



Birmingham City Council

# COVID-19 Economic Recovery Strategy

March 2021



# Contents

Foreword	2
Executive summary	4
Introduction	8
Policy context <ul style="list-style-type: none"><li>• Our vision for recovery.</li></ul>	10
Principles - our approach to recovery	14
Challenges and opportunities	16
<b>THE STRATEGY</b> <ul style="list-style-type: none"><li>• Our strategic approach.</li><li>• Delivery.</li><li>• Our COVID-19 Recovery Intervention Plan.</li></ul>	20

## 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?

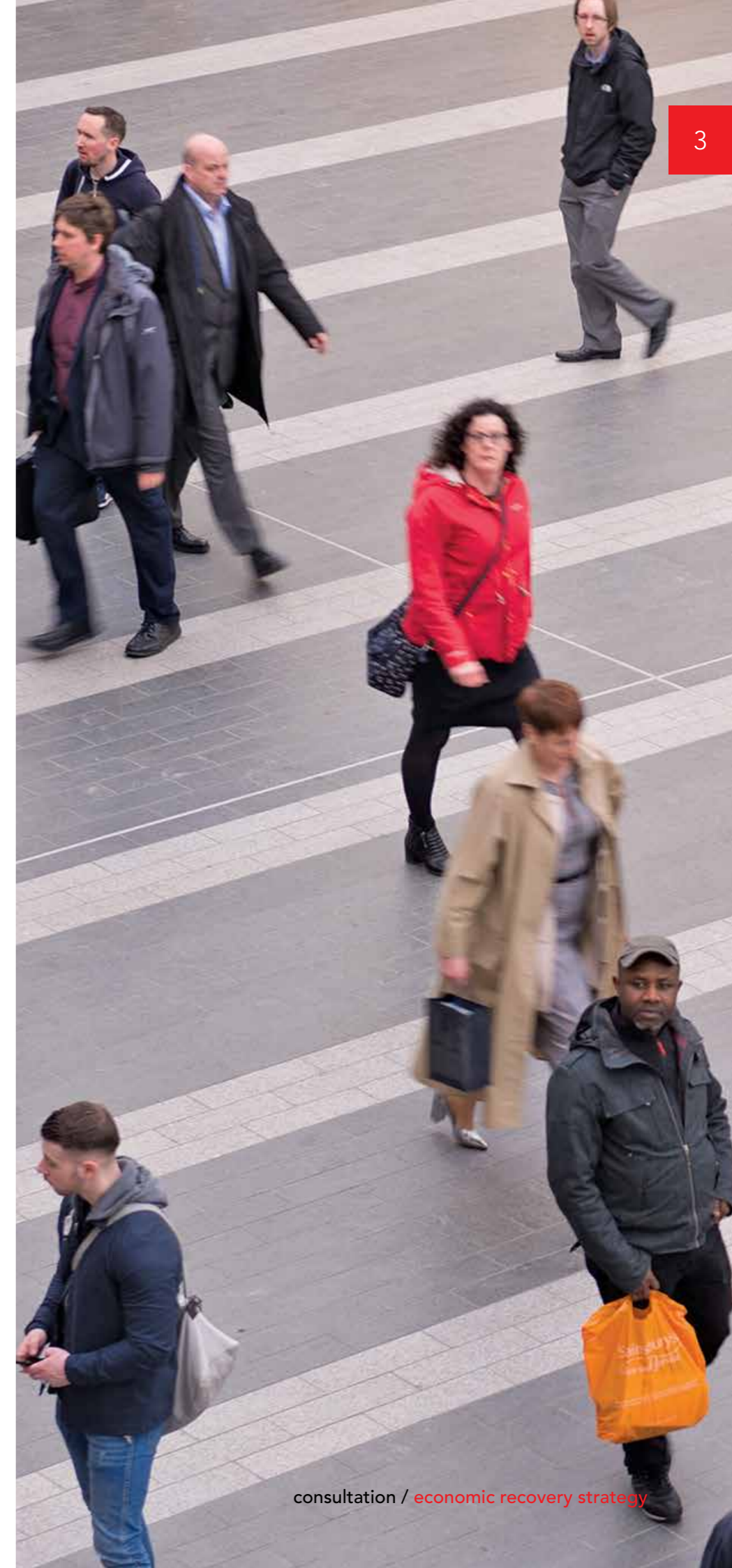
The virus is very much still with us and our priority is to focus on containing it. But it is essential that we also plan for the recovery of our economy. We are developing these plans alongside our partners in the Combined Authority and we will also continue to work with government and propose steps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

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

Now - more than ever before - we need to work together to ensure that Birmingham quickly bounces back. We remain open for investment and development and the council will play its part in unlocking the vital projects that will provide homes, jobs and opportunities for our young and growing population. I know that together we will deliver a cleaner, greener and fairer Birmingham.

### **Councillor Ian Ward**

Leader  
Birmingham City Council





SUMMARY

## 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. The document was subject to a six-week consultation commencing in October 2020 and this version has been amended in light of comments received. A consultation statement is available which sets out a summary of the consultation undertaken, the representations made, and how these have been taken into account.

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 emissions** 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 strategy:
- Follow the vision and principles set out in the Birmingham Development Plan.
  - Inclusive Growth as a 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.
- An immediate focus on what can commence in the short term (a 0-2 year timescale) as well as setting out longer term economic opportunities.
- 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

- The Urban Centres Programme which will include a range of projects that will 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.
- 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.
- 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.
- 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.
- Developing a new vision and strategy for Central Birmingham, 'Our Future City Plan'. The ambitious strategy focuses on creating people-centred environments, opportunities for growth in emerging green industries, improving health and wellbeing through access to green spaces and making cycling and walking easier, safer and attractive.

### B Green recovery

- Delivery of a series of low carbon projects as part of the Route to Zero programme including investment in infrastructure to promote and enable walking

and cycling (details of our priorities can be found in the Walking and Cycling Strategy and Infrastructure Plan). Please note this document does not replace or supersede R20, an Action Plan which was adopted at Full Council in January 2021.

