scholarship programme

David added: “We understand transport will be a key focus for many local people and with other key stakeholders we are committed to delivering a sustainable transport strategy which supports the

creation of a wider Green Travel District for Peddimore, Langley and wider Royal Sutton Coldfield, Minworth and Walmley.

“The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site.”

Highways infrastructure proposals for the site include: the creation of a new grade signal-controlled roundabout on the A38; a new traffic-free bridge over the A38 to allow pedestrians and cyclists to access the site and the proposed Langley Urban Extension safely; and a programme of junction upgrades on the strategic and local road network.

Peddimore will be built to the highest standards of building design and will include substantial and attractive landscaping, featuring a circular 4km pedestrian and cycle path around the site. It will include measures to reduce environmental impact by deploying smart grid technology and provide on-site amenities and first-class management throughout construction and operations to deliver growth in a considerate way.

David concluded: “This is a major opportunity to create a great place to work and major economic asset for the region which we can all be proud of. We welcome working in partnership with local stakeholders and communities to make this happen”

Following the public exhibitions, IMP will prepare a planning application which will be submitted to Birmingham City Council in early 2019. If the application is approved, infrastructure works could commence in summer 2019.

The public exhibitions will be held on:

- Tuesday 20 November, 3:00pm - 8:00pm, at The Sanctuary, Castle Vale, Tangmere Road, Castle Vale, Birmingham, B35 7PX
- Wednesday 21 November, 2:00pm - 8:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Thursday 22 November, 2:00pm - 8:00pm, at St John's Church, Walmley, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN
- Saturday 24 November, 10:00am - 2:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Tuesday 27 November, 3:00pm - 8:00pm, at Falcon Lodge Community Centre, Churchill Road, Royal Sutton Coldfield, B75 7LB
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- Friday 30 November, 2:00pm - 8:00pm, at St George's Church, Minworth, B76 9BU
- Saturday 1 December, 10:00am - 4:00pm, at Asda Community Room, Minworth, Walmley Ash Road, Minworth, B76 1XL

For further information, please visit: www.impeddimore.co.uk

Ends

About IM Properties

IM Properties is one of the UK's largest privately-owned multi-disciplined property companies, investing significantly in the Midlands to create sustainable new developments.

The company has a leading track record of sustainable development along the M42 corridor. In north Warwickshire it transformed Birch Coppice from a disused colliery into an award-winning business park, creating 6,500 jobs locally. The company is also the owner of Blythe Valley Park, a thriving 260-acre mixed-use community near Junction 4 of the M42.

www.improperties.co.uk

Media enquiries

For media enquiries regarding IM Properties please contact Matt Sutton at Camargue on 0121 616 5920 / msutton@camargue.uk, or Jane Bolas on 01384 878822 / jane@jbpr.biz

Appendix H – Press cuttings

Publication: Royal Sutton Coldfield Observer
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Circulation: 42,329

Observer

Reporting local life since 1868

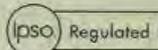
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Public get a chance to find out more about Peddimore

By NICK HORNER
News Reporter

AN opportunity to find out more about a huge employment park set to be built on former green belt land in Sutton Coldfield is being offered in a series of public consultation meetings.

The developer of more than half of the Peddimore Industrial park near Minworth, IM Properties, is holding eight public exhibitions between next Tuesday, November 20, and Saturday, December 1, outlining its plans for its 37 hectare slice of the 71 hectare site.

The remainder (zone 2) is owned and controlled by Birmingham City Council.

The public consultations follow the recent city council one on its supplementary planning documents for Peddimore and neighbouring Langley, where homes and schools will be built.

IM say the new site will create 6,500 jobs on site with a further 3,000 jobs expected to be created in the region.

David Smith, planning director at IM Properties, said: "We are really proud of this.

"It will be the most extensive public consultation we have ever done.

"We are thinking differently. It will be about explaining the impacts but also talking about the opportunities.

"This is a rare strategic employment opportunity in the heart of the Midlands. There are very few of this scale in this part of the world.

"We want to ensure that Peddimore can be a catalyst for economic growth in Royal Sutton Coldfield and Birmingham."

IM Properties has delivered sim-



An artist's impression of the Peddimore Industrial development



ilar parks at Birch Coppice - a bigger site near Tamworth and at Blythe Valley near Solihull.

At the first of those, it has attracted big name businesses - grocery and online technology firm, Ocado, package delivery specialists, UPS, German automatic component supplier, Dräxmaier, car manufacturer, Volkswagen and Euro Car Parts.

State-of-the-art tech is also at the heart of what the company is doing. At The Hub at Aston, another IM Properties site, the plot leased by Argos aims to be the first in the UK to be 'electricity cost neutral', using photo-voltaic battery technology developed by electric car firm, Tesla. They hope to roll the technology out elsewhere, including Peddimore as tenant firms look for 'energy security.'

The thorny issue of traffic and transport will also be discussed. IM Properties will be responsible for building a new signal controlled roundabout junction on to the A38, along with a traffic-free bridge for pedestrians and cyclists to the neighbouring Langley site. It cannot be raised because of its proximity to the Minworth 'Asda' roundabout. It will allow access both north and south.

Sprint buses are the council and West Midlands Combined Authority's long term solution to move people in and out of both Peddimore and Langley, but in the short term, IM Properties will look at expanding other bus services and filling the ones in existence.

Mr Smith added: "We understand transport will be a key focus for many local people and with other key stakeholders we are committed to delivering a sustainable transport strategy which supports the creation of a wider Green Travel District for Peddimore, Langley and wider Royal Sutton Coldfield, Minworth and Walmley. "The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to

minimise impact on local roads, and improve air quality and accessibility to the site."

The Peddimore plan is to include landscaping including a circular 4km pedestrian and cycle path around the site.

The public meetings will also explain what opportunities are to be created by the development.

Mr Smith said: "Our public exhibitions are an important opportunity for people to talk to us and provide feedback on the proposed plans, including the skills and training opportunities on offer and we look forward to engaging with communities.

"This is a major opportunity to create a great place to work and major economic asset for the region which we can all be proud. We welcome working in partnership with local stakeholders and communities to make this happen."

When asked whether Brexit would impact on the scheme Mr Smith added: "One of the reasons for doing this at Peddimore is we are confident of the need and demand for manufacturing and logistics premises.

"Brexit will not have an impact on this project."

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When and where for exhibitions

AROUND 27,000 fliers have been sent to homes setting out the details of eight upcoming public consultation meetings. The public exhibitions will be held on:

- Tuesday, November 20, 3pm to 8pm, at The Sanctuary, Castle Vale, Tangmere Road, Castle Vale, Birmingham, B35 7PX;**
- Wednesday, November 21, 2pm to 8pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB**
- Thursday, November 22, 2pm to 8pm, at St John's Church, Walmley, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN;**
- Saturday, November 24, 10am to 2pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB;**
- Tuesday, November 27, 3pm to 8pm, at Falcon Lodge Community Centre, Churchill Road, Royal Sutton Coldfield, B75 7LB;**
- Thursday, November 29, 2pm to 8pm, at St Nicholas Church Hall, Curdworth, Coleshill Road, Curdworth, B76 9ES;**
- Friday, November 30, 2pm to 8pm, at St George's Church, Minworth, Water Orton Lane, Minworth, B76 9BU and**
- Saturday, December 1, 10am to 4pm, at Asda Community Room, Minworth, Walmley Ash Road, Minworth, B76 1XL.**

Following the public exhibitions, IM Properties said it will prepare a planning application which will be submitted in early 2019. Anyone wanting further information can visit: www.impeddimore.co.uk

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Link: <https://www.birminghammail.co.uk/news/local-news/details-peddimore-employment-park-former-15427052>

BirminghamLive

Details of Peddimore 'employment park' on former Sutton Coldfield green belt land revealed

IM Properties is set to hold a series of meetings with the public to outline its plans for its slice of the 71 hectare site by the A38 near Minworth

An 'opportunity' to find out more about a huge 'employment park' set to be built on former green belt land in Sutton Coldfield is being offered in a series of upcoming public consultation meetings.

The developer of more than half of the hotly contested Peddimore industrial park, on Sutton's now former green belt land near Minworth, IM Properties, is holding eight public exhibitions between next Tuesday (November 20) and, Saturday, December 1. It will outline its plans for its 37 hectare slice (zones 1A and 1B) of the 71 hectare site. The remainder (zone 2) is owned and controlled by Birmingham City Council.



The company said it is holding an 'extensive public consultation', where it has promised to both listen to concerns and react to them. The meeting will be 'not to tell people but will be about having a relationship, a conversation with them'.

The move follows the recent city council [consultation on its supplementary planning documents for Peddimore and neighbouring Langley](#), where homes and schools will be built.

It also said it hopes the new site to be a 'significant economic asset' for the region with 6,500 jobs created on site with a further 3,000 jobs expected to be created in the region as a result of the site – around 10,000 in total.



An artist's impression of what a new industrial unit could look like at the new development in Peddimore, Sutton Coldfield

David Smith, planning director at IM Properties, said the upcoming events were 'really quite exciting'. He said: "We are really proud of this. It will be the most extensive public consultation we have ever done. We are thinking differently. It will be about explaining the impacts but also talking about the opportunities.

"This is a rare strategic employment opportunity in the heart of the Midlands. There are very few of this scale in this part of the world.

"We want to ensure that Peddimore can be a catalyst for economic growth in Royal Sutton Coldfield and Birmingham."

IM Properties has delivered similar parks at Birch Coppice – a bigger site near Tamworth and at Blythe Valley near Solihull. At the first of those, it has attracted big name businesses – grocery and online technology firm, Ocado, package delivery specialists, UPS, German automatic component supplier, Dräxlmaier, car manufacturer, Volkswagen and Euro Car Parts.

State-of-the-art tech is also at the heart of what the company is doing. At The Hub at Aston, another IM Properties site, the plot leased by Argos aims to be the first in the UK to be 'electricity cost neutral', using photo-voltaic battery technology developed by electric car firm, Tesla. They hope to roll the technology out elsewhere, including Peddimore as tenant firms look for 'energy security'.



An artists impression of the Peddimore industrial development on Sutton Coldfield's green belt

The thorny issue of traffic and transport will also be discussed. IM Properties will be responsible for building a new signal controlled roundabout junction on to the A38, along with a 'traffic-free' bridge for pedestrians and cyclists to the neighbouring Langley site. It cannot be raised because of its proximity to the Minworth 'Asda' roundabout. It will allow access both north and south.

[Sprint buses are the council and West Midlands Combined Authority's long term solution to move people in and out of both Peddimore and Langley](#), but in the short term, IM Properties will look at expanding other bus services and filling the ones in existence – 'perhaps making them more economic'. Its aim is to 'get east Birmingham employees to Peddimore' and conceded there would be some impact on traffic but it was about 'reducing this impact'.

B READ MORE

▶ [Plans for £500 million revamp of Sutton Coldfield town centre revealed](#)

IM Properties planning chief – Mr Smith said: "We understand transport will be a key focus for many local people and with other key stakeholders we are committed to delivering a sustainable transport strategy which supports the creation of a wider Green Travel District for Peddimore, Langley and wider Royal Sutton Coldfield, Minworth and Walmley.

"The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site."

Peddimore will be built to the 'highest standards of building design' and will include 'substantial and attractive landscaping' which will include a circular 4km pedestrian and cycle path around the site.

The company said it will also launch a 'social value programme' which will include providing skills and training for local people and a £270,000 Peddimore Community Fund to help groups in the area.

The public meetings are about finding out what will be at the site but also about what opportunities are to be created the company said – which could include using new walkways around the site for a park run, jobs created and training offers, or about the community fund.

The company will also be committed to 'buying local' where possible and will urge its tenants to do likewise.

Mr Smith said the Peddimore scheme was about leaving a positive legacy'. He said: "Our public exhibitions are an important opportunity for people to talk to us and provide feedback on the proposed plans, including the skills and training opportunities on offer and we look forward to engaging with communities.

"This is a major opportunity to create a great place to work and major economic asset for the region which we can all be proud. We welcome working in partnership with local stakeholders and communities to make this happen."

When asked whether Brexit would impact on the scheme Mr Smith added: "One of the reasons for doing this at Peddimore is we are confident of the need and demand for manufacturing and logistics premises. Brexit will not have an impact on this project."

Around 27,000 fliers have been sent to homes setting out the details of eight upcoming public consultation meetings.

