

Birmingham City Council

Report to Cabinet

08 February 2022



Subject: Perry Barr 2040: A Vision for Legacy – adoption of Masterplan

Report of: Strategic Director – Place, Prosperity & Sustainability

Relevant Cabinet Member: Councillor Ian Ward, Leader
Councillor Shabrana Hussain, Homes and Neighbourhoods

Relevant O &S Chair(s): Councillor Saima Suleman, Economy and Skills,
Councillor Kate Booth, Housing & Neighbourhoods

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| Are specific wards affected? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No – All wards affected |
| If yes, name(s) of ward(s): Perry Barr, Aston, Birchfield | | |
| Is this a key decision? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| If relevant, add Forward Plan Reference: 009281/2021 | | |
| Is the decision eligible for call-in? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Does the report contain confidential or exempt information? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

1 Executive Summary

1.1 The Perry Barr 2040 programme will deliver regeneration over the next two decades. The Perry Barr: Vision for Legacy Masterplan (Appendix 1) will set the direction for the programme, including the scale of ambition and key projects for delivery. This has recently been subject of a period of consultation, which is also reported here, and is now presented to Cabinet for adoption.

2 Recommendations

2.1 Approves the “Perry Barr 2040: A Vision for Legacy” Masterplan.

2.2 Notes that a Full Business Case and supporting delivery plan for the Perry Barr 2040 Programme, to progress the implementation of the masterplan, will be presented at a subsequent Cabinet meeting.

3 Background

3.1 The Birmingham Development Plan (2017) identifies Perry Barr as part of a Growth Area (Policy GA3). The plan recognises the huge potential that the relocation of Birmingham City University provides for growth, along with the role One Stop Shopping Centre, the surrounding retail area and the rail station could play in transforming Perry Barr.

3.2 Securing the 2022 Commonwealth Games, and the associated investment this brings, has acted as a catalyst for change in Perry Barr. Projects currently underway as part of more than £700m of public sector investment in the area include:

- new transport links including highways changes, a redeveloped rail station and bus interchange, Sprint bus rapid transit and segregated cycle lanes
- new homes at the Perry Barr Residential Scheme, as well as sites for future housing development
- a new secondary school and sixth form
- redevelopment of the Alexander Stadium

3.3 To ensure that the momentum is maintained, and the benefits of this investment are maximised, a longer-term programme of regeneration is required. The Masterplan has been developed to guide this regeneration over the next two decades.

3.4 In Spring 2021 the City Council commissioned Ove Arup and Partners to work alongside the Development Planning Team to produce the Masterplan and Delivery Plan. This work was funded by the City Council's Transformation budget and grant funding from Homes England. Initially the team created a comprehensive evidence base and worked with partners and local stakeholders to identify key themes and projects.

3.5 The Perry Barr 2040 Board acted as a steering group for the Masterplan production. This group includes a range of City Council departments alongside Transport for the West Midlands, the West Midlands Combined Authority, Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, and central government representatives.

3.6 The Perry Barr 2040: A Vision for Legacy consultation document was produced and subject to consultation over a period of 11 weeks from 15th July – 29th September 2021. The approach to consultation and the representations received are summarised in section 5, and detailed in Appendix 2, of this report.

- 3.7 The Masterplan provides a clear vision for the future of the area, a strategic case for funding, and the basis for a regeneration programme. The Perry Barr 2040 Programme will be progressed to Full Business Case following the adoption of the Masterplan.
- 3.8 The Masterplan supports, and is supported by, existing and emerging planning policy; as such it does not repeat existing policy established elsewhere. Importantly, it will provide part of the evidence base for the review of the Local Plan, and will help inform the approach taken in Perry Barr.

Perry Barr 2040: A Vision for Legacy

- 3.9 The Masterplan document is attached as Appendix 1. The area covered by the Masterplan stretches from the Tame Valley Canal to the north, to Birchfield Gateway to the South, Perry Hall Park to the west and employment areas at Witton to the east. It includes Perry Barr town centre, Perry Barr station, Alexander Stadium, two significant parks at Perry Park and Perry Hall Park, the River Tame Corridor, 5 allotment sites, existing and new housing, and various commercial and employment uses. The land acquired by the City Council to deliver new homes and transport infrastructure ahead of the Commonwealth Games sits at the heart of the Masterplan area.
- 3.10 The Masterplan sets out a vision and objectives as follows:

Vision

Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work, play and visit in ways which are equitable, healthier, better-connected, climate resilient and low-carbon.

