East Birmingham Inclusive Growth Strategy Consultation Report February 2021

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Introduction

This consultation summary provides an account of the consultation and engagement activities undertaken between February and October 2020 with relation to the draft East Birmingham Inclusive Growth Strategy.

This document will form part of the report on consultation to Birmingham City Council's Cabinet and will also be circulated to the East Birmingham Board, local Ward Members and Members of Parliament and to all of the stakeholder organisations who have been engaged in the consultation.

The East Birmingham Inclusive Growth Strategy has been amended in light of the representations received and discussions with stakeholders. Engagement will also continue on an ongoing basis to inform the development and implementation of the programme of activity which will deliver the Strategy. This summary will inform this subsequent engagement activity, including the setting of initial priorities for making and improving links with groups who have been underrepresented in the engagement to date.

If you have any questions or comments on this report, or the EBIGS itself, you can contact the East Birmingham team at <u>james.carless@birmingham.gov.uk</u> or <u>mark.gamble@birmingham.gov.uk</u>

Background

The East Birmingham Inclusive Growth Strategy (EBIGS) is a 20-year regeneration strategy setting out a vision for how strategic opportunities will be harnessed to tackle the area's persistent challenges and to maximise the benefits for local people. The draft Strategy was developed by the council in partnership with a range of key stakeholders including Solihull Council, the NHS, emergency services, Department of Work and Pensions, Department for Business, Energy and Industrial Strategy and the West Midlands Combined Authority.

East Birmingham covers around one fifth of Birmingham, taking in a large population (of roughly 250,000 people) and a diverse set of communities. The intention was that consultation on the draft Strategy would be a starting point for involving and engaging with communities, and that this initial consultation would be followed by ongoing activities which would empower and engage the local community and lay the foundations for co-design and collaboration to be an essential part of the approach for the delivery of the Strategy.

With this in mind the original Consultation Strategy for EBIGS set out an extensive programme of activity, tailored to the nature of the area. The plan was to host 12 weeks of consultation and community engagement, throughout March and April – finishing on Sunday 3rd May. During this time, we had arranged a host of community events at libraries, shopping centres and various public places, such as the reception area at Heartlands Hospital – where we would be able to speak with members of the local community directly. In addition to this, we also had a series of local community Walk Arounds organised, where we would focus on different areas and visit shops, local businesses, places of worship and

also discuss the strategy with the local community in the street. In addition, information would be disseminated through the usual online, email and paper-based channels. Throughout these activities the intention was wherever possible to ask for the assistance of stakeholder organisations to help us expand our reach, by organising events and also be passing on information through their networks.

The draft Strategy was launched in February 2020 at a launch event held at the South and City College Bordesley Green Campus, attended by nearly 100 people representing a diverse range of organisations from across East Birmingham. Shortly afterwards our plans were sadly disrupted due to the COVID-19 pandemic, meaning that in line with government and Birmingham City Council public health advice, we were no longer able to host the events we had planned. In response we made changed to the engagement approach, including a very significant extension to the consultation period, to enable us to reach as many people as possible under the circumstances.

The most significant change was that the emphasis of the consultation moved from inperson public events to relatively small meetings online using video calling technology, and the extensive circulation of the EBIGS document and consultation materials by electronic means. In both cases these activities were often made possible by the very kind assistance of a large number of stakeholder organisations.

Aims of our Community Engagement

There were four key aims for the engagement

- To introduce the East Birmingham Inclusive Growth agenda to the community. We wanted to get out and speak with as many different people as possible to discuss the regeneration of East Birmingham. The community has a tremendous energy, and a wealth of skills and knowledge. We wanted to share the ideas contained in the Strategy and make people aware that we are looking to work with them on this exciting project.
- To ask if people were broadly in support of the strategy. The first draft of the strategy was produced to start the conversation with the community. We set out to gather people's views on all of the key elements: The Vision, Objectives, Big Moves and Principles. This information will be used to help to shape the final version of the Strategy and the programme of work which will follow.
- To find out what is happening in East Birmingham at the moment. We wanted to gather information from as wide a range of people as possible by speaking with people from all different ethnicities, age groups, disability, gender and different life situations, right across the whole area. We wanted to know how people viewed the area, what they like about their area and what they don't like and to create the opportunity for people to bring points to our attention that we were perhaps not even considering.

• Hear people's views and ideas of what needs to be done going forward. One of the main aims of the strategy is to work in partnership with the community going forward; to encourage community pride and community ownership. To do this we need ideas from real people living working and socialising in the community; those whose lives will be directly affected by the strategy.

Summary of Findings

Overall, people who were engaged with were generally positive towards the East Birmingham Inclusive Growth Strategy. In many cases people were pleased to be asked their opinion and to hear that there was a renewed focus on East Birmingham – saying 'thank you for coming to speaking with us'.

Strong support for the principles of the Strategy has been encouraging - even where there were reservations about how successful the strategy will be, or comments saying; 'I've heard it all before". This is reflected in the very strong support of 98% of all 109 groups and organisations met with, alongside almost two-thirds (74%) of the Be Heard survey respondents who strongly agreed or agreed with the Strategy.

All methods of engagement were supported and helped reach the broadest range of the community in East Birmingham in what were unprecedented circumstances. The total number of people directly engaged with, especially individual members of the public, may have not been as great had we have followed our original engagement plan, but this simply was not possible in the circumstances. Not including emails and the website in total we have engaged with at least 832 people. This includes:

- 98 people (at Launch Event)
- **327** people (taking an average of 3 people at 109 meetings some meetings were much larger than this)
- 353 people (via 2 online surveys)
- **20** people (in 2 focus group sessions)
- 34 people (in 2 Webinar sessions)

The **relationship between stakeholders met and the Council varies from very positive to quite negative or minimal** – but there is certainly a clear opportunity to improve relationships. This issue was raised in over 70% of meetings. Interestingly it was also raised by 8% of the people who took part in the Survey Monkey survey – highlighting this completely unprompted, as the most important way to what would help make a difference in their neighbourhood. Though this could be seen as negative, it also shows that people are willing to work alongside the Council across East Birmingham.

The key issues raised during this community engagement were in line with the challenges identified in the Strategy, though there was a stronger emphasis on Quality of Environment and Fear of Crime. Quality of the environment was raised in both online surveys and across all forms of engagement. Specifically, this issue was raised around 'Litter and Fly Tipping'. Over two-thirds of all Survey Monkey respondents (67.5%) of people

stated this issue alongside 13% of other responses specifically highlighted litter and flytipping as a major challenge in their local area.

Crime and Anti-Social Behaviour was also a specific issue raised during all engagement methods, especially online surveys. 68% of Survey Monkey respondents highlighted this as the main challenge in their area. Comments specifically referred to off road quad-biking, youth anti-social behaviour and most frequently, drug dealing. This was also highlighted in over 50% of meetings and also witnessed during an on-site meeting in an East Birmingham street.

It is interesting that the top three challenges identified in the two online surveys (Be Heard and Survey Monkey) are quite different. This is likely to be because the surveys were targeted at different audiences – Be Heard focussed on those who had read the Strategy, and Survey Monkey on those who had not. The top three challenges identified by respondents to Be Heard were:

- Skills and Education
- Economy
- Health

Responses to Survey Monkey identified the following:

- Crime and Anti-Social Behaviour
- Pollution, Litter and Environmental Challenges
- Lack of Community Spaces

On a very positive note, nearly half (47%) of respondents to the Survey Monkey questionnaire stated **Community Spirit** as the things they liked most about their area with answers such as 'good neighbours' 'close to family and friends' and 'people coming together to get issues resolved' were all stated. This is a positive start for working with the community going forward.

In addition to the information and comments we collected the consultation itself provided a useful learning opportunity which will help us to engage more effectively in the future. This will be used to shape our proposals for the sustained community interface we are in the process of setting up to guide the implementation of the Strategy in years to come.

Methodology

Overview

Our initial Engagement Plan (published February 2020), proposed a combination of three specific approaches to engagement:

- Face to Face
- Electronic
- Paper Based

A series of engagement approaches were planned for each of the 3 types of communication. These are also shown in the following diagram.

