



East Birmingham Prospectus for growth

February 2015

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“ THE PROSPECTUS
 FORMS A STARTING
 POINT FOR RENEWING
 OUR COMMITMENT TO
 EAST BIRMINGHAM ”

Foreword

These are exciting times in Birmingham; the arrival of High Speed rail and associated growth in the City Centre and at UK Central will bring physical change and economic growth which will benefit the whole City.

For East Birmingham - located between these two key drivers - we now have a unique opportunity to capitalise on this growth, and to maximise local opportunities, to ensure that local people are able to reap the benefits.

In particular we must seek to support local people into sustainable jobs by giving them the skills they need to compete in the labour market. We must deliver development which will provide new jobs, improve connectivity to enable people to access jobs, and also provide the conditions for business growth.

Through this Prospectus we identify the opportunity for more than 350,000sq.m (3.7 million sq.ft) of new employment floorspace and 9,000 new jobs within East Birmingham, and for maximising the benefits of growth here and elsewhere in the City for the residents of East Birmingham.

The Prospectus forms a starting point for renewing our commitment to East Birmingham by focusing on three key areas of activity - Employment and Skills, Improved Connectivity and Delivering Growth - which we will develop in partnership with Government.

Sir Albert Bore
 Leader,
 Birmingham City Council.

Councillor Tahir Ali
 Cabinet Member for Development, Transport and the Economy
 Birmingham City Council.

Introduction

East Birmingham includes Erdington, Stockland Green, Nechells, Saltley, Washwood Heath, Hodge Hill and Shard End - an area with a population of more than 280,000 people.

This Prospectus identifies the issues which are limiting the potential for economic growth in East Birmingham, as well as highlighting the opportunities for the area. It then sets out our commitment to working in partnership with Government and local organisations to maximise these opportunities and improve the prospects for the area.

Our commitment will focus on three key areas of activity:

- Employment and skills.
- Improving connectivity.
- Delivering growth.

Despite numerous interventions over the past decade, East Birmingham continues to have an employment rate that is too low, high levels of worklessness and low levels of skills whilst other parts of Birmingham have demonstrated improvement. Addressing this is one of the biggest challenges for the area, and one which is to be addressed through the newly created Employment and Skills Partnership for East Birmingham. The Partnership will launch its Plan in April 2015.

However, measures to address these issues, and to improve skills and employability, must be matched with available and accessible jobs. Improvements to connectivity which will allow better access to jobs, and growth which will create new jobs and raise aspirations will be important. These will be delivered in partnership with the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) and Government through, for example, the Growth Deal.

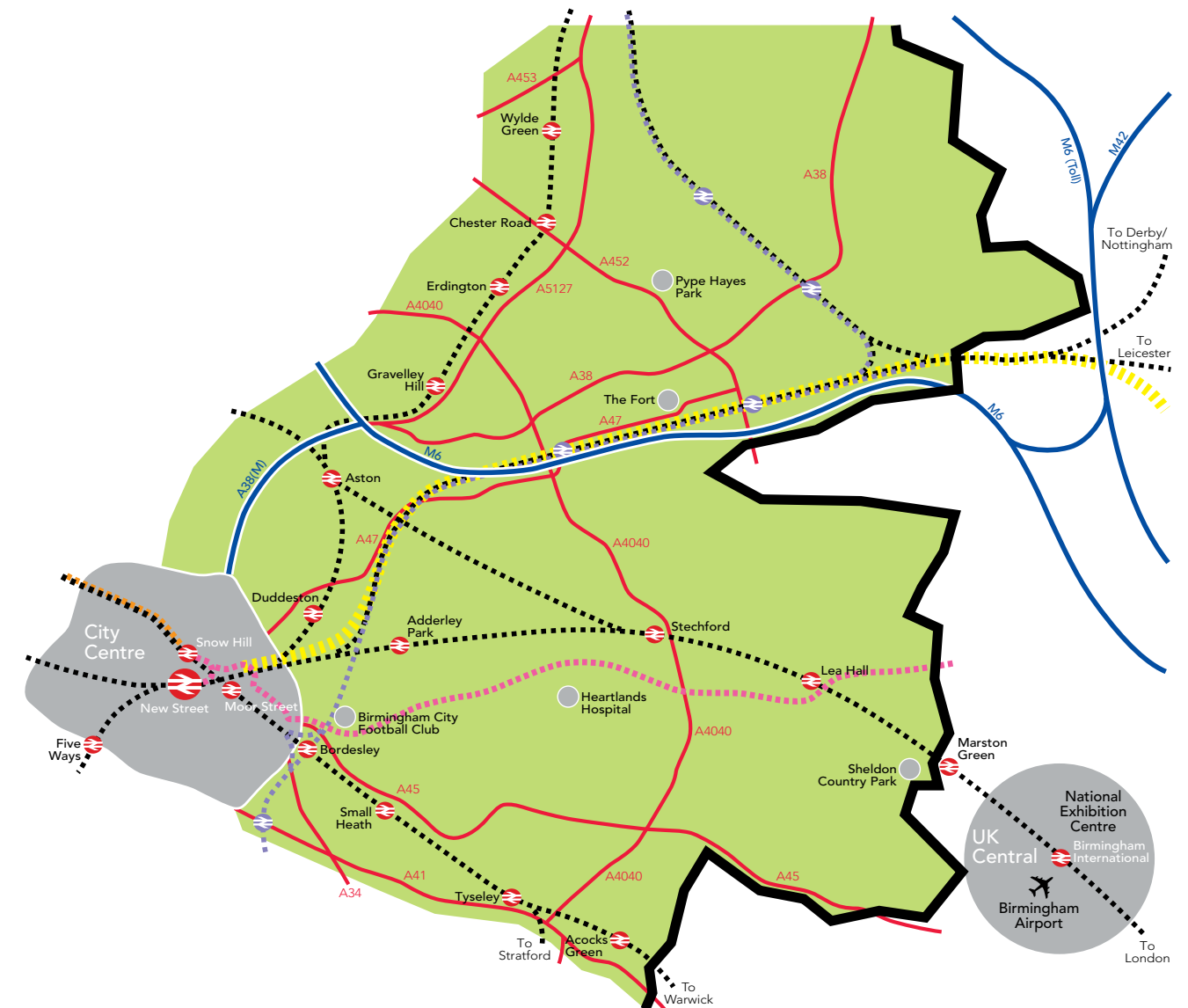
East Birmingham sits between the City Centre, where the Birmingham Curzon HS2 station will be the catalyst for significant investment and growth at Eastside, and UK Central, which includes the airport, NEC and Resorts World development, and the HS2 interchange station, and which will also be a focus for growth. It is vital that the benefits of these, and of

other opportunities in the City, can be maximised for local people.

Maximising the benefits of the opportunities within East Birmingham, too, is important. In particular these include opportunities for job creation. This Prospectus therefore identifies sites where new development can best be realised.



Birmingham Curzon concourse entrance



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NORTH
NOT TO SCALE

- KEY**
- City Boundary
 - Motorway
 - Main Road Network
 - Rail Network
 - Possible Reintroduction of Passenger Service
 - Proposed HS2 Line
 - Metro Line
 - Metro Extension
 - Rail Stations
 - Proposed Station

Plan 1 East Birmingham context

East Birmingham faces particular challenges, but is also uniquely placed to benefit from the sheer range of opportunities set to come forward both within the area and more widely.

The significant growth opportunities and transport projects, alongside the interventions emerging from the Employment and Skills Partnership for East Birmingham, will bring both economic and physical improvements for the area and enable the area to maximise the benefits of growth.

The following section summarises the key issues and opportunities for East Birmingham.

Employment and skills

East Birmingham unemployment rates continue to lag behind the city average, currently 9.5% as opposed to 6.5%. More than 20% of these claimants are aged 18-24, with over a third being out of work for more than a year. Despite being home to 23% of the City's working age residents, the area accounts for 30% of its JSA claimants (ONS December 2014).