Objectives

- Provide an attractive choice of places to live, work, play and visit by strengthening the town centre, supporting Perry Barr's successful existing uses and introducing new homes and activity.
- Embrace the scale of opportunity at Alexander Stadium and Perry Barr to deliver ambitious change which reflects the area's role at the heart of the Birmingham 2022 Commonwealth Games and realises benefits for all.
- Prioritise parks, waterways, allotments, and public spaces to enhance biodiversity and create a joined-up green network which supports physical and mental wellbeing, improves access to nature, increases climate change resilience and improves environmental, water and air quality.
- Celebrate Perry Barr's cultural, sporting, and historic identity, enhancing the historic environment and maximising opportunities to get people moving – through participation in physical activity at all levels from beginners through to elite sports.

- Make Perry Barr one of the best-connected suburbs in Birmingham, with active, sustainable and safe travel choices becoming the norm for residents and visitors.
- Contribute to Birmingham being carbon neutral by 2030 or as soon thereafter as a just transition allows.

3.11 A series of place principles are established:

- **Supporting living & working** addresses sustainable housing to meet local need (including affordable housing), job creation, provision of local services, transport and connectivity, maximising social value, and placemaking and stewardship.
- **Renew & repurpose** addresses the evolution of Perry Barr over time including reuse of existing buildings, temporary or meanwhile uses, maximising existing assets, and circular economy principles.
- **Make a green, sustainable place** addresses improved, more biodiverse and more accessible green and blue spaces, climate change resilience, sustainable building, and the creation of a 'green loop'.
- **Nurture a healthy community** addresses active and healthy lifestyles and well as community engagement and empowerment.
- **Promote a thriving Perry Barr** addresses identity and character, place activation, community safety, and a diverse local economy.

3.12 The Masterplan area is split into five focus areas, with projects identified within each area which will achieve the place principles. These are summarised as follows:

Perry Park

- Enhancing the park for the future, to include new and improves access and routes, new café and play facilities, enhanced biodiversity, reuse of a vacant building adjacent to the allotments, and improving boundaries.
- Creating a sustainable Alexander Stadium complex for events, sports and activity, and wider supporting uses.
- Creating a 'green loop' connecting the park with Perry Hall Park and the River Tame.
- Supporting adjacent projects will enhance environment, activity and service provision in the area such as St John's Church Hall, Perry Barr Canal Yard, and improvements to Perry Villas estate.

Perry Barr Village

- Create a new neighbourhood of nearly 2000 homes, with diversity of type and tenure, new green space, walking and cycling routes, improved connectivity to key destinations, and a range of local services and facilities.

- Activate the neighbourhood with a diverse mix of uses which support the wider community, including through the reuse of the Bus Garage building and the introduction of meanwhile uses.

Perry Barr Urban Centre

- The transformation over time of the One Stop area and surrounds, to include retention of shopping facilities and the introduction of a broad mix of uses such as leisure, health and wellbeing, workspaces, and residential uses; new connections through the site and a gateway to the adjacent Perry Hall Park; increased prominence for the River Tame as an asset and as part of a 'green loop'.
- Redevelopment of sites at Birchfield Gateway for a mix of commercial, community, and residential uses.
- Maximising the area as a connectivity hub by introducing additional facilities and services to complement the already strong sustainable and active travel offer.
- Creating a vibrant urban centre which serves the local community as well as attracting visitors from a wider area, through pop-up, meanwhile and permanent uses and supporting businesses in the local centre.

Perry Hall Park

- Enhancing the park for the future by maximising its existing strengths: improving connectivity to and through the park (and especially with the urban centre); improving the natural environment including the River Tame corridor; supporting sport facilities within the park setting; reflecting heritage assets; and providing facilities and play spaces which support the role the park plays for the local community.
- Greening the surrounding neighbourhood as part of the delivery of a 'green loop' around Perry Barr and in line with the 3Bs Neighbourhood Plan.