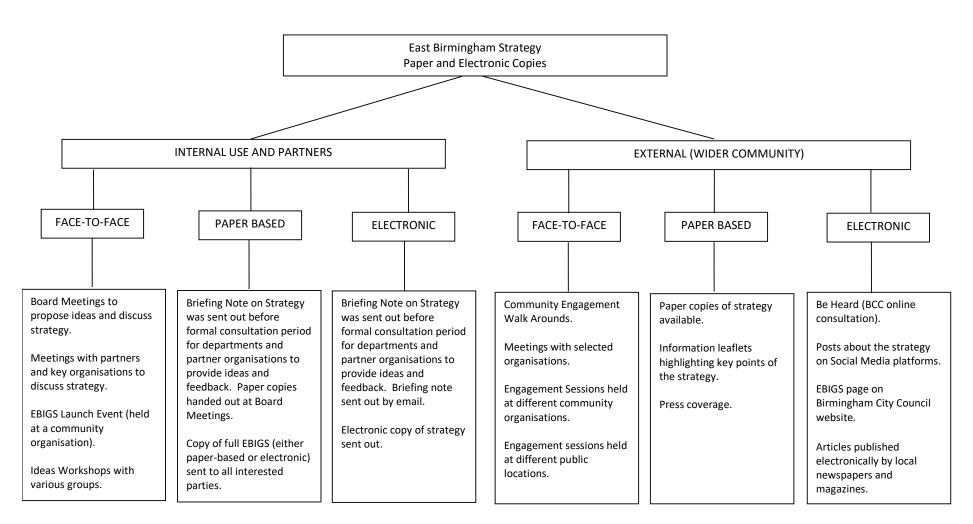
Face to Face – A series of 12 key events had been arranged – starting with our launch event on Monday 17th February and a series of 11 in-person events at various locations within East Birmingham, including public libraries, shopping centres and Heartlands Hospital. This would be further enhanced with 'engagement walk-arounds', where we planned to visit different locations across East Birmingham and discuss the strategy by visiting local shops, all types of businesses, places of worship and people generally going about their business in the street. Also planned were meetings (as many as possible) to be organised and held in partnership with local community organisations.

Electronic – An online survey was due to made available from 17th February via the Birmingham Be Heard website, in addition to social media posts largely directing people to the Be Heard Survey. This was to be accompanied by a dedicated website page on the Birmingham City Council Website – linking directly to the Be Heard survey and a PDF version of the strategy and it was hoped that external organisations would share the online survey and details for our Engagement events on their social media and website. In addition, an email including an electronic leaflet would be sent to a mailing list combining national and local organisations.

Paper Based – 3,000 full colour hard copies of the strategy document were produced, so that these could be given out at the launch event and subsequent engagement events. In addition to this 1,000 A5 4-page leaflets were produced. These gave a brief overview of the strategy and details of engagement events, alongside contact details (email and phone number) for the planning team – if people wished to discuss the strategy in more detail and ask any questions. Press coverage and articles in local newsletters and magazines was encouraged through a press release on the City Council's website.

As a result of the coronavirus pandemic some elements of the planned face-to-face approach were not able to be delivered and the emphasis instead moved onto electronic channels: ultimately the bulk of the consultation took place using email, web and online meetings.

East Birmingham Engagement Plan – Overview (February 2020)



The diagram below provides a broad overview of the planned engagement methods before substantial changes were made due to the COVID-19 Pandemic.

Timescales and Changes

The COVID-19 pandemic had a dramatic effect on this community engagement. Before formal engagement began, there had been much engagement with internal BCC departments, partner organisations (including all board and working group partners) and local organisations during the process of preparing the draft version of the strategy document.

This had been carried-out before the pandemic – as did the Launch Event held at South & City College Bordesley Green Campus, attended by 96 guests representing various organisations from across East Birmingham.

Following this, we were able to host a number of in-person meeting with organisations until Monday 16th March, when Birmingham City Council's Director Of Public Health advised that colleagues should work from home and avoid any in-person meetings. The difficult decision was made to cancel all 11 engagement events and move all meetings online. The National Lockdown began on Monday 23rd March.

With unanimous agreement by the East Birmingham Board, it was agreed to extend the engagement timeline beyond the original end date of Monday 6th May for an indefinite period – with the hope that in-person community engagement events could resume in late summer and early autumn 2020.

From Monday 11th May, the lockdown rules were relaxed slightly, however, it was still deemed unsafe to host in-person community events – and unfortunately this situation continued throughout the year, becoming ever more strictive throughout September. The board made the decision to close the formal engagement on Sunday 18th October 2020.

Though no in-person community engagement events were able to take place, different and an evolving approach was taken to engagement – changing as the nationwide pandemic situation changed. The extra time the engagement period lasted was used to full effect. These approaches are set out below.

Internal Communications

In order to guide the drafting of the Strategy the East Birmingham Board (Partnership Board) was established in late 2018, bringing together senior officers from multiple service areas within the City Council alongside the external partners including Solihull Council, the NHS, emergency services, Department of Work and Pensions, Department for Business, Energy and Industrial Strategy and the West Midlands Combined Authority. In this way the Strategy benefited from thorough early engagement with each of the Council's service areas.

During the production of the Strategy the Board also drew upon working groups which incorporated specialists including key Council officers from within the realms of:

- Development and infrastructure
- Education, skills and employment
- Health and wellbeing

Politically, briefings and discussions were held with the Council Leader the Deputy Leader, and the Cabinet Members. Engagement was also prioritised for all 26 local councillors whose wards the strategy covers in full or part.

This included:

- An introductory session for all 26 councillors to learn more about the strategy and how it related to their local ward.
- Briefing of the strategy, providing an overview of the whole project.
- Opportunity to discuss the strategy individually with officers.
- Officers to attend Ward Forums and other events in the local community.

Mail Out

Hard copies of the Strategy document and a covering letter were distributed to the four local MPs and all local Councillors. Hard copies of the Strategy and supporting information were also personally delivered to libraries and community centres across the area.

An electronic consultation letter and leaflet was sent out to over 400 local and national organisations including:

- Statutory consultees (including Historic England, Sport England, Environment Agency)
- All local schools and nurseries (the letter included questions for children)
- GPs, care homes and day centres
- Local business stakeholders including the Chambers of Commerce, Federation of Small Businesses, key local employers and various traders' associations
- Local stakeholders including community organisations and charities
- Neighbourhood Networks partners including the Disability Resource Centre, POWher, Pioneer Group, Witton Lodge Community Association and Nechells POD.

Several organisations kindly agreed to cascade the consultation letter to their own mailing lists. It is not possible to quantify the number of individuals, businesses and organisations who were reached in this way, but it is estimated to have at least doubled the overall reach of the mail-out. Organisations which helped in this way included:

- South and City College Birmingham
- Universities Hospital Trust
- Asian Business Chamber of Commerce
- The Federation of Small Businesses
- Neighbourhood Networks partners (as listed above)
- East Birmingham Local Employment and Skills Board
- Welcome Change

- MTF Football Academy
- Birmingham Open Spaces Forum
- Birmingham Voluntary Services Council (BVSC)
- Central Jamia Mosque / Ghamkol Sharif
- Digikick
- Free @ Last
- Inspired Steps
- St Peter's (Saltley) Housing Association

The consultation leaflet is attached to this report as Appendix 1.

Press Release

The press release can be accessed <u>here</u>.

Social Media

Links to the press release and online materials including Be Heard and the Strategy itself were regularly published on the City Council's Twitter, LinkedIn and Facebook pages during the consultation. Information was targeted to specific postcodes on Facebook (using built-in marketing functionality) and by use of ward-specific hashtags on Twitter.

Launch Event

The strategy was formally launched on Monday 17th February, with an event held at South & City College Birmingham's Bordesley Green Campus.

The guest speakers at the event were:

- Liam Byrne MP (Birmingham Hodge Hill)
- Mike Hopkins (Principal of South & City College)
- Ian Ward (Leader of Birmingham City Council).

