

Erdington High Street – Future High Streets Fund
WORKING DRAFT - FULL BUSINESS CASE (FBC)

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Place	Erdington High Street
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SRO Sign-off Name: Date:	
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PROJECT SUMMARY

In no more than 500 words, please provide an overall summary of your proposed project.

Local Authority: Birmingham City Council

High Street: Erdington High Street

Brief summary of proposal:

The Future High Street Fund (FHSF) will be used to facilitate a transformation of Erdington High Street into a thriving centre, providing new start up business incubation space, housing, cultural, leisure and social activities for all ages as well as improved urban realm and physical and social connectivity within the area. The fund will support a small number of transformative initiatives which will contribute to the longer term and wider vision for the high street. The shortlisted schemes include:

- the redevelopment of a former swimming baths into a Community and Enterprise Hub which will house spaces for community activities and events, incubation office space and specialist advisors to support business start-ups.
- the redevelopment Central Square Shopping Centre into mixed use residential (private rental), with ground floor food and beverage and a new public square/space linked directly to the High Street;
- urban realm and accessibility/connectivity enhancements within the High Street, including improved pedestrianisation and enhanced footways in the middle section of the High Street and public space/village green to the north along with measures to slow vehicular traffic and improve public realm; and
- upgrading the public footpath through St Barnabas Churchyard, adding disabled access and lighting to make it accessible and safe at night, and improving the churchyard into a public greenspace. Currently the footpath and graveyard are used during the day by local residents to access the high street. However, there are safety fears at night due to lack of lighting.
- The acquisition and demolition of 152-156 High Street, and the creation of a pocket park on the site which will include an outdoor gym and children's play area.

The following maps are provided in appendix 2:

- a key map identifying the geographic extent of the High Street land showing its boundaries and the local authority boundaries;
- a map which shows the considered shortlisted sites;
- a map showing landownership overlaid onto the sites that are being considered.

Brief narrative summary of impact of proposal, drawing from your economic case:

The impacts of the shortlisted schemes will be presented in the final business case. The key economic impacts will include:

- land value uplift generated through new homes and commercial space;
- amenity benefits generated through the new public square and wider public realm improvements;
- health benefits from the improved public space;
- non-quantifiable benefits including improved accessibility, wellbeing, reduced isolation of local residents and improved safety.

Overall funding requested from the Future High Streets Fund: To be provided in the final business case.

WHAT IS THE INVESTMENT PROPOSAL?**Investment proposal**

BIA to prepare

Benefit Cost Ratios

[Please provide a short summary of the benefit cost ratios (BCRs) of your project and include a table which includes the Present Value (PV) of costs and benefits split by main categories:

<i>Benefits</i>	<i>TBC</i>
<i>PV benefits A</i>	<i>TBC</i>
<i>PV benefits B</i>	<i>TBC</i>
<i>PV benefits C</i>	<i>TBC</i>
<i>PV benefits total</i>	<i>TBC</i>
<i>Costs</i>	<i>TBC</i>
<i>PV costs A</i>	<i>TBC</i>
<i>PV costs B</i>	<i>TBC</i>
<i>PV costs C</i>	<i>TBC</i>
<i>PV costs total</i>	<i>TBC</i>
<i>BCR</i>	<i>PV total benefits/PV total costs</i>

Please provide some key assumptions underpinning the methodology for developing the cost and benefit estimates.

Please also bullet non-monetised benefits from the investment]

KEY MILESTONES

[5-10 bullet points or a diagram for key events, such as: when project is expected to begin and completed. Other important key milestones e.g. final consultation, completion of bidding process, contracting third party, evaluation etc.]

TBC

STRATEGIC CASE – *What we're doing, and why*

This section sets out the strategic case for Future High Street Funding in Erdington. It provides a background context of the local area and the current situation on the high street, setting out the market failures and the case for intervention. It presents the objectives that we want to achieve through the fund, and the schemes that we have shortlisted for consideration. The section also sets out the dependencies, constraints and risks that have been identified.

Background

Erdington Profile

Erdington is a suburb of Birmingham five miles north east of the city centre. The area started out as a village which was subsumed by Birmingham's expansion during the industrial revolution. Today Erdington town centre has a distinct concentration of retail space, with a pedestrianised northern end that has a small village green and access to a library and old leisure centre site, and at the other end the Central Square Shopping Centre and St Barnabas Church. The High Street covers Erdington Ward as well five other wards with a combined catchment of 47,631 residents. Erdington benefits from great connectivity to the city centre of Birmingham which is only 30 minutes away by public transport and with the Erdington railway station providing access to frequent trains to other cities across the UK. Erdington is ethnically diverse. Some 22% of all residents are Black and Minority Ethnic (BME).¹

Almost half of the population in Erdington ward (49%) live in the 10% most deprived neighbourhoods in England. Child poverty is also high with 35.6% of all children in the ward living in poverty.² Birmingham as a whole has high rates of deprivation, with about 40% of its population living in England's 10% most deprived areas.³ The unemployment rate in Erdington ward at 8%, is just below the city rate of 8.7%. This is substantially higher than the UK unemployment rate of 3.8%.⁴

Life expectancy in Erdington is lower than both the Birmingham and national average. According to the UK's loneliness index, the area surrounding the high street has a high or very high risk of social isolation, which is based on marital status, health, age and household size.⁵ Alcohol related deaths in Erdington account for 12% of all alcohol related deaths in Birmingham. It has the highest rate of all alcohol related hospital admissions for those between 25 and 64 years old in Birmingham.⁶

The High Street today

The Erdington High Street covers a 0.85km long route through Erdington ward and parts of Stockland Green, Gravelly Hill, Pye Hayes and Perry Common. It includes retail space, three markets (Barnabas Road, Wilton Market and Swannies) two of which are covered, an old shopping centre (Central Square), as well as a library, walk-in health centre, and a church with conference centre and café. In general, there is a high number of retail and leisure units in the Erdington constituency with 37% of businesses in the sector compared to the UK average of 31%.

The High Street and Central Square Shopping Centre has become run down with a large number of shop closures (particularly within the shopping centre). The shops on the High Street that have remained open are predominantly serving local needs with essential groceries as well as coffee shops and cafes. Erdington was previously a leading retail destination for the North of Birmingham, but since 1998 there has been a major loss of footfall due to competing shopping parks nearby. There is limited data on the historical trends in footfall on the high street. However according to the Central Square Shopping Centre, footfall has fallen from a high in 2012 of 1 million per annum to approximately 500,000 at the end of 2018, causing a rise in the number of empty units. Current levels of void property now stand at 11%, slightly above the national average of 10%. Birmingham City Council (BCC) plan to collect footfall data in early 2020 to inform the final business case.

This decline has been associated with an increase in anti-social behaviour including begging, gang activity, drug taking and street drinking taking place on the High Street. Many residents have communicated that crime and anti-social behaviour in the town centre puts them off spending more time there. In the Birmingham City Council's recent survey of residents and shoppers 29.6% felt unsafe in the day time, rising to 85.1% at night time.

Market failure

¹ ONS (2011) National Census

² DCLG (2015) Indices of Multiple Deprivation Cited in Birmingham City Council (2019) Birmingham Health Profiles: Erdington Constituency

³ Ibid footnote 2

⁴ ONS (2019) Unemployment rate (aged 16 and over, seasonally adjusted).

⁵ Age UK (2016) Birmingham. Risk of Loneliness in England. URL: <http://data.ageuk.org.uk/loneliness-maps/england-2016/birmingham/>

⁶ Birmingham City Council (2019) Birmingham Health Profiles: Erdington Constituency 2019

A change in shopping habits with a move to online shopping, the development of new and larger shopping centres in Birmingham and the lack of investment in the high street over successive years has led to the decline in demand for retail on the High Street leading to a redundant supply of retail units.

Coupled with this, the growing population in Birmingham and its renaissance as a centre for business, attracting both workers and businesses drawn in part by value for money rents compared to London, has led to an increase in the demand for housing outpacing supply. By 2031, the population in Birmingham is anticipated to increase by 156,000; the estimated need for additional homes is approximately 89,000, including 33,800 units of affordable housing. Some 51,100 new homes that are planned to be developed by 2031 will not be able to accommodate Birmingham's estimated increase in population. As a result, BCC is seeking to deliver new developments both within and outside the city. The High Street is in an area of significant deprivation, which suggests that the market is failing to distribute prosperity in an equitable manner across the population.

There is a need to reduce the number of retail units on the high street to balance with demand; to increase the number of homes to provide adequate supply; and to provide more leisure activities and improved urban realm on the high street to bring residents together to reduce the feeling of isolation and improve the safety on the high street after dark.

Existing property owners do not have the capacity or resources to carry out redevelopments in a way that will maximise benefits to the local community. The scale of the interventions required to redevelop the vacant buildings on the high street and the complexity of developing the schemes that will receive planning permission (and then delivering them successfully) is such that they are unable to redevelop them. Significant local authority budget cuts during ten years of government austerity means that the local authority is struggling to intervene effectively without support from the FHSF.

Why Erdington?

Erdington is changing – more people are moving into the area; there are excellent public transport links into the city centre which can provide for increased economic opportunities; Erdington is very accessible and in a good location to contribute to the Birmingham's wider housing demands; there are opportunities to increase the range and quality of the housing stock; the local community feels strongly about their high street and will provide additional support to it if it can be improved and become safe and secure for people of all ages, genders and ethnicities at all times of the day.

Existing initiatives

The town centre is a Business Improvement District (BID). Local stakeholders and businesses are working together to improve their trading environment, public realm, and overall business environment. The BID aims raise about £100,000 per year for five years to fund clean, safe and green projects. Although this fund is important for supporting small business support schemes on the high street, larger structural interventions are needed to create the transformation that the high street needs.

The Vision

Erdington High Street will be transformed to become a destination of choice for the local community, which is inclusive, safe, green and active. Improvements in retail, cultural, leisure, community and social activities for all ages will enable this to happen and re-establish Erdington as the accessible beating heart of the community with a strong sense of place and priority for pedestrians and cyclists.

MHCLG intervention

Objectives

The overarching objective of the FHSF is to renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability.

The intention is to use the FHSF to facilitate a transformation of the high street, creating incubation space for start-up businesses, helping to tackle the housing shortage in the city and creating an environment where visitors would feel safe whether during the day or night, enjoying the varied retail, café, and cultural activities on offer.

The business case objectives are to:

- Support enterprise start-ups and community activity on the High Street
- Deliver more high-quality housing to address the increasing housing demand in Birmingham and increase the vitality of and footfall in the High Street
- Maximise the area's cultural, leisure and social activities and respond to the needs of the local community;
- Take advantage of the opportunity to improve safe and secure local connections/routes to the High Street and to other local destinations such as the railway station

- Improve the quality of the existing public realm; introduce additional planting and greenery, prioritise walking and cycling and create a strong sense of place
- Contribute to an increase in well-being, and address social isolation and crime in the area

Demonstration of how these objectives are SMART is provided in Appendix A. The objectives have been developed with consideration of the wider policy context drawing on the Erdington Community Plan⁷ which sets out housing, clean green and safe, health and employment, skills and enterprise as priority themes, as well as the Urban Centres Framework⁸ which identified Erdington as a centre for transformation.

Site selection

A list of shortlisted schemes has been prepared. Table 1 provides a high-level description of each scheme, the amount of funding that is being sought and an update on progress. They include:

- redevelopment of a derelict public baths building into a Community and Enterprise Hub;
- transforming an unused shopping area into approximately 250 private rental apartments and ground floor food and beverage units;
- High Street connectivity and urban realm interventions;
- the creation of a pocket park on the High Street.

Maps showing the location of the High Street, the shortlisted schemes and land ownership are provided in Appendix 2.

There is a strong rationale for MHCLG intervention through the FHSF due to the market failures preventing the private sector from meeting the Council's objectives for the High Street. As set out above, other sources of funding are insufficient to deliver the transformational schemes that are needed. Over-arching market failures are described for each scheme in Table 1.

Major components of the proposals, such as the public realm and connectivity improvements, are public goods. These are goods that are provided for the benefit of the public, without charge, and consequently would be under-provided if left to market forces due to the lack of associated revenue streams.

Policy Context

Erdington's vision, the FHSF and shortlisted schemes support the wider policies and plans for the local area. The adopted Birmingham Development Plan 2031⁹ identifies Erdington as a District Centre with potential for growth. The Plan set ambitious goals for affordable housing, housing regeneration and traffic and congestion management, all of which the schemes shortlisted for Erdington High Street will contribute to. The Urban Centres Framework¹⁰, an adopted Birmingham strategy to support urban centres, identifies Erdington as a centre for transformation and highlights a need to reinvigorate the public realm. Amongst the core focus areas for Erdington are vibrant mix of retail and leisure uses; distinctive local identity; and High Street transformation. The strategy encourages retail development, improved pedestrian environment and investment in public realm.

The Erdington Community Plan¹¹ 2016 – 2020 outlines priorities based on local stakeholders' opinions and views. The key priority areas have been identified as: provision of affordable housing; investment in transport infrastructure; and creating a city for young people - facilitating their learning and skills.

Stakeholder engagement

Initial stakeholder engagement with the local community was carried by the local councillors in March 2019 to identify key challenges on the high street. There is agreement among residents that the high street needs transformation, identified through consultation results. Birmingham City Council have been sent letters of support from the Mayor of Birmingham Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) local Councillors, the Greater Birmingham Chamber of Commerce Erdington Business Improvement District representing over 300 local businesses and other stakeholders. Further engagement with the local community will be carried out for the shortlisted options.

Dependencies and Constraints

The schemes are in varying stages of development. At this stage principal dependencies include:

⁷ Erdington Community Plan. Erdington District Committee, 2016

⁸ Birmingham City Council (November 2018) Draft Urban Centres Framework.

⁹ Birmingham Development Plan. Birmingham City Council, 2017

¹⁰ Draft Urban Centres Framework. Birmingham City Council, November 2018

¹¹ Erdington Community Plan. Erdington District Committee, 2016

- The redevelopment of the Central Square Shopping Centre is dependent upon refinement of the scheme by the developer, planning approval of the scheme by the local authority, and compliance with State Aid regulations
- The redevelopment of the old baths into a Community and Enterprise Hub is dependent upon obtaining co funding for the scheme, and a licence from BCC to enable Witton Lodge to manage the scheme
- The redevelopment of 152-156 High Street is dependent upon the owner's support. Without this, compulsory purchase would be required.

Key constraints include time constraints for delivering the schemes in line with the requirements of the FHSF; and compliance with the legal framework including state aid regulations.

Key Risks

The key risks at this stage vary for each of the scheme options. Risks are outlined in Table 1. A SWOT analysis has also been carried out for the schemes which is presented in the Economic Case. Key economic and financial risks have also identified in the economic and financial cases. Key risks include:

- Unforeseen increase in costs exceeding available funds. Optimism bias has been included in the economic assessment.
- Compliance with state aid rules.

Data Protection

We confirm we have consulted the Data Protection Compliance Manager (DPCM) and considered requirements under the General Data Protection Regulation and Data Protection Act 2018 including the need for a Data Protection Impact Assessment. We acknowledge that you will share this business case with other government departments where relevant, with third parties providing advice and assessment services to the FHSF and with the High Streets Task Force in all cases on a confidential basis. .☒

Table 1: Shortlisted Schemes

Summary	Market failure / scheme justification	Funding required from FHSF	Update on progress	Risks
<p>Community and Enterprise Hub</p> <p>Witton Lodge are planning to redevelop a former swimming baths facility owned by BCC into a community and enterprise hub which will house community and business (start-up) spaces/activities/services. The Hub will include a community café, a community room, workspace and a multi-purpose coworking space of 11,000 square feet. The front would also have a new street frontage and community arts initiatives. The services provided will focus on business support, digital workshops and materials workshop.</p> <p>The main focus of the Enterprise Hub concept is inclusive growth. However this will include Heritage aspects, Creative enterprise elements, Community engagement opportunities and a Maker space.</p>	<p>Provision of the enterprise hub would be under-provided if left to market forces.</p> <p>Local community and Local Authority cannot afford to fund the hub without government support. Need for more community-based activities to reduce isolation of local people, and for more business support/ affordable office space for start-ups.</p>	<p>£1.5-2.9 million</p> <p>Co funding: Possibility of LEP funding. Not yet secured. Need confirmation from BCC on total value of FHSF being sort.</p>	<p>Witton Lodge has prepared plans and cost estimate for redeveloping the site. It is proposed that BCC would transfer the asset to Witton Lodge. Birmingham City Council is initiating a license process for Witton Lodge Community Association (WLCA) in the short term. A number of approaches are being considered for the transfer in the long term.</p> <p>Stakeholders engaged: Witton Lodge, BCC, local Councillor</p>	<p>Costs may exceed available funds.</p> <p>Risk that Witton Lodge will not secure co-funding.</p>
<p>Central Square Shopping Centre Redevelopment</p> <p>The redevelopment of Central Square Shopping Centre. The developers Godwin Developments (Godwin) have bought the site and are planning to redevelop it into mixed use residential and commercial. With approximately 250 residential units for private rental, ground floor food and beverage, and a public square.</p>	<p>Changing spending habits and a resulting drop in footfall has led to closure of retail units. Demand is now lower than supply. There is a strong need for a change of use.</p>	<p>£3.5-3.7 million (estimate provided by BCC).</p> <p>Co-funding: the majority of the funding for the redevelopment will be provided by Godwin. They will reclaim this through the sale of the redevelopment for private rent.</p>	<p>Godwin Godwins first plan was rejected by BCC due to the height/scale of the high-rise blocks which were out of keeping with the local area. They have prepared high level plans for a scaled back redevelopment with a smaller number of apartments and lower rise blocks of 3 - 6 stories and public square.</p> <p>Stakeholders engaged: Godwin (private developer; BCC, local Councillor</p>	<p>Risk that the developer will change their plans for the site prior to submitting a formal planning application.</p> <p>Non-compliance with state-aid rules.</p>

High Street Connectivity Revised traffic regulations orders and car parking arrangements designed to increase dwell time for visitors to the High Street and make the area more attractive and safer for people to enjoy; improve cycling access; pedestrianisation of the stretch of High Street in front of St Barnabas Church; improved public realm including the area around the existing village green; and traffic speed reduction including raised tables.	Provision of urban realm and connectivity would be under-provided if left to market forces due to the lack of associated revenue streams. Local authority lack funds to invest in urban realm.	£2,067,210	Consultants have drawn up draft plans for urban realm and connectivity improvements. Stakeholders engaged: BCC, local Councillor	Low risk. Commitment required from BCC to maintain the urban realm. How will this be funded?
St Barnabas Connectivity Improvements to public footpath through St Barnabas Churchyard to include re-surfacing, disabled access and lighting. Currently the footpath is used during the day by local residents to access the high street. Safety fears at night due to lack of lighting. Wider churchyard will also be upgraded.	Provision of urban realm and connectivity would be under-provided if left to market forces due to the lack of associated revenue streams. Local authority lack funds to invest in urban realm and lighting.	£1,723,015	Costed scheme to refurbish graveyard and path has been prepared by the Church. Stakeholders: St Barnabas Church, BCC, local Councillor	Low risk. Commitment required from BCC to maintain the urban realm. How will this be funded? Risk that funds will not be available. It is possible that volunteers from the Job Centre will help with maintenance.
152-156 High Street Compulsory Purchase (or purchase) and demolition of 152-156 High Street. The site would be converted into a pocket park, with public open space and the potential to incorporate an outdoor gym and children's play area. BCC would acquire the site and be responsible for the ongoing management of the park. The cost estimate for this scheme is dependent upon the value of the property agreed with the owner or on the cost of CPO.	Demolition of a commercial property and replacing it with a park would not be carried out if left to the market.	tbc	BCC planners discussing options with the owner of the property. Cost estimates difficult to prepare at this stage given the level of uncertainty on whether and how the property will be acquired.	Scheme still requires significant development. Uncertainty over what the final BCC decision will be on how to proceed with the site. Negotiations with the owner are ongoing. There is a risk that the owner will submit an application for an alternative scheme and not agree to an economically viable sale price. Need clarification on whether BCC would support the owner's scheme to redevelop the site into commercial space and rental apartments or proceed with CPO of the site. Length of time required for CPO. Risk of economic disbenefits associated with converting commercial space into a park.

