



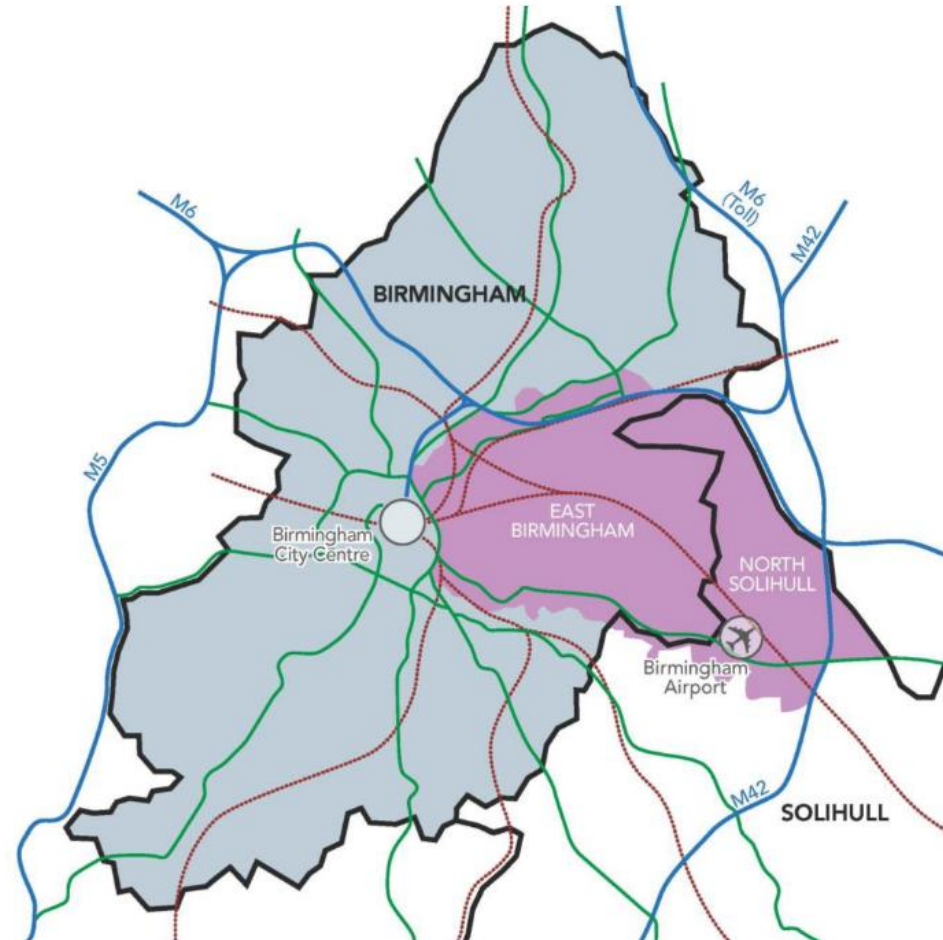
# East Birmingham/North Solihull Inclusive Growth update

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# The Place



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# The Challenge

**72%**  
of wards are in the 10% most  
deprived in England

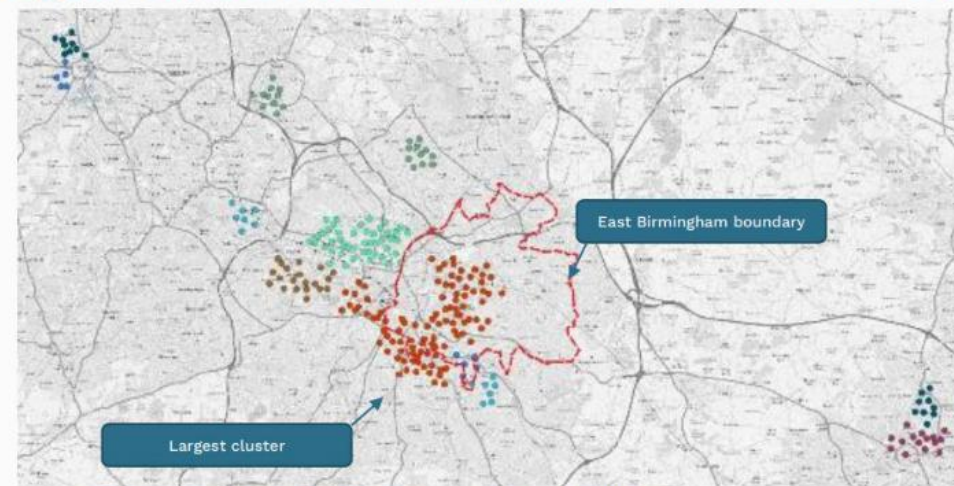
**30.8%**  
EBNS children living in income  
deprived households