Meetings with Local Organisations and Groups

Alongside our community engagement sessions, a number of meetings with local organisations and groups were planned. These organisations had been identified through detailed 'activity mapping' throughout the summer and autumn of 2019. Prior to being contacted regarding a meeting all organisations were included in the direct mail-out (see above).

Following the mail-out and with follow-up emails and phone calls, the East Birmingham Strategy team visited the various venues of organisations to discuss the strategy and find out more about each organisation. The team had also planned to attend a number of community events hosted by community groups – to meet with members of the local community.

Originally it was intended that these be face-to-face events however, due to the pandemic, these meetings were initially moved to remote meetings – speaking with representatives of the community group over the phone or mostly online via video conferencing. A small number of in-person meetings were held before the pandemic started and where it was safe to do so, a number of meetings were held throughout summer and autumn 2020 where social distancing was possible.

Online Surveys

Be Heard Survey - A Birmingham Be Heard survey was originally planned to coincide with our community engagement. This gained further importance as a means of recording responses from the local community, as we were unable to visit locations and ask people to complete paper surveys. In total 198 people completed the Be Heard survey.

The survey contained the following key questions (page numbers refer to the Strategy):

- Are you responding to this consultation as an individual or on behalf of a business/organisation?
- What is the nature of your business/organisation?
- Which of the following challenges (page 15) do you feel is the most important for the East Birmingham area?
- Do you agree with the overall vision and objectives (page 26) of the East Birmingham Inclusive Growth Strategy?
- Do you agree that the Big Moves (page 29) are the most important changes which are needed to deliver the Vision?
- Do you agree that the Principles (page 36) are the right ones to guide the delivery of the Big Moves and other work that will realise the Vision?
- The Next Steps (page 38) sets out a summary of some of the activities that will make up the action plan that will deliver the Strategy. Do you agree that the activities are the right ones to deliver the Vision?
- Any further comments

If happy to do so, respondents were encouraged to share their contact details and information including their postcode, gender, age and ethnicity – in line with the General Data Protection Regulations (GDPR).

Survey Monkey Survey - Initial feedback from the Be Heard survey was that it was too time consuming and too specific for many people to complete. With the unprecedented circumstances making it difficult to meet large numbers of people in-person, an additional Community Survey (via Survey Monkey) was produced. This much shorter survey, ran in conjunction with the Be Heard survey and contained the following questions:

- What are the biggest challenges in your area?
- What do you like most about your neighbourhood?
- What would help you to make a difference in your community and neighbourhood?
- Have you read the East Birmingham Inclusive Growth Strategy?

- If you responded YES to the previous question, could you please say if you are in favour of the East Birmingham Inclusive Growth Strategy?
- Are you interested in the healthy food economy?
- Where do you live (if you work in East Birmingham but don't live there, (please select the area you work in)?

This was completed by a total of 155 people.

Focus Group Sessions

Two focus group sessions were held. These were arranged by a local organisation called Inspired Steps, a Community Interest Company, based in Tyseley. The organisation arranged the sessions on a completely voluntary basis.

Two session were held focusing on the following age ranges:

- Session 1: Over 50 years of age
- Session 2: Under 50 years of age.

Session 1 had 10 attendees and lasted for approximately 1hr 18 minutes. Session 2 was attended by 10 people and lasted approximately 1hr 12 minutes.

Each of the 5 key aims of the strategy were discussed in great detail, on average 10 minutes per each session. Participants were then asked their top priority for each of the 5 aims.

Both sessions were recorded and are available, though not publicly.

Online Webinar – Question and Answer Sessions

Working alongside Birmingham City Council's Community Involvement Team, two online presentation/question and answer sessions were held. These sessions were an opportunity for members of the public to be shown a presentation about the strategy, followed by an interactive question and answer session. One of these sessions was also introduced by a member of the local community from East Birmingham.

The webinars took place on the following dates:

- Session 1: Wednesday 28th October at 11am
- Session 2: Thursday 29th October 12 midday

One session was held in the evening and another at midday to allow people to choose a convenient time to attend.

Session 1 had 19 attendees and Session 2 had a total of 15 (excluding event hosts). The video recordings for both sessions have been made available online to view publicly.

Findings

Internal Engagement

Overall the feedback from internal meetings was very positive. It is difficult to quantify the results of this feedback from these meetings – as much of the engagement revolved around working-meetings for various aspects of the strategy. What can be defined clearly though is the key priorities that were raised. These were as follows:

- **Set budgets for projects** Be ambitious in ideas but also be realistic when setting budgets and acquiring funding.
- **Need for continuity**. A real need for the strategy to be long-term. This will help positive change to be delivered.
- Work closely in partnership with the local community (with individual community members, community organisations and partner organisations at all levels). This also includes strong links with local businesses across all sectors of the economy.
- Internally to work closely across all council departments and with all partners. To make a positive change in East Birmingham, the approach to needs to be truly holistic. One aspect of the strategy cannot be seen in isolation. One department working alone will not be able to deliver what is needed.
- To fully include all existing plans, projects and strategies for the area. Not trying to compete against other plans and projects that have/and being implemented, but rather working alongside these to strengthen.

All 26 local councillors in wards where the strategy covers are aware of the strategy and have been fully briefed – this is a continual process as we move forward. The main points raised from local councillors has been:

- A real need to focus attention on East Birmingham. There is a real desire to make positive changes across the area, but the correct resources will need to be provided to tod this.
- Strong working relationship between Local Councillors and officers at the council will be essential. There also needs to be continuity of council officers working in the area.
- Vital to build up trust with the local community. Having projects in the strategy that can be delivered within the next 6-12 months would be very helpful with this. That way, the community can see that genuine change is taking place.
- The strategy really needs to be successful in reaching its ambitions. Over the years, there have been many projects and initiatives that has been established and later cancelled or had very short timespans. There really needs to be continuity in East Birmingham and the strategy needs to have projects for the short, medium and long-term.
- A truly inclusive and holistic approach to the strategy. It is vital that all sections of the community are engaged with and their opinions heard, not just at the engagement stage of the strategy but also going forward. All parties need to work

together and not just look at one issue in isolation, but in context locally (at the very local street level, ward level, East Birmingham wide and even city-wide).

Launch Event

The launch event, strictly speaking, was to introduce and inform people about the strategy, rather than collect recorded information. This information would be gained at follow-up meetings with the guests who attended the launch.

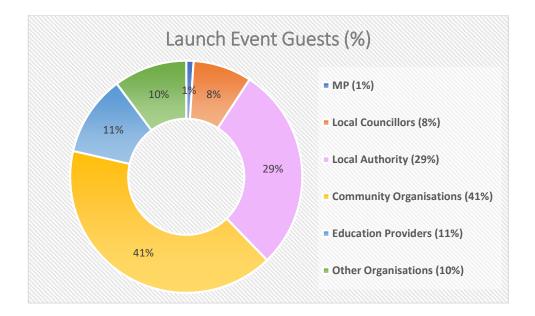
190 people were sent invitations to the event – with a total of 98 people attending on the day. At this point, the formal community engagement had not started, but a conscious effort was made to invite guests from different sectors across the community.

The three guest speakers made their speeches, and this was followed by a networking session for everyone to meet each other and discuss East Birmingham.

The table below gives a breakdown of guests.

Type of Organisation	Number Of Guests
MPs	1
Local Councillors	8
Local Authority (including Solihull MBC and West Midlands Combined Authority)	28
Other Organisations (including WM Police, NHS, HS2)	11
Community Organisations and Representatives (including community associations, groups, service providers and businesses)	40
Education Providers	10

In addition to this many of the people who could not attend, asked for follow-up meetings and were met with at a later date.



Meetings with Local Organisations and Groups

From February to October 2020, meetings were held with a wide range of organisations and groups. For the purposes of this document, when we refer to 'a meeting' we define this as a conversation lasting longer than 10 minutes. Typically, meetings were actually in-depth conversations that lasted at least 30 minutes, with many lasting 60 minutes and over and in some cases repeated or becoming the basis for ongoing contact/co-operation.

- 109 meetings took place, with an average of 3 people per meeting.
- Meetings have continued beyond the formal engagement and a further 20 organisations are waiting to be confirmed at the time of writing this report.

