



Birmingham City Council

# COVID-19 Economic Recovery Plan

Consultation Draft • October 2020





# Contents

|  |    |
|--|----|
| Foreword                                   | 2  |
| Consultation - how to comment              | 3  |
| Executive summary                          | 4  |
| Introduction                               | 8  |
| Policy context                             | 10 |
| • Our vision for recovery.                 |    |
| Principles - our approach to recovery      | 12 |
| Challenges and opportunities               | 14 |
| The plan                                   | 18 |
| • Our strategic approach.                  |    |
| • Delivery.                                |    |
| • Our COVID-19 Recovery Intervention Plan. |    |

# Foreword

Welcome to the consultation draft of our Economic Recovery Plan for Birmingham.

Our city is facing one of its biggest ever challenges in dealing with the COVID-19 pandemic and knock-on effects on our economy and our communities. I am proud of the way that people have come together at this time and the way the City Council and all its staff have risen to the challenge.

The measures that have been needed to try to contain the virus have inevitably had a big impact on our economy, setting back the impressive economic growth of recent years. The crisis has also accelerated trends in the economy, such as the digital revolution and raised many questions about the future of our city. And we still need to address the long-standing challenges of climate change and the deep-seated inequalities in our society - challenges that are now even more obvious.

So, we need to respond to the urgent problems facing the city: managing our transport systems, streets and public spaces to cope with the pandemic; helping businesses to get through the crisis and people to find work and training; supporting families and the vulnerable. But we also need to be thinking about the longer-term issues: how will our economy change and what sort of city do we want to see in the future?

The virus is very much still with us and our priority is to focus on containing it. But it is essential that we also plan for the recovery of our economy. We are developing these plans alongside our partners in the Combined Authority and we will also continue to work with government and propose steps that they need to take.

We want to engage with businesses large and small and with residents across the city as we develop these plans: just as we have pulled together to deal with the immediate emergency, we need to work together to plan our recovery and to set a renewed vision for the future of our city.

We want to hear from you about the challenges you are facing. If you are a business owner or manager, what further support is needed to get through the current period? What are the challenges of the next few years and how do you think your business will change in the future? If you are a resident, what sort of city do you want to see in the future and how can it adapt to the changes that are taking place?

I look forward to receiving your views and your ideas and thank you for your engagement in this process.

## Councillor Ian Ward

Leader  
Birmingham City Council

# Consultation - how to comment

The purpose of this formal public consultation is to invite comments on the draft COVID-19 Economic Recovery Plan.

**The consultation will be run for a period of 6 weeks from 5th October 2020 until Monday 16th November 2020 at 5pm.**

Following the end of the consultation period, the draft Recovery Plan will be amended to take into account the representations received.

We welcome comments on all aspects of the Plan, however in particular we would be interested in your views on the following:

- ❓ Do we have the correct vision?
- ❓ Are the principles correct and do they provide a robust basis for delivering the vision?
- ❓ Have we identified all of the relevant strategic challenges?
- ❓ Have we identified the key opportunities?
- ❓ Have we identified the key projects under each theme?
- ❓ Are there any other projects which should be included?
- ❓ Are there any other funding opportunities which we should identify?
- ❓ Are there any further partners that can assist in the delivery of any of these projects?

Please submit all responses to:  
**[birminghameconomy@birmingham.gov.uk](mailto:birminghameconomy@birmingham.gov.uk)**  
by Monday 16th November 2020.

The consultation document is also available to view on the Birmingham Be Heard consultation hub <https://www.birminghambeheard.org.uk/>

Please note, we cannot respond individually to comments made but all views will be recorded and be incorporated into a final Recovery Plan to be taken into consideration.

Individual responses will be used solely for this consultation and will be kept confidential. Any comments used will be kept anonymous and individuals shall not be named.



## Executive summary

The purpose of this document is to summarise the City Council's contribution to supporting the economy of the city as it recovers from the COVID-19 crisis and adapts to changing conditions, including the challenges of leaving the European Union. It sits alongside the plans set out by the Combined Authority and the Local Enterprise Partnership. **It is a working document and will evolve in the months ahead: the intention is to engage with local stakeholders to refine it further.**

The City Council's overall priorities for the recovery from COVID-19 are:

- **Creating a more inclusive economy** and tackling the inequalities and injustices highlighted by the crisis.
- **Taking more radical action to achieve zero carbon** and a green and sustainable city.
- **Strengthening our public services** and creating new services to address needs.
- **Building the strength and resilience of our communities**, based on the positive response to the crisis.

Our priorities for economic recovery are based on the city council's distinct role in place leadership:

- A** Place development and management.
- B** Green recovery.
- C** Supporting people and businesses - especially protecting jobs and helping people find training and work.
- D** Unlocking and accelerating infrastructure investment.

The following principles will be followed in delivering this plan:

- Follow the vision and principles set out in the Birmingham Development Plan.
- Inclusive Growth key cross-cutting principle.

- Maximise opportunities for jobs and skills provided by existing and planned projects and funding.
- Engage and work with our partners and key stakeholders, the West Midlands Combined Authority, GBSLEP, the Core Cities network, and complement/add value to their work.
- Align activities around a series of 'Big Moves' - key programmes that will have the most impact.
- Focus on what we can do additionally and differently.
- Focus on what can be got going in a 0-2 year timescale.
- We will develop and implement plans to respond to the impact of Brexit alongside the wider economic shock.

The detailed intervention plan at the end of this document shows the main projects and programmes that will deliver these objectives. In summary these are:

#### A Place development and management

- Delivering a transformational programme of regeneration, including:
  - HS2 and the Curzon Masterplan - a regeneration scheme set to deliver over 36,000 jobs, 600,000 sqm of employment space, 4,000 new homes and a £1.4 billion economic uplift.
  - Smithfield - working with Lendlease to regenerate a 17ha site delivering 3 million sqft of new floorspace and 2,000 new homes.
  - Paradise Phase 2 - the redevelopment of the former library and Conservatoire to deliver 10 high quality new buildings which will combine office, retail and hotel uses with new public space. Phase 1 is due to complete in 2021, Phase 2 will comprise a new hotel, 3 Chamberlain Square and a new public square - Ratcliffe Square and is due to complete in 2023.
  - Peddimore - delivery of a 71ha, high quality strategic employment site through a joint strategy developed between BCC, IM and WMGC.

- Perry Barr - significant investment in the area to deliver new homes, improvements to public transport infrastructure, walking and cycling routes, community facilities and high-quality public spaces.

- The Urban Centres Programme which will include a range of projects that will aim to stimulate the re-invention of local centres and sustain the trend in uplift of local use and interest from residents. It will transform centres into diverse, well-connected, unique hubs at the heart of local communities. The framework is based around three key themes of increased activity, improved connectivity and enhanced local identity.
- Bringing forward the development of the Wheels site; this site has the potential to provide 1 million sqft of new and improved employment led development, creating up to 3,000 jobs.

#### B Green recovery

- Delivery of a series of low carbon projects as part of the Route to Zero programme including the expansion of walking/cycling. Please note this document does not replace or supersede R20, we will publish an action plan for R20 which will include petitioning Government for resources.

• Birmingham Municipal Housing Trust projects including a Passivhaus pilot which will explore whether the standard could be met across BMHT homes; and updating the specification to reduce CO2 emissions from new homes.

- Supporting the expansion/development of Tyseley Energy Park (TEP) - the strategic location of the TEP will spearhead urban regeneration in one of Birmingham's key deprived areas and enable green physical infrastructure including low and zero carbon refuelling and recycling.
- A renewal of the Big City Plan which takes the opportunity to reframe the document in the context of Route to Zero. This is a vital document in the next stage of city centre development, with a focus on decarbonising development; clean air; embracing technology and innovation.

#### C Supporting people and business

- Creating new employment opportunities in deprived areas, work is already underway on this in East Birmingham and lessons learnt from the East Birmingham Inclusive Growth Strategy will be applied across the City.

• Employment and skills support - continuing work by the Employment Access Team to extract maximum social value commitments across all contracts and ensure these are focused on local unemployed residents and that high-quality jobs are delivered.

- Delivering grants to support the recovery of businesses.
- Supporting our town centres and high streets (including city centre).
- Stepping up our approach to 'Local Wealth Building', working with key anchor institutions to keep spending local and build up social enterprises.
- Maximising opportunities presented by the Commonwealth Games Trade, Tourism and Investment Strategy - the WMCA Board have approved £2.6 million for a programme designed to squeeze even more from the Games which are already expected to bring millions of extra pounds into the West Midlands economy and create thousands of jobs. The scheme looks to capitalise on the Region's time in the international spotlight to boost its reputation as a world-class destination for trade, investment, education and tourism.
- A comprehensive Brexit Readiness Programme.

• Work with Core Cities to lobby Government to develop a devolved skills and employment stimulus package as a pathway to an inclusive low carbon economy.

#### D Unlocking and accelerating infrastructure development

- Delivering the Birmingham Emergency Transport Plan to support walking and cycling and make space for social distancing and working with the Combined Authority on transport schemes and cross-boundary development corridors.
- Maximising the benefits for local communities through local procurement and ensuring that local people can access the jobs created.
- Delivering the East Birmingham metro extension - a crucial piece of transport infrastructure connecting Birmingham to Solihull.
- Lobbying the Government for funding to deliver further public transport improvements.
- Work with the Core Cities network and propose to address local government financial gaps through a sustainable three-year settlement.
- Delivering digital inclusion.





# Introduction

The purpose of this document is to summarise the City Council's contribution to supporting the economy of the city as it recovers from the COVID-19 crisis and adapts to changing conditions.

