LADYWOOD CONSULTATION

LADYWOOD ESTATE REGENERATION

Ladywood Community Insights

Your Feedback Report

August 2025

Birmingham City Council

St Joseph
Designed for life

Executive Summary

This document presents a summary of feedback collected during the '*Understanding Ladywood*' engagement programme as part of the Ladywood Estate Regeneration, delivered by Berkeley St Joseph in partnership with Birmingham City Council.

The regeneration of the Ladywood Estate is a major opportunity to deliver lasting improvements to housing, public spaces and community facilities. Following the signing of a Development Agreement in Spring 2025, Berkeley St Joseph and Birmingham City Council have committed to working in partnership to deliver a long-term, positive transformation of the estate.

To support this goal, a multi-phase engagement strategy was established to guide community involvement at every stage of the process.

Following the signing of the Development Agreement, Berkeley St Joseph issued an introductory letter from their Managing Director, Steve Kirwan, 'Our Approach to Community Engagement and Consultation' brochure, and tenure specific fact sheets for residents of Ladywood.

The Ladywood community website was then launched alongside the neighbourhood survey. While the partnership also kickstarted the formation of a Residents Steering Group, which is being independently organised by Tpas, a leading tenant engagement expert and not-for-profit organisation.

Berkeley St Joseph is also investing in opening a new community hub in the heart of Ladywood which will serve as a new home for charity group, and support network, Ladywood Community Project, and a base for the partnership to use for consultation and engagement in the years to come.

Following these initial engagements, the first phase of in-person workshops, titled *Understanding Ladywood*, was launched, and focused on listening, relationship-building, and developing our understanding of what matters most to the Ladywood community in order to shape the design of the masterplan.

These workshops were part of a wider conversation with residents, community groups, and local stakeholders which began on signing of the Development Agreement in April 2025.

This report analyses key insights gathered through workshop sessions held in July 2025, alongside feedback submitted via the wider *Understanding Ladywood* engagement programme, including surveys, digital submissions and early outreach. It identifies common themes and priorities expressed by residents, providing a foundation for the development of the emerging masterplan.

Comments have been analysed across multiple sessions to identify recurring patterns. Quotes have been included throughout this document to represent the tone and content of resident feedback. All feedback has been provided to the Masterplanning team so that it can be reviewed in detail.

The insights gathered through this engagement programme will inform the next stage of engagement and masterplan development, planned for Autumn 2025.

Introduction

Understanding Ladywood

The *Understanding Ladywood* programme was established to bring together a series of activities designed to listen to residents and build a shared understanding of the estate's character, challenges and opportunities. This approach was intended to build relationships with residents across the Ladywood Estate community and provide opportunities to listen to those who know their community best.

Launched in Spring 2025, key activities included:

- **The Ladywood Community Website**: A dedicated website – www.ladywoodcommunity.co.uk – was established as the central hub for all information about the regeneration. It includes FAQs, workshop sign-up links, engagement updates, and opportunities for residents to ask questions or submit feedback at any time
- **Neighbourhood Survey**: On the launch of the website, an online survey was made available to capture early views on housing, public space, priorities, and daily life in Ladywood. This survey was again made available during the workshop sessions to maximise accessibility
- **Dedicated Email Address**: An email address was also established to offer the community a dedicated point of contact with the project team, raise questions about the regeneration, and take part in engagement activity. This email address has been widely publicised through letters sent to every address within the red line boundary, media related to the project and via the project website. We aim to respond to all emails within two working days
- **Community Phoneline**: A free community phoneline was established to ensure residents without access to the internet were able to contact the project team. This phoneline similarly served as a method for the community to speak to the team, raise queries about the regeneration and take part in engagement activity, including completing the Neighbourhood Survey. This phoneline is available Monday to Friday 9 – 5.30pm and has been widely publicised, including in letters sent to all residents within the Ladywood Estate, on all media related to the project and via the project website

This early activity was a positive platform from which to promote the July workshops, while ensuring they were part of a broader programme of meaningful community engagement. The partnership worked with our dedicated consultation specialists to design these workshops. Workshops provided the best format to engage with as many residents as possible, understanding local views and sentiment in an open and engaging format. These workshops were attended by the project team which included representatives of the partnership, Patel Taylor (master planners), PLMR (communications consultants) and Intervention Architecture (architects).

Workshops

Set within the *Understanding Ladywood* programme, the purpose of the workshops was to:

- Introduce the regeneration process and explain the role of a masterplan
- Give residents the opportunity to share what they value about Ladywood
- Explore local concerns and areas for improvement
- Identify community priorities to guide the future masterplan

Each workshop was interactive, encouraging participants to reflect on their experience of the estate and contribute ideas in small groups. The activities focused on three core questions:

1. What do you like most about Ladywood?
2. What do you think could be improved?
3. What are your top priorities for regeneration?