**3.7 years**  
gap in male life expectancy  
EBNS and national average

**45.8%**  
Higher level of preventable  
deaths relative to national avg

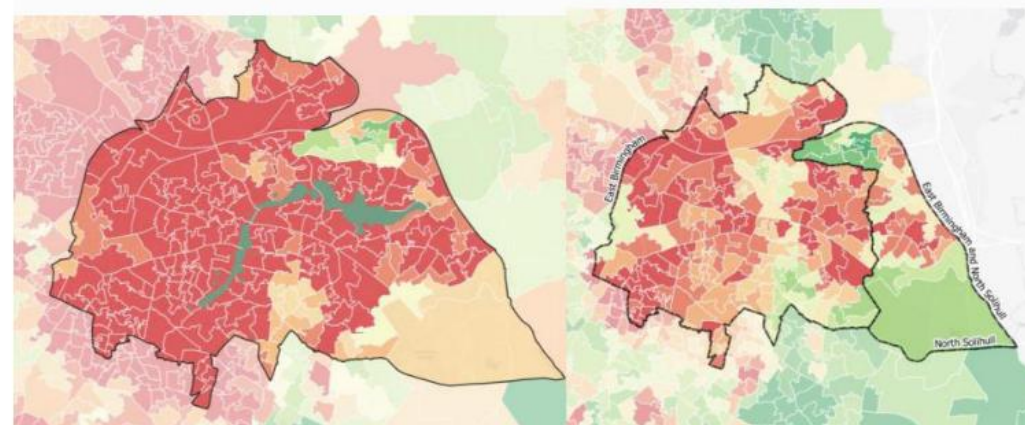
Figures from OHID Public Health Profiles (2022)	England	Birmingham	Solihull	EBNS
Life expectancy at birth, (upper age band 90 and over) (Male)	79.5	77.3	80.2	<b>75.8</b>
Deaths from all causes, under 75 years, standardised mortality ratio	100.0	126.6	89.9	<b>145.7</b>
Percentage of population whose ethnic group is not 'white'	14.6	42.1	14.6	<b>47.2</b>
Child Poverty, Income deprivation affecting children index (IDACI)	17.1	27.6	14.8	<b>30.6</b>
Older people in poverty: Income deprivation affecting older people Index (IDAOPI)	14.2	25.8	11.1	<b>36.6</b>
Modelled estimates of the proportion of households in fuel poverty (%)	13.2	21.8	12.5	<b>24.3</b>
Households with overcrowding based on overall room occupancy levels	8.7	12.4	4.5	<b>14.1</b>
Unemployment – out of work benefit as % of working age population	5.0	9.9	4.5	<b>11.4</b>
Long-Term Unemployment- rate per 1,000 working age population	1.9	5.9	1.7	<b>6.4</b>

