East Birmingham Inclusive Growth Strategy

Accessible version: Plain Text with Image and Diagram Descriptions

February 2021

About This Version of The Document

This plain text version of the East Birmingham Inclusive Growth Strategy has been produced alongside the Standard Version. This version has plain text only – with no images and diagrams. All images and diagrams –including the tabulated Delivery Plan at the end of the document– has been recreated here in text only, so that these can be read in this document and read aloud via a Screen Reader. The page numbers for the double page spreads corresponding with the standard version of the strategy are also listed for reference.

Front Cover

Front cover shows a black background with selection of 6 images:

- Photo of terraced housing,
- Photo of man in high visibility jacket laying bricks,
- Photo of train station sign on platform at Tyseley Railway Station,
- Image of proposed Midland Metro tram in Bordesley Green,
- Photo of man standing next to fruit stall outside shop,
- Photo of the memorial to William Sutton.

Page 1

Image of tree lined approach to main entrance of Fort Dunlop development

Pages 2 and 3

Photo montage of 7 photos, showing:

- Lake and lakeside pathway,
- Decorative gargoyle on building,
- Man in high visibility jacket leaning against a brick wall in training college,
- Red brick clock tower and trees,
- People sitting on benches in the sun outside Swan Shopping Centre,
- Terraced housing,
- Sign on platform at Tyseley Railway Station.

Foreword

East Birmingham is a growing place; a place with great potential. It is home to more than 230,000 people and forms a crucial part of the city and region's economy. Major growth is coming which will deliver more than 60,000 new jobs and 10,000 homes within and near to East Birmingham over the next ten years. With the coming of HS2 and the proposed Midland Metro East Birmingham to Solihull extension, East Birmingham has a once in a lifetime opportunity for positive change.

In this Inclusive Growth Strategy, we now set out a clear vision for the future of East Birmingham as an excellent place of strong communities in which to live and work, to grow up and to grow old. To achieve this vision, the Council will work closely with partners to address health and employment inequalities, improve social mobility and make lasting improvements to residents' lives. In the wake of the COVID-19 pandemic, many of these issues are even more urgent.

Climate change is a key priority for the whole city and East Birmingham will be at the forefront of our efforts as a new centre for sustainable and low carbon technologies which will make a major contribution to achieving our target of a zero-carbon Birmingham by 2030.

The success of this strategy will be measured not just by how quickly

growth is delivered, or how much East Birmingham is improved as a place, but by how effectively growth is harnessed for the benefit of the local people, and how we enable people of all backgrounds and ages to come together to realise their shared aspirations and live healthy, sustainable, and successful lives.

During the preparation of the strategy we have worked with the community and stakeholders to understand the challenges and opportunities and develop a shared vision. Using the Strategy as our foundation we will be working together to deliver this vision and shape the future of East Birmingham.

Councillor Ian Ward
Leader
Birmingham City Council

Pages 4 and 5

- Plan 1: East Birmingham and North Solihull in its wider industrial corridor.
- Photo of memorial to William Sutton.

Introduction

Birmingham is experiencing strong and sustained growth and it is predicted that the city's population will grow by 150,000 people by 2031. During this period, Birmingham City Council has an ambitious strategy to provide 65,400 new homes, 100,000 jobs and the infrastructure that is needed to meet the needs of the growing population. A significant part of this growth will be concentrated in the east of the city, stimulated by HS2 and enabled by improved transport links including the Metro extension to Solihull and the Sprint rapid transit route along the A45 Coventry Road corridor.

The Council is committed to reducing inequalities and building a fair, inclusive city. We will do this by making sure that the benefits of growth are shared more fairly, providing new opportunities for local people to change their lives for the better and delivering lasting improvements to living standards, education and skills, access to jobs and opportunities, health, the environment, local places and transport. This is what is meant by Inclusive Growth.

Inclusive Growth is defined by the West Midlands Combined Authority as follows:

"A more deliberate and socially purposeful model of economic growth - measured not only by how fast or aggressive it is; but also by how well it is created and shared across the whole population and place, and by the social and environmental outcomes it realises for our people - an economy that shares the values of its citizens."

East Birmingham and neighbouring North Solihull has been chosen as an

Inclusive Growth Corridor where a new partnership working approach is being pioneered, bringing together public sector organisations, businesses and the local community to deliver growth, to develop new approaches and better ways of working to ensure that this growth is inclusive.

The need for this strategy

In 2017 a baseline study was undertaken to explore the best way forward for the East Birmingham and North Solihull Inclusive Growth Corridor, to tackle the long-standing problems facing the area and make the most of the social, environmental and economic opportunities provided by the coming of HS2, the Midland Metro East Birmingham to Solihull extension and the jobs growth that is expected at key employment sites.

The study concluded that a new approach is required with two key elements. There will be a focus on places, including improving transport connections, stimulating local growth and involving local people and businesses in shaping this growth and benefiting from it. There will also be a real focus on people including partnership working to improve the way that the public sector works, both for local people and with local people.

In East Birmingham this work will be led by the East Birmingham Board which brings together the Council with key partners including the NHS and Birmingham Children's Trust. The Board will work closely with the West Midlands Combined Authority, Transport for West Midlands and Solihull Council's Solihull Together partnership which is responsible for delivering inclusive growth in the North Solihull area.

The COVID-19 pandemic is having a dramatic effect across the whole of East Birmingham - and in many cases has magnified many of the existing issues in the area. The pandemic and its long-lasting effects must be fully addressed as part of the regeneration of East Birmingham.

Page 6 and 7

Each year the organisations which make up the Board spend several hundred million pounds in East Birmingham and, although a huge amount is achieved, there are some persistent problems which have not been fully addressed by our current ways of working. Over time this has led to people in East Birmingham being left behind some other parts of the city in key areas including health, job prospects and earnings, creating significant inequalities which must now be addressed.

All of the Board partners have therefore committed to work together and with the local community to bring about the major changes which are needed to ensure that these challenges are tackled effectively and that the maximum value for local people is achieved for every pound that is spent. This strategy builds on the insights provided by the baseline study to set out how this commitment will be achieved in East Birmingham using innovative new principles and ways of working.

Photo montage showing 6 images:

- Man in high visibility jacket and hard hat plastering a wall,
- Person bike-riding in a street with woman and two young children crossing the road,
- Woman and 2 men standing behind counter in shop, with rolls of fabric on shelves behind them,
- Man on a mobile phone walking past door and window,
- 3 men taking part in a sack-race, standing in sacks on sports field,
- Man standing outside hardware shop, with items on display.

The role of the community

The publication of this draft document for consultation has been the first step of a continuous process of engagement through which residents of East Birmingham will be empowered not only to shape and influence the strategy and decide how it is to be delivered, but also to play a leading role in that delivery.

This approach will follow the city council's principles of Localism:

"Our overall aim is to move from focusing on the city council and its structures to a citizen focused approach, working with neighbourhoods to make things work better from the point of view of local residents".

To help the communities of East Birmingham achieve their aspirations we will support local groups and organisations by:

- Supporting Ward Forums to create Ward Plans setting out their priorities and aspirations.

- Providing information and advice.

- Help communities develop their capacity to actively build the social and economic potential of their area.

Purpose

The East Birmingham Inclusive Growth Strategy has been adopted by the Council and the East Birmingham Board to guide the delivery of inclusive growth in East Birmingham over the next 20 years.

To do this it sets out:

- A Vision for the regeneration of East Birmingham.

- The Objectives which we will seek to deliver.

- Five Big Moves - the major changes which are needed to deliver these objectives.

- A strong set of Principles to guide all of the work which is needed to achieve the vision.

• Next Steps giving an overview of the work which will deliver the strategy.

The strategy is informed by and sits alongside other strategies and publications including the Birmingham Development Plan, Bordesley Green Area Action Plan and the Birmingham and Solihull Sustainability and Transformation Partnership (STP) Strategy.

Pages 8 and 9

- Plan 2: showing East Birmingham Growth Strategy Sub Areas.

- Photo showing man standing outside shop next to crates of fruit.

About East Birmingham

East Birmingham is made up of vibrant, dynamic and unique places with bustling shopping streets and attractive parks and green spaces.

It is a young place where a third of residents are under 16 years old - one of the highest proportions of children in the country. It is a welcoming place where people of many different nationalities have made their homes, bringing with them diverse cultures, faiths and languages. However, it is also a place with significant long-term challenges, where people are more likely than most people elsewhere in the region to struggle with issues such as poor health, poverty and getting around.

For the purposes of this strategy, East Birmingham is defined as everything from the M6 and A38 corridor in the north, to the A45 Coventry Road in the south, and from Birmingham city centre in the west to the boundary with Solihull in the east. The area covers around a quarter of Birmingham, affecting all or part of 20 local council wards and 4 parliamentary constituencies, and with a population in excess of 230,000 people, by itself it is larger than many British towns and cities.

The plan shows the 5 areas which will be used here to describe the places that make up East Birmingham:

- Northern Industrial Corridor.

- Southern Industrial Area.

- Inner East Birmingham.