Walsall Road and River Tame corridor

- Improving the character of Walsall Road to accommodate sustainable and active travel including greening, SUDs, improved crossings, and improving access to travel choices in the corridor for local people.
- Opening up the River Tame corridor as a walking and cycling route, as part of the delivery of a 'green loop' around Perry Barr, and setting it at the heart of future development proposals.

3.13 The delivery section addresses the approach to governance and management of the realisation of the Masterplan proposals, as well as delivery mechanisms, funding, and phasing. It also identifies overarching themes which will underpin all implementation including delivery of housing and supporting infrastructure, sustainable transport, land use planning, water management, digital connectivity,

supporting the local economy and capturing social value, and the role of activity, arts and culture.

How consultation has informed the Masterplan

3.14 The consultation included several methods to capture views and feedback on the masterplan. The Consultation Statement (Appendix 2) contains further details on the engagement that was carried out, the main issues raised and how they have been addressed in the final masterplan. Many of the responses were positive about the masterplan and agreed this was the right approach to provide a strategy that supports the transformation of Perry Barr. The projects and initiatives identified in the masterplan were well received with many respondees suggesting additions rather than disagreeing with the priorities. There were several suggestions for alterations and additions to the masterplan and the main points are summarised below:

Vision and Objectives

- Additions have been made to the vision to strengthen the wording around sustainability.
- The objectives have been updated to better cover the need to protect and enhance the historic and natural environment, including reference to climate change resilience in response to several representations.
- Following request from Sport England additions have been made to the vision and objectives to better reflect sport and activity
- Additions to the objectives have also been made to cover creating a safe environment to reflect concerns raised.
- There were several suggestions for additions to the timetable in the context section of the document which have been implemented where appropriate

Place Principles

- Several additions to the Place Principles have been made in response to requests to cover safety, community cohesion and celebrating the character of Perry Barr.
- Additions have also been made to provide further details on how the masterplan will play a role in achieving route to zero and tackling climate change
- There were also requests for the masterplan boundary to be extended to cover Handsworth and Birchfield along with including more details on wider connections to Sandwell and Walsall. The masterplan boundary has not been amended as there is a need to focus on the area of substantial change and produce a focussed masterplan that will effectively transform Perry Barr.

Perry Park

- Following the representations, several additional details have been added including a café, environmental improvements to the reservoir, references to art and culture, enhancements to St John's church hall and support for general improvements to sporting facilities. Reference to the buildings on the

Canal owned by the Canal and River Trust in recognition of the role these could play in activating the community and the canal side location.

- There were some concerns expressed over the level of enhancements proposed to the park and how this will impact on the amount of green and natural space. This has been addressed through strengthening references to improvements to the natural environment throughout the park.

Perry Barr Village

- There were several requests for housing to meet the needs of the community and for multigenerational housing which have been addressed through revised text in the masterplan.
- There was support for retaining the Bus Depot including several suggested uses which have been picked up in the further details added around this project.
- Requests were made for some provision of shops and services to meet the community's needs and this has been reflected in wording around providing facilities that meet needs in the village.
- Concerns were raised around the impact of the new housing on the road network, parking and congestion. This will be addressed through increased accessibility via walking and cycling and the improved public transport offer, and will anyway be considered in all planning applications.

Perry Barr Urban Centre

- Detailed representations on behalf of One Stop supported the vision overall but requested more details in the document on parking, the role One Stop plays as a shopping destination, and delivery. They also requested that the document makes it clear that the proposals are flexible and the diagrams illustrative so it's clear that the changes may come forward differently and that this is a long-term project. These points have been addressed where appropriate.
- There were some general concerns around safety in the urban centre which have been reflected in the wording around creating safe places.
- There were requests for community facilities, library services and youth provision – all of which have been addressed through the opportunity for diversity of uses and to bring such uses together into a hub. Other areas within the Masterplan could also accommodate such uses.
- The ideas around diversifying the urban centre and making better connections to Perry Hall Park were well supported.
- There were requests for improvements to Regina Drive which have been addressed through further wording in the masterplan.

