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company



Report

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Kerria Estate Redevelopment Statement of Consultation

Tamworth Borough Council

February 2015



DRAFT

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For and on behalf of GVA Grimley Ltd

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1. Introduction

- 1.1 This report has been prepared by GVA on behalf of Tamworth Borough Council to assess the outcomes of a two-stage consultation process which was undertaken in respect of the proposed redevelopment of the Kerria estate in Amington, Tamworth.
- 1.2 This first stage of public consultation, undertaken in July 2014, presented three initial options for redevelopment; the responses received were assessed and a number of recommendations were outlined in an Interim Consultation report to the Council. This culminated in the preparation of a 'Preferred Option' masterplan for the estate, which was the subject of further public consultation in January 2015.
- 1.3 Each of the consultations was informed by a Community Engagement Strategy which was prepared by GVA to guide the process; this document was the subject of review and dialogue with key stakeholders, including local councillors, to ensure that the focus and brevity of engagement was correct.
- 1.4 The findings and initial recommendations arising from the first consultation exercise were instrumental in shaping a 'Preferred Option' proposal for the redevelopment of the estate, helping to ensure that the needs and objectives of local people are met and their preferences reflected in the design and layout of development.
- 1.5 Additionally, listening and responding to the feedback of local people on the 'Preferred Option' has been imperative in ensuring that the redevelopment of Kerria, when completed, provides an exemplar model for successful urban regeneration which is able to inspire other estate renewal projects both regionally and nationally.
- 1.6 The remainder of this report is structured as follows:
- **Section 2** details the format of the consultation undertaken, the key groups consulted, and the timescales in which this was done;
 - **Section 3** analyses the consultation responses received, identifying the key issues, needs and preferences of respondents; and

- **Section 4** sets out the conclusions and key recommendations arising from the consultations, as well as the process and timescales for moving forward.

1.7 A copy of the consultation material, local press coverage, feedback forms and the Initial and Preferred Option masterplan options are contained in the appendices of this report.

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2. Consultation Format

- 2.1 The consultation undertaken consisted of a two-stage approach; the first stage actively sought views on three initial options, whilst the second stage sought views on a 'Preferred Option Masterplan'. At both stages, opinions informed the planning and design process for the redevelopment of the Kerria Estate. As set out in the introduction to this report, this process was informed by earlier work which was undertaken on behalf of the Council to establish who should be consulted and how best this could be achieved.
- 2.2 During the first consultation, local residents and other key stakeholders were invited to view three initial options which envisaged how the Kerria Estate could be transformed. Whilst these are explained in further detail later in this section, the initial options were intended to stimulate ideas and debate as to what would be a successful form of development for the Kerria Estate, and one which would best meet the needs and objectives of local people.
- 2.3 Informed by the first consultation exercise, a Preferred Option Masterplan was prepared. Views and comments of local residents and other key stakeholders were once again canvassed, with a view to ensuring that the eventual scheme for redevelopment would accommodate the requirements for local people (based on identified needs), whilst meeting economic, social and environmental sustainability objectives.

Who was consulted?

- 2.4 Whilst the consultations were open to anybody with an interest in the redevelopment and regeneration of the Kerria Estate, the following groups and representatives actively participated and provided feedback on the proposals:
- Existing residents of the Kerria Estate;
 - Residents living within the area surrounding the Kerria Estate;
 - Community Together CIC;
 - Kerria Centre and Neighbourhood Community Group;

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- Local business owners;
 - Local councillors;
 - Staffordshire Police;
 - Tamworth Borough Council Tenant Consultative Group;
 - Tamworth Borough Council Housing Management Team; and
 - Tamworth Borough Council Development Control.

2.5 It is important to note that additional groups and representatives not identified within the list above had the opportunity to participate and provide feedback throughout this process.

How were groups and representatives consulted?

2.6 The consultation was conducted in a variety of ways, in order to give sufficient opportunity for different groups and representatives to provide their views in a setting which was appropriate for them. The following methods were used:

- A two-day **public consultation event** showcasing the initial options was held at the Kerria Community Centre, to which local residents, business owners, ward councillors and other groups and representatives were invited to attend.
- The first event was held between **4pm and 7pm on Thursday 10th July 2014**, whilst the second event was held between **10am and 12pm on Saturday 12th July 2014**. This was designed to ensure that as many people as possible would be able to attend at least one of the events, having regard to work commitments and other time constraints.
- A meeting with the Council's **Tenant Consultative Group** was held on **2nd July 2014** at the Council's offices. Members of the group were briefed on the initial options for the redevelopment of the Kerria Estate and were able to view plans and ask questions.
- A meeting was held with the Council's **Housing Management Team on 12th June 2014**, during which attendees' views were gathered and information was

provided as to the planning and design rationale behind the initial options for redevelopment, as well as indicative timescales.

- An **'Ideas and Aspirations'** meeting was held with local councillors **6th May 2014** which enabled the Council and GVA as its appointed town planning consultants to obtain an insight into the key issues affecting constituents in the local area, with feedback received as to how these could be addressed through the planning process.
- A meeting with the **Council Leader and Local Councillors and Cross-Party Working Groups** was held at the Council on **26th February 2014**.
- Meetings were held with the Council's **Development Control Officers on 29th January 2014 and 20th June 2014** in order to identify key issues in respect of planning and design matters, and agree timescales and the format for public consultation.
- A meeting was held with the Council's **Portfolio Holder for Public Housing and Vulnerable People on 20th June 2014** to discuss and review the initial options identified for the redevelopment of the Kerria Estate, the findings of which were shared amongst the ward councillors and other key stakeholders within the Council.
- A website showcasing the initial options for the redevelopment of the Kerria Estate was set up in conjunction with the staging of the public exhibition events and will remain live throughout the project. This includes all of the initial options that were available to view at the events, background information, a video explaining the options, and indicative timescales for moving forward.
- Meetings were held with the Council's **Cross Party Working Group and Tenants' Consultative Group on 12th and 13th January 2015** respectively, to gather views on the Preferred Option masterplan for the estate.
- A second **public consultation event**, showcasing the Preferred Option, was held at the Kerria Community Centre, to which local residents, business owners, ward councillors and other groups and representatives were invited to attend.
- The second event was held between **1pm and 3:30pm on Saturday 24th January 2015**. This was designed to ensure that as many people as possible would be able to attend, having regard to work commitments and other time constraints.

