Welcome to our consultation

Our vision is to create a unique leisure and outlet shopping destination, bringing around 2,000 new jobs and brand new community facilities to the area.

Have your say

This event is being held to help you find out more about our proposed development so you can let us have your feedback before we submit a planning application to Sandwell Council. Members of the development team are on hand to answer your questions and there are feedback forms available here that you can use to give us written comments.

We are excited about our plans and we hope you are too. Members of our development team are here today so please make sure you give us your feedback.
What will the site look like?

The site is located on land near the Lion Farm Estate in Oldbury, close to Junction 2 of the M5. The site is bounded to the north by Newbury Lane, to the east by Wolverhampton Road (A4123), to the south by Birchfield Lane (A4034) and to the west by Brunel Road and Wolverley Crescent.

Family leisure / entertainment venue
Cinema
Gym
Retail outlet
Hotel

3G outdoor multi-sports pitches, changing facilities and car parking
Multi-Use Community Hub and Black Country Tourist Information Centre
Approximately 2,425 car parking spaces (which are 12% larger than normal)
Children’s play area

This site will have easy access and will be welcoming to the disabled.

Please complete a feedback form and tell us what you think of the plans.
Our vision

Our vision is to create a unique and fun experience for both local people and for visitors to the area. This will be delivered through a mix of outlet shops, new leisure facilities, places to eat and drink, and community facilities. All this in a high-quality setting that blends innovative architectural design with high-quality materials, and acknowledges the heritage of the area.

The development will include:

- Around 90 outlet shops and a range of cafes and restaurants in a calm, relaxed environment
- 100,000 sq. ft all-under-one-roof interactive entertainment complex for ‘big day out’ leisure activities
- A multi-use community hub, providing space for a crèche and training facilities, especially focused on developing skills and opening pathways into employment for local people
- A new Black Country Tourist Information Centre and exhibition space
- Two all-weather 3G multi-sport pitches with access to changing facilities
- A multiplex cinema
- A new gym
- A new hotel and associated facilities
- Approximately 2,425 car parking spaces (which are 12% larger than normal)
- Walking routes, public spaces and trim trails around the site

We are excited about our plans and we hope you are too. Members of our development team are here today so please make sure you give us your feedback.
We want to hear your views on the proposed leisure activities. Please let us know what you think by completing a feedback form.

An active and fun place for everyone

The proposed new multi-leisure facilities will be fully interactive and immersive, encouraging an active lifestyle at an affordable price for all the family and all age groups. The facilities will offer an amazing range of fun and exciting activities all under one roof.

The scheme plans currently include:

- **Clip and climb** - a safe and secure indoor climbing activity for both beginners and experienced climbers
- **Para-drop** - virtual reality paragliding enabling active flying through a realistic landscape
- **Aerial adventure** - high rugged rope course, delivering challenge and adventure in an exhilarating atmosphere
- **Soft play** - where parents and young children have fun together
- **Laser quest** - state-of-the-art technology where groups come together in a competitive environment
- **Escape adventure** - an exciting combination of traditional escape rooms and Crystal Maze style challenges
- **Adventure golf** - 18 holes of competition and adventure amidst a fun-packed prehistoric environment
- **An interactive zone** of Sega active leisure games

The developers are working with Everyone Entertained Ltd to deliver the scheme’s 100,000 sq ft entertainment complex. The people behind Everyone Entertained have experience working with Disney and David Lloyd.

Everyone Entertained will also operate a community-focused scheme that opens access to their activities for interested local groups and charities.
Outlet Shopping Experience

The development aims to deliver an enjoyable outlet shopping experience, with well-known brands at discounted prices.

What is Outlet Shopping?

Outlet shops sell branded goods from leading manufacturers at discounted prices, typically 30% off RRP. Some of these goods will be previous seasons’ or end of ranges.

Our development will be a unique experience, blending quality shopping and leisure all on one site.

Built in a pleasing architectural style with plenty of natural planting, the scheme will provide a calm, relaxed environment.

