


# LADYWOOD ESTATE REGENERATION

## Ladywood Community Insights

## Your Feedback Report

January 2026

Birmingham City Council

St Joseph
Designed for life

## Executive Summary

This document presents a summary of feedback collected during the Winter 2025 community engagement programme as part of the Ladywood Estate Regeneration programme, delivered by Berkeley St Joseph in partnership with Birmingham City Council.

Initial engagement in Summer 2025 helped identify key community priorities, which informed a set of themes for regeneration. These themes were used to develop seven proposed Masterplan Principles and three broad regeneration approaches: Retain & Refresh, Refurbish & Reinforce, and Redevelop & Renew.

The Winter 2025 consultation focused on gathering community feedback on these principles and regeneration categories. This report summarises that feedback, which broadly shows strong community support and builds on what was learnt in the summer. It provides a clearer understanding of what matters most to residents and will guide the next stage of masterplan design.

While this phase focused on agreeing guiding principles, residents, faith, businesses, and community organisations have expressed a desire for greater clarity on how the regeneration may affect them individually. This is understood, and work is underway to provide more certainty as soon as possible. Establishing principles is a necessary first step to ensure the Partnership team prepares a high-quality masterplan, shaped with the community. Once a masterplan has been prepared, we will then be able to confirm phasing, and timescales.

## Introduction

The regeneration of the Ladywood Estate is a major opportunity to deliver lasting improvements to housing, public spaces and community facilities. In Spring 2025, Berkeley St Joseph and Birmingham City Council signed a Development Agreement with a commitment 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 ensure community involvement at every stage of the process.

Since then, the partnership has been working hard to listen to, learn from, and engage with the whole community. The 'Understanding Ladywood' programme in Summer 2025 was among the first steps and was established with the aim of bringing together a series of activities which were designed to listen to residents and build a shared understanding of Ladywood'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.

Building from the strong foundations of the 'Understanding Ladywood' programme, and before a masterplan can be designed, it was integral that the masterplan principles which had been drawn from the first round of workshops could be tested and refined in partnership with the community.

Feedback from the summer engagement directly shaped the Winter 25 community engagement, which focused on refining the core principles underpinning the Ladywood masterplan. These principles are organised around seven themes identified in the initial summer workshops.

- Fair rehousing
- High quality homes
- Safe and welcoming public spaces
- Connecting to nature
- Improving connectivity
- Enhancing the canal
- Creating hubs for community life

The Winter 25 programme included community and targeted surveys (for young people, faith groups, and local businesses), in-person and online participation, drop-in sessions, youth creative activities, and attendance at wider community events to reach more residents and stakeholders. The sessions also helped explain the masterplanning process, supported by a short explanatory video which was published in October 2025.

Engagement activities introduced the three regeneration categories; Retain & Refresh, Refurbish & Reinforce, and Redevelop & Renew, and how different zones may benefit from each. Feedback from this second engagement phase will inform the next stage of design and consultation, with a third round of community engagement planned for February 2026.

The activities sought to gather meaningful feedback on the principles to help shape the next stage of developing the Ladywood masterplan. Launched in November 2025, key activities included:

- **The Ladywood Community Website (**www.ladywoodcommunity.co.uk**)**
- **Community Surveys**

- **Community Drop-in Sessions**
- **Dedicated Email Address (ladywoodcommunity@stjosephhomes.co.uk)**
- **Community Phoneline (0800 368 7592)**
- **'Shaping Ladywood Together' Art Competition:** 'Shaping Ladywood Together' art competition was launched with a focus on giving young people aged between 5-18 an opportunity to submit artwork showing their ideas for the future of Ladywood. Prizes will be awarded, and selected entries will be displayed locally and online. The categories included:
    - Ages 5–8: Green space and play
    - Ages 9–11: Places to connect
    - Ages 12–15: Safety and community life
    - Ages 16–18: Culture and future identity

Following on from feedback from the previous round of engagement, drop-ins across different locations provided the best format to engage and discuss with as many residents as possible.

These workshops were attended by representatives of Berkeley St Joseph, Birmingham City Council, Patel Taylor (masterplanners), PLMR (communications consultants) and Intervention Architecture (architects).

### Community Drop-In Events

Forming a key part of the Winter 25 engagement programme, the purpose of the community drop in events was to:

- To test and refine emerging masterplan principles across key themes.
- Update the community on progress since the first round of engagement
- Explain how earlier feedback is being taken forward.
- Explain the masterplanning process.
- Provide an opportunity for the community to meet and speak directly with the project team.
- Engage in in-person conversations to understand detailed opinions which will help shape the next stage of developing the Ladywood masterplan.

