





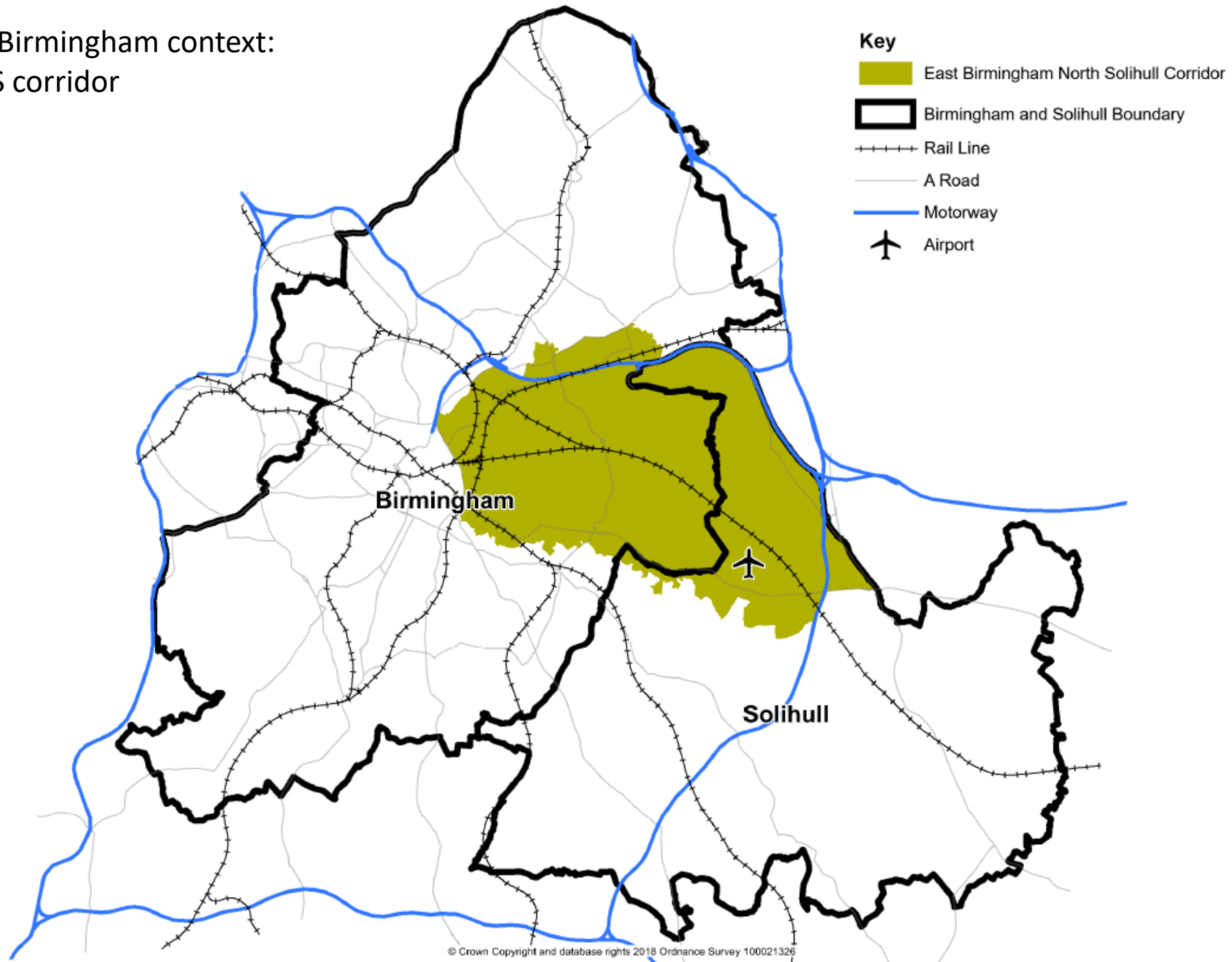


# East Birmingham Inclusive Growth

## September 2021 Update



East Birmingham context:  
EBNS corridor



# The East Birmingham Inclusive Growth Agenda

The Council's East Birmingham Inclusive Growth Strategy (2021) addresses the Birmingham element of the East Birmingham/North Solihull Inclusive Growth corridor which has some of the highest rates of multiple deprivation in the country.

