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1st September 2014

Dear Sir/Madam

**Re: Poolway & Meadway Regeneration Proposals**

Birmingham City Council is writing first to inform local businesses within Poolway/Meadway of a new phase of consultation regarding the proposed regeneration of the area.

You may recall some previous consultations in 2008/2009, we are now in a position to talk to you about three options for the radical transformation of the area to build new private homes, as well as affordable housing, a new shopping centre and improvements to the facilities in the recreation ground.

The results of this consultation will be presented to the Birmingham City Council Cabinet later this year, together with the recommended option.

We are aware that businesses may have concerns, as the potential regeneration would involve the demolition of shops. If approved by Cabinet the Council would work with those parties directly affected to address their needs.

To ensure that businesses have an opportunity to engage in the discussion you have a number of ways to view the proposals and express your opinion:

* **Postal questionnaires**, as enclosed, are being sent out to businesses first and then in and around the Meadway area to complete and return using a pre-paid envelope.
* **Exhibition**, where you can view plans of the three options and watch a flythrough (a computer generated video) of what the area could look like. You may also provide your views of the proposed new equipment for the public open space and discuss the proposals directly with Council officers. The exhibitions are being held at Meadway Community Centre, (Meadway, Birmingham B33 8ND) on the following dates:

Friday 12th September 2014 from 2:00pm until 7:30pm

Saturday 13th September 2014 from 1:00pm until 5:00pm

Friday 19th September 2014 from 2:00pm until 7:30pm

Saturday 20th September 2014 from 1:00pm until 5:00pm

* **Display,** plans of the options are also to be displayed at the Poolway Neighbourhood Office from Monday, 15th September to Wednesday, 17th September, where you can view them and post questionnaires in a returns box.
* **Website,** the questionnaire is also available to complete on the Birmingham City Council “be heard” website. Please look at under ‘**Find Consultations’** then type in **Meadway** or scroll down the list at [**https://www.birminghambeheard.org.uk**](https://www.birminghambeheard.org.uk)

Your assistance in answering the questionnaire enclosed would be appreciated as your views are important to us.

We have asked an independent organisation called Blackswan to carry out the consultation on our behalf each Blackswan employee will have a Birmingham City Council letter to confirm they are working on behalf of the Council. Blackswan will collate the replies for presentation to the Council.

Alternatively, if you would like to return the enclosed questionnaire by post, the deadline for posting the completed questionnaire is 15th September 2014.

If you are concerned in any way with the matters raised in this letter, please call the telephone number below.

We look forward to receiving your views.

If you have any questions please contact Ruhel Mojlish on Tel no. 303 4797

Yours faithfully



Bali Paddock

Regeneration Project Officer

Enc - Questionnaire and plans