A similar pattern is reflected in the skills levels of the area, with a higher proportion (28%) of East Birmingham residents possessing no qualifications than the city as a whole (21%). Fewer than a third of residents are qualified to NVQ level 3 or above, and fewer than a fifth to Level 4 or above compared to a Birmingham average of 40% and 25% respectively. This is reflected in the type of jobs held by local people - only 27% are in the highest skilled occupations, compared to 38% for the City, and 17% are in elementary occupations compared to 13% for Birmingham as a whole (ONS December 2014).

This low skills base impacts on the ability of local residents to compete in the labour market with better qualified people both from other parts of Birmingham and in-commuters from the surrounding areas. In fact some 10,000 jobs remain vacant on a monthly basis in the City, many at entry level, which could, theoretically, be filled

by local residents. It also impacts on the type of jobs available to those in employment, hinders progression, and reinforces a reliance on benefits including in-work benefits.

The job mix in the City is forecast to change, with fewer low skilled jobs and more higher skilled jobs, suggesting that lower skilled residents may be less able to find work in the future. There is therefore a need to up-skill both those in employment and those who are unemployed.

The poor employment and employability rate in the area also diverts public sector funding towards work related benefits and other associated support services, puts a brake on Birmingham's growth prospects and undermines investor confidence. This reinforces the importance of effective interventions in the area which are rooted in maximising the benefits for the local community and lead to sustainable employment.

By ensuring that local residents have the right skills at the right time there is tremendous opportunity to tap into the latent talent in the neighbourhoods of East Birmingham and develop a talent pipeline that will support the physical development and other business investment in the area.

Tackling the systemic problems that have led to a low employment and skills rates within the local population requires a locally co-ordinated approach. Recent changes in the skills funding system have meant a move away from any long term strategic planning of skills. The need, therefore, is



Production at Jaguar Land Rover

to ensure better responsiveness of local and national providers to deliver against a shared agenda which maximises and better aligns the existing resources.

Connectivity

East Birmingham benefits from a number of high quality transport links to the wider region including good access to the motorway network at Junction 5 and 6 of the M6, and Junction 6 of the M42, and a conventional rail line linking the City Centre to UK Central and onwards to London.

However, local movement including public transport is hampered by high levels of congestion which can make it difficult to travel to work or do business both within and outside the area. There are currently no local stations within the City on the rail line between Birmingham and Tamworth, limiting access to the rail network for a significant part of the population.

A lack of high quality pedestrian and cycle routes in the area means that these are not currently attractive alternative modes of travel, particularly for people travelling outside their immediate neighbourhoods.

Improving access from neighbourhoods in East Birmingham to significant employment opportunities, including those in the City Centre, at UK Central, and across the wider region, as well as those in the Prospectus area, is therefore a priority.

Proposed local transport improvements

Improvements which will better enable residents to access the jobs and training opportunities include:

- Highways improvements, particularly at key junctions.
- Two rapid transit routes through East Birmingham.
- Provision of new local rail services and stations in the Fort Parkway and Castle Vale/Castle Bromwich areas.
- A package of wider connectivity improvements associated with HS2 which will ensure that local people and businesses are able to access and reap the benefits of the service.
- Improved routes for cyclists.

High Speed 2

With an Interchange station at UK Central and a new terminal station at Curzon Street in Birmingham City Centre, HS2 will change the physical and economic landscape of the City and wider region. Journey times from London to Birmingham City Centre will be reduced to just 49 minutes (38 to the Interchange station), and rail passenger capacity increased, making the areas around the stations especially attractive for new investment. Masterplans for Birmingham Curzon and UK Central have been developed to guide growth in these areas. Construction is set to begin in 2017, with the line operational from 2026.

A wider package of connectivity improvements is proposed to maximise the benefits of HS2. In



Sprint in Birmingham City Centre

East Birmingham this will focus on the A45 corridor and the proposed Metro route through the heart of the area, as well as conventional rail routes and the local transport improvements outlined above.

Digital connectivity

The right digital infrastructure and digital connectivity is recognised as a core enabler of economic growth. It can support new online business models, information provision, anytime, anywhere mobile working, access to services and communications, and therefore increase access to employment and training opportunities, create new jobs, and improve social inclusion and mobility.

Growth

Birmingham's population is set to grow by 150,000 over the next 17 years, creating a need for more than 50,000 new homes and 100,000 jobs. The east of the City has the potential to accommodate a significant amount of physical growth, complementing the growth in the City Centre and at UK Central, and to do so in a way which also maximises benefits for existing communities. However, the potential for employment growth in the east will not be sufficient to meet demand, and as such opportunities outside the Prospectus area - and improving access to these opportunities - are of particular importance.

East Birmingham

The Birmingham Development Plan identifies two significant areas of growth in the area covered by this Prospectus. The first, around Bordesley Park, will see 3000 new jobs created at a major new employment site, as well as new homes and community facilities in the surrounding area. The second - the Eastern Triangle including Shard End - will include around 1,000 new homes and improvements to local community and shopping provision. Growth in these areas will be complemented by connectivity and environmental improvements, as well as the development of individual sites across the east of the City. The most significant of these sites are set out in the 'Development Opportunities' section of this document, and could deliver some 9,000 new jobs.

The Jaguar Land Rover advanced manufacturing facility at Castle Bromwich is benefiting from circa £400m investment to support the production of new models, including the award winning Jaguar F-Type. This will drive local growth as supply chain opportunities are captured.

City Centre

The City Centre continues to be a focus for growth. The Big City Plan proposed five areas of transformation which will deliver 700,000sq.m of new office space and 160,000sq.m of new retail, creating some 50,000 new jobs, alongside 12,800 new homes, and a range of civic and cultural uses. This includes the City Centre Enterprise Zone.

The arrival of HS2, with a new station at Eastside, will be a catalyst for growth of the City Centre to the east, complementing existing employment and education uses in that part of the City. The Curzon HS2 Masterplan envisages 600,000sq.m of employment space accommodating 14,000 jobs and contributing £1.3bn economic uplift.



New development at the Advanced Manufacturing Hub

Employment in the City Centre spans retail and hospitality, business professional and financial services, and the creative and digital media sectors. Growth here will enable additional activity in all of these sectors.

The Hub @ UK Central

The Hub at UK Central will be home to the HS2 Interchange station. The area, already home to Birmingham Airport, the NEC and Birmingham Business Park, will have the capacity to provide significant growth.

Furthermore, the four landowners of the site (including the City Council) have signed a collaboration agreement to bring forward this significant opportunity for growth.

UK Central will create jobs across a range of sectors potentially including business professional and financial services, advanced manufacturing, and research and design. There will be a focus on connecting East Birmingham's residents and businesses with these opportunities.

Other areas of growth

To the south of the Prospectus area, residential growth is envisaged at Stechford and The Meadway, part of the Eastern Triangle, through the Birmingham Development Plan.

There are significant opportunities for new employment uses at sites within easy reach of the Prospectus area. Sites remain at Minworth in Sutton Coldfield, and a new 80ha employment site is expected to be released at Peddimore. The Advanced Manufacturing Hub at Aston could accommodate 3000 new jobs. Opportunities at the Tyseley Environmental Enterprise District and at Garretts Green will also accommodate new jobs.

Economy

Birmingham has an economic output approaching £24bn a year, and is at the heart of the regional economy. Economic forecasts show that economic output is expected to grow by around 2.5% per annum from 2015 - a relatively healthy rate of growth, although below the national rate of around 3%. However, the growth rate for East Birmingham is expected to be lower compared to the rest of the City.

The key opportunities therefore stem from the potential to use the Employment and skills, Connectivity and Growth actions, to enable East Birmingham to benefit from the growing Greater Birmingham economy.

Approximately 25% of the jobs in the City are located in East Birmingham, and nearly 40% of all manufacturing jobs. The advanced manufacturing sector, and particularly the automotive sector, is important in the area. Over 3,000 people are employed at Jaguar Land Rover in Castle Bromwich. The site is home to some of the world's most advanced aluminium body construction facilities and almost 340 body construction robots. On site are body shops, paint and final assembly lines for all models, as well as a press shop which operates 24 hours a day.

Many of the supply chain opportunities from Jaguar Land Rover have been successfully captured locally. Further opportunities within the automotive and advanced manufacturing supply chain make this area an attractive place to locate.