How were groups and representatives notified?

2.7 The consultation events were publicised using a variety of methods to ensure everybody wishing to view the initial options, and the subsequent preferred option, would be able to provide their feedback. Prospective consultees were notified by the following means:

- Postcards advertising the date, time and contact details of the events, in addition to a website address and telephone number to obtain further information for those unable to attend, were hand-delivered to all addresses within the Kerria Estate and those in the surrounding area, for all of the events. The latter was determined using a consultation area map which identified roads whose residents would be most affected by the redevelopment and/or likely to use the existing facilities on the estate. A copy of the map and postcard are attached at **Appendix 2 and 1** respectively.
- Advertisements for the consultation events were placed in local schools, within the public reception area of the Council's offices, within the Kerria Community Centre, and in local schools.
- Information on the events was provided on the Council's website with a link to additional details including the initial options and background information.
- Two press articles featured in the Tamworth Herald on 9th and 11th July 2014, providing information on the Council's vision for the redevelopment of the Kerria Estate and details of the consultation events being held. Subsequently the preferred option was featured in the Tamworth Herald on 29th January 2015. A copy can be seen at **Appendix 7**.
- Notices for both consultation stages were also placed in the Tamworth Herald newspaper.

By what means were respondents able to provide feedback?

2.8 Respondents to the consultation were able to provide their views in a variety of ways. These included the following:

- Responding verbally to the Council's representatives and its appointed consultant team of architects, town planning and highway consultants, who were on-hand at the events to answer questions and provide information;
- Completing feedback forms in which written comments were invited on what respondents considered to be the key issues to be addressed, the size and type of housing required, and their preferences in terms of the density, layout and style of development;
- Respondents were able to deposit feedback forms within a comments box provided at the events, which remained in the Kerria Community Centre together with details of proposals after each of the event. Alternatively, feedback forms could be returned by post;
- Providing comments online via the Council's dedicated website link (<http://yourhometamworth.wordpress.com>) or via its email address (regeneration@tamworth.gov.uk); and
- Using social media by responding to the Council's "Twitter" account (@TamworthCouncil) or viewing a short film which was uploaded on video-sharing website "YouTube" and describes the initial options, design concepts and timescales with the opportunity to provide comments beneath.

Initial Options

2.9 The consultation groups and key representatives were invited to view three initial masterplan options for the redevelopment of the Kerria Estate. These are contained at **Appendix 5** of this report. The initial options were prepared by appointed architects BM3, whose brief was led by the following objectives:

1. To provide the right size and type of homes to meet identified needs within Tamworth;
2. To provide appropriate and suitable layouts which promote ease of access and legibility, whilst working with the topographical constraints of the site;
3. To ensure that the development is sustainable, with public and private areas clearly defined;
4. To provide for well-designed development to minimise crime and anti-social behaviour and improve the perception of safety in the area;

5. To ensure that the site could be developed in such a way as to promote walking and cycling, whilst balancing the need for servicing and access by car;
 6. To explore ways in which replacement community facilities could be created within the new estate; and
 7. To promote a sense of place, whose high quality homes and environment instill pride amongst local residents and serve to promote the area as a beacon for successful urban regeneration.
- 2.10 Through extensive dialogue with various stakeholders within the Council, in addition to local councillors, it was considered appropriate to present a range of initial options which could clearly show how the area could be developed. This was intended to balance the need to provide something tangible upon which ideas, views and debates could be had, without the process being misconstrued as a 'done deal'. In essence, this represented the first stage of consultation, the findings of which helped to develop a Preferred Option for further consultation.

Masterplan Option 1

- 2.11 The first masterplan option is detailed in the table below:

Table 2.1: Kerria Masterplan Option1

Apartment (1-2 beds)	Houses			Total Dwellings	Facilities
	2-Bed	3-Bed	4-Bed		
4	22	16	4	46	No

Source: BM3 Architects

- 2.12 Option 1 identified a purely residential scheme, including a mix of dwelling sizes, with no replacement facilities i.e. shop or community centre proposed. Option 1 featured development contained within two blocks, with access served from Kerria Road and Robinia. All buildings under this option would be of two-storey height, with semi-detached houses featured throughout and the apartments contained within a block fronting Kerria Road and Robinia in the south-eastern area of the site.

Masterplan Option 2

- 2.13 The second masterplan option is detailed in the table below:

Table 2.2: Kerria Masterplan Option 2

Apartment (1-2 beds)	Houses			Total Dwellings	Facilities
	2-Bed	3-Bed	4-Bed		
13	25	15	0	53	Yes

Source: BM3 Architects

2.14 Option 2 identified a mixed-use development which includes a mix of dwelling units (1, 2 and 3-bedroom homes) and the inclusion of either two shop units or one shop unit and a replacement community centre facility. The shop units / community centre would be located so as to benefit from a visible frontage along Kerria Road.

2.15 All houses shown on this option would be of two-storey height, however, it is envisaged that the apartments would be provided above the retail / community facilities, thus increasing the height of that building to three storeys. The majority of houses would be semi-detached and arranged around two traditional street blocks, whilst the retail / community facilities would be contained in a separate block to enable servicing / parking at the rear and access to the front.

Masterplan Option 3

2.16 The third masterplan option is detailed in the table below:

Table 2.3: Kerria Masterplan Option 3

Apartment (1-2 beds)	Houses			Total Dwellings	Facilities
	2-Bed	3-Bed	4-Bed		
0	33	15	0	48	No

Source: BM3 Architects

2.17 Option 3 focused on the provision of two and three-bedroom traditional family dwelling houses of principally semi-detached design. Houses would be arranged around three street blocks with all buildings being of two-storey height. Option 3 does not include any apartments or replacement shopping / community facilities. It includes the highest number of two-bedroom properties of all the options.

Preferred Option

2.18 The consultation groups and key representatives were once more invited to view the Preferred Option Masterplan for the redevelopment of the Kerria Estate. This is

contained at **Appendix 6** of this report. The Preferred Option was prepared by appointed architects BM3, who developed the masterplan following the recommendations and responses received from the initial consultation.