- Mid East Birmingham.

- Outer East Birmingham

Pages 10 and 11

Area 1: Northern Industrial Corridor

- Plan 3: Northern Industrial Corridor.
- Photo of a car being manufactured.

Running east-west along the route of the River Tame, this area is mainly industrial in nature. It includes major road connections including the A38, M6 motorway and A47 Heartlands Spine Road.

The corridor includes key employment locations including Star City, the Fort Shopping Park, Fort Dunlop and Jaguar Land Rover's Castle Bromwich site and the residential areas of Nechells and Castle Vale.

The area features an ethnically diverse population, and many different languages other than English are spoken. In some parts of the area there are issues with overcrowding, however there are also good examples of housing led regeneration, such as Castle Vale.

Poor air quality is a significant problem across this area, mainly arising from major roads around the city centre, and along the M6 corridor.

Area 2: Southern Industrial Area

- Plan 4: Southern Industrial Area.
- Photo of sign above Tyseley Railway Station.

In the southern part of East Birmingham, there is another significant industrial area alongside the A45, Birmingham-Solihull railway line and the Grand Union canal. Focused historically on the Tyseley Locomotive Works (now an engineering restoration centre and busy heritage attraction), the area is now home to the Tyseley Energy Park and many light manufacturing firms which benefit from the area's good road and rail transport links.

There are small pockets of houses within this area, especially to its eastern edge, and the densely populated area of Sparkbrook lies close by to the south.

Despite the road and rail connections into the city centre, public transport in this area does not offer good connections to many other parts of Birmingham.

Pages 12 and 13

Area 3: Inner East Birmingham

- Plan 5: Inner East Birmingham.
- Photo of mannequins wearing clothes in shop window.

Covering the areas of Small Heath, Bordesley Green and Alum Rock, this area is very densely populated. Most residents living in terraced housing, built in the late 19th and early 20th century, and face higher levels of poverty and deprivation than elsewhere in East Birmingham.

The population is predominantly Asian and British Asian and includes many people born overseas. This part of East Birmingham is a particularly young area, with a greater proportion of young people and children than anywhere else in the country.

There are large retail centres at Coventry Road in Small Heath, Alum Rock Road and Bordesley Green, which cater for the needs of the local communities. Alum Rock Road also has an important role as a specialist retail destination for South Asian goods including jewellery, clothes and textiles, attracting shoppers from around the country.

Area 4: Mid East Birmingham

- Plan 6: Mid East Birmingham.
- Photo of houses with hedgerows and trees.

Including Washwood Heath, Stechford and Yardley; the character of this area is 20th century inter-war housing and leafy tree-lined streets. The housing is a mixture of council and owner occupied, with a limited amount of 19th century larger housing to the west, particularly in Stechford and parts of Washwood Heath.

The Cole Valley creates a green core which runs through this area from north to south, past Heartlands Hospital at the centre of the area.

Mid-East Birmingham has many desirable neighbourhoods, however, there are some parts in the centre and south of the area which have become more deprived over recent years.

Pages 14 and 15

Area 5: Outer East Birmingham

- Plan 7: Outer East Birmingham.
- Photo of park showing sunlight, grass and trees.

Taking in Hodge Hill, Shard End, Lea Hall, Garretts Green and Sheldon, outer East Birmingham is a residential area featuring a mixture of mainly 20th century inter-war and post-war housing. It is a green area, with the Cole Valley cutting through east-west and is home to a large number of parks and open spaces. There are also large industrial areas near Lea Hall, Tile Cross and Garretts Green.

This area has the largest population of older people, with one in eight residents being over 65, many of whom who live alone.

Rates of car ownership are the highest in Outer East Birmingham, however public transport connections with the wider city are inadequate, particularly those running north-south, and it can take a long time to reach places of employment and education.

Challenges

Much of East Birmingham falls within the top 20% most deprived areas in England according to Government statistics. This means that income, unemployment, health, education, housing, crime and the living environment are poorer than elsewhere in the country. Many of these problems are common across the West Midlands, however they are generally worse in East Birmingham than they are across the rest of the region.

All of these key challenges need to be addressed to improve the lives of residents and to help East Birmingham realise its full potential. However, these issues are linked together and improvements in one area will also have benefits elsewhere.

Diagram showing key statistics:

- Economic Inactivity (from 2011 Census): Economic Inactivity defined as working age people in receipt of benefits: 35% in East Birmingham, 31% in Birmingham and 23% in England,

- People living in areas with high deprivation are 3x more likely to be admitted for preventable conditions, 3x more likely to die prematurely from preventable conditions, be in contact with mental health services and have a long-term condition.

- Life Expectancy is 85.1 years in Sutton Four Oaks Ward 74.9 in Heartlands Ward.

Pages 16 and 17

Health

Compared with many other parts of the city, people in East Birmingham have shorter lives and are far more likely to experience poor health. The number of people living with, or dying early from, long term health conditions like diabetes, respiratory problems and heart disease is much higher in East Birmingham than in other areas. Rates of mental health problems are also high, ranging from depression and anxiety through to schizophrenia and bipolar disorder.

Many health problems have a significant impact on local residents' quality of life and on their ability to secure and maintain employment which creates a spiral of problems. The high rate of health problems also puts pressure on local health services, meaning that the quality of services is affected. For example, many providers find it hard to see everyone who comes for help. Combined with wider issues seen nationally and across Birmingham and Solihull, such as our ageing society, these factors are increasing pressure on services and the health and social care system as a whole.

Because of these pressures it can also be hard to attract and retain health professionals in East Birmingham. Many of the local GPs are approaching retirement age and in many cases are running practices on their own. Recruitment to key roles in community services such as health visiting and district nursing is also a challenge.

Some health services in East Birmingham operate out of poor-quality buildings. This limits the help that can be provided and makes it hard for people with mobility problems to use them.

In those areas of East Birmingham where the population is very diverse it can be difficult to provide services in all the local community languages and in ways which meet everybody's needs.

Skills and education

Schools and nursery performance and OFSTED ratings are significantly lower in East Birmingham than the national average. Children's performance at different stages of their education varies across the area, but in general children in East Birmingham leave school with fewer qualifications than average and are less likely to go on to college or another type of further education.

Adults in East Birmingham typically have fewer qualifications than average with 36% of people having no qualifications, compared with 28% for Birmingham and 23% nationally. This can make it more difficult for them to find employment, and to move on to higher-paying jobs. Language skills are also an issue for many people, and in some parts of the area more than one in ten people does not speak English well.

There are some areas in the East of Birmingham where there are not enough local secondary school places for the number of children that live there. This means that some pupils are travelling out of the area to attend a school. Whilst an expansion programme is in progress in the area, a number of secondary school sites do not have room to expand on site and so alternative options will need to be found to create the additional places that are needed.

Congestion and air quality

Traffic is a significant problem in East Birmingham. The road network is overloaded with private cars and as a result travelling around the area can be a slow and frustrating experience. The heavy traffic also makes the streets dangerous for pedestrians, particularly children, and causes very high levels of air pollution in inner East Birmingham and around main roads.

The challenge for East Birmingham is the switch to Active Travel, which has been confirmed as one of the most pressing challenges during the

pandemic, both from a wellbeing and air quality perspective.

Poor air quality has serious health impacts, including lung cancer and heart disease, and it is estimated that up to 900 deaths per year are linked to man-made pollution. The City Council is taking steps to address this, including the adoption of a Clean Air Zone that covers the city centre.

Traffic and congestion are worsened by the fact that public transport in the area is generally not as good as in other parts of the city: train stations are hard to reach and services are irregular, buses are often delayed due to traffic, and the busy roads can discourage cycling. As a result, people living in East Birmingham often find it hard to get to some of the places important to day-to-day life, making it more difficult to find a job, attend college, or get to a doctor.

Economy

Many people and families in East Birmingham struggle to manage with low incomes. As a result, more than one in three children in the area is living in poverty.

One of the reasons for this is that more than twice as many people in the area are unemployed than the national average. Compared with the rest of the country there are many more children and young people in East Birmingham, and also a higher proportion of people who are long-term sick or disabled. As a result, a larger proportion of people are out of work or only work part-time because they need to care for family members. This type of unemployment is particularly high amongst women. Unemployment is also high amongst young people, with almost twice the national average of people between the ages of 16 and 24 out of work.

Another issue is that many of the jobs on offer in the area are in manufacturing and unskilled labour roles; in some cases with poor pay

and unfavourable terms and conditions. This means that people who are out of work can sometimes be discouraged from taking jobs. Although there are some opportunities for better paid work within East Birmingham and in the surrounding areas, local people can find it difficult to access them due to congestion and poor public transport links.

TABLE 1: Key demographics (from 2011 Census and ONS 2017 population estimate).

The table gives the Census data (for each category) for the 5 areas individually and then provides as East Birmingham average. The number is listed, followed by the data:

Population: **1** - 23,300 / **2** - 11,700 / **3** - 61,900 / **4** - 68,300 / **5** - 73,000 / **EB Average** - 238,000.