FINANCIAL CASE - How much it will cost, and how it will be funded**Financial summary of the Preferred Option**

The purpose of the financial case is to determine the net cost to the public sector. This section outlines the cost of each option along with a detailed outline of the funding to be leveraged and the funding sought from the FHSF.

The table below presents a summary breakdown of the costs and funding requirement of each scheme within the Preferred Option. The financial profile of each of the options is detailed further below.

Preferred Option (£m)	Total cost of scheme	Existing funding from Council	Co-funding to be leveraged	Funding sought from FHSF
Scheme 1: Central Square shopping centre	47.6234	-	43.9234	3.7000
Scheme 2: Community hub development	3.0594	-	1.5594	1.5000
Scheme 3: High street connectivity	2.9453	-	-	2.9453
Scheme 4: St Barnabas church	1.7894	-	0.2000	1.5894
Monitoring and evaluation		-		
TOTAL	55.4176	-	45.6829	9.7348

Financial profile (preferred option)

Preferred option (£m)	19/20	20/21	21/22	22/23	23/24	Beyond	Total
Scheme 1: Central Square shopping centre	-	4.6502	28.4591	14.5141	-	-	47.6234
Scheme 2: Community hub development	-	0.3810	1.8848	0.7937	-	-	3.0594
Scheme 3: High street connectivity	-	1.4581	1.4873	-	-	-	2.9453
Scheme 4: St Barnabas church	-	0.1592	1.6302	-	-	-	1.7894
Monitoring and evaluation	-	-	-	-	-	-	-
TOTAL COST	-	6.6484	33.4614	15.3078	-	-	55.4176
Co-funding available	-	3.9323	27.5458	13.9990	-	-	45.4772
FHSF funding sought	-	2.7161	5.9155	1.3088	-	-	9.9405
TOTAL FUNDING	-	6.6484	33.4614	15.3078	-	-	55.4176

The cost assumptions underpinning the Preferred Option are outlined below:

Scheme 1: Central Square shopping centre:

- The total cost estimate for the Central Square shopping centre scheme is £47.6234m.
- The costs for the Central Square shopping centre redevelopment has been developed by Godwin Developments using internal costings based on their extensive experience developing residential and commercial properties across various the UK.
- Godwin Development's acquired the Central Square shopping centre with an all-in cost to date of approximately £3.316m.
- The project's construction costs of £33.600m are based on a residential area of 190,000ft2 and a retail area of 20,000ft2 at a build rate of £160 per square foot. In additional £0.700m has been allowed for demolition and public realm improvements.
- Developer profits on the total cost of 12% have not been included in the total cost of the scheme.
- A construction contingency of £1.695 and an additional developer contingency of £1.715m are based on approximately 5% of the construction cost.
- Professional fees of £2.670m are based on 8% of the construction cost, marketing & letting fess of

£0.230m are less than 1% of the construction cost, and disposal fess of £0.534m are 1.6% of construction costs.

- Additional costs of £1.13m include overheads and financing costs associated with forward sales.
- The cost profile assumes that the costs will be incurred by Godwin Development's over a 2-year construction programme starting from Q3 FY20/21 to the end of Q2 FY22/23.

Scheme 2: Community hub development

- The total cost estimate for the community hub development scheme is £3.0594m.
- The cost estimate was prepared by Greenwood Projects who are an experienced professional consultancy providing advice to the property and construction industry.
- Capital works for the scheme are estimated to cost £2.319m with preliminaries estimated to cost £0.348m based on 15% of the capital work cost.
- A contingency of £0.267m is based on 10% of the total capital work cost (i.e. capital works plus preliminaries) reflecting the current level of cost development.
- The cost profile assumes that the scheme would commence works in Q4 of FY20/21 and be complete by FY22/23.

Scheme 3: High street connectivity

- The cost estimate for the high street connectivity scheme is £2.9453m.
- The cost estimate for the scheme were prepared by Arup's cost consultants.
- Capital works for the scheme are estimated to cost £1.427m with preliminaries estimated to cost £0.428m based on 30% of the capital work cost.
- Contractors overhead and profits (OHP) are assumed to be 7% of the capital works and preliminaries costs. Therefore, the total capital work costs (i.e. capital works, preliminaries and OHP) of the scheme are £1.985m.
- A contingency of £0.874m is based on 44% of the total capital work cost reflecting the current level of cost development.
- The cost profile assumes that the scheme will commencing in FY20/21 and lasting for 2-years.

Scheme 4: St Barnabas church

- The cost estimate for the St Barnabas chruche scheme is £1.7894.
- The cost estimate for the scheme were prepared by CFP & FIRA. CFP are a specialist parks, green space and heritage consultancy and FIRA are a nationally recognised practice of landscape architects, urban designers, master planners and architects.
- Capital works for the scheme are estimated to cost £0.75m with preliminaries estimated to be £0.224m based on 30% of the capital work cost.
- Contractors overhead and profits (OHP) are assumed to be 7% of the capital works and preliminaries costs. Therefore, the total capital work costs (i.e. capital works, preliminaries and OHP) of the scheme are £1.041m.
- A contingency of £0.53m is based on 44% of the capital work costs plus professional fees reflecting the current level of cost development.
- Professional fees of £0.156m are 15% of the total capital work costs.
- The cost profile assumes that design and consents are achieved in FY20/21 over a 9-month period (reflected by professional fees expenditure) and that the procurement and delivery of works follows in FY21/22 over a 9 to 12-month period.

Financial profile (Do-Minimum Option)

Preferred option (£m)	19/20	20/21	21/22	22/23	23/24	Beyond	Total
Scheme 3: High street connectivity	-	1.4581	1.4873	-	-	-	2.9453
Scheme 4: St Barnabas church	-	0.1592	1.6302	-	-	-	1.7894

Monitoring and evaluation	-	-	-	-	-	-	-
TOTAL COST	-	1.6173	3.1175	-	-	-	4.7348
Co-funding available	-	0.1592	1.6302	-	-	-	1.7894
FHSF funding sought	-	1.4581	1.4873	-	-	-	2.9453
TOTAL FUNDING	-	1.6173	3.1175	-	-	-	4.7348

Financial profile (Do-Maximum Option)

The financial profile for the do-maximum option has not been included at this stage given BCC has not been able to reach a satisfactory outcome with the current tenant in regard to purchasing the Poundland property at market value.

Sources of funding

The table below provides further detail on the sources of funding that will support the preferred option.

Preferred option	Funding amount	Funding details
Scheme 1: Central Square shopping centre		
Godwin Developments funding	£43.923m	<ul style="list-style-type: none"> The funding will be provided by Godwin Developments through its own funding sources. The amount will be incurred by Godwin Development's over the 2-year construction programme starting from Q3 FY20/21 to the end of Q2 FY22/23. A letter of support from Godwin Development's is provided in Appendix X.
FHSF funding sought	£3.700m	<ul style="list-style-type: none"> The anticipated funding will be made available to Godwin Developments following the successful achievement of specific completion milestones. The milestones are: <ul style="list-style-type: none"> Year 1 (Mile Stone 1) - £1.23m draw down in line with the site clearance of tenants, demolition, and substructures/foundations for the new buildings Year 2 (Mile Stone 2) - £1.23m draw down in line with the "topping out" of the building, which means the completion of the superstructures of all buildings Year 3 (Mile Stone 3) - £1.23m draw down in line with the Practical Completion of the entire development and handover to the fund purchasing the site Godwin Developments has indicated that the project does not provide an adequate return without any funding support. Godwin Development's has provided detailed financial modelling (refer to Appendix X) showing the project achieves an IRR of 3.1% without funding.
Scheme 2: Community hub development		
WMCA funding	TBC	<ul style="list-style-type: none"> This funding is currently being sought from WMCA with an application made and an outcome anticipated in the near future. The anticipated amount will be used alongside the anticipated FHSF funding during the capital works programme of the scheme which is anticipated from FY21/22 to FY22/23 The funding has not yet been secured by Witton Lodge, however, to ensure that adequate funding is in place they have committed to provide any funding shortfall that may arise (refer to Appendix X).
GBSLEP funding	TBC	<ul style="list-style-type: none"> This funding is currently being sought from GBSLEP. The amount will be used by Witton Lodge to undertake feasibility works and will be drawn upon ahead of any FHSF funding. The funding has not yet been secured by Witton Lodge, however, it is anticipated that a funding commitment will be provide by Whitton Lodge for any funding shortfall that may arise (refer to Appendix X).
Whitten Lodge funding	TBC	<ul style="list-style-type: none"> Is it anticipated that Witton Lodge will provide a commitment for any funding shortfall that may arise due to their grant funding applications with WMCA and GBSLEP (refer to Appendix X).
FHSF funding sought	£1.500m	<ul style="list-style-type: none"> The anticipated funding will be used for capital works and will be drawn down alongside WMCA co-funding. The anticipated amount will be made available during the delivery of capital works in FY21/22.
Scheme 3: High street connectivity		

FHSF funding sought	£2.945m	<ul style="list-style-type: none"> The anticipated funding will be entirely used to fund the high-street connectivity scheme and will be drawn down in equal parts over a 2-year period.
Scheme 4: St Barnabas church		
St Barnabas church co-funding	£0.150m	<ul style="list-style-type: none"> The funding has been committed by St Barnabas church from its own cash reserves. There are no financing costs associated with this type of funding. The funding will be used to cover professional fees and other initial works and will be drawn down upon ahead of any FHSF funding. A letter of support from St Barnabas church is provided in Appendix X.
Community co-funding	£0.050m	<ul style="list-style-type: none"> The funding is unsecured and is anticipated to be raised by St Barnabas church through fundraising and community activities. The cost of raising these funds from the community will be borne by St Barnabas church. The amount was estimated by St Barnabas church based on their best-judgment, however, it is anticipated that a commitment will be provided to support any funding shortfall that may arise (refer to Appendix X).
FHSF funding sought	£1.589m	<ul style="list-style-type: none"> The anticipated funding will be used for capital works and will be drawn down over the upon only after the St Barnabas church co-funding has been fully spent. The anticipated amount will be made available during the delivery of capital works in FY21/22 over a 9 to 12-month period.
Monitoring and evaluation		
TBC		

Financial appraisal

The total cost of the Preferred Option is £55.4176m. This cost is largely being funded from a range of private and public sources who have committed a combined funding amount of £45.6829m (over 80% of the total cost of the Preferred Option).

This level of co-funding results in a funding-gap of £9.7348m which is anticipated to be closed through FHSF grant funding of £9.7348m (i.e. 100% of the remaining funding gap). This amount sought from the FHSF is affordable within the maximum amount that can be requested from the fund.

The section below set out the financial appraisal of each of the schemes within the Proposed Option and discusses the impact of the proposal on the public-sector budget.

Scheme 1: Central Square shopping centre

	Base case (with FHSF funding)	Base case (no FHSF funding)
<i>Income from sales</i>	47,218,135	47,218,135
<i>Rental income</i>	150,000	150,000
Total income	47,368,135	47,368,135
<i>Acquisition costs</i>	(3,315,500)	(3,315,500)
<i>Professional fees inc. design</i>	(2,669,625)	(2,669,625)
<i>Marketing & letting</i>	(230,000)	(230,000)
<i>Disposal fees</i>	(533,932)	(533,932)
<i>Overheads & financing costs</i>	(1,130,961)	(1,130,961)
<i>Capital works (inc. contingency)</i>	(37,710,000)	(37,710,000)
Total cost	(45,590,018)	(45,590,018)
<i>VAT paid</i>	607,330	607,330
<i>VAT received</i>	(607,330)	(607,330)
Net profit (before grant)	1,778,117	1,778,117
<i>Grant funding</i>	3,700,000	-
Net profit (after grant)	5,478,117	1,778,117
Profit on cost	12.02%	3.90%

With grant funding support from FHSF, the Central Square shopping centre is financially viable indicating a

profit on cost of 12.02%. This level of profit is in line with our expectations for a property developer. Without any grant funding support the profit on cost is 3.90% which would not meet a property developer's hurdle rate. This is also supported by our conversations with Godwin Development who said they could not proceed with the proposed development.

The Preferred Option from Council's perspective is financially sustainable given it is not providing any co-funding and is largely relying on committed funding from the private sector. Furthermore, the Council will not be responsible for delivering the capital works programme and therefore will not be exposed to cost overruns or delays and is not responsible for providing any new on-going maintenance and operational requirements.

Scheme 2: Community hub development

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Income	-	89,387	123,302	144,238	165,288	197,378
Management Costs	-	(23,997)	(57,217)	(83,273)	(86,678)	(83,273)
Running costs	-	(13,500)	(10,500)	(9,500)	(9,500)	(9,500)
SME Support Costs	-	(44,473)	(34,473)	(31,973)	(31,973)	(31,973)
Overheads	-	(46,300)	(52,200)	(56,050)	(61,300)	(62,800)
Expenditure	-	(128,270)	(154,390)	(180,796)	(189,451)	(187,546)
Whitton lodge funding	-	38,883	31,087	36,558	24,163	9,831
Construction	(2,932,643)	-	-	-	-	-
Whitton lodge funding	1,432,643	-	-	-	-	-
Grant funding	1,500,000	-	-	-	-	-
Net profit	-	-	-	-	-	-

Whitton Lodge as a Community Association and Community-Led Housing Provider are not profit motivated. They will be taking on the revenue/market risk associated with making this scheme financially viable and will be responsible for meeting any funding gap that may arise during operations.

Furthermore, Whitton Lodge will be responsible for raising co-funding for the capital works which will be used alongside any grant funding received from FHSF. This means that from the perspective of BCC, the Preferred Option is financially sustainable. Furthermore, while it is anticipated that BCC will be transferring the leasehold of the existing property to Whitton Lodge, it is not an income generating asset due to the poor condition of the property and therefore will not have a negative impact on their budget.

Connectivity schemes

Please refer to the strategic case as they are not commercial projects and cannot be financially appraised due to having no income streams. Nonetheless, given the level of committed co-funding with support from the FHSF they will be financially sustainable from a cost perspective.

Financial risks

The key financial risks identified for the Preferred Option are outlined below.

Preferred option	Risk observation	Comment
Scheme 1: Central Square shopping centre	Changes to demand in housing could mean the Central Square shopping centre redevelopment scheme becomes unfeasible even with grant funding.	Market risk remains with Godwin Developments
	Cost overruns or delays to the construction schedule may result in programme outturn exceeding the initial cost estimate. Furthermore, inflation remains uncertain and may be higher than estimated resulting in higher construction costs.	Construction risk and any increase in construction cost remains with Godwin Developments.
	State aid implications regarding providing a direct funding grant to a private developer.	BCC has sought legal advice on this matter.

Scheme 2: Community hub development	Estimated revenue from operations of the community hub may not be adequate to cover the operation and maintenance cost.	Market risk remains with Witton Lodge.
	Funding application to WMCA or GBSLEP may not be successful.	It is intended that Witton Lodge will support any fundraising shortfalls through their own means.
	Cost overruns or delays to the construction schedule may result in programme outturn exceeding the initial cost estimate. Furthermore, inflation remains uncertain and may be higher than estimated resulting in higher construction costs.	Construction risk and any increase in construction cost remains with Whitton Lodge.
	State aid implications regarding transferring Council property.	We have assumed that market value will be paid for the property. Indications from Whitton Lodge is that the current value is nil given its current state.
Scheme 3: High street connectivity	Cost overruns or delays to the construction schedule may result in programme outturn exceeding the initial cost estimate. Furthermore, inflation remains uncertain and may be higher than estimated resulting in higher construction costs.	This remains a risk to BCC however, contingency has been included to account for this.
Scheme 4: St Barnabas church	Cost overruns or delays to the construction schedule may result in programme outturn exceeding the initial cost estimate. Furthermore, inflation remains uncertain and may be higher than estimated resulting in higher construction costs.	Construction risk and any increase in construction cost remains with St Barnabas church, however, there remains a risk that it becomes unaffordable for them and will require external funding.
	Fundraising activities carried out by the church do not meet the level of anticipated funding.	It is intended that St Barnabas church will support any fundraising shortfalls through their own means.