Perry Hall Park

- Some concerns were raised about the overdevelopment of the park and the loss of the country park character. The masterplan is very clear that the character of the park is to be retained and enhanced, and the level of improvements proposed are in keeping with the character of the park.

- There was support for enhancements in facilities such as a café / visitor centre, improved play and gym equipment, historic and natural environment information and a wider variety of formal and informal sport provision. Further details have been added to the masterplan around the proposals and a detailed plan will be developed to deliver these improvements.
- There was also a large amount of support for improvements to the pathways for pedestrians, runners and cyclists. There was also request for improvements to the entrances and to signage. This has been further reflected in the masterplan.
- There was general support for improvements to landscaping along with a request to recognise that the park is already diverse in its habitat, but that maintenance and funding is needed to retain this. This issue has been referenced in the masterplan and will be addressed through the detailed plans for the park's improvements.
- There were concerns raised on safety and littering along with requests for wardens. The masterplan proposed several improvements that will increase activity and create a safer environment for all.
- There was a high level of support for the improvements to the entrance near One Stop.
- There was support but also concerns raised around the proposed new links across the railway line. The aspiration to deliver improved connectivity remains, but it is recognised that the details around this project will need to consider further any concerns of residents and issues around safety.

Walsall Road and River Tame Corridor

- Objections were raised around the overall approach to the highway, demolition of the flyover and introduction of Sprint. The masterplan reflects improvements already being implemented and as such no changes have been made in response to these points.
- There were several requests for a safer pedestrian environment and improved linkages. The masterplan includes proposals that will improve the pedestrian experience and the document has been updated to make specific references to safety.
- There was general support for the improvements to the River network and agreement that this will improve the accessibility of Perry Barr and its attractiveness as somewhere to live.
- The Environment Agency and the Lead Local Flood Authority made detailed comments in support of the masterplan but requesting more detail on flood risk and the management of the river. This has been further addressed in the masterplan but also through a commitment to an area-wide approach to water management.
- Transport for West Midlands made detail comments in support of the masterplan but also questioned the level of detail around the wider connections, bus operations and highways. Further details have been added to the masterplan to address these concerns, as well as a commitment to an area-wide approach to sustainable transport.

Other representations

- Additional suggestions included more detail on design, an area wide approach to car parking, and more details on how the masterplan will contribute to Route to Zero all of which have been addressed in the masterplan.
- In response to the question about what area wide initiatives people felt would make the most difference the top three answers were a cultural strategy, housing delivery strategy and a project that looks to retrofit homes and businesses.

4 Options Considered and Recommended Proposal

4.1 Option 1 – Do Nothing

Should the City Council decide not to adopt the Masterplan there would be no framework for future regeneration in Perry Barr, no clear plan for the Games Legacy in Perry Barr, and the opportunity to capitalise on the initial investment would be lost. This would undermine the existing investment, reduce the commercial benefits to the Council of its development at Perry Barr Residential Scheme and redevelopment of the Alexander Stadium, and fail to deliver housing growth on the scale necessary to support Birmingham's growing population. It would also be a missed opportunity to deliver a more inclusive approach to growth and regeneration in this part of the city, as well as to promote active travel and other interventions which align with Council objectives. Additionally, failure to adopt the Masterplan would undermine the work carried out with partners, investors, and local stakeholders in its development.

4.2 Option 2 – Adopt and endorse the Perry Barr 2040: A Vision for Legacy Masterplan

This is the preferred option and will ensure that there is a clear direction for inclusive growth which delivers a strong legacy from the Commonwealth Games for Perry Barr, and which is shared by partners, investors, and other local stakeholders.

5 Consultation

5.1 Perry Barr 2040 Masterplan has been subject to detailed and continuous engagement. In advance of drafting the masterplan advisory groups were set up with membership drawn from a range of BCC teams (covering education, housing, planning, public health, transport, parks, leisure, Commonwealth Games and other matters), Transport for West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, Sandwell and West Birmingham Hospitals NHS Trust, Environment Agency and others. Discussions were held with local landowners and businesses, including One Stop Shopping Centre and the Wholesale Markets. Meetings were also arranged with community groups and organisations including Friends of Alexander Stadium,

Perry Park, and Perry Hall Park; allotments representatives; ward forums for Perry Barr and Birchfield, as well as neighbourhood groups; third sector organisations; arts and culture organisations; housing associations and accessibility groups.