The public exhibitions will be held on:

- Tuesday, November 20, 3pm to 8pm, at The Sanctuary, Castle Vale, Tangmere Road, Castle Vale, Birmingham, B35 7PX;
- Wednesday, November 21, 2pm to 8pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB ;
- Thursday, November 22, 2pm to 8pm, at St John's Church, Walmley, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN;
- Saturday, November 24, 10am to 2pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB;
- Tuesday, November 27, 3pm to 8pm, at Falcon Lodge Community Centre, Churchill Road, Royal Sutton Coldfield, B75 7LB;
- Thursday, November 29, 2pm to 8pm, at St Nicholas Church Hall, Curdworth, Coleshill Road, Curdworth, B76 9ES;

- Friday, November 30, 2pm to 8pm, at St George's Church, Minworth, Water Orton Lane, Minworth, B76 9BU and
- Saturday, December 1, 10am to 4pm, at Asda Community Room, Minworth, Walmley Ash Road, Minworth, B76 1XL.

Following the public exhibitions, IM Properties said it will prepare a planning application which will be submitted in early 2019. If approved, infrastructure works could start in summer 2019, and take around a year to build.

The first buildings are expected to be available in the summer of 2021. The IM Properties development is expected to take six years to complete.

Anyone wanting further information can visit: www.impeddimore.co.uk

Publication: *TheBusinessDesk.com*
Date: 19/11/18
Circulation: Online, 285,000 monthly unique users
Link: <http://www.thebusinessdesk.com/westmidlands/news/2023631-consultation-starts-on-350m-peddimore-logistics-scheme>



Consultation starts on £350m Peddimore logistics scheme



[Property](#) | November 19 2018
[Rachel Covill](#)

The developer appointed to deliver the giant Peddimore scheme, one of the UK's largest manufacturing and logistics sites, is set to unveil proposals for the development as a major public consultation gets underway.

Eight exhibitions staged across a near two-week period from Tuesday November 20 to Saturday December 1 will outline how IM Properties' (IMP) proposals could deliver up 6,500 new jobs at the site, as well as a major social value programme including skills and training for local people and a £270,000 community fund.

IMP has been appointed by Birmingham City Council to deliver the first phase of the allocated Peddimore employment park after a competitive bidding process.

David Smith, planning director at IMP, said: “This is the largest public consultation we have embarked on as a company and we’re dedicating significant time and resources to engage with local communities, to shape our proposals and ensure that Peddimore can be a catalyst for economic growth in Royal Sutton Coldfield and Birmingham.

“Our public exhibitions are an important opportunity for people to talk to us and provide feedback on the proposed plans, including the skills and training opportunities on offer and we look forward to engaging with communities.”

He added: “Peddimore could create up to 6,500 direct jobs and up to 3,000 more across the wider region through supply chains supporting the leading international and UK businesses that we hope to attract across the manufacturing and logistics sectors.

“We are particularly pleased to be also unveiling a major social value programme that will help to deliver our own commitment to delivering sustainable projects, which provide a positive long-term legacy for future generations.”

IMP said it is committed to delivering a sustainable transport strategy which supports the creation of a wider Green Travel District for Peddimore, Langley and wider Royal Sutton Coldfield, Minworth and Walmley.

Highways infrastructure proposals for the site include the creation of a new grade signal-controlled roundabout on the A38; a new traffic-free bridge over the A38 to allow pedestrians and cyclists to access the site and the proposed Langley Urban Extension safely; and a programme of junction upgrades on the strategic and local road network.

Smith said: “This is a major opportunity to create a great place to work and major economic asset for the region which we can all be proud of. We welcome working in partnership with local stakeholders and communities to make this happen.”

Following the public exhibitions, IMP will prepare a planning application which will be submitted to Birmingham City Council in early 2019. If the application is approved, infrastructure works could start in summer 2019.

Birmingham City Council recently prepared a draft Supplementary Planning Document (SPD) for Peddimore to provide detailed guidance to ensure that the site is designed and developed comprehensively. This was published for consultation in September and is expected to be adopted in early 2019. IM Properties' public exhibitions are separate to this consultation.

The public exhibitions will be held on:

- Tuesday 20 November, 3:00pm – 8:00pm, at The Sanctuary, Castle Vale, Tangmere Road, Castle Vale, Birmingham, B35 7PX
- Wednesday 21 November, 2:00pm – 8:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Thursday 22 November, 2:00pm – 8:00pm, at St John's Church, Walmley, 4 Walmley Road, Royal Sutton Coldfield, B76 1QN
- Saturday 24 November, 10:00am – 2:00pm, at Sutton Coldfield Town Hall, Upper Clifton Road, Royal Sutton Coldfield, B73 6AB
- Tuesday 27 November, 3:00pm – 8:00pm, at Falcon Lodge Community Centre, Churchill Road, Royal Sutton Coldfield, B75 7LB
- Thursday 29 November, 2:00pm – 8:00pm, at St Nicholas Church Hall, Curdworth, Coleshill Road, Curdworth, B76 9ES
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- Saturday 1 December, 10:00am – 4:00pm, at Asda Community Room, Minworth, Walmley Ash Road, Minworth, B76 1XL

Appendix I – Newspaper advertisements

Publication: Royal Sutton Coldfield Observer
Date: 9/11/18
Frequency: Weekly
Circulation: 42,329



We love Christmas!
 Join us for a festive lunch or party with friends, family or work colleagues this Christmas

CHRISTMAS PARTY NIGHTS
 Choose from one of our fantastic Christmas party nights.
 Saturday 1st December Motown Tribute £32.50
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 Friday 14th December Disco £30 **SOLD OUT** | Saturday 15th December Disco £30
 Friday 21st December Disco £30 | Saturday 22nd December Abba Tribute £32.50 **SOLD OUT**

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CHRISTMAS LUNCHES
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8 SUTTON COLDFIELD OBSERVER FRIDAY, NOVEMBER 9, 2018

Shocked mum over night raid

By **NICK HORNER**
 News Reporter

A SHOCKED mum-of-three has spoken of her horror after being woken in the middle of the night after raiders broke into her house and stole her luxury coupé car.

The incident took place in Bishops Way in Four Oaks just after 1am on Tuesday, with car thieves snapping the home's front door lock and then sneaking in, stealing three sets of keys, wallets and purses, before making off in a £50,000 A7 Audi Quattro.

The family had parked a Vauxhall van blocking the driveway in a bid to deter the thieves. But they stole the van's keys, moved it and left it sideways, blocking Bishops Way, as they made their escape.

The 41-year-old mum, whose youngest is just three, said she was 'traumatised'. She spoke tearfully to the Observer and said: 'We were in bed asleep and they snapped the lock on the front door.'

'They came straight in through the hallway in to the kitchen and stole three sets of keys.'

'They took the van keys and moved it from the drive entrance to the middle of the road, blocking it.'



'My three-year-old boy was asleep upstairs, as were my 15-year-old daughter and 23-year-old son.'

'I can't believe somebody has been in my house while I was asleep in my bed.'

'I feel like I have been violated. I didn't sleep all night. I felt physically sick all of the next day. And didn't stop shaking.'

'They took credit cards and bank cards and personal photos that can't be replaced.'

'What if my husband had gone down the stairs? What would have happened

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 consultation@impeddimore.co.uk
 IM Properties, c/o Camargue
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 Tangmere Road, Castle Vale, Birmingham, B35 7PX

WED 21 NOVEMBER, 2PM-8PM
 Sutton Coldfield Town Hall
 Upper Clifton Road, Royal Sutton Coldfield, B73 6AB

THU 22 NOVEMBER, 2PM-8PM
 St John's Church, Walsley
 4 Walsley Road, Royal Sutton Coldfield, B76 1QN

SAT 24 NOVEMBER, 10AM-2PM
 Sutton Coldfield Town Hall
 Upper Clifton Road, Royal Sutton Coldfield, B73 6AB

TUE 27 NOVEMBER, 3PM-8PM
 Falcon Lodge Community Centre
 Churchill Road, Sutton Coldfield, B75 7LB

THU 29 NOVEMBER, 2PM-8PM
 St Nicholas Church Hall, Curdworth
 Colleshill Road, Curdworth, B76 9ES

FRI 30 NOVEMBER, 2PM-8PM
 St George's Church, Minworth
 St George's Church, Water Orton Lane, Minworth, B76 9BU

SAT 1 DECEMBER, 10AM-4PM
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 Asda, Walsley Ash Road, Minworth, B76 1XL

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Which? **Approved**

Publication: *Birmingham Mail*
 Date: 13/11/18
 Frequency: Daily
 Circulation: 15,367

News

A bostin' return for the Blinders!

CILLIAN AND CO FILMING AT BLACK COUNTRY LIVING MUSEUM



PICTURE: SNS/APP/RSK



Cillian Murphy as Tommy Shelby, right, Paul Anderson as Arthur Shelby, left, at Black Country Living Museum filming series five of *Peaky Blinders*



PICTURES: WAYNOCOPPOLES



PICTURE: SNS/APP/RSK



By BEN HURST
 Content Editor
 benhurst@birminghamlive.co.uk

THE Shelbys are back in town – as filming of the next *Peaky Blinders* season takes place at the Black Country Living Museum.

Among the stars spotted filming the Second City gangster saga is Cillian Murphy, who plays Tommy Shelby, head of the family.

Others filming in the fictional 'Charlie's Yard' this week include Paul Anderson as Arthur Shelby, and Helen McCrory's Aunt Polly.

Film crews are back in the area after last week shooting scenes involving Aiden Gillen (*Abernathy Gold*) at Middleport Pottery.

Brummie Steven Knight's BAFTA award-winning drama has previously announced its move to mainstream BBC One from BBC

Two. Sophie Rundle, Finn Cole, Kate Phillips and Natasha O'Keefe are all returning for season five.

Others coming back include Jack Rowan, Charlie Murphy, Kingsley Ben-Adir, Harry Kirtton, Paddy Lee, Ned Dennehy, Ian Peck and Benjamin Zephaniah.

But there is no mention of whether Tom Hardy will be reprising his role as Alfie Solomons, who was last seen in a shoot-out with Tommy.

Alfie had revealed he was dying from cancer and was seen falling to the floor after the gunfight on the beach.

Season five of the Shelby crime family saga finds the world thrown into turmoil by the financial crash of 1929. Opportunity and misfortune are everywhere.

When Tommy is approached by a charismatic politician with a

bold vision for Britain, he realises that his response will affect not just his family's future but that of the entire nation.

Executive producer, Caryn Mandabach says: "Steve's Birmingham saga becomes more fascinating and more relevant with every chapter.

"This one promises to be the best yet. I'm truly grateful to the BBC for their support of such thrilling, immersive and resonant storytelling."

Knight himself adds: "The story of the *Peaky Blinders* and of the Shelby family gets woven into the political fabric of Britain and Europe as the 1920s end and the thirties begin.

"Tommy Shelby faces the darkest force he has ever faced, and his struggle is as relevant today as it was then."

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 St John's Church, Walmley
 4 Walmley Road, Royal Sutton Coldfield, B76 1QN
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 Sutton Coldfield Town Hall
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 Falcon Lodge Community Centre
 Churchill Road, Sutton Coldfield, B75 7LB
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 St Nicholas Church Hall, Curdworth
 Coleshill Road, Curdworth, B76 9ES
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 St George's Church, Minworth
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Publication: *Birmingham Post*
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 Circulation: 6,677

Thug who turned back on judge avoids jail for OAP attack

Teen previously locked up for courtroom insult

James Cartledge
News Editor

A TEENAGER imprisoned by a judge for turning her back on him has avoided a jail sentence for attacking a pensioner.

Xena Randell, from Walsall, was remanded in custody for her show of petulance at Warwick Crown Court earlier this year.

She had earlier admitted attacking 70-year-old Marion Ryan on a day trip

to Wellesbourne market in Warwickshire. The judge decided to delay sentencing – but she turned her back on him and was remanded.

The 19-year-old, of Burrowes Street, was freed four days later.

Now she has been handed a 12-month community order, with 80 hours of unpaid work and a rehabilitation activity for 30 days to address her anger management.

Judge Anthony Potter said it seemed

she had been motivated to try to get a job and had made efforts to enrol on a college course.

He told her: "You are trying to make changes in your life, and I am impressed by that."

But he warned Randell: "I'll remember you. If you do breach this, you know you're not likely to receive a particularly sympathetic hearing."

He said her brief period in custody and the surrounding publicity had been a "salutary lesson", adding: "I hope I never see you again, and I'm sure the feeling is entirely mutual."

During the original hearing it was said that Randell's grandfather and her victim, who suffers from osteoporosis and chronic obstructive pulmonary disease, belonged to a group which regularly organised coach trips.

In August last year Randell and her mother accompanied her grandfather on an outing to Warwickshire, to visit Wellesbourne market and then Stratford-upon-Avon.

But at the market Randell went off shopping with her mother, leaving her grandfather and Miss Ryan together, and returned later than expected, said prosecutor Caroline Harris.