Other significant local employers include GKN in Erdington, and Heartlands Hospital, Royal Mail and Alcoa in Hodge Hill.

The local centres which serve the east of the City play a significant role in the local economy - both as centres for business activity and as significant employment areas.

The area accommodates some 2,900 businesses ranging from international businesses to numerous small and medium sized enterprises. It saw 2,000 business start-ups in 2014. This compares favourably with other parts of the City outside the City Centre. Birmingham as a whole saw more start-ups in 2014 than any city outside London. However, the business survival rates are low when compared to the national rate and GBSLEP area.

East Birmingham, and the City as a whole, is faced with a number of key challenges in stimulating enterprise, business growth and improving economic prosperity. These include the high unemployment rates and skills shortages already identified, but also:

- Particularly low economic activity rates amongst women.
- Low business survival rates.
- Failure of businesses to grow, partly due to the lack of access to best practice knowledge, approaches and support in business development.
- Lack of investment partly due to a market failure in finance for business.
- Key skills shortages.
- Concentration in low value sectors and need to develop higher value activities and market opportunities.
- Under performance in innovation, which can partly be attributed to a lack of access and engagement with knowledge base companies.



Our commitment

- Employment and skills
- Improved connectivity
- Delivering growth



Our commitment

Reflecting our commitment to East Birmingham, and to ensure a co-ordinated approach to maximising the benefits, delivery will be guided through the newly formed Employment and Skills Partnership for East Birmingham and ongoing work with the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP).

Delivery should be focused on maximising the benefits presented by the opportunities for the people of East Birmingham.

This means delivering and supporting new employment growth, and ensuring that local people are able to access the jobs created - both in terms of physical access and transport connectivity, and in terms of being equipped with the appropriate skills and expertise, and the aspiration, to secure and progress in employment.

Employment and skills

The Employment and Skills Partnership for East Birmingham will set out its Plan in April 2015, and will signal a step change to ensure that the skills and employment system better matches supply and demand, and delivers the skills that businesses need and the support that individuals require, both now and in the future.

However, we are already working to tackle the systemic problems that have led to a low employment

and skills rates within the local population. We are building on existing partnership arrangements as well as creating new ones within the context of a broader approach to improve the local responsiveness of the employment and skills system through the GBSLEP and Core Cities.

This is the first part of a longer journey that we are confident will lay the foundations for systemic change and provide greater impact in the long term.



Indicative development at the Birmingham Wheels site

Emerging initiatives

Through a re-invigorated partnership with Department for Work and Pensions (DWP), we have already agreed:

- More than £1m of DWP Community Budget Grant Funding to be made available to provide enhanced targeted pre-employment training directly linked to live vacancies and future jobs in key sectors in Birmingham as well as opportunities identified in this Prospectus.
- Commitment to co-locate DWP Job Centre Plus staff and Birmingham City Council staff. This will provide focus on areas with the highest levels of disadvantage, starting with the wards in the east of the City which experience persistently high unemployment rates. It will provide enhanced jobs matching and alignment of the existing incentives and programmes improving referrals from the unemployment register.
- To explore the establishment of a pop-up 'Job Shop', to complement existing Job Centre activity, maximise footfall and become the hub for employers with vacancies.

- A commitment to launch a campaign to get a minimum of 10,000 work experience opportunity pledges from employers to support the transition from unemployment to employment.

The City Council has given a commitment to work with partners, in particular the local FE Colleges, to jointly develop, own and deliver a city-wide Skills Investment Plan which will focus on reducing reliance on benefits and will be rooted in an employer led statement of current and future skills needs.

This will provide a better articulated statement of employment and skills needs captured through the broader activities of the Growth Hub leading to co-investment in skills development by businesses, service providers and schools. It will bring an improved responsiveness of training providers to new and future skills needs by encouraging collaborative and flexible approaches to delivery.

These will be reinforced at a GBSLEP level through future Growth Deal asks, where changes in policy or current process are required, alongside strong local commitments, to deliver the optimum outcomes.

Raising aspiration

We have made a commitment through our Youth Promise to ensure that all young people have access to employment, education, training, apprenticeship or experience of work within four months of leaving a job, education or training. The Youth Promise will be fully operational during 2015, and will enable young people to access a wide range of opportunities. Support will include specialist mentoring, support from the Birmingham Careers Service for those young people not in education, employment or training, targeted funding, and improvements to transport access.

To raise aspirations at a school level, we are committed to improving links between employers and schools. We have been working with employers through their Corporate Social Responsibility (CSR) agendas, and have established the CSR City partnership to connect local employers with schools. More than half of the schools targeted through the partnership have been in East Birmingham.

We are also working with partners to implement a web-based skills passport which will allow young people to record employability skills and access careers support.

This will be part of the Digital Access Point bringing together key information for young people and their advisors in one place, and building upon the Birmingham Baccalaureate pilot in 2013-14.

Capturing High Speed 2 jobs

The home for the new National College for High Speed Rail will be headquartered in East Birmingham, as well as having a split site in Doncaster. This will be the national centre of excellence to address the broader needs of the rail industry and provide the capability to address current skills shortages, and to service immediate and future demands of the sector. The College will primarily be delivering higher level skills training when it opens in 2017 but in order to fully capitalise on the siting of the college in Birmingham we are developing aspiration and raising awareness through engaging with schools and young people now to provide a talent pipeline to the College and the jobs that HS2 will bring to East Birmingham.

Improved connectivity

High quality transport and communications infrastructure is vital to the creation of successful places. The City's vision for a connected transport network has been set out in the Birmingham Connected White Paper. This puts the user first, and aims to develop a network to meet the needs of people and businesses. Investing in a radically improved integrated transport system will realise the City's potential to support sustainable economic growth, job creation and linking communities.

The City will continue to work with the GBSLEP and partners including Government to ensure that this vision is realised.

Enhancement to the road network

Road improvements are underway at Chester Road Castle Bromwich, which will support the Jaguar Land Rover site with improved access onto the M6 at Junction 5, as well as providing improved connectivity for Castle Vale and other surrounding residential areas. Further improvements to include the A4540 Middle Ring Road, Stechford and others - significant priorities include Bromford Gyratory, Gravelly Hill/Kingsbury Road, and the A4040 Outer Ring Road/A5127 'Six Ways' junction.

Improvements to junctions on the Ring Road will assist in managing congestion allowing better access to the City Centre and better links with East Birmingham. Work at Bordesley Circus and Curzon Circle will be carried out during 2015 as part of a £7.3m programme. Ashted Circus, which will be redesigned as a signal controlled junction, will be implemented in 2016/17.

Public transport

We have identified public transport (especially Metro) as a priority to unlock growth more widely.

Funding is in place, through the Growth Deal, to extend Metro to Eastside, and additional funding is being sought to enable the development of the route through East Birmingham. Development funding of the order of £1.5m per annum will be required in the early stages of this work; once this is in place initial design work will commence, and will be used as the basis for public consultation.

The development and delivery of Metro can take over eight years from the start of outline designs to the end of construction and opening to service, given the requirements of the Transport and Works Act Order processes. A tried and tested delivery model has been put in place for the Metro delivery programme by Centro.

Funding of £50m has been identified, including £35m from the Growth Deal, for the Sprint (bus rapid transit) route along the A45 by 2021.

Proposals to provide new railway stations at Fort Parkway and Castle Vale/Castle Bromwich require the provision of significant additional rail network capacity at Water Orton and into Central Birmingham. The Camp Hill Chords, which would enable a link into Birmingham Moor Street Station, will cost in excess of £150m and therefore is likely to require funding by Central Government.

In the longer term, HS2 will free up capacity on the West Coast Main Line, which should facilitate improved local rail services at Adderley Park, Stechford and Lea Hall stations and enable the restoration of direct local train services across Birmingham City Centre to Perry Bar, Walsall and Wolverhampton.

Public transport integration including physical connectivity between modes, smart ticketing across networks and information integration will make movement easier and more affordable.

Birmingham cycle revolution

More than £24m has been committed across the City to deliver improved cycle routes. Two significant projects in East Birmingham will see enhancement of the route between the City Centre and Small Heath, and from the City Centre via Adderley Park and Alum Rock to Fox and Goose.

