

The Birmingham Prospectus



NEXT STEPS

Further to the Birmingham Conference, held in November 2006 to discuss the draft of the Prospectus, the document has been revised to take account of the feedback from participants and those unable to attend. It was presented to the Birmingham Strategic Partnership (BSP) at its January meeting. Following the publication of this Prospectus it is proposed to:

- Incorporate the Prospectus into an early review of the Community Strategy.
- Establish more comprehensive milestones and timescales for actions 1 to 10 set out above, including confirming clear leadership responsibility for delivery.
- Confirm with all sectors and partners how they can support the delivery of the action plan and to identify the activities that their organisations need to engage in to support the achievement of the vision.
- Reflect the aims of the Prospectus in other strategies and programming mechanisms that guide Birmingham's future, including the Local Area Agreement.
- Through a series of workshops, develop the vision in more detail for particular service areas or themes, including:
 - Housing
 - Transport
 - Older people
- Establish an annual Birmingham Conference to review progress on the Prospectus and initiate further action if appropriate.

FURTHER READING

Birmingham Conference – 28th November 2006, Analysis of discussions and written comments.

Birmingham Prospectus, Theme Groups – background paper summarising the outcome of the Theme Group discussions held during the summer of 2006.

The Birmingham Growth Agenda Overview paper agreed by Birmingham City Council Cabinet, 27 March 2006.

The Birmingham Summit for the Future, ICC, Birmingham, 7 March 2006, Conference Report.

Available to download at www.birmingham.gov.uk

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FOREWORD



It gives me great pleasure to introduce the Birmingham Prospectus. This vision is the culmination of an intensive period of focused dialogue across the private, public, voluntary and community sectors in our City. Together we have agreed decisive actions to ensure the long-term prosperity of Birmingham, providing a framework for public and private sector investment.

The catalyst for this action was the 'Summit for the Future' held in March 2006. The consensus was that Birmingham's renaissance has been dramatic, earning the City many accolades on the national and international stage as a beacon of excellence in regeneration. Preparing the Prospectus has provided an opportunity to reflect on our current strengths and opportunities. Whilst much progress has been made, these achievements mark the start of the next phase – the first act in a longer production. The Prospectus sets out some critical actions, which will enable us to introduce our second act to meet the demanding and diverse challenges still facing our City. As we move forward, however, it is vital that we do not forget the wealth of ideas identified in the Theme Group findings and the notes from the conference in November last year.

Birmingham's Community Strategy (Taking Birmingham Forward) is the City's over-arching strategic document, setting out clear ambitions and priorities for the future of Birmingham to 2010. This Prospectus seeks to galvanise the Community Strategy's long-term ambitions, identifying the key actions that will underpin Birmingham's role as a globally competitive city, a dynamic regional capital and the generator of growth and prosperity for its people over the next 20 years.

The Prospectus will inject pace and propel Birmingham along the pathway set out in the Community Strategy, securing local prosperity and a global position in a rapidly changing world. The National Exhibition Centre, International Convention Centre and National Indoor Arena have already established Birmingham as the UK's top conference and exhibition city, drawing in almost half of all the UK's major conference trade. Recent developments such as the Bullring – Europe's largest city centre retail regeneration project - show the futuristic direction in which the Birmingham is heading.

The vision we set out in this document builds on Birmingham's strengths in professional and financial services and knowledge-based industries with clusters of companies in growth sectors like medical and environmental technologies and the creative industries. Birmingham also retains an important manufacturing base with a strong tradition of innovation, which will continue to be important.

I commend this Prospectus to you and look forward to working closely with all our partners and citizens. Together we will deliver a Birmingham second to none – a proud global City with a thriving local heart.

A handwritten signature in black ink that reads "Mike Whitby". The signature is written in a cursive style and is underlined with a long, sweeping horizontal stroke.