ECONOMIC CASE – Our options and the extent to which they provide VFM

The economic case presents the economic appraisal of benefits and costs of the shortlisted schemes. A brief overview of the shortlisting process is presented followed by a SWOT analysis of the schemes, the method that has been used to appraise them and the results of the analysis. A BCR range of xxx to xxx for the preferred option has been estimated. The preferred option comprises the Community and Enterprise Hub, the Godwin redevelopment of the Central Square Shopping Centre, the high street connectivity and the St Barnabas connectivity and urban realm improvements.

Shortlisting the schemes

A long list of schemes was submitted to the MHCLG in the Expression of Interest for the FHSF in March 2019. Of which, five schemes have been shortlisted for inclusion in the final business case. The final short listing of the schemes involved a multi- criteria analysis of each site and steering group feedback on the scheme options. The steering group comprised of local government officials, a local Councillor, the BID manager and BCC's consultants.

Four economic development scenarios have been prepared based on the shortlisted schemes and the benefits costs and value for money of each have been appraised in line with the requirements of the FHSF business case guidance, MHCLG Appraisal Guidance and the HM Treasury Green Book. Additional benefits that have not been monetised have been included in the economic benefit narrative in the economic case.

The scenarios are:

1. Do nothing: no funding is provided by the FHSF and the schemes do not go ahead.
2. Do minimum: this comprises of the high street connectivity improvements and improvements to the public footpath and urban realm behind St Barnabas Churchyard. These schemes are deemed to be low risk and highly achievable if FHSF is secured
3. Preferred option: as above, plus the redevelopment of the Central Square Shopping Centre and the redevelopment of the former leisure centre
4. Do Max: as above plus the demolition of the Poundland and transformation of the site into a pocket

park.

SWOT analysis

A high-level SWOT analysis of the scenarios is set out below:

Table xx: SWOT analysis

Shortlisted options (Min. 3)	SWOT Analysis						
	Meeting Spending objectives	Strategic fit	Achievability	Supplier capacity and capability	Affordability	Potential VFM	Conclusion
1 – Do nothing	Low	Low	High	Medium	Medium	Low	Counter-factual
2 – Do minimum	Low	Medium	High	Medium	High	High	Schemes are low risk but further investment would be required to enable a transformation of the high street
3 – Preferred Option	Medium	High	High	High	Medium	High	Preferred option
4 – Maximum option	Medium	High	Medium	Medium	Medium	Medium	Do Max dependent upon agreement of sale with the owner of Poundland or CPO.

Economic appraisal of shortlisted options

Value for money has been assessed using a bespoke economic model. The benefits have been compared to the public sector project costs to give an initial and adjusted benefit-cost ratio. The primary benefit that has been estimated is land value uplift, representing the net private benefits of development. In addition, amenity value and health benefits have been included in the initial BCR. Adjusted BCRs have been prepared to incorporate a larger number of benefits including willingness to pay for parks. In terms of estimating the benefits of the high street connectivity scheme, St Barnabas Church and the redevelopment of Poundland, it has been necessary to draw on studies including willingness to pay, and on case studies of existing community/ public hub developments and the associated benefits that have materialised.

Initial BCRs

Land Value Uplift

The impact of land value uplift that is likely to be created by following schemes:

- the redevelopment of the Central Square Shopping Centre;
- the Community and Enterprise Hub; and
- the high street connectivity and St Barnabas connectivity

The land value uplift associated with these schemes have been assessed to inform both the initial and adjusted BCRs. The primary source of assumptions to inform this assessment has been the development appraisals for the proposed scheme produced by Godwin Developments, the development proposals for the Community and Enterprise Hub prepared by Witton Lodge, and the cost estimates and designs for the connectivity schemes prepared by Arup and St Barnabas.

The assessment of land value uplift of the Central Square Shopping Centre, and the Community and Enterprise Hub have been made in line with the methodology set out in the MHCLG Appraisal Guide.

The redevelopment of the Central Square Shopping Centre into apartments and commercial space is expected to increase the Gross Development Value (GDV), i.e. the estimated total revenue a developer could obtain from land. The developer, Godwin Developments, has provided the development costs and related professional fees required to realise the redevelopment of the site, as well as the existing land value. The GDV, the development costs and related professional fees, plus any profits made by the developers, allows us to estimate the land value in its new use, in accordance with the MHCLG appraisal guidance¹². Furthermore, Godwin Developments have also provided the existing land value of the site. Using the estimated land value in its new use, and adjusting for the existing land value, as well as deadweight (assumed at this stage as 30%) and displacement (5%), this leads to the net land value uplift.

Please note, we take into consideration the whole value of the development costs required to implement the scheme to estimate the land value uplift. However, for the purpose of the economic appraisal, to calculate the economic indicators net present value (NPV) and benefit-cost ratio (BCR), the project costs only take into consideration the costs that are assumed - at this stage - to be funded by the Future High Street Fund. This is in line with MHCLG business case guidance. For more details of the costs and funding arrangements, please refer to the Financial Case.

The conversion of the old swimming baths into a Community and Enterprise Hub, the value of the current site is anticipated to increase as a direct result of the proposed plans. Based on the latest proposed plan, the majority of the site area is earmarked to be transformed into a multi-purpose co-working space, office space, and workshop/studio space, as well as community areas and a café. Due to the unavailability of a robust guidance of estimating the land uplift from a derelict site (existing land use) to a social / community space, we have assumed the proposed site in its new use is categorised as the equivalent to an office land use. To estimate the land value in its existing use, we have undertaken benchmarking analysis to understand the current value other sites with similar characteristics to the old swimming baths site.

Adopting these assumptions have allowed us to use the appropriate land value estimates (as provided by the MHCLG guidance) as proxies for estimating the land value uplift of the old swimming baths site. The development costs of the Community and Enterprise Hub scheme have been provided by Witton Lodge (derived by Greenwood Projects).

For the High Street Connectivity Improvement scheme and the St. Barnabas Footpath Improvement scheme, we have assumed the implementation of both schemes collectively will lead to an uplift in the value of the properties along the Erdington high street. Evidence-based studies such as *The Pedestrian Pound – The business case for better streets and places* (Living Streets, 2018) have demonstrated the potential link between public realm improvements and increases in property prices.

The land value estimate of the connectivity and urban realm schemes has been derived based on a lower and upper range of land value uplift (%), based on two studies:

1. *Office for National Statistics (2018) Estimating the impact urban green space has on property price;* and
2. *CABE (2007) Paved with Gold – the real value of good street design.*

According to the ONS study, the “presence of a small functional green space within 200 metres of a property is associated with a rise in property price of 0.5%”. The land value uplift of 0.5% has therefore been adopted as the conservative (low) assumption.

The 2007 CABE study outlines a bespoke methodology of estimating the additional financial value induced by improved street design. The CABE methodology is based on the pedestrian environment. The study found that for every 1 PERS point an increase in 5.2% can be seen in local retail rental values. Based on the PERS scoring of the Erdington High Street and the subsequent improvements the two connectivity schemes will deliver, we anticipate the connectivity schemes may lead to a land value uplift of 5.9%. This has been treated as the most optimistic (high) assumption.

¹²

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/576427/161129_Appraisal_Guidance.pdf

Table XXX: High Street Connectivity and St. Barnabas Connectivity schemes - Land value uplift assumptions

	Percentage uplift on land values	Source
Low	0.5%	ONS, 2018, Estimating the impact urban green space has on property price,
Core	3.2%	Median value of 0.5% and 5.9%
High	5.9%	CABE, 2007 Paved with gold – the real value of good street design.

The median value of 3.2% land value uplift across the properties along the Erdington High Street has been adopted as the core assumption. The low and high assumption has been tested as part of the sensitivity testing.

Adjusted BCRs

The benefits included in the adjusted BCR include willingness to pay for a park/greenspace and the value of public realm improvements.

Willingness to Pay for a Park / Green Space

In addition to the land value uplift that is likely to be experienced as a result of the improved urban realm of St Barnabas church yard and the pocket park, further benefits have been quantified using studies that have assessed the willingness to pay (WTP) for green space. The methodology of quantifying the economic (monetary) value placed on the redevelopment of a park/green space has been based on the study “Revaluing Parks and Green Spaces” (Fields of Trust, 2018). It estimates a WTP value of £33.21 per resident (in 2020 prices). The benefits of the improvement to St. Barnabas Church yard, as well as the pocket park have been based on the assumption that residents within the two LSOA areas (E01009007 and E01009013) the Erdington High Street lies within (1721 residents), would be willing to pay £33.31 for the new green space. Note, the economic value per residents takes into consideration both users and non-users of the park/green space.

Estimating the benefits of the purchase and demolition of Poundland and conversion into a Pocket Park

In line with the Urban Centres Framework the local authority intends to acquire 152-156 High Street (currently rented as a Poundland) and turn the site into a pocket park with an outdoor gym and a children's outdoor play area. A price for acquiring the site has yet to be agreed between the owner and the local authority. It is possible the site will be acquired through compulsory purchase. Given the uncertainty in the costs for the scheme at this stage, a high-level estimate of the benefits compared to estimated costs has been prepared which comes with the caveat that the costs need significant refinement. At this stage for example the cost of the site could be somewhere between £1 million and £2 million. Given the uncertainties this scheme has been included in the “do max” only. The benefits of creating a pocket park have been assessed based on the methodology adopted to calculate the benefits of green space based on the “Revaluing Parks and Green Spaces” (Fields of Trust, 2018) study.

Non-monetised benefits

Important benefits from the schemes that cannot be monetised or that cannot be included in the BCRs (e.g. employment impacts) have also been considered and are presented in the supporting economic narrative. These impacts include improved wellbeing, the feeling of community cohesion, pride in the High Street, reduced isolation, accessibility and crime reduction which are extremely important but very difficult to value in monetary terms.

Assumptions

A list of key assumptions will be provided in the final business case, along with the rationale for each one. Where assumptions are less certain and/or have a particularly large impact on the results, sensitivity analysis will be carried out.

Additionality

Adjustments will be made for deadweight and displacement to estimate the additionality of the proposal.

These will be made in accordance with the HCA Additionality Guide. The deadweight assessment will be informed by an assessment of the site's planning and market status along with information from the landowner on their plans for the site in the absence of public sector intervention. This will be used to construct a quantitative deadweight appraisal.

A displacement adjustment has been applied to both the preferred option and do nothing scenario.

Scheme Costs

Costs (£000s, 2020 prices)	Total Capital Costs Funded by FHSF	Optimism Bias	Total Undiscounted Costs
High Street Connectivity	1,984	873	2,858
St. Barnabas Footpath Improvement	1,186	522	1,709
Community Hub	2,933	293	3,226
Central Square Shopping Centre	3,774	906	4,680
Poundland	2,197	967	3,164

The capital costs for the Community and Enterprise Hub scheme were provided by property/construction consultancy firm Greenwood projects. At this stage, we are assuming 50% of the total capital costs are to be funded by the Future High Street fund, hence we have only included 50% of the capital costs to inform the calculation of the BCR and NPV. Furthermore, any operating costs and revenue incurred post-opening year that are not funded/received by the public sector funding are excluded from the calculation of the NPV and BCR. This is relevant for the Community and Enterprise Hub scheme, as the Community and Enterprise Hub is anticipated to incur revenue throughout their operations. We are assuming at this stage the revenue generated by the Community and Enterprise Hub will be reinvested into the centre, as well as covering the operating costs.

For the redevelopment of the Central Square Shopping Centre scheme, Godwin have provided the total estimated capital costs that is to be covered by the Future High Street fund.

Risk

Optimism bias has been assessed in line with Green Book guidance. The redevelopment of the Central Square Shopping Centre can be classified as a standard building, for which the Green Book gives an optimism bias of 1-4% for works duration and 2-24% for capital expenditure.

The works duration adjustment (max 4%) is small enough to not have any significant impact of the value for money assessment. For capital expenditure, the maximum adjustment of 24% was applied to the public sector project costs because no other specific risk allowances were identified that would justify any reduction.

No optimism bias has been applied to the land value estimates because these are based on local land value and in line with the MHCLG Appraisal Guide, it is expected that they already account for risks due to atypical costs and inefficient firms (for example, through a specific contingency allowance made in the Godwin appraisals).

Sensitivity analysis

At this stage, two sensitivity tests were undertaken to derive the low to high range of the NPV and BCRs of the proposed schemes. The 'low' option reflects the most conservative assumptions and parameters, whereas the 'high' option reflects the most optimistic/high assumptions and parameters.

The low-high range of the economic appraisal results are presented in the next section alongside the core option.

The cumulative effect of the schemes on land value uplift

XX

Distributional weights

XX

Results

The following three tables presents the economic appraisal results of the three scenarios: Do Minimum (Table XX), Do Something (Table XX), and Do Maximum (Table XXX). Please note, for each scenario a range (low-high) has also been estimated. The economic appraisal results are presented in 2020 prices discounted to base year 2020, over a 30 year appraisal from the opening year 2025.

The economic appraisal results of the Do Minimum scenario shows under the core option, the High Street Connectivity and St. Barnabas Footpath Improvement schemes (appraised collectively) would lead to an initial BCR of 1.06, based on the inclusion of land value uplift alone. However, the (adjusted) BCR increases to 1.90 as a result of economic value local residents are assumed to place on the public realm improvements and green space redevelopment.

Table XX: Summary of economic appraisal results – DO MINIMUM scenario (£000s, discounted 2020 prices)

Do Minimum	Core Option DRAFT FIGURES	Low DRAFT FIGURES	High DRAFT FIGURES
High Street Connectivity Improvement and St. Barnabas Footpath Improvement			
PVB	4,235	664	7,806
PVC	3,979	3,979	3,979
Net Present Value (NPV)	256	-3,315	3,827
Benefit Cost Ratio (BCR)	1.06	0.17	1.96
Additional Benefits	3,326	3,326	3,326
Adjusted BCR	1.90	1.00	2.80

The Do Something scenario includes the High Street Connectivity Improvement and St. Barnabas Footpath Improvement, the Community and Enterprise Hub, and the redevelopment of the Central Square Shopping Centre. The economic appraisal results are presented in table XXX, demonstrating a summary of each components' appraisal. The BCR of the Community and Enterprise Hub includes 50% of the costs, as Witton Lodge is assumed to request half of the funding from FHSF at this stage. Under the core option, the schemes (appraised collectively) would lead to an initial BCR of 1.01, based on the inclusion of land value uplift alone. However, the (adjusted) BCR increases to 1.35 as a result of the economic value local residents are assumed to place on the green spaces.

Please note, compared to the Do Minimum, there is a slight decrease in benefits for the High Street Connectivity Improvement and St. Barnabas Footpath Improvement which is due to their uplift being captured within the appraisal of the Redevelopment of the Central Square Shopping Centre. Hence, their benefits are adjusted accordingly.

Table XXX: Summary of economic appraisal results – DO SOMETHING scenario (£000s, discounted 2020 prices)

Do Something	Core Option	Low	High
High Street Connectivity Improvement and St. Barnabas Footpath Improvement			
PVB	4,165	653	7,678
PVC	3,979	3,979	3,979
Net Present Value (NPV)	187	-3,326	3,699
Benefit Cost Ratio (BCR)	1.05	0.16	1.93
Additional Benefits	3,326	3,326	3,326
Adjusted BCR	1.88	1.00	2.77
Community Hub			
PVB	315	141	332
PVC	1,455	1,641	1,389
Net Present Value (NPV)	-1,141	-1,499	-1,058
Benefit Cost Ratio (BCR)	0.22	0.09	0.24
Redevelopment of the Central Square Shopping Centre			
PVB	5,257*	846*	8,099*
PVC	4,223	4,679	3,746
Net Present Value (NPV)	1,034	-3,833	4,354
Benefit Cost Ratio (BCR)	1.24	0.18	2.16
ALL SCHEMES	Core Option	Low	High
PVB	9,737	1,641	16,108
PVC	9,657	10,299	9,114
Net Present Value (NPV)	80	-8,658	6,995
Benefit Cost Ratio (BCR)	1.01	0.16	1.77
Additional Benefits	3,326	3,326	3,326
Adjusted BCR	1.35	0.48	2.13

*includes impact of High St Connectivity Improvement Schemes and St Barnabas Footpath improvements schemes

The Do Maximum scenario includes the High Street Connectivity Improvement and St. Barnabas Scheme, the Community and Enterprise Hub, and the Redevelopment of the Central Square Shopping Centre, and the land value uplift of the Poundland building transformed into a pocket park.

The economic appraisal results are presented in table XX, demonstrating each components' summary results. As outlined under the Do Something scenario, the redevelopment of the Central Square Shopping Centre captures the land value uplift associated with the High Street Connectivity Improvement and St. Barnabas Footpath Improvement, in addition to the Poundland Pocket Park. Under the core option, the schemes (appraised collectively) would lead to an initial BCR of 0.92, based on the inclusion of land value uplift alone. However, the (adjusted) BCR increases to 1.38 as a result of the economic value local residents are assumed to place on the public realm improvements, green spaces, community activities and health and wellbeing through the addition of the pocket park.