Each drop-in session encouraged participants to speak directly with the project team and share their feedback to help test and refine the principles that will guide the next stage of the masterplan.

While members of the public were encouraged to pre-register online to attend a session, they could equally turn up on the day if they wished to.

At the sessions participants were invited to explore the consultation boards, listen, speak, and ask questions to the project team, and leave their feedback through the community survey and targeted surveys for young people, faith groups, and local businesses, available both in-person and online.

While these sessions explored many aspects of the emerging masterplan, they did not answer individual questions about homes or rehousing. These matters will be discussed in more detail in future phases of consultation.

**Locations**

Building on the partnerships' ambitions to reach and engage with as many people as possible within Ladywood, and in response to feedback we have received about being even more accessible, we decided to use a wide range of venues across the Estate to host the community drop-in sessions. This included:

- Ladywood Leisure Centre – Community Drop in Session
- Wells Tower – Community Drop in Session
- St Vincent Street – Community Drop in Session
- Karis Medical Centre – Health Practitioners closed Session
- King Edwards Road – Community Drop in Session
- River of Life Church – Young Person (16-25) Illustration Session
- St John's and St Peter's C of E Academy – Community Brunch Drop in Session

In addition to the dedicated drop-in sessions, members of the project team have also attended several additional community events already happening in Ladywood, to maximise engagement with the community and provide as many people as possible with the opportunity to give feedback.

**Capturing Feedback**

Public feedback was mainly collected through formal surveys at in-person drop-ins, online, and community events. These included a core community survey and targeted surveys for young people, faith groups, and local businesses, designed to shape Ladywood's masterplan and identify what should stay, change, and improve. Additional targeted conversations were held with local businesses, faith groups, and healthcare professionals. A shorter survey was later introduced at drop-in events to accommodate those with limited time.

Youth engagement included a session for 16-25-year-olds supported by a live illustrator, and an art competition for ages 5-18 to share ideas for Ladywood's future, with deadlines extended following community requests. Facilitators also captured insights from discussions alongside written feedback. As of 19 December 2025, 173 survey responses had been received across all survey types, and all insights have informed this report.

## Promotion

The drop-ins 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 3000), outlining the sessions, times, locations, and how to register. These were also available in different languages and formats upon request.
- **Website and digital registration**: Drop-in session dates were published on the Ladywood community website, with booking available via Eventbrite. Registration was also possible via the community phoneline or email.
- **Posters and Flyers:** Large copy versions of the leaflet outlining the drop-in programme and youth competition were circulated and placed in community facilities, shops and public buildings across the estate to publicly promote the sessions.

- **Community Group Outreach:** Local community groups, schools, faith organisations and youth groups were reached out to directly, encouraging onward sharing through their networks.
- **E-Newsletter:** The Winter 25 engagement programme was promoted to people via Birmingham City Council's e-newsletter.
- **Stakeholder & Partner briefing:** Partner organisations and local networks, including registered providers, were updated on the Winter 25 engagement programme.
- **Word of mouth:** During the partnerships ongoing engagement with the community and separate events ran by Birmingham City Council residents were informed of the Winter 25 engagement programme through conversations.

The partnership used a wide range of methods to promote the engagement programme. This helped to generate a strong awareness of the drop-in events, surveys, and youth competition to ensure that participation reflected a wide range of audiences from across Ladywood.

### Participation

Across the 6 drop-in sessions held across Ladywood in December 2025, an estimated 140 residents attended and participated. These included families, elderly residents, council tenants, homeowners, private renters, local businesses, faith groups, young people, and healthcare professionals. Attendees represented areas across Ladywood and through the red-line boundary.

Alongside the formal drop-in sessions members of the project team also attended several additional community events happening in Ladywood to maximise engagement with the community and to provide an opportunity to give feedback.

We are grateful for all those who accommodated us in hosting these events. Following the conclusion of the sessions we are now reflecting on which locations worked well and where there are areas for improvement regarding venue selection.

| 316 | 991 | 173 | c.140 |
|---|---|---|---|
| Drop-in Registrations | Website Visits | Survey Responses | Drop-in Attendees |

## Feedback Summary

Across all seven proposed masterplan principles, there was strong and consistent support, with between 81% and 90% of respondents agreeing with each priority. Residents also told us that regeneration must be fair, inclusive and deliver clear benefits for existing communities.

**What the community told us about the priorities:**

- **On providing all residents with a solution to stay in Ladywood, with clear communication, and providing secure, high-quality homes (84% fully support)**, the community told us that reassurance, affordability and long-term security are essential. Residents want confidence that they can remain in Ladywood if they choose to, with clear communication, fair treatment across all housing tenures where moves are required.