"The complainant called the defendant a 'selfish cow' for being away so long, and the defendant pushed her with some force."

"It caused her to fall to the



► Xena Randell was previously jailed for four days for her petulance

ground, landing on her bottom and striking her head."

A retired nurse went to her aid, and the trip continued with the pensioner in fear that Randell would approach her again.

Miss Ryan had sore ribs as a result of the push, and it later became apparent she had a fracture to her pelvis.

But Miss Harris said it was 'not possible to prove to the criminal standard' that had been caused by Randell pushing her over.

After her arrest, Randell said she pushed the pensioner 'because she was in my space', claiming she was not generally a violent person, 'but will react violently when threatened'.

But the court heard she had no fewer than 13 convictions for 49 offences, mostly for violence, and

at the time was subject to a suspended sentence for assaulting a police officer.

Turaj Hodge, defending, said "She felt under threat from Miss Ryan who accepts she called her a selfish cow, and in response Miss Randell pushed her because of a perceived threat."

Miss Hodge added: "She says she is more than willing to address her anger management issues, and she has shown remorse."

Judge Potter had told Randell in May: "In my judgment you are a bully, and you have relied on other people's concern as justification for your response to other people in an aggressive manner."

"I have no doubt that lady was smaller than you, and you intimidated her as much by your presence as by your actions."

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Asda, Walmley Ash Road,
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Planning row over centre rumbles on

THE saga over plans to convert part of an old correctional school into homes has taken another twist.

Birmingham City Council's planning committee has refused the latest application to turn the remainder of the Martineau Centre, in Balden Road, Harborne, into housing.

The clock tower building and surrounding site has been subject to five sets of proposals since it closed down in 2012.

But controversy surrounds a promise to retain part of it for a community room.

Persimmon Homes, as part of its original plans for more than 120 properties, agreed to provide it to secure planning permission from the council.

But since then it has sold the building to Luxury Homes which has argued the condition to keep the community space is 'unlawful



► Developers had originally promised to turn part of the Martineau Centre into a community centre

and was only ever a goodwill gesture by Persimmon.

Earlier this year the planning committee turned down Luxury's application to convert it into ten town houses.

The developer has now lodged an appeal against the decision.

And it tried to gain permission again with a new scheme to convert part of the building into seven homes removing the community space from the proposal.

But council officers feared this

would simply result in the space becoming 'mothballed'. The committee backed their recommendation to refuse permission.

Cllr Gareth Moore said: "It is disappointing to see the applicant seems to continue to refuse in many ways to provide a community room which was a key part of the original plans. If they put more effort into that then perhaps we could move forward."

Around 25 residents had lodged objection to the latest plans.

Publication: Royal Sutton Coldfield Observer
Date: 16/11/18
Frequency: Weekly
Circulation: 42,329

FRIDAY, NOVEMBER 16, 2018 **SUTTON COLDFIELD OBSERVER** 7

OLD




Elsewhere in the town, a ceremony was held at the Walmley War Memorial.

David Hew who played the Last Post in Walmley said: "The event was exceptionally well attended. It gets better each year. The weather was very good with a slight breeze blowing leaves down onto us like poppies."

Last week schools paid their own respects, with The Steedy Academy holding a ceremony by their self-made cenotaph, pupils at Abbey Catholic Primary School painting remembrance stones and Sutton's mayor, Cllr Griffin, attended a service at John Willmott School where students who were members of uniformed organisations attended in their uniforms and wreaths and crosses were laid.

became apparent that there was to be no ceremonial.

"It is not unreasonable to expect, as very many people clearly did, that there would be a ceremony, exhortation, and wreath laying, at the town's memorial, at the significant time of 11am. Whoever decided that a significantly smaller number of people were to mark the anniversary, in Holy Trinity, whilst a much larger crowd was waiting to show their thanks and respects in the square, was sadly misguided."

TURN TO PAGES 30-32 FOR MORE PICTURES

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- 03309 384 199
- Standard rates apply
- consultation@impeddimore.co.uk
- IM Properties, c/o Camargue
- 11 Waterloo Street, Birmingham, B2 5TB

VISIT ONE OF THE PUBLIC EXHIBITIONS AND PROVIDE YOUR FEEDBACK

TUE 20 NOVEMBER, 3PM-8PM
The Sanctuary, Castle Vale
Tangmere Road, Castle Vale, Birmingham, B35 7PX

WED 21 NOVEMBER, 2PM-8PM
Sutton Coldfield Town Hall
Upper Clifton Road, Royal Sutton Coldfield, B73 6AB

THU 22 NOVEMBER, 2PM-8PM
St John's Church, Walmley
4 Walmley Road, Royal Sutton Coldfield, B76 1QN

SAT 24 NOVEMBER, 10AM-2PM
Sutton Coldfield Town Hall
Upper Clifton Road, Royal Sutton Coldfield, B73 6AB

TUE 27 NOVEMBER, 3PM-8PM
Falcon Lodge Community Centre
Churchill Road, Sutton Coldfield, B75 7LB

THU 29 NOVEMBER, 2PM-8PM
St Nicholas Church Hall, Curdworth
Coleshill Road, Curdworth, B76 9ES

FRI 30 NOVEMBER, 3PM-8PM
St George's Church, Minworth
St George's Church, Water Orion Lane, Minworth, B76 9BU

SAT 1 DECEMBER, 10AM-4PM
Asda Community Room, Minworth
Asda, Walmley Ash Road, Minworth, B76 1XL

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Frequency: Daily
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BRUM'S FESTIVE MARKETS OPEN

Market visitor Alan Taylor with top Bambi

The City Social's Roastie Toastie.

PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



COME ALONG

IM Properties invite you to view the plans and have your say at one of our public exhibitions on the proposals for the new Peddimore employment park in Minworth.

In March 2018, Birmingham City Council selected IM Properties (IMP) as its development partner to prepare a planning application and deliver the first phase (zone A) of the Peddimore employment park in Minworth.

The vision is to create a best in class development which attracts leading national and international manufacturing and logistics businesses, delivering local economic and social benefits that Birmingham and the surrounding area can be proud of.

OUR PROPOSALS INCLUDE:

- High-quality employment space and associated infrastructure
- Extensive and attractive landscaping and nature conservation assets
- A focus on sustainability to create a great place to work
- Potential to create approximately 6,500 operational jobs on site
- A long-term commitment to working with local training providers and schools, providing access to the wide range of skilled jobs on offer
- A £270,000 Peddimore Community Fund to support local projects

GET IN TOUCH

www.impeddimore.co.uk
 03308 364199
 Standard rates apply
 consultation@impeddimore.co.uk
 IM Properties, c/o Camargue
 11 Waterloo Street
 Birmingham, B2 5TB

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THU 22 NOVEMBER, 2PM-8PM
 St John's Church, Walsley
 4 Walsley Road,
 Royal Sutton Coldfield, B76 1QN

SAT 24 NOVEMBER, 10AM-2PM
 Sutton Coldfield Town Hall
 Upper Clifton Road,
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 Curdworth
 Colehill Road, Curdworth, B76 9ES

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 St George's Church, Minworth
 St George's Church, Water Clifton
 Lane, Minworth, B76 9BU

SAT 1 DECEMBER, 10AM-4PM
 Asda Community Room, Minworth
 Asda, Walsley Ash Road,
 Minworth, B7 6 1XL

CHRISTMAS COMES EARLY AS LIGHTS GO ON

By ZOE CHAMBERLAIN
 Feature Writer
 zoe.chamberlain@reach.co.uk

THE gluhwein is being served and the bratwursts are sizzling. It can only mean one thing... Christmas has arrived in Birmingham courtesy of The German Market.

The market which is expected to attract almost six million visitors runs until December 23.

The city's Christmas lights were also switched on last night to give an extra festive buzz to those already glowing and jolly with drinks and the usual wintertime delicacies.

The all-important button was pressed by 12-year-old Louis Johnson, Birmingham Children Hospital's Fundraiser of the Year. He is best friends with five-year-old Ben Collins, who has terminal bone cancer.

And the Cathedral market at St Philip's Place - which has its own Santa's grotto and locally sourced crafts, gifts, food and drink - was also opened by West Midlands Mayor Andy Street.

Birmingham Cathedral's chief executive Anna Pitt said: "I am delighted that the Christmas Market adds an additional dimension to the cathedral's celebration of Advent and Christmas this year."

"The market this year offers us an opportunity to engage with many more of our neighbours, as well as reaching out to support charities and organisations in our local community."

"Cathedral Square is an iconic, exceptional and well-loved space in the heart of our city, and I am thrilled with the opportunity to share the benefits of that space with our neighbours."

Meanwhile, the City Social, a



The Craft Market in St Philip's Place next to the Cathedral

hidden gem in the underpass next to the Mailbox, also launched.

With such a mix the mouth-watering smells of waffles, Christmas puddings, halloumi fries served with home made tomato chutney, hot chocolate and much more were soon filling the air.

They are even selling a Christmas roast... in a toastie.

Toasted between two slices of bread, you'll find pieces of turkey, a sweet layer of cranberry sauce, all the traditional Christmas veg and crispy potatoes.

It is then golden toasted, before being served with a sausage wrapped in bacon and a pot of thick gravy for dunking.

Matt Elson, the man behind the 'Roastie Toastie', said: "Being completely honest, the idea for Roastie Toastie came from a hangover-fuelled Sunday morning in the

Jewellery Quarter. Despite this, we stand by its valdity, even now we're sober. The trusty toastie has proved its worth as a staple snack and we firmly believe that a roast dinner is too good to serve just on Sundays.

"This brilliant, alternative way to enjoy the two together has already proved a crowd-pleaser in our household, and we can't wait to bring it to the masses."

The German Market is in Victoria Square and along New Street.

It will be open for 11 hours a day - from 10am to 9pm - in the build-up to the big day itself with weekends expected to be the busiest days.

Just in case Birmingham wasn't getting festive enough - the ice rink and big wheel will be opening at New Canal Square, Eastside from tomorrow.

Appendix J – Public exhibition panels

PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham

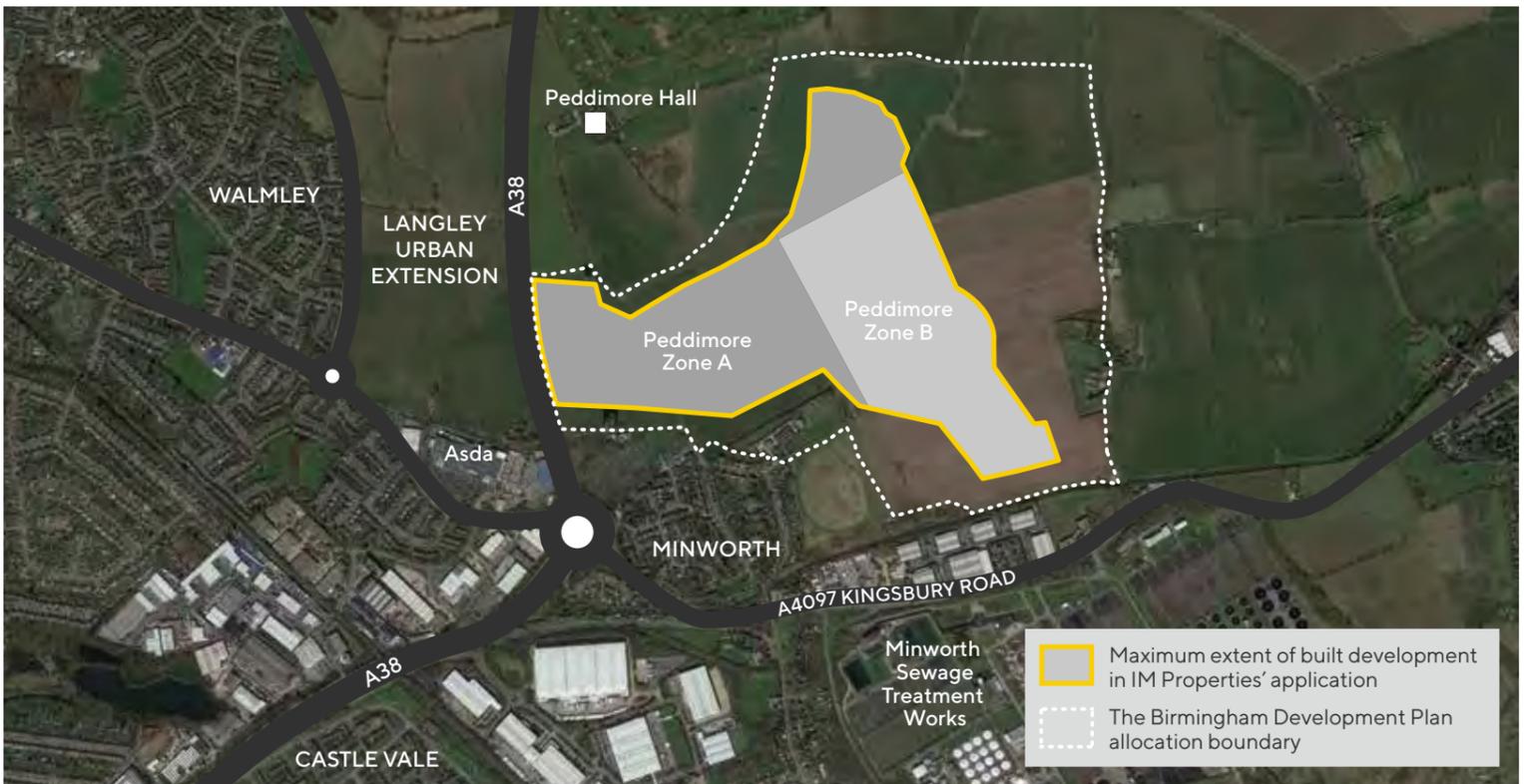


WELCOME

IM Properties, one of the UK's largest privately owned property companies, is developing proposals for Peddimore, a new employment park in Minworth.