Table XXX: Summary of economic appraisal results – DO MAXIMUM scenario (£000s, discounted 2020 prices)

Do Maximum	Core Option	Low	High
High Street Connectivity Improvement and St. Barnabas Footpath Improvement			
PVB	4,165	653	7,678
PVC	3,979	3,979	3,979
Net Present Value (NPV)	187	-3,326	3,699
Benefit Cost Ratio (BCR)	1.05	0.16	1.93
Additional Benefits	3,326	3,326	3,326
Adjusted BCR	1.88	1.00	2.77
Community Hub			
PVB	315	141	332
PVC	1,455	1,641	1,389
Net Present Value (NPV)	-1,141	-1,499	-1,058
Benefit Cost Ratio (BCR)	0.22	0.09	0.24
Redevelopment of the Central Square Shopping Centre (with Poundland)			
PVB	7,186*	1,711	11,618
PVC	7,234	8,456	5,992
Net Present Value (NPV)	-48	-1,499	5,626
Benefit Cost Ratio (BCR)	0.99	0.20	1.94
Additional Benefits	2,451	2,451	2,451
Adjusted BCR	1.33	0.49	2.35
ALL SCHEMES	Core Option	Low	High

PVB	11,666	2,506	19,627
PVC	12,668	14,075	11,360
Net Present Value (NPV)	-1,002	-11,569	8,267
Benefit Cost Ratio (BCR)	0.92	0.18	1.73
Additional Benefits	5,777	5,777	5,777
Adjusted BCR	1.38	0.59	2.24

**includes impact of High St Connectivity Improvement Schemes, St Barnabas Footpath improvements and Poundland schemes*

The Community and Enterprise Hub

In addition to the key benefits included in the BCR, there are a number of other benefits that will be generated as a result of the creation of the Community and Enterprise Hub,

The Hub will create employment opportunities directly in order to manage the hub, and through the services provided with office space enabling start-ups space to grow and through skills training enabling more people to get into employment. It has been estimated that 75 jobs will be created from its establishment, 5 fulltime employees associated directly with managing the hub and the remaining 70 through occupants.

The hub will support start-ups to scale up through affordable incubation and allow them to work collaboratively with other companies and organisations in the area delivering services that benefit the local community. The centre will have specialist business advisors from organisations such as BCC Business Enterprise and Innovation Unit, Erdington BID, Locality, ISE and Princes Trust. Business support and advice is proven to have a positive impact on business outcome and can contribute to their growth. The beneficiaries of the employment and skills training is estimated to reach a minimum of 100 beneficiaries per annum, with 50 start ups supported.

Community, health and wellbeing activities, such as yoga and other physical activity focused events will be offered. There will also be a focus on arts, culture and heritage taking advantage of the diversity of the area. The café will generate revenue and be a space for residents to meet, giving people across ethnicities and ages a space to socialise, overall improving wellbeing and reducing the risk of social isolation, loneliness and poor mental health. Hiring out the venue will create an additional income stream and can incentivise for more events in the local area. It is estimated that 500 people from the community would use the hub for community and wellbeing activities in the first year, reaching 1000 people by the third year.

The Erdington Community and Enterprise Hub will be a catalyst for inclusive growth across the area, which is an aim across local and national strategies. The community activities will create opportunities for local people to get more active, and to be more connected with their community, creating improved individual and community wellbeing and improved civic pride of the area.

The redevelopment of the Central Square Shopping Centre

The Redevelopment of the Central Square Shopping Centre will contribute greatly to the value of the Erdington High Street. The high-quality homes will address Birmingham's housing demand, for which ambitious targets have been set. The housing will also be an appropriate use of space, as the change in shopping habits disenable a large retail space. The housing development will improve housing quality and enable more people to move to Erdington, which can further incentivise for commercial activity and increased footfall throughout the high street.

The retail and public space will provide economic activity and can bring employment opportunities into the area. The overall improvements will contribute to the local community and the image of the high street, and disincentivise anti-social behaviour, crime and alcoholism that is currently present in the high street.

High Street Connectivity and Urban Realm

The high street connectivity and urban realm improvements will have an extensive impact on the overall impression of the Erdington High Street. Well-designed spaces create a prosperous and welcome space that benefit both residents and businesses.

The sense of security, reduction in anti-social behaviour, improved lighting and cleaner environment will make the street a more pleasant place to be to both new visitors and residents. The improvements will make the high street a safer place for people to enjoy, increasing the number of pedestrians and cyclists. This creates health benefits and economic benefits through the increased footfall that will be expected throughout the high street.

St Barnabas Church Connectivity and Urban Realm

The St Barnabas Church scheme also provides benefits to the community and residents of Erdington. The upgrade of the main footpath linking Moor End Lane and the High Street will improve the pedestrian connectivity and accessibility to the high street increasing the number of visitors.

The public square, public realm, landscape improvements and increased community space are likely to improve both individual and community wellbeing. The green spaces will contribute to a positive image of the area, increasing civic pride of Erdington. The surfacing works, provision of lighting, gateways at key entrances and proposed terrace area will contribute to a perception of safety and security and can contribute to more visitors to the St Barnabas Church's café and their other cultural events, enhancing the community and social activities present in the area.

The Remembrance Garden restoration of principal memorials would enable an appropriate setting for the Commonwealth War Graves and those buried in the churchyard. This will ensure that the heritage of the churchyard is maintained.

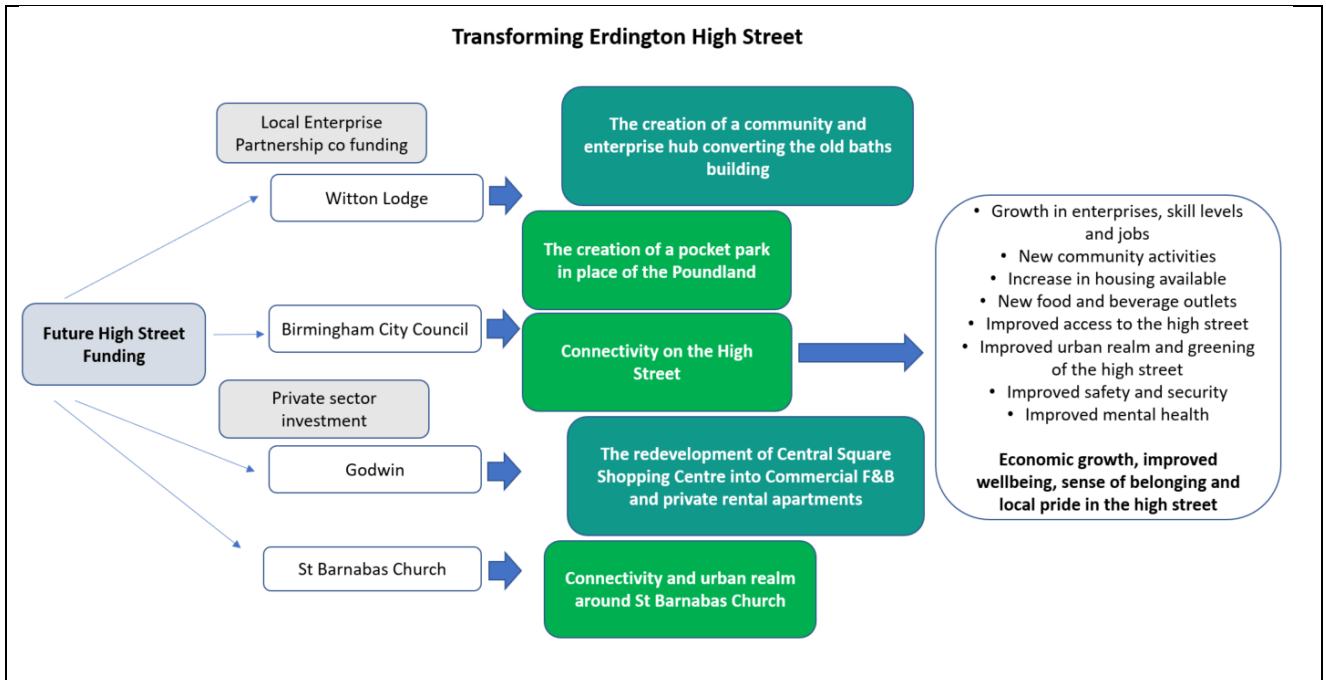
These improvements will also generate environmental benefits; the biodiversity and landscape quality in the area will be enhanced. The green spaces will also allow for volunteer participation who would maintain the environment and deliver community projects and activities.

Overall, the development has the ability to contribute to a reduction in crime, anti-social behaviour and support commercial and community activity delivered by the St Barnabas Church, as well as other local organisations. It will strength the local distinctiveness, improve mental health and wellbeing and be a part of the transformational change that Erdington requires.

The Creation of a Pocket Park

The park will provide green space that will create benefits for everyone across ages and ethnicities in Erdington. It will be a space for physical activities giving health benefits, as well as reducing social isolation and improve mental wellbeing.

The space will create opportunities for social gatherings and community activities. Volunteers can support with maintaining the green spaces, enabling pride of the local area.

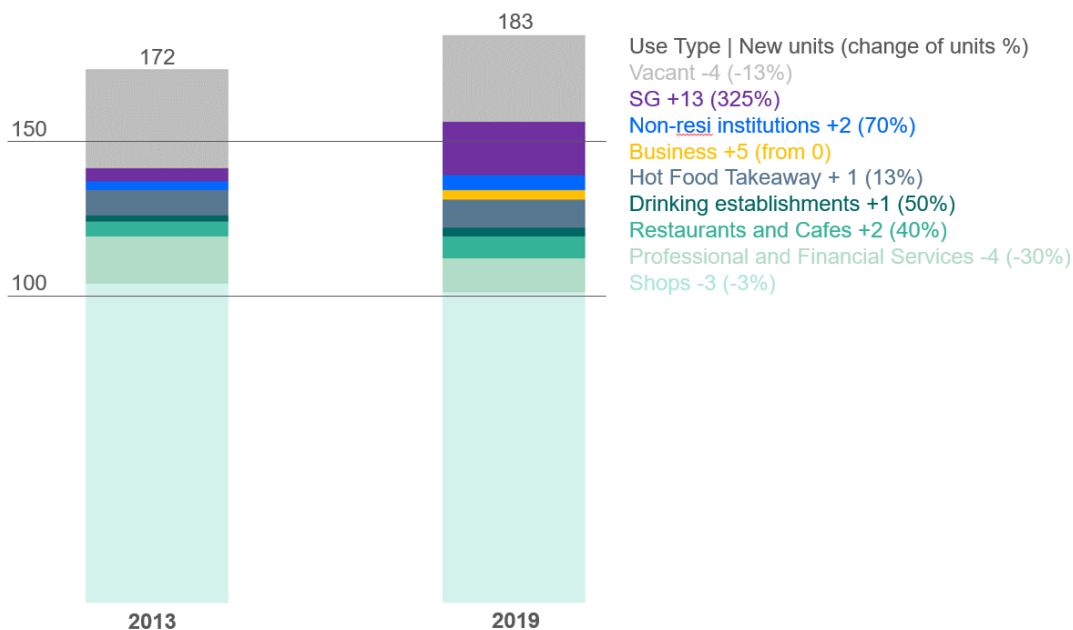


COMMERCIAL CASE - How will the project or programme be delivered?

Market Analysis

Trends in local retail According to the data provided by the Council, there were 183 business units in Erdington in November 2019. That is a 6% increase since 2013. There has been a significant increase in *sui generis* uses and a 30% decrease in Professional and Financial Services. Shops seem to have decreased by only 3% and there seems to be a few more restaurants and drinking establishments.

Figure 1 Erdington High Street business units (Council data)



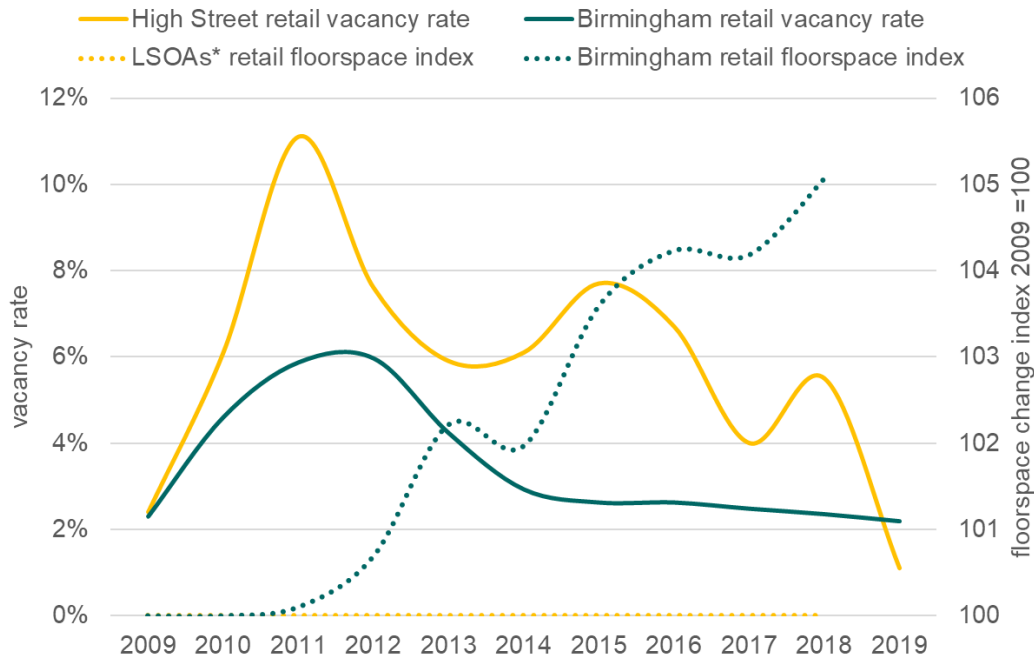
Footfall BCC is preparing footfall counts this week with support of Cardiff University.

Vacancy Rates CoStar data on individual Erdington High Street properties show the average vacancy rate amounts to 40%. However the data on vacancy rates in CoStar is sparse. According to the CoStar area-based report retail vacancy level at the High Street has been systematically decreasing (while the floorspace

stayed relatively stable). However, CoStar retail vacancy is calculated on an overall per-SF basis rather than by number of units. According to Local Authority data, the total number of vacant units seem to have decreased between 2013 and 2019 by 4 and amounts to 28, which is 15% of the current total.

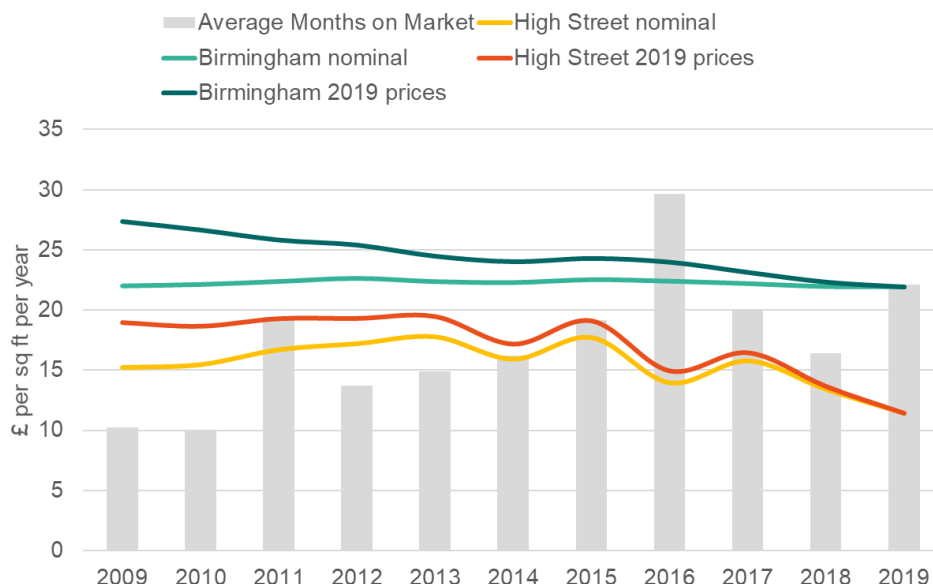
A more precise picture emerges when looking at the Central Square Shopping Centre. This has been affected by high vacancy rates at least since 2013. According to the Council data, there were 16 business units there in 2019 and 16 in 2013. In both those years almost 60% of those units were categorised as vacant. These data support the case for its redevelopment into a mixed used scheme with a more diversified retail offer.

Figure 2 Retail vacancy rates at the Erdington High Street and in Birmingham on average



Rental Rates - Retail rent data from CoStar suggests that there has been a steady decline in the Erdington high street area since 2015. In comparison there has been little if no change in Birmingham over the last ten years. Despite little variations at a city level, retail rental growth has varied greatly across the different retail subsectors and locations. In particular the sharpest increases have been recorded in prime streets and centres in central Birmingham situated near large residential and office schemes. This piece of evidence suggests that, even if at a smaller scale, the proposed redevelopment and mixed-use schemes in Erdington High Street would bring greater footfall to the nearby shops in the coming years.

Figure 3 Retail rents 2009-2019 (CoStar data)



Business Activity and SMEs - Evidence suggests that business activity increased within the High Street study area; the number of businesses per 1000 residents grew of 30%-50% between 2011 and 2019. This relative growth is comparatively higher than the Birmingham average across the same period. However, in the case of Erdington High Street, growth was driven by a concentration of micro companies (+35% and 57%), whereas the number of small and especially medium enterprises dropped (-57% and -9%). This may indicate a lack of appropriate space provision for medium sized companies, or the presence of more attractive and competitive areas elsewhere in Birmingham. Overall in Birmingham office supply in 2019 was at its lowest since 2006 (Savills). The proposed Community and Enterprise Hub would provide additional spaces for micro business, potentially attracting new companies to the High Street area.

Local Demographics - A summary of the local demographics is provided in the strategic case and more details are provided in appendix xx.

Delivery Confidence

The programme of works will be able to deliver the scheme within the agreed timescales with all FHSF monies spent by 31 March 2024. We have set out the development phase, investment phase and levels of risk to delay in the table below.

	Development phase (dates)	Investment phase (dates)	Level of risk for delays (L/M/H)
Central Square shopping centre redevelopment	2019/20 – 2023/24	2019/20 – 2023/24	TBC
Development of a community and enterprise hub	2020/21 – 2022/23	2020/21 – 2022/23	TBC
High street connectivity and urban realm	TBC	TBC	TBC
St Barnabas Church connectivity and urban realm	TBC	TBC	TBC
Redevelopment of the Poundland site into a Pocket Park	TBC	TBC	TBC

- Within the cost envelope, including co-funding which should be legally committed from a reliable source

The total funding request from FHSF is set out in the table below, against the total cost envelope and all committed funding and co-funding.