These routes will benefit from:

- Signage.
- Road markings including cycle lanes.
- Shared pavements.
- Improvements to side road junctions.
- New and improved signalised crossings.
- Reduced vehicle speeds including traffic calming.

Green Travel Districts

Two areas in East Birmingham have been identified as Green Travel Districts. These are Castle Vale/Castle Bromwich (including Jaguar Land Rover and surrounding employment areas) and the residential areas around Small Heath and Bordesley Green.

As Green Travel Districts, the areas will benefit from a range of interventions designed to put people before cars. The interventions will be developed to suit the different needs of each area but will cover:

- Behaviour based interventions associated with smarter choices.
- Infrastructure approaches ranging from DDA improvements (e.g. dropped kerbs) to major infrastructure investment (e.g. new public transport interchange).
- Spatial planning, transport policy, guidance and other governance tools such as low emissions zones or reduced car parking provision.

- Technological intervention including road user charging, electric vehicles, travel demand management methods, access controls, passenger information, interactive websites etc.

High Speed 2

We are working closely with HS2, Government and the GBSLEP to deliver Phase 1 of the High Speed 2 rail route (London to Birmingham), construction of which is due to begin in 2017 and which will be operational in 2026. We continue to support Phase 2 (Birmingham to Manchester and Leeds), and the creation of a link between HS2 and HS1 which would provide a direct link to the continent.

The HS2 West Midlands Connectivity Package will maximise access to the City Centre and Interchange stations, and also to maximise access from the stations along key transport corridors to developments and centres of growth. The package will include rapid transit/Metro, public realm/pedestrian connectivity enhancements and bus and rail routes. More than £80m is being funded through the Growth Deal.

Digital connectivity

The Birmingham Smart City Commission has committed to support a Smart City spatial demonstrator in East Birmingham. The aim is to embed Smart City principles (release, use and access to data; integration and use of digital technologies; and strong citizen/business engagement) to support economic growth and reduce inequalities. This will capitalise on the skills and innovations that are expanding in high investment areas in the City Centre and around UK Central.

Capital investment in digital infrastructure and technologies, particularly as part of new developments, may include:

- Installation of open access ducting infrastructure to support an integrated approach to shared utility services, optical fibre to the premises, and shared use of wireless connectivity and power to street devices.
- Development of ubiquitous, superfast and affordable wired and wireless connectivity.
- Installation of sensors and monitoring stations to support growth in data transmission for monitoring, management and control of existing and new services, e.g. smart metering, intelligent traffic management, smart parking, electric charging bays, or monitoring environmental conditions.
- Establishing a digital platform to capture and make available data to support innovation.

- Intelligent energy infrastructure or smart grids to support district energy and local energy generation.
- Enhancing and securing the digital capability of the locality through communication hubs and data exchanges.

There will be a focus on investments which support flexible working. A model for flexible 'drop-in' connected office spaces will be developed, and located in accessible locations along key transport routes (for example Metro and Sprint routes, and in the area around the HS2 stations).

The Smart City spatial demonstrator will also see the development of digital programmes to help improve quality of life, for example access to digital learning, digital support and guidance for carers, or digital log-books for social housing residents.



Indicative image of Metro through East Birmingham

Delivering growth

Every development opportunity is different, and our approach to delivery will be tailored to suit the needs of the site, the investor, and the sector. Our offer includes a menu of interventions, and we are now working with Government to develop these further.

Simplified planning

We will ensure that an appropriate planning framework is in place to guide the development of all of the opportunities identified here, and for other opportunities emerging in East Birmingham. We will seek to simplify the planning regime, for example through the use of Local Development Orders, and to reduce the requirements on developers, where this is appropriate, and to encourage the bringing forward of sites at higher densities adjacent to major transport corridors such as Metro and Sprint.

Our Major Development Protocol has sped up the determination of major planning applications and added certainty to the application process.

Site assembly and availability

Where required we will work with developers to assemble sites for development. This will include maximising the use of the City's landholdings, exploring funding options, and making use of our CPO powers where appropriate.

We are exploring funding mechanisms with Government to support site assembly and reclamation. These will build on those already secured through the City Deal and Growth Deals.

We recognise the importance of maintaining a supply of high quality sites and making the most effective use of the land available in enabling a diverse and successful economic base. In relation to that land affected by the HS2 safeguarding but not required for operational purposes, for example

the land at Washwood Heath including the site of the Nechells gas holders, we will work with HS2 to ensure that it is released back to the market in a timely manner and in such a configuration so as to maximise use.

Infrastructure and access

Where individual developments are constrained by a lack of infrastructure, the City will work with stakeholders to develop solutions which will unlock sites for development as well as plugging into established or improved public transport routes and improved freight and servicing connectivity.

BMHT

Birmingham Municipal Housing Trust (BMHT) is the Council's vehicle and brand identity for building new rented and market homes across the City. Since 2009, the Council, through BMHT, has become the single largest housing developer within Birmingham, and is now developing around 20% of all new homes in the City. BMHT will be key to delivering housing growth in East Birmingham, developing a number of the sites identified here as well as smaller sites.

Business support and development

Birmingham City Council has developed and is successfully delivering £93m portfolio of business support programmes across the City, GBSLEP and West Midlands. This has generated £115m in private sector investment and created 6,000 job opportunities.

It is proposed to target these successful models of support more specifically in East Birmingham, to offer pragmatic solutions to business and provide tangible benefit. The programmes will seek to improve economic prosperity, improve business confidence, encourage investment and stimulate business activity, thus creating new job opportunities and safeguarding existing jobs.

The programmes include:

- A Business Start-up Programme designed to stimulate and encourage self-employment. It will offer advice and mentoring, counselling and business planning support, as well as financial assistance to set up viable and sustainable new businesses.
- A Women's Enterprise Hub, building on the model established in Digbeth and on Ladypool Road, offering mentoring and coaching, business skills development, subsidised business space including starter units, hot desk facilities and exhibition space.
- A Business Development Programme to stimulate growth of existing SME'S and supply chain companies by offering funding for relocation, new plant and machinery including installation, refurbishment, improved systems and processes, new product and market development, and mentoring and coaching.
- A Skills Growth Programme to support skills development for existing employees, including paid Graduate placement opportunities within SME's and placements for redundant workers.

Development opportunities in East Birmingham

The following section sets out the development opportunities in East Birmingham for growth and investment which will create new employment opportunities. They includes both large, strategic sites which will play a significant part in delivering the city's growth ambitions and smaller sites which may be better suited to small businesses. There are also a number of opportunities within local centres in the east of the City.

It is expected that further sites will come forward both within the areas identified and elsewhere, although it is likely that these will be on a smaller scale; a similar commitment will be given to driving forward delivery and to maximising the benefits and jobs from new development for local residents.

There are also some significant opportunities for housing development in East Birmingham - the area has the potential to accommodate some 3,500 new homes over the next 10 years. These opportunities are identified in a Housing Prospectus for the City which will be launched later this year.