We are in the process of working up a planning application and would welcome your views on our plans. This exhibition explains what we are proposing and how we plan to take the project forward.

In early 2019, we will submit a planning application to Birmingham City Council. Our application will seek planning permission to build a high quality employment park to accommodate leading manufacturing and logistics businesses.



PROJECT SUMMARY

In summary our proposals are about:

- Delivering 66.5 hectares of high-quality employment space and associated infrastructure across zones A and B
- The opportunity to create approximately 6,500 operational jobs on site and approximately 3,000 additional jobs across the wider region
- A long-term commitment to working with local training providers and schools, providing access to the wide range of skilled jobs on offer
- A sensitive and carefully-planned development with well-designed buildings and comprehensive landscaping
- A focus on sustainability to create a great place to work
- Creating a successful business community set within an established and growing wider community

These exhibition panels provide an introduction to the project and explain our approach to managing key issues such as access, highways and the environment. In addition an illustrative 360 tour of the proposed site and a digital transport tool are available to view during the consultation.

We are also developing an arts and cultural strategy and would like your views and ideas to inform this work. Members of Erdington and Sutton Coldfield Arts Forums are in attendance at each event to gather ideas and listen to views.

We are inviting written feedback, which will be taken into consideration before the plans are finalised and the application is submitted.

Feedback forms are available at the exhibition and you can also contact us via our website at www.impeddimore.co.uk

The exhibition is part of a conversation that we are committed to keeping open through the planning, delivery and operational phases.

If you would like to comment on the plans, please complete and return your feedback form by 5.00pm on 8 December 2018.

PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



THE SITE: HISTORY AND VISION

The Birmingham Development Plan (BDP) was adopted in January 2017 and sets out the vision and strategy for sustainable development across the city up to 2031.

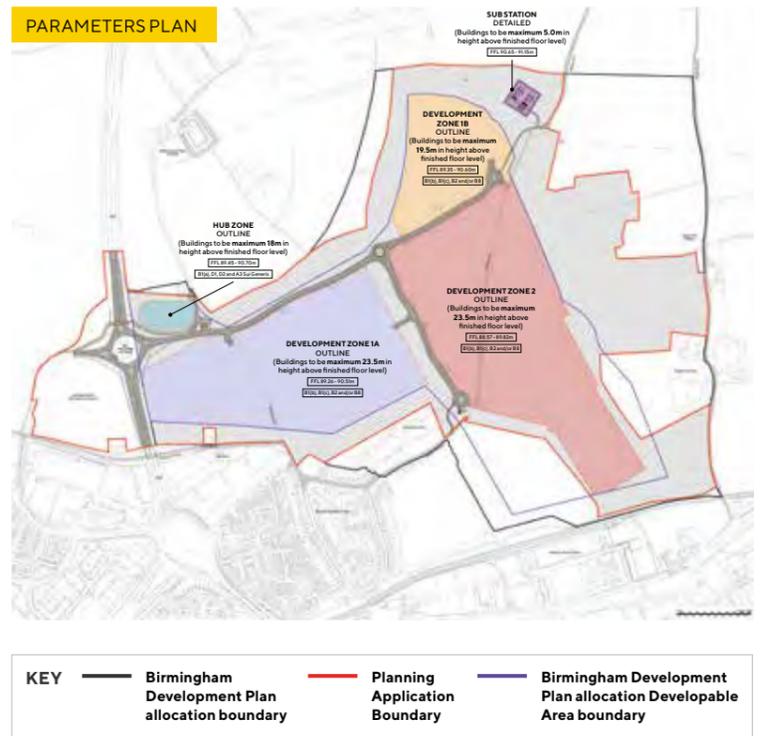


The BDP forms the adopted development plan, and is the starting point for determining planning applications.

In preparing the BDP, Peddimore was identified as the best opportunity to provide new high-quality employment land capable of meeting the needs of international, national and regional-scale businesses. It was therefore released from the Green Belt and allocated to deliver 71 hectares of land for a range of manufacturing and logistics uses, including:

- 40 hectares of land for manufacturing
- High-quality design and landscaping
- Access improvements including a new junction from the A38 and a network of pedestrian and cycle routes
- Enhanced biodiversity and protection of heritage assets

Birmingham City Council has recently prepared a draft Supplementary Planning Document (SPD) for Peddimore to provide detailed guidance to ensure that the site is designed and developed comprehensively. This was published for consultation in September 2018 and is expected to be adopted in early 2019.



A TRUSTED PARTNER

IM Properties was selected as Birmingham City Council's development partner for the first phase of the Peddimore employment park in March 2018. Our appointment was announced following an extensive, six-month international competition which attracted some of the leading real estate companies from the UK and beyond.



OUR VISION

Our vision is to create a high-quality development which attracts leading national and international manufacturing and logistics businesses, delivers a best in class employment location and an economic asset that the Royal Town of Sutton Coldfield, Birmingham and the Midlands can be proud of.

Peddimore will be a great place to work and visit, a place where we explore doing things differently. There are many ingredients that combine to make a great place, from good transport links, and well-designed buildings through to on-site amenities which improve people's experiences. Our approach will blend the key principles of design, connectivity and sustainability in the delivery and operation of the site.

In the first phase of the project, we will develop buildings for employment on Zone A (37 hectares of the 71-hectare allocation), as well as building the infrastructure needed for the whole Peddimore development. Zone B will be brought forward by Birmingham City Council.

Our hybrid planning application will include:

- Full details provided for the A38 access junction, spine roads, strategic landscaping and drainage, infrastructure and earthworks
- Outline details for building plots. This will approve the employment uses but will allow full details to be approved at a later stage

ILLUSTRATIVE MASTERPLAN

The final layout of the units will be determined by market demand but will remain within the limits of the parameters plan. The two masterplans below indicate how the scheme could ultimately be built.

Development zone A would accommodate approximately 128,000 sq m of space for manufacturing and logistics businesses.

Development zone B would be delivered by Birmingham City Council.

Our proposals also include:

- A new junction created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network
- A new bridge over the A38 to provide safe and effective crossings for pedestrians and cyclists into and around the development
- Buildings designed to reduce energy demand and carbon emissions and achieve BREEAM excellent accreditation
- A range of innovative measures such as 'smart grid' technology
- A hub area at the entrance to the site set within a landscaped setting which, subject to a detailed business case, could include a range of amenities for business and community use, such as cycle hire and food/retail kiosks
- Extensive landscaping to provide visual screening, a green setting for a 4km circular pedestrian and cycle path, and locations for more informal amenity use
- Developing an arts and cultural strategy, which could include the provision of public art or other initiatives which support the creation of an identity for Peddimore

INDICATIVE MASTERPLAN A



KEY — Birmingham Development Plan allocation boundary — Planning Application Boundary — Birmingham Development Plan allocation Developable Area boundary

INDICATIVE MASTERPLAN B



PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



BUILDING DESIGN

IM Properties is committed to high standards of building design.



AN INDICATIVE CGI OF A BUILDING

Buildings at Peddimore will be designed to very high architectural and sustainability standards.

The overall layout and location of each building will be carefully selected so that their appearance and scale integrate with their surroundings and their visual impact is minimised.

The positioning of the buildings will also help to screen service yards from public view wherever possible, with additional careful planting reducing their visibility further.

Appropriate and well-designed roof forms will be used to help reduce glare and the impact of buildings on the landscape.

Individual designs and specifications will be developed to high architectural standards in partnership with future potential occupiers.

The design approach adopted for the warehouse buildings will be driven by a desire to create attractive buildings, but also with a focus on reducing visual impact. The colour palette uses dark grey cladding at low level, which sits within a landscape context with progressively lighter bands of grey higher up the façade. This allows the buildings to merge comfortably into the sky backdrop at high level. Lighter vertical bands are also used periodically to break up the mass of the buildings



CGI OF AMENITY UNITS NEAR PEDDIMORE BROOK IN YEAR 10

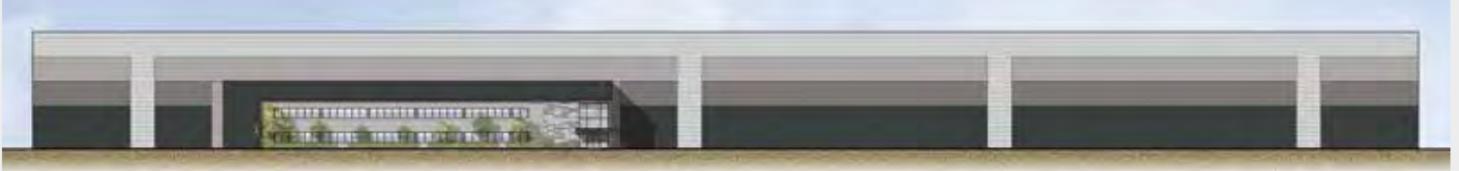


CGI OF PROPOSED HUB AREA

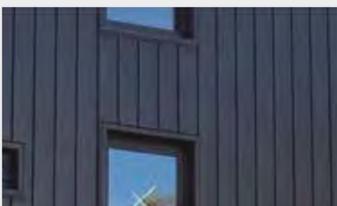
OFFICE ELEVATION



UNIT ELEVATION



MATERIAL SAMPLES



Flat panel with recessed joints



Horizontally laid trapezoidal profile wall cladding



Horizontally laid flat panel wall cladding



Aluminium rainscreen cladding system

LANDSCAPING

A comprehensive landscape strategy has been developed to provide a careful approach to managing the effect of the site on the local environment and to create an inspiring place to work.



The landscaping strategy will deliver a number of benefits, including:

- Screening of the site to reduce visual impact
- The creation of open space for walking, cycling and other recreational activities
- Enhancing Peddimore Brook and creating green corridors through the site
- Extensive tree, hedgerow and woodland planting in and around the site

We will create an attractive landscape setting that sensitively links Peddimore with the surrounding area.

Peddimore Brook will be enhanced and central to a 40m-60m wide green corridor that will run through the heart of the site. This will encourage biodiversity and provide a link through to the open countryside beyond.

Seating areas and informal amenity spaces will provide additional benefits to both employees and the local community.

Mounding will be created around the site to minimise the potential views of the proposed buildings. The external sides of the mounding would incorporate mixed forestry planting to provide further screening.

Existing perimeter landscape and ecological features will be protected as far as possible, including mature trees and hedgerows. Additional new native woodland planting and hedgerows around the site's boundaries would help to separate the developed land from neighbouring open fields.

New attractive, safe and accessible footpaths and cycle routes will be created through and around Peddimore, including a four-kilometre circular cycle path around the edge of the site.

Public art procured in association with key stakeholders and the wider local community will also be displayed around the site to help create a unique identity for Peddimore.

The landscaping proposals include:

- Over 550 new specimen trees
- More than 150,000 m² of native forestry planting
- Over 5,000 linear metres of native and ornamental hedgerow planting
- More than 235,000 m² of species rich grassland and wildflower areas



REDUCING VISUAL IMPACT

We are committed to ensuring that building and landscape design reduces the visual impact of the scheme on the surrounding area as much as possible.

Our approach to managing visual impact has been informed by a robust landscape assessment, which has considered a wide number of locations and distances from around the site.

We have assessed key viewpoints and a range of visualisations have been developed based on the illustrative masterplan to indicate how the site could look from various viewpoints in year 1, year 10 and year 20, compared to the current view.