	Committed funding and source	FHSF requirement	Level of risk for funding (L/M/H)
Central Square shopping centre redevelopment	TBC	TBC	TBC

<i>Development of a community and enterprise hub</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<i>High street connectivity and urban realm</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<i>St Barnabas Church connectivity and urban realm</i>	<i>£200,000 (St. Barnabas reserves and other grants)</i>	<i>£1,523,015</i>	<i>TBC</i>
<i>Redevelopment of the Poundland site into a Pocket Park</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
TOTAL	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>

- *To the quality requirements agreed with FHSF including the delivery of benefits, both financial and non-financial*
- *So that specific issues or risks that threaten delivery to time, cost and quality and jeopardise the delivery of benefits have been identified and reasonable mitigation measures prepared or implemented so as to demonstrate the resilience of the scheme or programme to overcome identified shortcomings or threats*
- *Using established best practice.*

Need inputs from each of the scheme leads and the local authority

Governance Structure

You should demonstrate a suitable governance structure for the delivery of your scheme reflecting established best practice. In particular, you should demonstrate that the scheme:

- *Has appropriate decision-making processes and structures in place with defined responsibilities.*
- *Has mandates at all levels exist so there is clarity over who is responsible for what, and who accounts to whom for what.*
- *Is structured so that decisions are being made at the appropriate level in accordance with mandates*

The general principle of the commercial case is to ensure that risks should be passed to “the party best able to manage them,” subject to Value for Money. The FHSF programme will be managed by BCC in partnership with local development partners, described in the Management Case.

Delivery organisation and management will differ depending on the individual scheme. BCC will lead on implementing the High Street Connectivity and Urban Realm Scheme and the creation of the Pocket Park. The remaining schemes will be devolved to local delivery partners:

- The creation of the Community and Enterprise Hub will be managed by Witton Lodge. The will also be responsible for the operations of the Hub.
- The redevelopment of the Central Square Shopping Centre into homes and commercial space will be managed by Godwin's.
- The St Barnabas footpath and graveyard improvements will be managed by St Barnabas Church. Once the improvement works have been carried out the responsibility for maintaining the path and graveyard will be passed on to BCC with the support of St Barnabas and local Job Centre Volunteers.
- The High Street Connectivity Scheme and Pocket Park will be managed by BCC with the support of the BID.

	<i>Lead</i>	<i>Supporting accountable bodies</i>	<i>Notes</i>
<i>Central Square shopping centre redevelopment</i>	<i>Godwin</i>	<i>-</i>	
<i>Development of a community and enterprise hub</i>	<i>Witton Lodge</i>	<i>BCC</i>	
<i>High street connectivity and urban realm</i>	<i>BCC – Highways Team</i>	<i>BID</i>	

<i>St Barnabas Church connectivity and urban realm</i>	<i>St. Barnabas: capital works</i> <i>BCC: responsible for maintenance</i>	<i>BCC</i> <i>Job Centre volunteers</i>	<i>Job Centre Volunteers will support BCC in maintaining the connectivity and urban realm improvements.</i>
<i>Redevelopment of the vacant Poundland site</i>	<i>BCC</i>	<i>BID</i>	

Role and Delivery	Party / Stakeholder	Role and obligations	Benefits / returns
Delivery Management	Birmingham City Council	Responsible for allocating the FHSF to the scheme leads. Responsible for monitoring scheme progress and delivery of the FHSF against project plan. Responsible for monitoring and evaluation of scheme impacts.	
Community and Enterprise Hub	Witton Lodge	Responsible for the capital works and ongoing management of the hub once operational. Witton Lodge have also initiated discussions with other potential partners - WMCA, GBSLEP, BCC Dept's, private & voluntary sector orgs re occupancy and service delivery. The plans have been well received with interest to develop these further.	Revenue will be generated by the Community and Enterprise Hub from rental of the community room and office space, and from the community café.
	BCC	BCC currently owns the old baths building and will support the transfer of the asset to Witton Lodge.	
High Street connectivity and urban realm & conversion of Poundland into a Pocket Park	BCC Highways Team	The Highways Team at BCC will be responsible for overseeing the capital works and ensuring the High Street is well maintained.	
	Business Improvement District	The BID will provide 50% match funding to BCC for the ongoing maintenance of the High Street urban realm.	
Central Square shopping centre redevelopment	Godwin	The private developer, Godwin will be responsible for managing the redevelopment of the Central Square Shopping Centre.	Godwin will benefit from the land value uplift and profits from the redevelopment, and the associated further land value uplift generated by the other shortlisted schemes.
St. Barnabas Church footpath and urban realm	St. Barnabas	St Barnabas Church and Conference Centre will be responsible for managing the capital works of the footpath and graveyard improvements.	St Barnabas will benefit from the improved surroundings of the Church.
	BCC	Once operational, BCC will be responsible for the ongoing maintenance of the grave yard and footpath.	
	Job Centre Volunteers	St Barnabas has a close connection with the Job Centre and, working with BCC will draw on local volunteers from the Job Centre to support the ongoing maintenance of the grave yard. There is also scope to involve the volunteers in the maintenance of the Pocket Park.	Volunteers will benefit from improved skills, the sense of belonging in the community and the wellbeing generated from volunteering.

The former swimming baths is currently owned by BCC. It is anticipated that the ownership of the baths will be transferred to Witton Lodge. BCC is currently initiating a license process for Witton Lodge in the short term to enable Witton Lodge to take on the site. In the longer term two options are being considered:

- Pre-allocated Community Asset Transfer
- Open Market Community Asset Transfer

Witton Lodge have held positive discussions with senior BCC Officers and have agreed the asset transfer in principle. The approach to the transfer to take forward is yet to be finalised.

- *Demonstrates how scheme/programme Governance arrangements will evolve as the programme matures to reflect varying stakeholder requirements and emerging needs.*

The FHSF programme governance arrangements will include:

- Regular meetings between all parties through a FHSF steering group, which is led by BCC;
- Regular (quarterly) reporting to all parties on progress to identify any synergies, cost savings or potential conflicts in development schedule.
- *Demonstrates that scheme/programme Governance is linked with the Governance arrangements within your authority and with wider stakeholders.*

Need inputs from the local authority

You should demonstrate that the overall level of skills and capabilities are in place within the scheme delivery team now, as well as demonstrating their availability in the future.

- *Specifically, you should demonstrate that:*
 - The skills, capabilities and experience required to deliver the scheme will be available throughout the delivery period, including for elements that may be delivered after the FHSF funding has been at the various stages of the scheme will be available,
 - The capability of suppliers to deliver what is required to time and quality
 - The availability of appropriate capabilities, either by direct employment or through third parties, such as consultants.

Need inputs from wider BCC

FHSF funding must be spent not later than 31 March 2024, but this is not a deadline for completion of your scheme. Co-funding can continue to be spent after this date to bring your overall scheme to a conclusion. If your scheme will not be completed by 31 March 2024 you should clearly demonstrate the following:

- *All co-funding necessary to complete your scheme is legally committed as soon as a capital award from FHSF is confirmed. In particular you should demonstrate that co-funding necessary for schemes that will not be completed until after 31 March 2019.*
- *Suitable funding is available for future maintenance and renewal of assets created in part or whole using funding from the FHSF for the lifetime of the asset or 60 years, whichever is the shorter.*

Delivery model

[Who will deliver the programme/investment? What procurement might be needed?]

Need inputs from Rajesh and wider BCC

Payment mechanisms

At this stage, no payment mechanisms have been developed or identified.

Need inputs from Rajesh and wider BCC.. BIA to advise in their absence.

Contractual issues

[Note any known or anticipated legal, contractual or procurement issues]

BCC is consulting with its legal team to ensure compliance with state aid rules in relation to public sector funding for the private development of the Central Square Shopping Centre.

Need inputs from Rajesh and wider BCC.. BIA to advise in their absence.

and overseen to evaluate and ensure its success?

PPM strategy

[Overview of the strategy, framework and plans to ensure a successful project delivery, in keeping with recognised standards such as PPM or MSP]

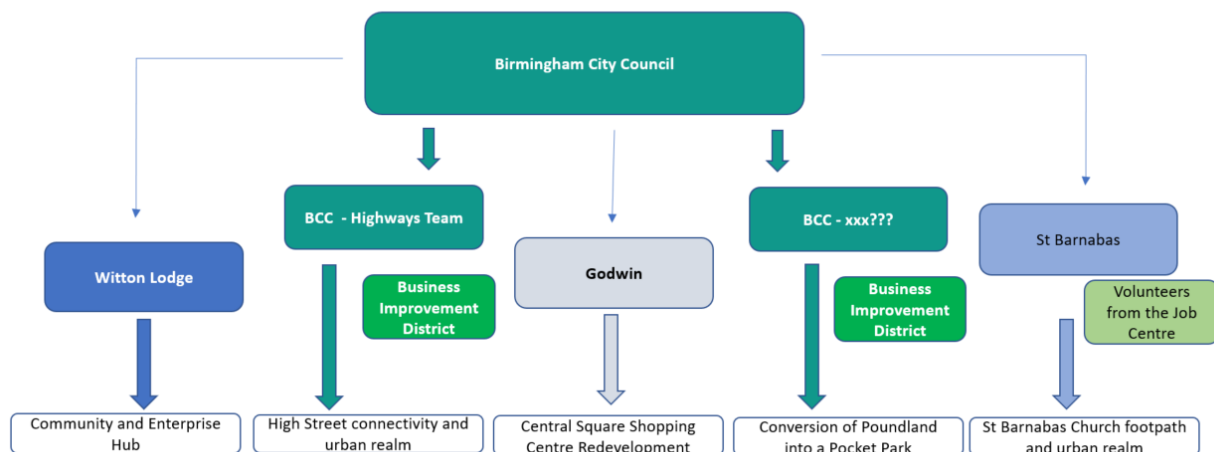
At this stage of the project, the proposed PPM Strategy has yet to be agreed between the Council and its partners.

BCC to input

Project framework

The organisations responsible for the management of the schemes are set out below. Further information on the roles and responsibilities of each of the organisations is provided in the Commercial Case.

Transforming Erdington High Street – Management Framework



Project plan

[Set out the deliverables, activities required, milestones, use of any advisers etc.]

BCC / scheme leads (godwin, witton lodge, st Barnabas) / Arup

Change or risk management strategy

[Set out assessment of the potential impact of the proposal on culture, systems, processes and people, if applicable]

The Council has a number of existing systems and tools which it has used on other similar projects to support the management of contracts and capture all aspects of contract management including performance and delivery with early warnings, technical queries, change management, compensation events and payments assessment.

The Council is in the process of developing an active risk register which will be periodically updated by the responsible officer.

Where risks require further action, this will be noted in the register. Risks will then be flagged for future actions by a relevant date along with current status. This will be managed by the responsible officer and scheme project managers within BCC, Witton Lodge, Godwin and St Barnabas who will involve relevant members of the project team and advisors as necessary.

BCC / scheme leads (godwin, witton lodge, st Barnabas) / Arup

KPIs, Monitoring and oversight

Birmingham City Council in conjunction with Witton Lodge, Godwin's and St Barnabas and the BID will monitor the impacts of the schemes that are supported by the FHSF. Both the individual schemes and the overall impact on the high street will be monitored.

The monitoring will draw on the requirements that are set out in the FHSF Monitoring and Evaluation guidance. The local authority will be responsible for collecting this data and monitoring quarterly change.

The Key Performance Indicators (KPIs) that will be monitored are presented in table xx. Logic models have been prepared for each of the schemes individually and collectively to provide an indication of the outputs, outcomes and impacts that are planned. More details on the logic models for the schemes and wider high street transformation are provided in appendix xx. The KPIs include footfall, vacancy rates, business diversity, land value uplift and number of crimes reported. A number of the KPIs are specific to the performance of the individual schemes, such as the number of residential units that Godwin delivered, the number of business related training delivered by the community and enterprise hub and number of people attending community events at the hub.

Table xx Key Performance Indicators

Scheme/ Scale	Indicator	Occurrence	Data source	Responsibility	Cost
Erdington High Street	Footfall (requirement of FHSF)	Quarterly	Footfall counts on the high street	Baseline: BCC with support from BID and Cardiff University Quarterly monitoring: BCC with support from Springboard who will be commissioned to carry out footfall counts.	£8,100-£10,125 per year Estimated by Springboard
Erdington High Street	Vacancy Rates (requirement of FHSF)	Annual	Vacancy rates	BCC	Already collected in house by BCC
Erdington High Street	Business Diversity (requirement of FHSF)	Annual	Retail usage per unit	BCC	Already collected in house by BCC
Erdington High Street	Land value uplift	Annual	Co Star	BCC / BID (non essential)	?
Erdington High Street	Turnover	Annual	Experian/ Local shops	BCC / BID (non essential)	?
Erdington High Street / St Barnabas scheme	Number of reported crimes by type	Annual	police crime database (available at police.uk)	BCC/ BID	?
Erdington Ward	Perception of safety and security	Annual	Local survey	BCC/ BID	?
Erdington Ward	Wellbeing of local residents	Annual	Local Survey	BCC/ BID	?
Community hub	Number of jobs created	Annual	Witton Lodge survey/ ONS Annual Population Survey (APS)	Witton Lodge/ BCC	?
Community hub	Number of enterprises created	Annual	Witton Lodge survey/ ONS APS	Witton Lodge/ BCC	?
Community hub	Enterprise growth rate	Annual	Witton Lodge survey/ ONS APS	Witton Lodge/ BCC	?
Community hub	Training sessions attended	Annual	Witton Lodge survey	Witton Lodge/ BCC	?
Community hub	Revenue generated	Annual	Witton Lodge survey	Witton Lodge/ BCC	?

Community hub	Number of people attending community events	Annual	Witton Lodge survey	Witton Lodge/ BCC	?
Community hub	Number of fitness classes held	Annual	Witton Lodge survey	Witton Lodge/ BCC	?
High Street Connectivity	Number of cyclists and pedestrians	Annual	Local traffic counts	BCC	?
Central Square Redevelopment	Number of homes created	5 years	xx	BCC planning team	Already monitored
Central Square Redevelopment	Commercial space created by type / F&B	5 years	xx	BCC planning team	Already monitored

Evaluation and benefits realisation

It is proposed that BCC will carry out (or commission) an impact evaluation of the schemes that are supported by the FHSF. The evaluation will assess the extent to which the planned activities, outputs, outcome and impacts have been achieved. The monitoring data for each of the indicators collected over a five year period will be used to inform the evaluation. It is recommended that an external consultant is commissioned to carry out an independent process and impact evaluation. However in the absence of funds for this, an in-house evaluation drawing on the monitoring data collected for the KPIs will give a reasonable indication of the impact of the schemes and the overall health of the High Street.

As discussed above, logic models have been prepared for the individual schemes and collectively to demonstrate the theory of change, presenting the objectives, activities, outputs, outcomes and impacts for the schemes. The key indicators that will be monitored will align with the logic models for each of the schemes individually and the performance indicators for the High Street as a whole.

Assessing the counterfactual and the impact of these schemes will be more challenging to evidence. Using the present day (2020) baseline data and comparing the change over time with the baseline will help to demonstrate the change. However that does not account for other influences on the High Street's performance. Identifying other interventions and wider trends in Birmingham and nationally that have taken place during the time period will help to indicate whether other factors have affected the change in performance of the High Street.

BCC to input on:

What arrangements for sharing of data/MI do you expect?

What levers are available to address any performance issues?

Who will be responsible for evaluating success?

Appendix 1: The Vision

Erdington High Street will once again be the focal point and destination of choice for the local community. The thriving High Street will be inclusive and a focus for a diverse range of uses, including retail, but also cultural, leisure, community and social activities for all ages, helping to reduce social isolation. More people will be living and working in and around the High Street, able to access and support the improved range of facilities and amenities. There will be greater choice in the range of high quality new homes available in close proximity to the High Street.

The High Street will feel safe and secure at all times and people will be able to enjoy the varied retail, food and drink, leisure and cultural activities on offer. Local people will be able to walk and cycle to and from the High Street along new and improved, convenient, safe and secure routes, including through St. Barnabas Churchyard. There will be improved wayfinding and lighting to key routes and destinations, such as the railway station, for visitors and commuters alike. New routes will be provided through a locally distinctive, redeveloped Central Square, providing new high quality public realm and sensitive to the setting and context of the adjacent church.

Pedestrians and cyclists will have greater priority in the High Street, enjoying the new and improved public realm and planting; places to meet, gather and celebrate or sit and linger. There will be a new public space on the area of the former village green, at the northern end of the High Street, linked to the range of community uses available in a new public hub bringing back into use the former Swimming Baths in conjunction with the historic library building. The street to the frontage of St. Barnabas Church will be pedestrianised and provide spaces for seating and activity.

The High Street will be transformed. It will be active, vibrant, accessible, safe, inclusive and diverse, meeting local needs, including digital services, and re-established as the beating heart of the community with a strong sense of place; a place that provides something for everyone and of which the community can be proud.

Appendix 2: SMART Objectives

Objective	Indicative target	Relevant scheme	Outcomes, impacts and beneficiaries
Insert an objective on supporting business start ups	To create 75 direct jobs, and support xx beneficiaries a year.	The Erdington Community and Enterprise Hub	xxx
Deliver more high-quality housing to address the increasing housing demand in Birmingham and increase the vitality of and footfall in the High Street	To deliver a minimum of 250 new homes.	The redevelopment of Central Square Shopping Centre	The provision of new homes for Birmingham residents will contribute to the transformation of the high street, an increase in land value uplift and a reduction in the housing market failure.
Improve the quality of the existing public realm; introduce additional planting and greenery, prioritise walking and cycling and create a strong sense of place	High street urban realm and connectivity improvements leading to year on year increase in footfall on the high street.	High Street Connectivity and Urban Realm Scheme St Barnabas Connectivity and Urban Realm Scheme Creation of a new Pocket Park	An increase in footfall will help to maintain and grow the high street offering enabling increased retail turnover and improving the high street vibrancy benefiting both the retailers and local residents and wider users of the high street. Leading to an increase in economic activity. Improved mental health and wellbeing from improved urban realm and new greenspace and outdoor activities. Improved pride in the high street.
Take advantage of the opportunity to improve safe and secure local connections/routes to the High Street and to other local destinations such as the railway station	High street urban realm and connectivity improvements leading to year on year increase in footfall on the high street.	High Street Connectivity and Urban Realm Scheme St Barnabas Connectivity and Urban Realm Scheme	An increase in footfall will help to maintain and grow the high street offering enabling increased retail turnover and improving the high street vibrancy benefiting both the retailers and local residents and wider users of the high street. Leading to an increase in economic activity.
Contribute to an increase in wellbeing, address social isolation and crime in the area.	New food and beverage provision through the redevelopment of the Central Square Shopping Centre and the conversion of the old leisure centre into a public HUB leading to an increase in cultural, leisure, flexible business space providing opportunities for social activities, events. The combined effect of all the shortlisted interventions will lead to a material, measurable increase in local wellbeing and reduced social isolation, and a reduction in crime.	All of the above	The increase in cultural, leisure and social activities will help to improve local wellbeing, reduce social isolation among local residents. Improved wellbeing and reduced social isolation of local residents.