Participants were also invited to annotate maps, share individual experiences and highlight specific locations, helping to build a stronger understanding of the neighbourhood's identity, challenges, and opportunities.

Opening Presentation

The workshops began with a short presentation by the project team, which is attached as Appendix 1. During the presentation, participants were able to ask questions. The most commonly raised points were:

- Concerns from residents who may be at risk of losing their homes, and the need for clear and timely communication that responds to questions residents have
- Questions around the provision and definition of affordable housing, including a request to understand the likely value of new private homes to enable existing homeowners to make informed decisions about their plans
- Many participants expressed frustration about the consultation to date, as they felt it has been insufficient and left many unanswered questions
- Some participants felt that their area had been left in decline in recent years, with missed opportunities to address issues and improve things locally
- A previous commitment to providing independent advice at every stage of the consultation was referenced. It was noted that such advice has not yet been made available

The partnership acknowledges this feedback and has discussed each of these issues in detail and we are committed to addressing them wherever possible before moving forward with the masterplanning process.

Interactive Sessions

The workshops were structured to encourage attendees to engage, with tables of up to six attendees supported by a facilitator from the masterplanning team. We also facilitated one to one discussions where these were requested to improve accessibility and respect the needs of attendees. These small group discussions helped to keep conversations as personal and individual as possible. They were aided by supportive collateral which included a map on each table, green and red dots to support conversations on likes and dislikes, photos from key locations across the estate, and a model for residents to see and talk to on arrival and during discussions.

There was a good ratio of facilitator to attendees. All facilitators were key members of the masterplanning team and will be directly involved in the process. These workshops enabled facilitators to hear feedback from the very start of the process. While attendees were encouraged to provide their own written feedback against the questions, facilitators were present to capture details of the views being provided.

In addition to the workshop presentation and questions, attendees were also given the option of completing the Neighbourhood Survey, as had been previously published on the community website. This was to ensure that all attendees could submit their feedback to this survey, while also providing the masterplanning team with additional views and feedback. This helped to capture more extensive views, some of which were not vocalised in the group discussions. This feedback has been anonymised and included in the themes identified in this report.

As of 18.08.25, 185 survey responses have been received via the website and printed survey forms (collected during the workshops). Insights from all submitted surveys have been included in the findings of this report.

Promotion

The workshops were promoted through a range of different ways. The objective was to ensure all residents had the opportunity to take part, regardless of digital access or language barriers.

Promotional activity included:

- **Resident letters**: Hard-copy invitations were delivered to all properties within the area identified for regeneration (approximately 1200), outlining session times, locations, and how to register
- **Website and digital registration**: Workshop dates were published on the Ladywood community website, with booking available via Eventbrite. Registration was also possible via the free community phoneline or email
- **Posters and banners**: Large copy versions of the leaflet were circulated and placed in community facilities, shops and public buildings across the estate to publicly promote the sessions
- **Stakeholder briefings and newsletters**: Email notifications were sent to local councillors, faith leaders and community organisations, encouraging onward sharing through trusted local networks
- **Press release and local media**: A press release announcing the workshops was issued and picked up by local news channels, helping to reach residents who may not have seen the printed or digital materials

All communication channels available to us to promote these events were utilised. This coordinated campaign helped to generate broad awareness of the workshops and ensured that participation reflected a wide cross-section of the local population. We are continuously learning through this process and committed to ensuring future sessions are publicised even more widely.