2.19 The Preferred Option is detailed in the table below:

Table 2.4: Kerria Preferred Option

Apartment (1 beds)	Houses			Total Dwellings	Facilities
	2-Bed	3-Bed	4-Bed		
12	24	8	0	44	Yes

Source: BM3 Architects

2.20 The Preferred Option provides a mix of apartments and houses the breakdown of which included 8 no. 1-bed and 4 no. 2-bed apartments and 24 no. 2-bed and 8 no. 3-bed houses, in addition to a single retail unit with a gross floorspace of 381 sqm.



Consultation in action: local residents discuss the initial options for Kerria, July 2014

3. Analysis of Responses

Initial Consultation Responses

3.1 A large number of responses to the first stage of consultation were received. This provided the first opportunity within this process for participants to provide comments online through the Council's website, and via the feedback forms and comments box which remain in the Kerria Community Centre.

3.2 Participants were asked to consider the following:

- What they feel are the key issues affecting the Kerria Estate;
- What type and size of homes they feel are most needed;
- Which of the three initial masterplan options, if any, are preferred; and
- Any additional comments, ideas and thoughts that they have for improving the area and ensuring that local residents' needs are most appropriately met.

3.3 Each of the above is addressed in turn below.

Key Issues Affecting Kerria

3.4 Participants raised a number of issues which are of principal concern. These are set out below:

- The estate is unattractive and its buildings detract from the surrounding area. One respondent referred to the area as a 'concrete jungle' and was keen to see its redevelopment at the earliest opportunity.
- There is a lack of security within the estate with some residents feeling vulnerable to crime.
- There are concerns over anti-social behaviour which reportedly occurs on a frequent basis within the estate.

- Existing homes are poorly designed and not suitable for many residents' needs.
- There are too many flats and not enough homes which are suitable for families.
- There is a need for children's play area which is in a safe location.
- There is a need for adequate car parking provision within the estate.
- The majority of local residents are dependent on the facilities which exist within the estate, in particular the local convenience store ("Londis"), and do not want to lose these. Those who are most reliant on the local shop include the elderly and infirm, many of whom cannot easily travel to other facilities outside of the area, younger families who do not own a car, and care workers who need to purchase essential items for residents living within the sheltered housing complex at Magnolia.
- The community centre is used by people from within and beyond the local area, who are understood to have access to resources and support which includes a local job club, a parent and toddlers group, a youth club, training courses, craft classes, fitness groups and other activities.
- Some concern was raised over the effect of the Government's changes to Housing Benefit Entitlement (i.e. 'Bedroom Tax') which is forcing some local residents to downsize from their existing properties. Those respondents affected by this were keen to see some one-bedroom properties developed alongside larger property types.

What type and size of homes are needed?

- 3.4 A large proportion of respondents (54%) said that there is a need for more two and three-bedroom houses. Whilst many respondents suggested that this would be helpful in meeting the needs of local families in the area, some also considered that properties of this size range would be suitable for elderly people and those with disabilities.
- 3.5 Ensuring that elderly people and those who suffer disabilities could stay within their homes was seen as a priority amongst a number of respondents. They considered it

important to build homes with rooms of sufficient dimensions to accommodate apparatus and wheelchairs (i.e. in hallways).

- 3.6 A number of respondents (16%) said that they supported the development of some bungalows within the estate; this was often attributed to the needs and preferences of elderly people, as well as catering for those with disabilities.
- 3.7 Some respondents (10%) supported the provision of one and two-bedroom flats within the estate, in order to meet the needs of single people and those required to downsize as a result of the Government's changes to Housing Benefit Entitlement.
- 3.8 Some respondents said that it was important that local needs were met (i.e. Amington), based on up-to-date information, which should be taken into account over the needs of Tamworth as a whole. In this regard, support was given for a range of property types and sizes to meet the needs of local families, single people, the elderly, and those with disabilities.
- 3.9 The majority of respondents supported the delivery of affordable homes (i.e. those available for rent from the Council) and stressed the importance of this having regard to the price of properties in the area, relative to average incomes.
- 3.10 Overwhelming support was given for houses of traditional style and appearance, with semi-detached properties of two-storey height welcomed for the area.

Which masterplan options were preferred?

- 3.11 An overwhelming majority of respondents (90%) supported **Option 2**, all of whom principally attributed this to the provision of a replacement shop facility. Indeed, one of the key issues for local residents is the need for some form of shopping facility within the estate. The existing convenience store ("Londis") in the Kerria Centre is understood to be well used by many people, of a broad age range and background.
- 3.12 Many respondents said that without a local shop, they would face considerable hardship as it was not easy for them to travel to other facilities which are a considerable distance from the area.

3.13 Support for Option 2 was also received from the proprietor of the Londis store, who has expressed a keen interest in trading from replacement premises within the redeveloped estate.

3.14 Whilst most favoured Option 2, one respondent favoured Option 3 stating that their preference for more houses to be provided on the land that would be otherwise used to accommodate the shop unit(s). Another respondent favoured either Options 1 or 3 as they felt that a shopping facility would lead to instances of anti-social behaviour. This was based on their past experience of anti-social behaviour problems which have occurred in the Kerria Centre.

Other Comments, Ideas and Thoughts

3.15 There was much enthusiasm amongst the respondents as to the prospect of redevelopment at the Kerria Estate and each had their own views as to how this should look and feel. These are summarised below:

- The majority of trees on the estate, where possible, should be retained in the interests of biodiversity and visual amenity. The existing trees along the frontage of the Gardiners Arms site (adjacent to Kerria Road and forming part of the area for redevelopment) should be retained by moving the proposed building line back within the site.
- Consideration should be given to the location of homes for elderly people and there was a suggestion that suitable properties be accommodated away from properties for larger families to limit the impact of noise and disturbance. It was suggested that a suitable location could be the rear of the site adjacent to the existing footpaths along its western boundary. This area was considered to be of a more peaceful and 'semi-rural' character.
- A phased approach to development which would enable a continuation of the community facilities, in particular the provision of a local convenience store, would be preferable.
- To assist a phased approach to development, methods of building affordable homes quickly and cheaply should be investigated. Reference was made to the provision of some homes which can be easily assembled i.e. utilising timber clad,

modular structures designed to Sustainable Homes Code Level 4 standard. One such company who specialises in this type of provision is Seed Homes.