% Under age 16: 1 - 29.9 / **2** - 28.7 / **3** - 31.7 / **4** - 28.7 / **5** - 24.2 / **EB Average** - 28.2.

% Over age 65: **1** - 9.3 / **2**- 9.3 / **3** - 7.3 / **4** - 11.2 / **5** - 15.0 / **EB Average** - 11.1.

% Households without English as a main language: **1** - 17.5 / **2** - 18.6 / **3** - 22.1 / **4** - 7.4 / **5** - 2.3 / **EB Average** - 13.58.

% Unemployed: **1** - 14.4 / **2** - 11.5 / **3** - 13.0 / **4** - 10.9 / **5** - 9.4 / **EB Average** - 11.2.

% Economically inactive (working age, out of work and not looking for a job): **1** - 35.8 / **2** - 40.6 / **3** - 46.1 / **4** - 33.7 / **5** - 27.8 / **EB Average** - 35.2.

% Households with no car or van: **1** - 52.7 / **2** - 47.8 / **3** - 42.1 / **4** - 37.4 /

5 - 35.4 / **EB Average** - 43.0.

% Ethnicity

White: 1 - 38.0 / **2** - 23.2 / **3** - 10.4 / **4** - 47.5 / **5** - 77.7 / **EB Average** - 41.2.

Asian/Asian British: **1** - 27.5 / **2** - 58.7 / **3** - 73.0 / **4** - 38.5 / **5** - 12.0 / **EB Average** - 42.0.

Black / Black British: **1** - 24.3 / **2** - 9.6 / **3** - 10.2 / **4** - 7.9 / **5** - 5.0 / **EB Average** - 11.4.

Born Overseas: **1** - 30.0 / **2** - 38.1 / **3** - 41.6 / **4** - 23.7 / **5** - 10.5 / **EB Average** - 28.8.

Overcrowded Households: **1** - 17.3 / **2** - 18.0 / **3** - 19.8 / **4** - 12.1 / **5** - 9.4 / **EB Average** - 15.3.

Lone Pensioners - **1** - 10.7 / **2** - 9.8 / **3** - 7.8 / **4** - 12.0 / **5** - 14.0 / **EB Average** - 10.9.

2 Photos showing:

- 2 women shopping for fruit outside greengrocer/supermarket,
- Car assembly training facility at South and City College's Bordesley Green Campus.

Pages 18 and 19

The opportunity

Despite the COVID-19 pandemic, East Birmingham has never been in a stronger position to transform itself. Its location in between Birmingham city centre and Birmingham Airport means that it already has excellent national and international transport connections and is well positioned to benefit from the major growth planned around the new HS2 stations at Curzon in Birmingham city centre and The Hub in Solihull. There are also a number of forthcoming projects which will deliver new homes, jobs and transport links. However, the biggest opportunity is to unlock the full potential of East Birmingham's most important resource: its people.

Investing in the community

There is a vast amount of potential in East Birmingham, which is home to many talented and hard-working people. By helping them to overcome the challenges which are mentioned above, people in East Birmingham can be enabled to achieve this potential, to have an active role in their community and in the growth of Birmingham's economy, to have more of a say in the decisions which affect them, and become healthier, happier and more financially secure.

In addition to helping individuals, tackling these issues also benefits wider society by reducing the strain on public services, meaning better services can be provided for those who need them. For example, it is widely accepted that people in employment are generally healthier and therefore make fewer demands on the health services.

During community engagement, a 'strong sense of community' and a 'willingness to come together and get things done', were highlighted by local people as key strengths of the area. The Council is encouraging and supporting communities to work together to achieve shared goals through the Ward Planning process. This is an opportunity for people in

East Birmingham to develop strong relationships with each other and with their local Councillors, and to come together to make positive change. This approach will be developed further by the 'Pioneer Places' where new ideas for neighbourhood working will be trialled and learning will be shared across the whole of the city.

The city council has made a commitment to support local co-operatives and community enterprises. These will provide ownership and enable people to drive the development of their local economy through community-led economic development. Local Wealth Building can also be included in Ward Plans going forward.

There are also many existing charitable, religious and community groups in East Birmingham who provide a wide range of community functions and services. Many of these groups are making major contributions to peoples' health, happiness and quality of life. Supporting these groups to do even more and helping communities to form and continually grow new groups, is a key priority.

These groups and organisations were very active during the pandemic lockdowns. The City Council recognises that the same organisations should also be an integral part of the economic recovery. They are not seen as a route to cost savings in public services; rather, these groups and organisations are a source of community wealth and will be directed to growing new forms of community ownership in the commercial economy.

The children of East Birmingham are the future of East Birmingham, and there is a major opportunity to change lives for the better by helping them to have the best possible start in life. This starts in pregnancy. A healthy pregnancy can have a positive impact on a baby's growth and development, reducing the likelihood of future health problems such as chronic disease. The first 1001 days of a baby's life are also critical. The earliest experiences shape a baby's brain development and have a

lifelong impact on that baby's mental and emotional health. International studies demonstrate that when a baby's development falls behind during these first years of life, it is more likely to fall even further behind as time goes on.

There is evidence that children who have stressful and traumatic lives are much more likely to suffer with a range of problems in later life including crime, drug abuse, poor health and mental illnesses. On the other hand, a good education is a key contributing factor that supports children's development and their ability to lead an active healthy life as they grow into young adults.

Many of the problems which hold people back are much easier to deal with if they are caught early. By focussing on supporting people at the right time, and in the right way, better outcomes can be achieved, helping people to become healthier, happier, resilient and more financially secure.

The City Council will aim to provide more safe spaces for children to enjoy natural play. Initiatives like Active Streets provide an example of what needs to be applied on a larger scale to the whole area - reclaiming streets from traffic to provide a safe environment for children to cycle to schools and enjoy unstructured play.

An important part of this approach relates to the way that children are readied to take part in adult life: helping children to understand the options available to them when they finish school and providing positive examples of potential career pathways can encourage them to have greater aspirations and to be motivated to achieve them.

Three photos showing the following:

- Woman and 2 children stroking a rabbit,
- Child watering plants,
- Women and child feeding chickens.

Pages 20 and 21

Major transport improvements

Over coming years East Birmingham's transport system will undergo big changes which will transform the way that it works, tackling problems which have existed for many years and delivering a much cleaner, more sustainable, and more efficient network that works better for everybody.

In January 2020 the Council published a Transport Plan which explains what will be done between now and 2031 to create this new public transport system. Changing the way that people move around Birmingham will reduce congestion, improve air quality and encourage people into healthier travel habits such as walking and cycling.

There are already plans for major improvements to transport in East Birmingham, including:

- A new Midland Metro tram route running from the city centre through East Birmingham to Solihull and the Airport, providing a new direct and reliable connection to both HS2 stations and to Birmingham city centre.

- A SPRINT rapid bus transit route will be created along the A45 Coventry Road. Sprint will have a dedicated lane, allowing it to cut through congestion and provide a fast and reliable service.

- Improvements to the rail network providing more frequent train services from existing stations as well as the new stations near The Fort and Castle Vale on the Water Orton line.

- Improvements to main roads and junctions, including the Iron Lane junction improvements in Stechford.

• A wide range of improvements to bus routes including bus priority measures to reduce delays in areas with heavy traffic.

• Extensive improvements to cycle and walking routes across the area including new segregated cycle lanes and secure bike parking facilities.

- Plan 8: Transport Improvements In East Birmingham

- Photo showing a person cycling.

Pages 22 and 23

New homes and jobs

The Birmingham Development Plan sets out an ambitious programme of development to meet the needs of the city's growing population. In East Birmingham this growth is concentrated at Bordesley Park and the Eastern Triangle which is the area around Meadway, Shard End and Stechford where 1,000 new houses are proposed. The Bordesley Park Area Action Plan sets out a vision for an area of over 580 hectares in inner East Birmingham including proposals for 750 homes and up to 3000 jobs, the strengthening of the local economy and by seeking to improve connectivity and the environment in a sustainable way.

The City Council is taking a leading role in making this housing growth happen through the award-winning Birmingham Municipal Housing Trust (BMHT) which has plans to build 1,000 high-quality affordable homes in the area over the next ten years. Key BMHT schemes include Yardley Brook where 298 units are planned, and sites at Bromford and the former Poolway shopping centre at Meadway.

It is essential that this housing-led approach fully includes the wider neighbourhood, taking into account the wider community, local environment, local economy and transport - to create pleasant neighbourhoods that work well for everyone.

In the near future the East Birmingham jobs market will benefit from a number of significant developments both within the area and nearby:

- At Peddimore near Castle Vale, 6,500 jobs will be created as part of the development of a 71 hectare site for business and manufacturing uses.

- 36,000 jobs will be created by new developments in the city centre including the transformation of the Curzon area in the vicinity of the

new HS2 station.

• The development of the former LDV and Alstom sites at Washwood Heath to create the HS2 Rolling Stock Maintenance Depot, HS2 Network Control Centre and a range of other employment uses is expected to create 2,000 jobs.