## Highest concentration of deprivation outside London:



Significant clusters of high deprivation across the West Midlands

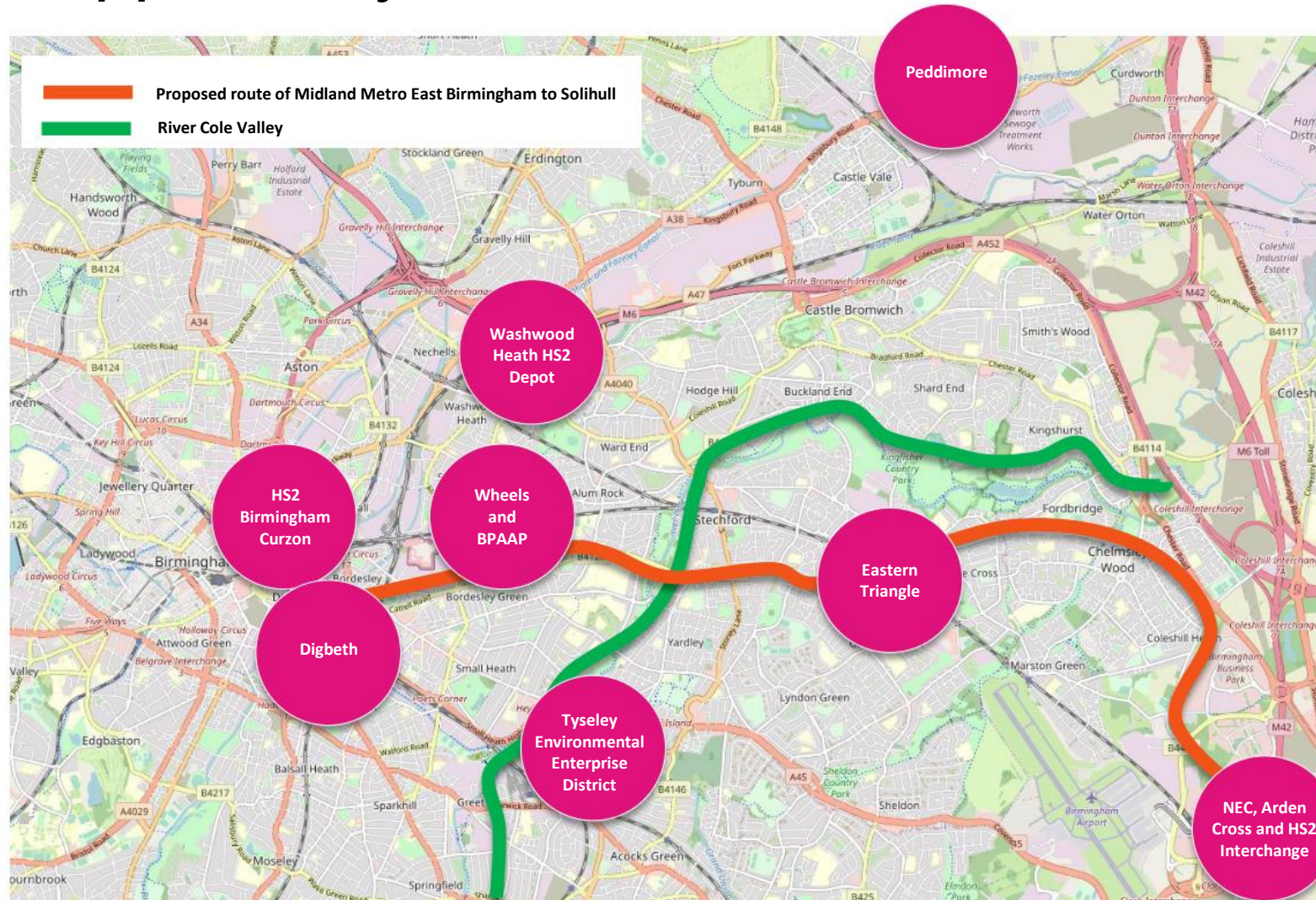
## Looking at deprivation within cities: Weighting to WM