VIEW FROM MINWORTH IN YEAR 1 (TO THE SOUTH)



VIEW POINT



VIEW FROM NEAR PEDDIMORE HALL IN YEAR 1 (TO THE NORTH)



VIEW POINT



VIEW FROM WIGGINS HILL IN YEAR 1 (TO THE EAST)



VIEW POINT

TRANSPORT AND MOVEMENT

Managing access and highways connectivity for people and goods are vital ingredients for a successful employment park.

Our proposals incorporate a series of key road improvements to accommodate an increase in local traffic which will include a new roundabout, traffic signalisation and enhancements to a number of existing local junctions on the strategic and local road network.

The package of highway investments and transport solutions that form part of our proposals are the result of discussions with Highways England (HE), Birmingham City Council (BCC) and Warwickshire County Council (WCC), including using the Strategic Transport Model (Saturn model), as well as conducting an extensive programme of surveys and technical assessments.

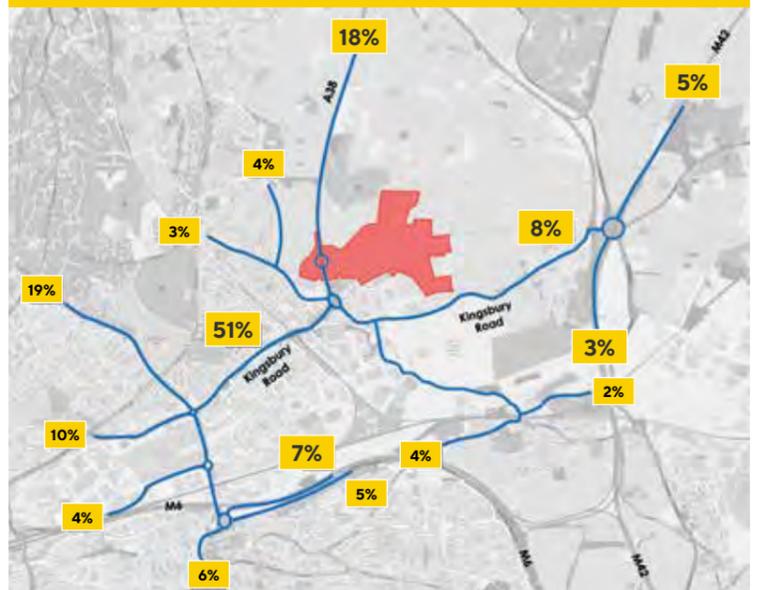
This work allowed us to forecast how much traffic Peddimore could create, evaluate which roads vehicles may use, and to subsequently plan improvements to the highway network to ensure traffic levels are managed effectively.

We also considered the future development of the Langley Urban Extension up to 2031 - to deliver necessary solutions across the road network.



CGI OF NEW A38 ROUNDABOUT

MAP SHOWING PERCENTAGE OF TOTAL HGV TRAFFIC FLOWS DURING THE MORNING PEAK

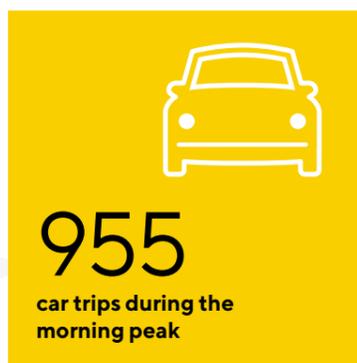


This map shows the percentage of total HGV traffic flows during the morning peak hour (8.00am-9.00am) and an evaluation of the routes that this traffic will take. The percentages on each route represent the proportion of HGV traffic travelling to and from Peddimore. Please note that roads with less than 2% of HGV traffic are not shown on this map.

VEHICLE MOVEMENTS

The assessments enable us to forecast the vehicle movements during peak periods of the day. During the morning peak, there would be an additional 1,056 traffic movements (into and out of the site), when fully operational and without local transport improvements.

THIS INCLUDES:



To put HGV morning peak hour trips into context, we anticipate 5 movements east towards Junction 9 of M42 and 12 travelling westwards to the site from the M42.

TRAFFIC MODELS AND ASSESSMENT

The Sutton Coldfield Saturn traffic model has been developed on behalf of the Royal Sutton Coldfield Town Council and Birmingham City Council and has been used to assess the impact of the Peddimore development. The modelling includes for the traffic from the proposed Langley Urban Extension.

We have reviewed the traffic flows calculated for Peddimore and Langley during the Birmingham Development Plan process and these have been included in the Saturn model.

This assessment showed where Peddimore may have an impact on the road network and determined what highways improvements would be needed. The methodology and findings have been agreed with Birmingham City Council and Highways England.

DELIVERING ROAD IMPROVEMENTS AND SUSTAINABLE TRAVEL

A large-scale highways improvement project would be undertaken as part of the delivery of Peddimore to ensure that the local road network can accommodate future traffic flows. As part of a Green Travel District, Peddimore will aim to improve mobility and reduce reliance on the car.

A major gateway to Peddimore will be created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network.

This new signal-controlled roundabout will be designed to accommodate modern, sustainable public transport and HGV freight vehicles. Robust assessments have shown that this new access point will be able cater for the traffic flows associated with Peddimore and Langley.

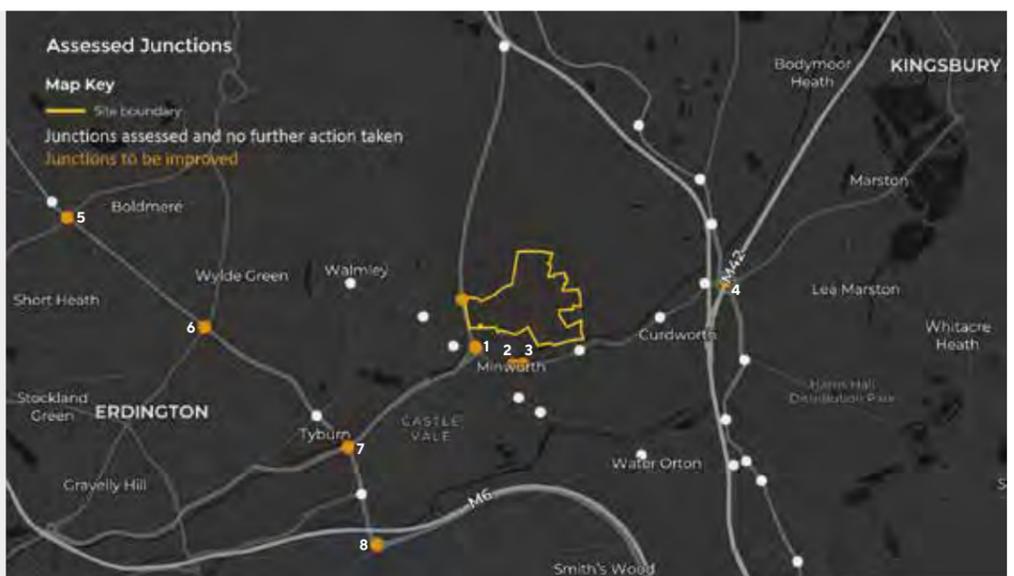
This will connect to the existing footpath and cycleway network, as well as into Langley in the longer-term.

We are also investigating the potential to use the M6 Toll (via A38) for freight movements between the site and Junction 9 of the M42.

A new bridge over the A38 will provide safe, convenient and effective crossings for pedestrians and cyclists into and around the development.

In addition, all other road junctions predicted to see a potential increase in congestion have been examined to establish the contributing impact from Peddimore. In agreement with Birmingham City Council, we are also proposing to improve the following junctions:

1. Minworth Island
2. Kingsbury Road/Water Orton Lane
3. Kingsbury Road/Minworth Parkway
4. M42 Junction 9
5. Chester Road/College Road
6. Chester Road/Sutton Road
7. Tyburn House Island
8. M6 Junction 5



SUSTAINABLE TRAVEL

A Green Travel District will be established covering Peddimore, Langley and the existing areas of Sutton Coldfield, Minworth and Walmley to create an environment where people are put before cars.

The creation of a community, through design and management, will help connect employees and occupiers and support this goal.

The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site.

We will explore alternative modes of travel to the site other than by car, which could include:

- Enhancing local bus services to serve the site with connections to key locations, including Sprint bus stops and Royal Sutton Coldfield town centre

- Making potential improvements to existing off-site cycleways and footpaths
- New on-site footpaths and cycleways to help people move through the site, together with secure cycle parking facilities
- Introducing a robust car sharing scheme, which would provide significant opportunities to reduce single occupancy car use
- A bike share scheme such as Nextbike or similar, including subscriptions for Peddimore employees
- Providing charging points for electric vehicles and bicycles
- Implementing a robust Travel Plan to encourage travel by sustainable modes, and engaging with occupiers over the life of the development to support a meaningful shift away from reliance on sole occupancy car usage



LOCAL ENVIRONMENTAL IMPACT

Our proposals have been developed to minimise their effect on the environment.

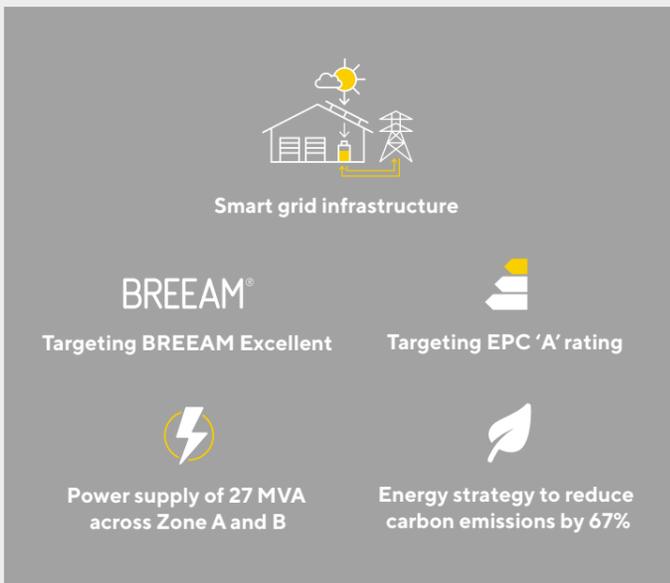


We are committed to delivering a development that respects our site neighbours and have carried out a full assessment of the potential impacts from the scheme.

An Environmental Impact Assessment (EIA) is being undertaken to identify and evaluate significant environmental impacts of the proposed development. The results will be presented in an Environmental Statement which will be submitted with the planning application and taken into account by the City Council in the determination process.

ENERGY AND CARBON EMISSIONS

We will deploy a range of innovative measures such as 'smart grid' technology. One or more of the speculatively developed buildings will be constructed with a combination of roof mounted PV cells and battery technology to generate renewable energy on site and maximise the use of this within the building to reduce reliance on the national grid.



Smart grid infrastructure

Targeting BREEAM Excellent

Targeting EPC 'A' rating

Power supply of 27 MVA across Zone A and B

Energy strategy to reduce carbon emissions by 67%

NOISE

The development has been designed to minimise noise escaping from the site. The types of noise control we implement could include:

- The creation of mounds and barriers
- Acoustic fencing provided in strategic locations
- Considering the layout and orientation of buildings to minimise noise
- Best practice day-to-day management of the site

FLOODING AND SUSTAINABLE DRAINAGE

Sustainable Urban Drainage systems will be integrated into the landscape which will be designed to adapt to a changing climate.

RESOURCE EFFICIENCY

Reducing waste and maximising recycling rates will be a strong focus for the construction process as well as the inclusion of measures to reduce water consumption during the operational phase of development.

AIR QUALITY

A range of measures will be deployed to reduce emissions which include creating green and blue infrastructure, embracing smart technologies on buildings and prioritising sustainable modes of transportation.

ECOLOGY

Extensive surveys of the site have been undertaken to identify species present and the extensive landscaping has been designed to provide new habitats.

The ecological mitigation proposals will ensure that favourable ecological conditions are supported and allow the site boundaries to continue to function as wildlife corridors.



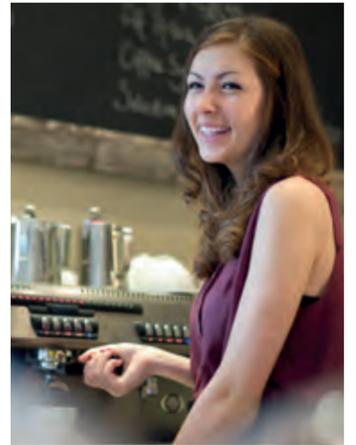
PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



CREATING JOBS, IMPROVING SKILLS

Peddimore will create approximately 6,500 operational jobs on site and support up to 3,000 jobs across the wider region. There is a major opportunity to help local people access new jobs and improve their skills.



LOCAL EMPLOYMENT

Our work to support local employment will see us train people and get them ready for work, while helping others get back into jobs.