Prepared in partnership with the WMCA, Solihull MBC and a wide range of partners and community stakeholders, the Strategy responds to the need to maximise the benefits of HS2 and other major investments to deliver inclusive growth.

It identifies the following key elements:



Improved local services - including health, social care and education.



Business, employment and skills - the expansion of the economy for the benefit of local people.



Local places and green spaces - a joined up approach to development and the physical environment.



Midland Metro East Birmingham to Solihull extension - and the wider connections to the Metro corridor.



Improved heavy rail network – improved existing and new stations and better service frequency.



# Inclusive growth in practice



A **comprehensive multi-agency approach** that links the macro (major infrastructure and development) and the micro (local projects and grassroots community development).



Development, infrastructure and real estate as catalysts for **social value, community wealth building and the just transition to zero carbon.**



Establishing strong and productive relationship with local communities and VCSE partners with BCC leading by example on procurement and recruitment. **Empowering the community to play a key role in the programme.**



Actively supporting the development of **community assets, community enterprises, community leadership** and economic resilience.



Investing in the future through **prevention and early intervention.**

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

# Progress Updates September 2021

**9<sup>th</sup> Feb 2021**

**EBIGS adopted by Cabinet**

Following public consultation the Strategy was adopted by the City Council on February 9<sup>th</sup>.

**14<sup>th</sup> May 2021**

**East Birmingham Board meeting**

The main item was a proposal for the key public sector partners to collaborate on the strategic “levelling up” of East Birmingham and north Solihull.

**18<sup>th</sup> May 2021**

**East Birmingham Ward Members’ Forum**

The agenda included a discussion of the emerging programme business case, the papers from the East Birmingham Board, and a presentation on Ward Planning and the Celebrating Communities Grants programme

**23<sup>rd</sup> July 2021**

**East Birmingham Programme Business Case Approved by Cabinet**

Cabinet approved a business case for the establishment of a programme of activity to deliver EBIGS



# The East Birmingham Programme

The Programme will implement EBIGS. Work to date includes :

- the East Birmingham Inclusive Growth Strategy
- establishment of the governance and partnership structures including the East Birmingham Board and Rapid Policy unit.
- the initiation of a package of priority projects
- successful funding bids totalling in excess of £1.5m.

An Enhanced Programme Business Case was agreed at July's Cabinet, giving approval to establish a programme team with the budgets it will require to develop and deliver a comprehensive package of projects that will address the full scope of the Strategy vision. This will include:

- the development of business cases and funding bids
- commissioning of delivery through appropriate routes.
- continuous engagement with stakeholders and the community
- identifying and addressing options to expand the scale of the programme and to make future phases financially self-sustaining.

The intent will be that the programme will support, co-ordinate and maximise the benefits of all Council activity affecting East Birmingham, including joining up with partners to improve outcomes.



# Programme principles

The overall objective of the programme is not just to mitigate or reduce deprivation in East Birmingham; it is to bring it up to at least the national average by 2041. This bold objective would have a transformational effect on the lives of the 240,000 people who live in the area, with commensurate benefits for the city's economy and that of the region. To do this the programme will:

- Use the Council's initial financial commitment as the basis for securing much larger public and private investment.
- Identify and exploit opportunities to scale up and to make the programme financially sustainable beyond the initial phase of activity.
- Take a holistic approach, progressing a diverse range of interventions in parallel. This will include both place-based regeneration, and also systems change and transformation projects.
- Bring forward interventions at a range of scales including local, area-wide, and regional.
- Expand the capacity of the Council and its partners and the community to deliver inclusive growth
- Prioritise East Birmingham as the place to develop and implement new approaches through pilot projects which will also address the area's urgent need for investment.
- Invest in the future in line with principles of early intervention and prevention.
- Support the development of community assets, community enterprises, community leadership and economic resilience





