

## Dudley Borough Council

### Personal Details:

**Name:** Adam Davies

**E-mail:** [REDACTED]

**Postcode:** [REDACTED]

**Organisation Name:** Dudley MBC

### Comment text:

Please see the attached document which outlines the case for changing the current "Brierley Hill" ward name to "Brierley Hill & Wordsley South".

### Uploaded Documents:

**[https://consultation.lgbce.org.uk/download\\_document?file=draft%2F1678898756\\_Brierley+Hill+and+Wordsley+South+-+ward+name+change.docx](https://consultation.lgbce.org.uk/download_document?file=draft%2F1678898756_Brierley+Hill+and+Wordsley+South+-+ward+name+change.docx)**

## **Proposal to rename “Brierley Hill” ward as “Brierley Hill & Wordsley South” ward.**

Although the existing ward name for Brierley Hill ward only references ‘Brierley Hill’ in its name, the current boundaries of the ward actually take in a number of communities which historically and/or presently have their own unique identities and/or postal address.

Working East to West, these include: Brierley Hill, Delph, Silver End, Hawbush, Brettell, part of Amblecote, Audnam, and part of Wordsley.

Clearly it would not be feasible to include all of these community names in any new name for the ward. However, I am confident that most local people would recognise these more local area identities as now sitting under just two slightly larger area identities which are applicable today – namely, (1) Brierley Hill and (2) Wordsley.

In fact, this is supported by the fact that nearly all homes in the ward have either one of these localities in their postal address. Based on the number of households (with registered voters) in the ward, this breaks down as follows:

- Total overall households: **5907 (100%)**
- Total households with a Brierley Hill postal address: **3981 (approx. 67.4%)**
- Total households with a Wordsley postal address: **1926 (approx. 32.6%)**

Therefore, in order to ensure the name of this ward better reflects the true makeup of communities within it, and noting that the greater area of Wordsley already has its own separate ward, I think this review is the perfect opportunity to rename the existing “Brierley Hill” ward as “Brierley Hill & Wordsley South”.

This would reflect the fact that the ward is comprised of mostly (67%) Brierley Hill addresses, whilst for the first time acknowledging the reality that the ward is also one third (33%) comprised of addresses and households which carry a Wordsley postal address and identity.

Naturally, while implementing the above change, it would seem logical to rename the existing Wordsley ward as “Wordsley North” ward to clarify the distinction between the two wards and help the electorate identify which ward they are under.

I feel the above “North / South” naming structure would be beneficial and logical to implement locally, not least because neighbouring wards such as “Kingswinford North and Wall Heath” and “Kingswinford South” already structure the distinction between their two wards in this way.

Finally, even though the community links between all areas of the existing Brierley Hill ward are strong, my experience of campaigning across the ward for the last 6 years or so, and representing the ward for the last 2 of those years, is that by the current ward name making no reference to Wordsley, the 33% of ward residents who live in this end of the ward and have Wordsley in their postal address find it both frustrating and puzzling that they are bracketed under ‘Brierley Hill’.

This frustration and confusion naturally makes it harder for them to associate with the electoral ward they live in and to contact their elected representatives. In demonstration of this, elected councillors in the existing Wordsley ward often contact me to say residents from my ward have been in touch with them thinking they are their councillor as they cover "Wordsley".

For the above reasons, I feel the ward name change I have suggested would be more accurate, more relatable for residents, and help councillors to fulfil their obligation to represent residents from all areas of the ward.

**Cllr Adam Davies**

C/O The Council House

4 Priory Rd

Dudley

DY1 1HF