

**BIRMINGHAM CITY COUNCIL**

**CABINET MEMBER AND CHIEF OFFICER**

**FRIDAY, 09 JULY 2021 AT 00:00 HOURS**  
**IN CABINET MEMBERS OFFICE, COUNCIL HOUSE, VICTORIA**  
**SQUARE, BIRMINGHAM, B1 1BB**

**A G E N D A**

**1 - 48**

**1     PERRY BARR 2040 – PUBLIC CONSULTATION TO INFORM THE**  
**PREPARATION OF A MASTERPLAN AND DELIVERY PLAN**

Report of Acting Director of Inclusive Growth



# Birmingham City Council

## Report to Leader of the Council and Cabinet Member for Homes and Neighbourhoods

9th July 2021



**Subject:** Perry Barr 2040 – Public Consultation to inform the preparation of a Masterplan and Delivery Plan

**Report of:** Acting Director Inclusive Growth

**Relevant Cabinet Member:** Councillor Ian Ward, Leader  
Councillor Sharon Thompson, Homes and Neighbourhoods

**Relevant O & S Chair(s):** Councillor Shabrana Hussain, Economy and Skills  
Councillor Penny Holbrook, Housing and Neighbourhoods

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Are specific wards affected?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s): Perry Barr, Birchfield and Aston		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference:		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### 1 Executive Summary

- 1.1 This report seeks authority to undertake public consultation to inform the Perry Barr 2040 Regeneration Framework, including Masterplan and Delivery Plan. Consultation material is attached at Appendix 1.

## **2 Recommendations**

- 2.1 Approves public consultation to inform the Perry Barr 2040 Regeneration Framework for a period of 8 weeks commencing on Thursday 15<sup>th</sup> July 2021 and ending on Wednesday 8<sup>th</sup> September 2021.
- 2.2 Notes that following the consultation the Masterplan and supporting Delivery Plan will be finalised, and a report produced for Cabinet to endorse the Masterplan as part of the City Council's regeneration framework.

## **3 Background**

- 3.1 The Birmingham Development Plan (2017) identifies Perry Barr as part of a Growth Area (Policy GA3). The plan recognises the huge potential that the relocation of Birmingham City University provides for growth, along with the role One Stop Shopping Centre, the surrounding retail area and the rail station could play in transforming Perry Barr.
- 3.2 Securing the 2022 Commonwealth Games, and the associated investment this brings, has acted as a catalyst for change in Perry Barr. Projects currently underway include:
  - new transport links including highways changes, a redeveloped rail station and bus interchange, Sprint bus rapid transit and segregated cycle lanes
  - new homes at the Perry Barr Residential Scheme, as well as sites for future housing development
  - a new secondary school and sixth form
  - redevelopment of the Alexander Stadium
- 3.3 To ensure that the momentum is maintained, and the benefits of this investment are maximised, there is a need to develop a longer-term regeneration framework for the future transformation of the area, including a Masterplan which provides further details on opportunities. This will build upon the existing planning context and current projects, combined with future opportunities to provide a strategy to deliver the vision as a legacy. This masterplan will combine the existing projects with future opportunities to provide a framework for the area's transformation.
- 3.4 It is also crucial that the strategy reflects the impact of Covid19 by providing a framework for the urban centre to re-position itself economically, but also provide improved environmentally resilient spaces that support communities' health and wellbeing. Developing a masterplan for Perry Barr provides a real opportunity to include proposals that will help to tackle climate change and encourage sustainable living.
- 3.5 In Spring 2021 the City Council commissioned the consultants Arup to develop a Regeneration Framework, including Masterplan and Delivery Plan, for Perry Barr, in collaboration with City Council officers. This work is funded by the Council's Transformation programme, matched by a grant from Homes England.



3.6 The purpose of the Regeneration Framework is to:

- Provide a bold and ambitious vision for the legacy of Perry Barr that unites stakeholders;
- Optimise the existing projects and City Council assets within Perry Barr to deliver benefits for the existing and future communities;
- Identify the influences, constraints, consequences and opportunities for Perry Barr centre, in relation to the challenging economic environment;
- Present deliverable transformational opportunities for the Council to take forward with partners;
- Provide confidence to private-sector developers, investors and businesses to commit long-term to Perry Barr;
- Set out a programme of accompanying strategies and workstreams that are required to secure the transformation.

3.7 The work is being produced in conjunction with representatives from partner organisations such as Transport for the West Midlands, the West Midlands Combined Authority, Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust and others. Early engagement discussions on the emerging ideas and themes have also been held with resident groups and organisations in Perry Barr, ahead of this formal consultation period.

Regeneration Framework Themes and Opportunities

3.8 The work has been aligned with the emerging themes from Our Future City Plan and will play a key part in delivering a greener, fairer and more prosperous Birmingham.

3.9 The consultation material sets out a framework for the area's transformation (see Appendix 1). In summary:

- A **Vision** to unite stakeholders and a set of clear **Objectives** that identify the key themes that are fundamental to the transformation of Perry Barr;
- Five **Place Principles** to deliver the vision. These are focussed on: living and working, renewing and repurposing, connecting green spaces and places, promoting healthy communities, and delivering a thriving centre;
- Five **Focus Areas** that have been identified as having the potential for substantial change that will deliver the vision and clearly demonstrate how the masterplan can be implemented. These are Perry Park, Perry Barr Village, Perry Barr Urban Centre, Perry Hall Park, and the Walsall Road Corridor.

3.10 An engagement strategy has been developed to set out how the public consultation will be carried out, and to ensure that the consultation meets the requirements of the Council's Statement of Community Involvement. A summary of this strategy is

provided in Appendix 2. This approach builds on the frontloading that has been undertaken (see section 5 of this report) and also the engagement undertaken as part of the individual projects within Perry Barr. The engagement also complements the work being undertaken by the Games Team around city readiness and legacy.

- 3.11 A broad range of specific and general stakeholders will be informed of the draft masterplan. Views will be sought from the public and other stakeholders on the vision, objectives, place principles and focus areas.
- 3.12 The approach to consultation has been adapted to meet Covid19 restrictions, particularly the use of online events to provide an alternative to public meeting or drop-in consultations.
- 3.13 The masterplan needs to be endorsed by the City Council in a timely manner to ensure existing opportunities are optimised upon and to attract further investment into Perry Barr in order to deliver the long-term legacy for all. To ensure this happens, the preparation of the masterplan will progress as follows:

- Public consultation – 15<sup>th</sup> July to 8<sup>th</sup> September 2021
- Review comments and prepare final masterplan and delivery plan– September/October 2021;
- Endorsement of final masterplan by Cabinet – October 2021.

## **4 Options considered and Recommended Proposal**

### **4.1 Option 1 – Do nothing.**

Should the Council decide not to publish the draft and consult on the masterplan, it would limit the weight of the masterplan in investment and planning decisions. Not having a holistic up-to-date endorsed masterplan could impact the Council's ability to deliver projects identified in the masterplan and capitalise on potential investment. Without an agreed vision that unites all partners there is a risk that the opportunities presented by the Games to secure a meaningful legacy for Perry Barr are missed. In addition, this would go against the direction set out in the Strategic Outline Case for the Perry Barr 2040 Programme in December 2020, the city's targets to deliver new and affordable homes, and the Route to Zero programme.

### **4.2 Option 2 – Rely on the existing planning and regeneration policy framework.**

It is not intended that the Masterplan becomes a statutory planning tool, although it may be that certain elements are taken forward through this route in order for them to be delivered effectively over time. Once endorsed, however it will provide a greater level of detailed guidance than the Birmingham Development Plan (BDP), and also support the BDP review which is due to commence later this year. The existing policy framework does not reflect recent circumstances including the opportunity presented by the Commonwealth Games, existing investment and the new opportunities this unlocks, and changes to town centres including the impact of

Covid-19 and the changing role of retail and office space. The Urban Centres Framework provides a more up-to-date vision for the centre but does not include the level of detail to drive forward the transformation.

- 4.3 Option 3 – RECOMMENDED OPTION - Consult stakeholders to support the development of the Regeneration Framework including Masterplan and Delivery Plan.

Birmingham City Council will carry out consultation on the attached material to support the development of the Masterplan and Delivery Plan. The approach to consultation is set out at Appendix 2.

## **5 Consultation**

- 5.1 Local Ward Councillors have been briefed on the process of developing the framework, the approach to consultation and engagement, and the key themes and proposals. They will be encouraged to partake in this formal stage of consultation.
- 5.2 Significant internal consultation has taken place. Officers from across the Neighbourhoods and Inclusive Growth Directorates, the Commonwealth Games team, Public Health and Youth Services have been involved in the preparation of, and are supportive of, this report.
- 5.3 A Perry Barr 2040 Project Board is established and had been involved in the development of proposals. This includes Transport for West Midlands, the West Midlands Combined Authority, Homes England and Sport England, as well as relevant departments and directorates within the Council.
- 5.4 A series of thematic advisory groups have been established to support the development of projects and proposals. As well as representatives from the organisations noted in 5.3 above this also included the Greater Birmingham and Solihull LEP, the Canal and River Trust, NHS, and the Environment Agency.
- 5.5 There has been engagement with key landowners within and adjacent to the Masterplan area to ensure the plan reflects their aspirations.
- 5.6 Early engagement has also been undertaken with a range of local groups and organisations in Perry Barr ahead of this formal consultation. This is described in more detail in Appendix 2.
- 5.7 Building on this early engagement, formal views are now being sought to support the preparation of a Masterplan and Delivery Plan. The consultation will follow the principles set out in the Birmingham Statement of Community Involvement, as well as being informed by the baseline evidence. The consultation document will be published online and all those on the Planning Policy Consultation Database, including all Birmingham City Council Elected Members, will be notified. The database includes a wide range of consultees covering voluntary, ethnic, religious, disability, environmental and business groups, statutory bodies, agencies and other key stakeholders. A summary of the consultation strategy is provided in Appendix 2.

- 5.8 Working with Youth Services, a targeted programme of engagement with young people is being implemented. This will include the creation of a youth panel to support the ongoing planning and delivery of regeneration in Perry Barr.
- 5.9 Over and above staffing costs, the programme of consultation will require the production of materials, advertising and promotion, and a targeted youth engagement programme which will form the basis of ongoing collaboration.
- 5.10 All feedback and comments received will be taken into consideration in formulating the final version of the Masterplan and Delivery Plan which will be presented to Cabinet for endorsement alongside a summary of the comments received.

## **6 Risk Management**

- 6.1 There are a number of risks associated with this decision. One risk is that the proposals will not be supported by stakeholders and the public. This risk has been reduced by frontloading of engagement with key partners and community stakeholders.
- 6.2 Another risk is that consultation is considered by some to not be meaningful, since some projects within Perry Barr have already been through separate decision-making processes. This risk has been reduced by ensuring the consultation material is clear on what we are seeking views on and ensuring these are elements that are open to influence.
- 6.3 Consultation will be undertaken during a period of Covid19 restrictions or the easing of restrictions. As such face to face conversations will be limited. Materials will be available on the website and online events arranged to provide an opportunity for the community to ask questions. The opportunity to hold some outdoor 'walking tours' is being explored, with details remaining to be finalised (more information is provided at Appendix 2); this will complement online engagement. All necessary health and safety risk assessments will be undertaken and adhered to.