Councillor Mike Whitby
Leader of Birmingham City Council

BACKGROUND

Following the Summit for the Future in March 2006, Birmingham City Council worked closely with local stakeholders, from the private, public and third sectors, to identify the key challenges and opportunities facing the City over the next 20 to 30 years. This work was taken forward through five Theme Groups. The groups were asked to look at the implications for Birmingham under the following topics:

- **A GLOBAL CITY** - Recognising the ever-increasing pace of change in a world economy. Lead: Greg Lowson, Managing Partner, Birmingham Office, Pinsent Mason.
- **A VISIBLE CITY** - Creating a place which naturally comes to mind when investment decisions are taken or quality of life judgements made. Lead: Glenn Howells, Founding Director, Glenn Howells Architects.
- **A CONNECTED CITY** - Developing first class links to the rest of the world and the infrastructure to support our growth. Lead: Dr. Christine Braddock, Principal and Chief Executive, Matthew Boulton College.
- **A PROSPEROUS CITY** - Performing better than our competitors and ensuring our residents all have the opportunity to share in that success. Lead: David Hersey, West Midlands Regional Director of Corporate Banking, Royal Bank of Scotland.
- **A GROWING CITY** - Providing a place with excellent public services, where people flourish, feel welcome and want to stay. Lead: Sophia Christie, Chief Executive of Eastern and Northern Birmingham Primary Care Trusts.

The Theme Groups' findings informed the development of a draft Birmingham Prospectus, which was launched and discussed at the Birmingham Conference in November 2006. The event enabled a wide range of local stakeholders to discuss and debate the Theme Groups' findings. The comments received at and since the event have been used to finalise this document.

The Birmingham Prospectus formally sets out the shared vision of local partners for the future development of our city. It represents an ambitious long-term strategy to secure Birmingham's position as a leading world city and as a place in which people wish to live, learn and work.

We want to encourage everyone with an interest in Birmingham's future growth and prosperity to support this Prospectus and to work with partners to identify and drive forward ways of achieving its objectives.

OUR VISION

1. Birmingham: A Growing Global City

Continuing Birmingham's development is critical to enhancing its position amongst world cities. Building on its role as a dynamic regional capital and a major contributor to the national economy, Birmingham must enhance its position on the global stage in order to secure future prosperity, investment, trading opportunities and increased visitor numbers. Sustainable economic and population growth will be fundamental in securing this position, alongside strong leadership both locally and in the wider region.

Birmingham has a 20-year vision to secure long-term, sustainable growth in its population, rising from around 1 million people now to a population of up to 1.1 million. This will be

matched with increased investment and new employment opportunities. To achieve this vision it is vital that we improve the quality of life for all of Birmingham's citizens and address inequalities within the City. Furthermore, plans for Birmingham's future development must be sustainable and integrated.

Realising this vision will require sweeping change across wide areas of the City. Growth will be concentrated in east Birmingham, south-west Birmingham, the Urban Living Housing Market Pathfinder in the north-west of the City, as well further expansion in the city centre and the sustainable growth and development of three suburban centres. Environmental and

design quality must be at the heart of the vision since they are critical for providing a full range of housing and neighbourhoods that will attract and retain both people and investment for the longer term.

The Birmingham Wholesale Markets are due to relocate from their city centre location, leaving a 21-acre site available for redevelopment in the very heart of the City. The unique opportunity that such an important site provides creates an exciting and critical challenge. Successfully meeting this challenge is vitally important towards achieving the City's long-term vision.

2. The Birmingham Brand

The City needs to establish a clear understanding of its strengths and opportunities and the unique selling points that set Birmingham apart from our global competitors. All sectors and communities of the City should be able to understand and promote the corporate reputation of the City: a strong, sustainable and successful city that can and will deliver a great place to live, work, do business in and visit. Birmingham is a growing global city, proud, vibrant and dynamic on the one hand, yet remaining a diverse, friendly and welcoming community on the other.

We need to promote these positive messages more widely, both within the City itself and at the national, European and global levels. All stakeholders have a role in promoting the Birmingham brand, demonstrating our diversity yet retaining a common vision for the City.

In an increasingly global marketplace, the reputation and perceptions of Birmingham underpin our ability to attract and retain more skilled workers and entrepreneurs and to secure private sector investment. Quality of life factors, including the

City's range of housing choices, are especially important in determining such decisions and we must boldly promote our strengths in this area.

Birmingham's diverse and young population is a particular asset to celebrate and build upon in the future. Similarly our thriving arts, culture and sports offer, internationally renowned orchestra and ballet, developing restaurant scene, leading fashion brands and international sports events are great strengths.