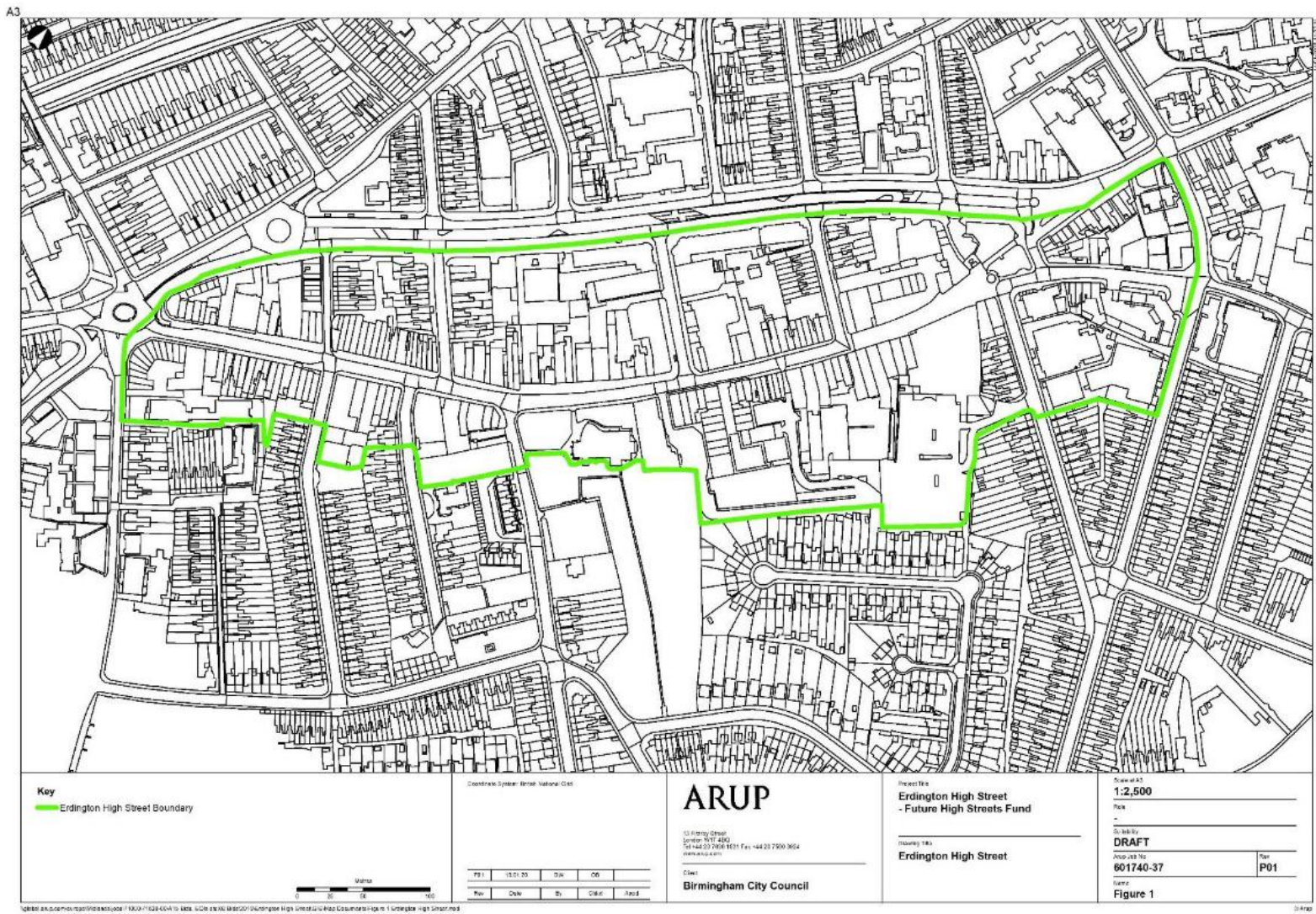
Appendix 3: High Street Location Maps

Map 3a: the geographic extent of the High Street

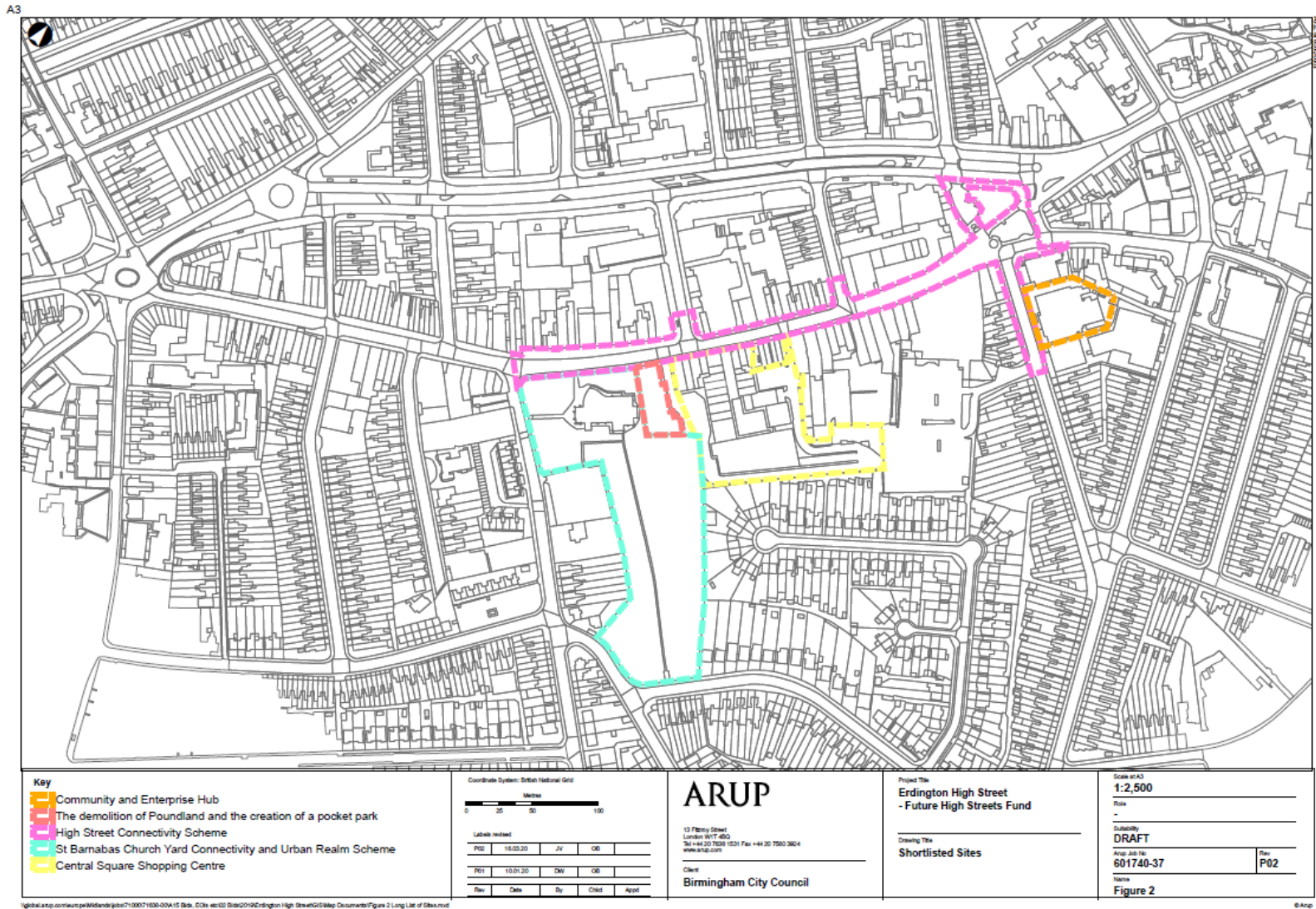
Map 3b: map showing the long list of sites

Map 3c: map showing land ownership on the high street (to be refined for the final business case)

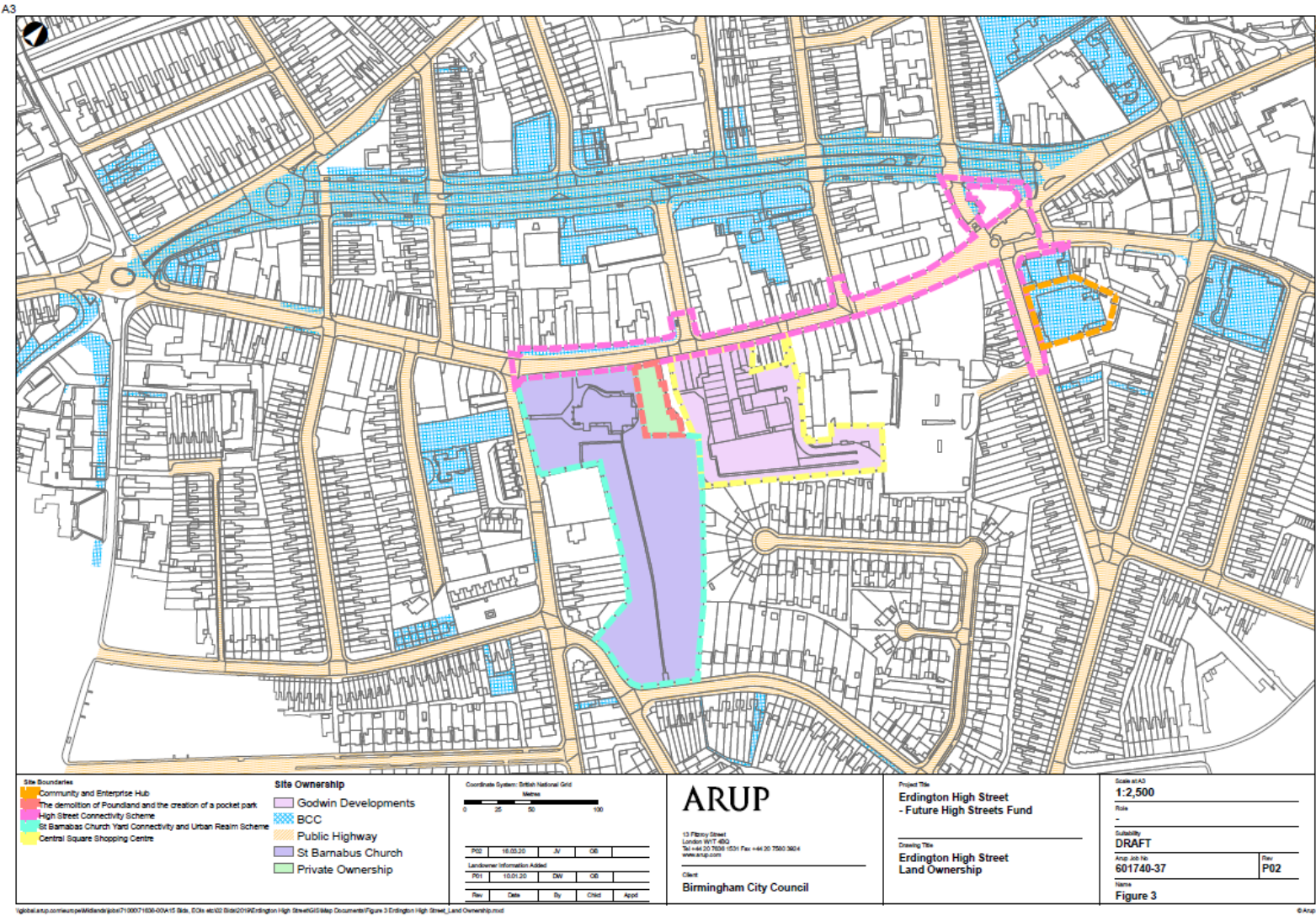
Appendix 3a: the geographic extent of the High Street



Appendix 3b: Map showing the long list of sites

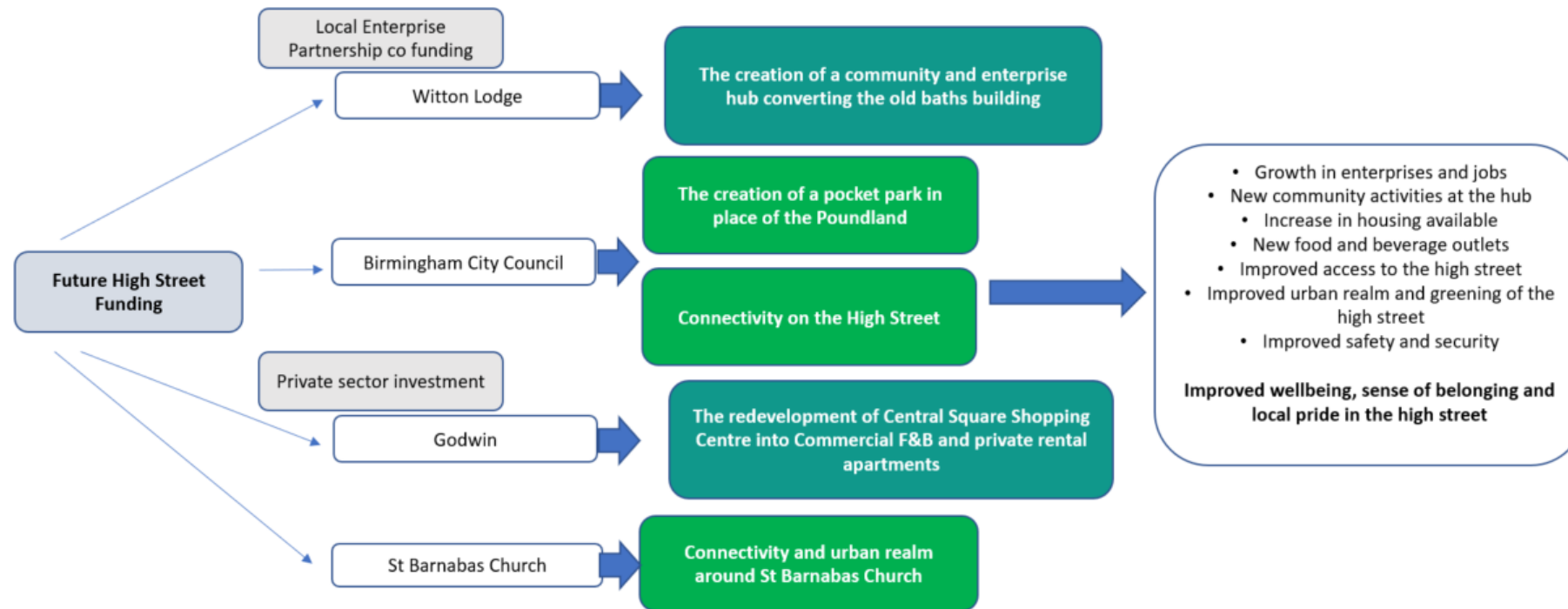


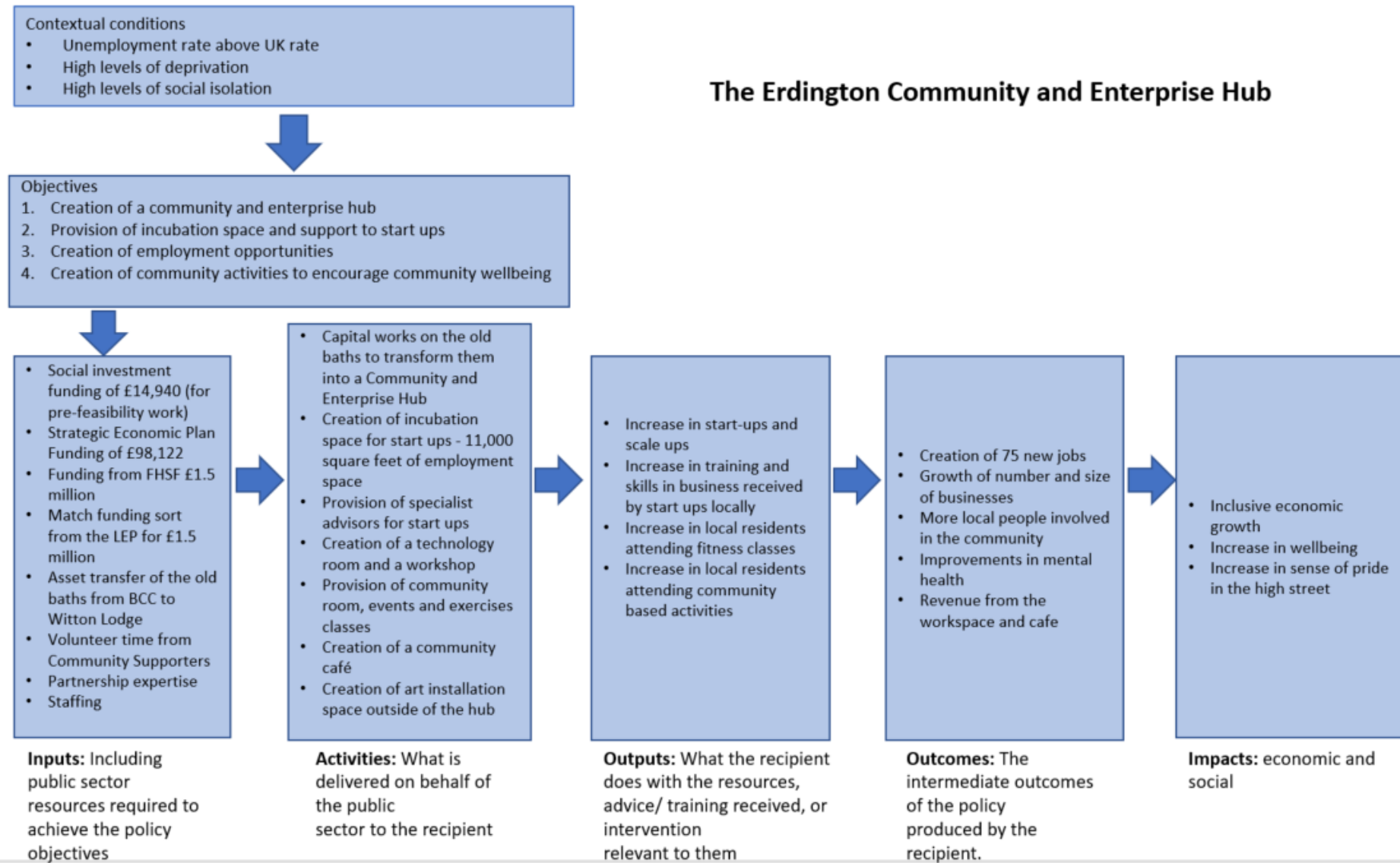
Appendix 3c: Map showing land ownership on the high street (to be refined for the final business case)