- The redeveloped estate needs to be well designed so that it can serve the needs of a mixed community.
- Houses and other buildings should be of a traditional architectural style, in keeping with those in the surrounding area. This could include a mixture of brick and render facing, casement and dormer windows of varying sizes and designs, front doors with gable overhang, and pitched or hipped roofs finished in slate or clay tile.
- Having a private garden space for all houses is important and this should feel safe and secure.
- All homes need to have sufficient car parking. Houses with their own driveways, enabling off-road parking, are generally welcomed.
- Refuse collection is needed from outside residents' homes; this is an important issue for those who are elderly or infirm and struggle to move bins further away from their homes.
- 'Dead spots' should be avoided; the overlooking of public areas and roads by properties is welcomed to discourage anti-social behaviour and fly-tipping.
- The proposals for redevelopment of the estate should avoid 'town cramming'; lower density development will look and feel better for residents living within the estate.
- Buildings should not be too high and be of an appropriate scale to those in the surrounding area.
- The re-provision of the community centre as a facility above the shop unit(s) should be investigated.

Initial Consultation Conclusions and Recommendations

3.16 The previous part of this section has assessed the outcomes of the first stage of consultation which was undertaken in respect of proposals to redevelop and regenerate the Kerria Estate in Amington, Tamworth. The consultation was informed

by three initial masterplan options, each demonstrating how the estate could be potentially redeveloped.

- 3.17 This consultation asked local people what they thought are the key issues which affect the estate, what type and size of homes they feel are needed for the area, which, if any, of the initial masterplan options is preferable to them, and what other comments, ideas and thoughts they have which could contribute towards creating the sort of area they would like to live in.
- 3.18 A large number of responses were received, from a variety of groups and local representatives. All have expressed their enthusiasm and support to see the Kerria estate redeveloped. These have been reviewed in detail and summarised within this report.
- 3.19 Following the review of all consultation responses received for the initial options, the following recommendations were made:
1. Investigate in further detail the scope to include a replacement retail and community centre facility within the redeveloped estate. This should be informed by soft-market testing to establish retail operator interest and requirements.
 2. Review the access and parking arrangements for a potential retail facility to ensure these are appropriate in terms of highway safety and can satisfactorily meet an operator's requirements.
 3. Review whether the development can be phased to include a replacement retail facility (and potential replacement community centre) to enable continuity of provision for local people.
 4. Move towards a scheme which provides a predominant mix of two and three-bedroom houses, with the addition of a smaller number of one and two-bedroom apartments.
 5. Explore the scope for some of the two-bedroom properties to be delivered as bungalows, rather than two-storey house types.
 6. Review and agree an appropriate ratio of car parking for the site with Staffordshire County Council.
 7. Review the retention of existing trees, examining whether those fronting the Kerria Road can be retained by moving back the identified building frontages.

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- 3.20 It is important that the above recommendations are considered in conjunction with the initial consultation responses summarised in this report and contained in **Appendix 3**.

Preferred Options Consultation

- 3.21 The Preferred Option Masterplan was developed upon consideration of the recommendations and consultation responses set out above. It responds to a number of the issues raised following the initial option consultation. Broadly speaking, the Preferred Options has improved upon the initial options and consideration has been given for the inclusion of a retail unit within the proposals, whilst access and parking arrangements have been reviewed and realigned to ensure these are appropriate in terms of highway safety and can satisfactorily meet an operator's requirements.
- 3.22 The provision of additional car parking spaces to serve residential properties have also been included, and the scheme provides a predominant mix of two and three-bedroom houses, with the addition of a smaller number of one and two-bedroom apartments.
- 3.23 Following consideration of the key issues which were established in the first-stage of consultation, the second-stage consultation focused upon the detailed aspects of the masterplan, providing a second opportunity for those who had previously made comments, as well as an opportunity for those who had previously missed the first-stage. Approximately 20 people attended the public consultation and a number of comments were received in response. Participants could provide comments online through the Council's website, and/or via the feedback forms and comments box which was placed inside the Kerria Community Centre. These consultation responses summarised in this report and contained in **Appendix 4**.

3.24 Participants were asked following questions:

- Do you agree with the proposed layout of the preferred option for Kerria Estate?
- Do you agree with the proposed mix and size of properties on the site?
- Have you any comments about the site access and proposed car parking spaces?
- Do you have any additional comments, ideas and for improving the area and to ensure that local residents' needs are most appropriately met?

3.25 Each of the above is addressed in turn below.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

3.26 All responses received supported the proposed layout presented by the Preferred Option; in particular, supportive comments were received on the proposed location of the shop unit and its prominent position, which would front Kerria Road.

Do you agree with the proposed mix and size of properties on the site?

3.27 The majority agreed with the proposed mix and size of the properties, however, one consultee responded that more 2-bed houses were required. Another respondent expressed a preference to see more privately owned accommodation on the site, whilst another was unsure as to what the eventual tenure mix should be.

Have you any comments about the site access and proposed car parking spaces?

3.28 The majority of the responses received made no comment on the issues of access or parking, however one respondent commented that the proposed layout was relatively well spaced out with adequate parking. Another commented that car parking provision should be two spaces for both houses and flats.

Other Comments, Ideas and Thoughts

3.29 The Preferred Option for the redevelopment at the Kerria Estate was positively received by all of the respondents; some had additional comments and views on the Preferred Option going forward. These included:

- reconsidering the inclusion of an area of community space within the proposal;
- additional units including a take away, hairdressers and/or a chemist;
- a preference of House Type Option 1 which was deemed the most acceptable for the location; and
- a suggestion that the location of the retail unit, on the approach to the existing zebra crossing, might encourage illegal parking and obstruct drivers' visibility when approaching from Robinia and turning onto Kerria Road. It was recommended that a time restriction zone be enforced in this area.