- Birmingham Municipal Housing Trust (BMHT) 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.

### C Supporting people and business

- Delivering grants to support the survival and recovery of businesses across a range of sectors and industries.
- Creating new employment opportunities for those furthest removed from the labour market, 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.
- 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 - Government has approved £23.6 million for a programme designed to squeeze even more from the Games which are already expected to bring millions of extra pounds into the local and regional economy creating thousands of jobs. The scheme looks to capitalise on the city'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. Publishing and delivering a full Birmingham Transport Plan (consultation on the draft plan took place in early 2020). Continuing to work with Transport for West Midlands 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.
- Working with partners to restore confidence and bring passengers back to public transport and to lobby 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 Birmingham as it recovers from the COVID-19 crisis and adapts to changing conditions.

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

The document was subject to a six-week consultation commencing in October 2020 and this version takes into account comments received. A consultation statement is available which sets out a summary of the consultation undertaken, the representations made, and how these have been taken into account.

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 experienced a record fall in GDP in the first months of the pandemic and whilst the economy has recovered subsequently it still remains nearly 10% smaller than it was in February 2020.

Birmingham has seen an increase of over 33,000 (+68%) in claimant count unemployment since the beginning of lockdown. As the vaccination programme is rolled out a more sustained recovery is expected during the summer, but some impacts will be longer term and there is a severe risk of longer term 'scarring' from the loss of jobs, and with some businesses failing to recover.

The City Council has already done a great deal to help ensure that businesses can weather the storm, and continues to do so, enabling businesses to be ready to move forward as restrictions ease, including:

- **Delivering government programmes** - paying out approximately £200m of grants to local 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 supporting the safe reopening of our high streets and commercial areas through investment in street markings, queue management, public transport and traffic management (see also our Emergency Transport Plan).

- **Changing the public realm** to support socially distanced use of local centres and the city centre, including widened footways, room for queuing and outdoor hospitality space

- **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 was produced, setting 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: reallocating road space, transforming the city centre, prioritising active travel in local neighbourhoods and managing demand through parking measures.

Alongside the transport plan, a Birmingham Bus Statement reaffirms our support for and commitment to bus as the primary public transport mode in Birmingham.

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. We anticipate that many businesses will be in this phase until at least the end of Spring 2021.
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 strategy 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. The Big City Plan will be replaced by Our Future City Plan in 2021, setting out a new vision for the City to 2040.
- **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 and adopted its Action Plan in January 2021. The implementation of the Clean Air Zone in the city centre, and the Birmingham Transport Plan are key projects and they 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 'lockdowns' and other restrictions on trade, 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 periods of lockdown have 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 economic and mobility restrictions that have been necessary through the pandemic have prompted dramatic changes in behaviour that may have longer lasting impacts, principally:
  - The use of digital communications technology to enable a massive extension of remote working in business and professional services, raising issues about the future use of city centre office space.

- The acceleration of the shift towards on-line shopping, increasing doubts about the future of city centre retail space, and a potential shift towards local high streets.
- The dramatic reduction in commuting, significantly less use of public transport and an increase in walking and cycling.
- The on-going closure of parts of the leisure, hospitality and events sectors.
- The period of the COVID crisis has included the end of the Brexit transition period and will be followed by 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 strategy 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 Economic Recovery Strategy 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 emissions** 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 strategy 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.

The strategy sits alongside the Community Recovery Framework which shares outcomes with this Economic Recovery Strategy and draws together actions and priorities under six recovery themes:

1. Develop a city recovery vision built on collaborative public services.
2. Inclusive Economic Recovery, tackling existing and new inequalities so that no one is left behind.
3. Community Capacity, Community Power, infrastructure and platforms of support to VCFSE organisations.
4. Social Recovery, use of prevention, early intervention, whole life course approaches which changes our relationships with citizens.
5. Localisation working in neighbourhoods.
6. Service Integration across organisations to achieve an effective system for recovery.

**Partnership**

The City Council's role and responsibility within economic development and recovery forms 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 which will adjust existing economic plans to the new realities. The Combined Authority 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 Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP)** 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 which nurtures a culture of business growth.

It is clear that we need to build a more resilient economy and stronger communities, recognising that inclusive growth and green growth will go hand in hand and that a thriving economy depends on spreading opportunity and making families and communities more resilient.

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. A Route to Zero Action Plan was approved by Full Council in January 2021 and will provide the strategic direction for delivering net zero carbon. The commitment to work towards net zero carbon is itself a catalyst for economic recovery and new opportunities for reskilling the labour force. The Economic Recovery Strategy includes projects which provide high quality affordable housing, better and cleaner public transport together with a network of walking and cycling infrastructure which seeks to make walking, cycling and public transport the default travel choices, 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.







# Principles

## - our approach to recovery

The principles we will apply in delivering this strategy are:

- Our approach to recovery will be to look to the future and recognise how the crisis has changed the economic landscape. We will seek to address the challenges and grasp the opportunities of this new landscape, not just recreating an 'old normal'.
- However, we will continue with the vision and principles set out in the Birmingham Development Plan and the Birmingham Transport Plan (which are also reflected in the Emergency Transport Plan).
- Inclusive Growth and achieving net zero carbon across the city will be the twin overriding priorities.
- We will maximise opportunities for jobs and skills provided by existing and planned projects and funding.
- We will seek to build a recovery for the whole city - recognising the critical importance of the city centre to everyone in the city region at the same time as we seek opportunities to create new opportunities right across the city and link every community and local economic area into economic success.
- We will focus on what we can do additionally or differently and 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 also engage on an ongoing basis with the business community and with SMEs, social enterprises and community organisations.
- We will seek to nurture the contribution of social enterprises, independents and environmentally focused businesses as we try to create a more resilient economy.
- We will focus on what we can get going in a 0-2 year timescale, but also set out longer term economic opportunities.