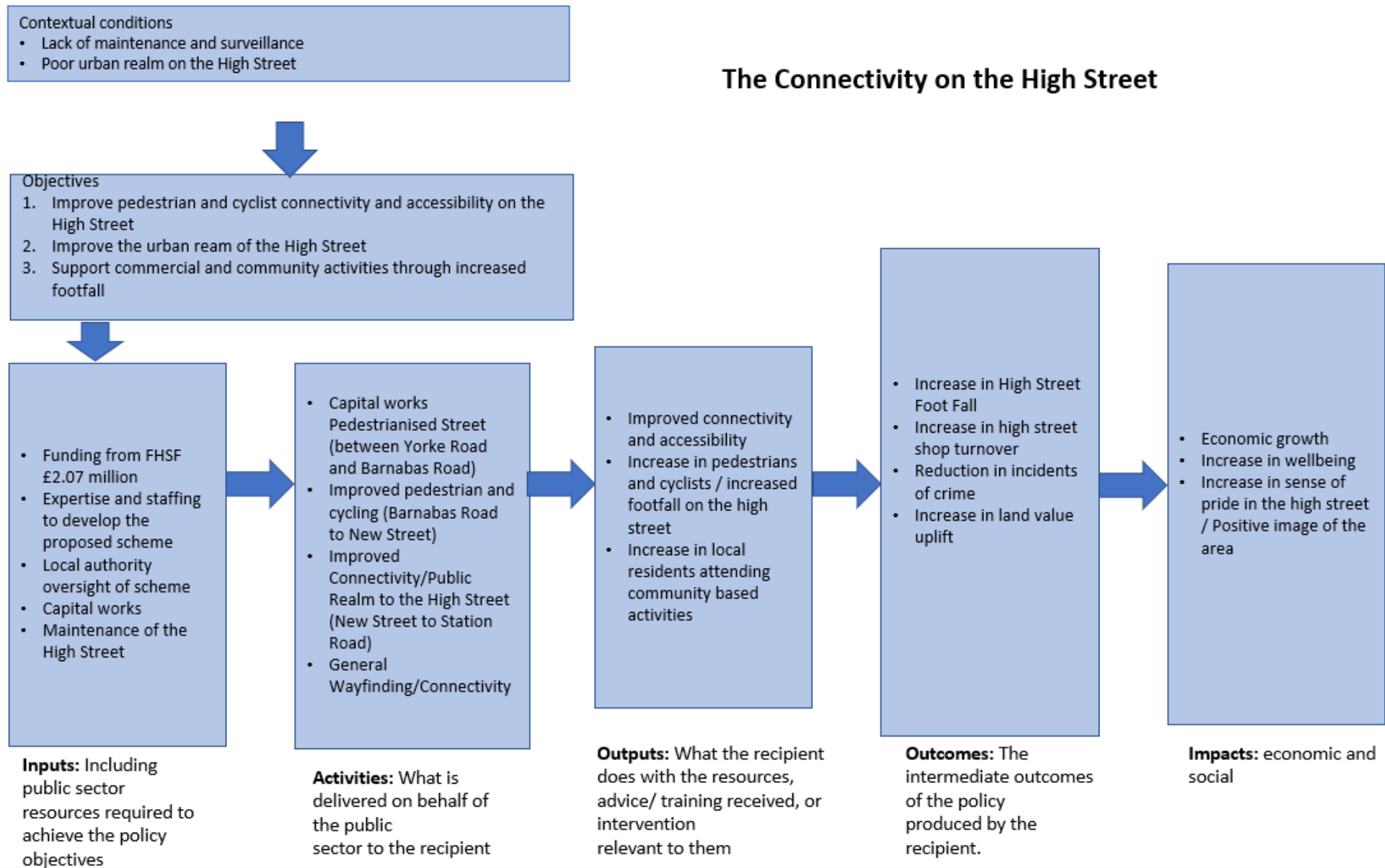


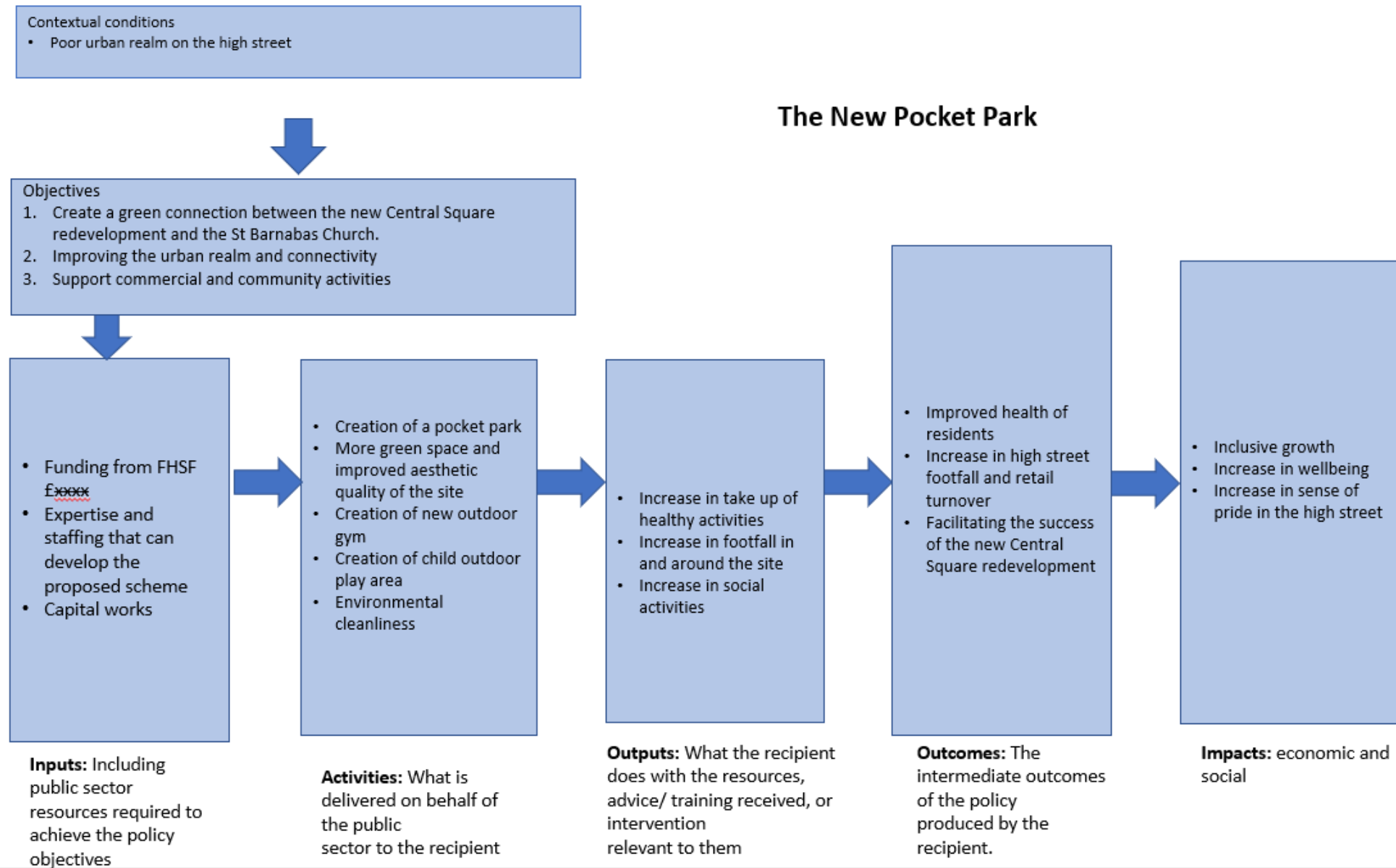
Appendix 4: Logic Models

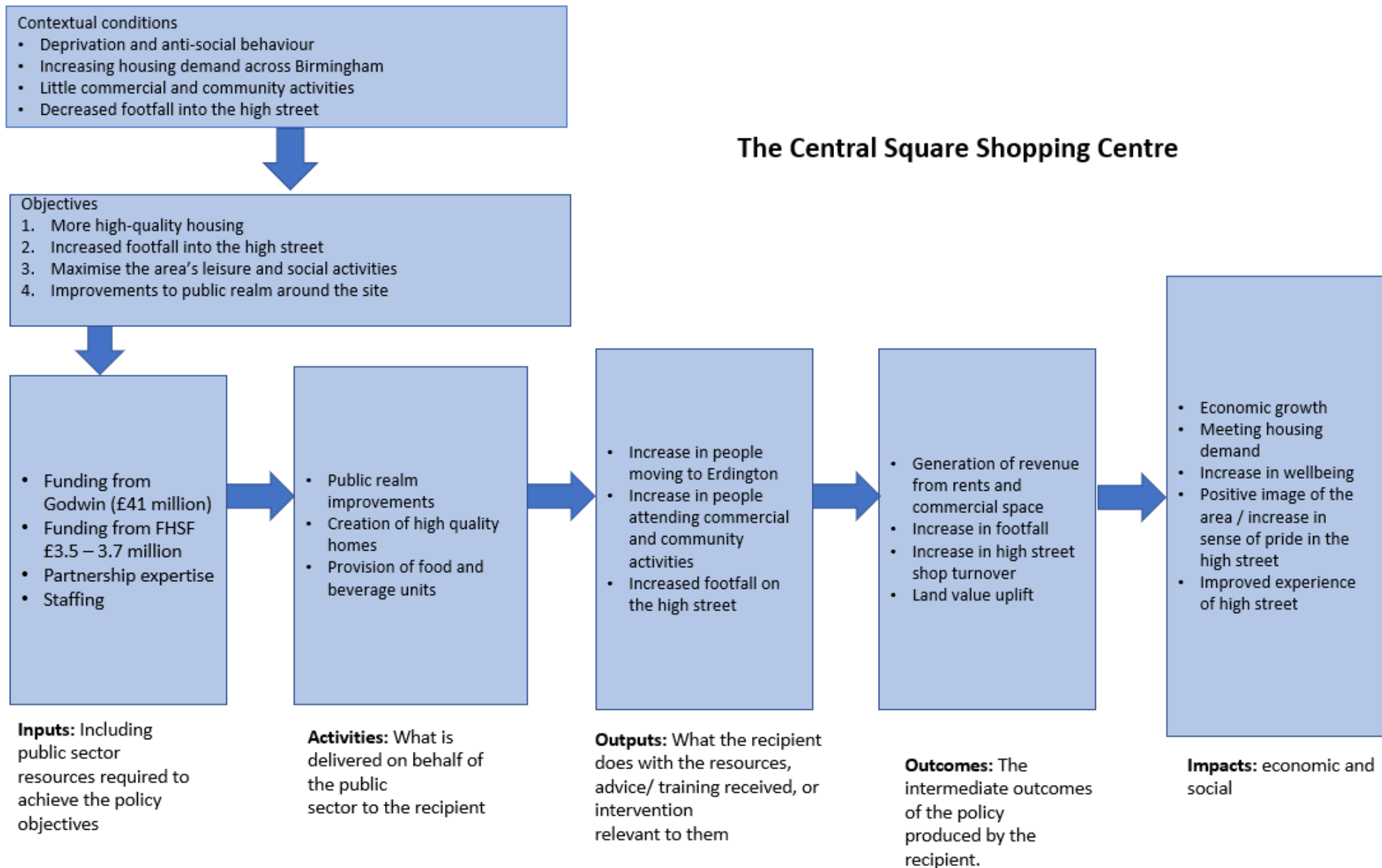
Transforming Erdington High Street











The Connectivity and Urban Realm of St Barnabas Church

Contextual conditions

- Lack of maintenance and surveillance
- Anti-social behaviour in the form of drug and alcohol misuse, rough sleeping, prostitution, vandalism and damage and littering
- Crime in the area

Objectives

- Improve connectivity between the homes behind the church and the high street
- Improve the environment of the Churchyard
- Make the area safer
- Maintain the local heritage value

- St Barnabas Church's own reserves of £150,000 (secured)
- Grants and external funding £50,000 (not secured)
- Funding from FHSF £1.546m
- Expertise and staffing that can develop the proposed scheme
- Volunteers to maintain the green space

Inputs: Including public sector resources required to achieve the policy objectives

- Creation of a permeable boundary and interface with new public realm on the Poundland site.
- Improved footpath, surfacing works and lighting
- Creation of proposed Remembrance Garden
- Creation of secondary routes and 'heritage trails'
- Creation of terrace area to support outdoor seating and café offerings
- Selective restoration of key memorials and grave markers to address health and safety issues

Activities: What is delivered on behalf of the public sector to the recipient

- Increase in pedestrian movement between the homes behind St Barnabas and the High Street
- Increase in local residents visiting the High Street and attending community based activities

Outputs: What the recipient does with the resources, advice/ training received, or intervention relevant to them

- Improved connectivity and accessibility
- Increased footfall on the High Street
- Increase in high street shop turnover
- Reduction in the incidents of crime
- Improved perception of safety and security
- Increase in land value uplift
- Greater biodiversity

Outcomes: The intermediate outcomes of the policy produced by the recipient.

- Economic growth
- Increase in wellbeing
- Increase in sense of pride in the high street / Positive image of the area

Impacts: economic and social

Appendix 5: Long list of sites

Long list of sites

	Summary	Market failure / scheme justification	Funding required from FHSF	Update on progress	Risks
Site 1 <i>(priority)</i>	<p>The redevelopment of Central Square Shopping Centre. The developers Godwin Developments have bought the site and are planning to redevelop it into mixed use residential and commercial. With approximately 250 residential units for private rental, ground floor food and beverage, and a public square.</p> <p><i>Supports objective 1, 2 and 4</i></p>	<p>Changing spending habits and a resulting drop in footfall has led to closure of retail units. Demand is now lower than supply. Need for a change of use.</p>	<p>£3.7 million (estimate provided by BCC).</p> <p>Co funding: The majority of the funding for the redevelopment will be provided by Godwin. They will reclaim this through the sale of the redevelopment for private rent.</p>	<p>Godwin's first plan was rejected by BCC due to the height/scale of the high-rise blocks which were out of keeping with the local area. They have prepared high level plans for a scaled back redevelopment with a smaller number of apartments and lower rise blocks of 3 - 6 stories and public square.</p> <p>Stakeholders engaged: Godwin (private developer; BCC, local Councillor)</p>	<p>Risk that the developer will change their plans for the site prior to submitting a formal planning application.</p> <p>Non-compliance with State Aid rules.</p>
Site 2 <i>(priority)</i>	<p>Redevelopment of a former swimming pool which is owned by BCC. BCC and Community Group (Witton Lodge) are considering funding its redeveloped into a public HUB which could house community, business and cultural spaces/activities/services. This is linked to a wider public HUBs programme that BCC is implementing. Two options are being explored for the site: option 1 - a hub joining the former baths with the existing library next door; and option 2: a hub based in the existing building.</p> <p><i>Supports objectives 2 and 4</i></p>	<p>Provision of public HUB with a strong cultural focus would be under-provided if left to market forces due to the lack of associated revenue streams.</p> <p>Local community and Local Authority cannot afford to fund the public HUB without government support. Need for more community-based activities to reduce isolation of local people.</p>	<p>£2 million (estimate provided by BCC).</p> <p>Co funding: National Lottery funding and charitable grants for community hubs, libraries and cultural spaces. Amount not specified.</p>	<p>BCC exploring opportunities to redevelop the site. A building condition survey has been commission and will be conducted shortly.</p> <p>Stakeholders engaged: Witton Lodge Community Group, BCC, local Councillor</p>	<p>Full costs of redevelopment unknown at present. Current condition of the building unclear. Costs may exceed available funds.</p> <p>Scheme plans not yet established. Risk that the scheme plans won't be developed in time for the final business case.</p>

Site 3	<p>The redevelopment of an existing Coop building. The Coop are considering moving to a smaller site. There is the possibility of involvement of Godwin in the redevelopment.</p> <p><i>Supports objective 2</i></p>	<p>The current space occupied by co-op is too large for their requirements.</p> <p>The site has plenty of car parking which isn't really required.</p>	Not yet established.	<p>Godwin has shared some initial thoughts on the Coop building with BCC.</p> <p>Stakeholders engaged: Godwin (private developer; Co-op, BCC, local Councillor)</p>	Risk that the scheme plans won't be developed in time for the final business case.
Site 4	<p>The redevelopment of an existing indoor market. The current market looks dilapidated. Plans for what the space will be used for, have not yet been developed. The owners have not confirmed their preference and whether they wish to be involved.</p> <p><i>Supports objective 2</i></p>	Decline in footfall of the market. Owners do not have the resources to refurbish the market.	Not yet established	<p>Slow engagement – need response from owner as to whether they want to be considered.</p> <p>Stakeholders engaged: market owner, BCC, local Councillor</p>	Risk that the scheme plans won't be developed in time for the final business case.
Site 5 (priority)	<p>The redevelopment of Poundland (152 High Street, between St Barnabas Church and the Central Square Shopping Centre). The property is currently vacant.</p> <p><i>Supports objective 2</i></p>	Demand for retail space is lower than supply. Need for a change of use.	Not yet established	<p>Scheme plans not yet established. Poundland owners planning to operate their break clause next September. There are several options: do nothing; demolition and public realm; refurbish - divide into several outlets; or redevelop the site. Most likely to be redeveloped into a healthcare hub.</p> <p>Stakeholders engaged: Landlord, Godwin, BCC, local Councillor</p>	Time frame for CPO exceeds timeframe for the FHSF.
Site 6 (priority)	<p>Public realm and connectivity enhancements within the High Street, including further pedestrianisation of the middle section of the High Street and public space/village green to the north along with measures to slow vehicular traffic (for example a raised table outside of the old leisure centre); improve public realm including street furniture, planting and wayfinding from the Rail Station to the High Street; and improved parking regime on the High Street and Sutton New Road.</p> <p><i>Supports objectives 3 and 4</i></p>	<p>Provision of urban realm and connectivity would be under-provided if left to market forces due to the lack of associated revenue streams.</p> <p>Local authority lack funds to invest in urban realm.</p>	Not yet established	<p>Need confirmation on what the cost of the intervention will be and the amount of FHSF required. Consultants are drawing up plans for urban realm and connectivity improvements.</p> <p>Stakeholders engaged: BCC, local Councillor</p>	Low risk.