- **On providing new homes that are durable, spacious, low-energy and affordable to run (92% fully support)**, residents told us that their priorities are shaped by lived experience of poor housing conditions, including damp, mould and high energy bills. They want homes that are well built, comfortable and durable, with energy-efficient features that reduce running costs and are affordable to live in across all tenures.

- **On designing streets, squares, and routes so people feel safe, visible and comfortable during the day and at night (81% fully support)**, the community told us that safety is fundamental. They want streets and spaces that feel welcoming and secure at all times of day, with good lighting, clear sightlines and ongoing maintenance. Public spaces should also reflect Ladywood's identity and include safe, accessible places for children and families to spend time.

- **On increasing and improving green spaces so that they are welcoming, useable and safe (90% fully support)**, the community told us that green space plays a vital role in wellbeing and everyday life. They also want more greenery, trees and planting throughout the neighbourhood, as well as accessible green spaces close to homes. They community supported green spaces that encourage activity and social interaction, such as community growing areas, play spaces and outdoor fitness facilities.

- **On maximising connectivity within Ladywood and links to the city centre and surrounding areas with improved walking, cycling and public transport connections, (87% fully support)**, the community told us that getting around is harder than it should be, despite Ladywood's central location. They highlighted the impact of busy roads and junctions, limited crossings and gaps in public transport. Priorities included safer walking routes, better bus services, improved access to affordable shops and services, and well-managed parking.

- **On unlocking the canal edge for everyday use, encouraging walking, leisure, and community (84% fully support)**, the community told us that the canal is a valued asset but currently underused. Residents want it to feel safer and more accessible, with better lighting, improved towpaths and clearer views. There was also strong interest in canal-side spaces for walking, sitting and socialising, alongside opportunities for leisure and water-based activities.

- **On creating vibrant, inclusive places where people can meet, shop, and take part in community life (87% fully support)**, the community told us that Ladywood's sense of identity and community spirit is one of its greatest strengths. They want regeneration to build on this by supporting local shops and cafés, improving community and

youth facilities, and providing flexible spaces where people of different ages can come together. Many also supported temporary or "meanwhile" uses to deliver early benefits and visible change.

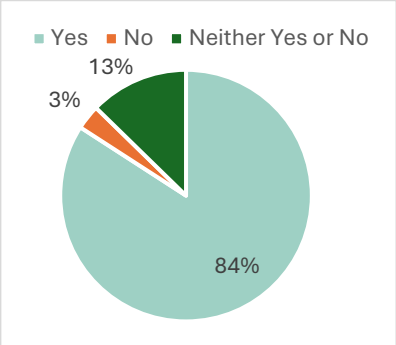
**Additional comments**

Alongside these principles, residents raised wider issues about how regeneration should be delivered. These included the need for trust, transparency and confidence that plans will be delivered; a desire to see the draft masterplan as soon as possible, delivery of diverse affordable housing options, careful phasing to manage disruption; concerns about demolition; long-term maintenance and management of homes and spaces; inclusion and accessibility for all ages and abilities; and clear, ongoing communication using a range of methods.



## Masterplan Principle 1: Fair Rehousing and Security for Existing Residents

**Proposed masterplan principle: Provide all residents with a solution to stay in Ladywood, with clear communication, providing secure, high-quality homes.**




**Overview**

There is strong support for this principle, with 84% of respondents agreeing and few respondents disagreeing. Feedback shows that fair rehousing and long-term security are central to how residents feel about the future of Ladywood. Residents consistently told us they want reassurance about what regeneration will mean for them personally, and confidence that they will be able to remain part of the Ladywood community as the area changes, if they want to.

**What residents told us**

Residents consistently raised the importance of clarity, fairness and reassurance about how regeneration will affect their homes and lives. A common concern was the risk of existing residents being priced out of Ladywood, particularly as new development is introduced. Many respondents said they want confidence that they will be able to remain in the area if they chose to, with clear information about what options will be available to them.