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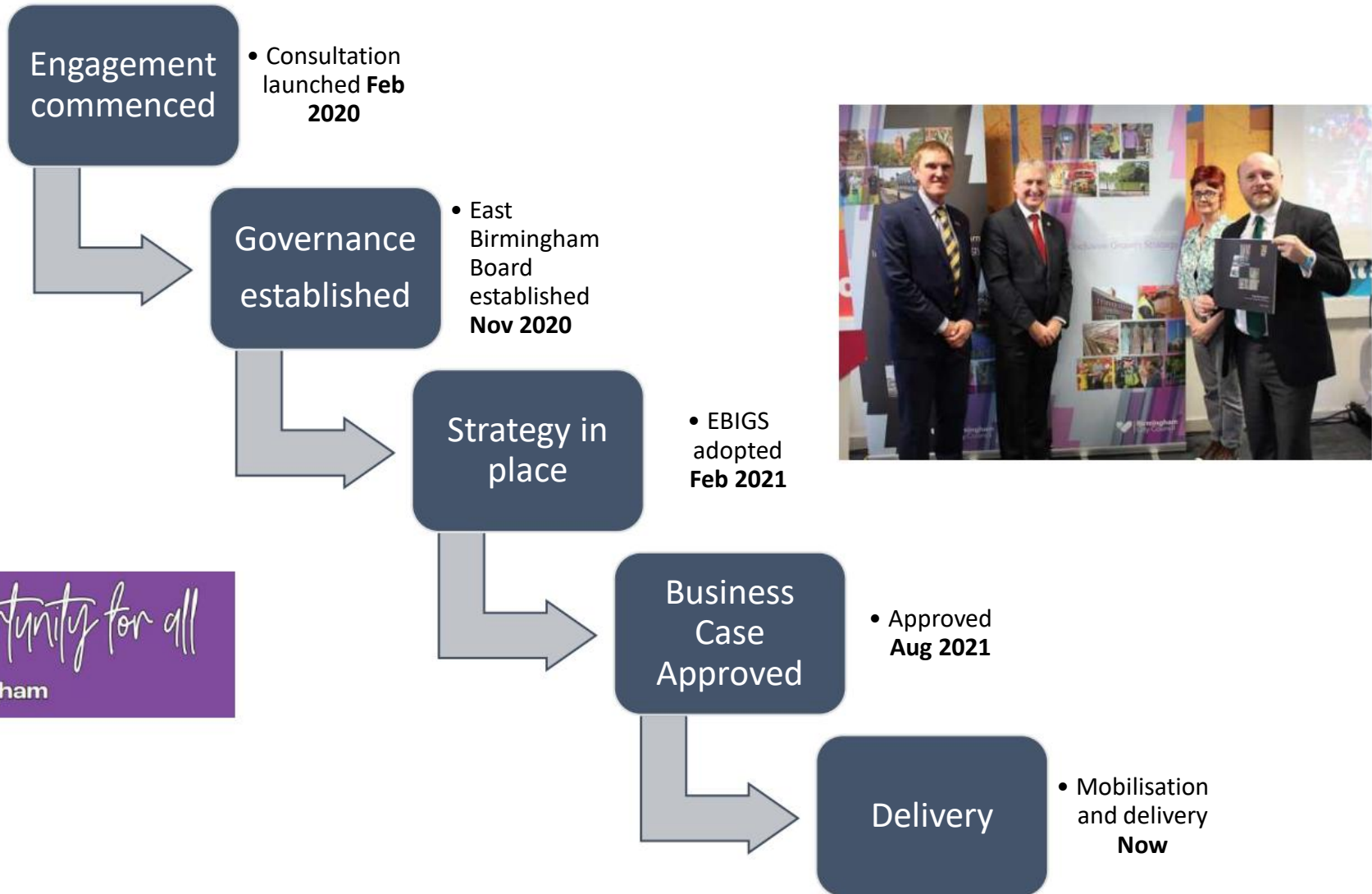
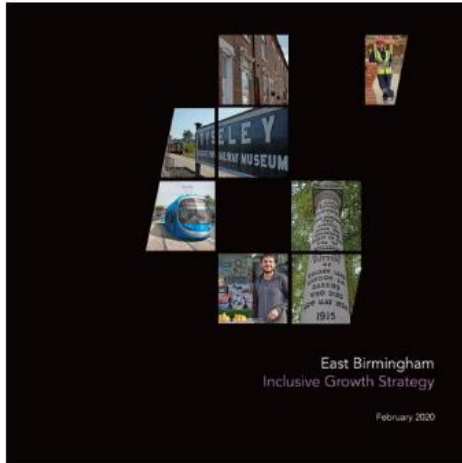