While it is too early to specify which retailers will be in the scheme, it will be a broad mix of quality outlet brands including sportswear, fashion, health and beauty, footwear, homewares, jewellery and technology.

There will be a variety of cafes and restaurants providing a range of refreshments to be enjoyed both indoors and al fresco.

We want to hear your views on the proposed shopping experience. Please let us know what you think by completing a feedback form.

lionfarmproposals.com
Multi-Use Community and Tourist Hub

The hub will sit at the heart of the development providing amenities for both local people and visitors.

It will include space for:

- A new Black Country Tourist Information Centre to introduce visitors to places of interest in the local area
- A training and skills centre to open pathways to employment for local people
- A crèche for workers and shoppers
- Exhibition space for local schools and local artists
- Function/Meeting rooms for use by local community groups and companies

The beacon stands at the centre of the hub. It takes its inspiration from the work of Chance Brothers who were based only a few miles away. Chance Brothers were one of the leading engineering glass manufacturers of the 19th and 20th Century. The company exported glass worldwide for over 2,000 lighthouses as well as supplying glass for the Houses of Parliament and Crystal Palace.

We want to hear your views on the proposed Multi-Use Community and Tourist Hub. Please let us know what you think by completing a feedback form.
Key benefits for the local community

The proposed development is not just for visitors to the area. Providing new opportunities for the local community is at the heart of our vision for Lion Farm.

Our plans will deliver a range of new community facilities which include:

- Two high-quality all-weather 3G multi-sports pitches, suitable for all-year-round use
- A dedicated multi-use community hub (with locations for a training and skills centre, a crèche, an exhibition space and function/meeting rooms)
- A children’s playground
- Trim trail and dog-walking paths
- Outdoor events venue
- Schools and community access programmes for the multi-leisure venue

Pitch Reprovision

Discussions are ongoing with the Council regarding identifying potential locations for additional pitches for the reprovision of existing pitches with high quality replacements. Where possible, there will be access to appropriate changing facilities. The final decision on the location of the pitches, other than the two 3G pitches, will be made by Sandwell Council following their own consultation exercise which we understand will take place shortly.

Please see the separate board for the proposed new locations of the pitches.

Outdoor

A path will run around the edges of the site providing:

- A trim trail, with access to outdoor gym equipment
- A walking route
- Dog walking path

Two 3G outdoor multi-sports pitches managed and maintained by Everyone Entertained.

Indoor

The multi-leisure facility will provide subsidised access for schools during term time and special arrangements for local clubs and organisations.

We want to hear your views on the benefits to the community. Please let us know what you think by completing a feedback form.
Local Jobs and Training

If approved, our plans will deliver around 2,000 new jobs as well as significant economic benefits for the area during the construction phase and when the scheme is open, along with facilitating additional new skills training and mentoring opportunities.

Within the Community Hub, our proposals include dedicated space for an employment and training centre.

In partnership with the Council, local colleges, and businesses, this centre will aim to open up pathways into employment and skills training for local people, ensuring that the community is at the front of the queue to benefit from new job opportunities.

The development will create a wide range of roles including:

- construction and engineering jobs
- managerial positions
- administration roles
- service roles
- health and fitness roles
- hospitality jobs
- retail employment

Let us know what you think about the prospect of new work, training and mentoring opportunities by completing a feedback form.
Ecology and Nature Conservation

Our proposals are sensitively designed and include extensive landscaping, tree planting, recreational walking routes, as well as an ecology trail, woodland walk and wildlife corridors.

Professional and comprehensive ecological appraisals of the site will be undertaken looking at habitats, reptiles, bats, birds, invertebrates and other animals to ensure appropriate management of the site’s ecological features. This information will be incorporated within the Environmental Impact Assessment (EIA) that will accompany the planning application.