# Projects

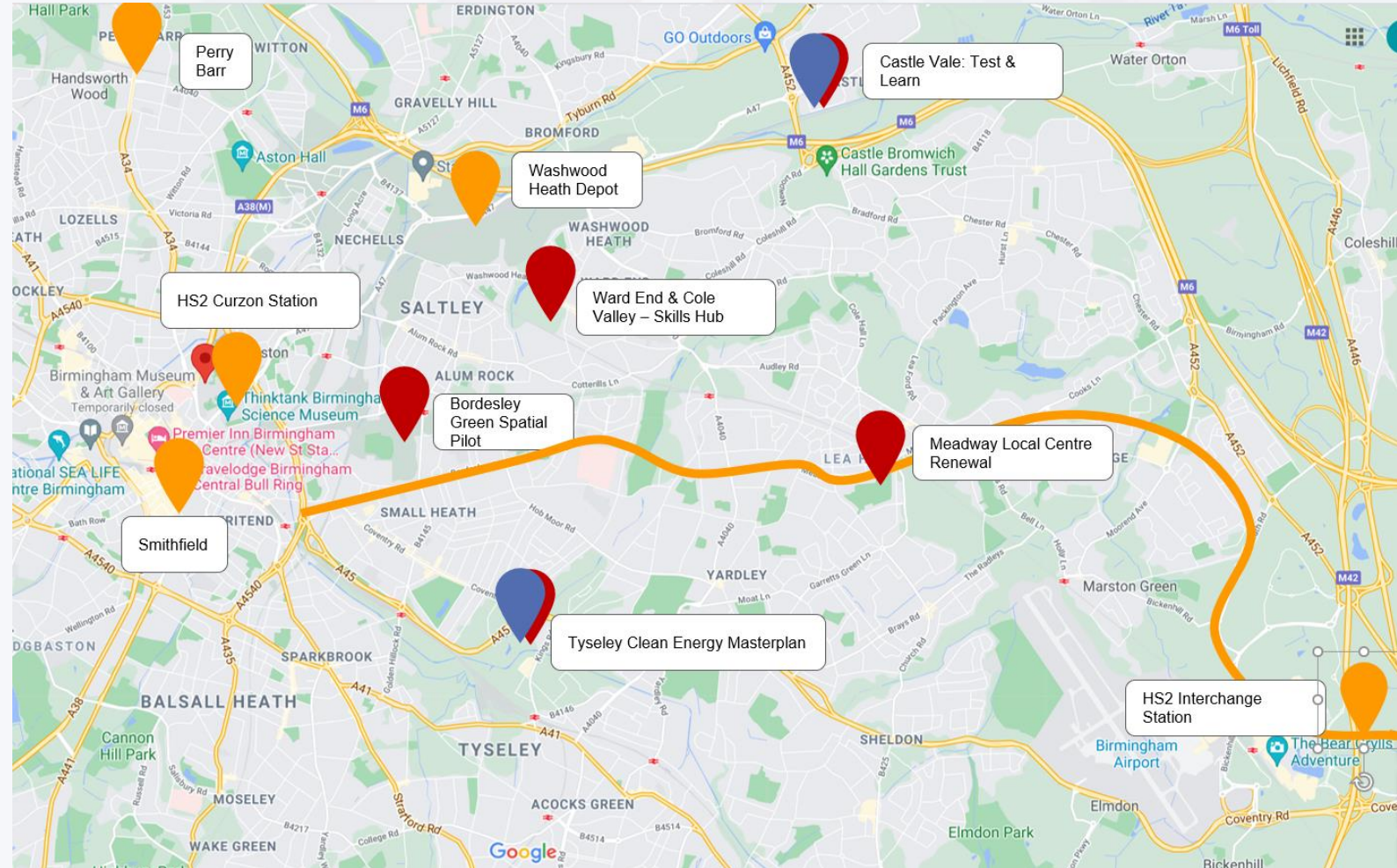
8 Projects have already begun including:

- Planning and development
- Community engagement and development
- Transport
- Research and policy

Many more are in the works.

