

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 15th July 2021 and ending on Wednesday 8th 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 – 15th July to 8th 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