- 5.2 To build on this early engagement a formal stage of public consultation was undertaken between 15th July and 29th September 2021. The purpose of this consultation was to seek views on the draft vision, objectives, place principles and projects in order to inform the final masterplan.
- 5.3 The consultation document was published online and all those on the Planning Policy Consultation Database were notified, along with specific Perry Barr stakeholders. The City Council social media was used to promote the consultation and digital adverts were used within Perry Barr to raise awareness. A leaflet with details on the consultation was sent to all residents and businesses within the masterplan boundary. Leaflets were also made available through local businesses, religious groups and community organisations. The documents and response questionnaire were available to view in the local libraries.
- 5.4 The Council's online consultation portal BeHeard was used to capture feedback on the masterplan proposals along with email and written responses. In addition to this method a StoryMaps webpage was created to provide an interactive way for the public to see the proposals spatially and complete a shorter survey.
- 5.5 Along with the methods to promote the consultation several events were held to provide the public an opportunity to have their say and discuss the proposals with officers. All events were advertised on our website and through social media. The events included:
 - Two online public consultation events and a business focussed online event to provide an opportunity for interested parties to hear more about the masterplan proposals and ask any questions.
 - Three 'Walk and Talk' officer led discussions around Perry Barr. These provided a Covid-19 secure way for members of the public and partners to hear more about the proposals for specific areas in Perry Barr, ask questions and provide feedback.
 - Three consultation stalls at One Stop in Perry Barr where officers answered questions and distributed leaflets encouraging the local community to get involved. Tailored shorter surveys were also provided to capture feedback.
- 5.6 In order to ensure that the views of young people were reflected in the masterplan, Youth Services were commissioned to undertake tailored engagement with young people in Perry Barr. This work included a survey design by young people and directed to their peers, focus groups, walking tours of the area and photographing Perry Barr from their perspective.
- 5.7 In addition to the above, engagement continued with the advisory groups, landowners and community groups that were involved in the early stages to ensure their continued involvement in shaping the masterplan proposals.

- 5.8 Overall 80 formal responses to the consultation were received, with another 74 responses to the tailored youth survey. An estimate of 120 individuals took part in a consultation event or public meeting, with a further estimated 590 members of the public being spoken to during the consultation stall at One Stop. There were also two petitions received which related to the masterplan and have therefore been taken into consideration as part of the consultation process.
- 5.9 Further details of the engagement methods and how the consultation has informed the final masterplan can be found in the Consultation Statement (Appendix 2).
- 5.10 Whilst the formal stage of consultation has closed engagement on Perry Barr 2040 will be continuous. It is proposed to provide 'You said, We Did' feedback following the launch of the Masterplan to ensure all those who fed into its production can understand how the consultation informed the final document. Community and Youth Panels are proposed to ensure ongoing engagement is meaningful and that the community can influence the detailed projects being delivered in Perry Barr. There was considerable interest from the community in joining the panel, with several individuals registering their details to find out more.
- 5.11 Local Councillors and the local MP have been engaged in the Masterplan development.

6 Risk Management

- 6.1 Given the scale and complexity of the proposals within the masterplan there is a risk that the masterplan is not effective in delivering the desired outcomes. In order to mitigate this risk Full Business Case for the programme is being developed to demonstrate how the projects will be delivered, and to ensure the transformation of Perry Barr has the necessary resources needed to deliver the projects.
- 6.2 A risk register is attached at Appendix 4.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1.1 The Perry Barr 2040: A Vision for Legacy will contribute towards all Council Plan outcomes including in particular "Birmingham is a great, clean and green city to live in", "Birmingham is an entrepreneurial city to learn, work and invest in", and "Birmingham residents gain the maximum benefit of hosting the 2022 Commonwealth Games".
- 7.1.2 The Masterplan is entirely aligned with the 'Delivering a Bold Legacy for Birmingham' Host City Legacy plan and is central to achieving a number of the outcomes it sets out.
- 7.1.3 It will contribute towards the City Council's commitment to Route to Zero and achieving carbon neutrality. The masterplan places tackling climate change at the forefront and has included contributing to Birmingham being

carbon neutral by 2030 as one of its objectives. Several proposals will result in better opportunities for young people and older people.