# The Opportunity



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# The Approach



*Prosperity and opportunity for all*  
in East Birmingham

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# EBIGS Big Moves



**Improved local services:** Prioritising East Birmingham for the improvement of services including health, social care, and education. To do this we will develop new and innovative approaches in collaboration with the local community.



**Business, employment and skills:** Making sure that advice and support to get a job and access training is available and easy to access, helping residents in East Birmingham to get better paid jobs and fulfilling careers. Working with local businesses to support them and help them to create good quality job opportunities. To do this we will provide expanded business support services including grants, loans, advice and training.



**Local places and green spaces:** Working with local communities to make local centres, shopping parades, parks and other green spaces safer, cleaner and easier to use, supporting the growth of local shops, businesses and community activities, and helping people to live healthier lives.



**Midland Metro East Birmingham to Solihull extension:** Securing the delivery of a new Midland Metro route through East Birmingham which will provide a fast connection to key destinations including Birmingham city centre, Birmingham Airport and the new job opportunities around the new HS2 Stations. The route will pass through key locations in East Birmingham including Bordesley Park, Heartlands Hospital and the Meadway.



**Heavy rail network:** There are three railway lines running through East Birmingham and there are major plans to improve this network, including improvements to stations, shorter waiting times between trains, and the creation of new stations at Fort Parkway and Castle Vale/Castle Bromwich

# Programme Objectives

The East Birmingham Inclusive Growth Programme will **implement the vision** set out in the East Birmingham Inclusive Growth Strategy which was approved by Cabinet in February 2021.

The Programme will cover the period **2021-2041**. This Business Case concerns the first phase of the programme which will cover the period 2021-25.

This initial phase of activity will establish a programme team with budgets to bring forward a **comprehensive package of projects** for the delivery of the Strategy, to **secure external resources** and funding for the delivery of the Programme, and to **identify and address opportunities to scale up** the Programme and make it sustainable in the longer term.

## INVESTMENT OBJECTIVES

1. Improve performance across a range of key socio-economic indicators corresponding with the seven objectives set out in the East Birmingham Inclusive Growth Strategy to at least the national average.
2. Deliver 5,000 homes within the area, of which a minimum of 35% will be at least affordable
3. Create at least 6,000 jobs within the area which will pay the Real Living Wage
4. To support the Council's aspiration to be net carbon neutral by 2030, or as soon after as a just transition permits.

Programme Objective Themes
Health and Wellbeing
Community Influence and Participation
Education and Skills
Jobs
Neighbourhoods and Natural Environment
Energy and Climate
New Homes
Transport
Economy

# Workstreams



1. **Programme Development:** activities that are seeking new funding, partnerships and better joined up working as well as opportunities to increase the scale and pace of delivery and to ensure the sustainability of the Programme beyond its current funding horizon.
2. **Project Delivery:** specific project activities. The overall purpose of the programme is transformational – as such, whilst there is an element of direct delivery, there is a strong emphasis on enabling and facilitating positive and self-sustaining change.
3. **Community wealth building, engagement and neighbourhood working:** engaging with Ward Members and local stakeholders including third sector organisations to empower and support the East Birmingham community to create stronger local economy and enable better place making by unlocking assets and improving green and blue infrastructure.