The Programme will have close links with several other programmes including:

- Route to Zero
- Digital Inclusion strategy
- COVID-19 recovery



# East Birmingham Board

The key objectives of this Board are to **deliver growth** and to **bring forward the key interventions to enable residents to shape and benefit from the jobs and opportunities created**. The East Birmingham Inclusive Growth Strategy sets out the principles and approach for the delivery of these objectives, and the Board has ownership of the strategy and is accountable for its delivery.



The Board will:

- Provide strong leadership and a firm commitment to collaborative place and people-focused investment.
- Maximise opportunities for decarbonisation and enable a just transition.
- Agree and regularly review an implementation plan setting out the projects and activities which will deliver the Strategy.
- Lead dialogue and negotiations with the Government relating to strategic requirements such as funding for major infrastructure
- Provide a forum for the formal agreement of partnership commitments of resources and funding





# Board Proposal: 'Levelling up' East Birmingham

The East Birmingham Board is exploring options for a strong combined business case to Government for multi-faceted investment at scale, delivering shared strategic priorities and maximising the benefits for all stakeholders.

Key elements include:

- **Transformation of connectivity** along and around the proposed East Birmingham to North Solihull Metro corridor.
- **A new health and innovation campus at Arden Cross** as a catalyst of a transformed care model and system across the area.
- A coordinated approach to **strategic development opportunities** to deliver affordable homes and inclusive growth.
- Expanded and coordinated **training, skills and employment offer** connecting local people with accessible career pathways.
- **Community development and wealth building** interventions throughout to shape development and harness opportunities locally.