4. Summary and Conclusion

- 4.1 An extensive consultation process has been undertaken, based on a two-stage approach. This report has assessed the outcomes of each of the stages. The first stage of consultation, in which feedback was invited on initial options and design ideas for the redevelopment of the Kerria estate, informed the development of a Preferred Option masterplan which informed the second consultation stage.
- 4.2 The first-stage of the consultation established what local residents and other key stakeholders thought were the key issues which affect the estate; what type and size of homes they feel are needed for the area; which, if any, of the initial masterplan options were preferable to them; and what other comments, ideas and thoughts they had which could contribute towards creating an attractive and sustainable area that they would like to live in.
- 4.3 The Preferred Option Masterplan was worked up upon consideration of the recommendations and consultation responses from the initial consultation and sought views on the revised proposals, particularly on the specific design and layout of the site, the mix and size of properties offered, access, and car parking provision. Additional comments, ideas and thoughts were also welcomed. The responses and recommendations contributed to ensuring that the redevelopment for the Kerria is well-designed and appropriate to meet the needs of the local community.
- 4.4 In total, a large number of responses have been received, from a variety of groups and local representatives. All have expressed their enthusiasm and support to see the Kerria estate redeveloped. These have been reviewed in detail and summarised within this report and where possible integrated into the Preferred Option Masterplan.
- 4.5 The Preferred Option masterplan was positively received at the second-stage of consultation. Whilst every attempt has been made to incorporate all suggestions made, accommodating the preferences of each respondent has had to be balanced in the interests of achieving the overriding objectives, namely providing the right type, size and mix of residential properties, and supporting facilities. Where conflicts have occurred, for example regarding the loss of trees, the proposal makes

provision for appropriate mitigation in order to ensure that the achievement of the overriding objectives is not jeopardised. Such matters are considered in further detail within the Planning Statement and suite of environmental and technical assessments which accompany the planning application proposal.

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Appendices

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Appendix 1 Consultation Postcard Invitation

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Your community, your call: Community Consultation Event

Come and talk about the future of Kerria:

Thursday 10 July 4pm-7pm
Kerria Community Centre

Saturday 12 July 10am-1pm
Kerria Community Centre

Look at the options for Kerria and
meet the consultants, architects and highways expert.

Have your say!

Can't attend but want more information?
Phone 0800 183 0454,
email regeneration@tamworth.gov.uk
or have your say at
<http://yourhometamworth.wordpress.com>

Tamworth
Borough Council

Your community, your call: Community Consultation Event

Come and talk about the future of Kerria:

Saturday 24 January 1pm - 3.30pm
The One Stop Centre, Kerria.

Look at the options for Kerria and meet the consultants and architects.

Have your say!

Can't attend but want more information?
Phone 0800 183 0454,
email regeneration@tamworth.gov.uk
or have your say at
<http://yourhometamworth.wordpress.com>

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Appendix 2 Consultation Map



 Scope of Consultation

project
Tamworth Regeneration
KERRIA ROAD

drawing

Scope of Consultation

Notes
 Copyright in this drawing remains the property of BM3 Architecture Limited
 Do not scale this drawing. Work to figured dimensions only
 Contractors and consultants are to advise BM3 Architecture Limited of any discrepancies

scale	date	drawn by	checked	CISfb element	job number	drawing number	revision
NTS	01.06.14	RP	RP	Existing Plan	52523	D65	

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Appendix 3 Consultation Feedback Forms (First Consultation)

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the emerging masterplans by 20th July 2014. We will give them all consideration in developing a scheme for the area further.

What do you think are the key issues for Kerria?

Community Centre
Shops
Sustainable Housing

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

1-2 Bedroom flats.
facilities for disabled.

Which masterplan option do you prefer and why?

Option 2

Any other comments: (continue overleaf)

The Community Centre at the moment is widely used. There is no community facilities on either option. This should be looked at as a necessity.

Name: P. Ambrose
Email Address: theambrose@rocketmail.com
Postal Address:
151 Quince
Postcode: B77 4GT.

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
20th July 2014

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the emerging masterplans by 20th July 2014. We will give them all consideration in developing a scheme for the area further.

What do you think are the key issues for Kerria?

Suitable Housing
Facilities - Shops, Takeaway, Doctors, Community Centre
Access to Transport/Buses

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

2 & 3 Bedroom houses/flats
Possibly some Bungalows to provide homes for those with disabilities.

Which masterplan option do you prefer and why?

Option 2 as it is the only option with any shopping facilities

Any other comments: (continue overleaf)

In the present options there is no Community Centre - The present centre provides access & resources to the Kerria & surrounding area with a job club, Parent & Tots group, craft classes, youth clubs, training courses etc and if nothing replaces it, it will be sorely missed.

Name: Fiona McPhee
Email Address: fofee@hotmail.co.uk
Postal Address: 46 Glaseote Rd
Tamworth

Postcode: B77 2AD

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What do you think are the key issues for Kerria?

Suitable, updated accommodation, retain a convenience store as well as the community centre which is well attended by many socially vital groups

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

Which masterplan option do you prefer and why?

Have not seen a masterplan but as I attend the community centre and regularly use the convenience store I would choose whichever option includes these.

Any other comments: (continue overleaf)

I do not live in the area so do not fully understand the housing needs of the area but believe any community needs a centre for social needs as well as shops for convenience.

Name:

Email Address:

Postal Address:

Postcode:

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What do you think are the key issues for Kerria?

Shops. Doctors. Community centre

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

1 & 2 ~~3~~ Bedrooms houses / bungalows.

Which masterplan option do you prefer and why?

option 2.

Any other comments: (continue overleaf)

The community centre is used by many different groups of people at the moment. There is no community facilities on either option at the moment.

Name: Mrs Wilson
Email Address:
Postal Address: 52 Spruce
Arlington
Tamworth
Postcode: B77 4ES

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<http://yourhometamworth.wordpress.com>

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regeneration@tamworth.gov.uk

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c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

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What do you think are the key issues for Kerria?

Youth Center / community center
Local Shops
New housing / affordable housing.

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

2/3 Bedrooms
Bungalows for elderly and disabled.

Which masterplan option do you prefer and why?

Option 2 - this is the only option with community based facilities i.e - shops.