## **7 Compliance Issues:**

- 7.1 **How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**
  - 7.1.1 The Perry Barr Regeneration Framework will contribute towards all Council Plan outcomes including in particular "*Birmingham is a great, clean and green city to live in*", "*Birmingham is an entrepreneurial city to learn, work and invest in*", and "*Birmingham residents gain the maximum benefit of hosting the 2022 Commonwealth Games*".
  - 7.1.2 The masterplan will contribute towards the City Council's commitment to Route to Zero and achieving carbon neutrality. The masterplan places tackling climate change at the forefront and has included contributing to Birmingham being carbon neutral by 2030 as one of its objectives. Several proposals will result in better opportunities for young people and older people.

- 7.1.3 Proposals are also in line with the Birmingham Development Plan and Aston, Newtown and Lozells Area Action Plan.
- 7.1.4 The approach to consultation, and the proposal to establish a community panel as part of the governance of future delivery, is in line with the Council's approach to localism and 'Working Together in Birmingham's Neighbourhoods'. It will foster local influence and involvement to ensure that local people have a voice.

## **7.2 Legal Implications**

- 7.2.1 Section 1 of the Localism Act 2011 contains the Council's general power of competence to do anything that individuals generally may do, which is circumscribed only to the extent of any pre-commencement, or specific post-commencement limitation to that power, and Section 111 of the Local Government Act 1972 contains the Council's subsidiary powers to do anything which is calculated to facilitate, or is conducive or incidental to the discharge of any of its functions.
- 7.2.2 Under Section 13 of the Planning and Compulsory Purchase Act 2004 the Council, as a principal planning authority, must keep under review the matters which may be expected to affect the development of their area or the planning of its development. Such matters include the principal economic, social and environmental characteristics of their area, the communications, transport system and traffic of the area, the principal purposes for which land is used in the area and any other considerations which may be expected to affect those matters. The matters also include any changes which the Council think may occur in relation to any other matter and the effect which such changes are likely to have on the development of the Council's area or on the planning of such development. The Council may also keep under review and examine such matters in relation to any neighbouring area to the extent that those matters may be expected to affect the area of the Council and in exercising this function the Council must consult with the local planning authority for the area in question
- 7.2.3 The relevant guidance for preparing and undertaking public consultation on the draft masterplan is set out in the Birmingham Statement of Community Involvement. There is a requirement to publicly consult on the masterplan for a minimum of four weeks.
- 7.2.4 As it is not proposed to adopt the Masterplan as a formal planning document and proposals are in line with the adopted BDP, the City Council has not carried out a screening assessment under the Environmental Assessment of Plans and Programmes Regulations 2004.

## **7.3 Financial Implications**

- 7.3.1 Direct costs to undertake the public consultation detailed in this report are estimated at £10,000.

7.3.2 A bid for an allocation from the Delivery Plan Reserve to fund the cost of the consultation in full is to be made imminently. Any part of this expense not covered by that allocation will be met by existing Perry Barr revenue budgets.

7.3.3 The delivery of projects set out in the Masterplan will be the subject of separate business cases and funding requests.

#### **7.4 Procurement Implications (if required)**

7.4.1 There are no specific procurement implications arising from the decisions set out in this report.

#### **7.5 Human Resources Implications (if required)**

7.5.1 There are no specific human resources implications arising from the decisions set out in this report.

#### **7.6 Public Sector Equality Duty**

7.6.1 An Equality Analysis has been undertaken and is attached at Appendix 3. The initial assessment found that the masterplan will have no specific impacts on protected characteristics. The developments will lead to improvements for the local population including improved facilities, services and attractions. The developments will also create new homes and result in a place that promotes healthy living through improved public transport and a greener environment. Rejuvenating the district centre will also help support the economy, including job retention and creation in an accessible location. The Equality Analysis will be updated following a review of the consultation feedback and will inform the preparation of the final masterplan.

### **8 Appendices**

8.1 Appendix 1– Perry Barr 2040 consultation material

8.2 Appendix 2 – Perry Barr 2040 consultation strategy summary

8.3 Appendix 3 – Equality Assessment

### **9 Background Documents**

9.1 Birmingham Development Plan 2017

9.2 Urban Centres Framework Adopted 2020

9.3 Aston, Newtown and Lozells Area Action Plan 2012



# OurFuture\_\_\_\_\_CityPlan

## PERRY BARR 2040: A VISION FOR LEGACY

Consultation to inform the Perry Barr 2040 Regeneration Framework

*Shaping Our City Together*



**BE BOLD  
BE BIRMINGHAM**



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**Accessibility:** Whilst all efforts have been made to ensure that this document has been made accessible to users of assistive technology, we recognise that this may not always meet everyone's requirements. Should you need additional support in reading the content of this document, please contact us via [Perrybarr2040@birmingham.gov.uk](mailto:Perrybarr2040@birmingham.gov.uk) or telephone 0121 464 9857.

**Alternative formats:** If you require the consultation document in an alternative format, please email us via [Perrybarr2040@birmingham.gov.uk](mailto:Perrybarr2040@birmingham.gov.uk) or leave a message on 0121 464 9857.



# 1. Introduction

Perry Barr is a vibrant, busy, and changing place, which is home to a young and diverse community. It is benefiting from more than £700m of public sector investment in transport, homes, and facilities ahead of the Birmingham 2022 Commonwealth Games, in which the area – especially Perry Park and Alexander Stadium - will play a central role.

Within this dynamic context, and as part of Our Future City Plan, Birmingham City Council is developing a Regeneration Framework to ensure a positive legacy from the Commonwealth Games. This will deliver further improvements for residents, including 5,000 new homes, a new urban centre, and a greener, healthier environment that will create long term benefits for people who live, visit, and work here.

The first step in this is the creation of a Masterplan and Delivery Plan. The Masterplan will focus on spatial, physical improvements, and the Delivery Plan will set out a programme for the delivery of the Masterplan as well as identifying future projects and strategies to support the aims and objectives of the Regeneration Framework. The Delivery Plan is a live document and will be reviewed on a regular basis.

The Masterplan and Delivery Plan will cover the period to 2040. The overarching focus is to support inclusive and sustainable growth in Perry Barr over the next two decades, in line with the Our Future City Plan and Route to Zero agendas.

As part of the process to produce the Masterplan and Delivery Plan, Birmingham City Council has already engaged with local interest groups and stakeholders. The Council is now undertaking a consultation exercise to share the draft Masterplan proposals and key projects, and to get feedback from the public and wider stakeholders. This consultation document details the draft vision, objectives, place principles and projects in the Masterplan and some of the key projects in the delivery plan.

The consultation runs from 15th July to 8th September. Information is available on the Council's website [www.birmingham.gov.uk/PerryBarr2040](http://www.birmingham.gov.uk/PerryBarr2040) and can also be viewed in person at local libraries. Following this period of consultation, the Council will use the comments to create final versions of the Masterplan and Delivery Plan, producing a final version by October 2021.

A series of questions are set out in this document which you can respond to via our survey at [www.birmingham.gov.uk/PerryBarr2040](http://www.birmingham.gov.uk/PerryBarr2040).

We look forward to receiving your feedback.



Fig. 01: Illustrative view of Perry Barr 2040



## 2. The Masterplan Area

The Masterplan area is indicated by the red line on the plan opposite. It includes the Alexander Stadium to the north, the urban centre including One Stop and Birchfield Gateway to the south, Perry Hall Park and Perry Park, five allotment sites, sports and leisure uses at Holford Drive and Doug Ellis Sports Centre, and established residential areas.

The existing policy context for the area is defined by the Birmingham Development Plan, Aston, Newtown, and Lozells Area Action Plan, and emerging 3B's Neighbourhood Plan. These envisage new housing to help meet the city's significant housing need, an improved range of uses within the centre, improved connectivity, and a need to create dynamic resilient places that can face up to the challenge of climate change. Alongside this, new development, growing a diverse economy, and supporting communities are central to Birmingham's recovery from Covid-19.

Perry Barr will be at the heart of the Birmingham 2022 Commonwealth Games, and the Masterplan area is already benefiting from significant investment, including:

- Construction of the Perry Barr Residential Scheme, with nearly 1000 new homes currently on site
- Redevelopment of Alexander Stadium
- The A34 Highways Scheme, which includes a redesign of Birchfield Island, the removal of the flyover, extended segregated cycle routes and improved pedestrian facilities
- Renovation of the Perry Barr Rail Station
- An improved bus interchange in front of One Stop
- Commencement of the SPRINT bus service along the A34
- A new secondary school and sixth form

It is also an area which presents exciting opportunities for further change and growth which will benefit all.

The plan opposite also identifies a 'wider area of influence' where the benefit of changes in the Masterplan area will also be felt. The area of influence provides significant opportunities for housing growth which can be supported by the improved connectivity, facilities, and employment opportunities within the Masterplan area. The Delivery Plan will provide more details of how these opportunities will be brought forward.

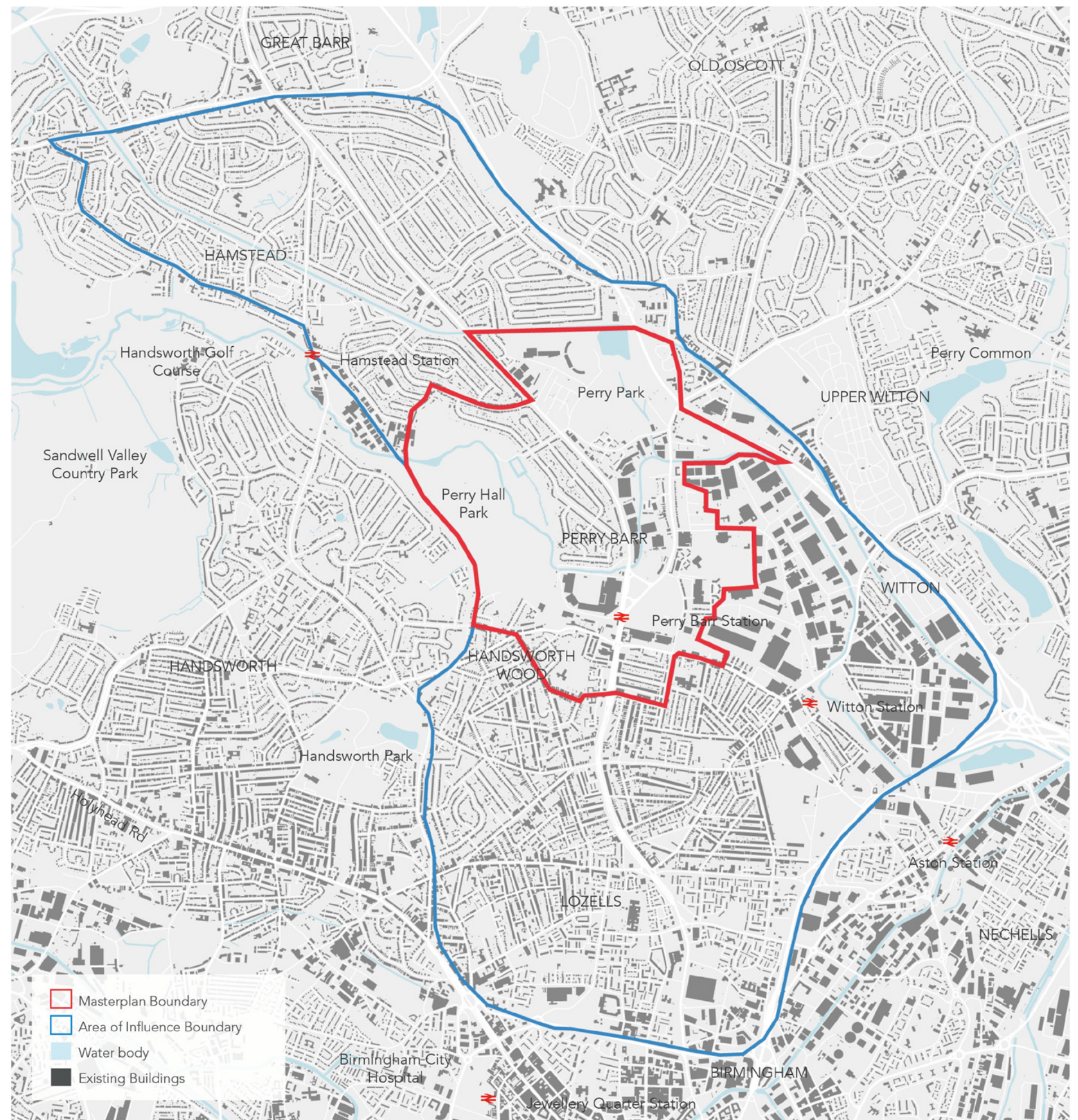


Fig. 02: Study area plan



# 3. Developing the Masterplan



In developing this work, the Council set up working groups across five topic areas to provide input and guidance on issues and opportunities. These groups met to discuss questions including:

Groups included local stakeholders and representatives from organisations such as Transport for the West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull LEP, the Canal and River Trust and others.

Alongside the five working groups, discussions have been held with residents' groups, businesses, landowners, and other organisations in Perry Barr ahead of this consultation. These included Friends of Alexander Stadium, allotment groups, Friends of Perry Park and Perry Hall Park, sports groups, arts groups, young people, Birchfield Big Local, Perry Barr and Birchfield Ward Forums, and the Birmingham 2022 Accessibility Forum.

The following section summarises some of the questions and answers from these meetings:

## URBAN CENTRE AND FACILITIES



What should the urban centre of Perry Barr be like, and what are the things it might need in the future?

*Perry Barr centre could have a more diverse offer including shops and leisure facilities for the wider Birmingham area.*

## ARTS AND CULTURE SECTOR



How can we provide for arts and cultural activity which will make this a vibrant place to live, work and visit?

*In the future, there should be even more opportunities and spaces in which to celebrate and highlight the existing cultural activities in Perry Barr.*

## OPEN SPACE



How should green spaces be improved and made more accessible?

*People should be able to walk or cycle through and between different parks and spaces, and our spaces should feel safe, support our wellbeing, help address climate change.*

## LIVING AND WORKING



What kind of place should Perry Barr be to live and work in the future?

*It should be a place where people want to live, and where everyone can access good housing, education, and jobs.*

## TRANSPORT



How will people move to, from and around Perry Barr in the future?

*People should be enabled to choose non-car alternatives including public transport, walking, and cycling.*

## LEVELLING UP



How can the plan help to 'level up' Perry Barr?

*To support 'Levelling Up' in Perry Barr, the focus should be on education, existing businesses, and new local businesses.*



## 4. Perry Barr Then, Now and Next



From its Roman origins, through the construction of one of the first railway stations in the country and the opening of the first Odeon Cinema, to the upcoming 2022 Commonwealth Games, Perry Barr has a rich history. The area still has many assets related to its past, such as Perry Hall Park, which was the home to Perry Hall. It is important that the future of Perry Barr reflects and builds on this. The timeline below therefore continues beyond the present and shows some of the key changes coming. The Commonwealth Games, upgraded infrastructure such as the new station, and the construction of new homes, and well as people and activities, will shape Perry Barr going forward.



Fig. 03: Timeline

### QUESTIONS TO CONSIDER:

1. Are there other events which have shaped Perry Barr?
2. Are there any buildings or features that should be celebrated as part of Perry Barr's character?

## 5. Emerging Vision & Objectives



The vision statement describes how the Masterplan will shape Perry Barr in the future. It aligns with the aspirations being explored through the Council's Our Future City Plan and the desire to continue to create a green, liveable, equitable and distinctive place.

*'Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work and visit in ways which are healthier, better-connected and more sustainable.'*

To deliver the vision Perry Barr will:



**1. Provide** an attractive choice of places to live, work and visit by supporting Perry Barr's successful existing uses and introducing new homes and activity including strengthening the town centre.



**2. Embrace** the scale of opportunity at Perry Barr to deliver ambitious change which reflects the area's role at the heart of the Birmingham 2022 Commonwealth Games and realises benefits for all.



**3. Prioritise** parks, waterways, allotments, and public spaces to create a joined-up green network which support wellbeing and access to nature.



**4. Celebrate** Perry Barr's cultural, sporting, and historic identity and provide the conditions for this to continue to thrive.



**5. Make** Perry Barr the best-connected suburb in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors.



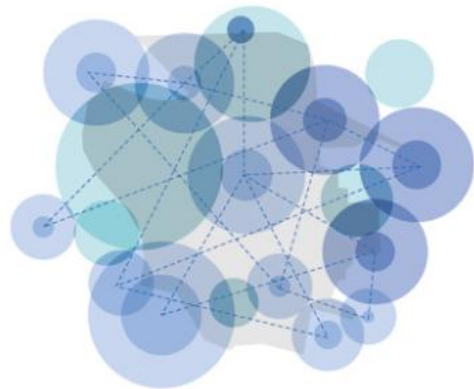
**6. Contribute** to Birmingham being carbon neutral by 2030.

### QUESTIONS TO CONSIDER:

3. Do you agree with the vision?
4. If no, what would your vision be?
5. Do you agree with the objectives?
6. If no, what changes are needed to the objectives?

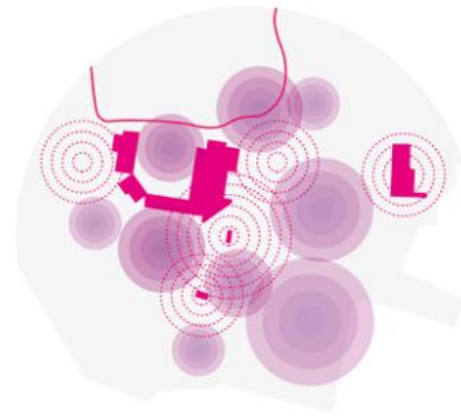
## 6. Place Principles

The Masterplan is underpinned by five place principles. These principles draw together the various places, projects and activities and help to deliver the vision and objectives of the plan. The principles were developed in discussion with stakeholders to ensure they relate to the existing qualities and characteristics of Perry Barr, as well as the ambition for the future. It is envisaged that these Place Principles will also be applied in developing future projects set out in the Delivery Plan.



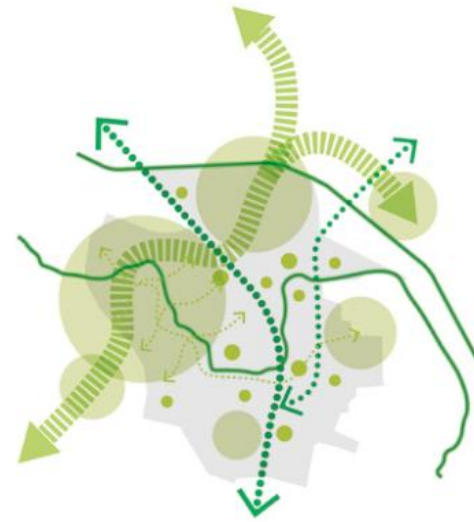
### ● SUPPORT LIVING AND WORKING

- Develop high quality and diverse housing to suit the needs of existing and new residents.
- Support existing employment activity and create and improve access to new sustainable job opportunities.
- Improve access to services the community needs, including education, training, and health facilities.
- Provide sustainable and reliable transport choices which connect homes, jobs, and leisure opportunities.
- Ensure all homes and businesses have access to high-speed internet connectivity.
- Maximise opportunity to deliver inclusive growth and wealth creation through future developments' social value programmes.



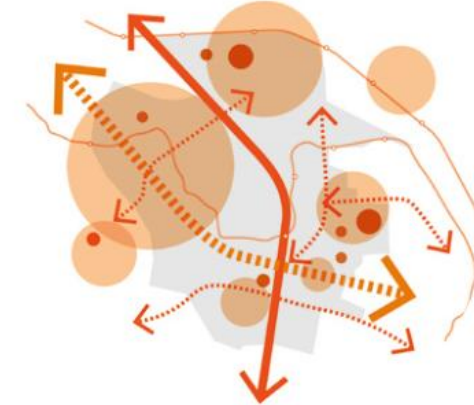
### ● RENEW AND REPURPOSE

- Repurpose existing buildings into new uses.
- Create opportunities for flexible, temporary, or 'meanwhile' uses.
- Upgrade and improve existing buildings and public spaces.
- Support Perry Barr to change and evolve over time, allowing for temporary uses and ensuring that renewal complements existing activity.



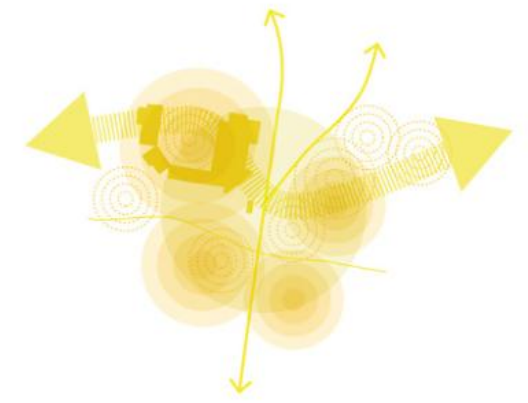
### ● CONNECT UP A GREEN NETWORK

- Improve connectivity and relationships between existing and new open spaces.
- Increase quality and biodiversity of green places – parks and open spaces – and blue places – the River Tame, the canal and Perry Reservoir
- Introduce strategies for sustainable spaces and buildings, including sustainable water management and urban drainage, green walls and roofs, and opportunities for low carbon heat and power.
- Support a just transition to zero carbon through sustainable housing, transport, and employment opportunities.



### ● PROMOTE A HEALTHY COMMUNITY

- Enhance walking and cycling routes to make them safe for all.
- Create opportunities for healthy and active lifestyle choices.
- Improve access to healthcare and wellbeing support.
- Maximise access to high-quality sports facilities for all participants.
- Support access to healthy food through local allotments and businesses



### ● DELIVER A THRIVING URBAN CENTRE

- Define a distinctive place through the development of Birchfield Gateway and improving the image of the centre.
- Create a diverse and flexible centre which attracts visitors to use services, shops, and leisure facilities.
- Provide opportunities for businesses to develop and thrive.
- Strengthen east-west connectivity through the centre and surrounding areas.
- Support activation of the area with arts, cultural, food and sporting events

#### QUESTIONS TO CONSIDER:

7. Are these the right principles to deliver the vision?
8. Which principle(s) do you think are most important?
9. Are there themes or ideas which are not identified which you feel are important?