This plan is intended to dovetail with those set out by other agencies in the region, such as the Combined Authority and the Local Enterprise Partnership.

This is a working document rather than a finished statement of policy and it will evolve in the months ahead. We now intend to engage with local stakeholders such as the LEP, Chambers of Commerce, business organisations, BIDs and large businesses to develop it further. We have included some key questions throughout the document but would value your comments on any aspect of the document.

The COVID-19 pandemic and the closure of businesses it required is having a seriously damaging impact on the Birmingham economy, setting back the impressive economic growth we have seen in

recent years. The UK has seen a 20% fall in GDP in a single month and Birmingham has already seen an increase of over 30,000 (62%) in claimant count unemployment since the beginning of lockdown. Some of this impact will be short-lived (GDP is predicted to bounce back in the third quarter), but some will be longer term and there is a severe risk of longer term 'scarring' from the loss of jobs.

The City Council has already done a great deal to help ensure that businesses can weather the storm and be ready to move forward later in the year, including:

- **Delivering government programmes** - such as paying out around £200m of grants to businesses (equivalent to paying back much of our business rate income for the year).

- **Responding to the immediate problems of council stakeholders**, including businesses - for example through a flexible approach to tax and rent collection and supporting Business Improvement Districts.

- **Adjusting service delivery and creating new services** - from managing the public spaces and streets to social care services, homelessness and support to charities and volunteers.

- **Managing the emergence from 'lockdown'** - including street markings, queue management, public transport and traffic management (see also our Emergency Transport Plan).

- **Identifying needs for further government support**, pressing government for action and addressing local government financial gaps through a sustainable three-year settlement.

An Emergency Transport Plan has been produced that sets out the actions Birmingham can take to help enable a low carbon, clean air recovery from COVID-19. The plan focuses on the four big moves from the draft Birmingham Transport Plan and how these will be adapted to the new environment: reallocating road space, transforming the city centre, prioritising active travel in local neighbourhoods and managing demand through parking measures.

As we move from the initial emergency into the recovery phase, the City Council, alongside government, the West Midlands Combined Authority and other public agencies will need to do all it can to mitigate the impact on our economy. Recovery will be a lengthy process in many sectors, and each sector will need to respond differently and in different timescales, partly according to the lifting of 'lockdown' regulations.

But there will be three broad phases overall:

1. **Survival** - helping businesses through the initial emergency. For some this will last into next year.
2. **Recovery** - returning to business and building back to profitability.
3. **Reset and renewal** - steering the longer-term development of the economy and adjusting to new priorities and conditions.

This plan sets out a summary of the actions we will take in the next two phases.

# INTRODUCTION

## Policy context

### Existing plans

The city already has a range of ambitious growth plans that will play a key role in driving the economic recovery. These include:

- **The Birmingham Development Plan** - the BDP sets out a spatial vision and strategy for the sustainable growth of Birmingham till 2031.
- **Big City Plan** - the 20-year masterplan for the redevelopment of the city centre including key strategic plans for Paradise, Smithfield and Curzon.
- **East Birmingham inclusive Growth Strategy** - a 20-year vision to transform East Birmingham.
- **Midlands HS2 Growth Strategy** - the city is a key partner in the plans to maximise the transformation growth potential locally that arises from HS2.
- **The West Midlands Local industrial Strategy** - the city is a key stakeholder in the long-term plan to shape sustainable and inclusive growth in the region.

Birmingham has a political commitment to a low carbon future (R20). The City Council is committed to continuing the Route to Zero work, the implementation of the Clean Air Zone in the city centre, and the Birmingham Transport Plan. These key projects will help to facilitate a greener and more inclusive economic future for the city.

### What has changed

Whilst all these plans are still valid, we have produced this plan because the COVID-19 crisis has

had a profound impact on the economy which calls for a shift in our approach. What is new:

- The short-term economic shock caused by global trading conditions and the “lockdown” demands a response in terms of support to businesses and to employees and those who lose their jobs.
- The crisis has revealed more clearly the inequality and lack of opportunity faced by many communities in our existing economy. This calls for redoubled efforts to promote inclusive growth and challenge the ‘old normal’ in economic development.
- The period of lockdown has shown very clearly that we can take action to reduce environmental damage and the scale of the damage being done. The collective response also showed how we can take bold action when necessary to meet a common threat.
- The period of recovery includes the end of the Brexit transition period and the end of EU funding. This could compound the impact of COVID-19 on businesses as well as requiring a re-adjustment in public funding of economic programmes.

### Our key assets

Birmingham is at the heart of national road and rail network with growing links to international markets. The city is a regional centre for commerce with over half a million people employed. It is home to many key commercial, educational and cultural assets. The city has seen record levels of

investment in recent years and transformational projects like HS2 will act as a catalyst for further physical development and growth. Recently the local economy has been performing strongly on several key metrics including economic output, workplace employment and business growth.

### Corporate context

This plan is part of the overall response of the City Council, which will also cover public health and wellbeing, strengthening communities and transforming the organisation of the council itself to adapt to new conditions. This is a longer-term challenge for every service that the council provides and for our ability to provide leadership to the city.

The crisis has revealed the scale of the things we need to put right, but it has also highlighted our capacity to adapt and take radical action when this is called for. Our recovery plans will therefore focus on identifying opportunities to progress four main priorities:

- Creating a more inclusive economy and tackling the inequalities and injustices highlighted by the crisis.
- Taking more radical action to achieve zero carbon and a green and sustainable city.
- Strengthening our public services and creating new services to address needs.
- Building the strength and resilience of our communities, based on the positive response to the crisis.

Within each of these priorities there will be a series of ‘big moves’ which will have the most impact on the economy. In taking forward this plan we will build on the ambitious and successful policies for economic renewal that were already in place at the beginning of this year, but we will also learn from the crisis and adjust our approach to the changed world we find ourselves in.

### Partnership

The city council’s role in economic development and recovery is just one part of the map of activities being delivered by a range of agencies, including central government, the West Midlands Combined Authority, the Local Enterprise Partnership, the West Midlands Growth Company and the Core Cities network. We seek to develop and implement our policies in alignment with the work of these agencies.

The West Midlands Combined Authority has published an initial plan - ‘Recharge the West Midlands’ - which calls for £3.2 billion of funding from government. It is also working on a longer-term recovery road map. The CA is bringing together stakeholders across the region through the Economic Impact Group, chaired by the Mayor and an officer Recovery Co-Ordination Group which has a wider remit.

The LEP has produced its own action plan including several initiatives to provide further support to businesses. It has also made representations to government for additional funding.

The Core Cities network will continue to lobby the government to prioritise ways in which to level up the UK economy and has made a submission to put forward their four key asks, including a sustainable three-year financial settlement; a devolved skills and employment package, and allowing localised financial freedoms to unlock new investment.

### Our vision for recovery

We are committed to delivering existing growth plans and transformational infrastructure and regeneration initiatives. However, the crisis has highlighted the full scale of inequalities in our current economy and how vulnerability to economic shocks is unevenly distributed across the population. So, we also want to take the opportunity to think about economic growth beyond the pandemic and how we can direct achieve a cleaner, greener, fairer Birmingham.

Birmingham is well positioned to recover, with many significant infrastructure and development projects in the pipeline both within the City Centre, at Perry Barr and across East Birmingham. These initiatives will continue and will drive the economy.

Birmingham City Council is committed to building a greener and more inclusive economy in response to COVID-19. We signed a climate change declaration in June 2019 and established a cross-party and cross-sector Route to Zero Task Force to deliver the changes needed to be net zero carbon by 2030, or as soon after as a just transition permits. The commitment to work towards net zero carbon is itself a catalyst for economic recovery and new opportunities for reskilling the labour force. The recovery strategy will include projects which provide high quality affordable housing, better and cleaner public transport, and both low carbon new buildings and a significant programme to retrofit existing buildings.

We need to restart the economy in a healthy, people focused way, reskilling and retraining our residents to find jobs in the higher skilled and higher paid employment associated with this restructuring is an opportunity for the city to make a dramatic step change in our communities and quality of life locally. Digital infrastructure will be key to this, ensuring full fibre and 4G/5G coverage as well as delivering digital inclusion.

**? CONSULTATION QUESTION**  
Do we have the correct vision?



# Principles

## - our approach to recovery

The principles we will apply in delivering this plan are:

- We will follow the vision and principles set out in the Birmingham Development Plan.
- Inclusive Growth will be an overriding priority.
- We will maximise opportunities for jobs and skills provided by existing and planned projects and funding.
- We will engage and work with our partners and key stakeholders, the West Midlands Combined Authority, GBSLEP etc, complement and add value to their work.
- We will align activities around a series of 'Big Moves'.
- We will focus on what we can do additionally or differently.
- We will focus on what we can get going in a 0-2 year timescale.
- We will develop and implement plans to respond to the impact of Brexit alongside the wider economic shock.

Our recovery plan complements the spatial vision and strategy for the sustainable growth of the city as set out in the Birmingham Development Plan (BDP). The plan ensures inclusive growth is at the heart of our proposals and future way of working.

The nature of the crisis and economic lockdown may lead to longer term structural changes in the local economy with some sectors and types of business disproportionately impacted. For example, the crisis has highlighted the vulnerability of the current model of high streets and retail and it has raised questions about future agile models of working in office-based activities, with potentially profound consequences for our city centres.

There will therefore be new challenges as well as potential opportunities to restructure the local economy away from lower

value-added service activities towards higher value-added activities such as advanced manufacturing and opportunities around green growth and the route to zero. In the short to medium term we must maximise opportunities provided by existing projects and those in the pipeline whilst exploring further funding options.