Any other comments: (continue overleaf)

If the existing community center is not replaced this would have a severely detrimental effect on the local and wider community as the current centre is widely used.

Name: AMANDA WILKINSON
Email Address: alwilkinson1894@hotmail.com
Postal Address:
30 JUNIPER, AMINATION
TAMWORTH STAFFS
Postcode: B77 4ND.

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

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c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

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What do you think are the key issues for Kerria?

Activities for children and young people.

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

As more and more people are living on their own I feel more flats & small houses are needed.

Which masterplan option do you prefer and why?

Option 2 - because it retains a shop and community centre.

Any other comments: (continue overleaf)

Name: MRS B M PICKERING
Email Address: brenda.pickering@yahoo.co.uk
Postal Address: 47 SPRUCE
AMINGTON
TAMWORTH
B77 4ES
Postcode:

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<http://yourhometamworth.wordpress.com>

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regeneration@tamworth.gov.uk

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Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the emerging masterplans by 20th July 2014. We will give them all consideration in developing a scheme for the area further.

What do you think are the key issues for Kerria?

NO PUBLIC HOUSE, NO CONCRETE SUNSET
LAWNS + DRIVES TO PUT CARS ON WAY
BE NICE

What type and size of homes does Tamworth need, e.g. flats, houses, no of bedrooms?

HOUSES TWO AND THREE BEDROOMS
NOT FLATS

Which masterplan option do you prefer and why?

OPTION 2
WE NEED LOCAL SHOPS AND
COMMUNITY CENTRE AND A
DOCTORS SURGERY

Any other comments: (continue overleaf)

Name: GORDON LAWLEY
Email Address: _____
Postal Address: 67 FOXGLOVE
AMINGTON
TAMWORTH
STAFFS
Postcode: B77 4H 7

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<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

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c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
20th July 2014

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**Appendix 4
Consultation
Feedback
Forms
(Second
Consultation)**

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the preferred option by 14th February 2015. We will give them all consideration in developing a scheme for the area further.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

Yes

Do you agree with the proposed mix and size of properties on the site?

Yes

Have you any comments about the site access and proposed car parking spaces?

No

Any other comments: (continue overleaf)

KNOCK DOWN THE EYESORE OF 12 FLATS
THAT WILL BE BUILT IN THE OLD SHERBURY

Name: B. WITCHER

Email Address:

Postal Address: B77 4FE

11 ROBINIA.

Postcode: B77 4FE

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:
Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
14th February 2015

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the preferred option by 14th February 2015. We will give them all consideration in developing a scheme for the area further.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

Yes is better that shops are going to be at the front
near the road

Do you agree with the proposed mix and size of properties on the site?

Yes but ^{there is a} need for more two bedroom homes

Have you any comments about the site access and proposed car parking spaces?

Any other comments: (continue overleaf)

More choice of shops like a chip shop/hair dresser
post office chemist

Name: Andrew Harper
Email Address: Harper889@hotmail.com
Postal Address: 16 Kerria

Postcode: B77 4ew

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
14th February 2015

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the preferred option by 14th February 2015. We will give them all consideration in developing a scheme for the area further.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

I AGREE WITH THE PROPOSAL TO BUILD MORE TRADITIONAL STYLED HOUSING.

Do you agree with the proposed mix and size of properties on the site?

NOT YET SURE.

Have you any comments about the site access and proposed car parking spaces?

I BELIEVE CAR PARKING SHOULD BE 2 SPACES PER HOUSE / FLAT.

Any other comments: (continue overleaf)

I AM DISAPPOINTED THAT THE AREA WILL LOSE ANY SORT OF COMMUNITY SPACE AND SUGGEST THE COUNCIL RECONSIDER THIS.

Name: COUNTY COUNCILLOR SHEREE PEARCE
Email Address: sheree.people@staffordshire.gov.uk
Postal Address:
13 SHARPE ST
TAMWORTH
STAFF
Postcode: B77 3HY

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:
Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB
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Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the preferred option by 14th February 2015. We will give them all consideration in developing a scheme for the area further.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

yes

Do you agree with the proposed mix and size of properties on the site?

yes

Have you any comments about the site access and proposed car parking spaces?

NONE

Any other comments: (continue overleaf)

NONE

Name: K. BROTHERIDGE
Email Address:
Postal Address: 44 QUINCE
AMINGTON
TAMWORTH
Postcode: B77 4EN

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
14th February 2015

Comments Form – Kerria Estate Redevelopment, Tamworth

Thank you for taking the time to look at the proposals for the future redevelopment of Kerria Estate, Tamworth. We invite your comments on the preferred option by 14th February 2015. We will give them all consideration in developing a scheme for the area further.

Do you agree with the proposed layout of the preferred option for Kerria Estate?

YES.

Do you agree with the proposed mix and size of properties on the site?

YES.

Have you any comments about the site access and proposed car parking spaces?

NO COMMENT - ALL LOOKS WELL THOUGHT OUT.

Any other comments: (continue overleaf)

NONE.

Name: BRIAN LEEB
Email Address: BRIANTRISH902@GMAIL.COM
Postal Address: 6, MAGNOLIA
ARINGTON TAMWORTH.

Postcode: B77 4EH.

The proposals are available to view online at:
<http://yourhometamworth.wordpress.com>

A dedicated email address has also been set up to receive comments on the proposals:
regeneration@tamworth.gov.uk

Comments may also be posted to:

Consult Kerria,
c/o GVA, 3 Brindleyplace, Birmingham, B1 2JB

The closing date to submit comments is by:
14th February 2015

Page 247 Thank you for taking the time to comment.