Participation

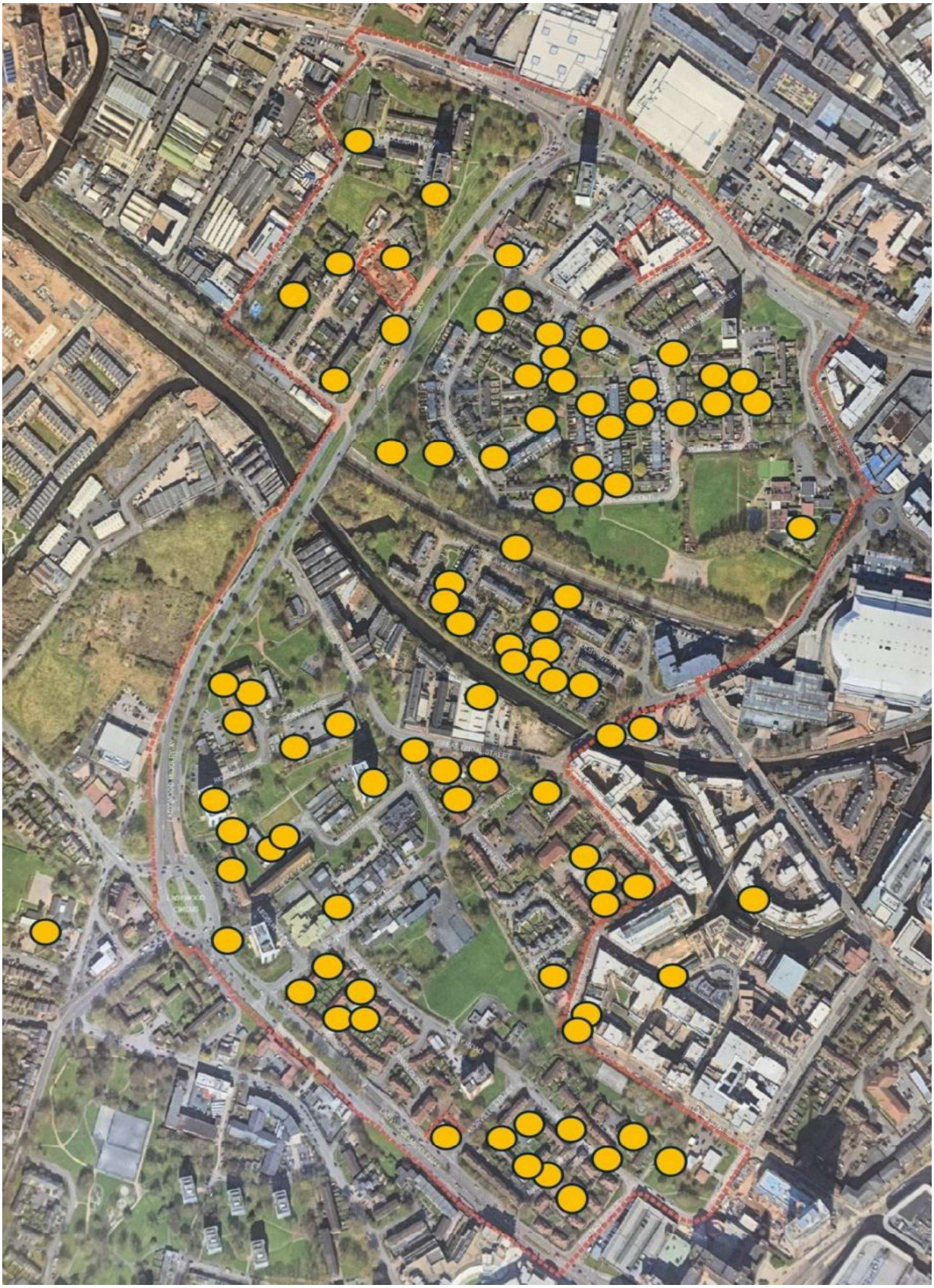
Across the 12 workshops held at Nelson Junior & Infant School in July 2025, an estimated 177 residents attended and participated. These included families, elderly residents, council tenants, homeowners, and private renters. It also included representatives from a range of other tenure groups, such as faith groups, school, and health services.

Nelson Junior & Infant School provided an ideal location for these workshops. It is accessible to those with disabilities, as well as being conveniently located for Ladywood residents. We are grateful to Nelson School for their hospitality in hosting these events.

316	3,789	104	c.177
Workshop Registrations	Website Visits	Survey Responses	Workshop Attendees

Participants represented areas across Ladywood and throughout the red-line boundary, which identifies the area which is covered by the Development Agreement. Participants were invited to indicate roughly where they live by using yellow dots on a map. This is illustrated on the map on the next page. The yellow dots indicate that the workshops were attended by residents from across the Ladywood area, with good coverage throughout the red line area.

Location markers of workshop attendees



Feedback Summary

The feedback in this report has been organised in categories, drawing out the key themes from the engagement to date. These themes are:

1. Rehousing and Housing Quality
2. Building Design, Scale and Appearance
3. Community Safety
4. Landscaping and Green Spaces
5. Transport and Accessibility
6. Retail, Leisure and Community Uses
7. Heritage and Culture

Participants expressed many positives they liked about their neighbourhood, as well as identifying areas for improvement to their housing, public spaces, and local facilities, alongside strong concerns about safety, transport, and affordability. Comments were taken from both feedback provided during the workshops, and from responses to the Neighbourhood Survey provided via the community website.