Technology has proved to not only be critical in these times but also a potential catalyst to change the way we live and work in future. Employers, including the city council, will need to embrace such change. We will therefore work together with our partners and key stakeholders, including the West Midlands Combined Authority and the GBSLEP, to ensure we capitalise on opportunities and learn key lessons from this pandemic whilst moving forward with our 'big moves' in a joint agenda.

**? CONSULTATION QUESTION**  
 Are the principles correct and do they provide a robust basis for delivering the vision?



## Challenges and opportunities

A full analysis of the impact of the COVID-19 crisis is being produced and will be available separately.

### The economy overall

The full economic impact of the outbreak will not be known for some time, but early indications are that the economic shock is significant. The UK economy went into recession in the second quarter of 2020, with the economy suffering the largest quarterly decline on record, contracting by 20.4% in the period April to June.

The OBRs central forecast is for a 12.4% contraction in UK economic output in 2020 and this is consistent with the latest quarterly estimate of a 20% second quarter reduction. This would see the city's economy shrink by around £4 billion this year. Research by Oxford Economics and the Centre for Progressive Policy Research indicates that the city's economy is more vulnerable than many other areas due to the concentration of exposed sectors locally such as hospitality, retail and manufacturing.

It is estimated that 1 in 3 businesses in the region were temporarily closed during lockdown, the loss of revenue during this period and the ongoing impact on trade of COVID restrictions is likely to result in many business closures locally and

associated job losses, especially as government support begins to taper.

Alongside these impacts of COVID-19 there is the potential for a further economic shock if we leave the European Union without a free trade agreement.

### Sector impacts

There are some key sectors that have been particularly hard hit by the lockdown and any subsequent restrictions that are likely to remain in place. The city also has a high level of exposure in these sectors, which include:

- **Retail and leisure** - The city is a regional hub for retail and leisure activity, 125,000 workers are employed in these sectors, nearly a quarter (24%) of workplace-based jobs. 11,250 SMEs in the city are in this sector, 31% of all businesses. Most retail except food shops remained closed between late March and mid-June. Around 30% of retail staff were furloughed and there is strain not only on the retail businesses themselves but on their landlords.

- **Tourism and hospitality** - The city is a key destination for business and leisure tourism; the latest research from the West Midlands Growth Company estimates that in 2018 there were 42.8 million visits, with visitor spend of £5.7 billion. The visitor economy generates around £7 billion in economic output and supports 76,000 full time equivalent jobs. These sectors have remained closed longer than any and will find it very difficult to return to profitable operation in the short term. Around 70% of cultural and hospitality staff have been furloughed.

- **Automotive** - The automotive industry, worth over £11 billion to our regional economy, was already in difficulty prior to the current crisis with falling demand for diesels and falling sales in key export markets. New car sales have collapsed and demand from corporates and individuals is likely to remain subdued in the short to medium term. Analysis undertaken on behalf of the City's Brexit Commission has also identified this sector as one that is particularly vulnerable in a no deal Brexit scenario.

- **HE Sector** - The potential impact on the higher education sector locally is also emerging as a significant risk for the local economy due to the size of the HE sector and its exposure to international students. Work by WMREDI on the 6 largest universities in the region (Aston, BCU, Birmingham, Coventry, Warwick and Wolverhampton) shows that these institutions alone have 155,000 students, employ 28,000 staff directly and support a further 44,000 indirectly with a total contribution to the regional economy of over £12 billion.

- **Aviation and aerospace** - The aviation industry has been particularly hard hit by the pandemic, with Birmingham airport and many airlines making large scale redundancies. This has had a knock-on effect on the aerospace sector with falling demand for new aircraft and cancelled orders. The city and wider region is home to a number of manufacturers in the aerospace supply chain and firms in the region like Rolls Royce and Dunlop have announced large headcount reductions.

### ? CONSULTATION QUESTION

Have we identified all of the relevant strategic challenges?



The city does also have some key sectors that are more resilient to the impacts of the outbreak and present good opportunities for growth during the recovery which will create high quality jobs.

• **Business Professional and Financial Services (BPFS)** - the BPFS sector forms a critical part of the city's economy, the sector employs 130,000 people in the city, accounting for 25% of all workplace-based employment locally. Much of the employment is also in highly skilled and well-paid occupations. BPFS is a high value-added sector with economic output of £10 billion, around one third of the city's economic output. Birmingham is well placed to benefit from likely regional consolidation, hubs and relocations from London as BPFS firms review their business and commercial property requirements post COVID-19.

• **Digital and creative industries** - the city has a burgeoning digital and creative cluster. The local area is home to around 10,000 digital and creative firms employing nearly 50,000 people boosting the region's economy by in excess of £4 billion every year. The sector is well placed to take advantage of opportunities emerging from the pandemic such as EdTech. A move towards full fibre and full 4G/5G coverage as well as support for digital inclusion will strengthen the focus on digital industries.

• **Healthcare and life sciences** - the local area has a large and growing healthcare and life sciences sector with a growing reputation as a centre for clinical trials and the wider region having a significant cluster of medical technology and device businesses.

• **Low carbon and environmental** - the city has ambitions for a greener economic future, part of this will be to build on the existing low carbon and environmental sector locally. The city and wider region have a strong competitive advantage in the emerging green automotive sector and seek to become a world leader in the development of smart, low carbon transport.

**Supporting businesses to survive and thrive**

Birmingham's business base is characterised by micro, small and medium businesses, most with a relatively low turnover. Businesses across the city have seen trade and revenue fall dramatically and whilst some have been less directly affected, most are no longer pursuing growth, investment and creating jobs.

Businesses in the city have benefitted from government support during the lockdown but many smaller firms without business premises have been ineligible for some or all direct support. Over 20,000 of our SMEs have missed out on the small business grants and discretionary grant scheme, which either had a RV of over £51

thousand or were outside the retail, hospitality and leisure sectors. This includes businesses that have played a leading role in the city's growth story, particularly across manufacturing and business and professional services, have not been financially supported and without support more than likely fail.

A major issue for SMES locally will be planning for a new and more challenging trading environment at a time when existing government support schemes are coming to an end. A key goal of the recovery plan will be to support business to transition from a business planning approach around survival to return to a growth trajectory whereby business can be supported to invest, innovate, create jobs and drive productivity growth in the local economy.

**Skills and labour force impact**

Prior to the current crisis the city's workforce was already characterised by lower skill levels, lower employment rates and higher rates of unemployment and economic inactivity amongst working age residents. Unemployment in the city has been rising recently and the city has the highest unemployment rates amongst the core cities, well above the UK rate and the gap with the national average has been widening. Resident qualification levels in Birmingham are already well below the national average and amongst the lowest within the UK core cities. 52.2% of working

age residents are qualified to NVQ3+ (a commonly used proxy for a world class workforce), over 5 percentage points below the UK rate of 57.6%.

Claimant unemployment in July increased by over 2,000 locally to stand at 81,165, its highest level since 1987. Claimant count unemployment in the city is now 31,605 higher than it was in February prior to the lockdown; an increase of 65%. The claimant unemployment rate increased to 15.0% with further increases expected in the coming months as education leavers enter the labour market in the summer and the furlough scheme is tapered. The impact is likely to fall more heavily on certain communities and in certain areas of the city which have a higher concentration of low-income households and people working in the most heavily affected sectors. Early indications are that young people and BAME residents are disproportionately affected.

At the end of July 156,200 Birmingham workers were furloughed, over a third (35%) of eligible employees in the city. Many of these will be vulnerable to unemployment when the scheme is withdrawn in October.

A sustained interruption to the education system combined with changing education and training choices by employers and individuals as a result of the pandemic has the potential for long term impacts on qualification and skill levels of the local workforce which in turn could further constrain the recovery.

**The UK's departure from the European Union**

The economic impacts of the COVID-19 outbreak are likely to be compounded further by Brexit. The transition period is due to end on 1 January 2021 and this will end the current trading relationship with the EU. The negotiations on the future relationship will determine the customs and regulatory landscape that businesses will face from January. If the negotiations are unsuccessful there is likely to be a further economic shock, due to the impact of tariffs and other additional costs on our trading sectors, such as manufacturing and the impact on labour supply.

Forecasts predict that the impact of such a 'no deal' Brexit will be less sharp than that of COVID-19, but may last for longer, with a reduction in expected growth for several years ahead. However, the city and the region are very exposed to decisions on global investment and production, due to the scale of our manufacturing sector.

Both economic shocks will coincide and may well reinforce each other, for example the supply problems caused by COVID-19 and the trade costs from Brexit. Businesses that have rundown their stocks during COVID-19 supply problems and exhausted their cash reserves during 'lockdown', will not be well placed to respond to Brexit.

The city council is implementing a comprehensive Brexit Readiness Programme in order to mitigate the potential impacts of Brexit on the local area and service delivery.

**?** **CONSULTATION QUESTION**  
Have we identified the key opportunities?





# The plan

## Our strategic approach

Capitalising on the city's already established assets, economic strengths and opportunities, the overarching vision for recovery will be of a sustainable, green and inclusive place that has people at its heart. This vision will be secured through the delivery of a series of big moves and underpinned by our key principles.

Action will be taken under four key headings, reflecting the distinct role of the city council:

- A** Place development and management.
- B** Green recovery.
- C** Supporting people and businesses - especially protecting jobs and helping people find training and work.
- D** Unlocking and accelerating infrastructure investment.