These meetings have been very important. Not only have we been able to learn about the individual organisations and introduce the East Birmingham Inclusive Growth Strategy. But also, these conversations have led to the team finding out about new groups and projects to make contact with – alongside discussing projects where we can work with alongside organisations. This will support co-design and collaboration the future.

The list of organisations is as follows:

- Acocks Green in Bloom
- Action 4 Small Heath
- Active Wellbeing Society (TAWS)
- Age Concern Birmingham
- Age UK Birmingham
- Allies Network (Somaliland and African Communities)
- Alum Rock Community Forum
- Alum Rock Traders (Alum Rock High Street)
- Asian Business Chamber of Commerce Birmingham

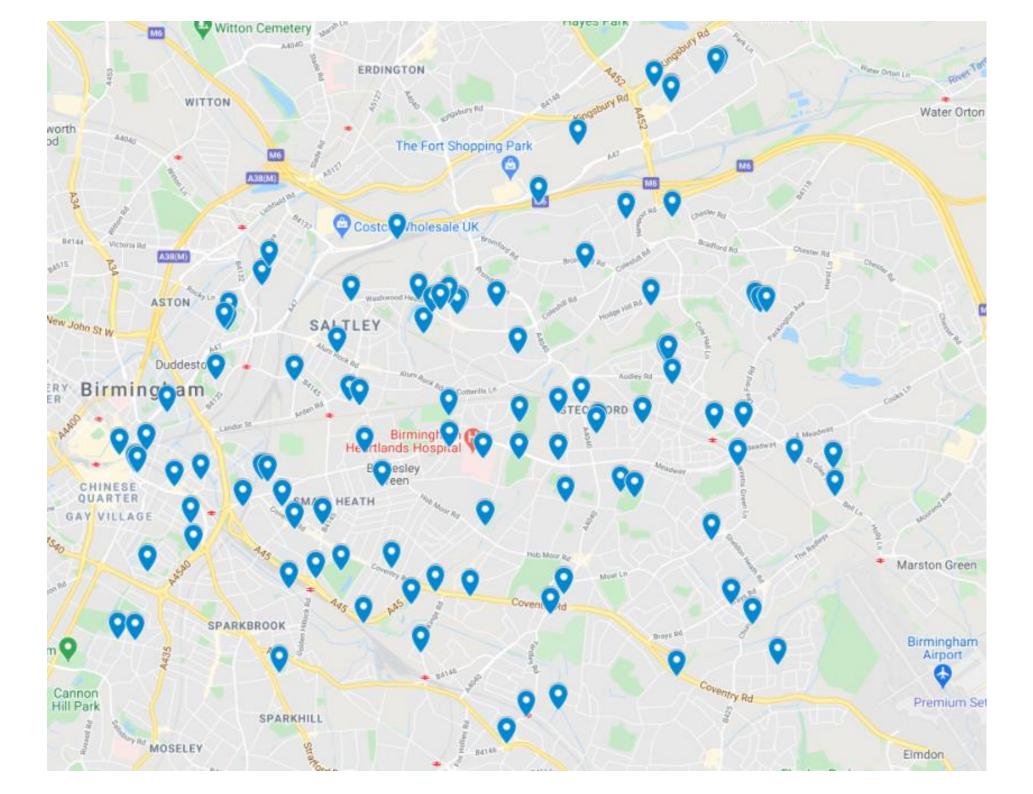
- Arts in The Yard Yardley Arts Forum
- Beautiful Birmingham Project
- Birmingham City FC
- Birmingham City Community Foundation
- Birmingham City University
- Birmingham Metropolitan College
- Birmingham Open Spaces Forum
- Birmingham Sons of Rest
- Bloomsbury Estate Management Board / Tenant Management Organisation
- Bloomsbury Library (at Nechells POD)
- Birmingham Voluntary Services Council (BVSC)
- Castle Bromwich Hall Gardens Trust
- Castle Vale Community Library
- Centre for The New Midlands
- Central Jamia Mosque / Ghamkol Sharif
- Christ Church (Burney Lane)
- Community Environment Trust
- Compass Support (NNS)
- Crossover Project (St Paul's)
- Diaspora of Romania
- Digikick
- Disability Resource Centre (Yardley NNS)
- Diverse Community Garden (Ward End Allotments)
- East Birmingham Allotments Group
- East Birmingham Collective Narthex
- Faizan e Madina Jamia Tul Madina
- Free @ Last
- Firs and Bromford Neighbours Together
- Friends of Small Heath Park
- Friends of Ward End Park
- Friends of Westley Vale Millennium Green
- FSB (Federation of Small Business) Staffordshire and West Midlands
- George Road (Hay Mills) Residents
- Glebe Farm Community Hub
- Glebe Farm Library
- Glebe Farm Residents Forum
- Green Lane Masjid
- Groundwork West Midlands
- Guardians of Ward End Park House
- Hay Mills in Bloom
- Hodge Hill Family Action
- Home Start Cole Valley
- Home Start Tameside Birmingham
- Housing 21
- HS2

- I-SE Birmingham
- Inspired Steps
- James Memorial Homes
- Jaguar Land Rover (Castle Bromwich Works)
- Lea Village and Kitts Green Residents Forum
- Manarat Foundation
- Masjid Attarbiya and Kowneyn Community Centre
- Montgomery Street Co-operative
- MTF Football Academy
- Near Neighbours
- Nechells POD
- Pioneer Group
- Polish Expats Association
- Princes Trust
- PURE Project
- Real Junk Food Project Birmingham
- Real Junk Food Project Central
- Saltley Community Association
- SERCO Education
- Shard End Community Neighbourhood Forum
- Shard End Library (The Shard)
- Sheldon Residents Association
- Sheldon Library
- SIFA Fireside
- Small Heath Community Forum
- Small Heath Library
- South Yardley Library
- South & City College
- St Peter's Housing
- St Peter's Urban Village Trust
- St Peter's Church and Community Centre (Tile Cross)
- St Edburgha's Church (Yardley)
- St Giles Church and Community Centre (Sheldon)
- St Richard's Church and Community Centre (Lea Hall)
- St Thomas Community Project
- Stechford Baptist Church
- Stechford Village Neighbourhood Forum
- Spring Housing
- Swan Shopping Centre
- Tame Valley Wetlands Warwickshire Wildlife Trust
- Thaqwa Masjid & Birmingham Muslim Foundation
- Tile Cross Residents Neighbourhood Forum
- Tyseley Energy Park
- Unity Hub
- University of Birmingham

- University Hospitals Birmingham Trust (including Heartlands Hospital)
- Ward End Library
- Webster and Horsfall Ltd
- Welcome Change
- West Midlands Fire Service (Sheldon and Tyseley Station Teams)
- Witton Lodge Community Association (NNS)
- Women Empowering Women
- Yardley Arts Forum
- Yardley Conservation Society
- Yardley Great Trust

In addition to these meetings, a further 20 organisations were contacted but meetings have yet to take place. It should be stated that this list does not include every organisation in East Birmingham, but we have tried to speak with a very broad cross-spectrum of organisations; of different sizes, across different sectors, working with diverse communities and geographically with organisations based in and working in areas across East Birmingham.

The map below shows the geographical distribution of organisation met with across East Birmingham. Generally, the pins point to the location of the organisations base (office, community centre, religious building), but the organisation will generally have a much broader reach. There are also a number of organisations who do not have a base in East Birmingham (hence they don't have a pin) and a small number of projects that do not have a formal base. In these cases, a pin has been located in the centre of the area the project cover.



Online Surveys

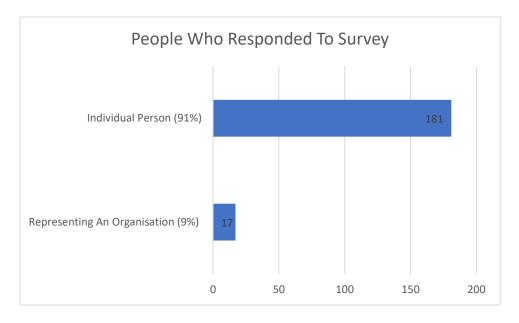
The two online surveys account for 353 total responses.