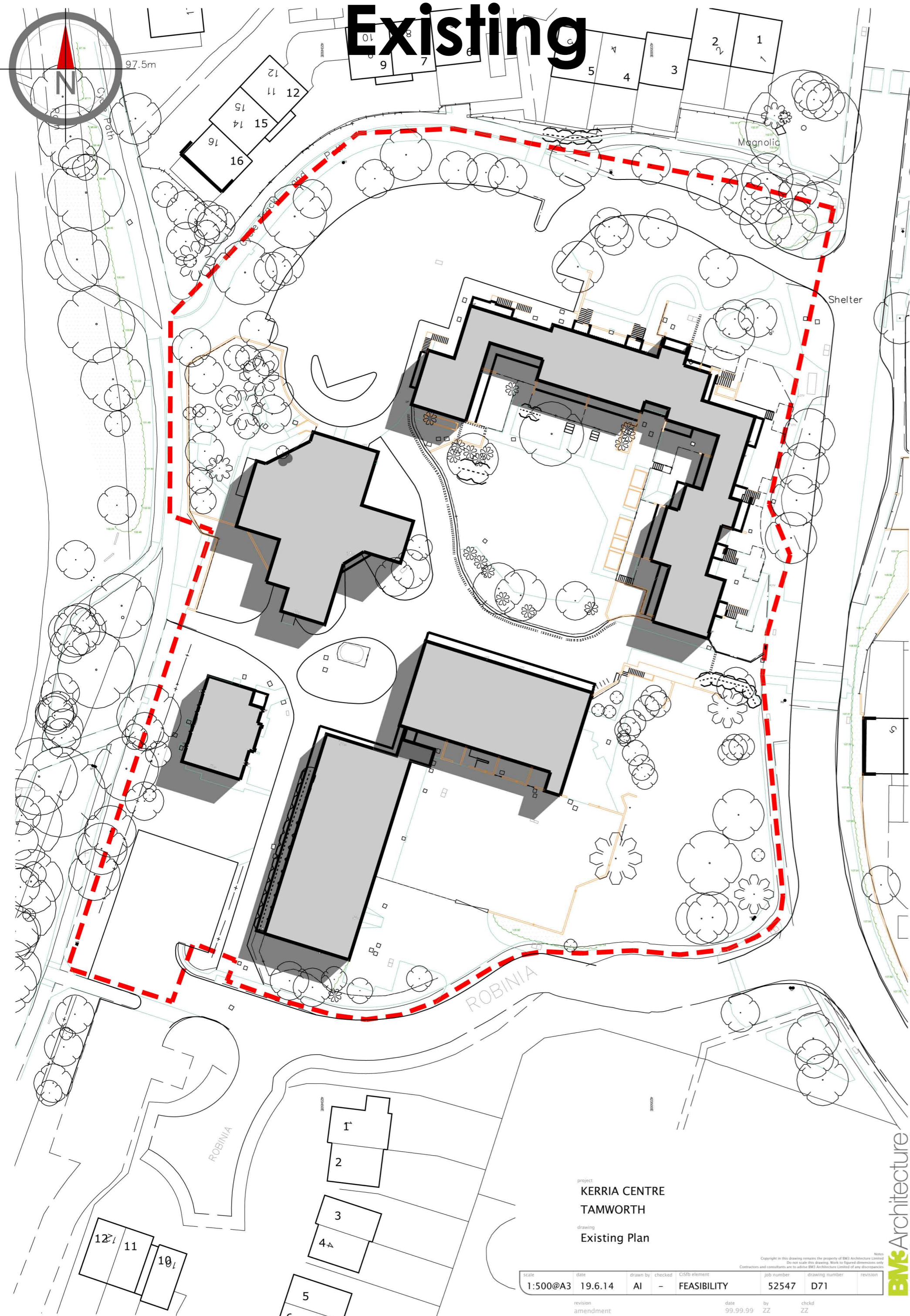
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Appendix 5 Initial Masterplan Options

Existing



Option One



SCHEDULE OF ACCOMMODATION

House Type(2st)	2A	28/4P	72m ²	08No
House Type(2st)	2B	28/4P	75m ²	04No
House Type(2st)	2C	28/4P	75m ²	04No
House Type(2st)	2D	28/4P	75.4m ²	06No
Apartment	2X	28/3P	59m ²	04No
House Type(2st)	3B	38/5P	83.6m ²	04No
House Type(2st)	3C	38/5P	84.6m ²	04No
House Type(2st)	3D	28/4P	84.0m ²	04No
House Type(2st)	3E	38/5P	87.0m ²	04No
House Type(2st)	4C	48/6P	110.0m ²	04No
Total Dwellings				46No
Site Area			11.82m ² (approx)	
Parking			63No.	

Key

- Existing Trees
- Removed Trees
- New Trees
- Cycle Route
- Vehicular Route
- 2 Storeys
- 3 Storeys

Option Two



SCHEDULE OF ACCOMMODATION

House Type(2st)	2A	28/4P	72m ²	16No
House Type(2st)	2B	28/4P	75m ²	01No
House Type(2st)	2C	28/4P	75m ²	02No
House Type(2st)	2D	28/4P	75.4m ²	06No
Apartment	2X	28/3P	59m ²	13No
House Type(2st)	3C	38/5P	84.6m ²	07No
House Type(2st)	3E	38/5P	87.0m ²	08No
Total Dwellings				53No
2 Nr. Retail Units		(348.8 and 63.8 m ²)		
Site Area			11.82m ² (approx)	1.18 Hec
Parking				65No.

Key

- Existing Trees
- Removed Trees
- New Trees
- Cycle Route
- Vehicular Route
- 2 Storeys
- 3 Storeys

Option Three



SCHEDULE OF ACCOMMODATION

House Type(2st)	2A	28/4P	72m ²	16No
House Type(2st)	2B	28/4P	75m ²	01No
House Type(2st)	2C	28/4P	75m ²	06No
House Type(2st)	2D	28/4P	75.4m ²	10No
House Type(2st)	3C	38/5P	84.6m ²	07No
House Type(2st)	3E	38/5P	87.0m ²	08No
Total Dwellings				48No
Site Area			11.82m ² (approx)	1.18 Hec
Parking				58No.