• HS2 will also facilitate major growth at UK Central in Solihull, near Birmingham Airport, the NEC and the new HS2 interchange station including up to 5,000 new homes and supporting 70,000 new and existing jobs.

• The development of the Wheels site within the Bordesley Park Area Action Plan area for employment and industrial uses creating up to 3000 jobs.

• The Council is committed to revitalising local centres across the city and has published proposals in the Urban Centres Framework for a number of major centres including Meadway, Bordesley Green, Coventry Road, Alum Rock Road and Stechford.

• The Council is working alongside the Birmingham Anchor Institution Network and local employers, so that as many of these newly created jobs are given to people in East Birmingham.

HS2 is a once in a lifetime opportunity for East Birmingham

HS2 will pass through East Birmingham on its way between stations at Birmingham Curzon and UK Central in Solihull. The new stations will be surrounded by new jobs and development.

In Birmingham city centre the HS2 Curzon Station will sit at the centre of the 141-hectare Curzon Growth Area and adjacent to the city's Knowledge Hub where Innovation Birmingham, Birmingham City

University and Aston University are delivering major expansion plans. To the south of the station is the city's digital and media district in Digbeth with its vibrant mix of businesses and cultural spaces, the growth of which will further enhance the city's historical reputation as a place for innovation and enterprise.

The UK Central Hub in Solihull is one of the UK's most strategically important development areas and a driver of regional and national economic growth. The 140-hectare Arden Cross development site will be home to the new HS2 Interchange Station which will be on the doorstep of Birmingham Airport and within easy reach of Birmingham Business Park, Jaguar Land Rover and the NEC.

Within East Birmingham itself HS2 will create major opportunities for jobs and training including up to 500 new jobs at the HS2 maintenance depot and control centre in Washwood Heath. There will also be supply chain opportunities for local businesses.

Though there will be a degree of short-term disruption, there are immense opportunities in the short, medium and long-term from the changes brought about by HS2.

Plan 9: Major area growth proposals.

Pages 24 and 25

Photo montage showing 4 photos

- People walking through a park,
- Tower at Tyseley Waste Processing Site,
- Hand holding electric charging point,
- Midland Metro Tram.

Clean energy and climate change

The Council has declared a climate emergency and set the ambition for the city to become carbon neutral by 2030. Moving to zero carbon will bring many opportunities, including better health and wellbeing, better jobs, and better places to live. A partnership Climate Change Taskforce has been assembled to decide how the whole city can make the required changes to the way that people live, work, and travel in order for Birmingham to lead the way in tackling climate change.

East Birmingham is the home of Tyseley Energy Park where excellent work is already underway to develop new sustainable technologies, including ways of generating clean energy. This has the potential for significant expansion and will play a key role as the city develops a new waste and recycling strategy. There is an opportunity for this growth sector to be one of the 'industries of the future' which will attract future investment to East Birmingham, creating skills and employment opportunities for local people.

Tyseley is at the forefront of clean energy and sustainable technologies

At Tyseley Energy Park (TEP) important progress is being made to develop green technologies.

TEP is home to a waste wood biomass power plant which provides power for Webster and Horsfalls' manufacturing operation.

The next step will be the development of the UK's first low and zero carbon refuelling station which will include a range of fuels that will reduce emissions including hydrogen, Compressed Natural Gas, Commercial Scale Electric Chargers and Biodiesel.

In the future there are plans to build an energy from waste facility that will be capable of generating renewable heat, electricity and biomethane that can be used across the city.

The Commonwealth Games

In 2022 Birmingham is set to host the Commonwealth Games. In preparation for the Games the city is investing in extensive improvements to its sporting venues and facilities.

The main focus for the Commonwealth Games will be in the north of the City where improvements are on site which will transform the local centre, road network and railway station The Athletes' Village is currently under construction. This temporary accommodation for athletes will be converted after the games to provide 1,400 new homes. However, the benefits are not limited to Perry Barr, and the entire city will benefit from the vast investment that the Commonwealth games will bring to Birmingham, including job opportunities and significant improvements to the city's transport system.

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Vision

The East Birmingham Board has proposed the following overall vision and objectives for the future of East Birmingham.

The Council and its partners will make use of the unique opportunities and potential of East Birmingham to create a clean, safe, prosperous and well-connected place where citizens from all backgrounds have access to excellent housing, education, healthcare, green spaces and employment opportunities. Local communities will work together as part of the team to achieve their aspirations and will share a strong sense of ownership and pride in their area. The main role of East Birmingham within the wider city region will be as a desirable yet affordable residential area with excellent amenities which is particularly suitable for families with children, and as a centre for low carbon and sustainable industries.

Objectives

The strategy seeks to improve all aspects of the lives of people in East Birmingham. The objectives of the strategy are divided into the following key themes:

Equality

We want East Birmingham to be a fair place where people (regardless of their background, age, ability, and needs) respect one another, have high aspirations, equal access to opportunities, and can achieve what they want to achieve.

We aim to:

- Improve people's overall quality of life (including education, health, and crime levels).

• Improve fairness in employment, including supporting those who have not had a job for long time into secure work.

• Improve fairness in education.

Education and learning

We want people in East Birmingham to benefit from the best start in life and to be able to obtain the knowledge, skills, and qualifications that will help them achieve their potential and succeed in secure and sustainable employment.

We aim to:

• Increase the number of children who thrive and whose fundamental physical and psychological needs are met.

• Increase the number of children who are school ready.

• Increase the number of children meeting their developmental goals and improve children's academic performance.

• Increase the number of people with qualifications.

• Increase the number of young people in employment, education, or training.

Health and wellbeing

We want East Birmingham to be a place where people enjoy longer, healthier lives and feel part of resilient and independent communities that take care of each other.

We aim to:

• Support people to live longer and lead independent, healthy lives.

• Improve people's health and wellbeing (including mental health).

- Reduce infant mortality.

- Support and enable families to give children the best start in life.

- Provide accurate information advice and guidance to enable residents to more easily understand the health system and how it can meet their health and wellbeing needs.

Affordable, safe and connected places

We want East Birmingham to be a desirable and affordable place where people want to live, work, learn, and spend time in, and where people can get to where they need to go safely and easily.

We aim to:

- Improve living standards.

- Reduce overcrowding and homelessness.

- Reduce crime.

- Improve how people can get around (including buses, trains, cycling, and walking).

- Improve road safety.

Economy

We want East Birmingham to be flourishing place where people are able to contribute to and take advantage of the benefits and opportunities provided by a thriving local economy.

We aim to:

- Increase the number of people in employment (including increasing the number of people with higher-skilled and sustainable jobs).

• Reduce the employment gap for people with ill health and/or disability.

• Support more local businesses to provide safe, healthy and financially secure jobs.

• Promote a healthy food economy across East Birmingham.

• Reduce the number of working people who are in poverty.

• Support the creation of new co-operatives and social enterprises and create greater opportunities for these organisations in business and public sector organisations.

Power, influence and participation

We want people in East Birmingham to be empowered, able to exercise their rights and responsibilities, and able to influence decision-making that affects them and their communities.

We aim to:

• Increase people's satisfaction with their quality of life in their neighbourhood.

• Give people more power to make decisions on public-sector spending in their local areas.

• Support communities to do more things for themselves.

• Support people of every age, sexual orientation, gender identity, faith, disability and ethnicity to participate and feel able to be an active part of their local community.

The environment

The work undertaken to achieve our vision for East Birmingham will be shaped by our responsibility to protect and enhance our environment to ensure the benefits of inclusive growth can be enjoyed by current and future generations.

We aim to:

- Improve air quality.

- Improve the natural environment and neighbourhoods, (including parks and green spaces).

- Increase the number of people using sustainable methods of transport.

2 photos showing:

- Student walking through doors of South and City College,
- Train at Tyseley Railway Station.

Pages 28 and 29

3 photos showing:

- Number X1 bus on route towards Coventry,
- Staff at University Hospitals Birmingham at an awards ceremony,
- Police Officer and man talking in street.

Approach

To achieve the vision for East Birmingham we will work in partnership to bring forward five Big Moves - the key changes that are needed to deliver inclusive growth - and adopt new ways of working, following the principles set out in this strategy. This new approach will require significant changes to the way that we plan, deliver and evaluate services, connect with our communities, and work with our partners.

Social, economic, and environmental challenges are often linked - for example, transport improvements can deliver economic growth, better wellbeing, more jobs, and improve the quality of the environment. However, in order to secure the full benefits, and to ensure that they are shared fairly, a joined-up approach is needed that brings together the partners and community to work together as a team.

Guided by the proposed principles below, as well as the responses we have received in the public consultation on this document, the East Birmingham Board will work to ensure that all of our activities are joined-up, including the delivery of the Big Moves, and that we are maximising the social, environmental, health and economic benefits of growth. The lessons that are learned in East Birmingham, and the successes that we achieve, will be used to guide the delivery of inclusive growth elsewhere in the city and region.

Our first priority will be building upon things that are already having positive impacts on people, accelerating our existing plans for improvement and ensuring that East Birmingham is at the front of the

queue whenever there are opportunities for investment and innovation.