## 7. Focus Areas

The Masterplan area is divided into five focus areas, all of which have potential to support the delivery of the vision. There is an element of.

### 1. Perry Park

Is home to a thriving allotment community, cricket club, BMX track and Perry Reservoir, and is the setting for the Alexander Stadium. The park provides important local amenity alongside an internationally significant sporting venue. Surrounding sites include a range of commercial and residential uses.

### 2. Perry Barr Village

Is a new residential neighbourhood of high-quality homes, a new school, the National Express bus garage which is due to relocate to Aston Lane, and sporting and community facilities such as the Doug Ellis Sports Centre and Holford Drive Community Sports Hub. It is edged to the east by the employment uses in Witton.

### 3. Perry Barr Urban Centre

Is located around the Birchfield Road/Wellington Road/Aston Lane junction and Perry Barr station, acting as a gateway to the area. The One Stop shopping centre and the Birchfield Gateway area present significant opportunities for regeneration.

### 4. Perry Hall Park

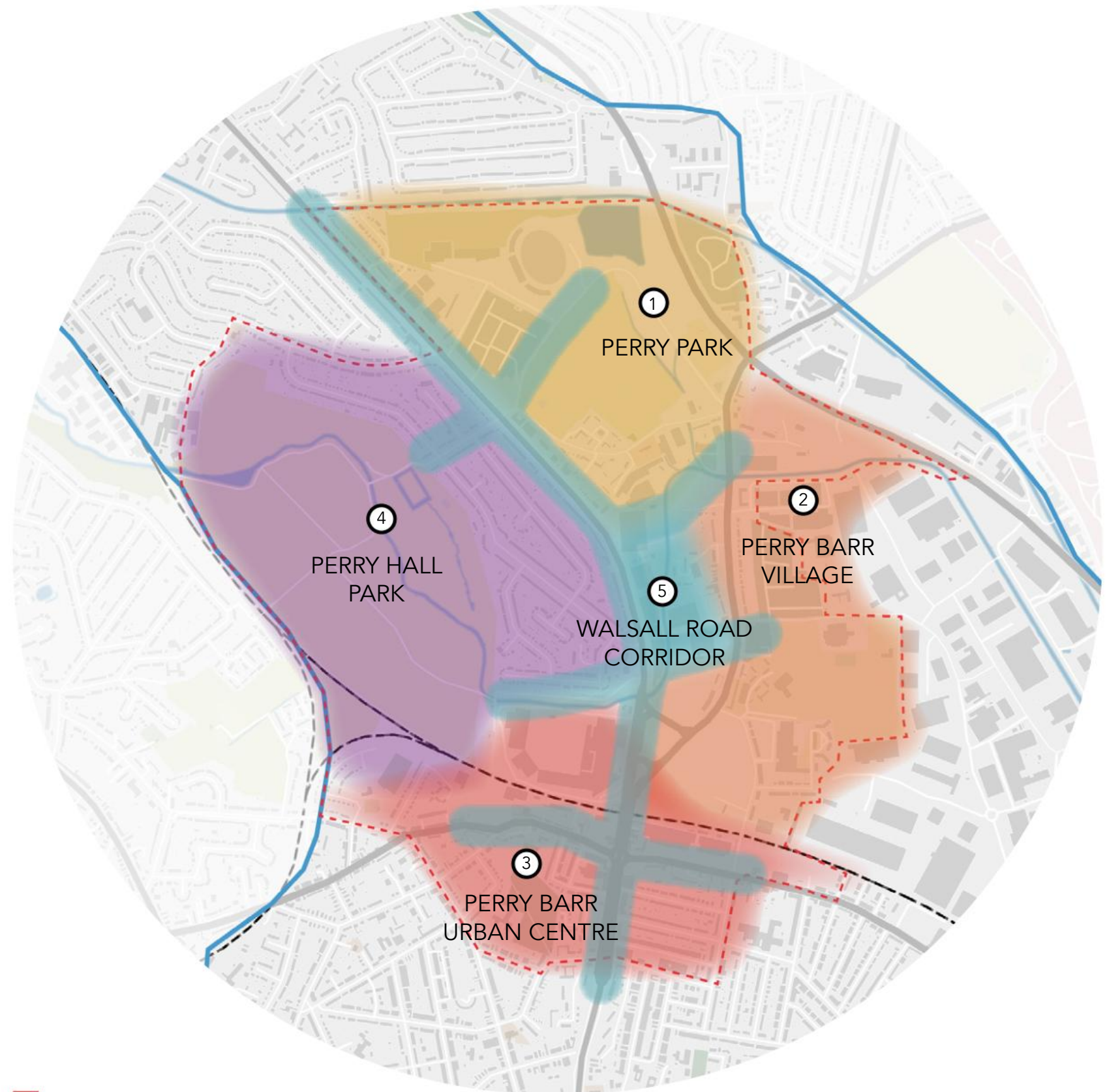
Is a historic parkland setting with ornamental gardens and wild flower meadows and is divided by the River Tame. It provides a cycle speedway track as well as pitches for cricket and football and walking and cycling routes linking Perry Barr to the west. It is surrounded within the Masterplan area by established residential streets.

### 5. Walsall Road Corridor

Is the main route through Perry Barr, linking to Walsall in the north and to Birmingham City Centre to the south. New SPRINT bus services and cycling infrastructure are being introduced. It remains a significant barrier for people moving across from east to west and will form a key element of the future place. Parallel to Walsall Road is the River Tame, which could become a walking and cycling route connecting connect destinations in the area and provide improved access to the natural environment.

#### QUESTIONS TO CONSIDER:

10. Should other focus areas be considered?
11. Are there other characteristics of these areas which should inform the Masterplan?





 Masterplan Boundary  
 Area of Influence Boundary

Fig. 04: Focus Areas



## 8. Perry Park



The redevelopment of Alexander Stadium ahead of the Commonwealth Games will create an improved facility for users and visitors, with a greater range of uses including new warm up and sports facilities, University facilities, and the potential to host a range of events. The Walsall Road and Aldridge Road allotments are valuable assets and their contribution to the character of the area should be maximised. There is also potential to improve the parkland setting to provide facilities and spaces for different users and activities.

There has been previous work carried out to consider the enhancement of the park. This consultation will enable the Council to develop it further and incorporate it into the Masterplan.

### Opportunities identified include:

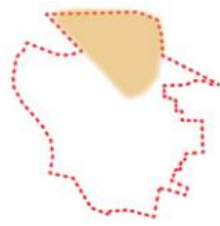
- Making the park a more attractive place to visit by enhancing landscaping and encouraging biodiversity.
- Making the park a more practical place to visit providing visitor facilities, signage and wayfinding, and spaces for a range of events and activities including arts, informal sport, and play.
- Providing for a full range of participation in activities, from beginners to elite sport.
- Bringing the 'bungalow' within Walsall Road allotments back in to use to provide a unique and flexible space.
- Maximising the role of the allotments in activating the park.
- Exploring opportunities to locate new uses, such as a Museum of Athletics, which will support the function of the park and stadium and complement growth elsewhere in Perry Barr.
- Improving access points to the park and links with other blue and green spaces.
- Enhancing the Perry Villas estate.
- Considering the long-term future of employment sites on Church Road and the potential to develop new homes.
- Exploring the potential to make the River Tame to the south of the park accessible for cycling and walking, and review adjoining uses for opportunities to contribute to this.



Fig. 05: Illustrative view of Perry Park looking towards Alexander Stadium



# Perry Park



## Potential Projects: A Masterplan for Perry Park

- |  |         |
|--|---------|
| ① Improve access to the Tame Valley Canal  | ● ●     |
| ② Improve access to Perry Reservoir  | ● ●     |
| ③ Improve pedestrian connectivity between Perry Hall Park and Perry Park/Alexander Stadium                             | ● ●     |
| ④ Improve connectivity to adjacent neighbourhoods  | ● ● ●   |
| ⑤ Better define the access to the Alexander Stadium and Perry Park from Church Road                                    | ● ●     |
| ⑥ Improve connectivity to Aldridge Road Allotments under the M6  | ● ●     |
| ⑦ Improve south connectivity with River Tame   | ● ●     |
| ⑧ Provide a diversity of uses around Alexander Stadium which complement the health and wellbeing strengths of the area | ● ● ●   |
| ⑨ Reimagine the allotment bungalow   | ● ● ●   |
| ⑩ Upgrade park and play facilities and enhance landscaping   | ● ● ● ● |

## Potential Projects: River Tame Corridor

- |  |     |
|--|-----|
| ⑪ Explore the opportunity to open up the river corridor as part of the green network | ● ● |
|--|-----|

## Potential Projects: Other

- |  |       |
|--|-------|
| ⑫ Implement environmental improvements to Perry Villas   | ● ●   |
| ⑬ Enhance the setting of the church which will improve the connection between Perry Park and the river | ● ● ● |

### Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

### QUESTIONS TO CONSIDER:

12. Do you agree with the opportunities identified for the Perry Park area?
13. Are there other opportunities that should be addressed?
14. Will the projects identified for Perry Park help deliver the Perry Barr 2040 Vision?
15. Are there other projects which should be identified?