**Key recurring themes included:**

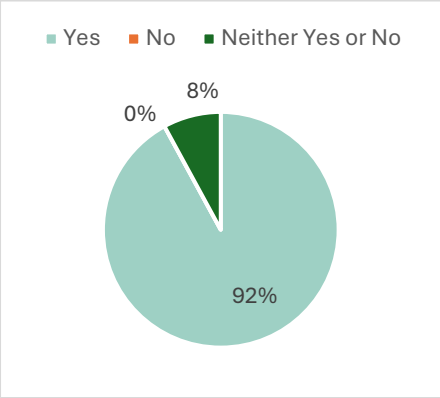
- **Clear communication and certainty**: Residents want early, honest and easy-to-understand information about what regeneration means for them, including timescales, options and next steps. Uncertainty was frequently highlighted as a source of concern. Homeowners have expressed concerns about demolition and acquisition of private homes.
- **Fair treatment across different tenures**: Feedback showed strong awareness that Ladywood residents live in a range of circumstances, including freeholders, leaseholders, social housing tenants and private renters. Residents felt support, information and rehousing options should reflect individual circumstances of residents and be applied fairly.
- **Affordability and long-term security:** Concerns about affordability appeared repeatedly. Homeowners raised questions about property values, replacement homes on a like-for-like basis at no extra cost and minimising disruption, while social housing residents focused on rent levels and long-term security. Across all groups, residents stressed the importance of being able to afford to stay in Ladywood over time.
- **Certainty for social housing residents:** Social housing residents emphasised the importance of clear and firm commitments on rehousing and future rent levels. Many said they wanted certainty rather than aspirational or conditional language, to feel confident about their long-term future in Ladywood.

**How this will shape the masterplan**

- Providing reassurance about rehousing options, so that where moves are required, residents are supported and treated fairly through the process, including producing a clear offer document.
- Clearly addressing how affordability will be protected and how residents' security of tenure can be maintained throughout and beyond the regeneration process.
- Minimising disruption for existing residents through careful phasing and support during any required moves.
- Ensuring new homes feel part of Ladywood, reflecting the area's character and identity so existing communities continue to feel they belong as the area changes.
- Setting out how social housing could be provided and retained over time, responding to residents' desire for greater certainty about their long-term future in Ladywood.

## Masterplan Principle 2: High-quality, energy efficient homes

### Proposed masterplan principle: Provide new homes that are durable, spacious, low-energy and affordable to run.




**Overview**

There is strong support for this principle, with 92% of participants agreeing. Feedback shows that some residents' views are strongly shaped by their lived experience of existing homes in Ladywood, particularly issues such as damp, mould, poor insulation and high energy bills. These experiences reinforced the importance of delivering better-quality, well-designed homes as part of regeneration.

Residents consistently linked housing quality to everyday comfort, health and affordability, and many felt this principle was essential to improving quality of life in Ladywood.



**What residents told us**

Across surveys and community sessions, residents highlighted the need for homes that are healthier, warmer and cheaper to live in than many existing properties. Key themes included:

- **Better quality homes**: Many residents spoke about problems in their current homes, including damp, mould and poor insulation. These experiences strengthened support for new homes that are well built, properly insulated and designed to a higher standard. The community liked some of the examples that were shown and more detail should be provided.
- **Comfort and durability:** Residents want modern homes that feel comfortable to live in and built to last. Feedback emphasised the importance of homes that stay warm in winter, cool in summer and feel robust over time.
- **Energy efficiency and running costs:** There was clear support for energy-efficient homes, particularly where this helps reduce energy bills. Some residents said they would welcome simple guidance on how to use new, energy-efficient features effectively, to ensure they can make the most of these features.
- **Affordability across all tenures:** While residents welcomed higher-quality and more energy-efficient homes, affordability remained a key concern. Respondents stressed that homes must be affordable to live in over the long term, regardless of whether people own or rent.

**How this will shape the masterplan:**

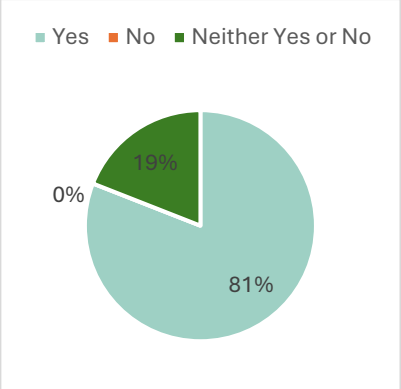
Feedback suggests that delivering high-quality, energy-efficient homes should be a central part of the masterplan, with a focus on both design quality and everyday living costs. This will include:

- Clear commitments to high construction standards and good insulation
- Homes designed to be comfortable, durable and healthy to live in
- Energy-efficient features that help reduce bills, alongside clear guidance for residents
- A strong focus on affordability, ensuring homes remain affordable to live in across all tenures

Addressing these points will help ensure that new homes not only look good but also deliver real, lasting benefits for residents' health, comfort and cost of living.

## Masterplan Principle 3: Safe, Well Designed Public Spaces

### Proposed Masterplan Principle: Design streets, squares and routes so people feel safe, visible and comfortable during the day and at night.




**Overview**

There is strong support for this principle, with 81% of respondents agreeing. Feedback shows that the community sees public spaces as central to everyday life in Ladywood and wants them to feel safe, welcoming and reflect the area's identity.

