

	<u>Agenda Item: 15</u>
Report to:	Birmingham Health & Wellbeing Board
Date:	17 March 2020
TITLE:	EAST BIRMINGHAM INCLUSIVE GROWTH STRATEGY
Organisation	Birmingham City Council
Presenting Officer	Mark Gamble, Development Manager

Report Type:	Information
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1. Purpose:
The purpose of the report is to bring the public consultation on the East Birmingham Inclusive Growth Strategy to the attention of Board Members and to invite their comments.

2. Implications:		
BHWP Strategy Priorities	Childhood Obesity	Y
	Health Inequalities	Y
Joint Strategic Needs Assessment		Y
Creating a Healthy Food City		Y
Creating a Mentally Healthy City		Y
Creating an Active City		Y
Creating a City without Inequality		Y
Health Protection		Y

3. Recommendation
<p>3.1 The Board is asked to; -</p> <ul style="list-style-type: none"> Note the public consultation on the East Birmingham Inclusive Growth Strategy Provide their comments on both the content of the Strategy and the approach to public consultation

4. Report Body

4.1 Context

- 4.1.1 The East Birmingham and North Solihull (EBNS) area has historically faced a number of economic, social and environmental challenges including persistently high levels of unemployment; low levels of academic attainment and skills; poor transport connectivity; a shortage of employment land and a weak development market. A number of these challenges were highlighted in the independent review of Birmingham by Sir Bob Kerslake. Area based initiatives and programmes across the area have delivered positive outcomes, however persistent inequalities remain suggesting that these entrenched challenges will require a new approach.
- 4.1.2 The coming of HS2 and the proposed East Birmingham to Solihull extension of the Midland Metro, which will run through East Birmingham, are major opportunities for the area which can be harnessed to deliver wider positive change. The Metro will provide new connections to the two nationally significant economic hubs around the HS2 stations at Birmingham Curzon and UK Central in Solihull, and greatly improved connectivity along the route itself.
- 4.1.3 East Birmingham and North Solihull has been designated as an Inclusive Growth Corridor where Birmingham City Council, Solihull Metropolitan Borough Council and the West Midlands Combined Authority are working with partners to maximise the benefits of the opportunities created by HS2 and the Metro extension, address the area's significant and sustained disadvantages, deliver growth, and to develop ways of working that will ensure that this growth is inclusive.
- 4.1.4 The East Birmingham Board (the Board) was established in late 2018, bringing together senior officers from multiple service areas within the City Council alongside 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. The Board is responsible for the Birmingham section of the East Birmingham/North Solihull Inclusive Growth Corridor and has two key objectives: to deliver growth; and to bring forward the key interventions to enable local residents to benefit from the jobs and opportunities created.

4.2 Current Circumstance

- 4.2.1 The Board has now produced an Inclusive Growth Strategy for East Birmingham (the Strategy), (attached as **Appendix 1**) which sets out; a shared vision for the regeneration of East Birmingham over the next 20 years; the Big Moves which will secure this vision; the principles which will guide the delivery of the Big Moves and supporting activities, and a summary of the next steps that will be taken in the delivery of the vision.
- 4.2.2 The draft Strategy is a shared statement of vision and approach, and each of the partners will commit to working in close collaboration to progress the Big Moves and wider delivery plan to address the persistent issues of poverty, deprivation and inequality which were identified by the baseline report

(Appendix 3)

4.3 Next Steps / Delivery

- 4.3.1 The publication of the draft Strategy for consultation will be the beginning of a continuous process of collaborative engagement through which local communities will shape and influence the projects emerging from the Strategy, in line with the City Council's principles of localism and community cohesion.
- 4.3.2 Consultation commenced on 17th February 2020 for a period of 12 weeks. The approach to consultation is set out in the engagement plan attached as **Appendix 2**.
- 4.3.3 The purpose of the consultation is to invite comments on the draft Strategy and to establish a stakeholder framework to guide the subsequent work which will implement the Strategy. Following consultation, the Strategy will be amended taking account of the representations received and in due course it will be brought back to the Council's Cabinet to seek approval for its adoption by the City Council.

5. Compliance Issues

5.1 HWBB Forum Responsibility and Board Update

The consultation will be managed by Birmingham City council with the input of partner organisations. A report concerning the outcome of the consultation will be prepared for the Council's Cabinet and can also be brought to the HWBB if requested.

5.2 Management Responsibility

Mark Gamble, Development Manager, Inclusive Growth Directorate, Birmingham City Council

6. Risk Analysis

Risks at this stage relate only to the consultation activity itself

Identified Risk	Likelihood	Impact	Actions to Manage Risk
Failure to effectively engage with representative sample of community and stakeholders.	Medium	Medium	Please see engagement plan and supporting equalities assessment. Consultation duration is longer than usual (12 weeks)
Creation of false expectations leading to loss of goodwill.	Medium	Medium	Strategy and consultation materials/presentations has been carefully framed to minimise this risk.

Appendices
<ol style="list-style-type: none">1. East Birmingham Inclusive Growth Strategy2. Engagement Plan3. Baseline study

The following people have been involved in the preparation of this board paper:

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