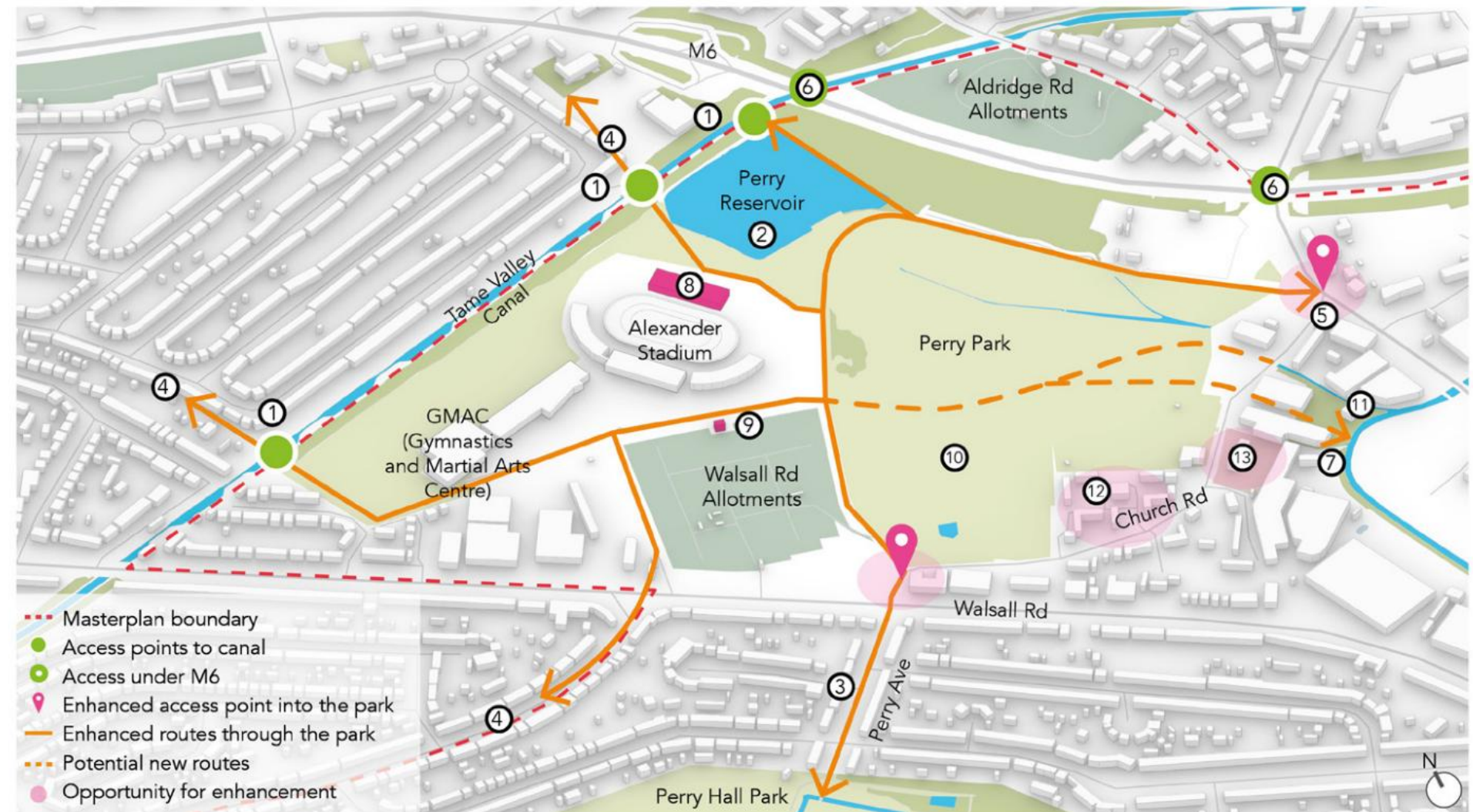


Fig 06: (Above) Illustrative plan of proposed projects in Perry Park and (below) illustrative examples of how improvements could be made.



② Improve access to Perry Reservoir



⑥ Improve connectivity to Aldridge Road Allotments under the M6



⑨ Reimagine the allotment bungalow



## 9. Perry Barr village



With the announcement of Birmingham as Host City for the 2022 Commonwealth Games and the relocation of Birmingham City University, Perry Barr was confirmed as the location for the Commonwealth Games Athletes' Village. The Council acquired and cleared land, and a scheme to deliver 1,400 new homes – initially for use by athletes and officials during the Games – commenced in 2019, with future phases of homes also granted outline planning consent. The Covid-19 crisis resulted in programme challenges and a decision to accommodate athletes and officials in other locations. However, this residential-led development remains vital to kickstarting transformation in Perry Barr. Nearly 1,000 new homes will be completed as part of the initial first phase of construction, with more to follow; new residents will be able to move in sooner than previously envisaged. The new Prince Albert Community Trust secondary school and sixth form will open in September 2021. A review of the development strategy for the remaining sites is being carried out as part of this Masterplan.

### Opportunities identified include:

- Reviewing the proposals for the remaining elements of the residential scheme to ensure that the development aligns with the five proposed place principles, creating a well-balanced neighbourhood with a range of housing types and tenures, along with supporting uses which meet the needs of the local community and the housing market.
- Establishing a long-term delivery programme for housing in the area across all phases.
- Complementing the delivery programme with a programme of meanwhile uses which bring activity to the area.
- Improving east-west connections across the site which link to the urban centre and green spaces to the west and to employment opportunities to the east.
- Repurposing the bus garage to provide an active community and commercial space that caters for a range of uses.
- Identifying spaces to host events as part of a strategy to activate the place.
- Exploring the potential to make the River Tame accessible for cycling and walking, and enhancing its natural environment, and reviewing adjacent uses for opportunities to contribute to this.
- Providing community and visitor facilities linking with the wholesale market and supporting the wholesale market to play a bigger part in the cultural and economic life of Perry Barr.



Fig.07: Illustrative view of repurposed bus depot looking through to Wholesale Markets



# Perry Barr village



## Potential Projects: Perry Barr village - Phase 1

- ① Deliver central open space
- ② Improve east-west connectivity
- ③ Repurpose the old Hare of the Dog public house as part of the heritage of Perry Barr
- ④ Activate the area with meanwhile uses on the vacant site between the residential development and One Stop shopping centre

## Potential Projects: Perry Barr village - Phase 2

- ⑤ Improve the east connectivity leveraging the food activities around the Wholesale Markets
- ⑥ Improve north-south connectivity through the new residential scheme
- ⑦ Provide day to day facilities and services to meet the needs of the local residents
- ⑧ Support walking and cycling with green, healthy streets
- ⑨ Provide a wide range of housing types to meet a range of needs over time

## Potential Projects: Reimagining the future of the bus garage

- ⑩ Create a new destination at the heart of Perry Barr village

## Potential Projects: River Tame Corridor

- ⑪ Explore the opportunity to open up the river corridor as part of the green network

### Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

### QUESTIONS TO CONSIDER:

- 16. Do you agree with the opportunities identified for the Perry Barr village area?
- 17. Are there other opportunities that should be addressed?
- 18. Will the projects identified for Perry Barr village help deliver the Perry Barr 2040 Vision?
- 19. Are there other projects which should be identified?
- 20. This area is a new part of Perry Barr. What should the area be called in the future?

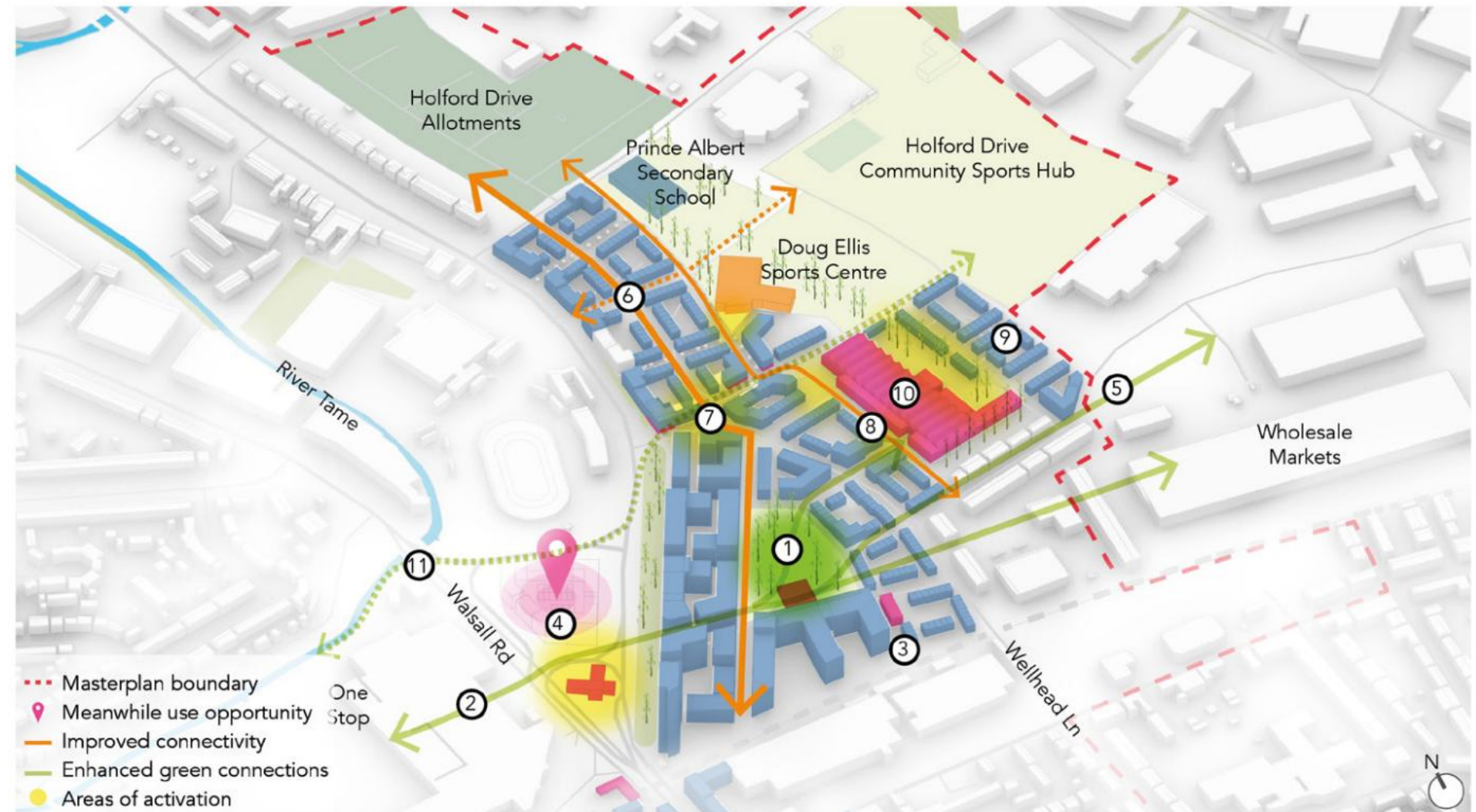


Fig. 08: (Above) Illustrative plan of proposed projects in Perry Barr village and (below) illustrative examples of how improvements could be made.



- ④ Activate the area with meanwhile uses on the vacant site between the residential development and One Stop shopping centre



- ⑧ Support walking and cycling with green, healthy streets



- ⑨ Provide a wide range of housing types to meet a range of needs



## 10. Perry Barr Urban Centre



Perry Barr centre comprises the One Stop shopping centre, shops at the corner of Birchfield Road/Wellington Road and along Birchfield Road to the south. Additionally, several vacant sites at Birchfield Gateway, acquired by the Council to support infrastructure delivery, present a significant redevelopment opportunity. The centre currently suffers from poor quality public realm and lacks a central place for activity that one would expect from an urban centre. However, existing investment will see the centre benefit from a new rail station and bus interchange and improved cycle and pedestrian facilities. The scale of potential change here means that the structure and role of the centre can be reimagined, with new uses introduced to create greater diversity of activity in an improved environment.

### Opportunities identified include:

- Establishing a programme for the development of opportunity sites at Birchfield Gateway, which will provide distinctive buildings and spaces with new retail, leisure, and business opportunities, as well as homes.
- Complementing the development programme with meanwhile uses and activation of the centre.
- Exploring the scope for the One Stop site to incorporate a greater range of uses and better integrate with the town centre.
- Ensuring the urban centre has a diversity of facilities and services which are walkable and easily accessible from people's homes.
- Integrating flexible and multifunctional spaces which can provide for cultural and commercial activation of the centre.
- Improving east-west links which will open up access to Perry Hall Park and along the River Tame.
- Creating a mobility hub including e-scooters, bike hire and associated facilities.
- Implementing a public realm strategy including wayfinding which will provide a consistent 'brand' for Perry Barr.
- Supporting existing and new businesses to establish and thrive in Perry Barr.
- Ensuring there is a range of retail that meets the needs of the residents and draws visitors to Perry Barr.