Big Moves

The Big Moves are the five major changes that need to happen for the Vision to be achieved. The delivery of the Big Moves will require all of the East Birmingham Board partners and the community to work together; and in some cases will require the support of Government.

The Big Moves are not the only activities which are needed to deliver the Vision, but they are the most important.

Improved local services

Good quality local services are critical to the wellbeing of all communities and are particularly important in areas like East Birmingham where educational attainment levels are lower, health is poorer and social problems are more commonplace.

Improving the performance of the health service, social care services, and education are essential to achieving the Vision. To achieve this, we will work together to consider how each of the services can provide better outcomes and a better overall experience to those who use it, focussing on people rather than processes.

We will also prioritise East Birmingham for the improvement of existing services and as the place to develop new and innovative approaches in collaboration with the local community. This will include working together to tackle local issues and to target interventions wherever there is a particular need.

For our health services we will seek to:

- Work with local communities, providing them with tools and information to make healthier choices and manage their health problems.

• Improve access to health services, helping local people to access the right service at the right time.

• Understand the reasons why people die early in East Birmingham and develop services which can help.

• Invest in local voluntary and community sector services and create a network of link workers to help local people find out about what support and activities are available to them locally.

• Have a greater emphasis on the promotion of health and wellbeing including increased support for healthy and nutritious eating.

• Maximise efficiency in how we use public resources.

• Bring together local primary care services (such as GPs, community pharmacies and dentists) with community services like district nursing, social work and mental health support to better plan and co-ordinate help for those who need it.

• Continuously improve the quality of care. Raise the qualtiy of health services by making improvements to premises and supporting those services which have been rated as inadequate to improve.

• Work with the providers of day care, residential care and nursing homes to ensure that services are of a good quality and meet the needs of local residents.

• Support those who take on formal or informal carers' roles for friends and families to remain well.

The City Council will ensure that children in East Birmingham have access to excellent schools and early years provision by:

• Working with the Birmingham Education Partnership, Multi-Academy Trusts and Regional Schools Commissioner to improve underperforming schools and academies.

• Continuing to invest in the improvement of school buildings and bring forward proposals for the redevelopment of schools, where capital funding allows.

• Supporting the expansion of high-performing schools and encouraging the creation of new school provision if required.

• Supporting schools to promote inclusivity, enabling pupils with additional or special educational needs to access their local school.

• Helping schools to work together and share best practice through School Collaborative Working Pilots and by pairing high-performing institutions with those that are struggling to share successful approaches.

• Supporting the provision of out of school early years provision including childcare, play groups and activities for young children.

• Working with early years health and wellbeing providers, maternity providers and NHS partners to ensure all children have the best start in life.

We will also explore opportunities to make the best use of our land and buildings in East Birmingham to deliver our services more efficiently and to support community and voluntary activities wherever possible. In some places it may be possible to create multi-agency hubs - buildings where several different services are available in the same place. Through this exercise we will also work with communities to seek productive new uses for any building or land which is no longer needed.

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Business, employment and skills

Improved transport links - both within East Birmingham and from the area to other parts of the city and wider region - will help residents in East Birmingham to benefit from new and existing employment opportunities including those in the city centre and at UK Central. We will focus our energy on making sure that local people know about these jobs and the support that is available to help them to get them. We want residents in East Birmingham to have every opportunity to get better paid jobs and fulfilling careers.

Support to get a job and access training is available but it isn't always easy for local residents to find out what it is and where to get it, or to know what the best route is to achieve their career goals. The economic impact of the pandemic has made it even more difficult for people to access jobs. According to WMCA's State of the Region 2020 report, 496,000 people across the West Midlands Region were on furlough in June 2020, the equivalent of all jobs in Birmingham. The claimant count has nearly doubled overall.

We want to change this by making sure that the offer to residents is clear and that city and region-wide programmes have a clear focus and targeted offer for East Birmingham. To support this we will work to:

- Clearly set out what employment and training opportunities are available to people in East Birmingham.

- Communicate this offer to local people through community venues, community organisations, social media, etc.

- Work with employers, training and employment support providers to develop clear pathways for local people into good jobs.

• Target our resources in areas of East Birmingham with particularly low levels of employment and also on young unemployed people who are most likely to benefit.

• Support businesses of all types and sizes to create greater social value for their local communities.

We know that we can deliver targeted support to certain areas and people who need it now but there is much more that could be done. We will work to explore opportunities to secure additional funding for East Birmingham to accelerate and expand the employment and training offer in East Birmingham.

Local businesses have a key role to play in the economy and can also contribute to helping people to live healthy lives. We will support the growth and vitality of local businesses by:

• Encouraging larger businesses and organisations in the area to build positive relationships with local smaller businesses and organisations. This includes developing local supply chains and sharing learning and best practice.

• Supporting the growth of green technology and green energy businesses, building on the projects that are underway at Tyseley Energy Centre.

• Helping businesses to innovative in recruiting people with appropriate skills and experience.

• Expanding our existing range of business support services which includes grants, loans, advice and training. At present we are not able to offer grants to shops and retail businesses. We will work to change this to ensure that we can do more to support more businesses in East Birmingham.

• Developing the ability of businesses to support the health and wellbeing of their employees using the Thrive at Work framework.

• Working with the food industry including training providers, food suppliers, processers and retailers - in the public, private and third sector - to build a healthy food economy. This will both strengthen local businesses and increase access to fresh, healthy food.

• Designing grants to address the healthy food economy and create more lasting impact on the health and wellbeing of local communities.

• Develop the role of Heartlands Hospital as an anchor employer for the community of East Birmingham, and explore the many opportunities provided by University Hospitals Birmingham NHS Foundation Trust.

- Photo showing aerial view of Fort Dunlop.

Pages 32 and 33

Local places and green spaces

Local centres, shopping parades, parks and other green spaces have a strong influence on peoples' quality of life. They are the places that people come together for shopping, work, sports and leisure, and to access local services. Strengthening, improving and unlocking the potential of these places is needed to support growth and to provide a better environment for local people.

We will do this by working together with local communities to build on the existing strengths of each place, identifying opportunities for improvement, and finding solutions to local issues and problems. This will help to make these places safer, cleaner and easier to use, support the growth of local shops, businesses, co-operatives and social enterprises, help people to live healthier lives and support local community activities and cohesion.

For local shopping centres this will mean:

- Addressing transport issues such as public transport, walking and cycling routes, and car parking.

- Improving cleanliness, air quality and the quality of the environment.

- Improving the quality and availability of facilities for community and voluntary groups.

- Reducing the number of empty shop units, making sure that there are good quality spaces for local business, and identifying opportunities for new development.

- Working with the food sellers and hot food takeaways to provide more healthy choices.

• Improving access to local services such as libraries, doctors' surgeries and leisure centres.

• Seeking ways to preserve, enhance and celebrate local distinctiveness and culture, such as historic buildings and engage the community in different ways, including arts and heritage projects.

The Council's Urban Centres Framework already sets out major plans for the improvement of some of East Birmingham's most important local centres at Alum Rock Road, Bordesley Green, Coventry Road, Meadway and Stechford. We will work with the community to deliver these plans and to ensure that the maximum benefits are realised as quickly as possible. We will also encourage communities to make use of the Urban Centres Toolkit to take the lead in improving their local centre.

West Midlands Police have identified two Impact Areas in East Birmingham at Bordesley Green and Sparkbrook and Sparkhill where there will be a particular focus on tackling crime and delivering long-term improvements in safety. We will work together to support these impact areas, and to address the wider causes and impacts of crime across East Birmingham.

The council will also support West Midlands Police initiatives to support recruitment into the police service from people from a more diverse range of backgrounds. This will help better reflect the communities served in East Birmingham and will set a positive example.

We will explore opportunities to improve parks, green spaces including the Cole Valley corridor, and the canal network and find ways to encourage more residents to use these places as part of an active lifestyle. There will be a key role for the local community to help identify what changes and improvements are needed, and to get involved and play a greater role in looking after their local green spaces in order to ensure that the benefits are lasting.

The Council and our partners are working to bring forward work to transform our parks and green spaces. This work, known as the Future Parks Accelerator programme, has a chosen focus on Ward End and Washwood Heath as one of 4 city pilot areas. This activity will be the first step in the development of a 25-year plan for the future of the natural environment in East Birmingham. The natural environment plan will be used alongside this strategy to provide clear steps forward to improve the quality of green spaces and neighbourhoods. We will make sure that new developments fit in with this plan by making a positive contribution to the quality of local places, providing good quality green spaces and creating healthy living environments.

- Plan 10: Local Centres and Green Spaces in East Birmingham

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Image showing visual of proposed Midlands Metro route with tram near Heartlands Hospital in Bordesley Green

Midland Metro East Birmingham to Solihull extension

The planned extension of the Midland Metro route through East Birmingham will provide a new connection to key destinations including Birmingham city centre, Birmingham Airport and the new job opportunities around UK Central, Birmingham Business Park in Solihull and the two new HS2 Stations. The route will pass through key locations in East Birmingham including Bordesley Park, Heartlands Hospital and the Meadway redevelopment.