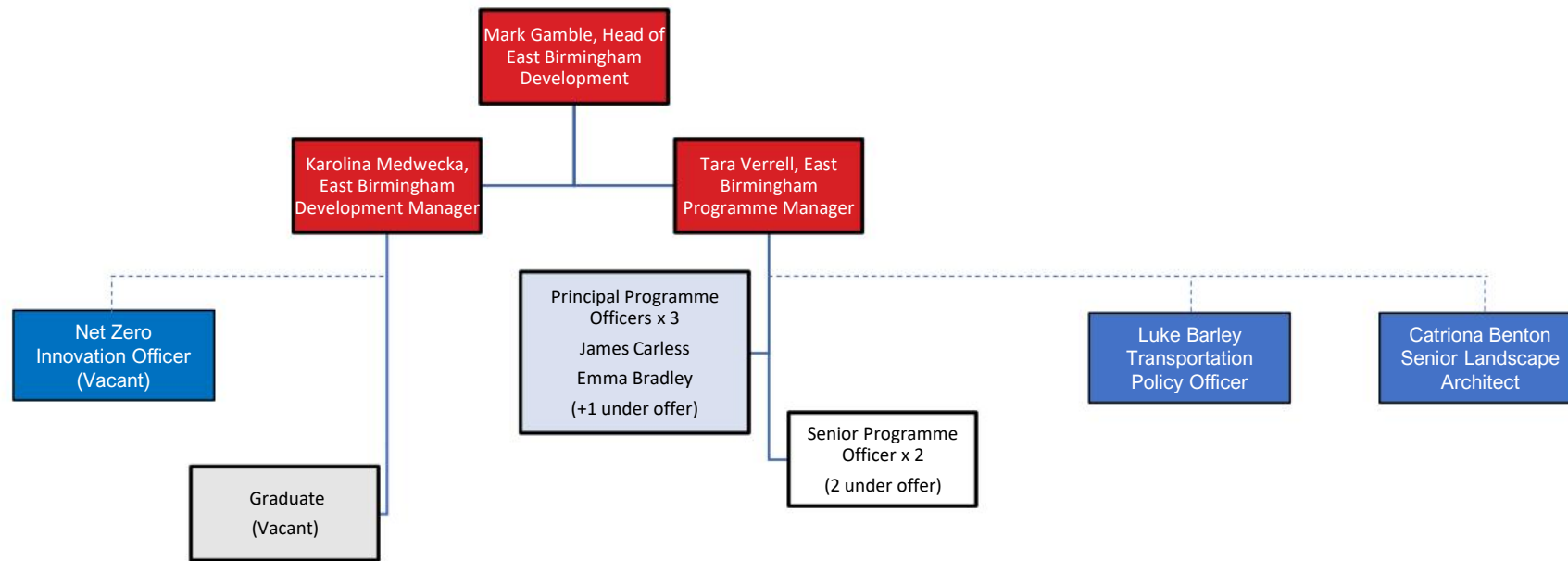


# Programme Development

- **Deeper Devolution Deal, Levelling Up Zone and Investment Zones**
- **Partnerships**
  - Strategic Alliance at Tyseley (UoB/TEP)
  - National Trust
  - Birmingham City University
  - Severn Trent
  - NHS
- **Impact Framework (with City Observatory)**
- **Establishment of EBNS Employment and Skills Insight and Integration Board**