3. Birmingham The Talented and Diverse City



Birmingham's diversity is a key strength that we must continue to nurture and explore. This dynamic mix provides a broad range of skills, experiences and expertise and important market and investment opportunities. In partnership with Birmingham's businesses and voluntary and community groups (the Third Sector), we must provide an environment in which our residents can develop their potential. Our diverse and cosmopolitan neighbourhoods, as well as interest and faith groups, must continue to be

vibrant, with successful local centres attracting visitors and investors. It is critical that Birmingham remains a welcoming and cohesive city as our demographic profile changes over the coming decades.

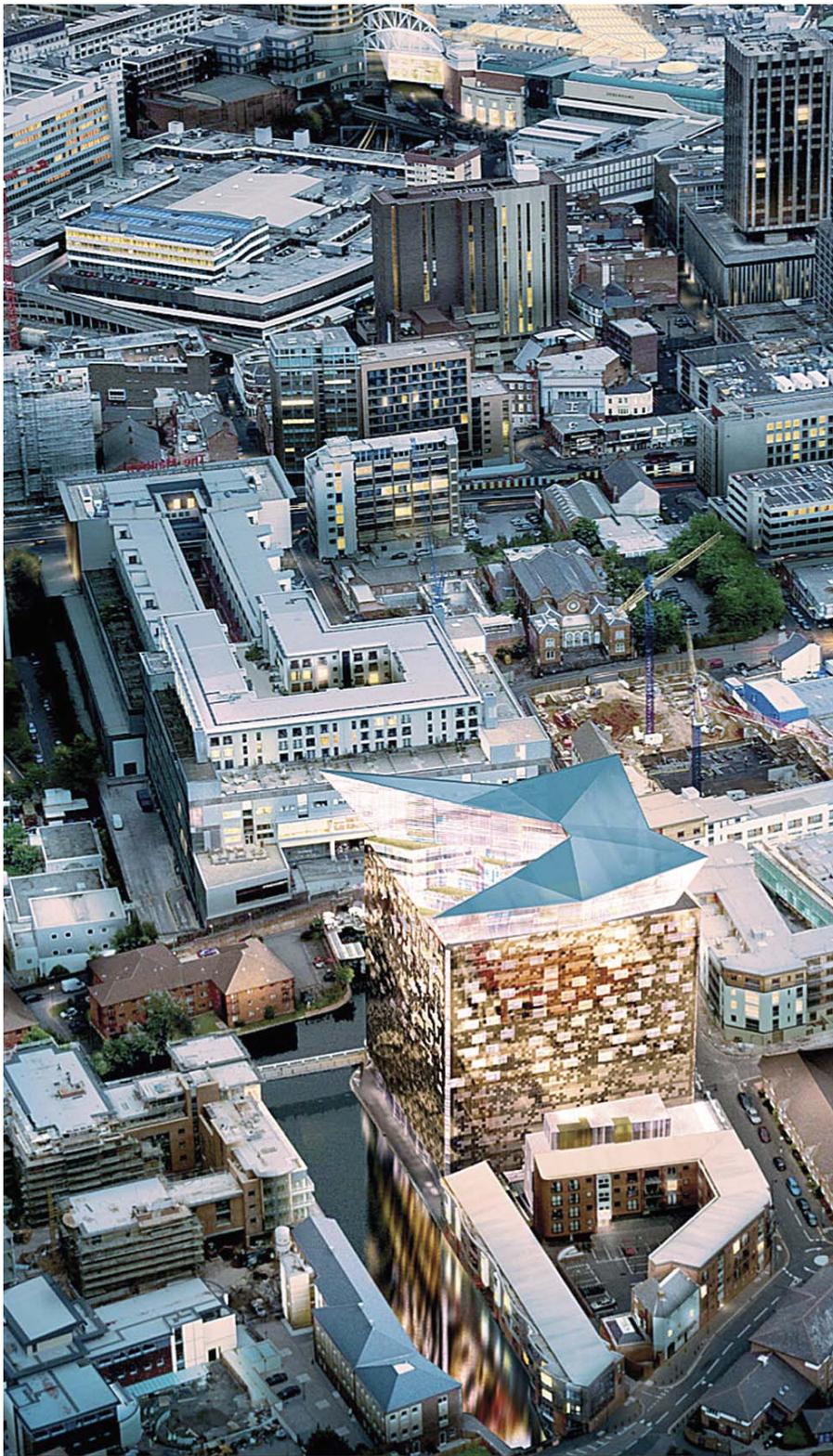
We recognise that the number of older people (over 85s) is increasing rapidly and it is intended that the city responds to both their needs and opportunities. However, with the youngest population of any major European city, Birmingham has a key opportunity to create a strong

platform for on-going investment and a vibrant place to live and work. We must continually ensure that each and every one of our young people are actively engaged in developing and delivering Birmingham's long-term vision and can reach their full potential.