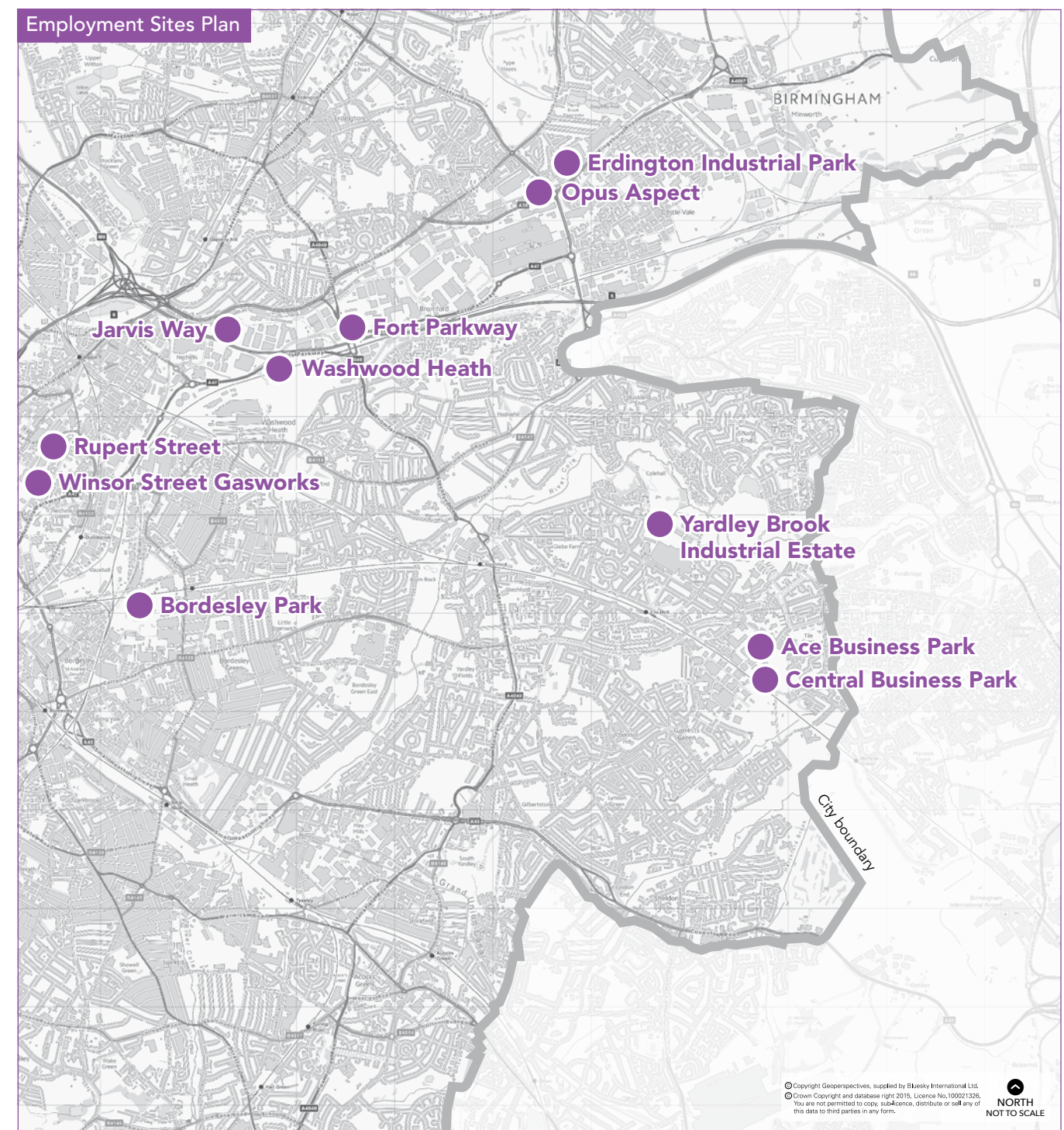


Employment

The opportunities set out below are clustered by area. They total nearly 120ha and include both significant sites and smaller opportunities within the existing employment areas. They have the potential to create 330,500sq.m (3.5m sq.ft) of new employment floorspace and accommodate 8,600 new jobs. They are:

- Bordesley Park**
 The area to the immediate east of the City Centre includes the 33ha Wheels site with the potential for more than 100,000sq.m of development accommodating some 3,000 jobs.
- Washwood Heath**
 The former LDV and Alstrom sites at Washwood Heath offer some 64ha for development, which will include the HS2 Depot and Network Control Centre. More than 100,000sq.m of development could be achieved on the residual land, depending on configuration.
- Castle Bromwich**
 The Castle Bromwich area is located to the south of Tyburn Road, and includes the JLR plant. The sites identified - **Erdington Industrial Park** and **Opus Aspect** - amount to nearly 5ha. Alongside a number of smaller sites, they have the potential to accommodate some 50,000sq.m of new employment floorspace. Over time further sites within this area may come forward for employment uses.
- Nechells**
 The industrial area of Nechells lies to the north east of the City Centre and includes Windsor Street, Aston Cross and the Salford Trading Estate. Two more significant sites, the former **Windsor Street Gas Works** and

- a cleared site at **Rupert Street**, along with a handful of smaller sites, could accommodate in the region of 24,000sq.m of new employment floorspace.
 - Kitts Green**
 The **Yardley Brook Industrial Estate** is an opportunity for some 10,000sq.m of new development adjoining well established industrial uses in Kitts Green. The area between Garretts Green Lane and Mackadown Lane accommodates a range of industrial uses and includes a number of opportunities to reuse or redevelop sites. In particular sites at **Ace Business Park** and **Central Business Park** offer immediate opportunities.
 - Tyburn**
 The wider Tyburn industrial area, offers a range of opportunities for reuse and redevelopment of smaller sites, as well as more significant development at **Jarvis Way**, immediately adjoining the Gravelly Industrial Estate, and at **Fort Parkway**.
- All of the sites fall within the City's Core Employment Land as identified in the Birmingham Development Plan, and as such are likely to be suitable for B1b (Research and Development), B1c (Light Industrial), B2 (General Industrial), and B8 (Storage or Distribution).



Bordesley Park

Location:

To the immediate south of the West Coast mainline and east of the City Centre, the Birmingham Wheels site and environs presents the main opportunity at Bordesley Park.

Size of site:

33ha.

Opportunity:

The site has the capacity to accommodate 100,000sq.m of new industrial and employment space in an attractive, purpose built environment with high quality new access. It could create some 3,000 new jobs. The development would be complemented by new housing, community and education facilities, as well as improvements to public transport and pedestrian routes in the area.

Current position:

The opportunity is identified in the Birmingham Development Plan and will be brought forward through the Bordesley Park Area Action Plan.

The site is currently occupied by a range of uses including employment uses and wheeled leisure activities. Having previously accommodated brick pits and landfill the site is heavily contaminated and requires reclamation. Access and services are currently limited.

Funding has been identified through the City Deal and HCA's Asset Accelerator for additional feasibility work and to unlock the potential of the site.



Washwood Heath

Location:

The former Alstom and LDV sites to the south of the M6 and A47, bounded to the north by the proposed HS2 route. There are residential uses to the south and east.

Size of site:

64ha (approximately).

Opportunity:

On the presumption that the HS2 Bill receives Royal Assent, a part of the site will be required for use as the Rolling Stock Maintenance Depot and Network Control Centre for HS2. Although the final extent of this has yet to be agreed, the City Council has agreed assurances with the Secretary of State for Transport that the land required for the operation of the railway and for the depot will be minimised as far as reasonably practicable, and that upon completion of the construction phase, residual land will be made available to the market with appropriate vehicle access in place as soon as is reasonably practicable.

The Depot and Network Control Centre will create an estimated 640 jobs, with further jobs created during the construction of the new rail line and supporting infrastructure.

Residual land will be available on the site for development upon completion of the HS2 construction phase. The current Bill proposals for the depot

indicate that approximately 15ha of residual land would be available for development following construction, potentially generating up to 1,000 jobs. HS2 Ltd have not yet commenced the detailed design stage, but as this progresses both the City Council and one of the current major landowners will be pushing for an improved design which both releases more land for development and at an earlier stage. One of the major landowners has suggested that subject to the final design and configuration of the depot there may be the opportunity for up to 33ha of development land which could accommodate 130,000sq.m of new floorspace and 2,300 jobs. This will be considered as part of the design process.

Current position:

The site falls within the current HS2 safeguarded area and the HS2 Select Committee in announcing its initial findings on the proposed depot at Washwood Heath, reinforced the City Council's assurances by stating that "We impress on HS2 the need to adjust the scheme so that there is minimum land take and for the shortest time with sensible placing of balancing ponds and a hand-back configuration that after construction will attract maximum business use of the residual site".

The City Council will therefore continue to work with landowners and with HS2 to maximise the development opportunities and economic benefits for the site.



Erdington Industrial Park

Location:
Within the industrial park to the north of the junction of Chester Road with Kingsbury Road.

Size of site:
2.81ha.

Opportunity:
Potential for a range of industrial or warehouse uses, with the potential to accommodate 10-15,000sq.m of floorspace subject to satisfying design and access requirements.

Current position:
The site is currently being used on a temporary basis by JLR for car parking but will be made available for employment uses in future.



Location:
Adjacent to the canal to the north of Kingsbury Road in Tyburn. The sites are accessed from Chester Road.