WE WILL:

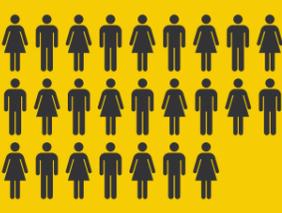


Help 
95
disadvantaged
people find work




Provide nearly
13,000
work placement hours

Support 25 individuals on the Building Birmingham Scholarship programme




Prepare and deliver a local employment strategy to match local people with local jobs and train people so that they are ready for work

BUY LOCAL

Where possible, we will look to work with local suppliers across a range of services and provide opportunities for SMEs and social enterprises.

WE WILL:


Host five 'meet the buyers' events to introduce local businesses and SMEs to live commercial opportunities

Create a dedicated procurement hub, connecting business to opportunities




Ensure 50% of what we spend is with local suppliers

Spend **£200k** with local social enterprises




Ensure 50% of what we spend is with SMEs



OUR SOCIAL VALUE PARTNERS:



PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



DELIVERING LONG-TERM COMMUNITY BENEFITS

We are committed to providing support for the local communities that need it most.



PARTNERS IN COMMUNITIES

We will work with local schools and community groups as well as with major private businesses to help empower local communities.

WE WILL:



Support 10 schools and up to

3,000

students, including delivering industry awareness days



Create a

£270,000

Peddimore Community Fund to provide money for local projects



Raise

£250k

donations for good causes



Support 12 community organisations

GREEN AND SUSTAINABLE

We will deliver a Green and Sustainable Action Plan which makes a major positive contribution to sustainable development and supports Birmingham's green economy.

WE WILL:



Deploy 'Smart Grid' technology to charge batteries during the day with solar PV, enabling the use of power during the night or at peak time

Develop a waste management strategy to recycle or reuse all recyclable waste streams where possible



Reduce carbon by

36%

across zone A of the development through the use of energy efficiency measures and renewable energy technologies



BREEAM®

Target a BREEAM Excellent rating

Reduce water use to secure a

25%

reduction compared to typical buildings



OUR SOCIAL VALUE PARTNERS:



PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



PEDDIMORE COMMUNITY FUND

Administered by the Heart of England Community Foundation, the fund will support local projects to foster sustainable social and economic change.



The £270,000 fund will include £180,000 donated by IM Properties and £90,000 of match funding from third party organisations, helping to support local projects over the next six years.



In the first year, up to £2,000 is available to support individual community projects.

This could include providing grants for sports, community, health and well-being and social welfare projects and formal training and education programmes, which could help to support:

- Young adults to raise aspirations and achieve better mental and physical health
- Extended learning opportunities for families, pre-school children and looked after children
- Training and learning opportunities for adults with no formal qualifications, with a focus on women
- Social and health needs of older people
- Initiatives working with homeless people and those at risk of homelessness

Our aim is to prioritise applications from organisations working within Royal Sutton Coldfield, Erdington and Perry Barr. Applications from neighbouring constituencies will also be considered.



OUR SOCIAL VALUE PARTNERS:



PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



SUMMARY

Thank you for taking an interest in our proposals. We hope you have found this information useful.



Your opinion matters to us. We know we can achieve a better planning application by engaging the local community and others who can help to refine and improve it further.



If you have any comments on any aspect of our proposals, please complete a feedback form and return it to us.

IF APPROVED, OUR PROPOSALS WOULD:

Deliver a **best in class economic asset** that Birmingham, the Royal Town of Sutton Coldfield and the Midlands can be proud of



Create **approximately 6,500** direct operational jobs on site



Support **approximately 3,000** additional jobs across the wider region



Put **energy usage and resource consumption** at the heart of the park's construction and operation



Include a **commitment to working with local training providers and schools** to provide access to the wide range of skilled jobs on offer



Create a sensitive and carefully-planned development with **well-designed buildings** and comprehensive landscaping



Adopt a **holistic approach to the movement of freight and people**, alongside the essential physical infrastructure works



Include a **£270,000 Peddimore Community Fund** to support local projects



NEXT STEPS

WINTER 2018/19:
Planning application submitted

SUMMER 2019:
Infrastructure delivery commences

SUMMER 2020:
Construction of initial buildings commences



GET IN TOUCH

 www.impeddimore.co.uk

 consultation@impeddimore.co.uk

 03308 384 199
Standard rates apply

 IM Properties, c/o Camargue,
11 Waterloo Street, Birmingham, B2 5TB

PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



ABOUT IM PROPERTIES

IM Properties, as part of the IM Group, is one of the UK's largest privately-owned companies and a significant investor in the Midlands.

Working with communities, local authorities and household-name businesses, we have a strong track record of bringing forward high-quality developments across the region.



BLYTHE VALLEY PARK



MANAGEMENT SUITE AT BIRCH COPPICE



WHOLESALE MARKET AT THE HUB

OUR TRACK RECORD

Over the last 20 years we have been responsible for transforming Birch Coppice from a disused colliery (employing circa 1,500 people when operational) into an award-winning business park, developed to the highest standards of building design, park infrastructure, landscaping, amenities and management.

Birch Coppice is today home for 21 high-profile, high-value businesses with 6,500 employees, many of whom are local. We are proud of what we and the park occupiers have achieved in the last two decades and its ongoing role in the wider community.

More locally, we have developed 'The Hub' in Witton, the home of the new Birmingham Wholesale Markets and also the first Electricity Cost Neutral (ECN) building where we have used smart grid technology.

Blythe Valley Park, another of our investments along the M42 corridor, is creating one of the region's most ambitious new sustainable, mixed-use communities. This established master planned site is home to world class occupiers and set in a stunning 122 acre country park.



BIRCH COPPICE

Appendix K – Feedback form

DATA PRIVACY NOTICE

Camargue Group Limited (“we” or “us”) is committed to ensuring the privacy of your personal information. In this notice we explain how we hold, process and retain your personal data.

HOW WE USE YOUR PERSONAL DATA

We may process information that you provide to us. This data may include the following:

- Your name;
- Your address;
- Your telephone number;
- Your email address;
- Your employer or any group on whose behalf you are authorised to respond; and
- Your feedback in response to IM Properties’ **Peddimore consultation (Consultation)**

We will use your personal data for the following purposes:

- To record accurately and analyse any questions you raise during the Consultation or feedback you have provided in response to the Consultation.
- To report on our Consultation, detailing what issues have been raised and how we have responded to that feedback (please note that the information contained in the Consultation report will be aggregated and will not identify specific individuals).
- To personalise communications with individuals we are required to contact as part of future consultation or communications.
- To register and refer your interest in business opportunities and/or employment and related training opportunities to service delivery partners.

The legal basis for processing this data is that it is necessary for our legitimate interest, namely for the purpose of ensuring the Consultation process, analysis and reporting are accurate and comprehensive.

In addition to the specific purposes for which we may process your personal data set out above, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject.

PROVIDING YOUR PERSONAL DATA TO OTHERS

We may provide your personal data to the following recipients:

- IM Properties, on whose behalf we are collecting your feedback in order to analyse and report on the responses received.
- Third party service providers and professional advisors who provide services to IM Properties in connection with the Consultation or suitable business/employment opportunities
- Third party service providers and professional advisors who provide services to IM Properties, The Planning Inspectorate (or any successor body), the examination Inspector, the Government and/or any relevant local planning authority or council.
- Our insurers/ professional advisers. We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining and maintaining insurance cover, managing risks, obtaining professional advice and managing legal disputes.

RETAINING AND DELETING PERSONAL DATA

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose.

Unless we contact you and obtain your consent for us to retain your personal data for a longer period, we will delete your personal data as soon as practicable following the outcome of the planning application relating to the Consultation or any appeal of such decision.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

YOUR RIGHTS

The rights you have in relation to your personal information under data protection law are:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability; and
- The right to complain to a supervisory authority.

You may exercise any of your rights in relation to your personal data by writing to us using the details below.

OUR DETAILS

We are registered in England and Wales under registration number 3954008, and our registered office is at Eagle Tower, Montpellier Drive, Cheltenham GL50 1TA.

YOU CAN CONTACT US:

- By post, using the postal address given above;
- Using our website comments form;
- By telephone, using the number: **03308 384 199**; or
- By email, using the email address: **consultation@impeddimore.co.uk**

PLEASE PLACE THIS FEEDBACK FORM IN THE BALLOT BOX PROVIDED, OR ALTERNATIVELY:

Post this form to:
**IM Properties, c/o Camargue,
11 Waterloo Street, Birmingham, B2 5TB**

Email your comments to:
consultation@impeddimore.co.uk

You can also leave feedback online at:
www.impeddimore.co.uk



PEDDIMORE: A NEW ECONOMIC ASSET

Creating a great place to work for the Royal Town of Sutton Coldfield and Birmingham



FEEDBACK FORM

HAVE YOUR SAY

We would like to hear your views on our proposals for Peddimore, a new employment park in Minworth.

We would welcome any feedback you have about our proposals and would be grateful if you could take a few minutes of your time to fill in the following details.

The latest project information and consultation materials can be viewed on our website: **www.impeddimore.co.uk**

The deadline for receiving feedback is 5.00pm on Saturday 8 December. Any feedback received after this may not be considered.

Please fill in this form and put it in the feedback box at one of our events or send it to: **IM Properties, c/o Camargue, 11 Waterloo Street, Birmingham B2 5TB.**

Alternatively, you can email it to **consultation@impeddimore.co.uk** or submit feedback online at **www.impeddimore.co.uk**

ABOUT YOU (PLEASE PRINT)

Title: Mr / Mrs / Ms / Other _____

Name: _____

Organisation (if applicable): _____

Address (including postcode): _____

Telephone number (optional): _____

Email address (optional): _____

Please tick here if you would like to be informed about future business opportunities at Peddimore

Please tick here if you would like to receive information about future job opportunities at Peddimore

Please see the back page of this form for our data privacy notice.

YOUR VIEWS

Q1: I HAVE FOUND THIS EXHIBITION:

- Very informative
- Quite informative
- Not very informative
- Not sure/Don't know
- I didn't attend but would like to submit a form

Q2: PLEASE TICK ONE BOX THAT MOST ACCURATELY REFLECTS YOUR VIEWS:

- I/we fully support the proposals for the new Peddimore employment park in Minworth
- I/we broadly support the proposals for the new Peddimore employment park in Minworth
- I/we do not support the proposals for the new Peddimore employment park in Minworth
- I/we are undecided about the proposals for the new Peddimore employment park in Minworth

Q3: PLEASE TELL US WHAT YOU THINK ABOUT OUR PROPOSALS:

Q4: DO YOU HAVE ANY COMMENTS ON ANY SPECIFIC ASPECTS OF OUR PLANS, E.G. RELATING TO CONSTRUCTION, TRAFFIC, LOCAL EMPLOYMENT, TRAINING AND SKILLS, BUSINESS OPPORTUNITIES OR ANY OTHER ISSUE?

Q5: THE PEDDIMORE COMMUNITY FUND WILL LOOK TO SUPPORT PROJECTS THAT ARE LOCAL TO THE AREA AND CAN DEMONSTRATE A WIDER COMMUNITY BENEFIT. ARE THERE ANY PARTICULAR LOCAL INITIATIVES OR PROJECTS YOU WOULD LIKE TO SEE SUPPORTED?

Q6: DO YOU HAVE ANY IDEAS OR SUGGESTIONS RELATING TO ARTS AND CULTURE THAT YOU WOULD LIKE TO SEE INCORPORATED AT PEDDIMORE?

Appendix L – Website homepage

DELIVERING LONG-LASTING ECONOMIC AND SOCIAL BENEFITS FOR BIRMINGHAM AND ROYAL SUTTON COLDFIELD



Our vision for Peddimore is to create a high-quality development that attracts leading national and international manufacturing and logistics businesses, delivers a best in class employment location and an economic asset that Birmingham & the Midlands can be proud of.

The development is set to become one of the region's most important employment and economic locations and will provide excellent employment opportunities for local people from all backgrounds.

THE PROJECT
READ MORE >



DELIVERING COMMUNITY BENEFITS
READ MORE >



WORK WITH US
READ MORE >



TAKE A 360° TOUR OF PEDDIMORE

We have developed an immersive virtual tour of the proposed Peddimore employment park.

The tour includes key viewpoints based on the indicative masterplan for the site that you can view 360° and click on hotspots to reveal specific details about our proposals.



PEDDIMORE IN NUMBERS: WORKING TOGETHER TO DELIVER BENEFITS FOR THE LOCAL COMMUNITY

The development is set to become one of the region's most important employment and economic locations and will provide excellent employment opportunities for local people from all backgrounds.