Key

- Existing Trees
- Removed Trees
- New Trees
- Cycle Route
- Vehicular Route
- 2 Storeys
- 3 Storeys

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Appendix 6 Preferred Options



SCHEDULE OF ACCOMMODATION --- Boundary Line

House Type(2st)	2A	2B/4P	72m ²	10No
House Type(2st)	2D	2B/4P	75.4m ²	02No
House Type(2st)	3C	3B/5P	84.6m ²	08No
House Type(2st)	2E	2B/4P	87.0m ²	12No

Apartments Commercial Unit	1B	1B/2P	40 m ²	04No
	2B	2B/4P	59 m ²	04No
Apartment	pda1	1B/2P	87.0m ²	04No

Total Dwellings **44No**
 Site Area 11.823m² (approx) 1.06 Hec
 Parking 81No.

project
KERRIA CENTRE
TAMWORTH
 drawing
Feasibility Study
OPTION FOUR

scale	date	drawn by	checked	CSFB element	job number	drawing number	revision
1:500@A3	19.6.14	ai	-	FEASIBILITY	52547	D73	D

revision	date	by	checked
A	18.11.2014	VF	VF
B	28.02.2015	VF	VF
C	08.01.2015	VF	VF

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Appendix 7 Press Articles

Exclusive £21.5 million options revealed as council plan to build new homes for first time in 50 years

By [Tamworth Herald](#) | Posted: July 09, 2014

By Ashley Preece



TWO “failing estates” in Tamworth are to be bulldozed and redeveloped in a £21.5 million project – the first time the council have been able to build new council houses for nearly 50 years.

The major developments in the Kerria and Tinkers Green estates in Amington and Wilnecote are part of the council’s proposals to build a ‘healthier Tamworth’ – offering new, affordable homes and creating a safer, more positive neighbourhood.

Councillor Michael Greatorex, Cabinet member for housing at Tamworth Borough Council, spoke exclusively to the Herald on Friday (July 4) following the release of the development options.

He said: “I’m really excited by the plans put in place. We want to combat anti-social behaviour on the two failing estates and as the plans suggest give the areas a sense of a community which is all part of our ‘Healthy Tamworth’ initiative we’re trying to achieve.

“It’s the first time since the 1970s that we’ve been able to build new council houses so it really is a big deal for the town and something we’re really serious about.”

Residents of Tinkers Green were given a first look at potential plans and options for the site at two drop-in sessions last week, which were held at Cottage Walk shops and at Wilnecote High School; both were very well attended.

Kerria residents will have their chance to see the plans at two drop-in sessions at the Kerria Community Centre on July 10 (4pm to 7pm) and July 12 (10am to 1pm).

A key feature on three of the six options is the proposal to build a mini-supermarket which, according to Cllr Greatorex, will add to the community value.

He said: "On both sites there is scope to build a mini-supermarket, which again will add to the community feel we are trying to achieve here."

At this stage the plans show examples of the potential layouts for the sites, rather than final designs for the areas. The options include the types and numbers of housing, along with the types of facilities which could be provided.

The 136 property redevelopment of both sites – 100 in Tinkers Green and 36 in the Kerria – is expected to take six years to complete.

Elderly residents who live in bungalows on Leisure Walk and Cottage Walk in Tinkers Green – 24 in total – were the first to be re-housed by the council in 2013, and more are expected to follow suit following the approval by the council's Cabinet.

Tamworth Borough Council is now working with property specialists GVA to take the project to its next stage, using feedback from residents to look at preferred options. This will include interactive community workshops in September where residents will be invited to have their say. Architects and [experts](#) carrying out studies on the land will also be attending.

These sessions will also feature potential design concepts for areas, using examples from successful regeneration projects elsewhere – including how public space is used, the scale and type of architecture, parking and the type of community buildings included.

"The designs are important," added Cllr Greatorex. "Local people get to have their say on whether they would like the development to be traditional or modern build. It's got to look good on the eye that's for sure. I grew up in council housing so I'm very familiar with what is required."

Tamworth Borough Council have a re-housing policy and support package in place which will look at children at school, people who work locally and people who have care requirements.

The vacated homes in Cottage Walk and Leisure Walk in Tinkers Green are set to be demolished in the coming months.

To find out more details and to pass comments online or via post visit www.tamworth.gov.uk or pop into Marmion [House](#) on Lichfield Street. A further update is expected September time once information from the drop-in sessions has been gathered.

Kerria residents welcome "fresh start" after seeing regeneration options

By [Tamworth Herald](#) | Posted: July 11, 2014

By Ashley Preece



PEOPLE who live in "one of the most troubled areas in Tamworth" have welcomed a fresh start after seeing new £7.5 million regeneration plans.

On Thursday, July 10, people who live in the Kerria estate in Amington attended the first of two drop-in sessions at the community centre.

The event, like the Tinkers Green drop-ins earlier this month, which is also scheduled for a multi-million pound redevelopment, was very well attended.

Kerria resident Ken, who has lived in the council estate since May 1988, said: "I've been here for 26 years and I've seen it all. I wanted out but the plans are just what the site needs – a fresh start for everyone.

"The moving out system with people not guaranteed to come back makes it a little awkward, perhaps the council could have improved it without knocking it all down."

Another resident, who has asked to remain nameless, wasn't quite as impressed but in the end admitted it was something that needed doing.

He said: "I've been here 15 years and now the council expects us to move out – it's an inconvenience if anything.

"In the end we're going to lose money because of the bedroom tax. I've got a two bedroom and the council want me to move into a one bedroom – they can't just go ahead and do that."

Asked on whether something needs to be done the resident said: "Yes, I think it would be for the best. It would be a new start for everyone and I think it's needed."

On the comments form people were asked to write down what the key issues are for Kerria; what types of homes are needed and which masterplan they preferred from the three 'options' that were available.

A big plus for all of the current residents was the plan to build a mini-supermarket, which they all agreed on is something the area needs.

A mum who has been in Kerria for 12 months said: "The idea of a shop is great and very much needed. Most of all it would help the elderly people because if the shop around the corner is closed they have to walk 15 minutes up the road to Costcutter.

"I love the plans, though, and it would go along way in helping the anti-social behaviour here. The area has improved but I'd like my children to be much safer when they're out and about. I'd be well up for the new plans."

At the drop-in session different 'Elevation Styles' were shown which showcased the different types of houses that could be built. Two-storey and three-storey flats, modern-built houses and a number of designs were on offer for people to pick and choose what they'd prefer.

The next drop-in session is scheduled for tomorrow (July 12) at the Kerria Community Centre from 10am to 1pm. Council representatives will be in attendance if you would like to ask any questions.

To find out more visit www.tamworth.gov.uk.