## Delivery

### A partnership-based approach

Delivering the regional response to COVID-19 has been and will continue to be a partnership exercise. The West Midlands Combined Authority has a clear role in co-ordinating a regional economic strategy and providing leadership and a voice to the whole city region in working with government. WMCA also delivers the regional public transport system and provides strategic leadership on transport investment and management. The LEPs and Growth Hubs and the Growth Company will also make an important contribution.

### Funding

The position on public funding is currently particularly uncertain. EU funding is due to end and we await government announcements (expected in the autumn) on the replacement Shared Prosperity Fund. It is estimated that 80% of

current EU funding supports small and medium sized businesses. It is also critical to the city council's provision of employment and skills and business support programmes.

Funding provided through the LEPs is also uncertain beyond 2021. Announcements are anticipated from the Government on the national approach to economic recovery and representations have been made for investment in regional growth and recovery.

However, the most important source of investment in Birmingham's recovery is the private sector. Commercial investment has been running at a high level and there are concerns about the impact of the crisis on future investment in construction and the ongoing attractiveness of commercial office space, given the drop off in rental income and the attraction of more agile working experienced during the 'lockdown'. Sustaining and restoring private

sector investment, including foreign investment will be a key part of a successful recovery.

### Stakeholder engagement

A stakeholder engagement plan will be drawn up and implemented as we take these actions forward in partnership. Key partners will include the Combined Authority, the LEP, the Chambers of Commerce, the West Midlands Growth Company and major commercial developers.

### Intervention plan

The Recovery Intervention Plan set out below breaks down interventions into survival, recovery and renewal phases, illustrating what can be progressed now given current powers and resources, what we can progress in the short-medium term recovery phase subject to some additional support (e.g. HMG funding on brownfield land) and what we are looking for in the longer term in terms of restructure and transformation.

**Our COVID-19 Recovery Intervention Plan**

The following tables break down interventions into recovery and renewal phases. It identifies what we can get on with now and in the short-medium term, areas where we are seeking further support from government, progress on existing programmes and who our delivery partners are for each project.

**1 Place development**

Once the public health crisis has ended it is vital that we as a city develop a long-term response which recognizes that the economic damage inflicted by COVID-19 will be felt differently across our city. Without a place-based economic response, the inequalities that we saw before the Coronavirus will become even more entrenched and our objectives to deliver inclusive growth will be even harder to achieve.

The Council has a range of major development sites that have the potential to provide much-need jobs and help shift the economy to high-value sectors. The importance of schemes like Paradise and Arena Central together with the wider construction sector should not be underestimated. As well as the investment and jobs generated by the schemes themselves created in the construction phases the work space and wider world class environment that these developments are creating are crucial to allow businesses to expand, relocate to the city and also recruit when they arrive here. Our focus needs to be on ensuring we stay committed and help deliver what is a major pipeline of regeneration and development.

We will continue to bring sites forward as planned and, where possible, identify other opportunities to accelerate development. In doing so we will continue to raise the profile of

the city and lobby for additional support and resource where there is potential for development to deliver major employment and growth opportunities

The City Centre has developed into a major economic asset for Birmingham; however in just a few short months life in the centre has dramatically changed. It is vital that we work with our partners and stakeholders to try and understand what the future holds for the city centre and the people living and working in it.

Whilst the BPFs sector has proven itself to be resilient in quickly adapting to new ways of working it will be important that we understand what these shifts mean in terms of demand for commercial space as well as more fundamentally for the city centre as a 'place for the future'. The future of the retail sector in the centre however appears to be significantly more challenged as evidenced with the John Lewis announcement that its full-size department store in Birmingham will close.

It is clear that our socio-economy is experiencing a set of major strategic changes in which disruptive innovation sweeps aside existing business models. The extent and reach of these changes are perhaps alarming. This is therefore an opportune time to review and reframe the Big City Plan as a vital strategic document in the next stage of city

centre development, with a focus on inclusive growth, low carbon and sustainable development. In looking at the next stage in the development of central Birmingham we will engage with and involve our communities and stakeholders and capitalise on the considerable expertise that resides within the city.

Our responses will also move beyond the city centre and will prioritise our high streets and urban centres; helping to drive their reinvigoration and transform them into diverse, well-connected and unique hubs at the heart of local communities. Our Urban Centres Framework provides a strategy to support urban centres transform into diverse, well-connected and unique hubs at the heart of local communities and is based on the core themes of increased activity, improved connectivity, and enhanced local identity. In order to support the recovery and reinvigoration of our high streets we will accelerate delivery of the UCF and develop a delivery strategy for the initial 10 centres. In doing so we will engage meaningfully with Business to Improvement Districts (BIDs) as well as established business and community groups to understand their short, medium and long-term needs. We are keen to work with BIDs on their recovery plans and begin to work collaboratively on ways of supporting and reinvigorating our urban centres.

The first phase of the framework addresses 10 centres, identified because they have immediate potential for change which can drive wider activity. However, the core themes in the UCF can be applied to any centre - it is intended that where there is sufficient interest and resources officers will support additional centres to lead on their own strategies, in line with these core themes. A 'Phase 2' document including other centres such as those due to benefit from new rail stations will also be considered. We will also work with the WMCA and TfWM to establish a delivery programme for schemes where funding has been identified and a list of further priority projects to align funding programmes

Structural changes in the residential property market together with an anticipated squeeze on housing ownership demand exacerbated by COVID-19 will also require a re-examination of our affordable housing delivery plans. The Birmingham Municipal Housing Trust (BMHT) programme has plans for 3000 homes over 9 years, which relies upon cross-subsidy from sales. These assumptions are now being revised based on lower sales returns. An uplift in funding for affordable homes will support these schemes to continue and expand, with a new consideration of intermediate housing options to support affordability on the sales side.



| Theme   | Intervention   | Phases and key actions  | Ask  | Progress  | Partners  |
|---|--|---|--|---|---|
| Regeneration - City Centre major developments | <b>Birmingham Smithfield</b> <ul style="list-style-type: none"> <li>Working with Lendlease to transform a 17ha site delivering 3m sqft of new floorspace and 2,000 new homes.</li> <li>Funding needed for site remediation and infrastructure works.</li> </ul>  | Renewal.<br><br>OBC - approved Cabinet Autumn 2020.   | Will require additional public funding.<br><br>GBSLEP/EZ ask is circa £100m. | EZ application submitted.<br><br>Partnership established.   | BCC, Planning and Development<br><br>Lendlease<br><br>GBSLEP  |
|   | <b>Snowhill</b> <ul style="list-style-type: none"> <li>The project is centred on the major redevelopment and transformation of Snow Hill station and its immediate environs.</li> <li>The scheme will play a significant role in contributing to the delivery of the growth agenda for the City by both improving the railway station and connectivity and creating 112,000sqm of new office-led development accommodating over 7,700 jobs and 200 homes.</li> </ul>   | Renewal.<br><br>OBC approval December 2020.<br><br>FBC completion Dec 2022.<br><br>Land Assembly Programme 2023 - 2027.<br><br>Phased Implementation from 2025. | Public funding for access and infrastructure.                                | Business case under development.  | BCC,<br>Transportation<br><br>Network Rail  |
|   | <b>Birmingham Curzon</b> <ul style="list-style-type: none"> <li>Our Masterplan for Curzon aims to maximise the regeneration and development potential of HS2 with plans in place to provide 36,000 (net) jobs. 600,000sqm employment space, 4,000 new homes and £1.4bn economic uplift.</li> <li>We are keen to do more to accelerate what are ambitious plans for the area; we will work with partners to maximise the potential of the surrounding Knowledge and Creative Quarters as well as major gateway sites like Martineau.</li> </ul> | Renewal.<br><br>Work with Bruntwood, Aston Uni and BCU to join up masterplans and maximise the Knowledge Quarter as a hub for skills and enterprise.            | Funding for infrastructure and assistance with abnormal costs.               | Funding for Digbeth High St improvements submitted to MHCLG and GBSLEP.<br><br>WMCA recovery plan includes £61m for the Creative Quarter and £70m for Martineau site development. | BCC, Planning and Development<br><br>Bruntwood<br><br>BCU<br><br>Aston University<br><br>WMCA<br><br>GBSLEP |
| Supporting the future of the city centre      | <b>Our Future City Plan - Route to Zero</b> <ul style="list-style-type: none"> <li>We will develop a compelling vision and strategy for the next era of city centre growth and development.</li> <li>Planning work will embrace principles of economic and environmental resilience and deliver on our objectives of meeting growth needs for everyone across jobs, skills and housing.</li> </ul>   | Renewal.  | Engagement from stakeholders and partners.                                   | Engagement plan in development.   | BCC, Planning and Development   |