Residents consistently linked the quality of public spaces to safety, wellbeing and community life, and highlighted the role they play in bringing people together across different ages and backgrounds.

**What residents told us**

- **Safety as a top priority:** Safety and crime was one of the most frequently raised issues. Residents called for better lighting, clearer sightlines and CCTV to help public spaces feel safer and encourage positive use throughout the day and evening. Some residents explained that concerns about theft have discouraged cycling, highlighting the importance of secure, well-located bike storage as part of future design.
- **Spaces that reflect Ladywood's identity**: Many residents said public spaces should feel rooted in Ladywood and reflect its character, history and community, rather than feeling generic or disconnected from the area and should be open to all It is important spaces feel like they are for existing residents.
- **Better spaces for children and families**: Respondents highlighted the need for improved, safer play spaces for children. This was often linked to wider concerns about road safety, traffic and how easy it is to access public spaces on foot.
- **Welcoming and well-maintained places**: Residents emphasised the importance of public spaces that are well designed, well looked after for years to come and feel active and welcoming. They are spaces for mental wellbeing, socialising, exercising and for connecting with the area. Poor maintenance was seen as affecting how safe some spaces currently feel. The partnership should be clear on how future spaces will be managed.

**How this will shape the masterplan:**

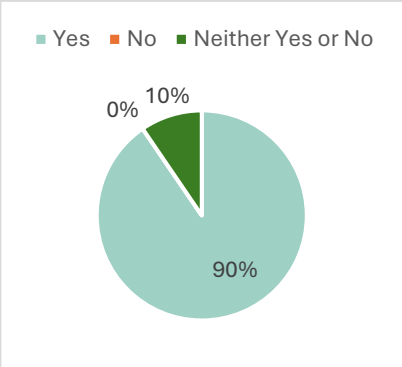


- Designing public spaces with safety in mind, including lighting, visibility and passive surveillance
- Creating spaces that reflect Ladywood's identity and feel recognisably local
- Create spaces that are lively, vibrant and are used by all throughout the day and evening time.
- Providing safe, accessible play spaces for children and families
- Ensuring public spaces are easy to access, well maintained and active throughout the day
- Spaces should be designed for people with disabilities, including those with neurodiverse needs and wheelchair users.

Responding to these priorities will help create public spaces that residents feel proud of, comfortable using and confident spending time in, supporting a safer and more connected Ladywood. Structures or artwork should be used to give spaces a clear 'Ladywood' identity.

## Masterplan Principle 4: Connecting to Nature

### Proposed masterplan principle: Increase and improve green spaces so that they are welcoming, usable and safe.




**Overview**

There is strong support for this principle (90%), with residents consistently highlighting the importance of green space to everyday life in Ladywood. Feedback shows that access to nature is closely linked to community wellbeing, health and social connection, and is seen as an essential part of creating a greener, healthier neighbourhood.

Residents told us they don't just value large parks, but also smaller, everyday green spaces close to where people live.

**What residents told us**

Residents shared clear and practical ideas about how nature and green space could be better integrated into Ladywood. Key themes included:

- **Green spaces for everyone**: Many residents spoke about Ladywood's strong sense of community and the need for green spaces that are accessible, inclusive and welcoming to people of all ages and abilities. Residents feel that Ladywood has a lot of green spaces which need better management or reorganising. Some suggested buildings on some of the less used spaces in place of demolition.
- **A mix of uses and activities to help the community come together**: Residents suggested a range of ideas for how green spaces could be used, including community growing spaces such as allotments, skateparks and urban sports facilities, play areas, splash pads and outdoor gym equipment.
- **Nature close to home**: A recurring message was the desire for easy access to nature near people's homes, rather than relying solely on larger parks further away. Small, well-placed green spaces were seen as just as important as major open spaces.
- **More greenery across the neighbourhood**: There was strong support for more trees, planting and greenery throughout Ladywood, not only in parks but along streets and within neighbourhood spaces. Residents highlighted the benefits this could bring for wellbeing, shade and local wildlife.
- **Natural and low-maintenance landscapes:** Some residents expressed support for more naturalistic green spaces, including wildflower planting and self-sustaining meadow-style landscapes, which were seen as supporting biodiversity while reducing long-term maintenance.

