



OUR FUTURE CITY: DRAFT CENTRAL BIRMINGHAM FRAMEWORK 2040

CONSULTATION REPORT

APRIL 2024

1. Introduction and purpose of Consultation Report

- 1.1. Birmingham City Council consulted on the 'Our Future City: Draft Central Birmingham Framework 2040' (draft Framework), between 25th May to 17th August 2023. The consultation sought views on the vision and proposals within the draft framework.
- 1.2. This consultation report sets out the engagement strategy, describes the level and type of responses received, the main issues raised and how they have influenced the final version of the framework. This report also demonstrates the process has been in accordance with the adopted Birmingham Statement of Community Involvement.
- 1.3. The Council undertook a first round of consultation on the 'Our Future City Plan: Shaping Our City Together' document between 26th January to 26th March 2021. The consultation informed the draft framework which has now been consulted on. Further details of the consultation on the Our Future City Plan: Shaping Our City Together' document can be found here:
https://www.birmingham.gov.uk/info/50273/our_future_city_plan_ofcp/2303/our_future_city_-_draft_central_birmingham_2040/3

2. Stakeholder Mapping

- 2.1. Prior to the formal consultation period, the Council undertook a stakeholder mapping exercise to identify the communities, stakeholders and partners who would be most impacted upon by the proposals. This also helped identify any 'seldom heard groups' across Birmingham allowing for a targeted approach towards engagement. This involved working with the Council's Neighbourhood Development and Support Unit to identify key channels of communication within each of the wards covered by the plan, reaching out to organisations and community groups and using these networks to help promote the engagement. An email was sent to the organisations identified from the stakeholder mapping work, and example of this can be viewed in Appendix A.

3. Formal Consultation

- 3.1. An eight-week public consultation was launched on 25th May 2023. Part-way through the consultation, the consultation period was extended by four weeks to a total of twelve weeks due to the high level of interest in the draft Framework. The consultation period ran from 25th May to 17th August 2023.
- 3.2. The consultation was supported by a comprehensive engagement strategy. The strategy aimed to ensure all individuals and organisations in the city had the opportunity to have their say on the draft framework.
- 3.3. The objectives of the consultation were to:

- Test the proposals within the draft framework;
- Build excitement around proposals;
- Spark debate and engagement with the entire community;
- Build market and business confidence;
- Show the city has opportunities and aspirations;
- Develop relationships with stakeholders and foster ongoing engagement; and
- Build trust with the community.

Consultation Materials

3.4. The draft framework was published on the Council’s website and emails and letters were sent to the following groups notifying them of the consultation:

- Planning policy consultation database;
- Everyone who responded to the ‘Our Future City Plan: Shaping Our City Together’ consultation;
- Organisations and faith groups identified through the stakeholder mapping exercise set out above in paragraph 2.1;
- All council-run primary and secondary schools within the draft framework boundary;
- The ward mailing lists for the wards included in the draft framework

3.5. The Council’s online consultation portal BeHeard was used to capture feedback on the draft Framework along with email and written responses. The questionnaire that was hosted on BeHeard can be viewed in Appendix B. The Council’s social media was used to promote the consultation and raise awareness.

3.6. Paper copies of the draft framework and questionnaire were available at the locations listed below. A freepost address was also provided for consultees to submit comments.

- Balsall Heath Library
- Bloomsbury Library
- Council Offices, Woodcock Street
- Library of Birmingham
- Small Heath Library
- Spring Hill Library

3.7. From week commencing 3rd July 2024 onwards the draft Framework and questionnaire was also available at the following locations:

- Erdington Customer Service Centre
- Handsworth Library
- Harborne Library
- Kings Heath Library
- Northfield Customer Service Centre
- Shard End Library
- South Yardley Library
- Sutton Coldfield Library

- Ward End Library
- Yardley Wood Library

- 3.8. Members of the public and other stakeholders were able to respond to the consultation via the online questionnaire, email or letter. Printed copies of the document and a response form were also made available on request.
- 3.9. An expression of interest form was also available on the council website. Members of community groups and organisations were invited to complete the form if they would like to get involved in shaping the future of Central Birmingham (the area covered by the draft Framework). A copy of the form can be found in Appendix C. 12 such responses were received and further email, online or in person engagement was undertaken with the NHS, children's groups and other organisations as a result.