Site 7 <i>(priority)</i>	<p>Improvements to public footpath through St Barnabas Churchyard to include re-surfacing, disabled access and lighting. The current footpath is used during the day by local residents to access the high street. Safety fears at night due to lack of lighting.</p> <p><i>Supports objectives 3 and 4</i></p>	<p>Provision of urban realm and connectivity would be under-provided if left to market forces due to the lack of associated revenue streams.</p> <p>Local authority lack funds to invest in urban realm and lighting.</p>	Not yet established	<p>Costed scheme to refurbish graveyard path has been prepared by the Church.</p> <p>Stakeholders: St Barnabas Church, BCC, local Councillor</p>	Low risk.	
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Appendix 6: Policy Review

1. Introduction

The following document outlines the key planning policy context for Erdington High Street, comprising of both relevant national and local policy documentation.

2. National Policy Context

2.1 National Planning Policy Framework

The National Planning Policy Framework¹³ (Section 7, paragraphs 85-90) sets out the national policy position to ensure the vitality of town centres. Any developments and planning decisions should “*support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.*”

Section 7 also outlines the need for the retention and enhancement of existing markets and, where appropriate, that these should be reintroduced or created.

The NPPF also states that residential development on appropriate sites should be encouraged, due to its important role in ensuring the vitality of town centres.

3. Local Policy Context

3.1 Birmingham Development Plan 2031

Policy TP21 identifies the network and hierarchy of centres within the plan area. These are the preferred locations for retail, office and leisure development along with community facilities and residential development. Alongside new development, proposals will be encouraged that enhance the quality of the environment and improve access. Erdington is identified as a District Centre with potential for growth.

Policy TP24 promotes diversity of uses within centres, consistent with the scale and function of the centre, to meet people's day to day needs. This will include leisure uses, offices, community uses, food and beverage, cultural facilities and residential.

Policy TP31 (Affordable Housing) states that the City Council will seek 35% affordable homes as a developer contribution on residential developments of 15 dwellings or more.

Policy TP32 (Housing Regeneration) recognises The Lyndhurst Estate as a key opportunity for the regeneration and renewal of existing housing estates.

Policy TP44 (Traffic and congestion management) outlines Six Ways in Erdington as being a 'Key Highway Improvement Line', to be protected for transport improvements. Any developments that will prejudice the proposed highway improvement therefore will not be permitted.

3.2 Erdington Community Plan 2016-2020

The Erdington Community Plan¹⁴ outlines the priorities of the Council and Erdington-based partners, based on views of local stakeholders/community. The key priority areas which have been identified are: Provision of affordable housing, investment in transport infrastructure, and creating a city for young people, facilitating their learning and skills.

The district priorities as outlined in the Community Plan are:

¹³ National Planning Policy Framework. Department for Communities and Local Government, June 2019

¹⁴ Erdington Community Plan. Erdington District Committee, 2016

Theme 1: Employment, Skills and Enterprise

- Unemployment figure (2016) was second highest in the City, and Erdington has the 2nd-highest proportion of residents with no qualifications.

Theme 2: Clean, Green and Safe

- Only 52.7% of residents felt safe outside after dark, which is fuelled by the lack of an evening/night-time economy.
- The Plan states the importance of engaging with young people, providing interventions that contribute towards the reduction of crime and anti-social behaviour.

Theme 3: Housing

- Providing more affordable housing has been identified as a key issue that Erdington residents consider to be of importance.
- Erdington District Housing Plan to be produced.

Theme 4: Health

- Life expectancy is 2 years less than the City average.
- Erdington District Health and Wellbeing Action Plan produced.

3.3 Urban Centres - A framework for inclusive growth

The Urban Centres Framework¹⁵ identifies a number of core themes for the components of successful urban centres. These include, activity – diversifying uses, importance of culture and active communities; connectivity – walking and cycling, accessible public transport; design and local identity – importance of green infrastructure, planting, public realm, attractive streets and spaces.

Erdington as a centre for transformation and highlights a need to reinvigorate the public realm.

The High Street retains significant numbers of Victorian and Edwardian terraced buildings, including Erdington Library and the former swimming baths. This also previously featured a Victorian village green which was remodelled in the early 2000s, including the introduction of a fountain which was subsequently removed in 2016 due to vandalism.

The retail offer and vibrancy of the centre of Erdington and its public spaces can be strengthened through building on its assets and character features.

- Highlights the potential to redevelop key sites within and adjacent to the centre, increasing the retail offer along with cultural, leisure and community uses.
- Identifies the High Street to be transformed to create a modern shopping destination, with an improved pedestrian environment and reduced impact of cars to create public spaces for informal gathering and community events.
- Identifies the redevelopment of Central Shopping Square and adjacent land and an enhanced public space adjacent to St Barnabas Church, including improved walking and cycling routes for residential areas to the East.
- Remodelling of the Wilton Indoor Market to improve its relationship with the High Street and pedestrian links.
- Improved walking and cycling routes from the West, particularly from the station, to reduce the barrier effect of Sutton New Road.

¹⁵ Urban Centres – A framework for inclusive growth. Birmingham City Council, (adopted January 2020)

3.4 Erdington Area Action Plan 1998

The Erdington Area Action Plan¹⁶ was published in 1998 and focuses on the High Street and surrounding residential areas. The character of the High Street reflects historical development and context, with Victorian and Edwardian buildings along with more recent developments. The Sutton New Road removed much of the through traffic from High Street which also led to partial pedestrianisation of the High Street in place today.

Up until the 1970s, Erdington was the dominant retail centre for North Birmingham. However, since then, this role has been challenged by the expansion of Sutton Coldfield Town Centre and the development of various neighbouring/nearby retail parks, including The Fort (approx. six in total in the area).

Key proposals as outlined in the Action Plan at the time are:

- Identification of a 'primary retail frontage' policy for the centre, which was introduced to manage the growth in non-retail uses (mainly services) on the High Street. This operated so that further non-retail uses were not granted planning permission.
- Improving facilities for pedestrians and cyclists.
- Opportunities for environmental enhancement, including further pedestrianisation of High Street.

At the time, the City Council outlined larger development opportunities to come forward on the sites of:

- Land adjoining Erdington Market Hall and;
- Land adjoining the former Gala Bingo Hall which, at the time of the plan, was used as a temporary car park

4. Recent Planning Applications/Proposals

4.1 Erdington Retail Park

This is a 5.5-acre site with a frontage to the Sutton Road, and bounded by Orphanage Road to the rear. The former site occupants include Honeywell House; Seven Capital has converted the offices into 84 apartments. There are plans to bring forward a comprehensive plan for the remainder of the site, which include a mix of residential and commercial units with the aim to improve the vitality of this part of Erdington Town Centre.

4.2 Lyndhurst Estate Regeneration

There are proposals to regenerate the Lyndhurst Estate (now called Abbey Fields, in planning application number: 2015/01554/PA). The site is bounded by the railway tracks to the north-west, Rowden Drive to the north, Sutton Road to the east and Wilmot Drive to the south, the site is just north of the High Street. Although not necessarily within the High Street area, the site is within close proximity and can be used to illustrate the affordable housing projections of Erdington and may be key to illustrating any connectivity or public realm issues to the North of the High Street. The outline application has a total limit of 316 units across all phases of the development, of which 150 will be affordable.

Alongside this there will also be investment into Erdington Leisure Centre, and Erdington Skills Centre.

5. Central Square Shopping Centre Redevelopment

Footfall throughout the High Street has fallen from a high in 2012 of 1m per annum to approximately 0.5m as of the end of 2018, resulting in a rise in the number of empty units; vacant property levels are now approx. 11%.

In 2013 there were proposals for the major redevelopment of Central Square Shopping Centre and Erdington Town Centre led by New River Retail, including a 25,000 sqft food store, four additional independent retail units and a 230-space car park.

¹⁶ Erdington Area Action Plan. Birmingham City Council, 1998

In April 2016 a development proposal document was produced by New River Retail, with plans prepared by Corstorphine & Wright for a refurbishment of Central Square, to include a new public realm.

This site is now owned by the developer Godwin, who propose to redevelop the site to create a mixed-use residential and commercial development.

6. Minor Planning Applications

There are a number of minor planning applications which have been recently submitted:

- 2019/07259/PA: Edwards Road, full planning application submitted for the demolition of existing building and replacement restaurant.
 - o Approved (12/11/19) subject to conditions
- 2019/07125/PA: 2 Sutton New Road, full planning application submitted for the extension of existing retail unit with associated parking, landscaping, engineering, drainage and ground works.
 - o Approved (13/01/2020) subject to conditions
- 2018/10367/PA: Land at Orphanage Road: outline application submitted for construction of up to 43 residential units with associated parking, engineering, drainage and infrastructure works.
 - o Awaiting decision
- 2018/08544/PA Former Nocks Brickworks, Holly Lane: full planning for remediation of the site to provide residential development, 187 dwellings, access, landscaping and associated works (see Appendix A).
 - o Approved subject to conditions and S106 Agreement (Committee held 30/01/2020)

7. Other Initiatives/Issues

7.1 Business Improvement District

Erdington Town Centre successfully voted in favour of becoming a Business Improvement District (BID) in 2007 after a successful campaign by the Erdington Town Centre Partnership and was renewed for a third 5-year term in 2017. The BID area is comprised of 300 levy-payers, predominantly from small independent businesses, which make up the core of the Town Centre. Fewer national names are present, as these are located in nearby competitor retail parks (the closest of which being Ravenside Retail Park located just east of Erdington towards Castle Vale). The BID also facilitates a variety of community events, including the Erdington Village Fete.

7.1.1 Public Realm Improvements

The Urban Centres Framework sets out the relatively high level strategy for the improvement of the Erdington centre. Furthermore, a key aim of the BID is to develop and take forward action, emerging from the collaboration of the local business community and local stakeholders, to benefit the public realm and drive forward such improvements.

7.2 Leisure Centre Redevelopment

The new Erdington Leisure Centre, just north of the High Street has been recently developed and opened in September 2017. The scheme involved the construction of a brand-new building to provide the community with a modern exercise and recreation venue, featuring a new swimming pool, gym, community room and studio space, offering a range of fitness classes and children's holiday play classes. The development was delivered by Birmingham City Council working in conjunction with the Birmingham Community Leisure Trust.

7.2.1 Retail

Highlighted within the Birmingham Infrastructure Delivery Plan (IDP) (2014), there is a need to 'revitalise town centres'. Any infrastructure provided will need to ensure greater occupancy levels, such as through public realm enhancement projects. The IDP indicates that, in preparation for the Shopping and Local Centres SPD (2012), surveys were undertaken for all centres within the 'Network of Centres'. Erdington was identified as exhibiting higher-than-average vacancy rates for retail.

As above, the previous Erdington Action Plan (1998) identified a 'primary retail frontage', introduced to discourage the growth of non-retail uses along the High Street. However, it is unclear as to whether this policy is still enforced today.

7.2.2 Transport

The northern section of Erdington High Street is pedestrianised between New Street and Mason Road. Connecting roads between High Street and Sutton New Road form part of a partial one-way traffic management scheme. Sutton New Road is part of the City's Strategic Highway Network (SHN) and is a key link between the City Centre, Aston Expressway and Sutton Coldfield to the north. Congestion especially at peak times is a key issue on this road which runs parallel to the High Street and provides direct access points onto it.

The Erdington Action Plan (1998) outlined the need to improve Six Ways Junction, to better benefit pedestrians, cyclists and buses. Traffic congestion and parking is also a problem in The Village Green area, which needs to be addressed by re-designing the road-space, potentially through pedestrianisation.

7.2.3 Highways

The BDP outlines Key Highway Improvement Lines, which have been assigned to protect land which is required for highway and public transport schemes from other development(s). Six Ways in Erdington has been identified as a HIL, and therefore any development(s) that would prejudice the proposed highway improvement would not be permitted. However, no further information on this proposed improvement has come forward.

The Six Ways HIL was also identified within the Birmingham IDP (2014) as a desirable project to happen over the period of 5-10 years. At the time of the IDP, preliminary design work had been undertaken but delivery issues had been identified surrounding land acquisition and CPO.

7.2.4 Public Transport

Erdington is located on the Cross-City Line connecting Lichfield to the City Centre, with 6 trains per hour and 101 per day, with the first train departing at 05:58 and the last at 23:46. Railway connectivity will further improve in the future with the new HS2 terminus to be located less than 4 miles away from Erdington. Additionally, The West Midlands Rail Executive (WMRE) has secured investment in new trains to transform the Cross-City Line from 2021, which is in response to a 1/3 increase in local commuter capacity into central Birmingham.

There are four bus routes which travel directly through or nearby the High Street: the 110 which runs every 30 minutes into Birmingham; the 28 which runs every 10 minutes into the Great Barr area; the X4 which runs every 20 minutes to Sutton Coldfield; and the X5 which runs every 30 minutes into Birmingham and Sutton Coldfield.

7.2.5 Walking and Cycling

The Birmingham IDP (2014) proposes for there to be enhanced cycle connectivity from Chester Road and Erdington railway stations, to encourage multi-modal journeys into Birmingham City Centre. There is current programmed provision for cycling infrastructure, which related to the Growth Areas as outlined in the BDP, including a 'Bike North Birmingham' infrastructure programme in Erdington and Sutton Coldfield.

A new Birmingham Walking and Cycling Strategy was adopted by the council in January 2020. This includes a Local Cycling and Walking Infrastructure Improvement Plan. The Plan proposes Erdington High street as a

key cycling link joining existing on-road cycling routes at Church Road and Mason Road and connecting Erdington to Wylde Green and Sutton Coldfield.

The strategy also identifies Erdington as a Core Walking Zone. These are locations where more detailed local schemes will be developed with a focus on continuity, improved crossing points, way marking and lighting. Fully inclusive infrastructure will be required (ramps, dropped kerbs, tactile paving and seating). Green infrastructure and public art should also be considered. In order to reduce the dominance of motor traffic, slower speeds, amended parking controls, freight restrictions, footway priority and 'filtered permeability' measures will be investigated. A key focus in core walking zones will also be the provision of high quality routes and crossings between public transport facilities and local shops and services.

7.2.6 Car Parking Standards

Erdington Area Action Plan (1998) identified the need for improved secure car parking, especially for short-stay visitors, as car parking on footpaths is an issue. BCC's Car Parking Guidelines SPD, published 2012, outlines the key car parking standards which will be applied when considering applications for new development. For residential developments, including flats and apartments (Use Class 3) there should be 5 spaces per dwelling provided. For restaurants and cafes (Use Class A3) there should be 1 space per 9 covers, Convenience Retail (Use Class A1), 1 space per 21m², Comparison Retail (Use Class A1), 1 space per 30m², and for offices (Use Class B1) there should be 1 space per 45m² (gross).

The current Parking SPD is being revised and a draft was issued for consultation in January 2020. The draft includes high level parking policies for the city. Regarding Urban Centres, it is proposed that a balanced approach is applied to parking which considers the needs of the local economy and accessibility requirements while improving the health, safety and wellbeing of the local community. Erdington is identified as a location to be prioritised for parking control measures to ensure that on-street parking can be managed, but without placing financial pressures on local business.

The Parking SPD draft also sets revised parking standards for new developments. In some instances (for certain land uses) these are more stringent for car parking than the existing levels of provision. High standards of provision are proposed for cycle parking, car clubs, EV charging and other requirements that promote sustainable travel.

8. Summary

This policy review provides an overview of the relevant policies which may influence any decisions made regarding the future of the Erdington High Street and surrounding environs.

The Erdington Area Action Plan (1998), although now out-of-date, highlights the need for improvements for pedestrians in this area which is still prevalent today, with the Community Plan emphasising the key issues experienced by the local community, including the need for an increased sense of safety. The Urban Centres Framework also continues this approach and, inter alia, identifies potential public realm improvements related to the High Street, highlighting the opportunity for Erdington High Street to be improved and become a more desirable destination, acknowledging the requirement for the development of key sites and public spaces.

Appendix 7: Market Trends

This appendix presents a high level overview of market trends on the High Street including trends in local retail, floorspace, vacancy rates, and retail rents. It also presents an overview of current footfall on the High Street. It also presents trends on businesses and SMEs to provide an indication of the market trends informing the need for the Community and Enterprise Hub, and on housing trends informing the need for the redevelopment of the Central Square Shopping Centre.

8.1 Footfall on Erdington High Street

[BCC collecting footfall data]

8.2 Trends in local retail

8.3 Floorspace Supply and Vacancy Rates

8.4 Rental Rates

8.5 Business Activity and SMEs

8.6 Trends in housing demand

Appendix 8: Scheme Costs in the Economic Case

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