These high-level principles will be turned into practical detail through the delivery plan at the end of this document.

## Challenges and opportunities

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 as well as demand for travel.

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 is 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.

### 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 economy has subsequently recovered but is still (December 2020) 6.3% smaller than it was in February 2020.

The UK economy contracted by 9.9% during 2020 and that OBR forecast that the UK economy will not recover to pre pandemic levels until Q4 2022. This would see the city's economy shrink by over £3 billion in 2020. 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.

Businesses in the city have been severely impacted by the three national lockdowns and the restrictions under the COVID-19 Tier system, the loss of revenue during this period and the ongoing impact on trade of COVID-19 restrictions is likely to result in many business closures locally and associated job losses, especially as government support begins to taper in 2021. The OBR expect unemployment to continue rising, peaking in Q2 2021.

### 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. The city has the highest unemployment rates amongst the core cities, well above the UK rate and the gap with the national average had 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 the city has increased significantly since the pandemic began, increasing by over 32,000 (+67%) between February 2020 and January 2021, to stand at 81,210, its highest level since 1987. The claimant unemployment rate increased to 15.2% with further increases possible in the coming months as 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 January 2021, 68,200 Birmingham workers were furloughed, 16% of eligible employees in the city. Many of these workers will be vulnerable to unemployment when the scheme is withdrawn.

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. Some communities in the city have disproportionately low qualification and skill levels which contribute to low labour market participation and economic exclusion. Raising attainment levels in these communities will be a key challenge in ensuring more inclusive growth in the recovery.

### Digital inclusion

Tackling digital exclusion will be a key component of delivering a more inclusive local economy and labour market. Currently many communities in the city have poor digital skills and lower levels of digital connectivity. The pandemic has accelerated the move to the digital provision of services, learning and commerce. The way in which we work is also changing with an increasing need for good digital skills and access to digital infrastructure required to actively participate in the modern labour market.

### Supporting businesses to survive and recover

Birmingham's business base contains a number of micro, small and medium businesses, a significant number of which have a relatively low turnover. Despite this our SME's have played a key role in driving the City's economy being responsible for more than 70% of private sector employment growth. Since the COVID-19 economic crisis businesses across the city have seen trade and revenue fall dramatically and whilst some have been less directly affected, most are no longer pursuing goals of 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. Between 10 and 15,000 of our SMEs have missed out on the small business grants and discretionary grant scheme, which either had a Rateable Value 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 are more likely to 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 and the impact of the UK's departure from the EU is now apparent. A key goal of the Economic Recovery Strategy is 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.

### Sector impacts

There are some key sectors that have been particularly hard hit by the lockdown and the ongoing restrictions that have remained 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, 133,000 workers are employed in these sectors, a quarter (25%) of workplace-based jobs. 11,140 SMEs in the city are in this sector, 29% of all businesses. The significant impact on this sector is highlighted by the very high take up of the furlough scheme by employers, with around half of furloughed employees being from the retail and leisure sector.
- **Tourism and hospitality** - The city is a key destination for business and leisure tourism and is at the heart of the regional live events sector. The latest research from the West Midlands Growth Company estimates that there were 42.8 million visits, with visitor spend of £5.7 billion. The visitor economy generates around £7 billion in economic output annually 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. It is estimated that 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 exposed to the uncertainties that Brexit has brought. It will be particularly important to develop a local battery manufacture capacity in order to avoid being caught by Rules of Origin as electric vehicles take an ever larger share of the market.
- **Higher Education (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 six 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. The HE sector will also be affected by aspects of Brexit, such as loss of EU funding and new immigration rules.
- **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. This sector also faces challenges from Brexit in relation to skills supply and safety regulations.

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. However, the uncertainties surrounding the impact of Brexit on the finance sector and traded services will also be a factor here.
- **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. The Route to Zero programme will deliver significant opportunities for green growth. Building on the existing low carbon and environmental sector locally will be key. 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. This sector and the healthcare and life sciences sector face challenges from the new regulations on mobility of labour and have also benefitted from EU funding which will need to be replaced.

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

The economic impacts of the COVID-19 outbreak are likely to be compounded further by Brexit.

COVID-19 will be by far the biggest economic shock in the short term, but the impact of Brexit is likely to be felt for longer, with both costs and opportunities changing the landscape in which the Birmingham economy must operate. Whilst the two economic shocks will be felt most strongly in different sectors, there will be a wider economic impact of Brexit (prices, supply issues, general downturn in profitability etc.) that will impact on all sectors. The transition period ended on 1 January 2021 and this ended the previous trading relationship with the EU.

The Trade and Co-operation Agreement between the UK and the EU ensures that there will not

be automatic tariffs applied to UK exports and imports from the EU in the short term, however there will remain some uncertainty about the trading environment for manufacturers exporting to the EU, due to concerns about Rules of Origin (sourcing of components) and the additional costs associated with meeting standards and complying with regulations.

The Agreement enables the continuation of business and leisure travel between the UK and the EU, though there will be many new restrictions, some of which will have important implications for some business sectors. Freedom of Movement has ended and the new UK immigration regime will also impact on Birmingham businesses.

Further negotiations on the Agreement will continue during 2021, for example on data exchange and the rules governing the finance sector. The uncertainties surrounding the Northern Ireland Protocol will also influence the region. Leaving the EU is a long-term process and not a single event.

However, the Agreement will do very little to lessen the potential for short term delays at border crossings, with potential knock-on effects on the supply and price of goods. In the medium term, the non-tariff barriers associated with leaving the Single Market and the Customs Union will add to the costs of all export and import businesses trading with the EU.