Fig. 09: Indicative image of a new green street in the urban centre



# Perry Barr Urban Centre



## Potential Projects: Birchfield Gateway

- |  |       |
|--|-------|
| ① Opportunity areas for new development  | ● ●   |
| ② Explore options to reuse the old tram depot and adjoining buildings at Leslie Road                               | ● ●   |
| ③ Improve access to Livingstone Road allotment gardens   | ● ●   |
| ④ Integrate services such as the Job Centre, healthcare facilities, and flexible office space into new development | ● ●   |
| ⑤ Shop front improvement programme along Wellington Road and Birchfield Road                                       | ● ● ● |
| ⑥ Enhance green space within the centre next to the rail station   | ● ●   |

## Potential Projects: Reimagining the future of One Stop

- |   |       |
|---|-------|
| ⑦ Opportunity area for future mixed-use development                           | ● ●   |
| ⑧ Improve east-west connectivity  | ● ●   |
| ⑨ Enhance the green infrastructure and placemaking benefits of the River Tame | ● ●   |
| ⑩ Create new connectivity to Perry Hall Park                                  | ● ● ● |
| ⑪ Perry Barr Station Hub  | ● ●   |
| ⑫ New public facilities   | ● ●   |
| ⑬ Explore possibilities to maximise public uses at this prominent corner      | ● ● ● |

### Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

### QUESTIONS TO CONSIDER:

21. Do you agree with the opportunities identified for the Perry Barr Urban Centre area?
22. Are there other opportunities that should be addressed?
23. Will the projects identified for Perry Barr Urban Centre help deliver the Perry Barr 2040 Vision?
24. Are there other projects which should be identified?



Fig 10: (Above) Illustrative plan of proposed projects in Perry Barr Urban Centre and (below) illustrative examples of how improvements could be made.



① Opportunity areas for new development



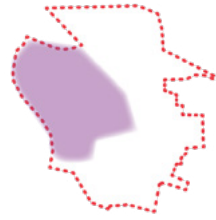
⑦ Opportunity area for future mixed-use development



⑨ Celebrate the River Tame



# 11. Perry Hall Park



Perry Hall Park provides an attractive local space for sport and leisure, has a rich history reflected in its landscape, and offers good access to the natural environment. It also benefits from a strong 'friends' group and is the setting for a successful Park Run event. However, it suffers from poor access – especially from the south. The potential to enhance the park and its setting should be explored. The surrounding residential area could benefit from initiatives to improve the local environment.

## Opportunities identified include:

- Making the park a more attractive place to visit by enhancing landscaping, encouraging biodiversity, and integrating water management
- Making the park a more practical place to visit providing visitor facilities, lighting, cycle parking, signage and wayfinding.
- Providing spaces for a range of events and activities including arts, informal sport, and play.
- Enhancing formal sports provision to support local league usage.
- Improving access points to the park and enhancing links with other blue and green spaces.
- Creating a new gateway from the south, connecting the park to the urban centre through high quality routes, with development fronting the park.
- Celebrating the history and heritage of the area as part of local wayfinding and as a basis for events and activity.
- Introduction of initiatives to improve the residential environment and create green, healthy streets, better connecting local people to sustainable and active travel choices.

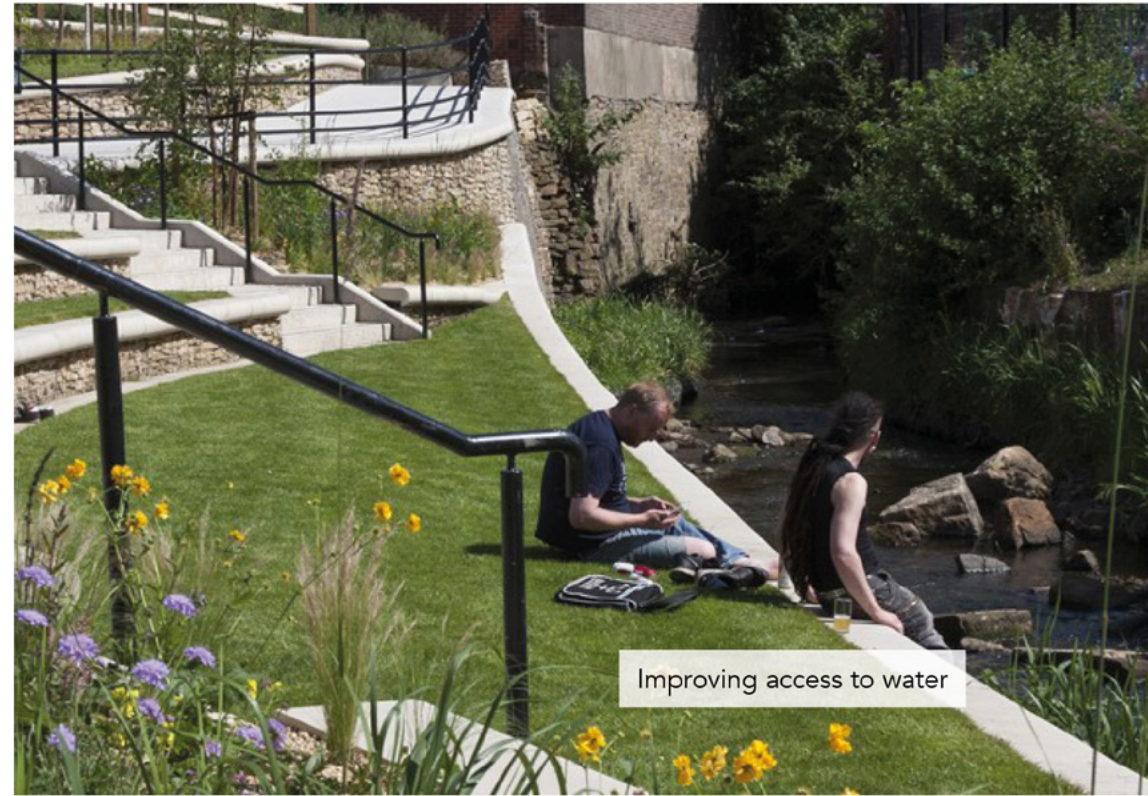


Fig11: Waterside terraced open space contributing to flood defence and increased biodiversity. Porter Brook Pocket Park, Sheffield, UK. Sheffield City Council



Fig12: River Rea at Longbridge. Longbridge, Birmingham, UK. Barton Willmore



Fig 13: Informal waterfront environment, Ladywell Fields, Lewisham, London, UK. BDP Architects



# Perry Hall Park



## Potential Projects: Perry Hall Park

- |   |       |
|---|-------|
| ① Improve access to River Tame                              | ● ●   |
| ② Improve wayfinding and access at Perry Hall Park          | ● ●   |
| ③ Improve access from Cherry Orchard Road and Lea Hill Road | ● ●   |
| ④ Expand the cycling network into the park                  | ● ●   |
| ⑤ Improve wayfinding and lighting strategy in the park      | ● ●   |
| ⑥ Enhance the existing access into the park                 | ● ●   |
| ⑦ Upgrade park facilities and enhance the landscaping       | ● ●   |
| ⑧ Celebrate the history of Perry Hall and Gardens           | ● ● ● |

## Potential Projects: Perry Barr Urban Centre

- |   |       |
|---|-------|
| ⑨ Improve the gateway to the park from the centre | ● ● ● |
|---|-------|

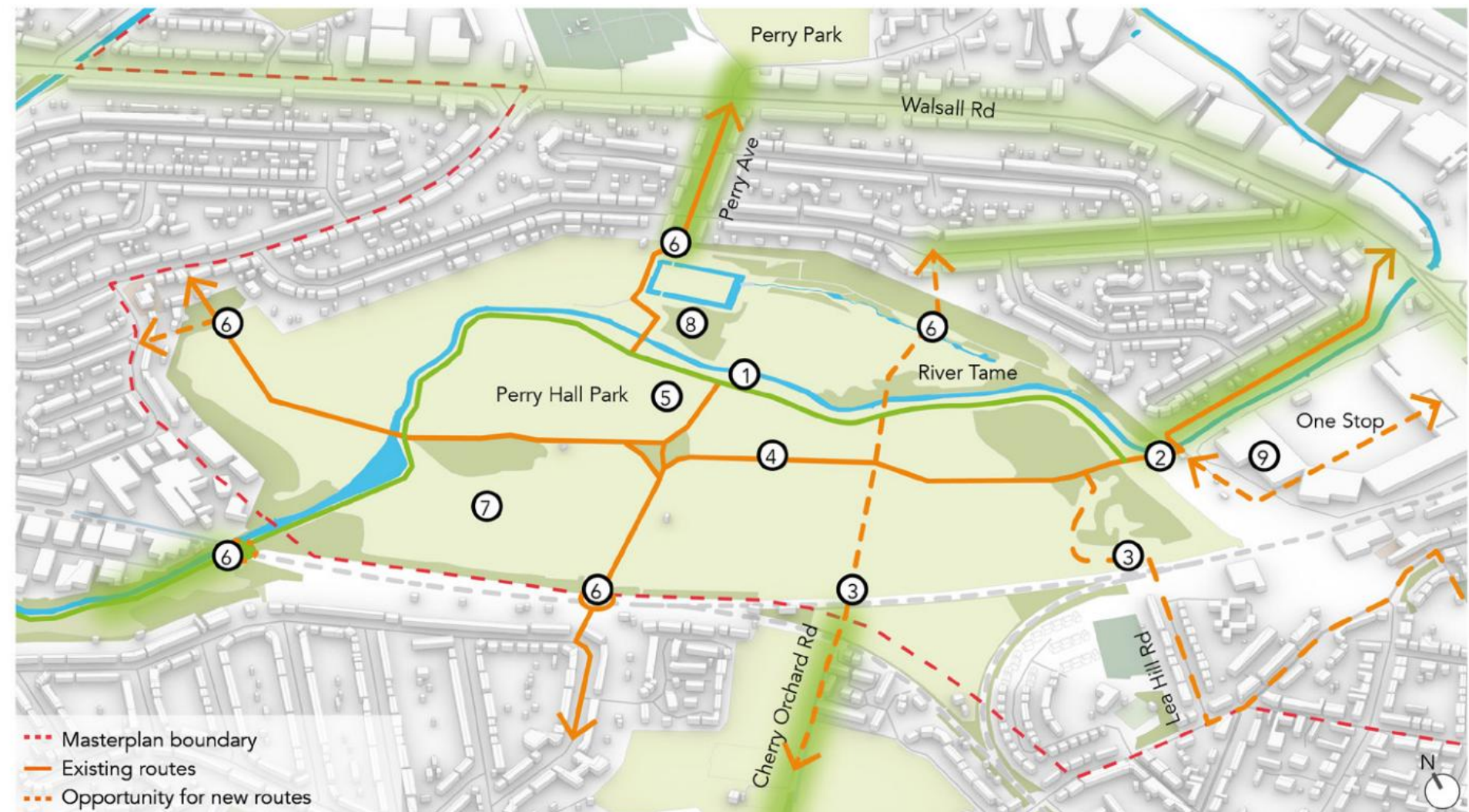


Fig 14: (Above) Illustrative plan of proposed projects in Perry Hall Park and (below) illustrative examples of how improvements could be made.

### Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

### QUESTIONS TO CONSIDER:

25. Do you agree with the opportunities identified for the Perry Hall Park area?
26. Are there other opportunities that should be addressed?
27. Will the projects identified for Perry Hall Park help deliver the Perry Barr 2040 Vision?
28. Are there other projects which should be identified?