Size of site:
1.41ha and 0.43ha.

Opportunity:
The two remaining plots on the former GKN site offer the potential for approximately 10,000sq.m of industrial floorspace.

Outline consent for the development of the sites was granted in 2010. For the western part of the site this comprised 3,700sq.m of B1c, B2 and B8 units with external servicing and car parking, hard and soft landscaping.

For the eastern part of the site, fronting Chester Road, outline consent was granted for two options: the first being 6,615sq.m of B1c, B2 or B8 floorspace; the alternative being a series of car dealerships, incorporating showrooms and workshop areas.

Current position:
The sites are cleared and vehicular access from Chester Road has been provided.



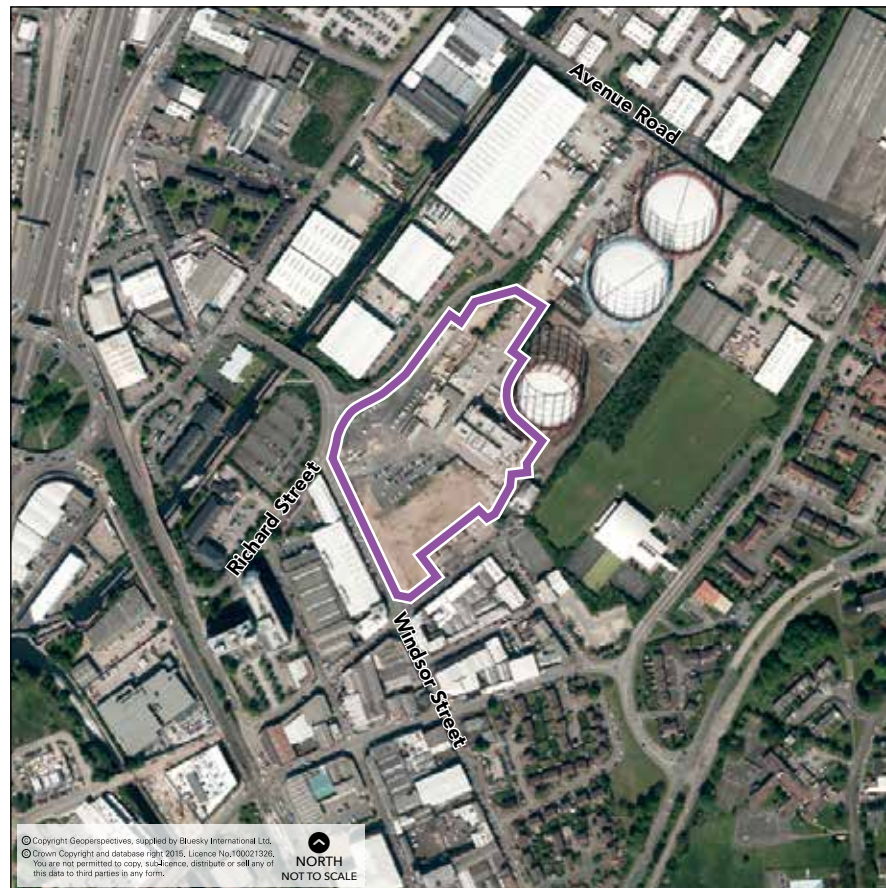
Windsor Street Gasworks

Location:
Land to the north east of Windsor Street, adjacent to the gas storage.

Size of site:
2.87ha.

Opportunity:
The site could accommodate a range of employment uses; nearby uses include general and light industrial. It has good access to Aston University, Birmingham Science Park Aston and the City Centre.

Current position:
The site has been partially cleared and remediation has been carried out. Part of the site is currently laid out for car parking and open storage/depot uses. The site is owned by National Grid.



Rupert Street

Location:
At the northern end of Rupert Street in Nechells. There are industrial and storage uses to the south and west; residential uses adjoin the site to the north.

Size of site:
1.92ha.

Opportunity:
The site has the potential to accommodate a range of employment uses including light and general industrial. Proposals should take account of the adjoining residential occupiers.

Current position:
The site has been cleared for a number of years. Part of the site has previously had planning consent for use as a self-storage facility.



Yardley Brook Industrial Estate

Location:

The industrial estate is in Shard End, between Cole Hall Lane and Lea Ford Road.

Size of site:

8.5ha.

Opportunity:

The site has the potential to accommodate around 34,000sq.m of new employment floorspace, subject to design, and more than 900 new jobs.

It is within an established industrial area, alongside existing manufacturing uses.

Current position:

The site is allocated for employment uses in the City's Unitary Development Plan. It is currently vacant. An access road is in place from Lea Hall Road.

The majority of the site is in the ownership of the City Council, who will work with adjoining landowners and with developers to bring forward a scheme.



Ace Business Park

Location:

The site fronts Mackadown Lane in Kitts Green.

Size of site:

0.5ha.

Opportunity:

The site could accommodate approximately 2,000sq.m of floorspace and more than 50 jobs.

Current position:

The site is currently vacant, and has controlled access from Mackadown Lane, and is visible from the road.



Location:

To the south west of Mackadown Lane in Kitts Green, the site is accessed from through the Rotadex site and adjoins the railway.

Size of site:

0.48ha.

Opportunity:

The site could accommodate approximately 2000sq.m of floorspace and more than 50 jobs.

Current position:

The site is currently vacant and shares access from Mackadown Lane with the adjoining occupier.



Location:

Immediately adjoining Gravelly Industrial Estate between the Birmingham and Fazeley Canal and the M6. Jarvis Way leads directly off Tyburn Road.

Size of site:

3.5ha.

Opportunity:

The site offers the opportunity for the expansion of the Gravelly Industrial Estate or for an independent development of in the region of 8,000sq.m, accommodating approximately 220 jobs.

Current position:

The site is currently vacant. It has some constraints in terms of changes in level and the presence of overhead electricity cables.

A vehicular access is already in place from Jarvis Way.