In-person consultation events

- 3.10. Officers organised and attended 21 consultation drop-in events in numerous locations across the framework boundary. During these events, officers spoke to approximately 850 people. A list of the events and a summary of the issues raised during the events is available in Appendix D.
- 3.11. The events were advertised on the council's website, promoted on council social media channels, and published on the Council's events page.
- 3.12. The events were held during a range of times including evenings and weekends. Consultation materials were available to view which provided information on the proposals within the draft Framework and explained how to respond to the consultation. Planning Officers were available to answer questions and printed copies of the document were available to take away for those without internet access.
- 3.13. The consultation materials comprised the following:
- Overview of the vision;
 - Overview of proposals within each area (City Heart, Central East, Central North, Central South and Central West);
 - Overview of the city themes;
 - Largescale plans of the framework areas;
 - Sketches and computer-generated images included in the framework; and
 - Flyers detailing how to get involved with the consultation (see Appendix E).



Online consultation events

- 3.14. Council officers hosted two online events over Microsoft Teams held between 6pm and 7pm on Monday 3rd and 24th July 2023. Both events included a thirty-minute presentation where officers provided a brief overview of the contents of the draft Framework as well as information on how participants could have their say. There was also an opportunity for questions and answers. Both events were attended by approximately 17 individuals each.
- 3.15. The events were publicised via the Council's website and promoted on the Council's Twitter account. The events were open to all, though to control demand, there was a booking requirement. A summary of the issues raised during the two events is available in Appendix F.
- 3.16. An online event was originally scheduled for Tuesday 11th July, however due to technical difficulties this event could not take place. All participants who had signed up for the event were notified, and the event was rescheduled for 24th July. A video of the presentation was also made available on the council's website.

Videos

- 3.17. Three videos were produced to support the consultation. The details of each video are set out below:
- A two-minute video was produced to promote the draft framework and generate excitement and discussion. The video was available on the council's webpage and

promoted on social media. It has been viewed approximately 2,600 times. A link to the video can be found here: www.youtube.com/watch?v=jmRibZWEBZ0

- A thirty-minute video was produced which provided an overview of the vision and proposals within the draft framework and how people can get involved in the consultation. It has been viewed approximately 930 times. A link to the video can be found here: www.youtube.com/watch?v=f4cxiZX82cU
- The Council also commissioned Beatfrees to produce a video of ten young people explaining their vision for Birmingham. The age of the young people ranged from 17 to 23 and they all either live or study in Birmingham. The video has been viewed approximately 340 times on the Council's YouTube. A link to the video can be found here: <https://www.youtube.com/shorts/V5b3HQIgrzs>

Promotion and publicity

- 3.18. The consultation was publicised online across numerous websites, social media channels, via local news publications and online news outlets covering specific industries.
- 3.19. The consultation was advertised six times on the Birmingham Bulletin email newsletter. The bulleting has a mailing list of over 80,000. It was also advertised to the Council's planning e-newsletter reaching over 12,700 individuals.
- 3.20. Social media publicity was carried out via Twitter and Facebook. There were approximately 38 posts on social media which reached approximately 128,000 people, generated approximately 360 comments, and were shared over 500 times.
- 3.21. Internally, the consultation was publicised in the Chief Executive's weekly e-newsletters and the weekly staff bulletin. The Chief Executive hosted an all-staff webinar on the draft framework which was watched live by 1,150 Council employees and has since been viewed a further 220 times on YouTube.

UKREiiF

- 3.22. Birmingham City Council presented at the United Kingdom Real Estate Investment and Infrastructure Forum (UKREiiF) at the Newsroom Stage on tuesday 16th May 2023. The Council Leader, Chief Executive, Strategic Director of Place, Prosperity and Sustainability, officers from the City Centre Development Team and teams from partners Arcadis, Lendlease and Howells as well as Calthorpe Estates, a major Birmingham landowner, were all in attendance. The launch was well attended and created a buzz of excitement and interest around the future of the city and the bold, ambitious nature of the framework's proposals.

Launch event

- 3.23. The consultation was launched on Thursday 25th May 2023 at Highbury Hall. It was attended by approximately 100 key stakeholders from a variety of backgrounds including but not limited

to community groups, local businesses, media representatives and Ward Members. The evening celebrated the past, present and future of Birmingham. It included a short presentation from senior Council leadership and consultation materials were available to view and engage with. Officers were present to answer questions and guests were invited to encourage their networks and local communities to respond to the consultation.

Ward Member engagement

3.24. All Ward Members were invited to an online briefing session prior to the consultation launching. Planning officers presented the contents of the draft Framework and answered questions. Key themes from the discussion are listed below:

- General support for vision and ambitions, in particular the City of Nature theme;
- Important to deliver affordable housing and housing that meets the needs of Birmingham residents, in particular, family housing;
- Housing co-operatives should be explored in the future;
- Need to ensure existing residents aren't displaced in future housing proposals;
- Discussed challenges surrounding delivering the Transport Plan; and
- High-quality public transport infrastructure is key to encouraging residents and visitors to use sustainable modes of transport.