One of the most important challenges facing Birmingham over the next few decades is our ability to supply the skills that businesses will need to compete effectively in global markets. This is clearly critical amongst Birmingham's young people, but also important in terms of ensuring those of working age have the skills employers want. It is essential that we build on our recent improvements at GCSE and A-Level and encourage young people to remain in education beyond school leaving age by offering exciting and rewarding education and vocational pathways, particularly for the 16 to 19 year-old age group. We will also work to encourage graduates to remain in Birmingham for work after completing their studies.

Fostering a lifelong interest in learning, with local employers supporting the process, will enrich the lives of our citizens and enhance our offer to investors. This is critical for up-skilling existing employees and improving employment opportunities for those people without qualifications in an increasingly knowledge-based economy.

4. One Birmingham



Birmingham's recent renaissance has focused heavily on the city centre, which is acknowledged as the economic heart of the region. As this successful transformation continues partners and investors now have the confidence and determination to do much more, both to continue to grow the City's economy and to ensure all of its communities can benefit from this growth. Whilst further reinforcing the strength of the city centre through the implementation of a city centre masterplan, we will also drive forward transformation in other parts of the City, providing a wider range of economic and social opportunities for all local communities.

Investment will create a strong network of vibrant urban villages across Birmingham. These will become attractive destinations in their own right, providing high quality, clean and safe environments in which people want to live, work and invest. To begin this rejuvenation we will identify three centres, at the heart of aspirational communities, that will act as a focus for new investment. The City Council will explore innovative ways to use its land and property resources and work with partners, particularly from the private sector, to drive and support regeneration. In supporting the City's future development, planning procedures will seek to be more responsive to the needs of businesses, investors and local residents.

5. Birmingham the Connected City

The efficient, effective and convenient movement of people and goods both within Birmingham and beyond is critical to maintaining and enhancing the City's success. Birmingham needs a transport system which encourages people to choose to live, work and stay here; one which attracts new enterprise and helps business to prosper and grow; and which connects people with employment, learning and leisure opportunities. To achieve this vision we will improve and extend our bus, rail and Metro networks, do more to address traffic congestion and continue to reduce our dependence on the car. The successful delivery of

key infrastructure projects, such as the redevelopment of New Street Station and the expansion of Birmingham International Airport, will be vital to improving the City's connectivity, alongside improved local accessibility. In particular it will be important to better link some of the City's communities to future economic and social opportunities, improving their quality of life and the prosperity of the City as a whole.

The City's connectivity extends beyond physical transport links to wider communications links. It is critical that we ensure all of Birmingham's communities are

connected to the City's future successes. The digital world offers tremendous opportunities to improve access to goods and services, education and employment. Birmingham will be a 'Digital City' using both cable and new Wi-fi networks. We are just a short step from putting in place the citywide infrastructure that will improve the delivery of digital services, spur the development of business, and support cultural and economic innovation. We must make sure we maximise the benefits and accessibility of these new technologies for all our citizens.





6. Business Birmingham

Dynamic, creative and a centre for innovation and knowledge, Birmingham will reinforce its position as a centre for new and growing enterprise. The City will both continue the growth of its service sector and modernise and diversify its manufacturing base, capitalising on its skills and expertise to develop modern manufacturing technologies alongside the wider knowledge economy. Birmingham will fully exploit the economic potential of its existing assets, such as the NEC Group, Science City designation and the academic excellence of its colleges and universities, as well as realising the opportunities of the City's heritage and its strengths in

arts and culture. Working with business partners, the City Council will create and maintain a high-quality environment and services to attract and retain investment and enable sustainable business growth. Existing businesses will be nurtured and a culture of enterprise will be encouraged in all communities, supporting the creation of new and sustainable businesses. In particular we will support the further development of social enterprises across the City, recognising the key role they play in combating disadvantage, promoting social capital and creating stronger neighbourhoods.

In attracting businesses to Birmingham, inward investment will be keenly targeted by sector and location. We are particularly eager to attract businesses that will help the City to fully exploit the economic opportunities of climate change and to position itself as a carbon-neutral centre of excellence, as well as those that will build on the City's excellence in medical and advanced materials technologies. We will work closely with Birmingham's universities to develop a joined-up approach to attracting and growing businesses in these and other growing sectors.