Throughout this report, indicative figures are used to highlight the frequency with which certain themes or issues were raised. These figures are based on comments recorded across workshop activities and survey responses. In the case of the workshops, insights were often captured by facilitators during table-based discussions and through group reporting. As such, the number of comments does not equate to the number of individual residents who expressed a view, but reflects how often particular points had been raised or discussed.

Conclusion

Overall, the common themes captured during the *Understanding Ladywood* initiative have included:

- The importance of preserving green spaces and improving their quality and safety
- A desire for better local amenities, including community facilities, shops and places to meet – a point which was a positive of Ladywood in the past and many residents' fondest memories of the area
- Concerns about anti-social behaviour and the need for well-designed, safe public spaces
- Calls for a transparent, equitable rehousing process that minimises disruption
- Desires for high-quality, energy-efficient housing
- Making further use of the great accessibility Ladywood has to the city centre and its proximity to other areas in the South and West such as Edgbaston, the reservoir, Somerfield Park, and Chamberlain Gardens
- Harnessing the potential of the canal which is valued historically and culturally recognised asset in the area
- Making Ladywood's streets and routes safer, calmer, and more inclusive, such as Ladywood Middleway
- Views that the success of the regeneration is dependent on how well it protects the interests of existing residents, particularly in relation to rehousing, rent affordability, and access to new homes and services
- The importance of community for all across the estate and retaining the strong positive relationships many have formed with their neighbours

The feedback also includes specific suggestions around landscape use, community facilities, transport infrastructure, and architectural character.

The partnership is committed to ensuring that residents feedback directly informs the masterplan. All feedback will be reviewed alongside technical, economic and planning constraints as part of the evolving masterplanning process.

1. Rehousing and Housing Quality

The workshops found that the potential of rehousing is the most sensitive and closely watched aspect of the regeneration from the perspective of current residents.

The most common feedback was a desire to stay within Ladywood, with strong support for a single, well-managed move into a new or refurbished home for those impacted by the potential reprovision of their property. There is concern about potential cost increases, and residents emphasised the importance of clear commitments on affordability, tenure security, and continuity of care. Rehousing and housing quality are central to community confidence in the regeneration.

Residents expect a process that is transparent, fair, and avoids displacement. Quality standards, affordability, and security of tenure were often identified as non-negotiable components of any future housing offer.

Many attendees commented that they highly value being able to afford a large home with a garden or outdoor space in close proximity to the city centre. This combination of size, space and location was of importance to many residents, who want to remain in Ladywood.

- **Local rehousing preference:** The desire to stay in the area was the most frequently mentioned issue, with the vast majority of respondents stating they want to remain in Ladywood. There were also calls for residents impacted by reprovision to have first priority over new homes
- **Minimise disruption:** Concerns included moving multiple times or being temporarily housed far away. Residents expect continuity and communication throughout the process. One stated simply: “minimise inconvenience to homeowner”
- **Affordability concerns:** There were multiple comments focused on the cost of future homes. This included questions about how much the new homes delivered through the regeneration would cost and if they would be affordable for existing residents. Homeowners also asked whether, if they were affected by reprovision, they would receive a like for like home even if the market price was higher than their existing property
- **Improved living conditions:** Common issues in some current homes included mould, broken lifts, and inefficient heating. There was widespread support for these homes to see improvements as soon as possible



View of Ladywood Estate

2. Building Design, Scale and Appearance

Ladywood's housing was frequently described as varied in condition. Some homes provide good space and value for money close to the city centre, whilst others are lacking in quality, with particular concerns raised around older tower blocks and poorly insulated homes. Feedback focused on the potential to improve quality, energy efficiency and architectural character.

The programme found that many residents are proud of their homes and their place within the Ladywood Estate. It was clear that many have lived in the estate for decades and significant investment had been made to create homes which reflect their lifestyles. However, concerns about cold, damp conditions in existing homes were also common, and linked closely to calls for better insulation, finishes, and sustainability measures.

- **Diverse, modern design:** When discussing the architectural themes within the estate today and in the future, many residents stressed that new homes should "not look all the same," and should consider size, appearance, and scale
- **Build quality and warmth:** Over 12 residents cited poor insulation, damp, or drafty conditions in current homes. There was a strong consensus that steps should be taken to improve current provision of housing within the estate, focusing on those homes which are of a particularly poor standard today
- **Environmental performance:** There were multiple responses highlighting energy efficiency or green technology. Suggestions included: "solar panels," and "air source heating"
- **Designing out crime:** Linked to safety, several participants asked for active frontage and visible entrances and more passive surveillance of spaces. There were also frequent discussions about the issue of fly tipping within the estate. Many expressed strong support for the regeneration to focus on creating an environment which discourages this from happening in future

The design of the buildings and homes in Ladywood is recognised as an area for progression, to not only bring them in line with modern needs but also support in strengthening perceptions of the area. People are eager to see a diverse range of well-designed, quality, sustainable, and safe buildings delivered. Residents were particularly focused on sharing their lived experience in these buildings, from the temperature through to the relationships they have built with their neighbours.