3.25. The draft Framework was presented to the Council's Planning Committee on 15th June 2023. The following themes were discussed:

- Support for the vision to deliver new homes, job opportunity and green space;
- Importance of delivering a mix of town houses and apartments in the city centre;
- Importance of new green space being maintained over time;
- Support for reducing the role of the private vehicles;
- Concerns regarding potential conflict between pedestrians and cyclists;
- Support for the inclusion of supporting night-time economy; and
- Importance of protecting heritage assets and their settings.

3.26. Officers also provided updates to Members via email throughout the consultation period detailing the planned consultation events and number of responses received. Two online Ward Member sessions were held on the 8th and 11th April 2024 to update on the final changes and process to publication. The Member responses and officer comments are included as Appendix 5 to the Central Birmingham Framework 2045 Cabinet Report.

Economy & Skills Overview & Scrutiny Committee

3.27. The draft Our Future City Plan engagement documents leading to the Central Birmingham Framework 2045 have been considered by the Economy and Skills Overview and Scrutiny

Committee at each stage since 2021 to inform the Committee on progress, help shape the agenda and advise the engagement approach taken. The committee made a formal representation at the draft Framework consultation stage.

- 3.28. At the last meeting on 6th March 2024 the Committee encouraged a statement of involvement to be developed setting out how communities will be involved in the implementation of the Framework. This should include how residents in the communities affected will be involved in governance and accountability. It was also suggested we should make more use of digital involvement with community engagement. For example, using social media platforms and our website more effectively. Officers welcomed these comments and the commitment to work together to deliver the CBF2045 ambitions and set up the necessary governance to ensure a community role in decision-making. The future detailed work and specific projects is when we can address matters such as community panels, areas of low representation (*as shown in the equalities monitoring data infographic, see Appendix 7 of the CBF2045 Cabinet Report*) and digital consultation.

People for Public Services

- 3.29. Officers worked with the Council's Citizen Engagement Team to utilise their People for Public Services network. This included an email that reached approximately 16,000 citizens in Birmingham inviting them to an online event on Tuesday 20th June 2023. The event included a presentation by officers and then a question-and-answer session. The presentation was designed with the Citizen Engagement Team to ensure it was accessible and engaging. The session was run in an interactive way to encourage ideas and questions to be shared. The event was attended by approximately 40 individuals. A summary of the key points raised during the discussion can be found in Appendix G.

Statutory consultee session

- 3.30. Officers arranged an online engagement meeting via MS Teams for statutory consultees on 12th July 2023. All statutory planning consultees were invited. The meeting included a screening of a promotional video, a short presentation on the draft framework and its contents and closed with a question-and-answer format discussion. Approximately 20 individuals attended, representing 14 organisations. A list of the organisations represented, and a summary of the themes raised during the discussion are included in Appendix H.

Levelling Up Birmingham All-Party Parliamentary Group

- 3.31. The Levelling Up Birmingham All-Party Parliamentary Group hosted a launch event for the draft Framework in the Houses of Parliament on the 5th June 2023. The event gathered a parliamentary audience, including Birmingham MPs and the Parliamentary Under Secretary of State for Roads and Local Transport, the City Council's Leader and Deputy Leader, and a range of Birmingham and London based investors and businesses. Officers delivered a presentation on the vision, outlining the key themes of the framework and setting out the

case for levelling up Birmingham. This was followed by a question and answer session, with panellists including politicians and development professionals.

3.32. Key themes from the discussion included:

- Importance of the Framework aligning with the emerging Birmingham Local Plan process;
- The Council and partners need to bid for and explore different funding sources to ensure project delivery;
- Importance to deliver transport infrastructure at an early stage of development;
- Make improvement to public transport and active travel options so it becomes a first choice for users;
- Importance of delivering high-quality, affordable homes that meet the needs of Birmingham residents including family housing in the city centre;
- Importance of delivering housing at density to meet sustainability credentials and the city's housing targets.

Roundtables

3.33. Roundtable events were also held with a range of stakeholders, hosted by Birmingham City Council staff working in Enterprise Zones and Capital Investment.