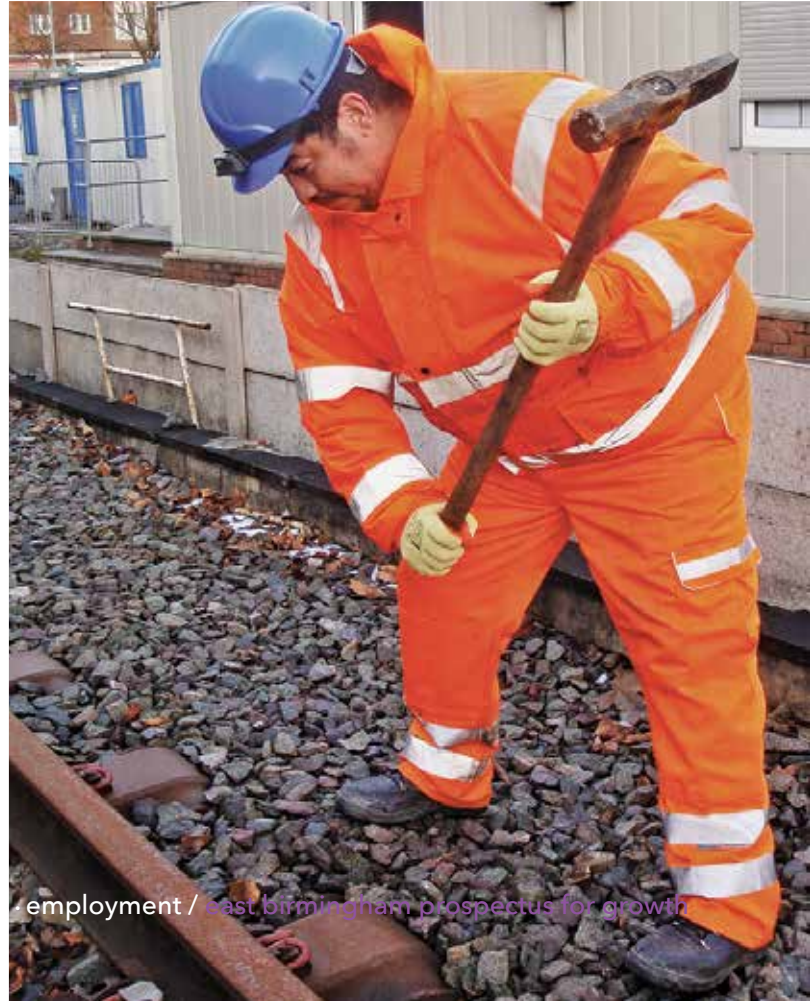
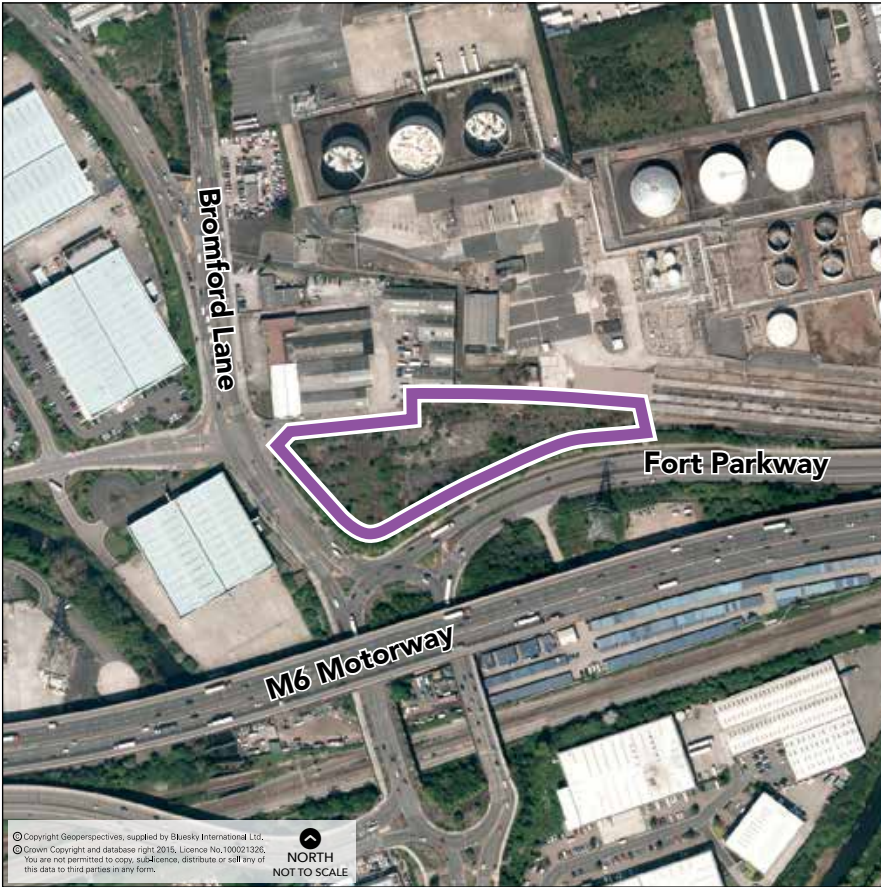
Fort Parkway

Location:
At the junction of Fort Parkway (A47) and Bromford Lane (A4040).

Size of site:
1ha.

Opportunity:
The site is currently vacant. The development potential of the site is limited due to being within the consultation zone of 2 hazardous installations (including being in the inner zone of the Esso Petroleum Ltd site where large volumes of flammable liquids are stored). Depending on use, however, as many as 100 jobs could be created here.

Current position:
The site is identified for employment uses in the City's Unitary Development Plan. Planning consent was granted for aggregates recycling and ancillary facilities in 2014.



Local centres

Local centres are at the heart of local communities across the east of the City. They provide shops, services, community facilities, leisure and business space in accessible locations; importantly they are significant centres of employment. Some of the larger local centres such as Erdington have the potential for growth to accommodate additional facilities and create more local jobs.

Local centres are the preferred location for new retail, office and leisure development and for community facilities (for example health centres, education facilities and religious buildings). We will support the development of existing businesses as well as growth, which should be accommodated in ways which contribute to the diversity, vitality and environment of the centre.

There are 4 district centres within the area covered by this document:

- Erdington.
- Alum Rock.
- Small Heath.
- Fox and Goose.

Within these centres we will support growth in retail and office floorspace in keeping with the size and function of the centre. Erdington, Alum Rock and Small Heath present notable opportunities for growth; opportunities at Fox and Goose are more limited, although it is set to benefit from further public realm improvements in the area around the shopping centre. More detail is provided below.

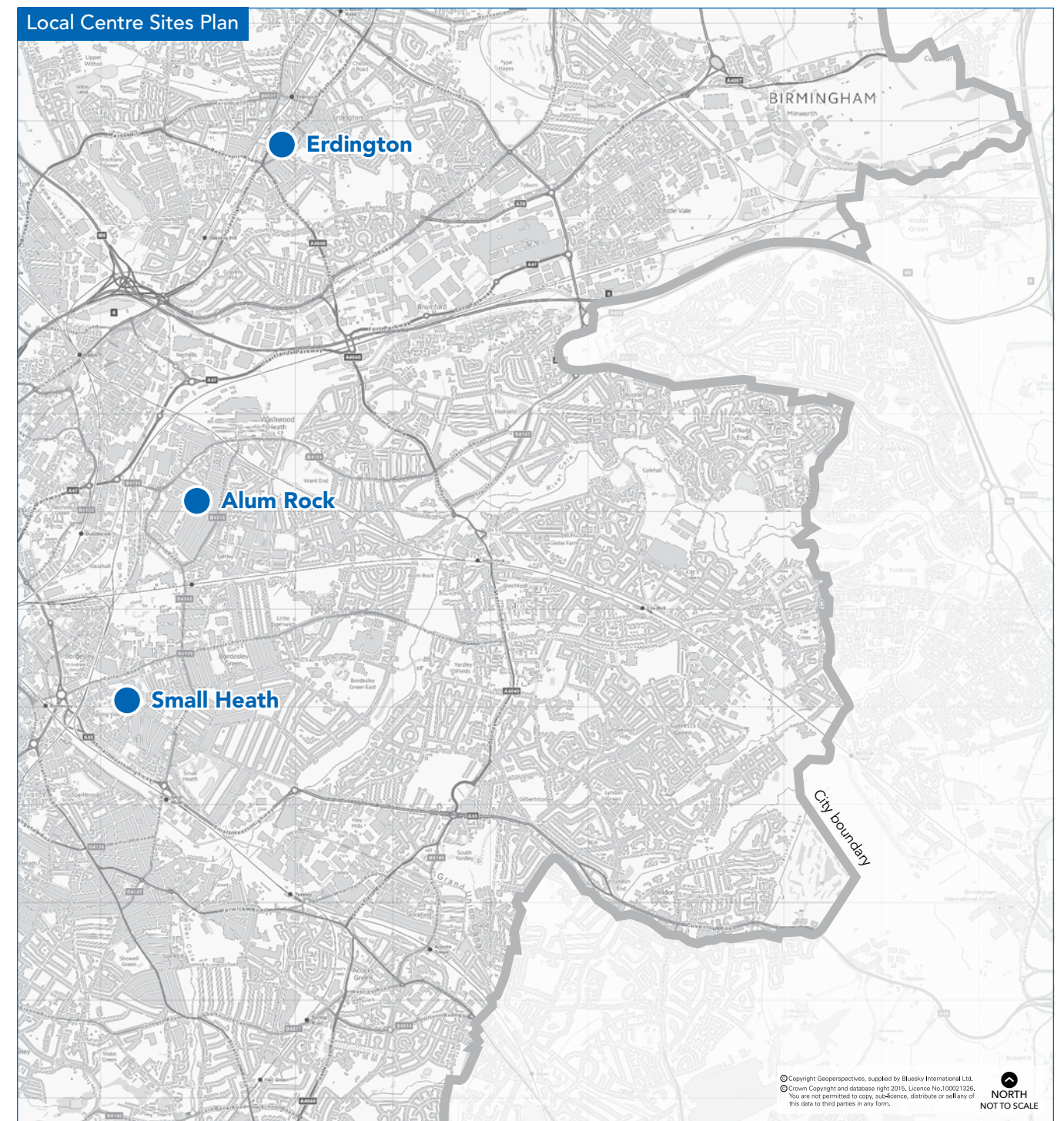
There are also a number of smaller local centres, which provide important local facilities:

- Bordesley Green.
- Green Lane.
- Glebe Farm.