Existing issues with damp, cold and low-quality finishes have raised expectations for a robust and future-proofed housing standard. The desire to design out crime also emerged strongly, with respondents emphasising natural surveillance and avoiding enclosed or unused spaces.

Overall, housing quality emerged as a major theme in resident feedback. There is a general desire for any new development to feel contemporary and distinctive, while serving as a high-quality place to live.

View near Ledbury Close

3. Community Safety

Many participants have lived happily in their local community for some years and spoke positively of their neighbours and the community that they are part of. However, concerns around community safety were widespread and often linked to the physical condition of public spaces and poor environmental design.

The workshops found that Ladywood retains very strong community bonds. However, some areas, particularly parks, entrances and walkways, can feel unsafe due to lack of lighting, poor maintenance or anti-social behaviour. Feedback suggested residents want reassurance that regeneration will address both perceived and real safety risks.

- **Lighting and visibility:** Poor lighting was referenced in at least ten responses, with particular concern about Kelsall Croft, canal paths, and stairwells around towers. Comments included: “no lighting in Gilby Road Park, very dark and unsafe”
- **Crime and anti-social behaviour:** Participants raised concerns about drug dealing, gang activity and loitering. One resident said “stop kids hanging in entrances” in response to a wider discussion about feeling safe within the estate. Meanwhile, areas near Gilby Road Park and St Mark's Crescent were similarly mentioned as an area of concern for residents with regards to anti-social behaviour, alongside canal routes and block entrances
- **Security measures:** Suggestions included patrols, better cameras, and controlled access. Comments included “more visible security measures e.g. CCTV, secured entrances.”, and “buzzers not working – people can just walk in”, and “secure entrances and patrols”
- **Designing for safety:** Residents linked improvements in environmental design to safer public space. Issues like blind spots and poor access were associated with vulnerability, and multiple comments supported clear sightlines and secure entryways

Safety emerged as one of the most consistently raised concerns. Residents linked feelings of safety to both anti-social behaviour and spatial design.

Feedback supports the integration of well-lit, open and actively used spaces, alongside measures such as functional CCTV, secure entry and neighbourhood surveillance. Community safety is viewed not just as an outcome of policing, but of good design and investment in youth and public life.

Residents also cited several environmental and behavioural factors contributing to anti-social activity, including poor lighting, disused spaces, and limited security.



View near Ledbury Close

4. Landscaping and Green Spaces

Green space emerged as both one of the most valued existing features, and one of the areas most in need of improvement.

Residents consistently expressed support for preserving mature trees, parks and communal areas, while calling for improved safety, upkeep and more inclusive, better-equipped play facilities. Feedback suggests an appetite for high-quality landscaping that is usable, visible, accessible, and welcoming for all ages.

- **Green space preservation:** The vast majority of participants supported the retention or enhancement of Ladywood's existing green spaces. Gilby Road Park and Snell Park were frequently highlighted as green spaces that were valued and could be protected and improved. Written feedback from the session regularly noted "open space", "trees", and "good quality public open space" as priorities for the regeneration
- **Maintenance and cleanliness:** Numerous participants referenced concerns about the cleanliness of outdoor spaces, citing regular fly-tipping, poor bin provision, and inadequate maintenance
- **Better play and youth space:** Many individual comments focused on the lack of quality play equipment or teen-friendly areas. Feedback provided by residents included "tower blocks need play space" and "improve youth facilities." Whilst there is room for green spaces to be improved, many participants commented on how much they valued living close to a range of open space. Many residents commented that green spaces were well used by the community, including families with children and residents walking their dogs
- **Social and intergenerational uses:** Eight comments proposed uses like community gardens or dog walking spaces as ways to bring different groups together

Green space is seen as essential to quality of life in Ladywood, but current provision in some areas is perceived as poorly maintained and not always inclusive of many residents. Residents are clear that they want parks and public areas to remain part of the estate's identity, but with improvements to make them cleaner, safer, and more welcoming to all ages.



Gilby Road Park

Improving sightlines, facilities, and ownership through social uses is recognised as a valuable placemaking theme to build a greener, more social neighbourhood.