Continued »

| Theme | Intervention   | Phases and key actions  | Ask  | Progress   | Partners  |
|-------|--|---|--|--|---|
| »     | <b>Commercial development review</b> <ul style="list-style-type: none"> <li>Given the profound threat to what is one of major economic assets we will establish a working group to undertake a review of the city centre's office and retail sector, and given their close economic relationship, the leisure and F&amp;B sectors; in doing so we will engage meaningfully with a range of stakeholders, including Business Improvement Districts, developers and businesses to understand their short, medium and long-term needs.</li> <li>Outcomes from the review will inform options for the future transformation of the Council's Central Administrative Buildings (CAB) estate. Changes in ways of working including increased levels of homeworking amongst City Council staff already necessitate a review of our operational portfolio.</li> <li>Our land and asset ownership can be used strategically to support development and attract the flows of capital through proactive partnership working and promotion of investment opportunities.</li> </ul> | Renewal.<br><br>Work with private and public sector partners to understand the COVID-19 impact on the future of the city's office market.<br><br>Review of BCC CAB buildings.<br><br>Options appraisal. | Commitment from partners.  | Outline brief under development.                 | BCC Property Services<br><br>WMGC<br><br>GBSLEP<br><br>City centre stakeholders |
|       | <b>Public Sector Relocations</b> <ul style="list-style-type: none"> <li>The city is well placed to seize opportunities from likely regional consolidation, hubs and expected relocations out of London.</li> </ul>   | Recovery.   | Work with WMGC to position the city as a prime destination for HMG relocations.                            | Arena Central already chosen as a 'hub' for HMT. | BCC Planning and Development<br><br>WMGC  |
|       | <b>City Centre Enterprise Zone</b> <ul style="list-style-type: none"> <li>A key initiative which has helped to make Enterprise Zones (EZ) successful is that businesses located in the area could claim rate relief. This helped to make them attractive to new occupiers and also helped incentivise new development.</li> <li>Rate relief ended on the 31st March 2018, however, with the impact of COVID-19 potentially affecting levels of occupation and development then extension of this incentive could go some way to help to mitigate some of that impact.</li> </ul>   | Renewal.<br><br>Lobbying HMG with support from the GBSLEP.  | Extend the period of rate relief for businesses within the EZ from the 31st March 2018 to 31st March 2025. | In discussions with GBSLEP                       | BCC Planning and Development<br><br>GBSLEP                                      |

Continued »

| Theme  | Intervention   | Phases and key actions  | Ask   | Progress  | Partners                                 |
|--|--|---|-------|---|--|
| Regeneration - major employment sites                        | <b>Wheels: Strategic Site Support - Site Development Funding</b> <ul style="list-style-type: none"> <li>The Wheels site has the potential to become an attractive location for high quality employment use which delivers inclusive and sustainable growth, improved transportation and employment and training opportunities.</li> <li>It has the potential to provide 1m sqft of new and improved employment-led development, creating up to 3,000 jobs</li> <li>Additional funding is required to bring forward the delivery of sites of regional significance.</li> </ul>  | Recovery and renewal.   | £3.5m | We are continuing to work with the WMCA to promote the site as a regional and strategic priority for investment.      | BCC Planning and Development             |
|  | <b>Peddimore, Strategic Site Support - Promotion and Business Attraction</b> <ul style="list-style-type: none"> <li>Peddimore has the potential to provide up to 10,000 jobs and drive growth in the logistics and advanced manufacturing sectors.</li> <li>Ensuring the marketing of sites better reflects opportunities for local people and developers are mindful of the need to encourage relevant local temporary uses.</li> </ul>   | Recovery and renewal.<br><br>Joint strategy developed between BCC, IM and WMGC.                     |       | Outline strategy in development.  | BCC Planning and Development<br><br>WMGC |
| Maximising the legacy and benefits of the Commonwealth Games | <b>Perry Barr Regeneration - CWG Legacy Development</b> <ul style="list-style-type: none"> <li>We will maximise the positive legacy of the Commonwealth Games for Perry Barr through direct housing delivery and broader interventions that will support the wider regeneration of the Perry Barr area.</li> <li>By 2022 the first phase of the residential scheme will have been delivered to provide new homes, highways works completed to unlock development sites as well as an improved environment for active travel, and a new station and bus interchange.</li> </ul> | Recovery and renewal.<br><br>Produce a masterplan to guide the long-term development of Perry Barr. |       | All of the land has been assembled for the residential development, including future phases. Development is underway. | BCC Planning and Development             |

Continued »

| Theme   | Intervention  | Phases and key actions   | Ask  | Progress  | Partners  |
|---|---|--|--|---|---|
|   | <b>CWG Trade, Tourism and Investment Programme</b> <ul style="list-style-type: none"> <li>No other Commonwealth Games in history, has delivered more than a games time only Trade and Investment programme. The B2022 TTI programme is for a three-year period from September 2020 to September 2023.</li> <li>Over a benefits realisation period stretching to 2027, having worked with Government analysts on methodologies, we expect the programme to deliver: <ul style="list-style-type: none"> <li>68 additional FDI projects, of which 39 will be in the region.</li> <li>3,000 new jobs through FDI, of which 1,700 will be in the region.</li> <li>£23m additional spend by leisure visitors in the region.</li> <li>£13m regional sales growth through exports from the region.</li> </ul> </li> </ul> | Recovery.<br><br>FBC approval - November 2020.                             | FBC approval of £23.6m.  | OBC approval of £23.6m.<br><br>Board established. | WMGC<br><br>BCC   |
| Supporting our high streets and urban centres | <b>Prioritising East Birmingham</b> <ul style="list-style-type: none"> <li>In light of existing deprivation and the particular demographics of the area will mean that East Birmingham is likely to be particularly badly affected by COVID-19.</li> <li>Using the framework of the East Birmingham Inclusive Growth Strategy we will prioritise social and economic interventions as well as innovative approaches and pilot initiatives.</li> <li>Delivery will be co-ordinated by the East Birmingham Board and via the emerging East Birmingham implementation plan.</li> </ul>   | Renewal.<br><br>Strategy and Implementation Plan adopted.<br><br>Delivery. | Once adopted the Strategy will be a framework for the co-ordination of partner resources as well as providing a strategic rationale and evidence base for future funding asks. | Strategy at consultation stage.                   | BCC<br><br>NHS<br><br>WMCATFWM<br><br>JCP<br><br>DWP  |
|   | <b>Reopening High Streets Safely Fund</b> <ul style="list-style-type: none"> <li>The Fund is providing £1m million from the European Regional Development Fund (ERDF) to support the safe reopening of our high streets and other commercial areas. The work will focus on the following priorities: <ul style="list-style-type: none"> <li>Developing an action plan to safely reopen their local economies.</li> </ul> </li> </ul>  | Recovery.<br><br>Phased actions June - November.                           | £1m awarded from HMG.  | BCC fund governance established.                  | BCC (Comms, Neighbourhoods, Inclusive Growth, European and International Affairs, Transportation)<br><br>BIDs |

Continued »

| Theme                     | Intervention   | Phases and key actions  | Ask   | Progress   | Partners                                      |
|---------------------------|--|---|---|--|---|
|                           | <ul style="list-style-type: none"> <li>- Communications and public information activity.</li> <li>- Business-facing awareness raising activities.</li> <li>- Temporary public realm changes.</li> </ul>  |   |   |  |   |
|                           | <b>Urban Centre Framework (UCF) Investment Programme</b> <ul style="list-style-type: none"> <li>• The UCF provides the strategy to support urban centres to transform into diverse, well-connected and unique hubs at the heart of local communities and is based on the core themes of increased activity, improved connectivity, and enhanced local identity.</li> <li>• In order to support the recover and reinvigoration of our high streets we will accelerate delivery of the UCF.</li> </ul>   | Renewal.<br><br>Develop a delivery strategy for initial 10 centres. | Delivery strategy will determine future funding requests.   | UCF adopted January 2020.<br><br>Working with the WMCA to establish a delivery programme for schemes where funding has been identified and a list of further priority projects align funding programmes. | BCC, Planning and Development, Transportation |
| <b>Affordable housing</b> | <b>BMHT - sustaining affordable housing development</b> <ul style="list-style-type: none"> <li>• Support for local authority and registered provider affordable house-building and property purchase, both to escalate direct delivery of schemes, and intervene to purchase properties from house-builders to sustain their development plans.</li> </ul>   | Recovery.   | Management of internal resources.   | Continue to work with contractors and be flexible to support their cashflow and minimise impact of adherence to COVID-19 related requirements on construction.   | BMHT  |
|                           | <b>Review housing and remediation grant programmes to sustain affordable housing development</b> <ul style="list-style-type: none"> <li>• There are a range of ways in which funding for affordable housing can deliver a necessary boost to delivery of new affordable homes at a time when these are likely to be in greater demand.</li> <li>• This will include proposals around the use of Right to Buy receipts and S106 funds, particularly as a means to match funding from available public sources; extending the timescale for expenditure of RTB receipts (3 years+) to more accurately reflect the realities of the construction and development pipeline.</li> </ul> | Renewal.  | We will lobby HMG to support a range of measures that will provide the necessary support and resource to increase levels of affordable housing development. |  | BMHT  |

Continued »

| Theme  | Intervention  | Phases and key actions | Ask                                     | Progress   | Partners                          |
|--|---|------------------------|---|--|-----------------------------------|
|  | <b>Working with the WMCA to deliver regional funds at scale</b> <ul style="list-style-type: none"> <li>• We will work with the West Midlands to develop and deliver a regionally deployed Fund to bring about a step change in affordable housing provision.</li> <li>• Landmark investment of over £650m will bring forward at least 35,000 additional new homes across the region - of which over 15,000 will be affordable.</li> </ul>   | Renewal.               | HMG approval of regional recovery asks. | Recovery asks submitted to HMG.  | WMCA<br><br>BCC, Inclusive Growth |
| <b>Anchor Institutions and Community Wealth Building</b> | <ul style="list-style-type: none"> <li>• Plural ownership of the economy and procurement: Anchor institutions seeking to exit from the role they have played in meeting basic needs of sections of the population, will need to work to recover social organisations and businesses capable of taking on these needs - particularly in those neighbourhoods where key businesses or organisations have been lost as a result of the crisis. Businesses and social sector organisations, with high local social and economic value, in hardest hit neighbourhoods could be identified and supported to take on some of these roles. This will ensure that those arrangements that are put in place to shore up the foundational economy in neighbourhoods also generates wealth for the people of that neighbourhood - as consumers, workers and citizens. This could include on-going municipal action, but also alternative models of business ownership</li> <li>• Socially productive use of assets: Linked to the above, for the identified neighbourhoods, an audit of Anchor Network assets could be undertaken, and plans put in place to utilise them to recover lost foundational economy activity.</li> </ul> | Renewal.               |   | The Anchor Institution Network will: <ul style="list-style-type: none"> <li>• Provide advice, technical support and training to Anchor Institutions to build their capacity to harness their spending power, role as employers and asset owners to stimulate equitable local economic development.</li> <li>• Bring Anchor Institutions together to collaborate on shared priorities, amplifying the impact of their individual Anchor Institution activity.</li> <li>• Extend take-up of Community Wealth Building approaches among Anchor Institutions in Birmingham and West Midlands through advocacy activities.</li> </ul> | CLES                              |