7. Birmingham's Sustainable Journey

Sustainability is fundamental to Birmingham's future development so that we can secure lasting, positive change for all of the City's communities. Sustainable development underpins all of the Prospectus' proposals and will be integrated throughout its resulting action plans. Whilst the Prospectus focuses heavily on large-scale projects, these alone will not transform Birmingham. In parallel to flagship projects, the City will seek to do the 'small things' better, ensuring that the day-to-day experiences of living and working in Birmingham improve throughout the City's neighbourhoods.



Birmingham's journey to a sustainable and carbon neutral future has only just begun, but we will need to accelerate its pace and strengthen commitment and support through determined and co-ordinated effort. The City Council as the democratic leader is in a pivotal position both to model good practice and provide the framework and direction of travel for businesses and individuals, fostering a 'can-do' culture to turn aspirations into reality. However, our sustainable city vision will only be achieved if everyone plays their part.

THE INITIAL PLAN FOR ACTION

The table below identifies the key actions that are required to take forward the Prospectus. Some actions are the responsibility of the City Council, some are within the remit of other organisations and many require a joint collaborative effort. It has been possible to be more precise on some of the actions compared to others and this will be kept under regular review. The milestones and targets identified below are those for 2007 and 2008 although many of the projects will extend well beyond this. The Birmingham Strategic Partnership will play a key role in further developing this action plan with partners.

Actions	Key Milestones	Targets	Lead	Birmingham: a Growing, Global City	The Birmingham Brand	Birmingham the Talented and Diverse City	One Birmingham	Birmingham the Connected City	Business Birmingham	Birmingham's Sustainable Journey
1. Secure improvements to Birmingham's gateways:										
i. Redevelop Birmingham New Street	Commence procurement of design team Achieve funding approvals Commence enabling works Commence construction	May 2007 July 2007 March 2008 December 2008	Birmingham City Council, with key partners	✓	✓			✓	✓	✓
ii. Extend the main runway at Birmingham International Airport (BIA)	Submit planning application for runway extension and associated works including A45 diversion Secure funding package	September 2007 To be confirmed	BIA in association with AWM Airport/NEC Task Group	✓	✓			✓	✓	
2. Secure Birmingham's position as a successful, growing global city:										
i. Secure sustainable growth of Birmingham's population by up to 1.1m by 2026	Commence the development of the Core Strategy for Birmingham's Local Development Framework (LDF)	February 2007	Birmingham City Council	✓	✓	✓		✓	✓	
ii. Establish and vigorously promote a clear Birmingham brand on the global stage	Convene a high-level group to clarify the Birmingham brand and to establish a clear and inclusive strategy to promote it	April 2007	Marketing Birmingham involving key partners	✓	✓	✓		✓	✓	
iii. Capitalise on culture and heritage within Birmingham	Establish the terms of reference for a review of the extent and effectiveness of the City's heritage and cultural assets	May 2007	Cross sector group - leader to be determined	✓	✓	✓	✓	✓	✓	

Actions	Key Milestones	Targets	Lead	Birmingham: a Growing, Global City	The Birmingham Brand	Birmingham the Talented and Diverse City	One Birmingham	Birmingham the Connected City	Business Birmingham	Birmingham's Sustainable Journey
3. Further develop the success of the City Centre:										
i. Commission Phase II of the City Centre Masterplan	Publish the findings of Professor Michael Parkinson's Phase I Visioning Study	March 2007	Birmingham City Council	✓	✓	✓		✓	✓	✓
	Commission Phase II of the City Centre Masterplan	March 2007	Birmingham City Council							
ii. Establish a new "Creative Quarter"	Agree the terms of reference and funding for a study into the potential for a new Creative Quarter in Digbeth, including options for the future development of the Wholesale Markets site	June 2007	Cross sector steering group – leader to be determined	✓	✓	✓			✓	
iii. Diversify and strengthen the breadth of the independent retail sector	Establish a working group and workplan to investigate the current provision of retail and craft start-up premises in the heart of the City Centre and the feasibility and options for expanding this	April 2007	Birmingham City Council	✓	✓	✓		✓	✓	
4. Promote the development of Vibrant Urban Villages:										
i. Bring forward proposals to develop three urban centres within the City	Identify the preferred location and size of a new centre in East Birmingham through the development of the LDF's Core Strategy	In accordance with the timescales of the Local Development Scheme	Birmingham City Council		✓	✓	✓	✓	✓	✓
	Identify a centre within North Birmingham for enhancement/development through the development of the LDF's Core Strategy	In accordance with the timescales of the Local Development Scheme	Birmingham City Council							
	Re-examine existing plans for the future of Northfield	July 2007	Birmingham City Council							
ii. Take forward the plan for the redevelopment of Longbridge	Launch consultation on the Preferred Options for Longbridge redevelopment	March 2007	Birmingham City Council	✓	✓	✓	✓	✓	✓	✓
	Submit Area Action Plan to the Secretary of State	May 2007								