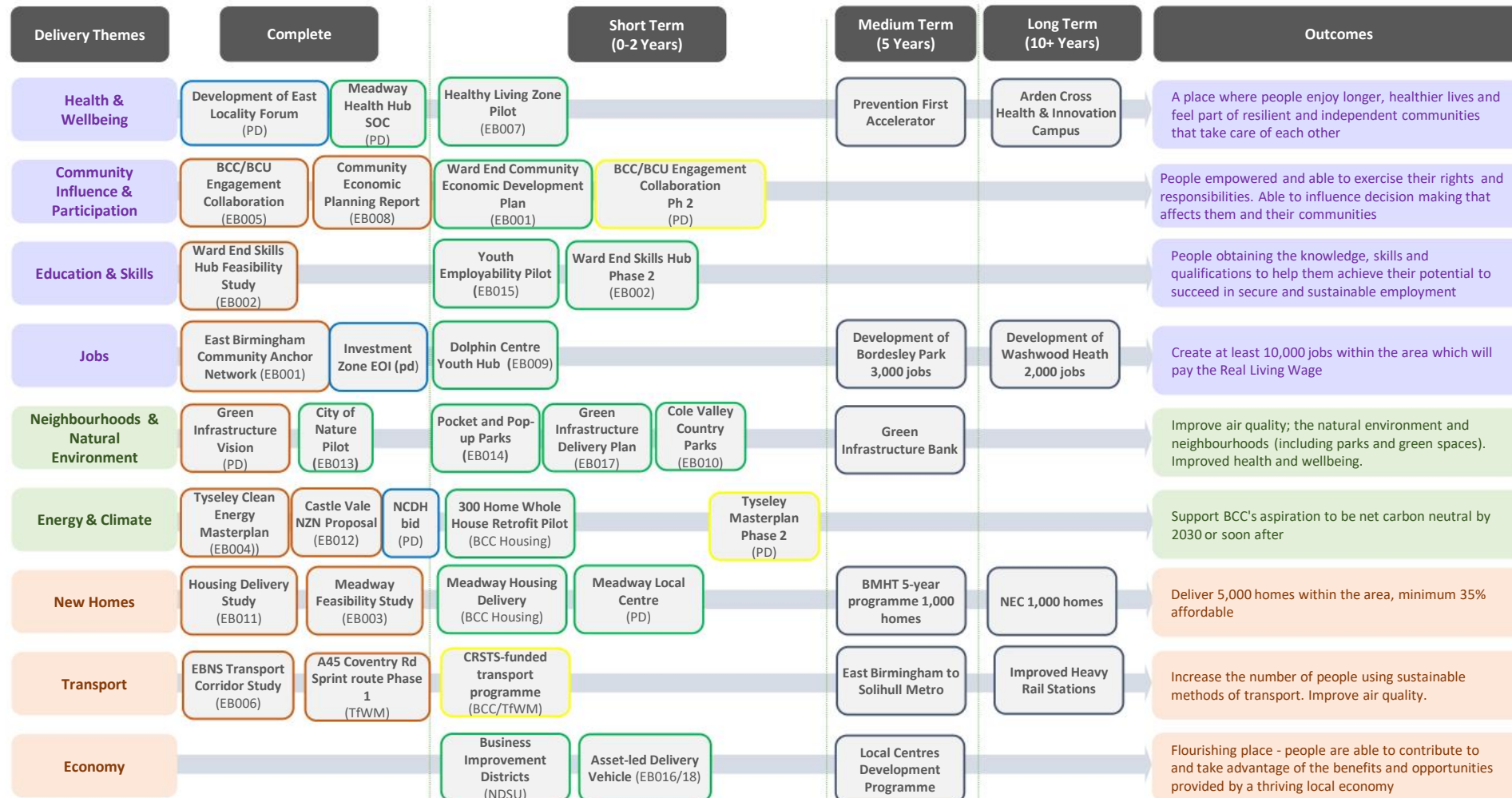
# Programme Mobilisation

- Five programme Officers in place, plus two specialists
- 3 further Programme Officers under offer and Net Zero specialist to be recruited by July
- Graduate and apprenticeship opportunities to be created ASAP





# Project Delivery



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# Community wealth building and Neighbourhood Working

Community and Place has been chosen by the Government as one of the three pillars of the UK SPF and one of the mechanisms to deliver the Levelling Up agenda.