7.1.4 Proposals are also in line with the Birmingham Development Plan and Aston, Newtown and Lozells Area Action Plan; the Masterplan is supported by and will support existing and emerging policy.

7.1.5 The approach to the Masterplan production, its recommendations, including the proposal to establish a community panel as part of the governance of future delivery, is in line with the Council's approach to localism and 'Working Together in Birmingham's Neighbourhoods'. It will foster local influence and involvement to ensure that local people have a voice.

7.2 Legal Implications

7.2.1 Section 1 of the Localism Act 2011 contains the Council's general power of competence to do anything that individuals generally may do, which is circumscribed only to the extent of any pre-commencement, or specific post-commencement limitation to that power, and Section 111 of the Local Government Act 1972 contains the Council's subsidiary powers to do anything which is calculated to facilitate, or is conducive or incidental to the discharge of any of its functions.

7.2.2 Under Section 13 of the Planning and Compulsory Purchase Act 2004 the Council, as a principal planning authority, must keep under review the matters which may be expected to affect the development of their area or the planning of its development. Such matters include the principal economic, social and environmental characteristics of their area, the communications, transport system and traffic of the area, the principal purposes for which land is used in the area and any other considerations which may be expected to affect those matters. The matters also include any changes which the Council think may occur in relation to any other matter and the effect which such changes are likely to have on the development of the Council's area or on the planning of such development. The Council may also keep under review and examine such matters in relation to any neighbouring area to the extent that those matters may be expected to affect the area of the Council and in exercising this function the Council must consult with the local planning authority for the area in question

7.2.3 The relevant guidance for preparing and undertaking public consultation, such as was carried out in the preparation of the Masterplan, is set out in the Birmingham Statement of Community Involvement. There is a requirement to publicly consult on the masterplan for a minimum of four weeks.

7.2.4 It is not proposed to adopt the Masterplan as a formal planning document. The proposals contained with the Masterplan are in line with the local plan,

or are to be otherwise tested as part of the local plan review before they are capable of implementation. As such the City Council has not carried out a screening assessment under the Environmental Assessment of Plans and Programmes Regulations 2004.

7.3 Financial Implications

7.3.1 There are no direct financial implications of the recommendations of this report. However, the implementation of the Masterplan projects will have financial implications; these will be addressed through a separate Full Business Case to establish a programme of activity, and business cases as necessary for individual projects.

7.4 Procurement Implications (if required)

7.4.1 There are no procurement implications with the recommendations of this report. The procurement of any services or works to support the delivery of the Masterplan projects will be reported and approved in accordance with the Constitution and Procurement Governance Arrangements in individual business cases.

7.5 Human Resources Implications (if required)

7.5.1 There are no direct Human Resources implications of the recommendations. However, the implementation of the Masterplan projects will have such implications; these will be reported and approved in accordance with the Council's governance arrangements in individual business cases.

7.6 Public Sector Equality Duty

7.6.1 An Equality Analysis has been undertaken and is attached as Appendix 3. The initial assessment found that the Masterplan will have no specific impacts on protected characteristics. This Equality Analysis builds upon that produced prior to the consultation and will be updated further as part of the FBC for implementation as well as for individual projects where appropriate.

8 Appendices

8.1 Appendix 1 – Perry Barr 2040: A Vision for Legacy Masterplan

8.2 Appendix 2 – Consultation Statement

8.3 Appendix 3 – Equalities Analysis

8.4 Appendix 4 – Risk Assessment

9 Background Documents

9.1 Birmingham Development Plan (2017)

9.2 Aston, Newtown & Lozells Area Action Plan (2012)

9.3 Birmingham Urban Centres Framework (2021)

9.4 Perry Barr 2040 – Public Consultation to inform the preparation of a Masterplan and Delivery Plan, Cabinet Member Report, 9th July 2021