**How this will shape the masterplan**

Feedback suggests that connecting people to nature should be woven throughout the masterplan, rather than treated as a separate element. This could include:

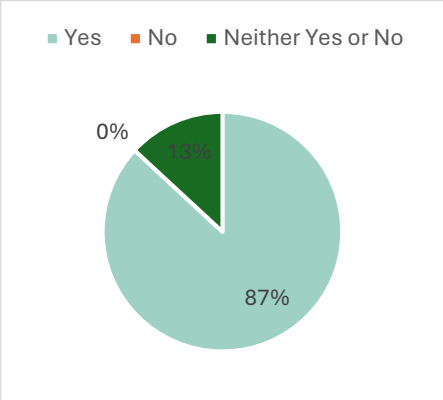
- Providing a network of accessible green spaces close to homes
- Designing green spaces that support a range of activities and ages
- Increasing tree planting and greenery across streets and public spaces
- Supporting biodiversity, which can in turn support health and wellbeing



This will help Ladywood feel greener, healthier and more enjoyable, with nature playing a visible role in community life.

## Masterplan Principle 5: Improving Connectivity Within Ladywood and Beyond

**Proposed masterplan principle: Maximise connectivity within Ladywood and links to the city centre and surrounding areas with improved walking, cycling and public transport connections.**




**Overview**

There is strong support for this principle, with 87% of respondents agreeing. Feedback shows that residents see good connections as essential to everyday life in Ladywood, affecting access to jobs, shops, services and community facilities.

Although Ladywood is close to the city centre, many residents said that physical barriers and transport limitations make it harder than it should be to get around, both within the neighbourhood and to other parts of the city.

**What residents told us**



- **Better public transport**: Residents want improved bus routes and services to make it easier to travel across the city, including reaching affordable supermarkets and everyday services.
- **Overcoming physical barriers:** Despite its central location, residents said that busy roads and junctions, such as Fiveways Island and Ladywood Middleway, make it difficult and sometimes unsafe to move around on foot, limiting day-to-day connectivity.
- **Future transport opportunities:** Some respondents highlighted the potential benefits that improved public transport infrastructure could bring to Ladywood, such as a tram extension or a new train station.
- **Parking and access:** Parking was a common concern for both residents and local businesses, with calls for parking that is easier to access and better managed, balancing the needs of residents with limiting commuter parking.
- **Walking routes that feel safe and direct:** Residents emphasised the importance of safer, more direct walking routes to support everyday movement, helping people feel confident walking around Ladywood.
- **Inclusive connections: all routes should be accessible for people with disabilities, including wheelchair users**

**How this will shape the masterplan**

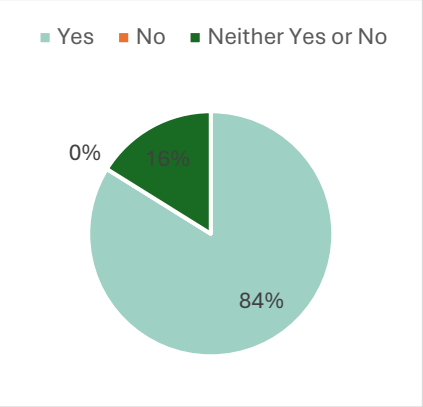
Feedback suggests that improving connectivity should be a key focus of the masterplan, helping Ladywood feel better connected, safer and easier to navigate. This will include:

- Supporting improved public transport connections within and beyond Ladywood
- Designing safer crossings and routes to overcome barriers created by major roads
- Improving walking routes to make everyday journeys more direct and accessible, and considering new crossing point for the canal, major roads and train lines
- Considering parking needs alongside wider movement and access improvements

Addressing these priorities will help ensure Ladywood is easier to get around and better connected to the rest of the city, supporting residents, businesses and visitors.

## Masterplan Principle 6: Enhancing the Canal

### Proposed masterplan principle: Unlock the canal edge for everyday use encouraging walking, leisure and community




**Overview**

The community recognises the canal as an important and distinctive feature of Ladywood, with strong support for improving how it is used and experienced. Feedback shows that while the canal is valued, concerns about safety and accessibility currently limit how some people use it and how comfortable they feel spending time there.

The community sees the canal as having significant potential to support wellbeing, leisure and community life if these concerns are addressed.

**What residents told us**



Residents shared a clear vision for a canal that feels safer, more welcoming and easier to enjoy. Key themes included:

- **Safety and accessibility:** Safety was a common concern, particularly around towpaths. Residents asked for better lighting, clearer sightlines and improved access to help people feel safe using the canal during the day and evening.
- **Everyday use and enjoyment:** Respondents supported canal-side spaces that encourage walking, sitting and spending time by the water, helping the canal feel like part of everyday life rather than a space to pass through.
- **Better access to the water:** Many residents highlighted the value of leisure access to the canal, including ideas such as a pontoon and opportunities for water-based activities.
- **Benefits for existing communities:** Some residents wanted reassurance about how and when canal improvements would deliver real, visible benefits for people who already live in Ladywood, particularly in relation to safety and daily use.