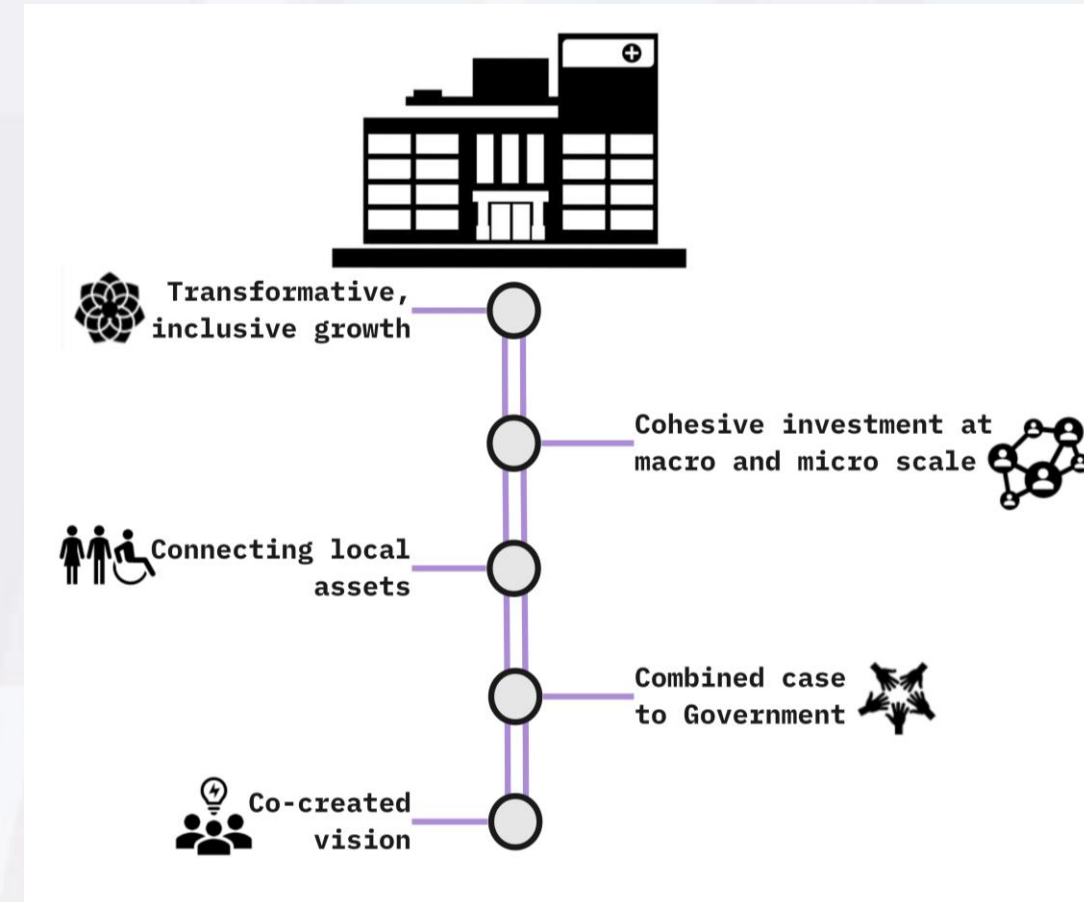




# Approach: a commitment to collaborate

The business case for all components becomes stronger when they are drawn together, and fully exploit the scale of the East Birmingham North Solihull corridor:

- **Co-creating a shared vision** across key partners and citizens allows local and regional resources to be pooled, coordinated and grown.
- **Lobbying together** across spatial and political lines shows Government that this is a serious proposal.
- **Deliberately connecting local assets** to the strategic transport and health investments will create a richer service offer to local people.
- **Refreshed neighbourhood services and investment** will add value to the strategic assets by catalysing employment, health and other benefits.
- The investment is greater than the sum of its parts, as it has the **transformative potential** to unlock significant social, economic and environmental outcomes: **inclusive growth in action**.



# Arden Cross Health & Innovation Campus

- Brings together a new, cutting edge hospital with a research facility into a combined health and innovation campus.
- Excellent national transport links via HS2 and opportunity to boost local connectivity through a new rapid transit service through East Birmingham and North Solihull.
- Within overall context of health service transformation, creating an opportunity to embed prevention and community diagnostic services across the corridor.
- Transformation of public sector estate, including any vacated land, to create new homes and employment opportunities.
- Opportunity to learn from Sandwell & West Birmingham Hospitals NHS Trust to create employment pathways for local people into good, Living Wage jobs.



# Transformation of Connectivity

Improved connectivity, both physical and digital, is a key enabling factor for unlocking inclusive growth in the East Birmingham North Solihull corridor.

Significant improvements to transport links are needed to:

- Connect people with places of education and employment
- Link healthcare facilities to the people it who need to access them the most
- Support sustainable business growth

The evidence shows that a comprehensive approach to the transport network is needed, combining all modes – including new technologies – in an integrated system which will be fit for purpose in the post-COVID world and as a crucial component of the just transition to a decarbonised economy.

Improved digital connectivity is also part of this: enabling homeworking and general flexible living for a broader cross-section of the population, whilst also creating new education, employment and training opportunities.

There is also a significant opportunity for service transformation, notably in the health sector: presenting a great opportunity for improved health outcomes for local people.





# Business, Employment and Skills

In the context of the post-COVID recovery it is even more important than ever that there is a cohesive and effective approach to sustainable and inclusive economic development, including:

- Coordinating partner's responses to the COVID pandemic and economic recovery to maximise the impacts of available funding.
- Using combined employment and procurement power to focus opportunities on the local area, supporting pathways into employment and enabling local organisations to enter the supply chain.
- Embed inclusive growth methodology into major development and infrastructure projects to support community empowerment and wealthbuilding.
- Work together to create a clear, focused and targeted employment and training offer.
- Build on existing local assets and create new ones to develop the low carbon and clean energy sectors including community heat and retrofit.
- Work with local communities and businesses to foster the growth of a healthy food economy.