Continued »

| Theme | Intervention   | Phases and key actions | Ask | Progress  | Partners |
|-------|--|------------------------|-----|---|----------|
|       | <ul style="list-style-type: none"> <li>Fair and just labour markets: WM Police and UHB have continued to recruit staff throughout the lockdown. Other members will want to resume normal recruitment activity as lockdown lifts. Local employment pathways could be prepared in particularly hard hit neighbourhoods so residents can benefit from these opportunities the moment the lock down is lifted.</li> <li>Making financial power work for places: Look at the financial power of anchor institutions to direct financial flows to support the immediate local economic recovery of particularly badly effected neighbourhoods (e.g. access to grants, re-directing investment, social value bonds, etc).</li> </ul> <p>The Birmingham Anchor Network is preparing two projects to launch the moment lockdown allows. An employment project for neighbourhoods in East Birmingham particularly effected by Covid-19 and a procurement project for South Birmingham to address the backlog in housing repairs created by Covid-19.</p> |                        |     | <ul style="list-style-type: none"> <li>Pioneer new forms of Community Wealth Building in the UK, working alongside CLES in areas such as land and asset management, employment and community finance</li> </ul> |          |

## 2 Green recovery

The City Council's declaration of a climate emergency together with the introduction of new development and transport policies will accelerate the opportunity to drive growth in new markets, including smart and future mobility, a shift to zero emission vehicles and green technology.

Improvements in quality of life - including less pollution and congestion, need to be embraced after the pandemic; fortunately, the Council has a strong suite of policies, such as the Birmingham

Transport Plan and Clean Air Zone, that can help support the shift and deliver new economic opportunities. There is also an opportunity to reframe the Big City Plan as a vital document in the next stage of city centre development, with a focus on low carbon and sustainable development.

We will position East Birmingham as a key focus for taking forward the City Council's Route to Zero agenda via the development of the low and zero-carbon economy. Local assets will be harnessed to accelerate the transition of the

local economy and develop local economic resilience. This work will be co-ordinated with wider active travel and green and space initiatives in the area in accordance with the approach set out in the East Birmingham Inclusive Growth Strategy.

By prioritising a green recovery, we can go some way to helping to address impact on our business base whilst also leading the city towards a more climate resilient economy and achieving our net zero commitments.

| Theme                           | Intervention  | Phases and key actions  | Ask                           | Progress   | Partners                      |
|---------------------------------|---|---|-------------------------------|--|-------------------------------|
| Birmingham - Route to Zero      | <b>Route to Zero Action Plan</b> <ul style="list-style-type: none"> <li>In order to deliver on our low carbon objectives, we will prepare an action plan that will set out our commitments to deliver programmes covering low carbon housing, behaviour change for residents to prioritise low carbon lifestyles, heat decarbonisation and sustainable transport.</li> </ul>  | Renewal.<br><br>Action Plan agreed by Council - September.<br><br>Ongoing implementation of programmes. | TBC.                          | Political declaration of a climate emergency and commitment to 'route to zero' by 2030 or as soon as a 'just transition' allows.<br><br>BCC governance and staffing resource agreed. | BCC                           |
|                                 | <b>Our Future City Plan - Route to Zero</b> <ul style="list-style-type: none"> <li>The plan will provide the vision, ambitions and framework of key actions for delivering the city's growth needs in the context of decarbonising development; greening and adding biodiversity; clean air; minimising waste, embracing technology and innovation.</li> </ul>  | Renewal.<br><br>Consultation.<br><br>Adoption.  | Internal resources allocated. | Plan review underway   | BCC, Planning and Development |
| East Birmingham - Route to Zero | <b>Ward End and Cole Valley Skills Hub</b> <ul style="list-style-type: none"> <li>The project will create an enhanced skills and digital training hub at Ward End Park, supporting local SMEs and social enterprises.</li> <li>Further employment and skills opportunities will be created through a linked programme of connectivity and green infrastructure projects focussed on the strategic Cole Valley green corridor creating new connections through green spaces, connecting residential areas and places of employment so as to facilitate active travel and economic recovery.</li> </ul> | Recovery.<br><br>Secure funding.<br><br>Delivery.   | £2m.                          | Work underway with GBSLEP to prepare business case.  | BCC, Planning and Development |

Continued »



| Theme | Intervention  | Phases and key actions   | Ask   | Progress  | Partners   |
|-------|---|--|-------|---|--|
|       | <b>Cole Valley Corridor</b> <ul style="list-style-type: none"> <li>The Cole Valley will be the focus for investment in walking, cycling and green and blue infrastructure, which will be delivered in partnership with key stakeholders such as the Environment Agency and with the close involvement of local communities to maximise social value.</li> <li>This work will be co-ordinated with wider active travel, green and space initiatives in the area in accordance with the approach set out in the East Birmingham Inclusive Growth Strategy.</li> </ul> | Recovery.  | £2m.  | Proposals have been submitted to MHCLG.   | BCC, Planning and Development  |
|       | <b>Installation of Clean Energy from Waste</b> <ul style="list-style-type: none"> <li>We will bring forward schemes to power electric public and commercial sector heavy waste vehicles across Birmingham; using renewable power from Tyseley incinerator and other power plants over the area.</li> </ul>  | Renewal.   | £5m.  | Pre-application discussion underway ERDF application in development   | BCC  |
|       | <b>Electric charging point network development</b> <ul style="list-style-type: none"> <li>We will work to ensure that the necessary infrastructure is in place to support the shift to zero-emission modes of transport.</li> <li>This will include development of fast and rapid charge point network (22-52kw) and installation of 394 charge points across the city prioritising taxis and public accessibility.</li> <li>Commercial vehicle charge points facilities development (50kw-150kw min).</li> </ul>   | Recovery.  | £3m.  | Contract awarded. Includes deployment and employment for network development.<br><br>Engagement at community level with providing training opportunities and apprenticeships.<br><br>Start September. | BCC  |
|       | <b>Tyseley Energy Park (TEP) - Strategic Site Support</b> <ul style="list-style-type: none"> <li>Support for Tyseley Energy Park is key to our objective of sustaining and enhancing the innovation ecosystem within Birmingham. The strategic location of the TEP will spearhead urban regeneration in one of Birmingham's key deprived areas and be a catalyst for the wider application of green physical infrastructure including low and zero carbon refuelling and recycling.</li> </ul>  | Recovery and renewal.<br><br>Undertake a governance review with stakeholders to maximise the value of TEP.<br><br>Develop a clear business offer to attract SMEs and capital investment into the area. | £10m. | Proposals have been submitted to MHCLG.   | BCC<br><br>University of Birmingham<br><br>Aston University<br><br>BCU<br><br>Webster and Horsfall<br><br>GBSLEP |

Continued »

| Theme | Intervention   | Phases and key actions  | Ask                                    | Progress   | Partners   |
|-------|--|---|--|--|--|
|       | <ul style="list-style-type: none"> <li>We will also develop programmes of business support to complement activity undertaken by our university partners. We will look to align existing grant programmes, such as the Clean Air Zone grant programme, to support new and existing SME's with the development of new products and services as well fleet transition and/or retrofit. Such activity will also support the growth of Tyseley as a hub for low and zero emission refuelling.</li> </ul>  |   |  |  |  |
|       | <b>Hydrogen Buses</b> <ul style="list-style-type: none"> <li>Our support and investment for hydrogen buses has the potential to deliver a step-change in numbers of low-emissions public transport vehicles.</li> <li>Building on an existing commitment of 20 such vehicles we will introduce a new programme of 60 vehicles.</li> <li>We will also enter into discussions with Government around national funding for hydrogen buses.</li> <li>The approach and expected investment will lead to a range of economic benefits, including increasing the number of apprenticeships, employment opportunities, develop new supply chains as well as stimulating investment into the city.</li> </ul> | Renewal.<br><br>EOI to be submitted.<br><br>Delivery: Perry Barr refuelling facility - 2022.                | £25m EU/HMG                            | Phase One £16m - GBSLEP/LGF/OLEV/FCHJU funding.<br><br>Phase Two - Business case and bid development underway. | BCC  |
|       | <b>Refuelling hubs</b> <ul style="list-style-type: none"> <li>Building on the success of the Tyseley refuelling hub we will develop a network of hubs to include Erdington and Perry Barr (as key points in access to motorway network) using these as a demonstrator and catalyst for development of new low and zero refuelling in the South of the city.</li> <li>In doing so we will prioritise support for commercial vehicles, HGV and public transport vehicles.</li> </ul>   | Renewal.<br><br>Erdington refuelling facility - delivery between 6-12 months.<br><br>South facility - 2023. | TBC following evaluation of phase one. | £5m committed.   | BCC<br><br>Cadent (British Gas)<br><br>ITM<br><br>Ryse (hydrogen providers)<br><br>ESB |