① Improve access to River Tame



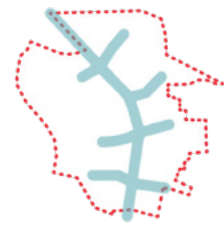
② Improve wayfinding and access at Perry Hall Park



④ Expanding the cycling network into the park



## 12. Walsall Road Corridor



The Walsall Road (A34) Corridor is the main north-south route through Perry Barr and a significant arterial route for the city. Ongoing works to reconfigure the road through the heart of the urban centre will improve the pedestrian environment and pedestrian crossings in the immediate area, and the introduction of the Sprint bus network and new cycle facilities will also improve movement in the corridor. However, pedestrian crossings further north are lacking, and the environment along the corridor is often poor. The River Tame runs parallel to the corridor but is not currently accessible. The river corridor could contribute significantly to connectivity and the character of the area.

### Opportunities identified include:

- Improving crossing facilities at Perry Avenue to enhance the link between Perry Park and Perry Hall Park.
- Maximising physical and visual connectivity between Perry Barr Village and the urban centre.
- Extending cycle infrastructure north along Walsall Road and Aldridge Road.
- Improving the public realm through greening and integration of wayfinding.
- Transforming the River Tame to be accessible for cycling and walking with improved natural environment.
- Opening up additional space along the riverfront by comprehensively reviewing the adjoining land for opportunities to enhance the employment offer or to redevelop with new uses.
- Identifying potential for the corridor to contribute to sustainable urban drainage.



Fig. 15: Illustrative view of Perry Barr Station and Birchfield Gateway



# Walsall Road Corridor



## Potential Projects: Improving the character of the Walsall Rd Corridor

- ① Integrate new trees and green pocket spaces along Walsall Road
- ② Improve accessibility to the River Tame
- ③ Add crossing points to improve east west connectivity
- ④ Opportunity area for future development east of River Tame
- ⑤ Opportunity area for future development west of River Tame
- ⑥ Integrate Sustainable Drainage Systems (SuDS) such as rain gardens

## Potential Projects: River Tame Corridor

- ⑦ Open up public access to the River Tame over time
- ⑧ Improve the natural environment of the River Tame



Fig 16: (Above) Illustrative plan of proposed projects in Walsall Road Corridor and (below) illustrative examples of how improvements could be made.

### Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

### QUESTIONS TO CONSIDER:

29. Do you agree with the opportunities identified for the Walsall Road Corridor area?
30. Are there other opportunities that should be addressed?
31. Will the projects identified for Walsall Road Corridor help deliver Perry Barr 2040 Vision?
32. Are there other projects which should be identified?



① Integrate new trees and green pocket spaces along Walsall Road



③ Add crossing points to improve east west connectivity



⑦ Open up public access to the River Tame over time



# 13. Area-wide Projects and Initiatives

Alongside the opportunities and projects set out in previous sections, there are many area wide projects and initiatives proposed which will support the delivery of the vision for Perry Barr. These include:

- Developing and delivering a Cultural Strategy for Perry Barr including events, activities and public art
- Providing first class digital connectivity
- Reviewing employment land to ensure that high quality employment uses are supported and new opportunities promoted
- Working with partners to develop pathways from education and training to local employment
- Implementing a wayfinding and signage strategy to improve links between key destinations
- Regular monitoring of capacity of schools and healthcare facilities against planned demand
- Creating a housing delivery plan for sites across the Masterplan area and area of influence
- Capturing social value including opportunities for jobs and training for local people by developing a Social Value Strategy which will be applied to the delivery of all projects in the area
- Support for business development and growth
- Establishing community and stakeholder panels to influence project delivery, including key groups such as young people
- Sharing information online and within the local area about the Perry Barr 2040 programme.
- Retrofitting of existing housing and commercial spaces to raise sustainability standards and enhance the look and feel of tired buildings.



Fig. 17: Fostering community gardens



Fig. 18: Child-friendly spaces



Fig. 19: Enhancing biodiversity corridors



Fig. 20: Inclusive public spaces



Fig. 21: Diverse housing typologies

## QUESTIONS TO CONSIDER:

33. Do you agree with the wider projects identified for the area?
34. Are there other area wide projects which would help to deliver the Perry Barr 2040 vision?



# 14. Next Steps and Delivery



## YOUR COMMENTS

We are seeking comments from the community and stakeholders to help inform the Masterplan and Delivery Plan.

You can respond to the questions shown throughout this document in our online questionnaire at [www.birmingham.gov.uk/PerryBarr2040](http://www.birmingham.gov.uk/PerryBarr2040).

You can also send comments to [perrybarr2040@birmingham.gov.uk](mailto:perrybarr2040@birmingham.gov.uk) or post to Perry Barr 2040, North West Planning and Development Team, PO Box 28, Birmingham, B1 1TU.

When the consultation period closes on 8th September 2021, we will collate your comments and use them to inform the final Masterplan and Delivery Plan. These documents will be presented to the City Council's Cabinet for approval and will then inform future investment in Perry Barr.

## DELIVERY

The opportunities in Perry Barr will be delivered over the period to 2040. This phased approach will help ensure we can meet the needs of local people in terms of access to housing, jobs, transport, green space, and other facilities. The provision of infrastructure to support new homes will be important, and key trigger points for new facilities such as schools and healthcare will be identified.

All development in the area will need to contribute to the overall vision set out in the Masterplan. However, the phased approach enables development to respond to changes over time.

The Council will work with a range of partners, funders, and organisations, as well as with the local community, to deliver change in Perry Barr in line with the Delivery Plan. A Perry Barr Programme Board will be established to oversee and review delivery for years to come. Alongside this it is proposed to set up community panels, including a young people's panel, so that local people can be part of delivering a successful future for Perry Barr.

The Masterplan and Delivery Plan will form part of Perry Barr Regeneration Framework, that will shape the future of Perry Barr up to 2040 and beyond.

## QUESTIONS TO CONSIDER:

35. Of all the projects included in this document under each focus area, which should we prioritise?
36. Which of the area wide projects and initiatives do you feel would have the largest positive impact?
37. How would you like to find out about and be involved in the regeneration of Perry Barr in the future?
38. Are there any other comments you would like to make to inform the Masterplan and Delivery Plan?

**BE BOLD**  
**BE BIRMINGHAM**

**Perry Barr 2040****Engagement Strategy Overview, July 2021****1 Purpose of document**

- 1.1 This document summarises the approach to engagement to inform the Perry Barr 2040 Regeneration Framework, focussing on the stage of main public engagement that will be undertaken for 8 weeks from Thursday 15th July 2021 and Wednesday 8th September 2021.

**2 Previous engagement undertaken**

- 2.1 In developing the regeneration framework to this stage there has already been significant engagement with local stakeholders. This included:
- Establishing 5 thematic advisory groups covering Living & Working, Open Space, Transport, Levelling Up, and Urban Centre, with membership drawn from a range of BCC teams (covering education, housing, planning, public health, transport, parks, leisure, Commonwealth Games and other matters), Transport for West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, Sandwell and West Birmingham Hospitals NHS Trust, Environment Agency and others.
  - Meetings with local landowners and businesses, including One Stop Shopping Centre and the Wholesale Markets.
  - Meetings with community groups and organisations including Friends of Alexander Stadium, Perry Park, and Perry Hall Park; allotments representatives; ward forums for Perry Barr and Birchfield, as well as neighbourhood groups; third sector organisations; arts and culture organisations; housing associations; accessibility groups.
  - Early work to establish a youth panel and engagement with schools.
- 2.2 This early engagement has also informed the approach to the more formal consultation.

**3 Engagement requirements**

- 3.1 The Perry Barr 2040 Regeneration Framework is a non-statutory planning document and as such the consultation requirements are not dictated by planning regulations. The engagement does, however, need to be in accordance with the City Council's adopted Statement of Community Involvement (SCI). This requires the Council to have the document available for viewing online and in appropriate public spaces, to write to our stakeholders on the planning policy database and to use social and/or local media to promote the consultation.

- 3.2 The engagement approach is also guided by the Council's 'Working Together in Birmingham's Neighbourhoods' white paper which responds to the localism agenda.

#### **4 Aims and objectives of the engagement**

- 4.1 Meaningful consultation with key stakeholders, especially the local community, will be paramount in gaining genuine buy-in and establishing a framework for long term delivery.
- 4.2 This main stage of public engagement will directly inform the Perry Barr 2040 Masterplan and Delivery Plan. The consultation representations may also feed into other Regeneration Framework documents and processes.
- 4.3 The engagement strategy is informed by the following key aims:
- To develop and deliver a wide-ranging communications and engagement programme using best practice approached to inform people about the proposals, gain their interest and encourage feedback.
  - To position the masterplan as the next part of the regeneration of the area; an opportunity to build on the progress made so far in order to create an ambitious plan for the future.
- 4.4 To deliver these aims the following eight objectives have been agreed:
1. To provide accessible and clear information about the evolving plans.
  2. To engage with all sections of the community.
  3. To manage expectations by ensuring that consultees clearly understand what they are being asked to comment on and what opportunities they can help shape.
  4. To develop a regeneration narrative that promotes the regeneration story so far, including its benefits, in order to best present the reach and scale of opportunities identified and enable focused conversations on the potential for long term change.
  5. To capture feedback in a variety of ways so that people have the opportunity to have a say, then ensuring that this feedback is demonstrably reflected in the evolved masterplan.
  6. To ensure that comms and engagement activity complements and aligns with other engagement activity, so that it is delivered in a timely and effective way.
  7. To inspire and gain political and stakeholder support for the vision, objectives and principles, and demonstrate how feedback has informed the masterplan.
  8. To nurture and develop relationships, build trust and encourage participation and broad buy-in and support for the masterplan.

## 5 Stakeholders

5.1 A stakeholder review has identified a range of target stakeholders, this includes but is not limited to the following:

Grouping	Broad targets
Political – local, regional, national	Leader, Cabinet Members, Ward Members (including neighbouring wards), MPs, combined authority Mayor, MHCLG
Public Sector (including BCC)	Internal - Senior officers; technical leads across all departments/themes.  Partners - Regeneration partners (WMCA, TfWM, GBSLEP, Homes England, Sports England); Birmingham 2022 Organising Committee.  Public sector agencies representing health, transport, housing, highways, environment, leisure, heritage, culture, arts, employment and others.  Education providers including schools, colleges, universities and training providers.
Private sector	Local businesses in Perry Barr and adjoining areas  Utilities providers  Potential investors
Third Sector	NGOs, trusts and societies - Active Wellbeing Society, Civic Society
Community Sector	Full raft of entities, including: Community & Neighbourhood groups Disability groups Faith and cultural groups Sport & Leisure facilities/groups Health & Welfare centres/GPs Environmental/Parks/allotments Schools/colleges Places of worship
Perry Barr wide residents	Those within and close to the boundary.
Visitors and wider interest	Those visiting the area for sport, leisure, work, education and to shop.