Forecasts predict that the impact of Brexit will be much less sharp than that of COVID-19, but will last for longer, with a reduction in expected growth for several years ahead, due to the cumulative impact of the increased costs of trade. 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 likely increased barriers and 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. The key impacts on local businesses, both in the short term and over a longer period are likely to include:

- **Trade** - Rules of Origin, the lack of mutual recognition of standards and regulatory bodies, VAT .
- **Access to finance** - the lack of agreement on the financial sector, losing access to institutions like the European Investment Bank
- **Workforce** - the settlement of EU citizens in the UK, a new visa system, the lack of mutual recognition of professional qualifications.
- **Business resilience** - especially SMEs losing access to the EU market because of additional paperwork, visa issues, increased shipping costs, VAT.
- **Supply chains** - barriers in cross-border activities, new regulations.
- **Inward investment** - investment decisions of the big manufacturers (risk of new distribution centres in the EU but also potential re-shoring of parts of the manufacturing chain).
- **Uncertainty on the service sector** - arts and culture (visa issues), international data exchange (lack of agreement).



# STRATEGY

## THE STRATEGY

### 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.

### Leadership for recovery

We will need to put in place strong leadership and collaboration across a wide diversity of stakeholders if Birmingham is to bounce back from the crisis and move towards the vision set out above. It is vital that partnerships do not duplicate each other and that we have a clarity of leadership and open information sharing between partners.

We will establish an Economic Recovery Partnership to guide our collective efforts to support businesses and communities over the next two years and deliver the objectives set out in this strategy. The partnership will include key stakeholders from the business,

public and community sectors and will be informed by our wider engagement work set out below.

Within the City Council, leadership will be provided directly by the Leader of the Council and the Chief Executive, with regular reports to the management leadership team and the Cabinet and the Economic Recovery Strategy will be a key component of the City Council's Delivery Plan for 2020-22.

The partnership will set clear objectives, milestones and measures of success and will produce an annual report on the state of the city's economy and progress against these objectives.

**Engagement with business and communities**

In addition to the partnership referred to above, we will continue to engage regularly, in a variety of ways, with a wide range of stakeholders as we take this strategy forward, including:

- Business organisations.
- The GBSLEP and Growth Hub.
- Business Improvement Districts.
- Social Enterprise organisations.

As mentioned above, this strategy will also align with our Community Recovery Framework, which sets out how we will engage with the social, voluntary and community sector and with local neighbourhoods.

Effective engagement will be critical, not just to keep people informed and share intelligence but to secure the innovation and practical advice of these organisations, both in the short-term response to the crisis and the longer-term recovery.

**Recovery for the whole city**

As set out in our statement of principles above, our approach will be to address the needs of all parts of the city - local communities and businesses as well as inward investors, local centres as well as the city centre.

The city centre will remain critical to the future of the whole city and its businesses have been hit hardest by closures and loss of trade. Restoring the streets and public spaces of the city centre ahead of the Commonwealth Games next year is a top priority, but we are also focused on ensuring its longer-term role and vitality.

This strategy includes several measures to achieve this:

- Short term improvements through the re-opening High Streets Safely Fund, grant support to retail and hospitality businesses and the Emergency Transport Plan.
- Taking forward major investments in the city centre, such as Snow Hill, Smithfield, Paradise and Curzon.
- Delivering our vision for Central Birmingham 2040.
- Supporting initiatives for the arts and culture and lobbying government for further funding.
- Promoting tourism and inward investment around the Commonwealth Games.

At the same time it is vital that we support economic opportunities across the city and promote inclusive growth through engaging communities and boosting the creativity and innovation of

Birmingham people. This strategy includes many measures to do this, such as:

- The linking together of the city centre and surrounding neighbourhoods in the Our Future City Plan, so that some of the most deprived communities in the city can better access the opportunities of our regionally significant urban centre.
- Regeneration across the city - eg. the Wheels site, Peddimore, Perry Barr and East Birmingham.
- The Urban Centres Framework to enhance local centres.
- Continuing our anchor institutions and community wealth building programme.
- A major focus on East Birmingham, including skills and employment, environmental improvement, creating new green jobs.
- Investment in more sustainable new social housing and retrofitting of existing social homes.
- Programmes to provide skills and help people into work across the city

**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. The Combined Authority 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 future public funding is particularly uncertain. EU funding streams are due to end by 2023 at the latest and we await full details of the replacement Shared Prosperity Fund. Approximately 80% of the £100 million of EU funds secured by BCC support SME's, the unemployed, those seeking better skills and the most vulnerable adults and over 50% of the funding in the GBSLEP area has been for skills, employment and young people, including those not in employment, education or training. One of the successful projects in GBSLEP is the Youth Promise Plus programme funded by the ESF and YEI programme at £28

million and with a total value of £42 million. ERDF funding is also vital in supporting innovation and growth amongst SMEs - a key weakness of the Birmingham economy.

We will do everything we can to ensure that these programmes are maintained until activity can be continued under new funding arrangements from 2022 and that we secure new funding where possible for these priorities. We will make sure that Birmingham secures our share of funding from the Levelling Up Fund and the Community Renewal Fund, announced in the March 2021 Budget and that we are well prepared to make use of the Shared Prosperity Fund from 2022.

As of March 2021, Birmingham City Council has used government COVID funding to support:

- 17,500 small businesses with £215 million of small business grants across retail, leisure and hospitality sectors.
- 1,700 businesses with discretionary grants to the value of £10.6 million.
- 11,800 businesses through the Government's new business emergency support fund, Additional Revenue Grant (ARG) scheme, with a budget of £32.9 million.

However, looking towards the long-term, 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**

Stakeholder engagement will be an important part of the interventions, many of which will be take forward in partnership. Key partners will include the West Midlands Combined Authority, the LEP, the Chambers of Commerce, the West Midlands Growth Company and major commercial developers.

**Intervention plan**

The Recovery Intervention Plan set which follows 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 (eg. 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 work on 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-needed jobs and help shift the economy to high-value sectors. The importance of schemes like Paradise and Arena Central, which have contributed to the development and viability of the Westside area of the city, 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 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 (UCF) 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 ten 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 ten 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.

