

# Chelmsley Wood Town Centre - Visitor Survey

Solihull Council is developing a long term plan to ensure that Chelmsley Wood Town Centre continues to thrive and serve the needs of the local community as we witness the role of town centres changing locally and nationally.

A team of masterplanners, transport consultants, retail and property experts will be working on a new masterplan for the North West Corner of the town centre that is ambitious and deliverable, and responds to the challenges and opportunities facing the town centre.

We need to hear your views on the sorts of changes and improvements that could be delivered in Chelmsley Wood Town Centre.

Of course, change won't happen overnight, but the Council and our partners believe that a phased plan of improvements is possible which could transform the town centre over the next 5-10 year period.

Help make sure we get this right by sharing your views.



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## Data Protection

The information in this survey will be used by Solihull Metropolitan Borough Council for the purposes of informing work to develop a Chelmsley Wood town centre masterplan. For further details about on how we will handle your private information please see our Data Protection policy <https://www.solihull.gov.uk/About-the-Council/Data-protection-FOI/dataprotection>. An aggregated and anonymised summary of the results may be shared publically.

Information will be stored on servers in the UK by a company called Smart Survey who are fully GDPR compliant.

## Current Use

On average how often do you visit Chelmsley Wood Town Centre?

- Every day
- More than once a week
- Once a week
- 1-3 times per month
- Less than once per month
- Never

What stops you visiting Chelmsley Wood Town Centre more often?

Which other towns or local centres do you visit more regularly?

- Solihull town centre
- Birmingham City Centre
- The Fort
- Resorts world/NEC
- Kingshurst
- Other (please specify):

What makes you choose to visit these town/local centres over Chelmsley Wood?

What are the main reasons that you visit Chelmsley Wood Town Centre? (Tick all that apply and add any others not listed)

- Food shopping
- Non-food shopping (for example clothing)
- Bank
- Health and wellbeing i.e. pharmacist

- Hair / beauty services
- Cafes, restaurants, takeaways
- Local services
- Library
- Job centre
- Leisure activities – please provide details i.e. children activities, socialising

Comments:

**What time of day do you usually visit the town centre?**

- Between 8am – 6pm
- Between 6pm – 10pm
- Both
- Other (please specify):

**What do you like about Chelmsley Wood Town Centre? (Tick all that apply and add any others not listed)**

- Cleanliness
- Variety of shops
- Good public services e.g. library, job centre etc
- Events
- Plenty of car parking
- Easy to get to and get around
- Good Place to meet friends
- Greenspaces
- Feels safe and secure
- Good variety of things to do for young people and families
- Other (please specify):

Comments:

**What do you think could be introduced, or there could be more of, that would improve the town centre: (Tick all that apply and add any others not listed)**

- More variety of shops
- More public services - please provide examples in comment box below
- Better outdoor public spaces
- Easier to get to and improved connections between places within the town centre
- Better mix of things to do
- Better facilities / more things to do in the evening,
- More things to do for young people and families
- Improved security and safety
- Improved cleanliness
- More places to meet friends
- Other (please specify):

Comments:

## Transport

**How do you normally travel into the town centre?**

- Car
- Bus
- Bike
- Walk
- Taxi
- Other (please specify):

**What changes do you think could be made that would encourage you to travel to the town centre by public transport, by foot or by bike? (for example better cycle lanes, cycle parking, improved public transport frequency, location of bus stops etc)**

**What changes would you like to see that would make your journey quicker or easier?**

## Future Development Opportunities

If you visit Chelmsley Wood you may notice that parts of the town centre are currently vacant or underused – for example the former library site.

**What type of development do you think would be most appropriate on those vacant or underutilised sites?**

- Residential development
- Office development
- Retail development
- Leisure development – i.e. gym, soft play
- More community facilities (please provide examples of the type of facility that are needed)
- More variety of public sector services such as improved library, job centre, health and wellbeing developments (please provide examples)
- Other (please specify):

Comments:

## Outdoor public space

Our favourite town centres are often those places we enjoy walking around, with places where we can stop, relax and meet friends.

**Are there any changes that could be made to the outdoor public space in the town centre that would encourage people to sit and relax and spend more time in the town centre? For example, seating, public art, play space, landscaping, or more greenspace.**

Where do you think there are opportunities to provide improved outdoor public space and walking routes into and across the town centre? For example routes into the town centre from neighbouring residential areas and colleges, and links between car parks and shops.

## About you

Which of the following best describe your interest in Chemlsey Wood Town Centre?

- Local resident
- Local employer/ business owner
- Local employee
- Local student
- Other (please specify):

What is your postcode?

Which age group are you in?

- Under 18
- 18-25
- 26-34
- 35-45
- 45-55
- 55-65
- Over 65
- Prefer not to say

Would you like to receive updates from Solihull Council on our emerging Chelmesley Wood Town Centre Masterplan?

- Yes
- No

**Please provide your email address here:**

## **Next Steps**

We want your views on the future of Chelmsley Wood town centre so that we can prepare a long term plan that best meets the aspirations of the community, whilst also ensuring that the proposals are realistic and can be delivered.

All the feedback we get from your completed questionnaires will be used to develop a draft masterplan. Of course not every idea can be included in the plan and some may not be deliverable, but where there is strong support for particular changes in the town centre our experts will use their experience to see how these can be delivered.

Once we have completed the draft masterplan we will hold an exhibition of the proposals in the town centre. This is likely to take place in the new year, so keep an eye out for more information on our social media channels, website and in the town centre itself.