**How this can shape the masterplan**

Feedback suggests that enhancing the canal should focus on making it safer, more accessible and more closely connected to community life. This could include:

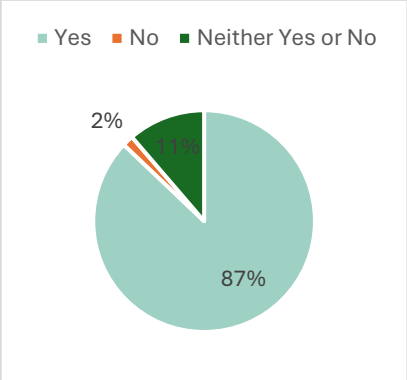


- Improving towpaths, lighting and visibility to support safe use
- Creating welcoming canal-side spaces for walking, sitting and socialising
- Exploring opportunities for safe access to the water and leisure activities
- Phasing improvements in a way that delivers early benefits for existing residents

Responding to these priorities will help the canal become a safer, more active and valued part of Ladywood, supporting wellbeing and community connection.

## Masterplan Principle 7: Community Life

### Proposed Masterplan Principle: Create vibrant, inclusive places where people can meet, shop and take part in community life.




**Overview**

Feedback shows that community life is at the heart of how the community feels about Ladywood. Residents expressed strong pride in the area and its identity, alongside a clear desire for regeneration to strengthen, rather than undermine, what already makes Ladywood special. There was broad support for initiatives that support everyday social interaction, local services and spaces that bring people together.

**What residents told us**



Residents highlighted the importance of places and activities that support a strong, connected community. Key themes included:

- **Protecting Ladywood's identity:** Residents spoke passionately about Ladywood's character and community spirit and stressed the importance of change respecting and building on this, rather than diluting it.
- **Local shops and social spaces:** There was support for a lively mix of local shops, cafés and places to eat that serve everyday needs and create active, welcoming neighbourhood centres.
- **Flexible spaces for all ages:** Feedback highlighted the value of flexible community spaces that can support social interaction and activities for different age groups, helping bring generations together.
- **Community and youth facilities:** Many residents called for improved community centres and better youth facilities, recognising their important role in supporting wellbeing, opportunity and social connection.
- **Early and temporary uses:** Some residents highlighted the importance of temporary or "meanwhile" uses to bring early benefits to the area, helping support community life while longer-term plans are developed. Residents should feel their area improving now, not just something that will be good for others in the future.

**How this can shape the masterplan**

Feedback suggests that supporting community life should be a central focus of the masterplan, alongside physical change. This could include:

- Protecting and celebrating Ladywood's identity and sense of place
- Supporting local shops, cafés and social spaces that meet everyday needs
- Providing flexible community spaces that work for all ages
- Improving community, faith and youth facilities as part of social infrastructure
- Using temporary activities and spaces to deliver early, visible benefits

Responding to these priorities will help ensure regeneration strengthens Ladywood's community life and supports a neighbourhood where people feel connected, supported and proud to live.

## Targeted Feedback

As well as running drop-in sessions for the community, we wanted to make sure we heard from particular groups within Ladywood to ensure that their thoughts and priorities can shape the masterplan.

We ran targeted surveys for businesses, faith groups and young people, as well as a session at Karis Medical Centre, where medical practitioners provided their insights.

Alongside community workshops, we held targeted conversations and designed surveys with local businesses, faith groups and healthcare professionals to understand how regeneration could better support everyday life in Ladywood.

### Local businesses

Local businesses told us that safer, more attractive streets would help encourage people to use shopping areas throughout the day and evening. Priorities included better lighting and CCTV, improved planting and public spaces, and safer walking and cycling routes to help customers access local shops.

### Faith groups

Faith leaders highlighted the importance of existing places of worship as centres for both worship and wider community activity. Many felt these spaces should be retained and supported, alongside interest in community-led green spaces such as allotments to promote wellbeing and connection.

### Health and care professionals

Healthcare professionals spoke about the link between the built environment and health. Key concerns included safety around roads and the canal, isolation among older residents, limited access to services, and the need for accessible community hubs. There was strong support for green spaces that are safe, calm and sensory-considerate, supporting inclusive design for people with additional needs. Healthcare professionals also highlighted opportunities to support wellbeing through activities linked to these spaces, such as community-led growing, food production and other nature-based initiatives.

### Young people

Young people highlighted their desire for affordable, energy-efficient homes and a neighbourhood they can afford to stay in as they grow older. They expressed that Ladywood must be a safe place for everyone, with things for young people to do, and places for them to spend time without spending money. Young people also showed strong support for outdoor sports facilities and community spaces such as gardens cared for by residents.




