

# THI UPDATE

Willenhall Townscape Heritage Initiative

Welcome to the fourth issue of the Willenhall THI Update, the newsletter designed to inform and keep you up to date with what is happening in the regeneration scheme.

## Grants for your building

The Willenhall Townscape Heritage Initiative (THI) grant scheme has been established to help with the cost of repairing, restoring and reusing historic buildings in Willenhall town centre.

The scheme is being funded by Heritage Lottery Fund,

VIEW (Visionary Investment Enhancing Walsall) and Walsall Council.

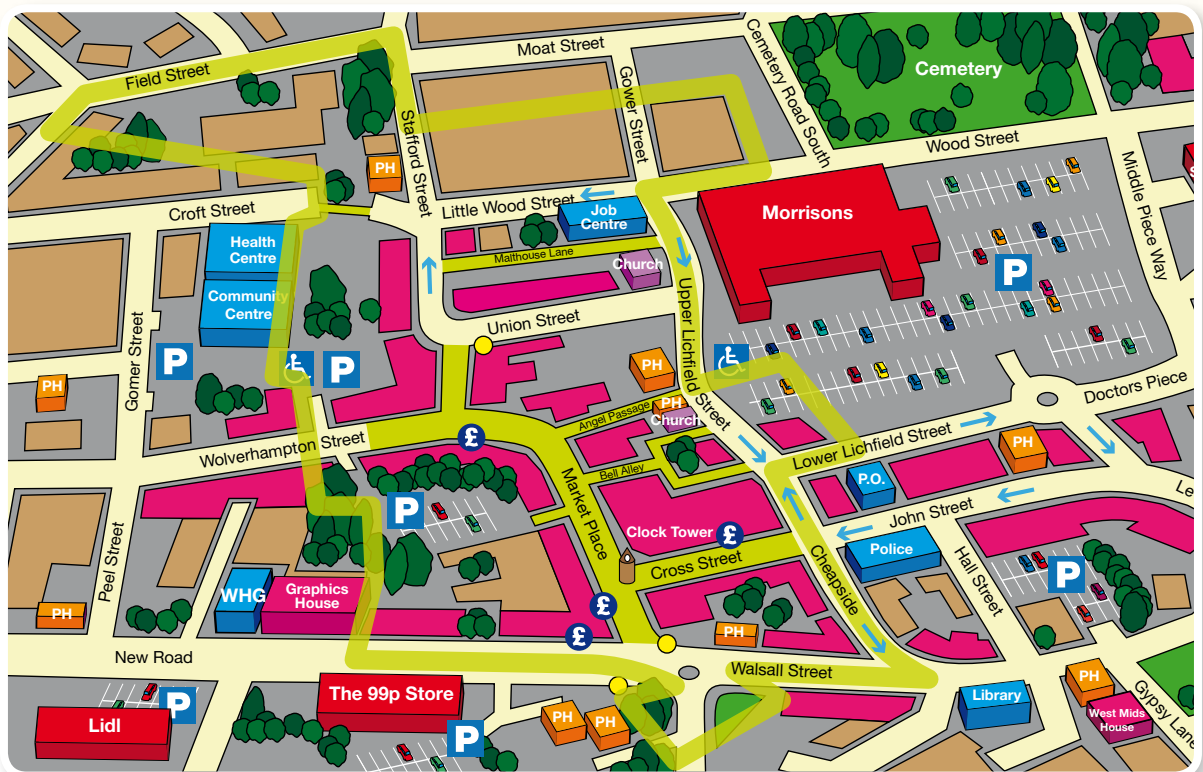
The THI can fund repairs to the building's exterior such as repairs to roofs, windows, brickwork, and shopfronts. Where original details have been removed the grant can fund the reinstatement of architectural features such as traditional shopfronts and

sash windows. The grant can also pay towards bringing vacant floorspace back into use for example empty floors above shops.

**The scheme is currently fully subscribed but if you would like any further information please contact Mandy Hall on 01922 654757.**

### Willenhall Townscape Heritage Initiative (THI) Area

Designated by the green line



Walsall Council



# Project Progress

Repair and restoration works have now been undertaken at 12 properties as part of the Willenhall THI scheme.

One project, **4 Cross Street**, has recently finished works on site. This is a locally listed building dating from the mid 19th century. On removing the modern signage board, original historic detailing of the shopfront was uncovered and restored. Other repair works to the original 19th century shopfront were also undertaken. In addition roof repairs were undertaken and new timber sash windows installed.