The delivery of the Metro is a crucial part of the excellent public transport system that is needed to help transform the way that people move around East Birmingham. Along with improvements to bus, rail, cycling and walking routes, and the forthcoming Sprint rapid transit route along the A45, the new Metro service will provide a fast and reliable connection, allowing local people to access employment, education and amenities. This improved access will also help bring people into the area, stimulating growth and regeneration along the route corridor.

The construction of the new Metro line will be a major infrastructure project which will create jobs, apprenticeships and training opportunities. There will also be opportunities for local businesses to supply the materials and services needed.

In order to make sure that East Birmingham gets the most out of the Metro project we will:

- Work with Transport for West Midlands to bring forward the East Birmingham to Solihull Midland Metro extension as soon as possible. This will include the development of a strong Business Case to

Government setting out both the transportation benefits and the strong contribution the Metro will make to the delivery of inclusive growth in East Birmingham.

- Ensure that the Metro route stops, and services work efficiently alongside other transport improvements, and link properly with walking and cycling routes to best meet the needs of local people.

- Ensure that the social value benefits of Metro will be maximised - including apprenticeships, training, links with schools and colleges and supply chain opportunities.

Heavy rail network

There are three railway lines running through East Birmingham, providing connections to the city centre and onward to regional and national destinations. HS2 will also pass through the area, running alongside the existing Water Orton line near the M6, with two new stations planned close by at Birmingham Curzon and Interchange Station in Solihull.

Despite these excellent opportunities, rail travel in East Birmingham is less popular and more difficult to use than in other parts of the city due to the difficulty of getting to a station, and the comparatively long waiting times between trains. Improvements are therefore needed to get the best out of East Birmingham's railway network.

There are major plans to improve East Birmingham's railways over the lifetime of the strategy. HS2 will provide a new connection between Birmingham and Birmingham International, freeing space on existing train lines and allowing the operation of more frequent services. In addition, Midlands Connect will make the case for new services across the wider region; dramatically increasing capacity through the Midlands Rail Hub scheme.

This will support capacity improvements required on the Water Orton Corridor to facilitate the creation of new stations at Fort Parkway and Castle Vale/Castle Bromwich which are included in West Midlands Rail Executive's (WMRE) Rail Investment Strategy.

We will work with HS2 Ltd., Midlands Connect and West Midlands Rail Executive to support the delivery of these plans and to ensure that East Birmingham benefits fully from them. We will help local people to access employment and training opportunities linked to railway projects. We will also bring forward proposals to maximise the value of the existing rail network, including improving the public transport, cycling and walking routes to stations.

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Principles

The Big Moves are the key changes that are needed to reach our vision for East Birmingham. However, we will also need to bring forward a wide range of other projects and initiatives to ensure that we are improving every aspect of life in East Birmingham.

The following principles will be used to guide this work:

Prioritising East Birmingham - we will make sure planned projects happen sooner and quicker wherever possible and that East Birmingham is considered first for new ideas (such as improvements to services and pilot schemes). We will also work together and with the community to work out how investment in East Birmingham can make a positive difference to local people.

Investing in the environment - learning from positive examples such as the Tyseley Environmental Enterprise District, we will seek to prioritise the development of sustainable and low-carbon technologies which will contribute to reducing the impact of climate change, supporting the Council's target of a carbon neutral Birmingham by 2030 and improving air quality and biodiversity. We will ensure that growth does not come at the expense of the environment, and we will always consider the effect on the environment and climate when we make decisions.

Joined-up working - we will find new and better ways of working together to make sure we are delivering high-quality services to the people who need them. This means working together to solve problems, make decisions, share learning, resources, and responsibility, and achieve positive outcomes for our communities. By working together and combining our efforts, we can better meet the needs of people and deliver better services for less money.

Empowering communities - we will find and make the most of opportunities to support strong, compassionate and connected communities to do things for themselves and will build trust with citizens through genuine and meaningful engagement and collaboration. The Council aims to empower communities by supporting people to get involved in decision-making and working together as equal partners to learn from the knowledge and experiences of our communities, we can respond better to the needs and aspirations of local people, make sure they can shape their own lives, support them to protect themselves against challenges, and make better use of resources. This can be via a range of tools including Local Economic Development Plans and enhanced Ward Plans.

Transparency - we will share data and information freely whenever possible and regularly publish progress reports which will provide an update on the Big Moves, wider program of activities and our progress against our objectives.

Working locally - we will work more closely with local people and places to get to know, understand and connect with them and build meaningful, community led, long-term relationships, where there is trust between everyone, to make sure efforts are focussed on what really matters to our communities. We will listen to and work in partnership with communities to understand local issues, making the most of the strengths of our people and places. We want to learn from what is and isn't working well and develop shared and unique solutions that will help tackle local problems.

Prevention and early intervention - prevention is about being proactive, recognising the potential needs of people, and acting before problems arise. Early intervention is about identifying problems early and intervening quickly to stop things becoming worse. This way of working addresses people's needs early on and helps to protect their health and wellbeing. By doing so as well as focussing on the strengths of

individuals and their communities, we can empower them to do things for themselves and respond better to life's challenges, encourage them to have high aspirations, and enable them to achieve their goals. Partners will work closely together and seek to focus resources on prevention and early intervention approaches that can have lasting benefits throughout a person's life.

Putting technology to work - digital technology is changing the way people live. We will make sure that East Birmingham is able to take advantage of the benefits of new technology by finding practical opportunities for innovation and the development of commercial and employment opportunities. We will make the most out of new opportunities in digital connectivity to make sure people can take advantage of the economic, social, and physical benefits provided.

Joined-up transport - a joined-up transport network that's reliable, works well, and meets the needs of residents, businesses, and visitors has the potential to significantly increase economic growth and unlock the potential of East Birmingham by attracting opportunities for investment and regeneration. Improving transport, in line with local priorities and needs, will enable people to get to where they need and want to go (regardless of where they live, their accessibility needs, or their economic circumstances), will connect more people with more opportunities, and will improve the quality of life for local people by encouraging healthier active forms of travel such as walking and cycling.

- Image showing architects visual of new housing.

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Next steps

The purpose of the draft strategy was to start a discussion with the community of East Birmingham. During the initial consultation we engaged with local people, Councillors, businesses and community organisations and created lasting links that will shape the way that the strategy is delivered. Following this initial engagement, we have updated the strategy taking on board the views and comments we have received and formally adopted it as our Strategy for the regeneration of East Birmingham.

Following the adoption of the strategy we will be working to develop a detailed plan of action which will bring together the Big Moves and all of the other activities and projects that are needed to deliver our shared vision. We will use the action plan to make sure that we are working in a joined-up way in line with the principles we have set out above, and that the maximum benefits are achieved.

The following table summarises some of the work which will make up the action plan, including the next steps we will take and some of the longer-term goals we will be working towards such as the Metro extension, HS2 and improvements to the railways. Many of the things in this list are either already in progress, or can be brought forward quickly, and will be delivering benefits while we are working to develop and fund our longer-term proposals.

Delivery Plan

The next 8 pages shows a table, showing the Delivery Plan Objectives for East Birmingham. The table shows 5 columns as follows:

- **Column 1: Project or Programme** – listing the name of each project or programme,

- **Column 2: Description** - providing a brief description of each project or programme,

- **Column 3: Timescale to Deliver** – showing the timescale for each programme,

- **Column 4: Funding Status** – listing the status of funding for each programme,

- **Column 5: Primary Objective Theme** – detailing which part of the strategy the project belongs to.

As these are large tables, with a high volume of information and with some projects having different timescales, the text has been written in paragraph form, so that it reads in the correct order.

Health and wellbeing improvement programme

To begin our programme of improvements to health and wellbeing we will engage local people to:

• Understand more about their health and wellbeing concerns, aspirations and expectations of health and social care services.

• Co-design information to support them to use the right health service at the right time to remain healthy and independent for as long as possible.

• Understand their requirements and preferences for information to enable them to make healthy choices and prevent and manage long term health conditions.

• Increase uptake of screening, immunisations and vaccinations.

• Make use of local green spaces to become more active and increase participation in physical activity.

• Build local voluntary and community sector activity to support local people within their local neighbourhoods. Ensure that East Birmingham has the resources it needs to deliver high quality health and social care services by:

• Creating a single workforce plan for the area which creates opportunities for local people where appropriate and sets out clearly our plans for local GP recruitment and retention.

• Creating an estates strategy which informs capital investment to ensure that physical standards are improved and makes the best use of the space available to us.

• Creating a digital plan to ensure that local services have access to IT systems which enable their work and interface to enable information sharing.

• Addressing safety and quality issues within services.

• Providing safe facilities and social settings for physical activity.
Improve local health and social care services by:

• Implementing Primary Care Networks to bring together GP practices into groupings to deliver enhanced primary care services to 30-50,000 patients.

• Reviewing urgent care services such as walk-in centres and recommissioning as appropriate.