Actions	Key Milestones	Targets	Lead	Birmingham: a Growing, Global City	The Birmingham Brand	Birmingham the Talented and Diverse City	One Birmingham	Birmingham the Connected City	Business Birmingham	Birmingham's Sustainable Journey
5. Continue to diversify Birmingham's economy by keeping under review the prospects for all sectors and to reflect key growth opportunities particularly within the knowledge economy:										
i. In the context of Science City and the Regional Innovation and Technology Council, review and progress the following key themes: energy (including environmental technologies), advanced materials and medical technologies to include investigation into and development of Centres of Excellence	Review, make recommendations and prepare an action plan to feed into the current review of the Regional Economic Strategy	July 2007	Central Technology Belt Board in conjunction with other partners	✓	✓	✓			✓	✓
ii. Encourage a vibrant 'enterprise culture' within Birmingham	Review the current position and prepare a strategy and action plan	December 2007	Cross-sector steering group		✓	✓	✓		✓	✓
6. Drive forward public realm enhancements by developing an enhanced programme of improvements to public spaces and the streetscene in both:										
i. The City Centre	Develop an implementation plan for public realm improvements in the city centre	June 2007	Birmingham City Council		✓		✓		✓	✓
ii. Suburban centres	Commence Local Centre Strategy 2007 Implementation Plan	April 2007	Birmingham City Council		✓		✓		✓	✓
7. Investigate innovative use of property assets to deliver regeneration.	Report on potential options and models for using BCC land and property assets to drive local regeneration	October 2007	Birmingham City Council			✓	✓	✓	✓	✓

Actions	Key Milestones	Targets	Lead	Birmingham: a Growing, Global City	The Birmingham Brand	Birmingham the Talented and Diverse City	One Birmingham	Birmingham the Connected City	Business Birmingham	Birmingham's Sustainable Journey
8. Develop a holistic and integrated plan across all sectors of education and workforce development to ensure Birmingham capitalises on the growing knowledge-based economy	Convene a high-level group and establish a clear timetable for the production of an integrated plan for education and workforce development	April 2007	Cross sector steering group – lead to be determined			✓	✓	✓	✓	✓
9. Inform future strategic documents										
i. Integrate the Birmingham Prospectus' vision and priorities into the revised Birmingham Sustainable Community Strategy	Develop a workplan and timetable for the review of the Sustainable Community Strategy Complete early, extensive consultation to inform the development of the new Sustainable Community Strategy Produce a draft strategy for further public consultation Adopt a revised Sustainable Community Strategy	February 2007 Summer 2007 Autumn 2007 April 2008	Birmingham Strategic Partnership	✓	✓	✓	✓	✓	✓	✓
ii. Ensure the Birmingham Prospectus' vision and priorities inform Birmingham's contribution to key local policy developments, including Birmingham's responses to: - the review of the Regional Economic Strategy - the Phase II review of the Regional Spatial Strategy - the development of the city-region's growth and prosperity strategy and related joint investment plans	Submit response to Policy Choices Consultation Submit response to draft strategy consultation Submit response to the Spatial Options Consultation as part of the Phase II Revision of the Regional Spatial Strategy	February 2007 Autumn 2007 March 2007 and submission by the West Midlands Regional Assembly to Government in late 2007 Spring 2007	Birmingham City Council	✓	✓	✓	✓	✓	✓	✓
10. Monitor the Birmingham Prospectus:										
i. Monitor the delivery of the Birmingham Prospectus and report to partners on a regular basis	To be confirmed		Birmingham Strategic Partnership							