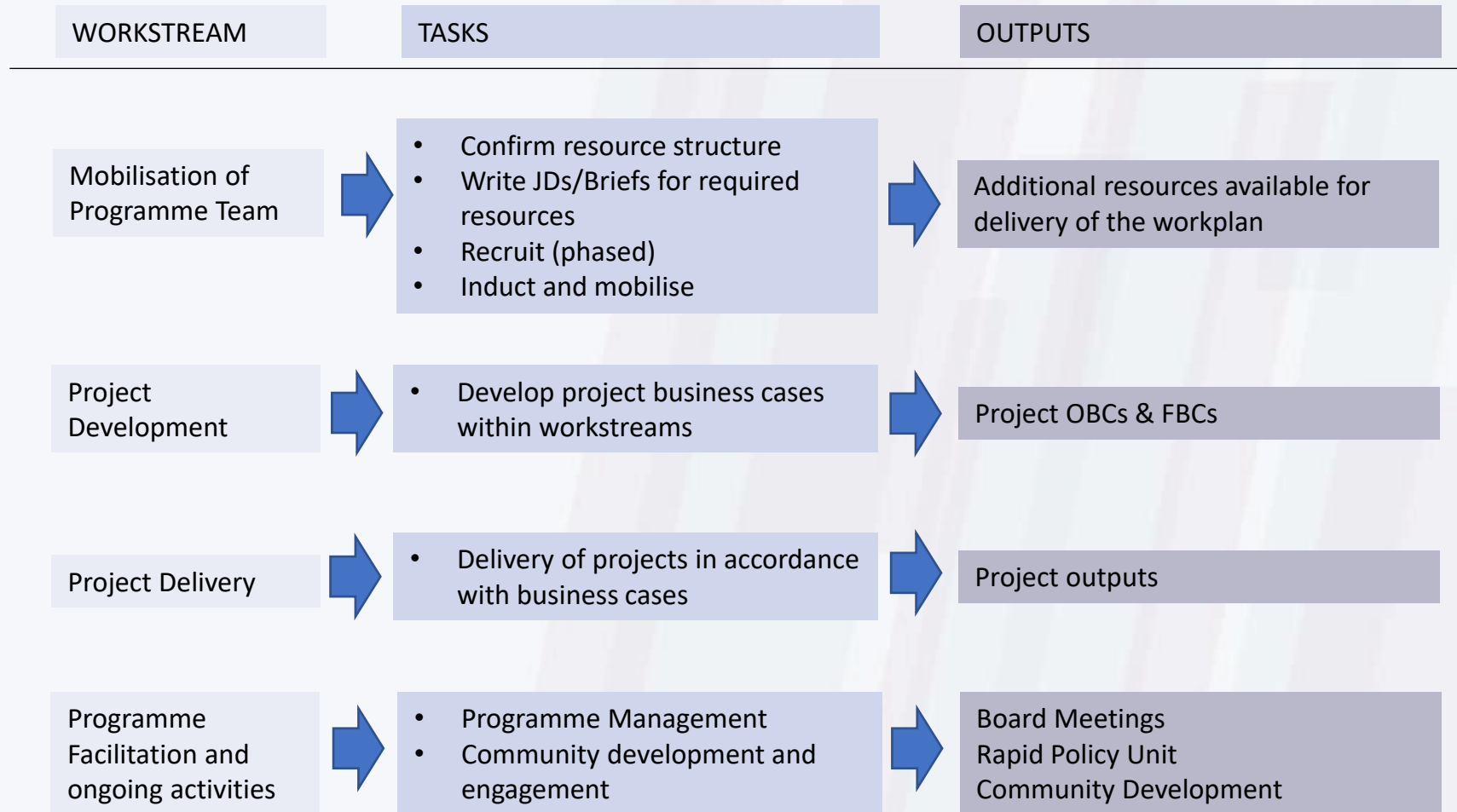
# Development as a catalyst

The physical transformation of the area including the development of major sites and local centres, tightly coordinated with transport improvements, has the potential to drive the transformation of EBNS.

- Enhancing and accelerating the delivery of major development at Bordesley, Washwood Heath and Kingshurst, and The Hub at UK Central.
- Through joint working the partners can utilise land and property assets for service transformation and physical regeneration.
- Opportunity to maximise the pace and scale of affordable housing delivery.
- The post-COVID revival of local centres as focal points for the local economy and general wellbeing.
- A holistic approach enables development to deliver improvements to green space, community assets and the overall quality of environment



# Autumn 2021 Scope of work







Any Questions?