- Be Heard had 198 responses
- Survey Monkey had 155 responses.

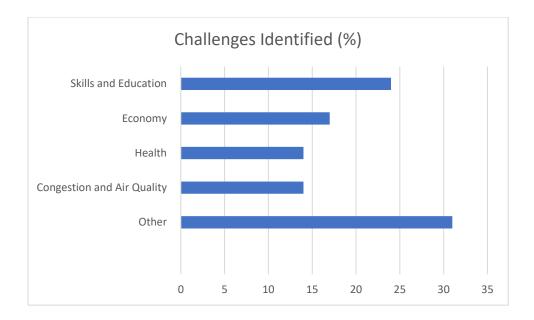
Be Heard Survey

The main findings from Be Heard were as follows:

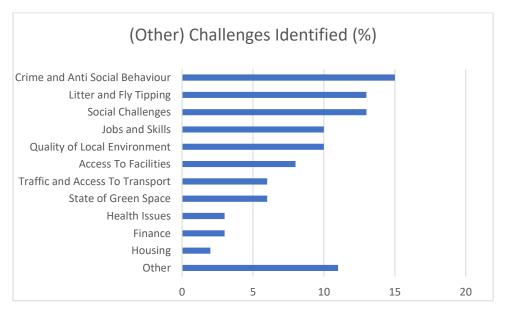
The majority of people responded to the Be Heard survey as individuals rather than on behalf of an organisation. Organisations in East Birmingham had meet met with separately, so it was encouraging that 91% of respondents were individuals. Of the 9% who were part of an organisation, 8 people (4%) were from the charity, 2 (1%) from professional services, 1 person (0.5%) from transport – and 6 people (3%) from other services.



Challenges Identified - There were a number of local challenges identified. Skills and Education was seen as the highest priority by 24% of people surveyed, followed by Economy (17%), Health (14%), and Congestion and Air Quality (14%). A further 31% of respondents answered 'other'.



The table below shows the challenge stated for 'other' by 67 respondents.

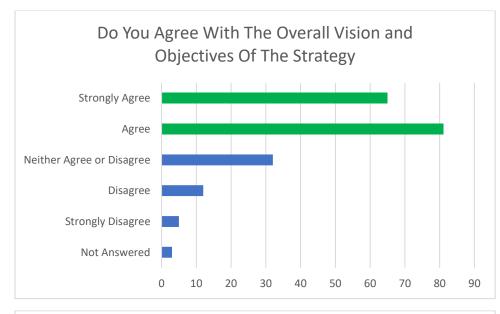


Crime and Anti-Social Behaviour was the highest identified issue at 15%, followed closely by Litter and Fly Tipping at 13%. Also at 13% was Social Challenges with comments including, 'lack of community integration' and 'general lack of care and investment in the area' – alongside a perceived 'lack of pride'.

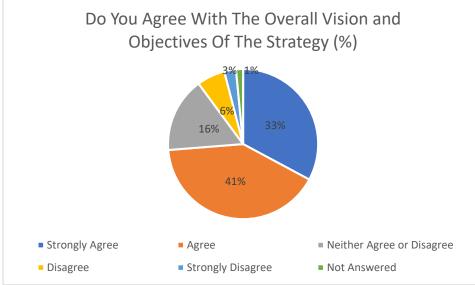
Jobs and Skills was raised as a separate issue by 10% of respondents. Quality of Local Environment also raised by 10% of people – with reasons being wider focused that flytipping and litter – with responses discussing the poor state of the built environment and pollution – alongside lack of maintenance to infrastructure. Closely linked to this was State of Green Space, with 6% of people surveyed stating this as a specific issue. 8% of people raised Access to Facilities, with a further 6% singling out Traffic and Access to Transport. Both Health Issues and Finance (lack of access to finance and investment) were raised by 3% of people and Housing at 2%. A further 11% of respondents made comments that were classed as 'other', as they did not fit into any of the above categories or fitted into more than one. These responses included: 'all of the above' and 'devolution for Sutton Coldfield'.

Do you agree with the overall vision and objectives of the strategy? - It is encouraging that almost three-quarters of everyone surveyed (146 people), either 'strongly agreed' with the overall vision and objectives (page 26) of the strategy. 32 people (16%) neither agreed or disagreed, while 12 people disagreed, and 5 people strongly disagreed (9% combined). Of those who disagreed or strongly disagreed key concerns related to:

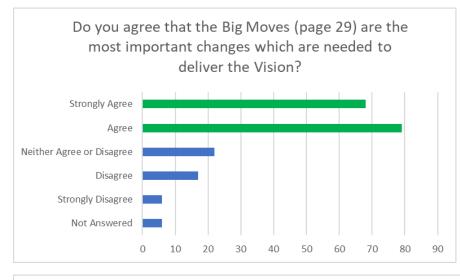
- Concern about emphasis of public transport above private cars
- Single issues of concern, largely outside the scope of the document (Opposition to the HS2 project, Museums collection centre proposals, Sutton Coldfield)

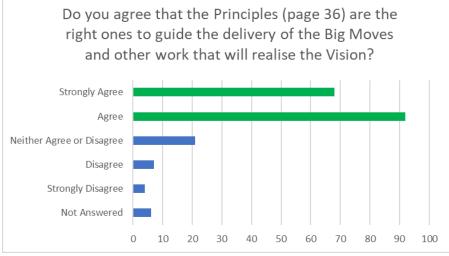


A further 3 people (1%) did not answer the question.

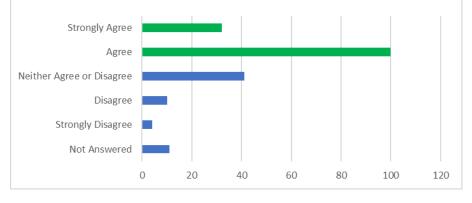


Questions relating to other elements of the Strategy – Support was also high for the other key elements including the Big Moves, Principles and Next Steps





Do The Next Steps (page 38) sets out a summary of some of the activities that will make up the action plan that will deliver the Strategy. Do you agree that the activities are the right ones to deliver the Vision?

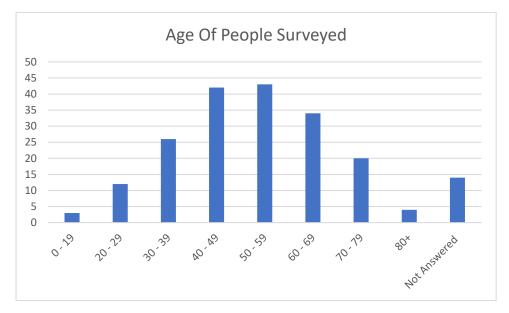


Further comments – space was provided for responders to provide any further comments regarding any aspect of the Strategy. This was used by some organisations to provide detailed feedback which has been taken into account in the redrafting of the Strategy:

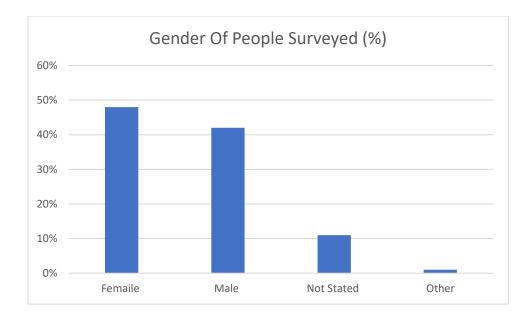
- The Inland Waterways Association
- National Express West Midlands
- Sustainable Travel West Midlands
- Birmingham Friends of the Earth
- Tyseley Energy Park Ltd

The following tables show the demographics of people who replied to the Be Heard survey.