Continued »

| Theme  | Intervention   | Phases and key actions | Ask  | Progress  | Partners                     |
|--|--|------------------------|--|---|------------------------------|
| Housing - a catalyst for green and sustainable development | <b>Birmingham Municipal Housing Trust</b> <ul style="list-style-type: none"> <li>Updating housing specification to make development greener; requirements will include sustainable improvements and interventions such as triple glazing, solar PV panels linking to battery storage, updating boilers and thermal insulation.</li> <li>This would be an opportunity to provide a significant test bed to trial different technologies and means of insulation.</li> <li>Tender for modular homes for BMHT - the aim will be to encourage alternative means of construction - i.e. that are more sustainable and delivered in UK and/or by local supply chains.</li> <li>Pilot programme to deliver Passivhaus certified social rented council houses, testing the costs and benefits of this approach in practice, and exploring the potential for Passivhaus standards to be applied across the BMHT programme.</li> </ul> | Recovery and renewal.  | Procurement later in the year - 100 homes which represents a significant offer for the market. | Initial work is underway through a pilot ERDF bid.      | BMHT                         |
|  | <b>Retrofit programme</b> <ul style="list-style-type: none"> <li>This work enables a wider local supply chain to carry out major building works to housing stock. It will maintain longer term sub-contractor building contracts and improve job security, apprenticeships, material delivery etc. Much of the work involves creating highly insulated living environments, which significantly impacts heat loss and therefore reduces fuel poverty and damp living conditions.</li> </ul>  | Recovery and renewal.  |  | Working with the WMCA on a regional retrofit programme. | BCC, Housing<br>WMCA<br>BMHT |

### 3 Supporting People and Business

As home to a young and ethnically diverse population, our region has been disproportionately exposed to the negative jobs impacts of the economic crisis. There is a risk that without urgent intervention, young people are at risk of entering the labour market during a severe downturn, exposing them to the risk of unemployment and longer-term scarring effects. Similarly, many older workers, including those in the automotive and manufacturing sector have lost their jobs or have been furloughed.

We need to ensure that the recovery phase and planned economic growth creates broad-based opportunities that benefits all of our communities. It will be vital that we support our communities to obtain the right skills to access employment opportunities. Much of this work will be driven by the Council's Employment Access Team and will involve joint work with the WMCA on the design and delivery of regional support programmes.

COVID-19 has also created an unprecedented crisis for Birmingham's business community.

We have been speaking to businesses and the results are stark: the vast majority have seen a collapse in revenues, are suffering serious cashflow problems and are predicting that they will be letting staff go or even closing their business.

Responding to the needs and demand of local businesses will require a major boost to the local system of business support infrastructure given the unique circumstances of individual businesses and to ensure that support is accessible to all businesses and fewer of them 'fall through the cracks'.

| Theme               | Intervention  | Phases and key actions  | Ask  | Progress   | Partners                                |
|---------------------|---|---|--|--|---|
| Supporting business | <b>SME Recovery Fund</b> <ul style="list-style-type: none"> <li>Birmingham has developed a comprehensive proposal for a Business Survival Fund, which includes grant funding as well as an equity scheme.</li> <li>Such a fund has the potential to help 5,000 SME's to survive and continue trading and safeguard 20,000 jobs.</li> </ul>  | Recovery.<br>Secure national and regional support for approach. | £100m from HMG.  | Proposal has been submitted to HMG with support from the other Core Cities.                      | BCC, Business and Innovation            |
|                     | <b>Refocus of EU funded Business Growth Programmes</b> <ul style="list-style-type: none"> <li>Grants of £10k-£200k to SME's operating across all business sectors to complement existing government loan provision and additional to the other COVID-19 financial aid measures.</li> <li>Funding will also be focussed on businesses that were doing well pre COVID-19 and now seeking to move towards recovery.</li> <li>Will Support 300 businesses and safeguard 1,500 jobs.</li> </ul>  | Recovery.   | Approval needed for reprofile of existing grant programmes.                    | Lobbying MHCLG to provide flexibility to permit existing funds to be used for business survival. | BCC, Business and Innovation            |
|                     | <b>Brexit Readiness Programme</b> <ul style="list-style-type: none"> <li>Addressing the business-related impact of Brexit, identifying areas that are linked to the economic recovery from COVID-19 crisis and addresses risks in relation to: <ul style="list-style-type: none"> <li>- Trading Standards.</li> <li>- Environmental Health.</li> <li>- Loss of EU Funding.</li> <li>- EU Settlement Scheme.</li> <li>- Health and Wellbeing.</li> <li>- Impact of Economic Shock on BCC's Revenue and Demand for Services.</li> </ul> </li> </ul> | Recovery.   | Further funding requests may be submitted following production of action plan. | Action Plan in development.  | BCC, European and International Affairs |

| Theme   | Intervention   | Phases and key actions  | Ask                                     | Progress  | Partners                                  |
|---|--|---|---|---|---|
|   | <b>Regional business support</b> <ul style="list-style-type: none"> <li>Targeted financial support will help industries whose demand for products has been most severely impacted, but whose capability is critical to the long-term success of our economy.</li> <li>Our support for the region's business support asks will help thousands of businesses adapt to the post-COVID environment and pivot to high-growth sectors creating 43,900 jobs through £532m investment.</li> </ul>  | Recovery.   | HMG approval of regional recovery asks. | Recovery asks submitted to HMG.<br><br>Ongoing work with the WMCA to put local business needs and issues front and centre of their business support pitch to HMG. | BCC, Business and Innovation              |
| Maximising job opportunities from regeneration and infrastructure projects for local people | <b>Maximise jobs and skills through planning and procurement activity</b> <ul style="list-style-type: none"> <li>Using a place-based leadership approach and the continued focus on existing projects and acceleration of shovel ready schemes to extract maximum social value particularly for jobs and apprenticeships as well as graduate placements and work experience. From the latest claimant count figures for May there are now 77,710 people of working age claiming benefits - this is the highest since 1987.</li> </ul>  | Recovery.<br><br>Ensure major projects are consistent in the use of the Birmingham benchmark and approach (i.e. 60 person weeks per £1m spend on site related construction activity). | TBC - business case in development.     | This work is currently undertaken by the EAT and may require additional resource.   | BCC, Employment Access Team               |
| Supporting our cultural sector  | <b>Regional Cultural Catalyst Programme</b> <ul style="list-style-type: none"> <li>Working with our regional partners we will push the case for additional from HMG to provide critical support to the cultural sector to adapt business models and accelerate digitisation in response to COVID-19 and reopen at pace.</li> <li>Such an approach will transform the life chances and business potential of our young and diverse population, ensuring that the benefits are felt widely across the region and help realise the economic benefit arising from the Commonwealth Games.</li> </ul> | Recovery.   | Regional ask of HMG.                    | Working with the WMCA to secure the resources to ensure local businesses benefit.   | WMCA<br><br>BCC, Skills and Employability |

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| Theme   | Intervention  | Phases and key actions  | Ask                                     | Progress  | Partners                            |
|---|---|---|---|---|-------------------------------------|
| Working with regional partners to maximise funding for city's workers | <b>WMCA Economic Recovery Ask</b> <ul style="list-style-type: none"> <li>We will support regional proposals that, subject to a positive decision from Government will assist thousands of young people and workers by equipping them with the skills needed for the future through apprenticeships, training, upskilling and employability schemes, through an investment of £550m.</li> </ul>  | Recovery.   | HMG approval of regional recovery asks. | Recovery asks submitted to HMG.<br><br>Ongoing work with the WMCA to put local business needs and issues front and centre of their business support pitch to HMG. | BCC, Business and Innovation        |
| Supporting our young people into work                                 | <b>Apprenticeship Levy</b> <ul style="list-style-type: none"> <li>Launch support for SMEs with a direct link back to EAT to manage recruitment to any new positions created either directly or to backfill opportunities created as a result of workforce progression. Opportunities can be directly linked back to WoW and YPP project participants thus focusing on our priority groups across the City.</li> </ul>   | Recovery Develop implementation plan with HR  | Funded through existing resources       | Working with BCC HR   | BCC, Skills & Employability, BCC HR |
|   | <b>Youth Unemployment</b> <ul style="list-style-type: none"> <li>Support for young people into training pathways, apprenticeships and job opportunities. Address specific barriers through one to one personalised support. Address issues around functional skills, ESOL and digital. The latest claimant count figures for youth unemployment is 15,105 (18-24), the largest increase amongst the core cities. There is an additional cohort of not knowns 16-18 as well as hidden (over 18) NEETS that are not part of these figures. Alternative offers are required to attract and engage with this group. Currently the project supports 57% BAME participants.</li> <li>In collaboration with the Preparation for Adulthood Team and the Birmingham Children's Trust delivery of additional support to vulnerable young people which would include employment engagement with specific employers to support development of supported opportunities for work experience, apprenticeships and jobs.</li> </ul> | Recovery.<br><br>YPP completes delivery in October 2021 - succession arrangements to be in place. | Succession funding from October 2021.   | YPP funded.   | BCC, Employment Access Team         |

