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Your Conservative Councillors

Serving the residents of Bournville, Cotteridge and Stirchley



Special Stirchley Supermarket edition!

Many residents have asked us to explain exactly what is happening in Stirchley and how your 3 local councillors have been working to get the best deal for Stirchley.

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TESCO is now coming to Stirchley



10 years ago when Conservative councillors were first elected to Stirchley we were confronted with 3 large problems that had been ignored by our Labour predecessors.

1. What should we do with the huge land made available when the old BT maintenance site closed?
2. how can we regenerate the lower part of Stirchley?
3. how can we restore the Stirchley Baths site?

Bringing TESCO to Stirchley presented an opportunity to solve all 3 problems.

We are pleased therefore that TESCO has now finally signed. They will build their supermarket on the land between the COOP funeral facility and the British Oak pub. Everything in between will be demolished and those businesses will then have new facilities built and be relocated to other parts of Stirchley.

The derelict Stirchley Baths will be restored

The Stirchley Baths was shamefully closed by Labour 25 years ago. Conservative councillors have been working for the last 10 years to have it restored. **We have now succeeded.** With the funds we have extracted from TESCO we will now be able to restore the building to its previous glory and convert it to the new Stirchley Community Centre. We will also restore the long forgotten park behind the CO-OP building.



The derelict Kwiksave site will be rebuilt

We expect that the derelict KwikSave building will be demolished and a new facility built, possibly for one of the existing Stirchley businesses that needs to relocate.



The reclamation yard will be landscaped

The reclamation yard sitting in the centre of the Pershore Road will be removed with the land being landscaped with trees and a seating area.

We are hopeful that the almost derelict shops on Hazelwell Street will be restored.



The bank of small retail shops on Hazelwell Street have been an absolute eyesore in Stirchley for far too long. We hope the owners will finally take this once in a lifetime opportunity to invest in them and bring them back into retail use as an ideal location for small niche shops. **We will oppose any other use of these properties.!**

There will be new retail shops built.... not just a supermarket.

It isn't just a supermarket that will be built. On the land between the British Oak and Hunt's Road new retail shops will be built, possibly allowing a big named retailer to come to Stirchley.



When will all this begin?

Expect to see work first begin on the Stirchley Baths at the start of the new year in 2012 and then work begin on the TESCO site in June 2012.

This leaflet has been produced, printed, paid for and delivered by and on behalf of the members of the Bournville Ward Conservative Association, all of 223 Northfield Road, Birmingham B30 1EB

....and now ASDA want to build a supermarket in Stirchley

Supermarket giant ASDA has submitted a planning application to build a supermarket on the Arvin Meritor site just off Fordhouse Lane in Stirchley (as in our picture).

However, if ASDA come to Stirchley there will then be 3 major supermarkets in a relatively small area; the CO-OP, TESCO and also ASDA.

We welcome the jobs and the investment that ASDA could bring, including paying for traffic junction improvements, but on the other hand we have concerns about whether Stirchley can sustain 3 supermarkets and whether the traffic levels will simply overwhelm the road system.

The planning application will be considered over the summer and then a decision will probably be made by the planning committee perhaps in September or October.

Your three Conservative councillors intend to ensure that any decisions made are in the best interests of Stirchley and its residents. Therefore we intend to do the following:

1. Firstly we want to know the initial views of Stirchley residents about the prospect of ASDA coming to Stirchley. So we have now delivered a questionnaire to every household in Stirchley and Cotteridge asking for their views on whether they welcome ASDA or not to Stirchley. The full results of that survey will be placed on our web site for everyone to see.

2. Over the summer we will then be having discussions with ASDA as we try to extract as much value for Stirchley, should they be allowed to build their supermarket, in the same way that we extracted benefits to Stirchley from TESCO.

3. At the end of the summer we shall again distribute another questionnaire to every household in Stirchley and Cotteridge detailing the final deal that is on the table from ASDA. It will give details of what ASDA are prepared to offer Stirchley. On that same questionnaire we shall ask for the views of residents and for them to return those views to us. Again the full results will be on our web site.

We will not allow existing retail businesses in Stirchley to be disadvantaged by ASDA

We will fight to ensure that any changes to the road layout or parking on the Pershore Road do not, in any way, adversely affect existing retail businesses.

We will be also seeking assistance for existing retail businesses to help them prosper in Stirchley. We would explore the possibility of how ASDA could create an investment fund for existing businesses.

We will try to persuade ASDA to build a public square located at their entrance with the old Chapel restored as a centrepiece.



ASDA want to create a road entrance to their store from the Pershore Road via Mayfield Road. We would want to see a public square at this location as well with the old Chapel building being restored and used for public and community use.



We are committed to a huge landscaping program around this part of Stirchley.

ASDA have already committed themselves to a large landscaping program and that is to be welcomed. However we think that we can ask for more. There are opportunities for a major tree planting/landscaping program along the River Rea walkway and in Hazelwell Park.

Another area that would benefit from a tree and landscaping program is the Stirchley High Street. As the picture on the right shows there are no trees on the high street. Such a program would greatly improve the attractiveness of the High Street.