Residents located to the south of the site appreciated the location of play areas being in close proximity to their homes, whereas others within the centre of the site noted they would like to see play areas closer to their homes, without having to cross the road.

5. Transport and Accessibility

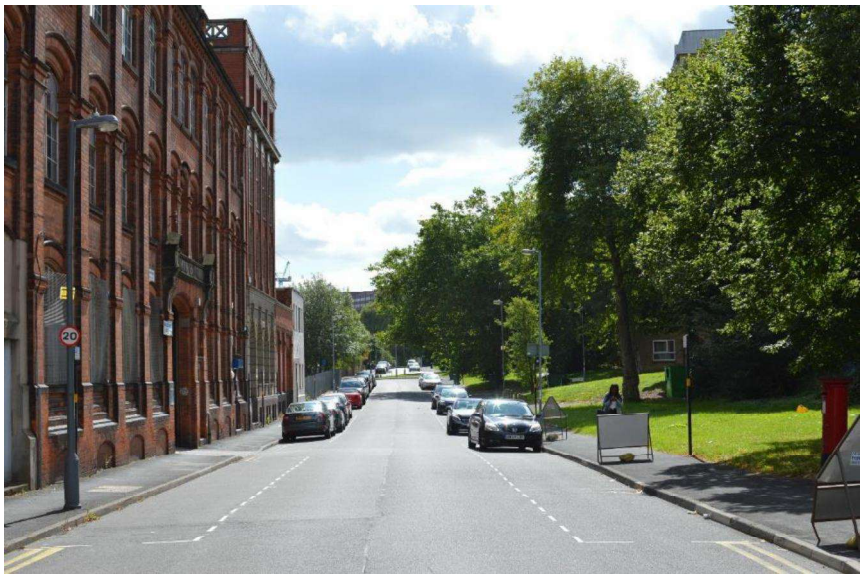
Transport and access were among the most commonly discussed topics in the workshops. A large majority of attendees mentioned the location of Ladywood and its proximity to the city centre as one of the most valued aspects of the area. Residents value an affordable location which gives them access to many amenities within walking distance. Many spoke positively about the estate's close proximity to nearby public transport options. However, residents also cited parking shortages, dangerous crossings, areas which were not clearly signposted, and lack of inclusivity for those with mobility needs.

Feedback indicated a strong preference for transport infrastructure and pedestrian routes through and beyond the estate to be practical, accessible, and safer.

- **Parking constraints:** Parking pressures were the most frequently raised transport issue, with around 20 residents highlighting this as an area of concern. The areas around Gilby Road, the Tesco site and the towers were especially noted
- **Traffic and road safety:** Speeding and dangerous routes were highlighted by at least 12 participants. Monument Road and Gilby Road were identified as hotspots
- **Crossing the estate and perimeter roads:** The difficulty of crossing Ladywood Middleway and the canal was cited in multiple comments. One resident noted the need for better infrastructure, noting their wish for "bridges over rail and canal"
- **Better pedestrian and cycle infrastructure:** Residents were broadly supportive of existing infrastructure for walking and cycling within and when leaving the estate, with one resident noting that the estate is "good for cycling". The canal was highlighted as a key asset within Ladywood by many. However, others saw an opportunity for practical improvements to this area and others, including to the existing cycle paths and walking routes within the estate. Others also noted a desire for improvements to pedestrian routes, so they are more accessible for people living with disabilities
- **Public transport hub:** While many residents spoke positively about the estate's close proximity to nearby public transport options, some noted of the potential for further improvements locally, such as for a railway station

The feedback suggests that residents would like Ladywood's streets and routes to be safer, calmer, and more inclusive.

While car use remains important, particularly for families and disabled residents, feedback strongly supports rebalancing public space to allow for better crossings, traffic management, and active travel. The Ladywood Middleway, Gilby Road, and the canal crossings were raised frequently.



Great Tindal St

6. Retail, Leisure and Community Uses

St Vincent Street and King Edwards Road were frequently referenced as the main hubs of activity within the estate. However, many residents expressed dissatisfaction with the current retail and social offer in Ladywood, citing limited choice, affordability concerns and underused facilities.

There was clear support for a more vibrant and accessible mix of amenities, alongside better local services that reflect the needs of a diverse and growing population. Feedback focused not only on shops and cafés, but on opportunities for community use, enterprise and informal gathering.