LOCAL EMPLOYMENT

Support 25 individuals on the Building Birmingham Scholarship programme



Provide nearly
13,000
work placement hours

BUYING LOCAL

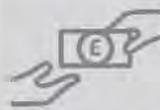


Ensure 50% of what we spend is with local suppliers



Host five meet the buyers events to introduce local businesses and SMEs to five commercial opportunities

COMMUNITY PARTNERS



Raise
£250k
donations for good causes



Work with 12 community organisations across eight projects

GREEN & SUSTAINABLE

Reduce water use to secure a

25%

reduction compared to typical buildings



Deploy 'Smart Grid' technology to charge batteries during the day with solar PV, enabling the use of power during the night or at peak time

PEDDIMORE PUBLIC EXHIBITIONS

Come along, view the plans and have your say at one of our public exhibitions on the proposals for the new Peddimore employment park.

We are committed to hearing the views of local people and have developed a programme of public consultation designed to give everyone an opportunity to have their say.

Please [click here](#) to download a copy of the consultation materials that are being presented at each of our public exhibitions.

The public exhibitions will be open on:

| VENUE | ADDRESS | DATE | TIME |
|------------------------------------|---|-----------------|------------------|
| The Sanctuary, Castle Vale | Tansmere Road, Castle Vale, Birmingham, B35 7PX | Tue 20 November | 3:00pm - 8:00pm |
| Sutton Coldfield Town Hall | Upper Clifton Road, Royal Sutton Coldfield, B73 6AB | Wed 21 November | 2:00pm - 8:00pm |
| St John's Church, Walmley | 4 Walmley Road, Royal Sutton Coldfield, B79 1QH | Thu 22 November | 2:00pm - 8:00pm |
| Sutton Coldfield Town Hall | Upper Clifton Road, Royal Sutton Coldfield, B73 6AB | Sat 24 November | 10:00am - 2:00pm |
| Falcon Lodge Community Centre | Churchill Road, Royal Sutton Coldfield, B75 7LE | Tue 27 November | 3:00pm - 8:00pm |
| St Nicholas Church Hall, Curdworth | Colestrib Road, Curdworth, B75 9ES | Thu 29 November | 2:00pm - 8:00pm |
| St George's Church, Minworth | St George's Church, Water Orton Lane, Minworth, B75 9BU | Fri 30 November | 2:00pm - 8:00pm |
| Asda Community Room, Minworth | Asda, Walmley Ash Road, Minworth, B75 1XJ | Sat 1 December | 10:00am - 4:00pm |

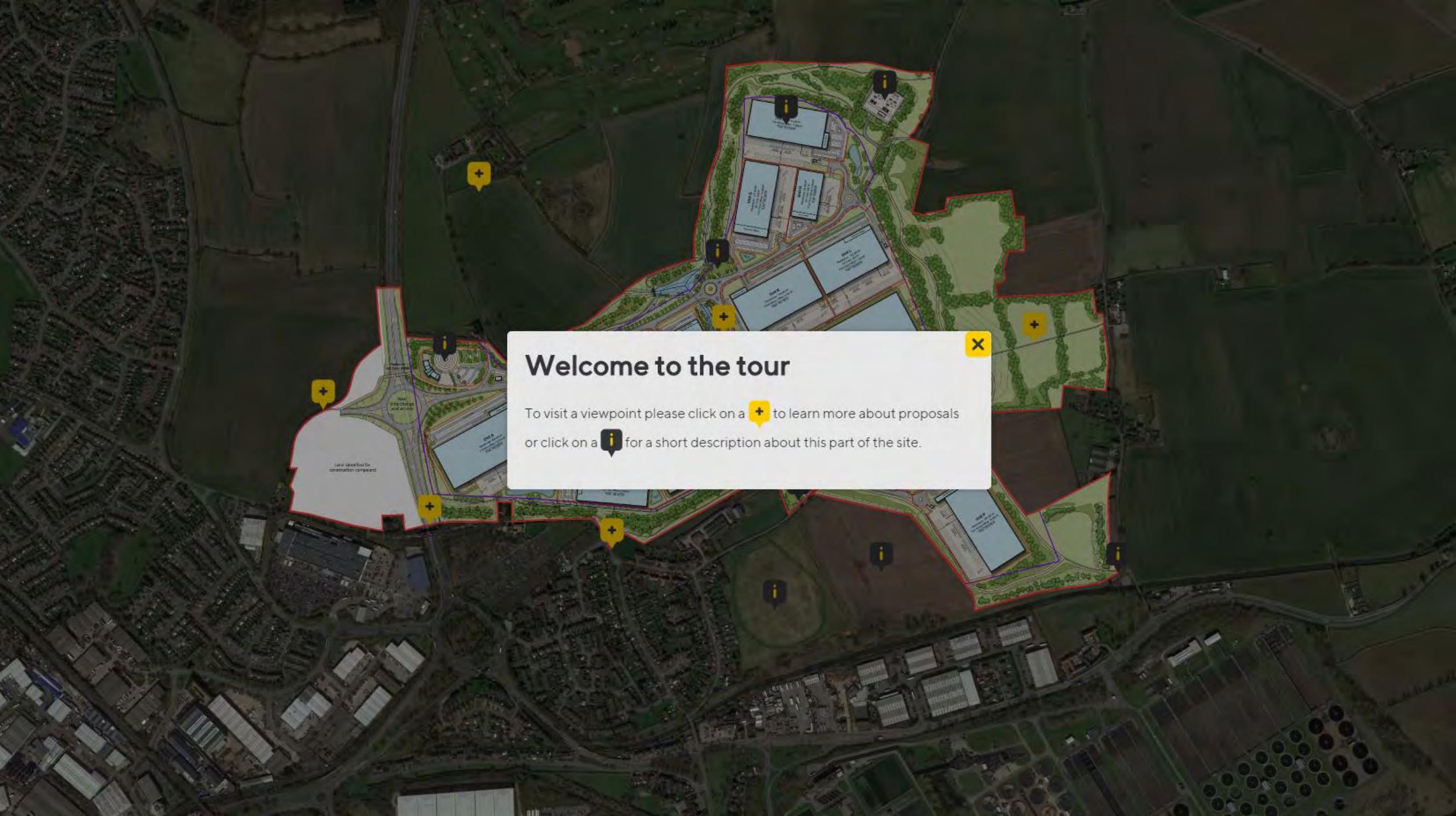


[✉ consultation@impeddimore.co.uk](mailto:consultation@impeddimore.co.uk)

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[Data privacy notice](#)

Appendix M – 360° virtual tour screenshots



Welcome to the tour

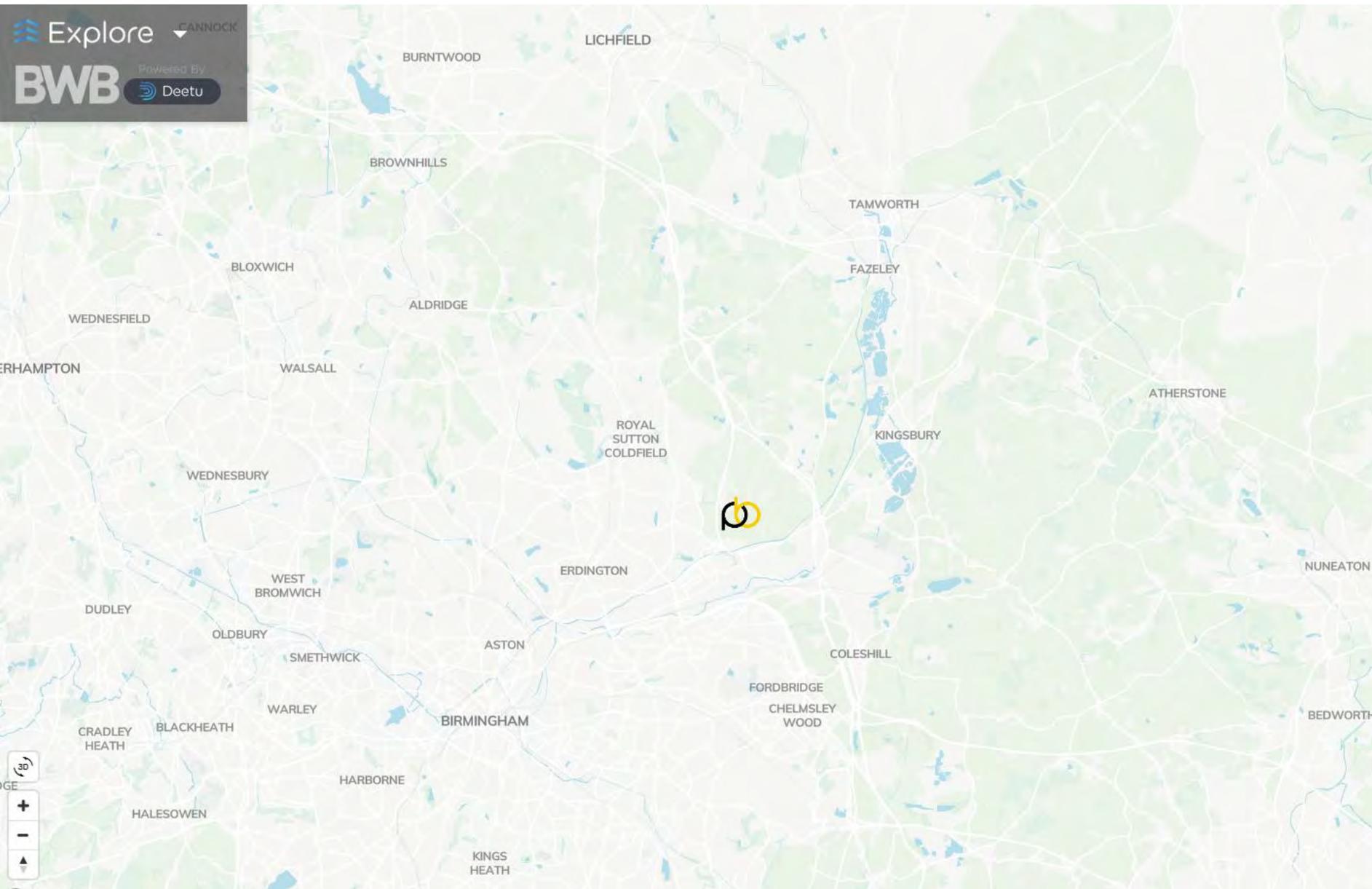
To visit a viewpoint please click on a  to learn more about proposals or click on a  for a short description about this part of the site.







Appendix N – Digital transport tool screenshots



This digital transport tool is part of IM Properties' consultation on its proposals for Peddimore. It has been developed to explain our approach to sustainable transport, mobility and access and should be viewed alongside other consultation materials from our public exhibitions.

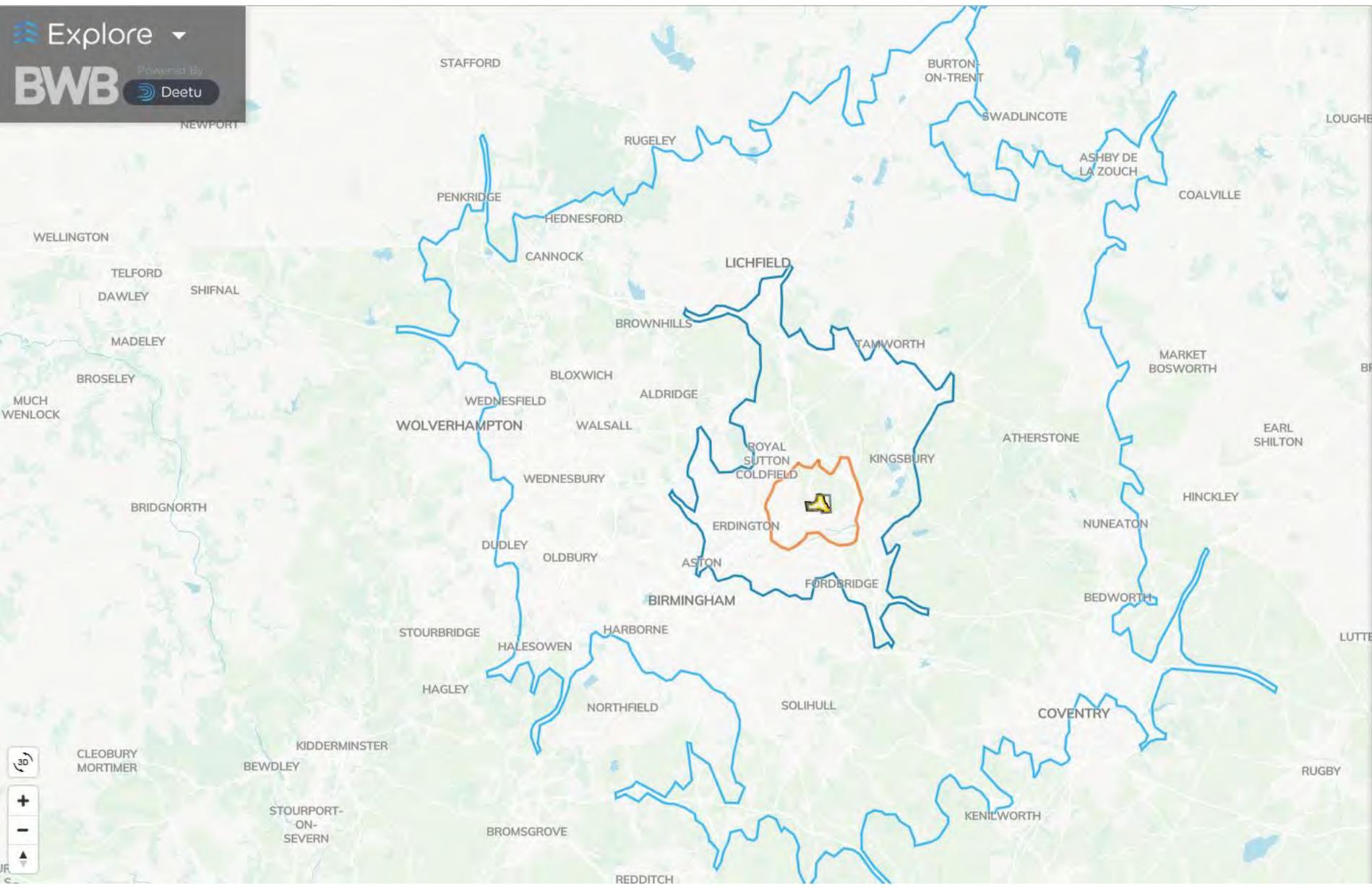
[Click here for tips](#) on using the map or start exploring by scrolling this section. Pan, zoom and tilt the map to fully explore the Peddimore site and to see more details.