*4 Cross Street before works started*



*Historic detail uncovered during works*



*4 Cross Street works complete*



*The Bell before works started*

**The Bell, Market Place** is currently undertaking extensive grant repair work. This Grade II listed building, parts of which date from the 17th century, has lain vacant for several years, with the condition of the building deteriorating. The THI grant will bring the property back into good repair, with works to make the building structurally sound, wind and watertight. Other works will include the reinstatement of features based on the original design such as the ground floor shop window.

## **4 Market Place (Elegant Dry Cleaners)**

has recently started on site. Works will include a new traditional style shopfront based on historic photographic evidence, the removal of the concrete roof tiles and replacement with a more traditional material and new timber sash windows.



*4 Market Place before works started*

Other schemes are currently progressing applications and it is hoped that new schemes will be on site within the next few months.

**For further details about the Willenhall THI grant scheme contact Mandy Hall, Regeneration Officer, Delivery and Development, Regeneration, Walsall Council, 2nd Floor, Civic Centre, Darwall Street, Walsall, WS1 1DG**

**Telephone: 01922 654757**

**Email: [THIprojectmanager@walsall.gov.uk](mailto:THIprojectmanager@walsall.gov.uk)**



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visionary investment enhancing walsall

# Shop front guidance document:

## Seeks to improve the appearance of the town and district centres.

Shopfronts play an important role in defining the character of an area and in determining its economic success. Well designed shopfronts can make for more attractive streets and encourage people to visit or spend time in an area, thus increasing business for traders.

Following the success of the shopfront improvements undertaken through the Willenhall THI scheme, it was felt that the programme could have a far reaching impact if greater design quality could be negotiated in the alterations to other premises within Willenhall as well as elsewhere across the borough.

A decision to produce a new 'Supplementary Planning Document' (SPD) was made with the intention of drawing up clearer policy guidelines that will assist in the development of good quality design in applications for changes and alterations to shopfronts. The document will be relevant in all planning decisions that affect retail premises, not just in Willenhall, but in all the town

and district centres. It was fully endorsed by Planning Committee and was subject to a full 6 week consultation period which included a presentation to the Willenhall Town Centre Partnership.

In the first instance the SPD aims to conserve pre-1939 shop fronts so as to prevent the loss of the remaining 'traditional' shop fronts surviving in the borough. With regards the alteration to existing shop fronts and the formation of new shop fronts, the document considers matters of proportion, design and layout as well as materials, colour finishes, access, signage, illumination, security, canopies and pavement cafés. Security has been a particularly important aspect of the document for owners who consider this to be of paramount importance. The Council agrees, but must also try and ensure the quality and appearance of our district centres remains welcoming and vibrant.

The document is to be considered by Cabinet for approval in March this year, and will have immediate effect for planning purposes.

The SPD can be found at [http://cms.walsall.gov.uk/index/ldf\\_supplementary\\_planning\\_documents.htm](http://cms.walsall.gov.uk/index/ldf_supplementary_planning_documents.htm)

**For further information on the document please contact Andrew Fuller, Regeneration Officer (Conservation), Walsall Council  
Tel: 01922 655537.**



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# Maintenance *Top Tips*

Regular inspection and maintenance can help prevent the need for expensive repair later on. Each issue of the newsletter will look at a different cause of building decay.

This issue will look at:  
**Chimney Stacks**

**What to look for:**

- Damaged pointing
- Cracked pots
- Decayed bricks
- Leaning or cracked chimney stack

All of these can lead to dampness, increased fire risk and instability

**What to do:**

- A leaning or cracked stack may not be dangerous but get professional advice
- Ensure chimney pots are well seated and secure. Broken pots can be replaced
- Lead flashings should be well maintained to prevent water penetration
- Repoint or re-bed bricks with a lime based mortar
- If the stack is disused it can be capped off, but make sure the flue is ventilated in some way



## Help for your business

### District Centre Management Team

Walsall Council's District Centre Management Team works with the business partnerships in Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall to provide support to local businesses and promote the district centres to shoppers, residents and visitors. The partnerships have 5 key objectives

- Partnership Development and Business Support
- Environment
- Security
- Events and Marketing
- Regeneration

**For more information about the partnership for Willenhall, please contact Diane Mansell – Regeneration Officer for Darlaston and Willenhall at [mansell@walsall.gov.uk](mailto:mansell@walsall.gov.uk)**

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