- **Expanded local offer:** Numerous responses called for more everyday retail options, particularly affordable and independent outlets. The Tesco supermarket on Summer Hill Road, located outside of the estate, was regularly referenced as the central location of grocery shopping. However, some residents expressed concerns that this was insufficient for local needs. One attendee noted: "the high street shops are not safe or good options" while another said, "we go to big Tesco because the shops here are poor"
- **Modernised community centres:** Ladywood Health and Community Centre was specifically mentioned in at least 20 responses. However, with this centre closing, there were broad calls for appropriate community spaces to take its place
- **Spaces for local business:** Participants highlighted the opportunity for market stalls, small shops or creative units. One participant commented: "support local business" as part of a wider discussion on the potential for local businesses to thrive within the estate. Meanwhile, ideas like "cafés along the canal" suggested ambitions for a more characterful and community-led retail and leisure offer
- **Inclusive leisure and activity space:** Youth and intergenerational social facilities were raised in ten responses. Ideas included shared games spaces, or rooms for social clubs. These spaces were referenced as key positives for Ladywood in the past.

There is a sense that Ladywood's retail and community offer does not match the scale or diversity of local need. Residents want places to shop affordably, gather socially, and access services without leaving the neighbourhood.



The nearby city centre and its diverse range of shops was a strength for Ladywood residents, but there was a desire for a more 'local' offering, Tesco was frequently referenced as convenient for local residents.

Many valued the local shops at St Vincent Street but would like more choice and greater affordability.

High Street, St Vincent St

7. Heritage and Culture

Participants frequently spoke about the importance of Ladywood's cultural heritage, highlighting the canal and proximity to nearby cultural assets.

These were often cited both as valued features of the estate today and as aspects to be celebrated and enhanced in the future masterplan. Feedback also pointed to the potential role of public art, heritage restoration and youth involvement in reinforcing local pride and sense of place. In addition, many attendees spoke favourably of the estate's proximity to nearby cultural assets, including those located within Brindley Place and the city centre.

The key themes which emerged were:



- **Celebrating Ladywood's heritage:** Many attendees emphasised the importance of Ladywood's cultural heritage and a desire for this to be celebrated. The canal was repeatedly highlighted as a physical heritage asset, with one comment stating "celebrate [the] canal", highlighting the desire to see this feature restored and made more prominent in the estate. Many also noted how the canal is an asset in terms of connectivity to the City Centre and beyond
- **Public events and youth expression:** At least 14 responses made suggestions related to using art and involving young people to tell local stories. In another instance, one comment called for "festivals celebrating the past of Ladywood"
- **Cultural hubs and identity anchors:** There was frequent reference to the diverse community within the estate, and a desire for more spaces to bring the community together. One resident reflecting on what they like about the estate said "community and neighbours – [there is a] positive cultural mix"
- **Proximity to nearby cultural assets:** Many attendees spoke positively about the estate's close proximity to major cultural assets, including the cinemas at Broadway Plaza and Broad Street, as well as Birmingham Library, Ikon Gallery and the Birmingham Art Gallery and Museum. It was frequently mentioned that these destinations are within walking distance

The engagement exercise found that many residents see Ladywood's cultural identity as being tied to the diverse community, physical landmarks and local pride. Residents often wanted to see the regeneration reflect this by embedding public art, restoring recognisable places, and giving young people a visible role in shaping the future landscape. In addition, feedback also showed a strong preference for retaining and celebrating local heritage while creating opportunities for artistic expression.

Regeneration Priorities

Workshop participants were asked to identify their priorities for the regeneration of the Ladywood Estate. The insights gathered reinforce and sharpen several of the wider findings from the workshop sessions.

Housing quality, enhanced green spaces, community and commercial facilities and safety stood out as recurring concerns and aspirations. Residents are seeking tangible, local improvements that address current service gaps and deliver safe, inclusive environments for families. These have been outlined in more detail below.