- Pelham.
- Shard End.
- Lea Village.
- Timberley.
- Kingsbury.
- Castle Vale.
- Slade Road.
- Short Heath.
- Ward End.

These centres have less potential to accommodate growth, although proposals aimed at catering for the local catchment population will be supported. They will however remain important in providing local services and employment.

Across all centres we will support investment which makes centres attractive for visitors. This will include promoting a range of uses, improving accessibility, and working with partners to ensure centres are well-managed.



Description:

Erdington is a traditional local 'High Street' with a range of shops, including multiples, smaller independent stores and indoor markets, as well as cafes and pubs, and a range of services and community facilities. The High Street is pedestrianised at the northern end providing a space for local events. On-street and off-street shoppers' car parking is provided, and it is well served by public transport.

Opportunity:

The Birmingham Development Plan identifies the potential for growth in Erdington. The former Colliers site to the north of the centre benefits from a planning consent for a foodstore, 3 smaller retail units and 15 residential units. The approved scheme includes access from Sutton Road to rooftop car parking and servicing. A number of sites along Orphanage Road may present further opportunities for development, and would improve the connectivity between the centre and the proposed foodstore.

The Central Square shopping centre has been the subject of a number of proposals in recent years. Measures to improve this centre, or more comprehensive proposals for redevelopment, will be supported.

There are opportunities for redevelopment and reconfiguration of retail floorspace and community uses within the centre, as well as the potential to make improvements to the public realm and car parking provision.

New leisure facilities in the centre will be supported, including the provision of a new swimming pool at Hart Road.



east birmingham prospectus for growth / development opportunities · local centres

Description:

The principal local centre serving Saltley and Washwood Heath, it comprises mainly traditional terraced shops with some more recent infill including a number of community uses. It serves a mainly Asian population, and its shops and services strongly reflect the needs of the community. It also attracts visitors from a wider catchment area because of its specialisms in jewellery, fashion and textiles.

Opportunity:

Measures to maximise the use of existing space within the centre and to expand to the east are identified in the emerging Bordesley Park Area Action Plan. These include:

- The former Tilt Hammer Public House site has been vacant for many years and is very visible at the entrance to the centre. Along with the adjoining land, this presents an opportunity for development including retail and car parking.
- The former Leyland Club has planning permission for a mixed retail, community and residential development which includes a significant underground car park.

- Conversion of properties on the Alum Rock Road frontage between Langton Road and Naseby Road to local retail or other appropriate local centre uses.
- Maximising the use of existing buildings, including use of upper floors and rear servicing.

The majority of the sites are in private ownership. The City Council will work with land owners to bring development proposals forward within the context of the Area Action Plan. The expansion of the centre will be kept under review with potential for further expansion to be considered in the future.



development opportunities · local centres / east birmingham prospectus for growth

Description:

A traditional linear inner city local centre it serves the day to day needs of the local population and incorporates a range of community facilities, including health facilities, leisure centre and park. In recent years it has also become a focus for shops and businesses serving the Arab and Somalian communities. The majority of the shops are small and independently owned; which are now complemented by the retail offer of Morrison's and Asda. There has been some recent investment - including the creation of the St Andrew's Retail Park.

Opportunity:

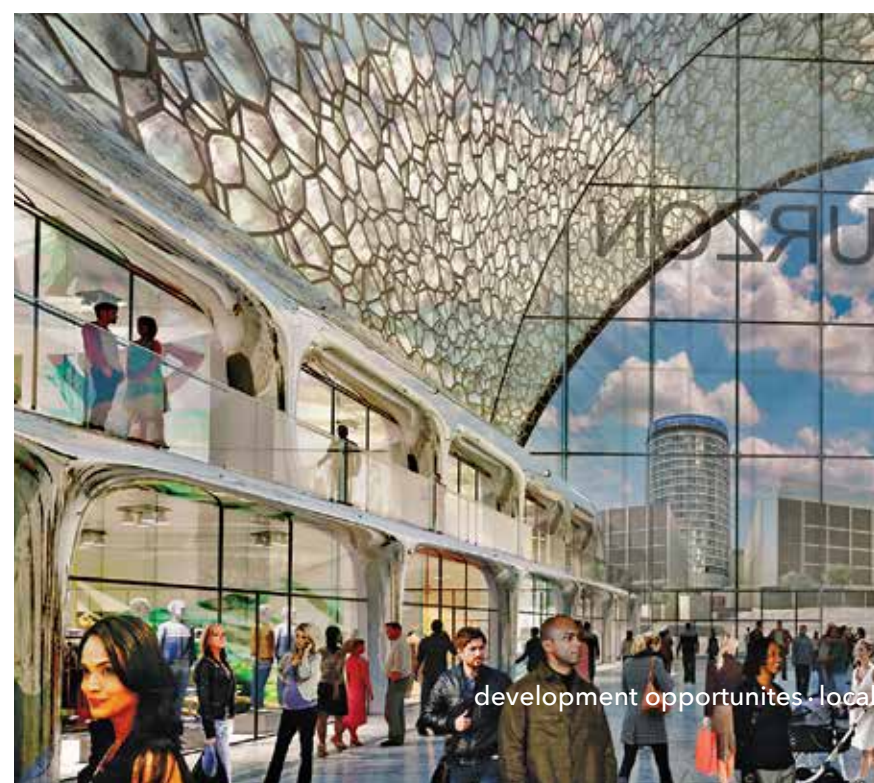
Within the centre there are sites which could accommodate new retail, education and community uses. Residential uses would be suitable on side roads outside the centre boundary. The area to the south of Coventry Road, around Herbert Road, Jenkins Street, Parliament Street and Whitmore Road, offers the potential to support community facilities and a high quality business and enterprise environment.

A number of sites at the western edge of the centre, adjoining the

ring road, present an opportunity for development to create a well-designed and significant gateway. These include:

- The former tram/bus depot at Coventry Road/Arthur Street, which could accommodate a mix of uses including residential to the rear.
- The frontage to St Andrew's stadium, with potential to improve the public realm around the stadium including car parking and environmental works.
- Further measures to improve the environment of St Andrew's Retail Park and its relationship with the rest of the centre.
- At Bordesley Circus there is potential to create a prominent and attractive gateway. The existing buildings fronting Bordesley Circus, including properties at Mount Pleasant, offer the opportunity for longer term redevelopment to improve the frontage to the ring road. Environmental enhancements such as appropriate signage, artwork, landscaping and planting enhancements will enhance pedestrian linkages to the City Centre and improve the gateway to the Bordesley Park area reflecting the importance of this major junction.

Opportunities within the centre and at the western gateway are identified in the emerging Bordesley Park Area Action Plan. The majority of the sites are in private ownership; the City Council will work with land owners to assemble sites and bring forward development proposals.



The Prospectus sets out the City Council's commitment for maximising growth, and the benefits of growth, for East Birmingham.

However, the sentiment is, and needs to be, one owned by a range of public and private sector organisations. This is vital as delivering the level of change that is needed requires a partnership approach focusing and aligning our efforts and resources.

Through this approach we can achieve change that befits the aspirations for the residents of East Birmingham.

Existing delivery structures and partnerships will guide the key actions - the new Employment and Skills Partnership, employers and training providers, a range of City Council functions, and the West Midlands Integrated Transport Authority, in particular.

All of the actions will be developed alongside local businesses, landowners and developers, our public sector partners and the citizens of East Birmingham.

Clearly opportunities for maximising the benefits of growth will be significantly aided with access to funding. The ambitions for the East of Birmingham, which start with the actions set out in this Prospectus, will enable any future funding sources to be bid for and secured on the basis of a clear strategy and set of priorities.

In particular we will continue our close co-operation and joint working with the Greater Birmingham and Solihull LEP to investigate all opportunities to fund and deliver the key elements of the Prospectus through use of European and Local Growth Funding.

“ THE PROSPECTUS SETS OUT THE CITY COUNCILS’ COMMITMENT FOR MAXIMISING GROWTH...FOR EAST BIRMINGHAM ”



