

# Economy & Skills O&S Place, Prosperity & Sustainability Case Study: Perry Barr

12<sup>th</sup> October 2022



**PERRY BARR**  
REGENERATION



**Making a positive difference** every day to people's lives

 **Birmingham**  
City Council

# Agenda

- What has been delivered in Perry Barr?
- What next for Perry Barr?
- How has this been achieved?
- An exemplar for Birmingham

# Perry Barr

Alexander  
Stadium

A34



One Stop

PBRs –  
Phase 1

PBRs –  
Phase 2



**Making a positive difference** every day to people's lives



# What has been delivered at Perry Barr?

- More than £700m public sector investment
- Land assembly, demolition and remediation
- Sustainable and active travel improvements
- New public spaces
- Sports, leisure and education provision
- Significant social value outputs
- A vision for the next two decades



# Perry Barr Residential Scheme

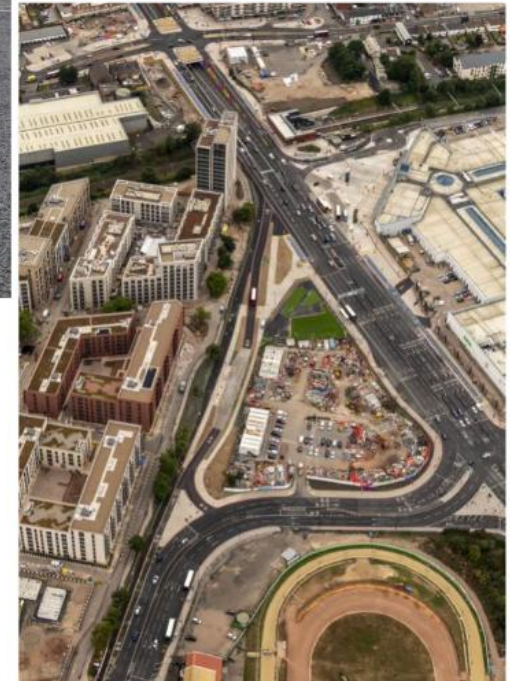
- Full consent for 1,414 homes in Phase 1
- 968 homes on site across 4 plots
- 312+ affordable homes
- 268 'later living' homes
- New central park and linear parks
- Low levels of car parking
- Occupation from Jan 23
- 6 more plots for development
- Outline consent for up to 500 homes on Phase 2





# Highways scheme

- £30m project
- Reconfiguration of Birchfield Gateway and removal of flyover to deliver:
  - Surface level pedestrian crossings
  - Segregated two-way cycle route
  - Public transport priority
  - Additional development land



# Public Transport

- Redeveloped Rail Station with capacity for 1m passengers per annum
- Reconfigured bus interchange provides more public space and more efficient bus movements
- Public transport priority
- Sprint Bus network
- Micromobility





# Facilities & infrastructure

- Alexander Stadium
- New secondary school and sixth form
- Investment in Holford Drive Sports Hub
- Sites assembled to enhance town centre
- Meanwhile uses being introduced
- Proposals for Bus Garage reuse





# Social Value

- Significant benefits delivered with nearly all social value targets exceeded:
  - Jobs created: 587 (target: 400)
  - Apprenticeships: 90 (target: 100)
  - Training – people upskilled: 1,354 (target: 1,000)
  - Work placement hours: 41,515 (target: 10,500)
  - Hours paid volunteers: 2,591 (target: 1,000)
- Local spend:
  - Local spend: £265.5m (target: £136m)
  - SME Spend: £99.6m (90% of target)
  - Social Enterprise spend: £790.6k (Target: £500k)