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| Theme                       | Intervention  | Phases and key actions   | Ask   | Progress   | Partners                      |
|-----------------------------|---|--|---|--|-------------------------------|
|                             | <b>Class of 2020+</b> <ul style="list-style-type: none"> <li>Focus on those pupils in Years 11 and 13 who are now looking at their next steps in terms of FE, HE, apprenticeships or jobs. Ensure that we have an excellent Clearing System in place that will help young people and their parents make informed choices about their next steps and access to opportunities.</li> <li>This provision would be extended to offer support over 12 months - 2 years with enhanced support for young people with SEND (without an EHC Plan) needs.</li> </ul> | Recruit 3 x Gr3 and 2.5 x Gr4 officers – timescale to be confirmed.  | Funding for staff resource TBC.   | Business case in development.  | BCC, Skills and Employability |
| Supporting people into work | <b>BCC Jobs and Skills Website</b> <ul style="list-style-type: none"> <li>Front face one stop online web page for jobs, skills, education, apprenticeships support for both individuals and businesses. Set out our apprenticeship levy transfer provision and brokerage of skills support. This would encompass existing support through EAT, ESF funded projects WoW and YPP, BYS, BCS, Libraries and BAES.</li> </ul>  | Recovery.<br><br>Business case approval for new funding.   | £150k new funding required.   | Business case in development.  | BCC, Skills and Employability |
|                             | <b>Rapid Response to Redundancy</b> <ul style="list-style-type: none"> <li>Work with strategic partners, including DWP/JCP and NCS to bring forward a single point of access programme of support for affected people into alternative jobs and sectors. Work with FE and ITPs to develop training provision to support upskilling and reskilling of affected individuals.</li> </ul>   | WOW2 submission to DWP (ESF c.£4m) - support for unemployed over 25 years to run from 2020 to 2023.<br><br>YPP - current provision could support unemployed from 16 to 24. | Support for redundant apprenticeships which are forecast to rise significantly as apprenticeships are disrupted.  | In development.<br><br>Capacity exists within YPP currently - we would however need a flexible and responsive team to support both redundancy and furloughed support provision together. | BCC, Skills and Employability |
|                             | <b>Making the most of our libraries</b> <ul style="list-style-type: none"> <li>Intergenerational skills support including family learning sessions with ICT based learning support. This would address functional skills i.e. literacy, numeracy, digital capability and ESOL that are often barriers even for entry level jobs. This would need co-ordination based at LOB, spokes across the 36 community libraries as well as resource through the existing mobile facility.</li> </ul>  | Immediate start once recruitment is completed and delivery for 12 months.  | £150k to support all activities and ICT procurement aspects for 12-month period.<br><br>Co-ordinators to administer the available resources<br>2 x Gr4 for these interventions. | Business case in development.  | BCC, Skills and Employability |

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| Theme | Intervention   | Phases and key actions   | Ask   | Progress   | Partners  |
|-------|--|--|---|--|---|
|       | <p>This resource would also link to the libraries resource currently delivering through the HMP Winson Green.</p> <ul style="list-style-type: none"> <li>Additional Support for Start Ups to meet increased demand through libraries resource and space with one to one support ensuring available resource, advice and business planning guidance is available. This would also operate on a peripatetic basis.</li> <li>Digital Inclusion is key to working in the Recovery Phase and supply of appropriate IT equipment that could be used by workers undertaking the above activity. This would require 20 laptops and would extend the ability to offer Skype sessions and online workshops.</li> </ul> |  |   |  |   |
|       | <b>Support for furloughed workers</b> <ul style="list-style-type: none"> <li>122,800 of the City's workforce are currently on furlough (24%) - this could produce a second peak of redundancies in October should employers not be in a position to call back their employees as and when businesses reopen.</li> </ul>  | Business case in development but would equate to 3 Officers at Gr4 to support furloughed workers to access support over the next 6 months. | Immediate response required as capacity and provision does not currently exist due to funding constraints on existing ESF projects. | Business case in development but would equate to 3 Officers at Gr4 to support furloughed workers to access support over the next 6 months. | BCC, Skills and Employability                               |
|       | <b>Jobs and Skills Taskforce</b> <ul style="list-style-type: none"> <li>Based on previous experience in addressing large scale redundancy and job losses as per Rover and more recently Carillion, a regional taskforce to come together led by WMCA and supported through LAs and DWP to ensure that those people that lose their jobs as a direct result of Covid19 can be supported into alternative jobs and skills opportunities. This is critical given that we are heading towards the end of the Government's Job Retention Scheme.</li> </ul>   | Recovery.<br><br>Agree approach.<br><br>Develop Taskforce membership.<br><br>Agree terms of reference, key actions and timelines.          | WMCA to take a lead role in convening the Taskforce.<br><br>Formulate resources and capacity to deliver against key priorities.     | Dialogue to propose this approach to be taken forward with the WMCA.   | WMCA<br><br>BCC, Inclusive Growth/ Employability and Skills |

**4 Unlocking and accelerating infrastructure development**

The city has some unique opportunities as a result of investment in HS2 and through being host to the Commonwealth Games. By accelerating major infrastructure investments we can unlock growth opportunities across the city. The Council has a portfolio of major transport

and infrastructure projects of a scale that has the potential to provide significant numbers of jobs as well as improving how people and goods move about the city. As well as the investment and jobs generated by the schemes themselves created in the construction phases better transport is key to opening up job and training opportunities,

to providing access for all to essential services including health and education and to supporting individual self-development and fulfilment. Our focus needs to be on ensuring we stay committed and help deliver what is a major pipeline of transport and infrastructure projects.

| Theme   | Intervention  | Phases and key actions                            | Ask                                   | Progress                       | Partners        |
|---|---|---|---------------------------------------|--------------------------------|-----------------|
| Transport and Highways: delivery of major priority projects | <b>Major projects</b><br>• This will include significant investment in refurbishment of the city's highway network and major projects like the A38(M) Aston Expressway Tame Valley Viaduct - and securing the DfT's funding allocation of £72.1m towards this major scheme. The works, which will be delivered through an innovative approach to ensure that there is no adverse impact to traffic on the Expressway.   | Renewal.<br><br>Start 2021.<br><br>Complete 2026. | DfT funding allocations to be agreed. | Business cases in development. | BCC, Highways   |
| East Birmingham public transport improvements               | <b>East Birmingham Metro</b><br>• The planned Midland Metro East Birmingham to Solihull route is a crucial part of the changes needed to the area's transport infrastructure.   | Renewal.  |                                       |                                | BCC<br><br>TWFM |
| Delivering Digital Inclusion                                | HMG (DWP) are currently introducing new measures for their European Social Fund (ESF) programmes to address Digital Inclusion. BCC are currently exploring how we can access this resource either as new funded provision or adaptations and financial top-ups to existing ESF provision of which we already have significant provision. This new resource is expected to target the most excluded and disadvantaged people in our communities and provide them with access to digital 'kit' such as pre-paid dongles to provide digital access to those currently without access. We will embed this into our existing provision so that this can be rolled out and targeted in a holistic way which will complement existing support rather than be purely a stand-alone and separate resource. | Recovery.   | HMG programme.                        | In progress.                   | WMCA            |



**? CONSULTATION QUESTION**  
Have we identified the key projects under each theme?

**? CONSULTATION QUESTION**  
Are there any other projects which should be included?

**? CONSULTATION QUESTION**  
Are there any other funding opportunities which we should identify?

**? CONSULTATION QUESTION**  
Are there any further partners that can assist in the delivery of any of these projects?

### Useful web addresses

[www.birmingham.gov.uk/downloads/file/4439/birmingham\\_smithfield\\_masterplan](http://www.birmingham.gov.uk/downloads/file/4439/birmingham_smithfield_masterplan)

[www.paradisebirmingham.co.uk/scheme/vision/](http://www.paradisebirmingham.co.uk/scheme/vision/)

[www.birmingham.gov.uk/downloads/file/5433/adopted\\_birmingham\\_development\\_plan\\_2031](http://www.birmingham.gov.uk/downloads/file/5433/adopted_birmingham_development_plan_2031)

[www.birmingham.gov.uk/downloads/download/155/birmingham\\_curzon\\_hs2\\_masterplan\\_for\\_growth](http://www.birmingham.gov.uk/downloads/download/155/birmingham_curzon_hs2_masterplan_for_growth)

[www.birmingham.gov.uk/downloads/download/214/big\\_city\\_plan](http://www.birmingham.gov.uk/downloads/download/214/big_city_plan)

[www.birminghambeheard.org.uk/economy/ebigs/supporting\\_documents/East%20Birmingham%20Inclusive%20Growth%20Strategy%202020.pdf](http://www.birminghambeheard.org.uk/economy/ebigs/supporting_documents/East%20Birmingham%20Inclusive%20Growth%20Strategy%202020.pdf)

[gbslep.co.uk/wp-content/uploads/2017/06/HS2-GS-FINAL.pdf](http://gbslep.co.uk/wp-content/uploads/2017/06/HS2-GS-FINAL.pdf)

[assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/802091/west-midlands-local-industrial-strategy-single-page.pdf](http://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/802091/west-midlands-local-industrial-strategy-single-page.pdf)

[www.birmingham.gov.uk/downloads/file/16305/emergency\\_birmingham\\_transport\\_plan](http://www.birmingham.gov.uk/downloads/file/16305/emergency_birmingham_transport_plan)

[www.wmca.org.uk/media/3975/west-midlands-economic-recovery-our-ask-and-offer-hd-spreads.pdf](http://www.wmca.org.uk/media/3975/west-midlands-economic-recovery-our-ask-and-offer-hd-spreads.pdf)

### Contact

Planning and Development  
Inclusive Growth Directorate  
Birmingham City Council

#### E-mail:

[birminghameconomy@birmingham.gov.uk](mailto:birminghameconomy@birmingham.gov.uk)

#### Web:

[www.birmingham.gov.uk](http://www.birmingham.gov.uk)

#### Post:

PO Box 28  
Birmingham  
B1 1TU

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Consultation Draft

October 2020