Youth engagement

3.34. Reaching young people was also key to the engagement strategy. The Council used social media to reach young people and commissioned the company 'Beatfreaks' to produce a video of ten young people explaining their vision for Birmingham. The aim was to engage young people and spark them to consider how they wish the city to be over the next 20 years. Officers emailed all Council-run primary and secondary schools to encourage engagement from young people. This included a link to the promotional video, online questionnaire and the framework and bull colouring in sheet. Officers also offered to run bespoke engagement sessions with pupils. The letter to schools can be viewed in Appendix I.

3.35. Officers arranged two in-person workshops with young people. The aim of the workshops was to obtain views from young people living and studying in the Framework area. One workshop was run with the Council's Youth City Board and the second workshop was with a group of young people the charity Creative Cohesion had pulled together from the Small Heath area. A total of 25 young people took part across the two workshops. The workshops included a variety of activities including:

- Identifying opportunities and challenges in the city;
- Ranking planning priorities; and
- Masterplanning Garrison Park Quarter.

3.36. A summary of the youth engagement work can be found in Appendix J.

4. Key findings from the consultation

4.1. Approximately 330 formal representations were submitted to the consultation. A breakdown of how people responded to the consultation is included below:

- 250 BeHeard questionnaires submitted
- 80 emails submitted

4.2. A variety of individual residents, developers, landowners, investors, government organisations, national institutions and local community interest groups responded to the consultation. A list of the organisations who responded is included in Appendix K.

4.3. A breakdown of the consultation's 'reach' is outlined below:

- In total, the three videos produced as part of the consultation were viewed 3,870 times;
- Approximately 94 people were engaged via online webinars;
- Approximately 850 people were engaged across the 21 in-person events
- Social media posts reach 128,000 people;
- Generated 330 formal responses via the Be Heard questionnaire, email or letter

4.4. The key themes raised during the consultation are summarised below:

- General support for scale of ambition and vision and some Bold Proposals;
- Request to strengthen guidance regarding, climate change adaptation, sustainability and mix and affordability of new homes;
- Calls for boundary to be extended to include other areas of the city in need of investment;
- Request clarity over how the Framework will work alongside the emerging Birmingham Local Plan;
- Concerns regarding ongoing maintenance of green infrastructure and public spaces;
- Request to improve environmental justice;
- Support for providing new homes in the city, calls for new homes to be affordable, suitable for families, and meet the needs of Birmingham residents;
- Requests for appropriate infrastructure to be delivered alongside new homes including schools, healthcare facilities, employment opportunities and green space;
- Support proposals to improve cycling, walking and public transport infrastructure, particularly around the city and not solely routes in and out of the city centre;

- Some support for proposals to downgrade the ring road to reduce car dominance and improve air pollution, others not in support of reducing infrastructure for private vehicles;
- Support for proposals to protect and enhance heritage and culture;
- Clarity sought on 'City of Layers and Distinctiveness' theme;
- Calls for high-quality sustainable design of new development;
- Concerns the high-density of buildings in the city centre will be replicated across the Framework boundary;
- Concerns regarding lack of safety in the city and calls to improve safety;
- Request clarity on how proposals will be delivered and funded;
- Support partnership working to deliver vision and Bold Proposals;
- Request for local communities to have ongoing involvement, engagement and influence over proposals;

4.5. A table is included in Appendix L which summarises the key themes for the representations received by email and BeHeard and how the framework has been updated to reflect comment where appropriate.

5. Outcomes of the consultation

5.1. The main revisions to the Framework as a result of the consultation representations are:

- References strengthened regarding the need to deliver a mix of type and tenure to meet the identified local need and for houses to be affordable, sustainable and meet the Decent Homes Standard;
- Wording strengthened regarding safety and creating safe accessible spaces and active travel routes;
- References strengthened and detail added regarding sustainability, route to zero carbon emissions, climate change mitigation and increasing biodiversity;
- Increased reference to improving health and wellbeing for Birmingham residents;
- The structure of the document has been clarified including its relationship with the emerging Birmingham Local Plan in order to provide further detail on how the vision will be delivered;
- The vision and city themes have been streamlined to reduce duplication, ensure they are complimentary and increase readers' accessibility;
- Increased guidance regarding the need to protect and enhance existing heritage and cultural assets through a new heritage and culture chapter for each area section (City Heart, Central East, North, South and West);
- The bold proposals within each chapter have been streamlined and reordered to improve consistency throughout the document;

- To increase readers' accessibility, a definition of each bold proposal has been included in the introduction and each bold proposal includes an introductory paragraph explaining its purpose;
- Amendments to growth zone and major development site boundaries to reflect responses received, existing project progress, internal discussions and wider plan making;
- Delivery chapter strengthened to provide a greater level of detail on projects and delivery mechanisms including ongoing community engagement.