A key part of the solution which was raised by almost all respondents was a need for better lighting and visibility, particular concerns around Grosvenor Street and the canal after dark.

Overall, from our youth-specific engagement sessions, it was apparent that young people want Ladywood to feel welcoming, well looked after, and somewhere they feel proud to spend time.

## Additional Comments

Alongside feedback on the seven masterplan principles, residents shared a number of wider issues that cut across all themes. These comments provide important context on how people want regeneration to be delivered, as well as what outcomes matter most to them in everyday life.

- **Trust, transparency and confidence in delivery:** Residents spoke about the importance of trust and confidence that plans will be delivered as promised. Some reflected on past experiences of regeneration and said it was important to understand how commitments will be secured over time. Clear explanations, realistic timescales and visible progress were seen as key to building trust.
- **Phasing and managing disruption:** Many residents raised concerns about how regeneration will be phased and the impact this could have on daily life. Issues such as noise, dust, construction traffic and long periods of disruption were highlighted, particularly by families and older residents. People wanted reassurance that change will be carefully managed and communicated.
- **Safety, behaviour and ongoing management:** Beyond design, residents emphasised the importance of how spaces are managed day to day. Concerns were raised about anti-social behaviour and misuse of public spaces if they are not actively managed. Residents felt that good lighting, visibility and maintenance need to be supported by long-term oversight.
- **Maintenance and long-term care:** Residents consistently highlighted that the success of new homes and spaces depends on how well they are looked after. Poor maintenance was seen as quickly undermining safety and pride in an area. This applied to housing, green spaces, play areas and canal-side environments.
- **Inclusion and accessibility:** Many residents stressed the importance of spaces and services working for everyone, including older people, disabled residents and families with young children. Step-free access, seating, clear routes and everyday facilities were seen as essential to creating inclusive neighbourhoods. Some respondents also highlighted the importance of accessibility for wheelchair users and dementia-friendly design, including clear wayfinding and environments that feel calm and easy to navigate.
- **Clarity on next steps and emerging plans:** Residents highlighted the value of seeing emerging plans, including a draft masterplan, to help provide reassurance and a clearer understanding of the direction of travel.
- **Wider cost of living pressures:** While housing affordability was a key concern, residents also spoke about wider cost of living pressures. Transport costs, energy bills and access to affordable shops and services were raised as important factors affecting quality of life, alongside the design of homes and neighbourhoods.
- **Early and visible change:** Residents expressed a strong desire to see early, visible improvements that demonstrate progress and bring immediate benefits. Temporary or “meanwhile” uses were often mentioned as a way to support community life and build confidence while longer-term plans are developed.
- **Feedback being reflected in plans:** Residents highlighted the importance of seeing their feedback clearly reflected in plans and reports, to help build confidence that engagement is meaningful and that their views are shaping proposals.
- **Communication and engagement:** Residents were clear that ongoing communication is essential. They asked for clear, simple updates delivered through a range of methods, recognising that not everyone accesses information in the same way. Face-to-face engagement and opportunities to ask questions were seen as particularly important.

## Learnings and Next Steps

**The Winter 25 engagement programme was an important step in progressing the masterplan for Ladywood. Building from the strong foundations of the 'Understanding Ladywood' programme in the Summer 2025. Before a masterplan can be designed, it was integral that the masterplan principles which had been drawn from the first round of workshops could be tested and refined in partnership with the community. The data and insights captured will shape this stage of the plans.**

Residents also sought greater clarity on next steps, particularly around housing and timescales, highlighting the need for clear, transparent, and timely communication.

The workshops were attended by residents from a range of backgrounds and viewpoints, including council tenants, leaseholders, private renters, and families. It also brought greater engagement with audiences which were underrepresented in the first round of engagement, such as young people. Participants reported that the sessions felt welcoming and engaging, with the drop-in style providing an opportunity to speak with and ask questions to the project team directly. The community did say however that communication should be clearer and more frequent which the partnershipPl will make sure happens moving forward.

Key learnings for future engagement include the need to reach even more residents and further reduce barriers to participation. While the Winter 25 programme broadened engagement, there is a commitment to improving inclusivity for underrepresented groups such as:

- Households where English is not the first language
- Elderly, disabled, neurodiverse and those residents living with dementia
- Birmingham City Council/Residential Provider tenants

In response, future engagement will look to use a wider mix of publicity methods to reach more residents and engagement styles.

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 the Winter 25 engagement programme will guide the next phase of design of the Ladywood masterplan. The partnership is committed to ongoing engagement with the Ladywood community, including a third and fourth round of engagement which is currently scheduled to take place in February 2026 and April 2026 – where we hope to present an early draft masterplan.

**ENDS**