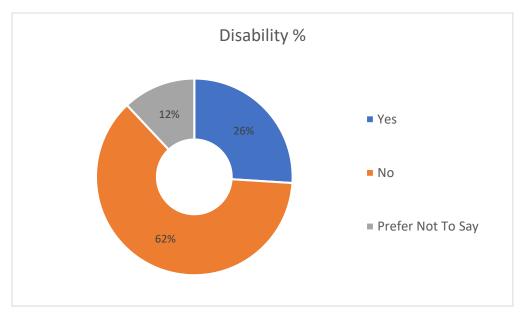
Age of People Surveyed – 198 people in total responded to this question, with 14 people (7%) preferring not to give their age. The largest group who responded were aged 40-59 years, comprising of 85 people (43%). People at the youngest and oldest ends of the age spectrum were least represented in our survey – with just 3 people under age 19 (2%) completing the survey. Likewise, only 4 people (2%) aged 80+ completed the survey. The 60-79 age group comprised 54 people (27%), with those age 20-39 showing 38 people (19%).



Gender – In terms of gender, the largest group of people who completed the survey were women at 48% (94 people). Male respondents represented 42% (80 people) with a further 11% (21 people preferring not to specify their gender. A further 2 people (1%) defined their gender as 'other'. Out of the 2 people who defined themselves as other, 1 person stated they were 'a group' with the other person not providing any comments.

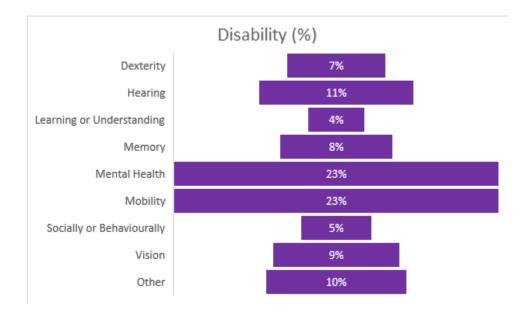


Disability – 26% of all 198 people surveyed (52 people); via Be Heard had a disability compared to 62% (122 people) having no disability. A further 21 people (12%) preferred not to answer the question.

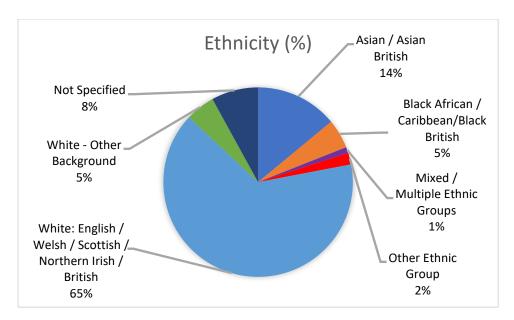


People who identified as having a Physical or Mental Health Condition - Leading on from the previous question about disability, people surveyed were also asked if they had any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? 27% of all people who completed the survey identified as having a physical or mental health condition. The table below shows the responses provided:

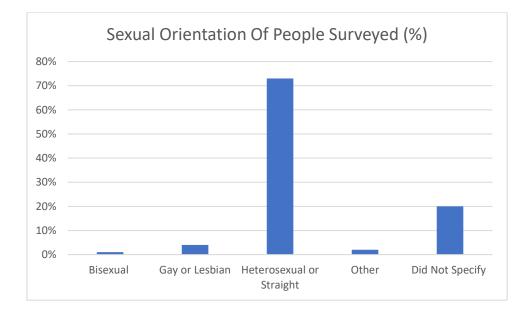
Physical and Mental Health Conditions	People	%
Dexterity	6	7
(e.g. lifting and carrying and carrying objects, using a keyboard)		
Hearing	9	11
(e.g. deafness or partial hearing)		
Learning, Understanding or Concentrating	3	4
Memory	7	8
Mental Health	20	23
Mobility	20	23
(e.g. walking short distances or climbing stairs)		
Socially or Behaviourally	4	5
(e.g. associated with autism, attention deficit disorder or Asperger's		
syndrome)		
Vision	8	9
(blindness or partial sight)		
Other	9	10



Ethnicity – The Be Heard survey showed a large proportion of total respondents were White English/Welsh/Scottish/Northern Irish British, comprising 65% (132 people) of the total. Asian/Asian British were the second largest group at 14% (29 people), with Black African/Caribbean/Black British at 5% (10 people). White Other were 8% (11 people), Other Ethnic Group at 2% (4 people) – with 8% (15%) not providing specifying their ethnic origin.



Sexual Orientation – The majority of people who completed the survey 145 (73%) identified as Heterosexual or Straight. The next largest group at 20% (40 people) did not wish to disclose their sexual orientation. In terms of other groups, the number were very small in comparison. Gay and Lesbian people comprised 4% (8 people), Bisexual 1% (2 people) and people who stated 'other' formed a further 2% (3 people).

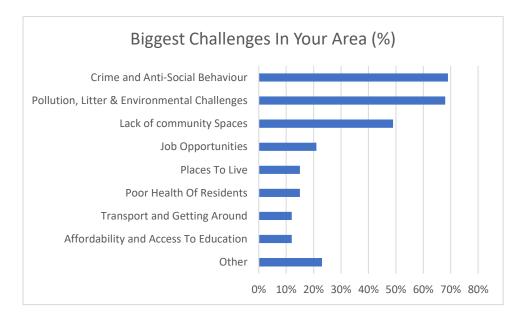


Survey Monkey Survey

As previously discussed in the methodology section of this report, early experiences during the consultation indicated that the number of people completing the Be Heard survey was lower than expected. Feedback from people who had completed the survey showed that it was seen as too formal, complicated and time consuming for people to complete.

Therefore, the decision was made to set up a second, less detailed survey using Survey Monkey for people to complete. This was intended to partly make up for the lack of representations collected in person at public events, where typically people will make shorter comments without necessarily having read the consultation document. This supplementary survey was launched on 15th September 2020 and a total of 155 people completed the survey.

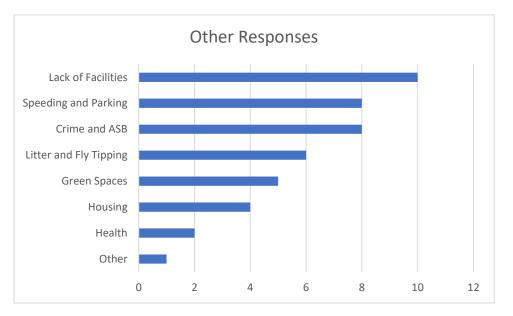
What are the biggest challenges in your area? – When asked this question respondents had the option to highlight multiple choices. 154 people in total responded to this question. Crime and Anti-Social Behaviour was the biggest challenge raised by 106 people (68.8%) of all respondents. This was closely followed by Pollution Litter and Environmental Challenges by 104 people (67.5%); Lack of Community Space For People To Get Together at 46 people (49.4%); Job Opportunities raised by 33 people (21.4%) Both Places To Live and People Heath of Residents were both challenges raised by 33 people (21.4%), followed by Transport and Getting around by 19 people (12.3%). Affordability and access to Education was the lowest rated challenge highlighted by 18 people (11.7%). A further 39 respondents (25.3%)



A further 39 people chose to give a further response to the question. These 'other' written responses have been categorised. It should be said that a number of people identified multiple challenges in their response, so each individual point has been made as been categorised as 1 response.

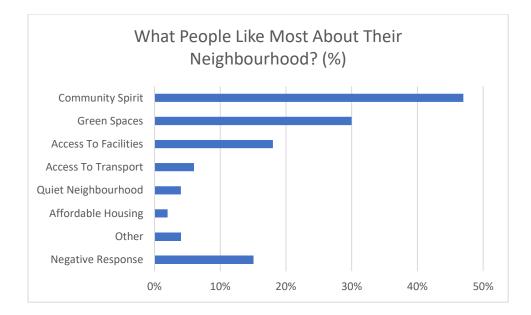
- Lack of Facilities (10 times) specifically around lack of good educational facilities, lack of local shops (the demolition of the former Poolway Shopping Centre in Stechford was noted) and lack of transport facilities.
- **Speeding and Parking (8 times)** issues around cars people parked across pavements, speeding traffic along suburban streets and car and motorbike racing.