• Increasing the range of health services available locally by moving some services/activities out of Heartlands Hospital and into a community setting.

• Creating multi-disciplinary teams which bring together health and social care services to deliver joined up services to local people who are struggling to live independently due to problems like frailty, dementia, mental health problems or diabetes.

• Improving local maternity and early childhood health services.

• Creating an infrastructure of social prescribing link workers and neighbourhood network schemes to connect local people back to help and support in their local communities where this will meet their needs more effectively than formal health and social care services.

All the above points have:

- Timescale to Deliver: 0-5 years
- Funding Status: to be identified
- Primary Objective Theme: Health and Wellbeing

Next Steps
Following on from these initial activities we will continue to work together in partnership and with the local community to find ways to offer better services which meet local needs.

- Timescale to Deliver: 5-10 years
- Funding Status: To be identified

Skills Review and Investment Plan

To start improving skills and employment support we will focus on the following areas:

Engagement

• Map the employment and training offer in East Birmingham to clarify the support available.

• Develop an East Birmingham communication campaign, working with local stakeholders and using local social media channels to flood the area with information on the support and job opportunities available and how to access them.

• Hold 'Opportunity Roadshows' in community venues, showcasing employment support, training and job opportunities.

Employment Support

• Set up an East Birmingham Taskforce, bringing together key stakeholders to clarify and coordinate support for local people.

• Deliver employment support and other local employment, training and skills programmes through the Connecting Communities projects in Washwood Heath and Shard End.

- Timescale to deliver: 0-2 years
- Funding Status: Funded
- Primary Objective Theme: Economy/Education and Training

Careers/Information Advice and Guidance

• Deliver targeted information, advice and guidance about real jobs in East Birmingham, profiling local employers and showcasing support and training available to secure the opportunities.

• Develop and share career profiles relating to opportunities with major employers and developments, for example HS2 and the NHS.

Vocational Skills

• Work with the NHS to develop and pilot accessible training and employment support pathways into opportunities for East Birmingham residents, particularly at Heartlands Hospital.

• Work with HS2 Ltd contractors to develop accessible training and employment support pathways into opportunities for East Birmingham residents.

Employer Engagement

• Develop a co-ordinated approach to employer engagement to connect local people with local job opportunities with an initial focus on building relationships with medium sized companies based in East Birmingham.

• Target SMEs based in East Birmingham to promote the WMCA levy transfer scheme and make best use of public sector levy funding generally, including Council funding.

• Secure support from local businesses to provide mentoring opportunities through Mayor's Mentors partners.

In Work Support

• Through employer engagement activity, promote support available to upskill existing staff through long and short courses and apprenticeships.

• Pilot activity with the NHS to support local people into work and continue their development in work and to upskill staff to open up entry level opportunities.

- Timescale to deliver: 0-2 years
- Funding Status: Funded

Next Steps

In the longer term we will:

• Continue to work together to explore opportunities to secure additional funding for East Birmingham to accelerate and expand the employment and training offer.

• Evaluate the impact of our engagement activity and so that we can review and improve our approach.

• Share the lessons learned from the delivery of the Connecting Communities project to raise awareness of what works in East Birmingham.

• Expand careers information about local job opportunities working with local employers.

• Expand sector-based approach to vocational skills into other sectors with accessible job opportunities for East Birmingham residents.

• Continue to engage with local employers with a particular focus on building long term relationships to open up pathways into employment and to upskill existing staff.

- Timescale to deliver: 2-5 years
- Funding Status: Funding to be identified

Schools and early years improvement programme

We will improve the quality and availability of schools and early years provision by:

• Focussing Council investment to maximise high-performing school places and schools, improve school buildings and redevelop schools where required.

• Minimising days lost through education as a result of maintenance issues by directing investment to priority works and ensure a safe, warm and dry environment for our children.

• Providing free early year entitlements for two, three and four-year-olds, for eligible parents.

• Securing sufficient childcare for working parents.

• Providing information, advice and assistance to young people and parents.

• Providing information, advice and training to childcare providers.

• Ensuring young people and parents are aware of the requirement for young people to participate in education, employment or training to their 18th birthday and beyond.

• Promoting participation of vulnerable young people not in education, employment or training (NEET) and identifying and working with young people who are 'Not Known'.

• Securing sufficient suitable education provision for pupils requiring Special Education Needs (SEND), disabilities or specialist provision.

• Supporting education providers to ensure that they have enough appropriate space for their needs.

• Consulting children and young people with SEND or disabilities, and their parents, when reviewing local SEND and social care provision.

• Working with the Regional Schools Commissioner to tackle underperforming schools and academies.

• Extending ‘collaborative working pilots’ to help schools to work together and share best practice.

- Timescale to deliver: 0-5 years
- Funding Status: Funding to Be Identified
- Primary Objective Theme: Education and Training

Expand business support

The partners will develop options to expanding business support provision in East Birmingham, with the aim of supporting key business sectors such as small and medium businesses, new start-ups, co-operatives and social enterprises; supporting healthy high streets and local centres.

- Timescale to deliver: 0-2 years
- Funding Status: Funding to be identified
- Primary Objective Theme: Economy

In the longer term we will explore how support could be offered to types of business such as retail which are not eligible under our current funding arrangements.

- Timescale to deliver: 0-5 years
- Funding Status: Funding to be identified

Local places and green spaces

We will work with local communities, businesses and other stakeholders to improve the quality of the environment, tackle problems and meet local needs.

As part of this work we will work to bring forward plans for the improvement of the major local centres at Alum Rock, Bordesley, Coventry Road in Small Heath, Meadway and Stechford which are

identified in the Council's Urban Centres Framework and Local Cycling and Walking infrastructure Plan. We will work with the WMCA Town Centre Taskforce, which has designated Bordesley Green as one of the 'first wave' town centres where funding has been made available to revitalise high streets. Guided by conversations with the community we will also find ways to support and improve smaller shopping centres and other important places across the area. This work will be carried out in co-ordination with improvements to the transport system.

- Timescale: Ongoing
- Funding Status: Funding to be identified
- Primary Objective Theme: Affordable, safe and connected places/Economy

We will take a similar approach to the area's many green spaces. Working in a joined-up way with the community we will improve the safety, quality, and appeal of local green spaces and 'blue' spaces such as canals and rivers. The River Cole Valley will be a particular priority.

This approach will build on the lessons learned through the Ward End Park Future Parks Accelerator where the Council, the Active Wellbeing Society and Sport England will be working together to improve Ward End Park and to find ways to get local people involved to develop skills and experience.

- Timescale: Ongoing
- Funding Status: Part funded

Supporting these projects will be activities which will improve cleanliness and the quality of environment. These will include:

• Area-based projects focusing on the improvement of specific priority areas, working with the community to deliver lasting change.

• Making proactive use of the Council's enforcement powers including:

- Allocating a dedicated Planning Enforcement Officer to target neglected buildings and untidy land.
- Expanding the use of litter patrols in local centres.
- Working with shops and businesses to ensure that commercial waste is disposed of properly.

• Awareness and education projects to reduce fly tipping and littering and to help and support communities care for their local places.

- Timescale: Ongoing
- Funding Status: Funding to be identified

Transport Improvements

Major changes and improvements are planned which will transform the City's transport system. In East Birmingham we will ensure that this work is brought forward in the best way to support all aspects of the strategy and to maximise the benefits that are delivered, including improvements to air quality.

Walking and Cycling

• We will work to secure funding and deliver proposed walking and cycling routes (as set out in the Council's Local Cycling and Walking Infrastructure Plan) as quickly as possible and with the involvement of the local community. Projects will include:
- Coventry Road cycle route.
- Tame Valley green route (Bromford).
- Improvements to the accessibility of Ward End Park and Grand Union Canal in Small Heath.

• We will encourage cycling by supporting cycle hubs, community cycling groups and other projects such as 'Big Birmingham Bikes' and 'Bike Banks' for families.

• We will prioritise the improvement of safe walking and cycling links to railway stations and public transport corridors.

Emergency travel measures - Tranche 1
In May 2020 Department for Transport (DfT) announced that the Emergency Active Travel Fund (EATF) of £225 million, allocated to combined and local authorities, would be released in two tranches. The initial tranche of funding was to be used to promote cycling and walking as a replacement for journeys previously made by public transport.

- Timescale to deliver: 0-5 years
- Funding Status: Part funded
- Primary Objective Theme: Affordable safe and connected places

Schemes delivered as part of Tranche 1 in East Birmingham included the A45 pop-up cycle
lane and Park and Pedal programme in Bordesley Green.

- Timescale to deliver: Completed 2020
- Funding Status: Funded

Emergency travel measures - Tranche 2
The second tranche of funding is intended to support the creation of longer-term projects, some of which were delivered in a temporary capacity through the Tranche 1 programme. The outcome of the Tranche 1 review will assist in determining the final schemes delivered through Tranche 2 funding. Schemes will be developed and delivered throughout 2021/22.

