

## Appendix 2

PROJECT INITIATION DOCUMENT			
<b>Project Title:</b>	Druids Heath Investment Options Strategy	<b>Project Code:</b>	Site ID 45
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<b>Links to Corporate Priorities</b>			
<ul style="list-style-type: none"> <li>• Council Financial Plan 2021 – 2025</li> <li>• Council's Vision and Forward Plan 2018-22</li> <li>• Birmingham Development Plan</li> </ul>			
<b>Project Background</b>	<p>Druids Heath has been identified in the Birmingham Development Plan as an area that requires significant investment. Residents have been very clear that they want a holistic regeneration. There is a real need to improve the “quality of place” and address a number of issues in the area;</p> <ul style="list-style-type: none"> <li>• Some properties that require capital investment</li> <li>• High concentration of Large Panel System Blocks (LPS) high rise blocks (14 out of 48 across the city are in Druids Heath).</li> <li>• Anti-social behaviour particularly around the high-rise blocks</li> <li>• Low levels of owner occupation</li> <li>• Housing overcrowding and under occupation in houses</li> <li>• Future provision for the large elderly community</li> <li>• Isolated poorly connected neighbourhoods and local facilities</li> <li>• Below average levels of economic activity</li> <li>• Poor Layout of the various residential neighbourhoods</li> <li>• Poor quality of the public realm generally and public open space and play</li> <li>• Poor quality and overall character of Bells Lane</li> <li>• Addressing fuel poverty which is particularly relevant in the un-improved LPS tower blocks</li> <li>• Developing a complementary mix of existing and new uses across the estate tackling transport, housing, businesses, and recreation provision.</li> <li>• Increasing connectivity both within the estate but also considering how this would be improved in the context of a growth agenda in the wider Maypole area</li> </ul>		

This is a predominantly low-density residential area, mostly developed in the 1960s by the City Council. It provides a mixture of low and high-rise accommodation; the original occupiers had been rehoused from inner city properties that were subject to clearance and redevelopment. Development of the area continued until the late 1980s, however since then there has been little change and this is the only large municipal estate that has not subsequently benefited from any significant investment.

Despite many occupiers taking advantage of the 'right to buy', many parts of the estate retain a high percentage (54.9%) of homes in Local Authority and Registered Social Landlord (RSL) ownership.

In addition, there are 700 high-rise flats in 14 blocks [5 of those are subject to continued clearance & demolition – Saxelby, Barratts, Kingswood, Brookpiece and Hillcroft House] that dominate the estate; there is practically no owner occupation, with only 6 leaseholders in these blocks. The remaining blocks [Parker, Middlefield and Harrison House are included in the 48 Large Panel System (LPS) blocks across the city that are subject to an on-going investment.

The aging population and demographics in Druids Heath demonstrate a need for mixed housing development in the area.

Under 18	24%
18-24	9.3%
25-44	29%
45-64	22%
65+	15%

Housing Management will be required to manage the estate and their services in the event of any regeneration.

Druids Heath also has some locational advantages including the

	<p>existing canal network, proximity to the motorway network and major local employers. There is good district shopping at Maypole and Kings Heath. Local primary schools are good and outstanding however, the local secondary school has now been closed and demolished with the land transferred to the HRA in 2020.</p> <p>The residential offer within the Druids Heath estate is poor and property values are significantly less than the surrounding B14 postcode. It suffers from a poor development layout with a 1960s Radburn road layout with lack of direct vehicular access to some properties, a proliferation of segregated often isolated public footpaths and large areas of underused or unusable public open space. So, whilst the location is potentially excellent the immediate environment and character of the residential properties is poor, as is the quality, design and layout of many of the properties themselves.</p> <p>Unemployment in Druids Heath (reported in June 2020 Labour Market Update) is 11.2% which is above the UK average of 7.9%.</p> <p>The level of retired, long term sick and disabled residents in the estate is either at or above the average for the rest of Birmingham.</p> <p>Average income for Druids Heath and Monyhull is £16,847 compared with £18,788 for England.</p> <p>Druids Heath is in the top 10% most deprived areas in England. (IMD 2015)</p> <p>Residents on Druids Heath with no qualifications total 22% compared to the Birmingham average of 20.8%.</p> <p>Around half of the children on the estate are deemed to be living in poverty.</p> <p>The average property price across the estate is £161,000 compared to up to £250,000 in the wider Kings Heath postcode area.</p> <p>The statistics in the preceding sections illustrate the complex and inter-related issues that need addressing as part of the Investment options strategy for Druids Heath and point to the fact that a piecemeal approach will not address the issues identified.</p>
<b>Project Benefits</b>	<ul style="list-style-type: none"> <li>• To enable the Council to plan and prioritise its future holistic investment in the area and associated economic and social</li> </ul>