Linking with the Cooperative Council's Innovation Network, the team has delivered a Policy Lab on Community Economic Development Planning. Funding secured through the USE-IT Transfer Network project (EB001), allowed for the local wealth building methodology to be tested in Ward End

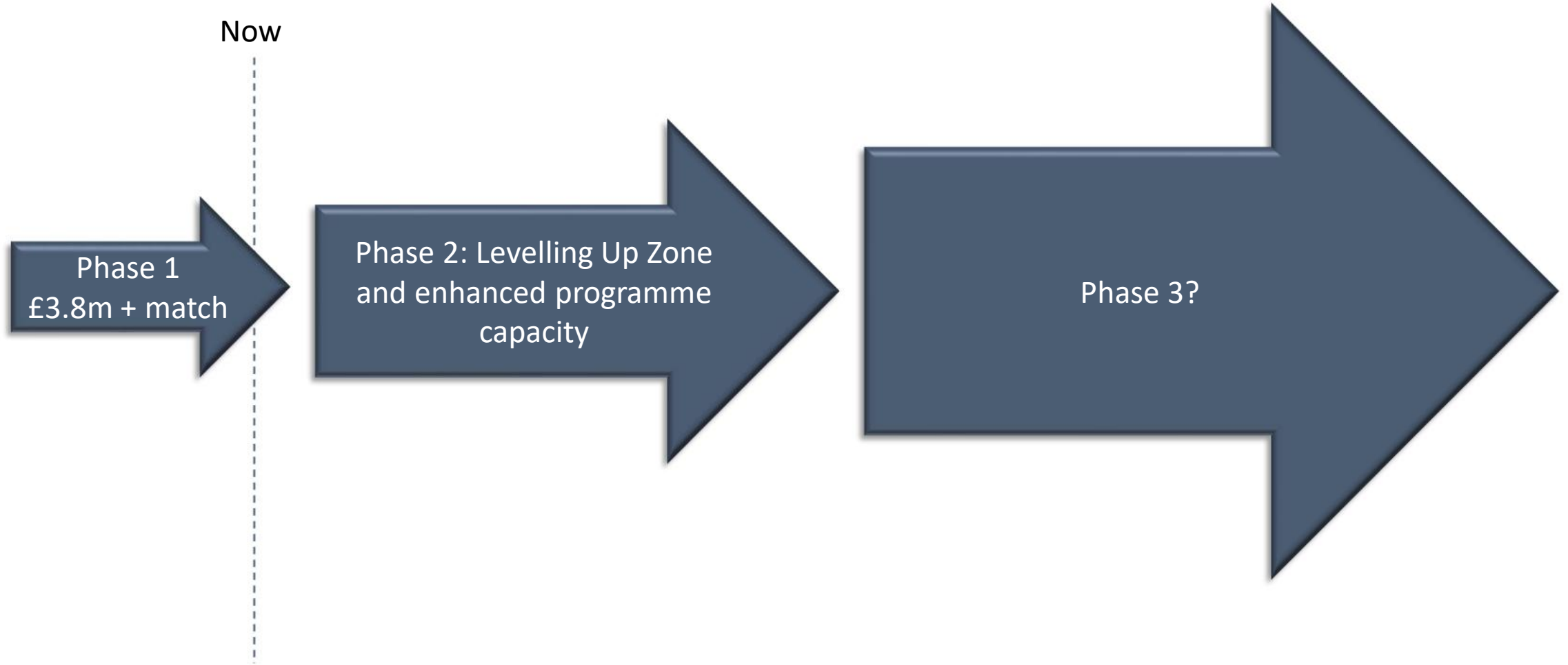
- The first **Community Economic Development Plan** was designed for Ward End
- Dolphin Women's Centre –support in setting up their **social enterprise café** (business planning and customer engagement);
- **Community Research** projects are being completed that focus on 1) mapping the local underutilised skills and understanding the local barriers to employment and 2) better use of the local assets (Ward End Park House and the Boat House).
- Collaboration with the WMCA Social Economy Task Force and resulted in selecting Ward End for the CA's **Social Economy Clusters** funding.



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# Next steps: Scaling up



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