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 city has plans for 7,000 homes over nine years (this is the minimum number of affordable homes to be delivered over the next nine to ten years, including direct delivery through the council's BMHT programme as well as enabling delivery by key external partner registered partners, arm's length developer/joint venture vehicles etc.). BMHT delivery relies upon cross-subsidy from sales and grant funding from central and regional government agencies. The assumptions regarding cross-subsidy from sales are now being revised based on lower sales returns. New models of capital funding including investment and equity approaches need to be used. An uplift in funding for affordable homes will also 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.  Cabinet approval achieved in Dec. 2020. Joint Venture Agreement signed with Lendlease end of Jan. 2021.  Outline Business Case to be submitted to GBSLEP Q4 2021  BCC have commenced early site enabling works to facilitate CWG 2022 activity	Will require additional public funding.  GBSLEP/EZ ask is circa £130m.	GBSLEP/EZ application submitted.  Partnership established.  Strategic Outline Case approved at GBSLEP Board December 2020.	BCC, Planning and Development  Lendlease  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>	SOBC approval Feb. 2021.  FBC completion Mar. 2023.  Land Assembly Programme 2023 - 2027.  Phased Implementation from 2025.	Will require additional public funding for infrastructure.	Completed Strategic Outline Business Case (SOBC).  Approval to submit funding applications to develop Full Business Case.	BCC Department for Transport  TfWM 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.  Work with local partners, Bruntwood, Aston University and BCU, to join up masterplans and maximise the Knowledge Quarter as a hub for innovation and business growth.	Funding for infrastructure and assistance with abnormal costs.	£15m funding for Digbeth High Street improvements approved by GBSLEP.  WMCA recovery plan includes £61m for the Creative Quarter and £70m for Martineau site development.	BCC, Planning and Development Bruntwood BCU Aston University WMCA GBSLEP

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
Supporting the future of the city centre	<b>Our Future City Plan</b> <ul style="list-style-type: none"> <li>We are developing a compelling vision and strategy for the next era of city centre growth and development.</li> <li>The ambitious strategy focuses on creating people-centred environments, opportunities for growth in emerging green industries, improving health and wellbeing through access to green spaces and making cycling and walking easier, safer and attractive.</li> </ul>	Renewal	Engagement from stakeholders, residents and partners.	Vision document launched on 25th January 2021 - consultation and engagement underway	BCC Planning and Development
	<b>Commercial development review</b> <ul style="list-style-type: none"> <li>Given the profound threat to what is one of the 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.  Work with private and public sector partners to understand the COVID-19 impact on the future of the city's office market.  Review of BCC CAB buildings.  Options appraisal.	Commitment from partners.	Work commissioned and underway - close engagement with WMCA and Colmore BID being managed given they are also involved in similar complementary work which will support conclusions on the future health of the city's commercial market.	BCC Property Services WMGC GBSLEP City centre stakeholders Colmore BID WMCA
	<b>Public Sector Relocations and Northshoring opportunities</b> <ul style="list-style-type: none"> <li>With excellent connectivity, strong BPFS clusters and a pipeline of talent the city is potentially 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 and restructuring of large London based employers.	Arena Central already chosen as a 'hub' for HMT - further engagement with Whitehall being undertaken to secure additional relocations.	BCC Planning and Development WMGC

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<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>	<p>Renewal.</p> <p>Development of an options analysis on the reinstatement of EZ Business rates relief.</p> <p>Lobbying HMG with support from the GBSLEP.</p>	Extend the period of rate relief for businesses within the EZ - will require support and approval from Government.	Commissioning process underway to carry out primary intelligence gathering, model scenarios and benefits to the EZ sites.	BCC Planning and Development  GBSLEP
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>	<p>Recovery and renewal.</p> <p>Outline Business Case to Cabinet – Mar. 2021.</p> <p>Full Business Case and commence procurement – Jun. 2021.</p> <p>Select Development Partner - Dec. 2021.</p>	£3.5m funding ask for remediation and site development.	We are continuing to work with the WMCA to identify funding opportunities and 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>	<p>Recovery and renewal.</p> <p>Joint occupier strategy to be developed between BCC, IM and WMGC.</p> <p>By 2022 the infrastructure works for the site will be completed including a new junction on the M42 and internal spine roads as well as landscaping.</p>		<p>All of the land has been assembled for the residential development, including future phases.</p> <p>Engagement with stakeholders on vision, objectives and opportunities completed.</p> <p>Development is underway.</p>	BCC Planning and Development

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
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 Masterplan will have been adopted, and the pre-Games development fully delivered including the first phase of the residential scheme providing new homes, highways new development sites as well as an improved environment for active travel, and a new station and bus interchange.</li> </ul>	<p>Recovery and renewal.</p> <p>Produce draft masterplan for consultation that will guide the long-term development of Perry Barr - Mar. 2021.</p> <p>Masterplan finalised - Jun. 2021 Recovery.</p>		<p>All of the land has been assembled for the residential development, including future phases.</p> <p>Engagement with stakeholders on vision, objectives and opportunities completed.</p> <p>Development is underway.</p>	BCC Planning and Development
	<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 Sep. 2020 to Sep. 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>	<p>Recovery.</p> <p>FBC approval - Jan. 2021.</p>	FBC approval of £23.6m.	<p>Governance established.</p> <p>Final Business Case approved.</p>	<p>WMGC</p> <p>BCC</p> <p>WMCA</p> <p>DCMS</p> <p>DIT</p>
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> </ul>	<p>Renewal.</p> <p>Strategy and Implementation Plan adopted.</p> <p>Delivery.</p>	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.	<p>Strategy approved by Cabinet - ongoing/ continual engagement underway.</p>	<p>BCC</p> <p>NHS</p> <p>WMCA/TFWM</p> <p>JCP</p> <p>DWP</p>

Continued »



Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<ul style="list-style-type: none"> <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>				
	<p><b>Urban Centre Framework (UCF) Investment Programme</b></p> <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>An initial list of priority Centres of Transformation has been identified, including major changes to Perry Barr with the investment in the Commonwealth Games Athletes Village. The other centres of transformation in the draft Framework are Sutton Coldfield, Bordesley Green, Coventry Road, Stechford, Meadway, Erdington, Northfield, Stirchley and Alum Rock Road.</li> <li>In order to support the recover and reinvigoration of our high streets we will accelerate delivery of the UCF.</li> </ul>	<p>Renewal.</p> <p>Develop a delivery strategy for initial 10 centres.</p> <p>Project development against key themes, commencement/continuation of funded projects, and identification of additional funding - Mar. 2021.</p>	<p>Delivery strategy will determine future funding requests.</p>	<p>UCF adopted Jan. 2020.</p> <p>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.</p>	<p>BCC Planning and Development, Transport and Connectivity</p> <p>WMCA</p> <p>BIDs</p> <p>Opportunities for working with other partners on the identified centres, such as the LEP, will also be explored.</p>
Affordable housing	<p><b>BMHT - sustaining affordable housing development</b></p> <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> <li>Develop strategic partnerships for larger sites to accelerate the number of affordable homes delivered in the City in line with the Inclusive Growth Acceleration of Inclusive Wealth Creation and Delivery.</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

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<p><b>Review housing and remediation grant programmes to sustain affordable housing development</b></p> <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.	<p>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.</p> <p>Seek agreement to extend the timescales for the expending of RTB receipts.</p> <p>Increase staffing resources in support services eg. finance, procurement, legal.</p>	Recovery asks submitted to HMG.	BMHT
Anchor Institutions and Community Wealth Building	<ul style="list-style-type: none"> <li><b>Plural ownership of the economy and procurement:</b> 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> </ul>	Renewal.		<p>The Anchor Institution Network will:</p> <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> </ul>	CLES

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<ul style="list-style-type: none"> <li>• <b>Socially productive use of assets:</b> 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> <li>• <b>Fair and just labour markets:</b> 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>• <b>Making financial power work for places:</b> 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>• Extend take-up of Community Wealth Building approaches among Anchor Institutions in Birmingham and West Midlands through advocacy activities.</li> <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 sustained modal shift to public transport, cycling and walking, as well as encouraging growth in 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. Our Future City Plan will also be 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 under seven key themes: <ul style="list-style-type: none"> <li>- New house building.</li> <li>- Housing retrofit.</li> <li>- Transport.</li> <li>- Electric vehicles.</li> <li>- Waste.</li> <li>- Energy.</li> <li>- The natural environment.</li> </ul> </li> </ul>	Renewal.  Action Plan agreed by Council - Jan. 2021.  Ongoing implementation of programmes.  Annual update to Full Council - Jan. 2022.	In development.	Political declaration of a climate emergency and commitment to achieving net zero carbon both within the City Council's operations and across the City as a whole.  BCC governance and staffing resource agreed.	BCC supported by the Route to Zero Taskforce
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.  Secure funding.  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.	<p>European funding bid in development.</p> <p>Birmingham and Black Country Wildlife Trust national bid successful.</p>	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.	<p>Pre-application discussion underway.</p> <p>ERDF application in development</p>	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.	<p>Contract awarded.</p> <p>Includes deployment and employment for network development.</p> <p>Engagement at community level with providing training opportunities and apprenticeships.</p> <p>Started Sep. 2020.</p>	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>	<p>Recovery and renewal.</p> <p>Undertake a governance review with stakeholders to maximise the value of TEP.</p> <p>Develop a clear business offer to attract SMEs and capital investment into the area.</p>	£10m.	<p>Proposals have been submitted to Government/ MHCLG.</p>	<p>BCC</p> <p>University of Birmingham</p> <p>Aston University</p> <p>BCU</p> <p>Webster and Horsfall</p> <p>GBSLEP</p>

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>	<p>Renewal.</p> <p>EOI to be submitted.</p> <p>Delivery: Perry Barr refuelling facility - 2022.</p>	£25m EU/HMG	<p>Phase 1 £16m - GBSLEP/LGF/OLEV/FCHJU funding.</p> <p>Phase 2 - Business case and bid development underway.</p>	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>	<p>Renewal.</p> <p>Erdington refuelling facility - delivery between 6-12 months.</p> <p>South facility - 2023.</p>	TBC following evaluation of phase one.	£5m committed.	<p>BCC</p> <p>Cadent (British Gas)</p> <p>ITM</p> <p>Ryse (hydrogen providers)</p> <p>ESB</p>

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 - ie. 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> <li>Include the provision of apprenticeships and training/work opportunities using the Building Birmingham Scholarship.</li> </ul>	Recovery and renewal.	Procurement for an off-site manufacturer/ RP to develop a strategy to build 100 homes plus, 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 WMCA

### 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>Support for business survival and recovery</b> <p>We have completed the delivery of Government's emergency Discretionary Business Grant (DBG) scheme to assist SMEs who have suffered a significant loss of income due to Covid-19, approving a total of £10.8m in grant funding to 1,700 Birmingham businesses</p> <p>We have developed the Government's new business emergency support fund, Additional Revenue Grant (ARG) scheme, with a budget of £32.9m through which we are assisting 11,800 businesses (including 5,233 self-employed taxi drivers).</p> <p>If new government restrictions are introduced, the City Council will be seeking additional support from the government to extend its support through the Local Restriction Grant Scheme/ Additional Restrictions Grant Scheme to support businesses, which continue to be impacted.</p> <p>We also continue to lobby Government over the need for a recovery fund to enable businesses to move from survival to recovery, retain existing jobs and potentially create new jobs.</p>	Secure national support for approach.	£20m from HMG.	Proposal has been submitted to HMG with support of regional partners.	BCC Business and Innovation

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<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
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.  Ensure major projects are consistent in the use of the Birmingham benchmark and approach (ie. 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  BCC Skills and Employability