The existing boundary trees will be retained where possible to maintain the visual amenity from adjacent properties. Where areas have become overgrown, a management strategy will be implemented and the existing planting will be enhanced by additional new tree and hedge planting to create areas of improved woodland that will be maintained to encourage wildlife and increase biodiversity of the site.
Environment & Sustainability

We are committed to a quality design specification that will deliver a sustainable development. The project is BREEAM registered*. BREEAM is the world’s longest established method of assessing, rating and certifying the sustainability of buildings.

An Environmental Impact Assessment (EIA) will accompany the planning application which will assess the potential environmental impacts and ways to mitigate them.

Wherever possible, both during and after the construction phase, we will:

- Minimise energy consumption and carbon emissions
- Recover and reuse rainwater
- Develop a sustainable transport policy
- Limit the use of plastics
- Facilitate high levels of recycling
- Implement a waste management strategy

*Building Research Establishment Environmental Assessment Method
Reprovision of Sports Pitches

Lion Farm playing fields currently provide several sport pitches which are used for both competitive matches and informal play. As a statutory consultee during the planning permission process, Sport England will require the replacement of equivalent (or better) pitches in a suitable location.

We will provide two 3G sport pitches on-site and discussions are ongoing with Sandwell Council regarding potential locations for additional sports pitches to replace those currently on Lion Farm, and improving youth provision in Sandwell. We are working with Sandwell Council ahead of a final decision being made.

At this moment in time there have been no decisions made and we would like to hear your views on the potential locations, which we will feed back to the Council.

Sandwell Council have identified the following sites where new pitches could be provided:

- Lightwoods Park, Smethwick (two new pitches and changing facilities)
- Jesson Playing Fields, West Bromwich (two new pitches and changing facilities)
- Forge Farm (commonly known as Brown’s Farm), West Bromwich (six new pitches and changing facilities)

Sandwell Council have identified the following sites that could potentially be improved/brought back into use:

- Tividale Park, Oldbury (two pitches)
- Barnford Park, Oldbury (four pitches)
- Pitfields Close, Oldbury (two pitches and changing facilities)
- Black Patch, Smethwick (two pitches to be brought back into use and changing facilities)
- Greets Green, West Bromwich (six pitches to be brought back into use and changing facilities)

Please complete a feedback form to give your views on the reprovision of pitches.
What happens next?

Thank you for joining us today

All of the feedback received today will be carefully considered and reviewed as we finalise the shape of our proposals. Following an assessment of your responses and ongoing discussions with local partners, we anticipate submitting a planning application to Sandwell Council in the Spring of 2019.

Feedback received during the pre-application consultation will be passed on to Sandwell Council. However, no personal details will be shared.

Once the application has been submitted and formally received by the Council, you will be able to view the application documents and provide comments directly to the Council as part of its own, separate consultation.

Be sure to have your say!

We are committed to creating an iconic, unique development in Sandwell, with local people feeling the benefit, whether by being able to access new healthy activities, by finding a new job and better skills training, or through the economic benefits the development will deliver for the local area.

This consultation will shape our plans by helping us understand your thoughts on our proposals.

You can give us your feedback by:

- Feedback form
  Completing a feedback form and posting it in the box provided.
- Call us
  Calling our Community Information Line on 0844 556 3002 (weekdays, 9.00am - 5.30pm)
- Writing to us at:
  Lion Farm Proposals
  c/o Lexington Communications
  Third Floor, Queens House
  Queen Street, M2 5HT
- Email us
  lionfarmproposals@lexcomm.co.uk
- Visiting our website at
  www.lionfarmproposals.com

The deadline to submit your comments is Friday 11 January 2019.
Getting into and around the site

The main road access to the site will be from a new access road to the east, linking with Wolverhampton Road (A4123). A second access point will be provided from the south via Birchfield Lane (A4034). Both access points directly connect to Junction 2 of the M5 via Birchley Island, which is scheduled for significant improvements.

The development will have good public transport links for the benefit of local people, visitors and employees.

The site will be well connected to the adjoining community by pedestrian and cycle access points.

The planning application will be accompanied by a comprehensive Transport Assessment.

We want to hear your views.
Please let us know what you think by completing a feedback form.