- **Housing quality and accessibility:** The condition of existing housing featured prominently as a regeneration priority, with several residents mentioning issues such as "light/damp" and requesting "warm, modern homes." This supports the broader feedback on insulation, ventilation and design quality and emphasises the need for well-built and health-conscious replacement housing. In addition, residents regularly emphasised a desire to stay in their own homes and for new housing to be affordable and accessible for those living within the estate
- **Public space and safety:** Several residents prioritised "safe green spaces with play" and called for "lighting and transport safety". This supports feedback elsewhere regarding the need to improve the design and quality of public spaces
- **Community amenities and support:** Many participants also prioritised investment in "community activities" and "places for people to meet." This reflects the desire to reinforce community cohesion and reduce isolation, especially among older residents
- **Youth and family facilities:** One of the most consistent themes was the need for more free, safe, and accessible activities for children and young people. Multiple comments asked for "free facilities for kids" and more "family-friendly spaces." This aligns with broader concerns around anti-social behaviour and highlights the role of play and youth infrastructure in fostering safety and wellbeing
- **Inclusive design for all ages and groups:** There were multiple mentions of ensuring that public space and facilities cater "for all ages", showing a desire for equitable and inclusive design that serves everyone in the community
- **Bringing the canal to life:** Many participants spoke of the canal and how valuable it is to Ladywood, but how it has untapped potential to be transformed into a more vibrant, welcoming public space
- **Growing communities of local businesses:** Specifically when discussing the high street on St Vincent Street, members of the community spoke of a desire to attract and support a more diverse range of businesses, including independent locals
- **Building the connectivity in Ladywood:** Making the routes through and beyond the estate more practical, accessible, and safer for people was seen as a priority for the future
- **A thriving, growing, community:** Alongside the more long-term ambitions for the area, many mentioned a desire to see tangible, shorter-term, continual improvements and upkeep of the area
- **A balanced neighbourhood:** One overarching theme from discussions with participants was the importance of balance between the parts of the regeneration – from homes, community amenities, through to public spaces – and how this comes together in a way that retains and builds on the sense of community and character of Ladywood

Learnings and Next Steps

The *Understanding Ladywood* programme has provided a strong foundation to progress the masterplan for Ladywood. The data and insights captured have helped to shape a clear picture of the residents' perceptions of the estate's strengths, challenges and priorities.

The workshops were attended by residents from a range of backgrounds and viewpoints, including council tenants, leaseholders, private renters, and families. Many participants verbally fed back that the sessions felt welcoming and engaging. There is now a clear expectation that this approach to dialogue will continue into future phases of engagement. The partnership would like to thank everyone who took part in the Understanding Ladywood workshops, survey or contacted us during this period.

There are also key learnings to take forward in future engagement exercises. On average, around 60% of those who registered for a session attended, indicating strong interest but also scope to improve turnout in future rounds. The next phase should explore ways to reduce barriers to attendance, including additional reminders, targeted outreach and additional formats for those unable to attend in person.

We are also committed to ensuring that residents from all backgrounds and demographics feel able to engage in this process. As we design the next stage of engagement, we will consider how best to prevent under-representation from:

- Young people aged 16–25
- Residents from minority ethnic backgrounds
- Households where English is not the first language
- Disabled and neurodiverse residents

There is also a need to capture more detail around tenure, household size and accessibility needs. These views are critical to ensuring that the regeneration is wholly representative of the different challenges and opportunities for residents within Ladywood.

Many residents also raised questions about what happens next, particularly around housing, timescales and clarity over their future. This highlights the importance of timely updates, transparent communication, and visible progress on the masterplan to maintain trust and confidence.

Next Steps

The insights gathered through this phase will directly inform the early development of the Ladywood masterplan. The partnership is committed to ongoing engagement with the Ladywood community, including through two further rounds of community workshops in the Autumn and Winter, which build on the insights gathered in this first phase. In response to resident feedback, the following steps will be taken in the coming months:

- **Design response and masterplanning:** Feedback themes and priorities will be shared with the design team and used to inform key decisions around land use, housing, green space and infrastructure
- **Preparation for Autumn workshops:** A second phase of workshops will take place in Autumn 2025 to test early ideas and options with the community. These sessions will be shaped around the themes raised in this report and will focus on emerging proposals
- **Ongoing dialogue and transparency:** We will produce a monthly 'You Said, We Did' update through our monthly newsletter, highlighting issues raised by the community and actions taken in response. A public-facing FAQ will be maintained and updated in response to questions raised

- **Continuous access to the team:** The community phone line and email address will remain available to the local community, providing ongoing access to the project team for queries and comments between workshops
- **Community Hub opening :** The new Botany Walk Community Hub will be used as a base for ongoing engagement, including drop-in sessions, one-to-one support, and opportunities to review materials in person
- **Building trust around rehousing:** A clear priority will be to develop and share the draft masterplan promptly, particularly to offer certainty to residents concerned about rehousing. Communication will emphasise the long-term, phased nature of the regeneration and the commitment to minimising disruption

The regeneration of Ladywood is a significant opportunity to deliver high-quality homes, better public spaces and new community facilities, shaped around the needs of existing residents. The *Understanding Ladywood* sessions and the contribution and insight offered by residents have laid the groundwork for which we can shape the future of Ladywood with the community.

This report reflects a wide range of views and priorities shared by members of the Ladywood community and demonstrates the strong foundations already in place for project partners and residents to work together. As the design of the proposals moves forward, continued collaboration and engagement will ensure that progression of the proposals is in line with the aspirations of those in the community.