- Crime and Anti-Social Behaviour (8 times) Linked closely to speeding and parking was the use of off-road quad bikes speeding around local green spaces, drug taking/dealing and general anti-social behaviour, with 2 people pointing out that there are a distinct lack of youth facilities.
- Litter and Fly Tipping (6 times) Fly-tipping and littering with rodent infestations being a problem.
- Green Spaces (5 times) access to green spaces and the quality of local green spaces including maintenance, poor pathways and flooding problems.
- Housing (4 times) concerns over poor quality housing and access to housing for local people.
- Health (2 times) Mental Heath and Isolation of people.
- Other (1 time) complaint that local government boundaries had changed.



What Do You Like About Your Neighbourhood? - 142 people responded to this question. A number of people gave a number of answers to this question. It is very encouraging that 67 people (47%) felt that 'Community Spirit' was what they liked about their area – with answers including 'good neighbours', 'people starting to work together to resolve issues' and 'family and friends live nearby'. 43 people (33%) highlighted Green Spaces – commenting on the easy access to green space, local River Cole and also how much green space exists the area.

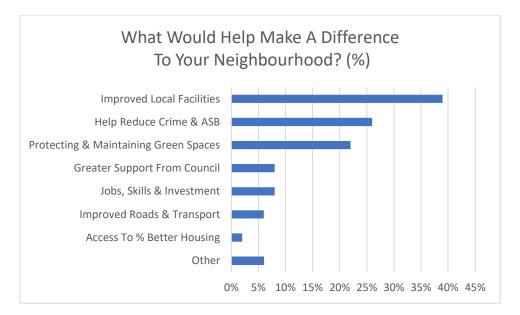
This was followed by Access To Facilities by 26 people (18%) and also specifically by Access To Transport with 9 people (6%); a Quiet Neighbourhood by 5 respondents (4%) and (Affordable Housing from 3 people (2%). 22 people (15% stated a negative issue about their area for this question – and though 9 people provided both a positive and negative answer in their response, 13 people gave a very negative response indeed, stating 'nothing' or phrases to that effect when answering.



What Would Help Make A Difference to Your Neighbourhood? - Again, as this was an open-ended question, there were a very broad range of responses. These were grouped together into 8 categories – including a category for 'other' responses, which included a total of 9 comments (6%) including a '?' 'nothing' and raising the issue of the change in local government administrative boundaries.

Improved Local Facilities was key to helping improve their area by 56 people (39%) with facilities for local youth being especially popular. This was followed by Helping To Reduce Crime and Anti-Social Behaviour by 37 people (26%) and Helping To Address Litter and Fly-Tipping with 27 people (19%).

Protecting and Maintaining Green Spaces was raised by 31 people (22%). 12 people (8%) also specifically raised Greater Support from The Council, whilst Inward Investment and Funding was raised by 11 people (8%). Improved Roads and Transport was suggested by 9 people (6%) of all respondents with Access to Housing being suggested by 3 people (2%) of people surveyed.



On our Survey Monkey survey, we asked **whether people had read the East Birmingham Inclusive Growth Strategy**. 141 out of 155 people answered this question. Out of these 141 people 65% of people (91) said they had not read the strategy with 33% (47 people) saying they had read the strategy. A further 3 people (2%) gave another response.

Focus Group Sessions

Local Community Interest Company, Inspired Steps offered to organise focus group sessions to support the consultation.

At the sessions, each of the 5 key aims of the strategy were discussed in great detail, on average 10 minutes per each question. Participants were then asked their top priority for each of the 5 aims.

Two sessions were held, the first for people 'Over 50 years of age' and the second for 'People Under 50'. All participants were residents of East Birmingham.

Big Move	Raised As Priority (% of people asked)
Improved Local Services	35
Business, Employment and Skills	31
Local Places and Green Spaces	20
Heavy Rail Network	8
Midland Metro (East Birmingham Route)	6

As these were generally sessions where people could exchange ideas, the data is not numerical in its nature and cannot be placed into a chart. However, the two sessions provided a great wealth of information and ideas. The main points, all of which are direct quotes from guests in each of the two sessions are a follows:

Improved Local Services

Age 50+

- The strategy is very **far-reaching and comprehensive** in its approach.
- The strategy would **benefit from having more timeframes** for its objectives.
- Need to work closely with the voluntary sector.
- Can the council have **better contact with local people**, as speaking with people there at the moment is very difficult.

Under age 50

- Worried that the strategy **could be empty promises**.
- The strategy is very aspirational.
- How will all these projects in the strategy be funded.
- The strategy really covers everything but **now needs to happen**.

Business, Employment and Skills

Age 50+

- Large businesses need to have **strong links** with smaller businesses locally.
- There needs to be access for local people to opportunities.
- More work experience for young people, before they leave school.
- More partnerships across businesses and wider organisations.

Under age 50

- People need more training opportunities.
- Larger print and different languages so that people can access information.
- Lack of local Adult Education Facilities.
- *Hidden skills need to be found*. For instance, Asian ladies have a wide range of skills, but these are not often realised.

Local Places and Green Spaces

Age 50+

- Really need to tackle air quality and litter.
- Need to tackle *empty shop units*.
- Maybe those owned by council) **could be rented to local voluntary groups and housing providers**, rather than being empty.
- Need for **better cycle lanes** in parks and on roads.

Under age 50

- Traffic and pollution is a major problem.
- Crime and perception of crime is a big issue locally.
- A real **need for healthy food opportunities**. There are lots of fast-food outlets locally and not many options to buy healthy food.
- Need to really **focus on local green spaces**.

Heavy Rail Network

Age 50+

- The HS2 project is **too expensive**.
- Will HS2 really benefit the people of East Birmingham?

- Could be **good employment opportunities** for local people.
- May attract more **inward investment** into Birmingham and stop the city being bypassed.

Under age 50

- There are lots of pros and cons to HS2.
- Would be good if the **jobs went to people in East Birmingham**.
- Have to think about the short-term and long-term benefits.
- This will **free-up the existing train lines** around Birmingham and make travel easier.

Midland Metro (East Birmingham Route)

Age 50+

- Would be **very positive** for the area.
- May help **bring in new investment** along the route.
- Target local Job Centre **for people to be employed** with the Metro.
- The seats could be more comfortable.

Under age 50

- A very good idea.
- Will make travel in the area much easier.
- This is much cleaner, quieter and it is more spacious.
- Would be good to have **a metro along the Coventry Road** in Small Heath too.

These sessions will be followed-up with a further Question and Answer session – where members of the East Birmingham Inclusive team will answer questions from members of the two focus group sessions.

Online Webinar – Question and Answer Sessions

The webinars took place on the following dates:

- Session 1: Wednesday 28th October at 11am
- Session 2: Thursday 29th October 12 midday

Combined both sessions had an attendance of 34 people from both organisations and individual residents in East Birmingham. Public recording were made of both webinars and are available to view online via YouTube.

Session 1 - had 19 attendees (excluded guest hosts) and lasted 47 minutes 16 seconds. Following the presentation delivered by Mark Gamble (Development Manager) a series of 10 questions were asked by audience. All questions were answered. These were as follows:

- Does Ward End Park come into this area?
- You mention North Solihull in the presentation?
- What are you expecting from us (guests)?
- I am in Stechford where a local group has put forward plans for the old Cascades/swimming baths site to be a community hub. The Council should support this if it wants to create jobs and 'local pride'.

- We seem to have lost our neighbourliness. where we can engage and populate as citizens with a feeling of ownership?
- Also, we have lost our police station, youth clubs, college.
- The Census which is going to start in November will help us a lot?
- We need more than endless acres of suburbia. We need areas of people hubs, as we the local citizen has been side-lined to the edges of acknowledgement.
- As long as you are allowing the citizens to have input, often well-meaning people who know nothing about an area what to put in place what they think is best. So talk about the community, but ensure they are involved?
- Is tomorrow's presentation a repeat of this evenings?

Session 2 - had a total of 15 (excluding event hosts) and lasted 1hr 5 minutes and 54 seconds. This session was presented by James Carless (Senior Development Planning Officer). A series of 6 Questions were asked at the end of the presentation and these were answered.

These questions were as follows:

- How long will the project last?
- James, what is your plan? Where are we going to start from?
- East Birmingham is as you say not promoted enough. How do you think the HS2 project could assist in outing the area on the map?
- Please outline the metro development and how this will enhance the area?
- How would the clean air zone in city centre impact on this plan. Will there be park and ride facilities for example?
- Can we work with plan idea etc?