# What next for Perry Barr?

- Guided by Perry Barr 2040: A Vision for Legacy masterplan adopted Feb 22

## Early priorities:

- Further residential development
- Enhancing Perry Park
- Place activation

## Further opportunities:

- Birchfield Gateway
- Town Centre transformation





# How has this been achieved?



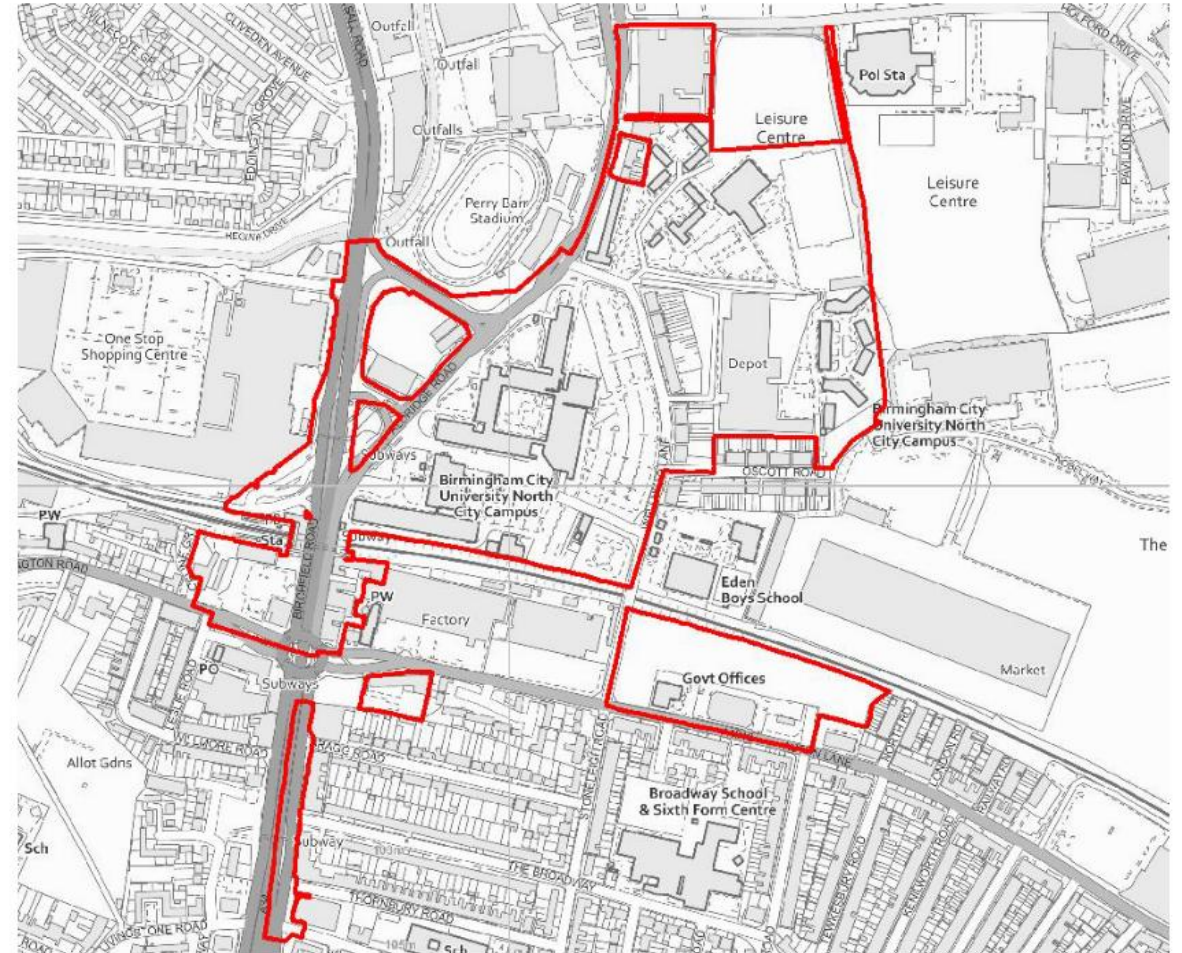
# Funding & Partnerships

- Package totalling more than £700m, funded through:
  - Government funding
  - WMCA
  - GBS LEP
  - CIL
  - Homes England
  - Sport England
  - Canal & Rivers Trust
  - Prudential borrowing
- Delivery partners:
  - Strategic governance
  - Long term approach
  - Anchor institutions



# Land Assembly

- c. 28ha, with other land acquired ahead of commencing CPO
- Around 500 individual interests
- Mix of commercial, community, and residential uses
- Order confirmed September 2019
- c. 80% of land acquired ahead of confirmation
- All land vested by June 2020
- Vast majority of claims now finalised



# The Local Plan

- Perry Barr identified as a growth area in Birmingham Development Plan
- Transport projects in pipeline
- Provided context for early masterplanning and proposals
- PB2040 informs the Local Plan review





# Planning Applications

- PBRs Phase 1 – zero to full consent in less than 12 months
- Phase 2 and school
- Station
- Stadium including Games-time overlay



# Consultation and Engagement

- Overarching comms strategy in place
- Throughout CPO process
- Specific applications
- PB2040 – multi-phase approach
- Future governance