- Timescale to deliver: 0-2 years
- Funding Status: Funded

Public Transport
A range of major improvements are planned to public transport, including:

Bus Services

Bus services will be improved by increasing frequency, improving reliability and improving cross-city connections by giving buses priority over other traffic. In East Birmingham we will ensure that these improvements take into account the needs of local people, including those who work outside normal hours at major employment sites (for example Birmingham Airport) and focussing on north-south routes.

- Timescale to deliver: 0-5 years
- Funding Status: Part funded

A45 Sprint

The A45 Sprint route will soon provide a fast and reliable new service from Birmingham to Solihull and Birmingham Airport along the A45 Coventry Road, including the provision of bus priority measures.

- Timescale to deliver: Ongoing 2022
- Funding Status: Funded

Midland Metro East Birmingham to Solihull Extension

The planned Midland Metro East Birmingham to Solihull route is a crucial part of the changes which are needed to the area's transport infrastructure. We will work with the Government to secure the funding that is needed, and with the local community to ensure that the design of the route will work alongside other transport improvements to best meet local needs.

- Timescale to deliver: 5-10 years
- Funding Status: Part funded

Rail Improvements

The partners will work together to maximise the value of the rail network in East Birmingham. This will include increased service frequencies following the opening of HS2, and improvements to the

quality and accessibility of the existing stations, for example, new step-free access and cycle parking at Stechford railway station.

- Timescale to deliver: 0-5 years
- Funding Status: Part funded

We will also work to secure funding to bring forward the major plans for improvements set
out in the West Midlands Rail Executive's (WMRE) Corridor Priorities for the Birmingham East Tamworth-Nuneaton Corridor, and Wolverhampton to Coventry Corridor, as included in WMRE's West Midlands Rail Investment Strategy (WMRIS). In particular the opening of new local stations along the Birmingham East Tamworth-Nuneaton Corridor at Fort Parkway and Castle Vale/Castle Bromwich, which would be enabled by delivery of the Midlands Rail Hub (MRH), as the MRH is needed to provide the necessary step change in infrastructure capacity to allow new rail services calling at those stations to connect with central Birmingham

- Timescale to deliver: 10-15 years
- Funding Status: Funding to be identified

Highway Improvements
Several major highway improvement projects are planned or currently underway:

Iron Lane
At Iron Lane work is underway to implement two new gyratory arrangements to increase junction capacity and reduce congestion at the junction of Iron Lane, Flaxley Road and Station Road. This will include dedicated pedestrian/cycle crossing facilities, improved bus stops and new street lighting to improve public safety and security.

- Timescale to deliver: Completing 2021
- Funding Status: Funded

Bromford Gyratory

The planned Bromford Gyratory improvements include the delivery of two 'at grade' roundabouts to provide increased capacity for all modes by improving journey time reliability, reducing existing congestion and supporting sustainable transport. Improvements will support the delivery of HS2 by playing a vital role in relieving congestion on the Birmingham Motorway Box, offering an alternative route into and out of Birmingham.

- Timescale to deliver: 0-5 years
- Funding Status: Funding to be identified

Brays Road safety scheme

Safety measures were installed following discussions with local residents. The scheme included the Installation of Vehicle Activated Signs, the introduction of road markings, provision of in-line uncontrolled pedestrian dropped crossings and the upgrading of the existing zebra crossing.

- Timescale to deliver: Completed 2020
- Funding Status: Funded

Brownfield Road safety scheme

Work is underway to design improvements to Brownfield Road to improve safety following a number of recent collisions. The scheme is likely to include traffic calming measures including the narrowing of the junction and building up of the mini-roundabouts.

- Timescale to deliver: 0-3 years
- Funding Status: Funding to be identified

HS2 Road safety fund

HS2 has made £2.6m for road safety schemes in Birmingham the vicinity of the HS2 route to be delivered in the next five years. The next step will

be to carry out a survey to identify high risk roads where safety improvements are needed. We will then work to ensure that schemes are designed and delivered as quickly as possible.

- Timescale to deliver: 0-5 years
- Funding Status: Funded

Green Travel Districts

The purpose of Green Travel Districts is to help people to reduce their use of private cars, achieving economic, social and health benefits. The planned Green Travel Districts for Small Heath, Tyseley and Castle Vale will include projects such as car clubs, bike hire and freight consolidation which will work alongside Sprint and other planned transport improvements to reduce congestion and improve air quality.

- Timescale to deliver: 0-5 years
- Funding Status: Funded

Housing and Development

The Birmingham Development plan sets out an ambitious programme of growth and development including major proposals in and around East Birmingham. The Council will work with partners to ensure that this growth is delivered in a way that secures the maximum benefit for the people of East Birmingham. Some key elements of this work will include:

• Peddimore, near Castle Vale, which will create a major new location for business and manufacturing uses, creating 6,500 jobs.

- Timescale to deliver: Start 2020
- Funding Status: Funded
- Priority Objective Theme: Affordable safe and connected places/Economy

• The extensive development which is planned around the Curzon HS2 stations in the city centre and UK Central in Solihull.

- Timescale to deliver: Ongoing
- Funding Status: Funded

• The development of the HS2 Network Control Centre, Rolling Stock Maintenance Depot and neighbouring employment uses at Washwood Heath which is expected to create 2,000 jobs.

- Timescale to deliver: 0-10 years
- Funding Status: Funded

• The major growth and regeneration planned for the Bordesley Park area including the development of the Wheels site for employment and industrial uses.

- Timescale to deliver: 0-15 years
- Funding Status: Part Funded

• Proposed improvements to local centres including Meadway, Bordesley Green, Coventry Road, Alum Rock Road and Stechford.

- Timescale to deliver: 0-10 years
- Funding Status: Part funded

• New affordable homes delivered via the Council's Birmingham Municipal Housing Trust including major sites at Meadway and Yardley Brook in the Eastern Triangle growth area.

- Timescale to deliver: 0-5 years
- Funding Status: Funded

Climate Change and Green Technologies

It is essential that East Birmingham contributes fully to tackling climate change and making the city carbon neutral by 2030. We will work with the Birmingham Climate Change Taskforce and local business to establish East Birmingham as a focus for innovation and the new jobs and businesses opportunities which will be emerging from the green and low carbon technology agenda. Existing examples include the innovative work underway at Tyseley Energy Park and Jaguar Land Rover's electric vehicle manufacturing at its Castle Bromwich plant.

- Timescale to deliver: 0-5 years
- Funding Status: Funding to be identified
- Priority Objective Theme: Economy/Environment/Affordable, safe and connected places

New projects will be developed to put low carbon technologies to work in East Birmingham, including trials of hydrogen-powered vehicles and electric charging. We will also work with partners to create training and employment opportunities for local people in the green technology sector.

- Timescale to deliver: 0-5 years
- Funding Status: Funding to be identified

Localism, community Development and engagement

Beginning with the engagement and consultation on this draft document we will:

• Work with Ward Councillors, the community and partners including Neighbourhood Networks to build positive relationships with and between all elements of the community so that local people can fully contribute to and influence the work that is happening in their area.

• Contact local community voluntary organisations to discuss how we can help them to achieve their goals and how they can contribute to the objectives of the strategy.

• Support and encourage Ward Plans, Neighbourhood Plans, Community-Led Economic Development Plans and other community-driven initiatives.

• Work with Universities and national organisations to support innovative research projects, which will help to develop new tools and approaches to the delivery of Inclusive Growth.

- Timescale to deliver: Ongoing
- Funding Status: Funded
- Priority Objective Theme: Power, influence and participation

Social value and community wealth building

We will encourage businesses to support the objectives of this strategy and we will invest in East Birmingham not just by the money we spend, but by how we spend it.

We will help businesses that work in Birmingham and the West Midlands understand how to bid for our contracts; by promoting large projects such as HS2, the Commonwealth Games and the Midland Metro at events where businesses can speak to each other and understand more about future plans; by advertising our opportunities locally on FindItInBirmingham.com and by ensuring our contractors do the same. This way, more local businesses get the chance to win work and spend is recycled locally.

We will then work with our contractors and partners to ensure they provide good quality training and employment opportunities for local people, especially for those who may have found it challenging to get into work. We will also look for these companies to play their

part in reducing waste and tackling climate change as well as pay a real living wage to those working on our contracts.

- Timescale to deliver: Ongoing
- Funding Status: Ongoing
- Primary Objective Theme: Health and wellbeing/Economy

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Contact

Planning and Development
Inclusive Growth Directorate
Birmingham City Council

E-mail: planningandregenerationenquiries@birmingham.gov.uk

Web:
birmingham.gov.uk/ebigs

Telephone:
(0121) 303 3988

Post:
PO Box 28
Birmingham
B1 1TU

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Birmingham City Council would like to thank the following organisations for providing photos to use in this document: Jaguar Land Rover, BM3 Architecture, South and City College, Transport for West Midlands, University Hospitals Birmingham NHS Foundation Trust, Urban Splash, Welcome Change CIC and West Midlands Police.

We would also like to take this opportunity to thank the many businesses, community organisations and individual people who have provided permission for their photos to be used in this document and related publicity materials.