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<b>Birmingham City Council support measures</b> <ul style="list-style-type: none"> <li>Maintain annual revenue grants and contract fee for our funded culture portfolio (despite reduced delivery) to futureproof organisations stability.</li> <li>Support museums contract provider with Supplier Relief where applicable.</li> <li>Grant Aid and continued officer engagement with the West Midlands Culture Sector Covid Response Unit (CRU). Providing advice and guidance to culture sector including on-line seminars and workshops.</li> <li>Birmingham Compact: a joint commission with Coventry Compact to investigate fiscal innovations for culture sector identified in the Cultural Investment Enquiry, such as Property Related Models, Social Investment/Shared Risk models etc.</li> <li>Appointment of new Tourism Officer to lead on development and implementation of a Visitor Destination Plan (aligned with the regional Tourism Strategy) focusing on the cultural offer and maximising opportunities presented by the hosting of the Commonwealth Games.</li> </ul>	Recovery.	Internal resource management.  £15k contribution from Coventry Compact.  Tourism Officer funding secured.	Report to February Cabinet  £209k approved in 2020-21.  £5k grant and lead on CRU Help and Support Group.  £15k Birmingham Compact contribution to £30k brief.  Tourism Officer interviews and Visitor Destination Plan brief in Mar. 2021.	Arts Council  BCC Neighbourhoods  Coventry Compact
Supporting people into work	<p>To deliver the scale of jobs and skills achievements this city needs, we won't operate alone - we will continue to collaborate with partners, employer groups and community stakeholders and to deliver people-centred economic growth and good jobs.</p> <p>To support Birmingham's recovery we will follow recent community best practice in North Birmingham by expanding the concept of the 'summit' to join forces as equal partners across Birmingham to:</p> <ul style="list-style-type: none"> <li>Focus on joined up solutions for those worst affected by the pandemic and the economic impact due to underlying poverty and inequality.</li> </ul>	Recovery  Establish a Jobs, Skills and Enterprise recovery board with strategic accountability for planning and delivery.  Launch levy grants for Apprenticeship learning costs in Spring/Summer 2021.	Existing resources.	We are part of a regional taskforce led by West Midlands Combined Authority and Job Centre Plus to focus on enabling recovery that includes local people.  Work already underway with the GBSLEP	BCC Employment and Skills  BCC HR  BCC Employment Access Team  WMCA  Job Centre Plus  GBSLEP  Skills Hub

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<ul style="list-style-type: none"> <li>Confirm our understanding of the short/medium term economic challenges and opportunities based on the evidence.</li> <li>Set out and further develop this Birmingham Economic Recovery Strategy - Jobs and Skills element.</li> <li>Establish a Jobs, Skills and Enterprise recovery board with strategic accountability for planning and delivery</li> </ul> <p>This will:</p> <ul style="list-style-type: none"> <li>Bring together a strategic picture of current and planned activity - there is lots going on but no strategic map.</li> <li>Address the disconnect between strategic dialogue and operational delivery at a local level. We should build on our ability to respond flexibly with required delivery and at pace/scale to local issues and learn from good practice in designing local interventions.</li> <li>Bring together skills activity with economic development and business support - align skills with job creation and employment opportunities - enhance visibility of progression routes in line with growth sectors and new sectors - link skills offer to business advice.</li> </ul> <p>We will deliver better with existing resources for example creating a local Apprenticeship Levy recovery plan.</p> <ul style="list-style-type: none"> <li>We are working with the GBSLEP to launch a new support so our SMEs can access our Apprenticeship Levy. This will ensure Birmingham businesses and residents gain the benefits from the Apprenticeship Levy that the Council generates.</li> <li>The Council's Employment Access Team will work with the LEP team to connect local jobseekers to opportunities created.</li> </ul> <p>We will deliver a new set of Supported Internships and Apprenticeships and Kickstart places across the Council, demonstrating that we're a supportive local employer when it matters most.</p>	Deliver supported internships, apprenticeships and Kickstart places throughout 2021 and 2022.			

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
<b>Youth employment</b>	<p><b>Youth unemployment</b></p> <ul style="list-style-type: none"> <li>The Council's Youth Promise Plus (YPP) team continues to provide one-to one support for young people back into education, or into training pathways, apprenticeships and job opportunities. We have supported over 14,000 young people so far, and aim to support at least 3000 in 2021/2022 including some of our most vulnerable young people referred by Police Teams, and also targeting those hardest hit by the pandemic.</li> <li>Our experienced Careers and Youth Services staff continue to reach families and young people by phone, online and through safe outreach, we supported over 500 young people last summer who had been identified by schools and others as at risk of dropping out of education/training/employment.</li> <li>We work with a set of partners such as The Prince's Trust and the NHS provide a range of training programmes from 2 days to 12 weeks - leading to recruitment rounds and exciting careers.</li> <li>We now have a specialist mental health team to support unemployed young people out of lockdown and into their futures.</li> <li>Working with Birmingham's Children's Trust: we are seeking funds for supporting some of our most vulnerable 14-19 year-olds to stay in education, or take up employment focussed training or part-time paid jobs through a scheme with local employers.</li> <li>We are initially providing 50 6 month Kickstart jobs for 16-24 year olds within the Council and looking to enable at least 150 Kickstart jobs with local employers in 2021/2022.</li> </ul>	Recovery.  YPP currently completes delivery in Oct. 2021 - succession funding of £6m to 2023 is at bidding stage.	We have bids in to secure European funding support of £6m up until 2023.	Kickstart resources in place - funds to support implementation of this Government scheme were approved at Cabinet Feb. 2020.	<p>BCC Employment Access Team and Youth Promise</p> <p>The Prince's Trust</p> <p>University Hospital Birmingham</p> <p>Learning Hub</p> <p>Solihull MBC</p> <p>Change Grow Live</p> <p>Better Pathways</p>