## 6 Methods of engagement

6.1 A wide range of materials and channels will be employed and form part of a suite of communications and engagement tools and approaches, including:

### 6.1.1 To inform and educate

- Perry Barr 2040 consultation document - vision, objectives, emerging themes, opportunities and projects
- Online supporting materials including a recorded presentation and FAQs
- BCC website – Perry Barr landing page with link to interactive Story Maps engagement platform
- BeHeard – BCC formal consultation website with feedback questionnaire
- Accessibility downloads of all materials on online platforms

6.1.2 To communicate

- Flier to Perry Barr residents and in public spaces such as libraries
- Letter to key stakeholders listed on planning database
- Direct invites and updates to stakeholders identified / engaged in early stages

6.1.3 To promote and excite

- Launch and media briefing
- Media releases / social media #PB2040 campaign
- Advertising via digital roadside outlets and Bus Stops
- Posters and hoardings in Perry Barr

6.1.4 To engage

- Briefings – political; Senior Officer; partner; key community stakeholders etc.
- Target specific sessions e.g. local businesses
- Online - webinars
- Perry Barr 'Walk & Talk' events
- Schools Presentation (eg 'How do you see a new Perry Barr' debate)
- Youth Engagement programme to include cross-generation activity
- Setting up of a 'Perry Barr 2040 panel' for younger residents

6.1.5 To engage seldom heard groups

- Accessible documents
- Bespoke sessions with identified stakeholders

6.1.6 To capture feedback

- Online feedback survey (via BeHeard / Story Maps)



- Printed copies of feedback form with the document in libraries
- Printed version of the document and feedback form made available on request
- Young people – Survey Monkey; Vox Pops and via events

6.1.7 To show we've listened

- Post consultation media / social media activity
- Post consultation presentations on masterplan
- Consultation Summary setting out 'You said; We did'

## **7 Impact of Covid-19 on engagement**

- 7.1 As the consultation launch is within a period of Covid-19 restrictions the approach to engagement has been adapted. There will be a greater emphasis on online events as an alternative to the traditional in person public meetings and drop-in sessions. These will be complemented by walking tours that allow members of the public an opportunity to hear more about the proposals and ask questions. The necessary health and safety risk assessments will be undertaken.
- 7.2 In recognition that the approach to engagement is very reliant on online methods, a leaflet is being distributed to all residents and businesses within the masterplan boundary to ensure that all the community is aware of how they can have their say. Printed copies of the document are available to view in the libraries and can also be made available on request.

## **8 Next steps**

- 8.1 Following the 8 weeks of engagement all responses will be given full consideration and fed into the Masterplan and Delivery Plan. It is also anticipated that some of the responses will feed into other elements of the Regeneration Framework and help to inform the development of these documents.
- 8.2 A Consultation Summary will be completed that sets out how the engagement undertaken, and the responses received have informed the Regeneration Framework. This will be published as part of the Cabinet process seeking approval of the Masterplan and Delivery Plan.

## **9 Ongoing engagement**

- 9.1 Engagement on the Regeneration Framework in Perry Barr will be meaningful and continuous. Strong positive relationships have been developed through the early engagement undertaken to inform the consultation document. These will be maintained and developed further to provide a channel for continuous engagement. The potential to establish a Perry Barr 2040 Community Panel and

## Appendix 2: Engagement Strategy Overview

Youth Panel to provide a more formal format for the community and officers to work together is being explored.

Title of proposed EIA	Perry Barr 2040 Regeneration Framework Consultation
Reference No	EQUA704
EA is in support of	New Strategy
Review Frequency	Six Months
Date of first review	27/12/2021
Directorate	Inclusive Growth
Division	Planning and Development
Service Area	North West Planning and Development
Responsible Officer(s)	<input type="checkbox"/> Charis Blythe
Quality Control Officer(s)	<input type="checkbox"/> Richard Woodland
Accountable Officer(s)	<input type="checkbox"/> Simon Delahunty-Forrest
Purpose of proposal	Consultation on Perry Barr 2040 Regeneration Framework
Data sources	Consultation Results; relevant reports/strategies; relevant research
Please include any other sources of data	
ASSESS THE IMPACT AGAINST THE PROTECTED CHARACTERISTICS	
Protected characteristic: Age	Service Users / Stakeholders; Wider Community
Age details:	<p>The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.</p> <p>Consultation on the draft masterplan will published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and</p>



businesses groups, statutory bodies and other key stakeholders.

The consultation approach included working with Youth Services to undertake targeted engagement with under 18s who are regularly underrepresented in planning consultations. This includes a tailored survey, focus groups and photo competition to capture the views of young people on the proposals.

As the consultation is taking place during a time of Covid-19 restrictions, a lot of the consultation materials and events will be online and there will be less opportunities for the public to attend drop in events or public meetings. This could impact more on the older generation who can be less comfortable with technology. In order to mitigate this a specific event has been organised through Neighbourhoods with a group of older residents from the Perry Barr area to ensure the views of this demographic is captured. A number of 'walking tours' are also being considered, which would enable people with interests in particular projects or geographical areas to engage with officers whilst exploring opportunities on the ground. The logistics of these are still being finalised, but it is considered that these would provide an additional and perhaps more comfortable opportunity to engage for those less inclined to do so online. This will also be mitigated through providing printed copies of the masterplan on request and having paper copies of the document available in the local library.

The masterplan looks to make Perry Barr accessible to all age groups and deliver services at the heart of the community with high quality public transport, walking routes, and better utilisation of green space including for play and wellbeing. It will also deliver more family homes, later living

opportunities, and homes which will meet the needs of all ages.

It is proposed that community panels are established to work with the Council and its partners throughout delivery; there is already great enthusiasm for this from the young people engaged through Youth Services, and this is something we would seek to replicate with older people.

Protected characteristic: Disability

Service Users / Stakeholders; Wider Community

Disability details:

The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.

Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

The early engagement approach included working with the Accessibility Engagement Group established as part of the Alexander Stadium proposal and strengthened to work across the Commonwealth Games. This included presented the draft masterplan to the group and utilising their networks to reach the wider disabled community. This group will continue to

be engaged through the formal consultation process and into delivery.

The masterplan and supporting consultation materials have been reviewed to ensure it meets the accessible standards and can be accessed by all.

As part of the consultation any request for reasonable adjustments to the consultation process will be made to ensure no individual is unable to respond to the consultation due to a disability. Materials will be made available in different formats on request

The proposed inclusion of in person tours as part of the consultation process will provide opportunities for a different method of engagement. These will be designed to meet the needs of attendees and would reflect different levels of mobility.

The masterplan looks to address issues around how accessible Perry Barr is by including proposals the focus on people friendly environments and tackle poor connectivity between key destinations and public transport. This will help to deliver a Perry Barr that is accessible to all.

Technical design matters will be addressed through accordance with other legislation and planning documents (including Access to People with Disabilities SPD and the Design Guide).

Protected characteristic: Sex

Service Users / Stakeholders; Wider Community

Gender details:

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all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.

Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

Early engagement and discussions has included a good balance of genders, and the approach to consultation is designed such that there is no reason to expect this to change.

The masterplan looks to provide a mix of services and facilities that will meet the need to existing and future communities in an environment that is safe and welcoming for all.

It will support the existing retail offer within the district centre and diversify the offer to ensure the centres future. This will help create and protect jobs within the service sector which is historically well respresented by a female workforce, so ensuring the health of the centre should have a positive impact.

Percieved or actual safety concerns will be reduced by the Masterplan proposals which improve the public realm and green spaces for more vulnerable users.

Protected characteristics: Gender Reassignment

Gender reassignment details:

Not Applicable

N/A

Protected characteristics: Marriage and Civil Partnership

Not Applicable

Marriage and civil partnership details:

N/A

Protected characteristics: Pregnancy and Maternity

Service Users / Stakeholders; Wider Community

Pregnancy and maternity details:

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Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

The masterplan looks to provide services such as health care facilities in a central and accessible location, as well as improving active travel choices, public realm and access to green space for the most vulnerable users.

Protected characteristics: Race

Service Users / Stakeholders; Wider Community

Race details:

The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups

has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.

Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

Consultation material will be made available in different languages on request.

The masterplan looks to ensure Perry Barr is a neighbourhood that provides services and opportunities for all in an environment that fosters strong community cohesion.

Protected characteristics: Religion or Beliefs

Service Users / Stakeholders; Wider Community

Religion or beliefs details:

The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.

Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and

businesses groups, statutory bodies and other key stakeholders.

The consultation approach has included reaching out to all communities by using existing networks through community groups, volunteer groups and faith groups to ensure that everyone knows how they can have their say on the masterplan proposals.

The masterplan looks to ensure Perry Barr is a neighbourhood that provides services and opportunities for all in an environment that fosters strong community cohesion. The masterplan looks to protect and enhance religious buildings within the plan area and provide new non-faith areas/buildings where all the community can come together.

Protected characteristics: Sexual Orientation

Sexual orientation details:

Service Users / Stakeholders; Wider Community

The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.

Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and



businesses groups, statutory bodies and other key stakeholders.

The masterplan looks to ensure Perry Barr is a neighbourhood that provides services and opportunities for all in an environment that fosters strong community cohesion.

#### Socio-economic impacts

The socio-economic health of the Masterplan area at the heart of Perry Barr impacts on the surrounding area and the city as a whole. Through attracting investment, securing jobs and delivering homes the masterplan will have a positive socio-economic impact. Building on the hosting of the Games to transform Perry Barr and provide opportunities for local communities and businesses will deliver a socio-economic legacy. Through the Perry Barr 2040 programme the Council and its partners will maximise the value of development, infrastructure, and real estate as catalysts for inclusive growth through the delivery of social value, community wealth building and the just transition to zero carbon.

Please indicate any actions arising from completing this screening exercise.

This assessment is based on the draft masterplan . The responses received as part of the consultation will be reviewed to identify any potential impacts on protected groups.

Please indicate whether a full impact assessment is recommended

NO

What data has been collected to facilitate the assessment of this policy/proposal?

The masterplan proposals have been produced by consultants in collaboration with City Council officers. A background study has been produced that reviews the demographic, social, economic and environmental data for the area.

	Frontloading engagement has been undertaken with partners including education and health providers. Early engagement has also been undertaken with key community and volunteer groups.
Consultation analysis	Frontloading engagement has been used to inform the proposals with the masterplan.
Adverse impact on any people with protected characteristics.	No adverse impacts were indentified.
Could the policy/proposal be modified to reduce or eliminate any adverse impact?	Not necessary, will review again following the consultation.  All consultation responses will be assessed and this report updated as part of the Cabinet approval process for the final masterplan.
How will the effect(s) of this policy/proposal on equality be monitored?	The masterplan delivers the adopted Birmingham Development Plan so will be monitored through the current policy monitoring processes. Additional monitoring will be captured as part of the Commonwealth Games Legacy reporting, and through other programmes such as Route to Zero.
What data is required in the future?	Should other opportunities or requirements for monitoring be identified through this consultation process these will be considered as part of the development of the final Masterplan and Delivery Plan. The Perry Barr 2040 programme will be delivered over the next 2 decades, with regular opportunities for review built in.
Are there any adverse impacts on any particular group(s)	No
If yes, please explain your reasons for going ahead.	
Initial equality impact assessment of your proposal	

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA

The Perry Barr 2040 Regeneration Framework is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation. It is considered that the Regeneration Framework will have an overall positive impact on the local community and no negative impact on protected groups have been identified at this stage.

#### QUALITY CONTROL SECTION

Submit to the Quality Control Officer for reviewing?

No

Quality Control Officer comments

Decision by Quality Control Officer

Proceed for final approval

Submit draft to Accountable Officer?

No

Decision by Accountable Officer

Approve

Date approved / rejected by the Accountable Officer

Reasons for approval or rejection

Please print and save a PDF copy for your records

No

Julie Bach

Person or Group

Content Type: Item

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