Social Media

The Facebook Campaign generated a total reach of 197,952 (unique views) and 708,420 Impressions (total times posts were displayed). The Twitter campaign is more difficult to quantify; however the total number of Impressions was estimated at 204,773 and the total reach was estimated at 4,951,574. This total Reach was calculated using the industry standard for Twitter – "potential reach" which in this case is the Council's number of followers plus the total number of followers of every account which shares a post.

Other

Detailed written representations were received by email/physical post from:

- Birmingham Living Streets
- East Birmingham Collective
- Historic England
- HS2
- Natural England
- Transport for West Midlands
- Canal and Rivers Trust

These representations were all supportive of the Strategy with the exception of the representation from Natural England which stated that Natural England could not respond to the consultation due to the coronavirus pandemic. These written responses also raised a number of detailed issues with relation to the Strategy text, and these have been taken into account during the redrafting of the document.

Conclusions

Overall, it is felt that the consultation succeeded in its aims:

- To introduce the East Birmingham Inclusive Growth agenda to the community. With a population of circa 240.000 this was always going to be a key challenge, however the combined impact of the mail-out, social media and verbal approaches has ensured that the engagement has reached a significant proportion of local stakeholders with links into the local communities.
- To ask if people were broadly in support of the strategy. The response to the consultation was consistently supportive, across different communications channels and audiences. This was tempered by a certain amount of scepticism which was generally expressed as a desire to see the Council and its partners deliver against the Strategy's vision without delay.
- To find out what is happening in East Birmingham at the moment. Through meetings with local organisations we have identified a large number of community activities and projects which are either planned or underway. In many cases we are now engaged and actively working to support these activities, and more formal support is planned to be delivered through the programme of work which will follow.
- Hear people's views and ideas of what needs to be done going forward. The Strategy has been amended in line with the feedback we have received and will be adopted by the Council's Cabinet. This consultation report and the contacts which have been established through the activities described above will also inform the development of the programme of activity which will deliver the Strategy, including an ongoing community engagement workstream.

However, there were some weaknesses in the consultation, largely caused by the need to consult primarily online due to the coronavirus pandemic. In order to address these shortcomings, the following actions have been identified to inform future engagement in East Birmingham:

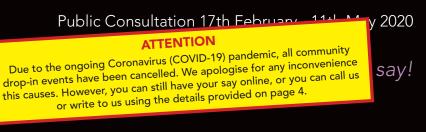
• Improve links with young people – recognising that this phase of engagement was least successful in the under-25 age bracket. To do this we will work with stakeholders including South and City College, Birmingham City University, and local organisations which work with young people.

- Prioritise digital inclusion our online consultations will not have been easily
 accessed by people who are digitally excluded. Even once restrictions are lifted it is
 clear that we need to both take steps to help people to be connected with digital
 channels, and also make alternative provision for those who won't be reached in this
 way.
- Consider language barriers due to resource constraints the consultation materials could not be provided in multiple languages, however this was raised as a problem in some areas of inner East Birmingham with high levels of people for whom English is a second language or not spoken. In the future consultations are likely to have a smaller geographic focus (as we move from strategy to projects) and it may be feasible to provide translated materials where required.

Appendix 1: Consultation Leaflet (electronic Version)



East Birmingham Inclusive Growth Strategy





This is an exciting time for East Birmingham

In the next few years big changes are planned that will create new jobs, homes and transport connections. These projects are important opportunities to tackle the area's challenges and to improve the lives of its residents.

The City Council's goal is to make the most of these opportunities to make East Birmingham a great place to grow up, to live and to work, where people are healthy and successful. Today we are asking for your views on the draft East Birmingham Inclusive Growth Strategy, which will guide the way that this is achieved over the next 20 years.

This is an invitation for you to get involved

Local people have a big role to play in the change that is coming and East Birmingham businesses, community groups and voluntary organisations will be important parts of the team that delivers the Strategy. We want you to have your say, and to play your part in shaping the future of East Birmingham.

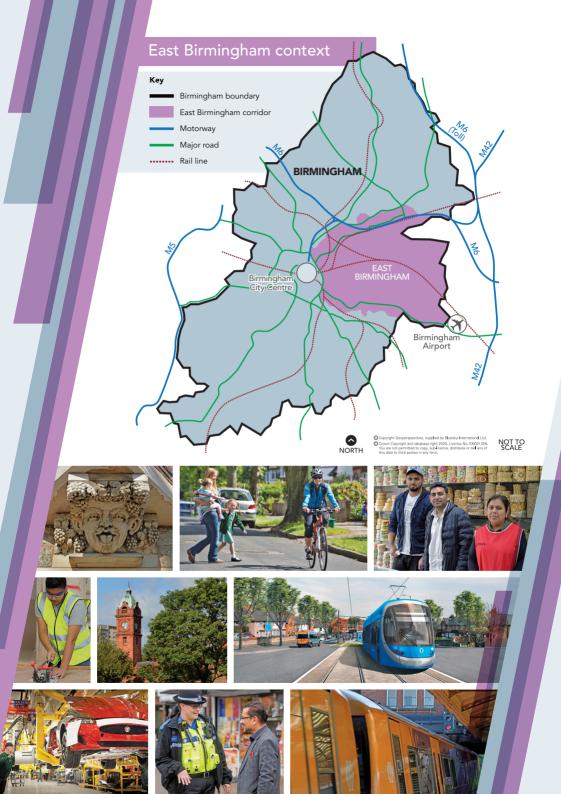


About East Birmingham

East Birmingham is a growing place and a place with great potential. It is home to more than 230,000 people and forms a crucial part of the city and region's economy. It is a young place where a third of residents are under 16 years old - one of the highest proportions of children in the country. It is a welcoming place where people of many different nationalities have made their homes, bringing with them diverse cultures, faiths and languages. However, it is also a place with significant long-term challenges, where people are more likely than most people elsewhere in the region to struggle with issues such as poor health, poverty and getting around.

The East Birmingham Inclusive Growth Strategy

The Council is committed to reducing inequalities and building a fair, inclusive city. The draft East Birmingham Inclusive Growth Strategy sets out a way forward that makes sure that the benefits of growth in East Birmingham will be 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. This is what is meant by Inclusive Growth.



Do you want to know more?

There are several ways that you can read the Strategy and tell us what you think about it.

The Strategy and consultation questionnaire is available online at: www.birminghambeheard.org.uk/economy/ebigs

You can also scan this QR code with your mobile device:

We will be holding drop-in events, where you can view the Strategy and talk to us in person, on the following dates:



Wednesday 18th March 12noon-5pm Nechells POD	回新起於	
Oliver Street, Nechells, B7 4NX. Friday 20th March 2pm-5pm South Yardley Library Yardley Road, South Yardley, B25 8LT.	Friday 3rd April 12noon-5pm Atrium Area, Heartlands Hospital Bordesley Green East, Bordesley Green, B9 5SS.	
Monday 23rd March 2000 F ATTENTION -5pm Cast Due to the ongoing Coronavirus (COVID-19) pandemic, all community -800 H 10 Hig Due to the ongoing Coronavirus (COVID-19) pandemic, all community -800 H Frida Swan or write to us using the details provided below. -800 H Church or write to us using the details provided below. -500 H -800 H		
Tuesday 31st March 2pm-5pm Shard End Library Shard End Crescent, Shard End, B34 7AG.	Tuesday 28th April 2pm-5pm Sheldon Library Brays Road, Garretts Green, B26 2RJ.	
Wednesday 1st April 2pm-5pm Glebe Farm Library Glebe Farm Road, Glebe Farm, B33 9NA.	Saturday 2nd May 10am-2pm Swan Shopping Centre Coventry Road/Church Road, Yardley, B25 8UJ.	

Contact

Planning and Development, Inclusive Growth Directorate, Birmingham City Council.

E-mail: planningandregenerationenquiries@birmingham.gov.uk

Web: birmingham.gov.uk/ebigs

Call: (0121) 303 3988