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
Redundancy support	<p><b>Rapid Response to end of furlough and redundancy</b></p> <ul style="list-style-type: none"> <li>We are working with strategic partners, including Job Centre Plus and National Careers Service, GBSLEP and West Midlands Combined Authority, to be part of a joint offer for supporting people affected by redundancy.</li> <li>These partners provide specialised support to residents at risk of redundancy, and we will continue to focus our efforts on supporting people if they do become unemployed.</li> <li>For entrepreneurs, the Council hosts free expert enterprise support, including legal advice, at Library of Birmingham. We have some excellent providers for young entrepreneurship in the city for example, Prince's Trust, who offer support programmes and grants for start-ups. We will collaborate with these and other experts to enable residents looking at enterprise to succeed.</li> </ul>		Existing resources and partnerships.		BCC Employment Access Team  National and local partners.
	<p><b>Adult Education - Route to Work</b></p> <p>Our city has an enviable set of Colleges, Universities and Adult Education providers who are all focussed on supporting success despite the disruption the pandemic has caused. Funded by West Midlands Combined Authority, the Council's Adult Education Service is the largest in the country and is offering brand new Route to Work support: designing provision with employers to ensure the skills you gain will provide the refreshed confidence and access to jobs that residents deserve. Since January this new scheme has supported over 450 people to prepare for work alongside their courses. Popular courses are essential skills such as English, Maths, Digital and ESOL (English for Speakers of other Languages).</p>				

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
	<p>Our constantly expanding online offer provides bite-sized training for flexible and remote working to support the post-COVID-19 lockdown economic recovery. Digital, IT and artificial intelligence have been identified as key areas for skills development.</p> <ul style="list-style-type: none"> <li>Through joint work with colleges, independent training providers and the WMCA, the Council is linking to jobs with HS2 Ltd and developers around Commonwealth Games sites, in readiness for these opportunities.</li> </ul>				
Supporting people into work	<p><b>Jobs and Skills Employment Access Team - World of Work</b></p> <p>The Council's Employment Access Team runs the World of Work (WoW) project linking jobseekers to local training, work experience, apprenticeships and jobs. The WoW project will support unemployed residents over the age of 25 to those in their 70s who are keen to work.</p> <p>The team work with major contractors to develop the best work experience, training and job opportunities employers can offer to residents. We will increase efforts to maximise the Birmingham pound, and reach our best performance, which has previously seen us secure over 1000 work experience/training/job opportunities per year.</p> <p>We are also working with the other major public sector 'Anchor' organisations in the city, finding best ways to join forces on Key Worker recruitment and support local access to those jobs, with renewed focus on equity.</p> <ul style="list-style-type: none"> <li>We will refresh our communications to enable residents to find out about jobs, skills and education more easily.</li> <li>We have information available about our Careers, Adult Education and Libraries offers, which connects with Jobs and Skills enabling residents easy access either in person or online.</li> </ul>	<p>Recovery.</p> <p>Our £4m project submission to DWP will enable extra World of Work support for unemployed people over 25 years old up to the end of 2023 .</p> <p>Communications Phase 1 - joining up information - using existing resources Apr. 2021.</p> <p>Communications Phase 2 - new web portal - requires new resources.</p>	<p>Succession funding at bid stage for Oct. 2021 - Dec. 2023.</p>	<p>Project already in place; key will be to secure additional funding.</p>	<p>BCC Education and Skills services</p> <p>Links to local service buildings and partnerships</p>

**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
<b>Transport and Highways: delivery of major priority projects</b>	<p><b>Major projects</b></p> <ul style="list-style-type: none"> <li>This will include significant investment in refurbishment of the city's highway network including 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.</li> <li>The ongoing delivery of the Transportation and Highways Capital Programme will also help stimulate recovery (£247m for 2021-22 to 2025-26).</li> <li>By 2022 we will have also concluded consultation and formally adopted the Birmingham Transport Plan, including a rolling delivery plan to 2031.</li> <li>The transformation of the city centre will be underway with the traffic segments in place, further pedestrianisation and changes will have taken place to reduce the impact of the A38 through the city centre core.</li> <li>Active travel schemes in local neighbourhoods will be continuing to be implemented and either the city-wide default 20mph pilot will have been developed or a further two 20mph areas will have been delivered. At least another 12 car free school streets will be in place.</li> </ul>	<p>Renewal.</p> <p>Start 2021.</p> <p>Complete 2026.</p>	DfT funding allocations to be agreed.	Business cases in development.	BCC Transportation and Connectivity, Highways

Continued »

Theme	Intervention	Phases and key actions	Ask	Progress	Partners
<b>East Birmingham public transport improvements</b>	<p>East Birmingham Metro</p> <ul style="list-style-type: none"> <li>We will also continue to support delivery of partner projects, including HS2 and TfWM's capital programme (Metro, Sprint, Cross City Bus).</li> <li>The planned Midland Metro East Birmingham to Solihull route is in particular a crucial part of the changes which are needed to the area's transport infrastructure.</li> <li>Accelerating delivery of BTP - delivering maximum social value for residents</li> </ul>	Renewal.	Some of the projects will be subject to HMG funding decisions.	In progress.	BCC TWFM DfT HS2
<b>Delivering Digital Inclusion</b>	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



## Useful web addresses

### Birmingham Development Plan

[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)

### Big City Plan

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

### Our Future City Plan

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

### Birmingham Emergency Transport Plan

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

### Smithfield Masterplan

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

### Paradise Masterplan

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

### HS2 Curzon Masterplan

[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)

### East Birmingham Inclusive Growth Strategy

[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)

### Midlands HS2 Growth

[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)

### West Midlands Local Industrial Strategy

[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)

### WMCA Recharging the West Midlands

[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)

[economic recovery strategy](#)



[economic recovery strategy](#)

## 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

The City Council will communicate this document in a suitable way to all audiences. In addition to the online and printed documents, requests for the document in alternative formats will be considered on a case by case basis including large print, another language and typetalk.

© Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.  
Birmingham City Council. Licence number 100021326, 2021.

The Birmingham City Council COVID-19 Economic Recovery Strategy produced by  
Birmingham City Council, Planning and Development, Inclusive Growth Directorate.



# Birmingham City Council COVID-19 Economic Recovery Strategy

March 2021