	regeneration benefits.
<b>Project Objectives</b>	<ul style="list-style-type: none"> <li>• The production of a wider Investment Options Strategy within the Druids Heath Area.</li> <li>• Financial plan (overall financial implications to the HRA and the rest of the City Council).</li> <li>• To include timescales, phasing, and programming of investment.</li> <li>• To identify key risks and provide mitigations financial and non-financial.</li> <li>• To enable the City Council to plan and bid for funding to plan resources for Druids Heath.</li> </ul>
<b>Method / Approach</b>	<p>An Officers Project Management Team has been established to ensure a collaborative approach to the project delivery.</p> <p>The Project Management Team consists of representatives from Housing Development (BMHT), Planning, Intelligence, Strategy &amp; Prioritisation, Housing Capital Investment Team, Education and Infrastructure, Service Managers Place, Birmingham Property Services, Transportation Services, Legal Services, City Finance, Landscape Practice Group, Parks and the Homes England.</p> <p>Homes England are responsible for increasing the number of new homes built across the country, increasing supply, and enabling building. Furthermore, they help stimulate local economic growth by using their land and investment and attracting private sector development. Homes England is in full support of the City Council producing a Druids Heath Masterplan.</p> <p>The Project Management Team will work to an agreed project plan with clear timescales to ensure effective delivery.</p> <p>The project will be delivered in several stages.</p> <ol style="list-style-type: none"> <li>1. Consultation through Pioneer Group with a wider group of residents.</li> <li>2. Development of a wider masterplan with residents and City Council departments ensuring the best use of assets.</li> <li>3. Production of the Full Business Case.</li> </ol>

	<p>4. Selection of preferred regeneration approach and Cabinet Approval.</p> <p>The Project Management Team will report to the, Housing Development Board and the Druids Heath Officers Group.</p>
<b>Project Scope</b>	<ul style="list-style-type: none"> <li>• Land identified within the redline boundary attached</li> <li>• Cabinet PID.</li> <li>• A review of the baseline information with residents distilled into the key factors that will drive investment strategy. This will be set out in a report including the assessment of the strategic context of Druids Heath.</li> <li>• Financial Viability Assessment providing a report outlining the benefits and disadvantages of the Masterplan identified including a cost plan and a delivery method statement.</li> <li>• A masterplan that is financially viable and affordable to both Birmingham City Council and prospective developers and provides a basis against which Birmingham City Council can consult on and apply for funding, this will be based on the preferred option.</li> <li>• Enable BCC to produce FBC to be brought to Cabinet for approval in Spring 2022.</li> </ul>
<b>List of Deliverables or Desired outcomes</b>	<ul style="list-style-type: none"> <li>• A strategic Investment Strategy for Druids Heath Estate</li> </ul>
<b>Constraints</b>	<ul style="list-style-type: none"> <li>• Competing Council Priorities</li> <li>• Finance available (City Council, Homes England)</li> </ul>
<b>Interfaces</b>	<ul style="list-style-type: none"> <li>• Regular meetings with Druids Heath Officers Group to ensure strategic and financial information is presented to ensure sign off at each stage of development</li> <li>• Regular resident engagement with specialists Pioneer Group to include consultation and capacity building with residents, stakeholders, and service providers in the area.</li> </ul>
<b>Key Assumptions</b>	<p>The preferred option will be delivered subject to a FBC to be approved by Cabinet in 2022.</p>

<b>Success Criteria</b>	The Masterplan will be delivered subject to above approved by Cabinet		
<b>Known Issues</b>	Detailed within the Development Brief.		
<b>Budget</b>	Detailed within the Exempt Appendix.		
<b>Start Date</b>	2020/21 Construction 2024	<b>Planned Completion</b>	2030
<b>Attachments</b>	None.		