For more details of the development, please visit our [website](#).

Site location

Peddimore will be located just north of Minworth, between the A38 and the M6 (Toll). The main access to the site will be a new junction on the A38, half a mile north of the Minworth Island Roundabout.

The site is excellently located for the strategic road



Connected employment

A large-scale highways improvement project will be undertaken as part of the delivery of Peddimore to ensure that the local road network can accommodate future traffic flows. As part of a Green Travel District, Peddimore will aim to improve mobility and reduce reliance on the car.

A new signal-controlled roundabout will be designed to accommodate modern, sustainable public transport and HGV freight vehicles. Robust assessments have shown that this new access point will be able cater for the traffic flows associated with Peddimore and Langley.

A new bridge over the A38 will provide safe, convenient and effective crossings for pedestrians and cyclists into and around the development. This will connect to the existing footpath and cycleway network, as well as into Langley in the longer term.

On the map we have highlighted the areas covered by 15 minute travel times by both car and bike and 30 minutes by car, demonstrating the significant catchment for potential employees.

Map key

-  15 minute cycling distance
-  15 minute driving distance
-  30 minute driving distance



Bus routes

The Peddimore site will be served directly by enhanced bus services including connections to key locations including Sprint stops and Royal Sutton Coldfield town centre. On-site infrastructure will include shelters with seating and real time timetable information, and high-level bus boarding kerbs.

The illustration to the left outlines potential approaches to enhancing bus connectivity, including the possible extensions to the x4, 67 and 71 services, potentially supplemented by a shuttle bus service between the site and Royal Sutton Coldfield town centre (terminating at the train station). The latter service could be used to complement existing services for local people.

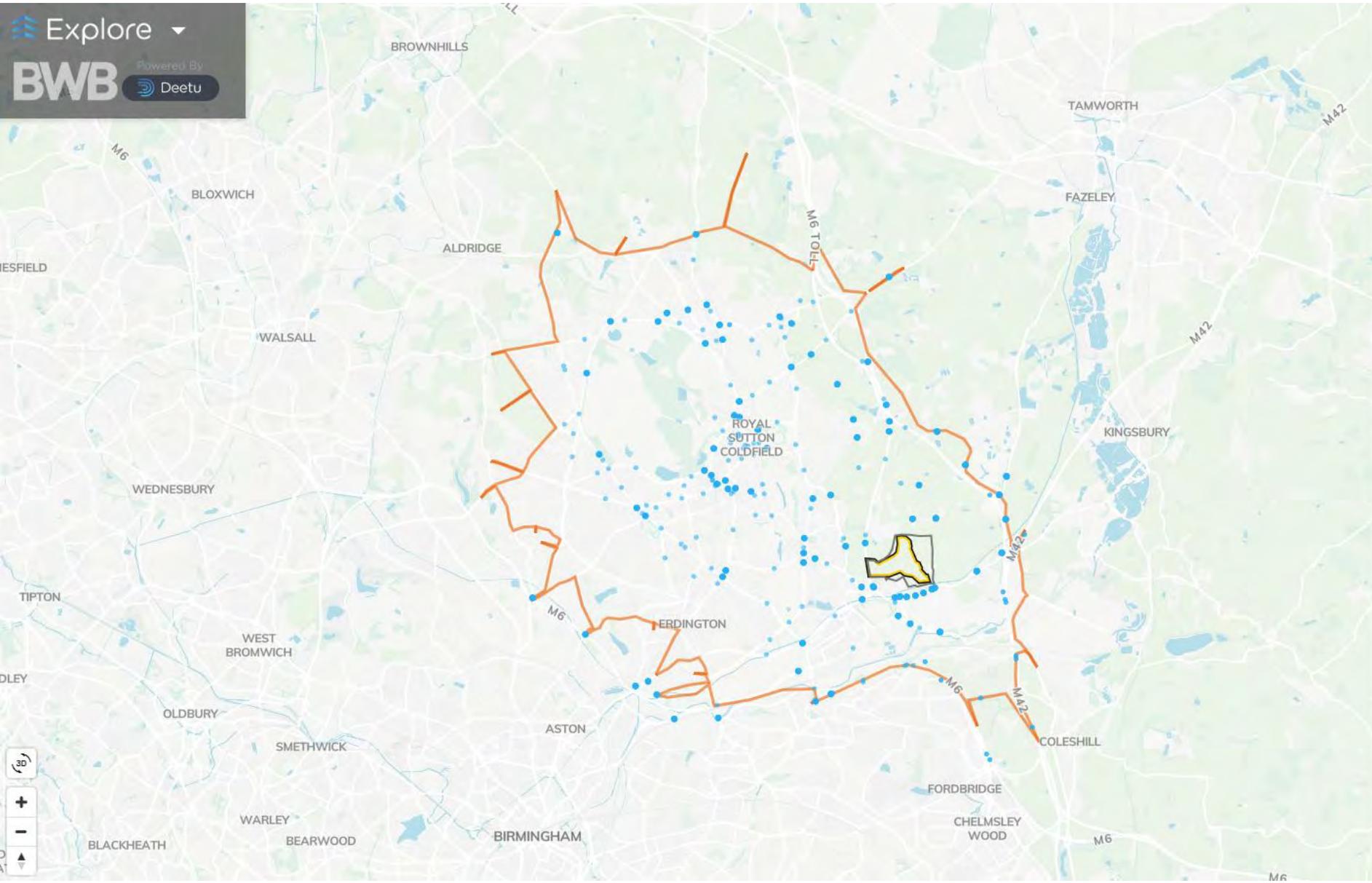
Please zoom out to view and explore the wider bus route network.

Map key

-  Suggested Sprint routes
-  Suggested shuttle bus route
-  Existing bus routes
-  Railways

Existing routes

-  x4
-  71
-  67



Traffic surveys

Existing count data was obtained from West Midlands SPECTRUM and from Highways England. Only data from 2014 onwards has been included to ensure the data indicates current traffic levels in the Royal Sutton Coldfield area.

New classified traffic count data was collected between the 11th September and 22nd September 2017 to supplement the existing data.

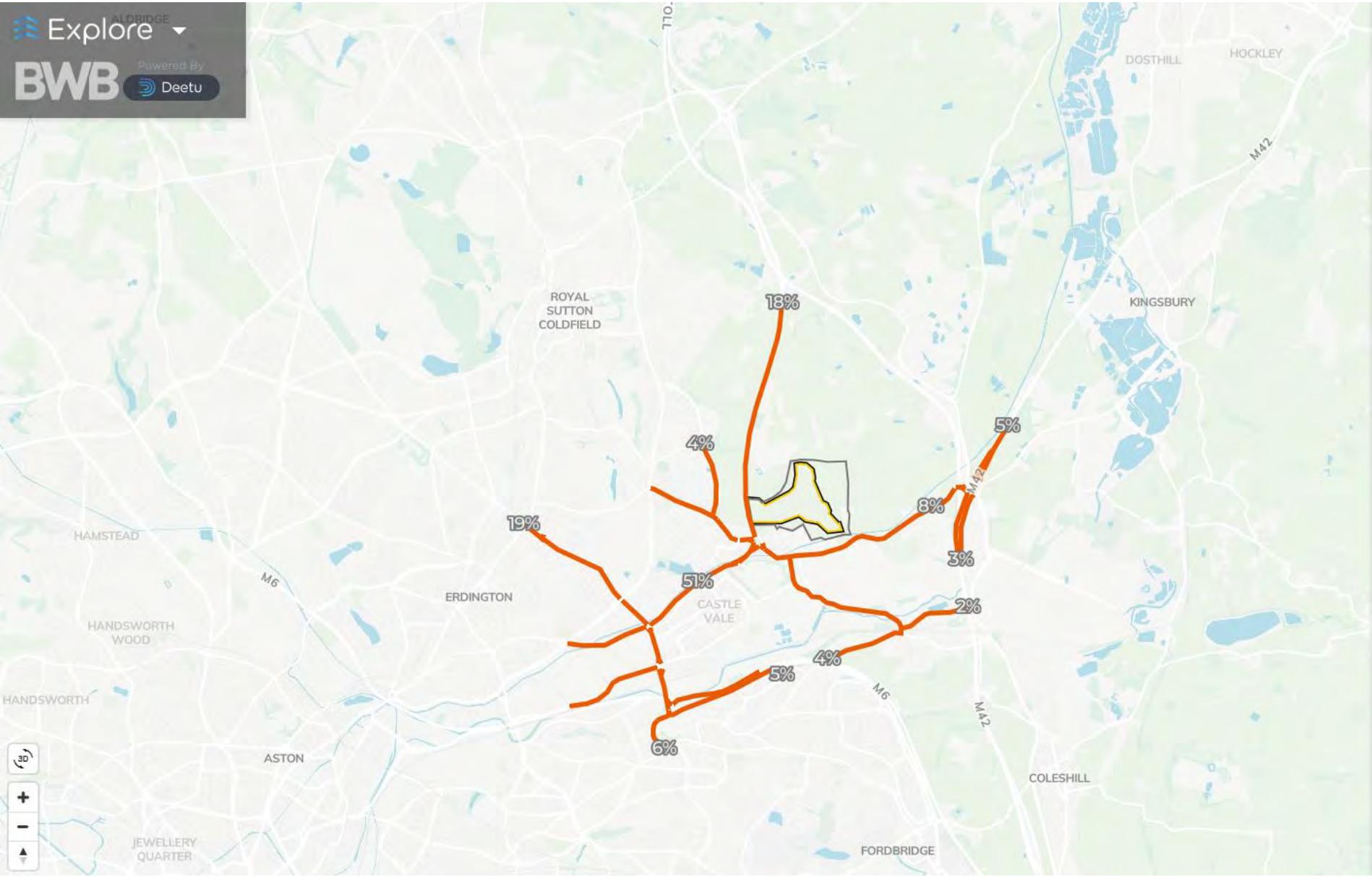
Map key

-  Model extent
-  Traffic counts - September 2017
-  Traffic counts - 2014 onwards

Journey times

TomTom GPS journey time data was obtained for 8 routes across the model study area for the purposes of model journey time validation. Data for all routes was collected for September and October 2017.

[Click on a route for more information.](#)



Traffic flows: HGV

The flows on the map show the proportions of HGV traffic taking each turn at a junction or roundabout on these routes.

Please note that roads with less than 2% of HGV traffic are not shown on this map.

Please zoom into the map to better understand the traffic flows.

Map key

— Projected HGV traffic flows

Mitigation

It is a planning requirement for a new development to mitigate any impact where a problem is caused or an existing issue is significantly exacerbated. However, it is not for a development to resolve an existing highway problem.

Despite this, all junctions predicted to be over capacity with the traffic from both Langley and Peddimore were examined. Mitigation measures for the combined impact have been assessed and a strategy for delivering the necessary improvement works, and their timing, is being agreed with Birmingham City Council.