

East Birmingham Inclusive Growth Agenda Update October 2024



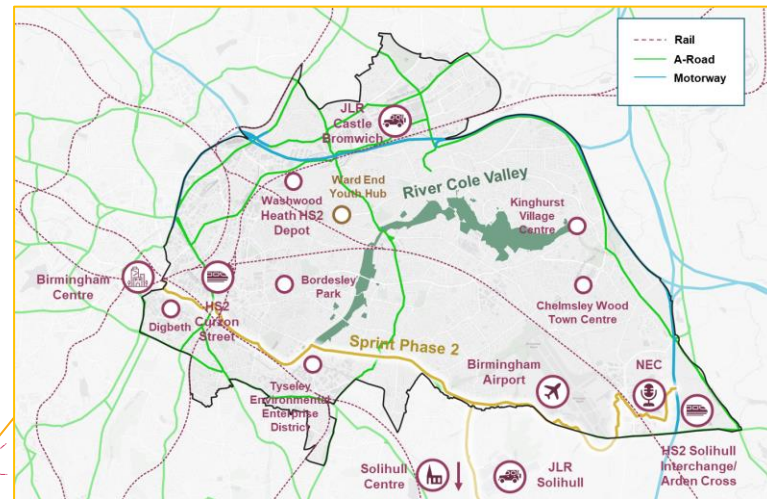
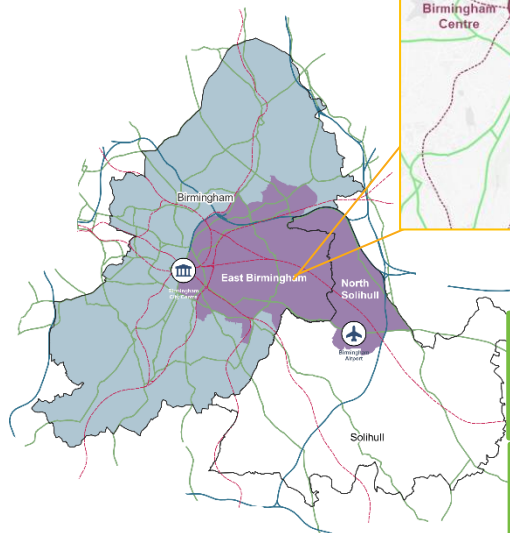
 **RESET**

 **RESHAPE**

 **RESTART**

East Birmingham North Solihull (EBNS) overview

- 375,000 residents in ENBS – and the highest concentration of deprivation in England outside London
- Youngest population in the country, with severe challenges around youth unemployment, child poverty and perinatal health outcomes
- There is a functional geography and economy in EBNS – the LA border is not relevant to much of the population
- Historically growth and development has been suppressed by low viability. However, major investments including HS2 and associated investments in Solihull and Birmingham city centre provide a chance to change this
- **A unique combination of need and opportunity**



45.8% higher level of preventable deaths relative to national average	72% of wards are in the 10% most deprived in England
30.8% children living in income deprived households	3.7 years gap in male life expectancy and national average



East Birmingham/North Solihull Strategy and Background

East Birmingham and North Solihull are priority areas for growth and regeneration. The Council's approach to East Birmingham is derived from the **East Birmingham Inclusive Growth Strategy (EBIGS)** which was adopted in 2021.

EBIGS was developed in alignment with the Midlands HS2 Growth Strategy with input from WMCA and Solihull MBC to address the Birmingham element of the East Birmingham/North Solihull Inclusive Growth Corridor. The key concept is to maximise investment in the area and to create capacity to capture the benefits of this investment to address deprivation and low productivity.

Priorities:

- Improved local services
- Business, employment and skills
- Local places and green spaces
- Midland Metro East Birmingham to Solihull extension
- Heavy rail network

EBIGS Vision

“The Council and its partners will make use of the unique opportunities and potential of East Birmingham to create a clean, safe, prosperous and well-connected place where citizens from all backgrounds have access to excellent housing, education, healthcare, green spaces and employment opportunities.

Local communities will work together as part of the team to achieve their aspirations and will share a strong sense of ownership and pride in their area.

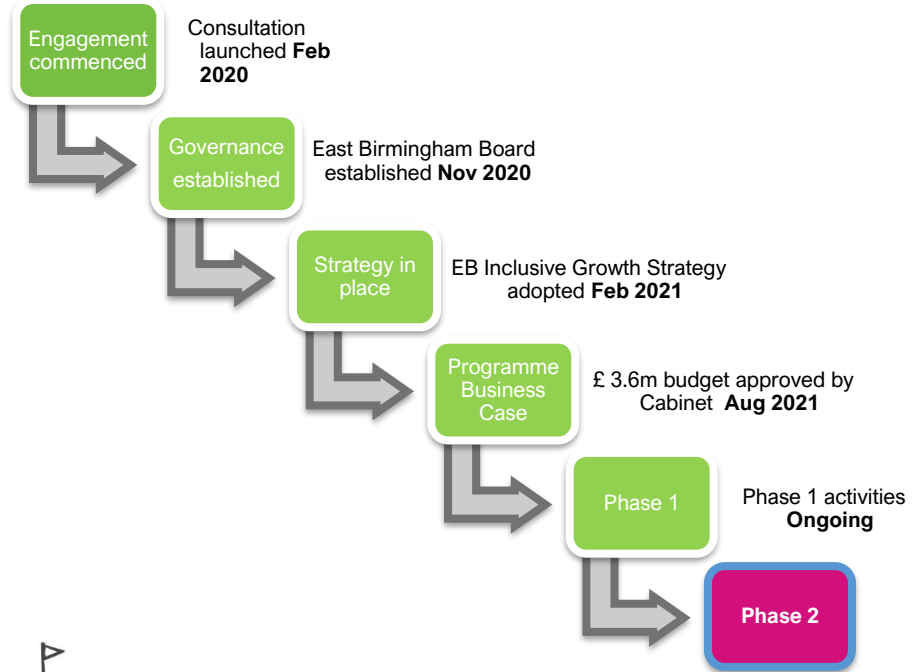
The main role of East Birmingham within the wider city region will be as a desirable yet affordable residential area with excellent amenities which is particularly suitable for families with children, and as a centre for low carbon and sustainable industries.”



East Birmingham Inclusive Growth Programme

The first phase of the Programme commenced in August 2021 with the aim being to build the Council’s capacity alongside that of the community and other stakeholders to collaborate in the delivery of inclusive growth in East Birmingham. This has included:

- collaboration with the West Midlands Combined Authority (WMCA) and Solihull Metropolitan Borough Council (SMBC) to establish East Birmingham and neighbouring North Solihull as a national priority for inclusive growth delivery and to secure sustainable funding for future phases.
- the establishment of strategic partnerships and collaborations with organisations such as National Trust and the city’s universities, and the Birmingham Anchor Institution Network.
- pilot and pathfinder projects which have both delivered “quick wins” and developed scalable approaches to inclusive growth delivery.



Key achievements

- **Profile of East Birmingham and North Solihull (EBNS) raised** – the area is now confirmed as a national priority for levelling up through the Growth Zone and Investment Zone designations brought into force in April 2024 and recognition in the WMCA Deeper Devolution Deal.
- **Funding capture:** During the phase 1 period East Birmingham has secured £37m Levelling Up Fund, £8m Investment Zone and £8m from other sources.
- **Growing cross-sector collaborations to support public sector reform** including innovative working with local schools, universities and employment and skills providers.
- **Urban Green pathfinder partnership set up** with National Trust to create a greener, healthier East Birmingham.
- **Establishing the Strategic Alliance for Tyseley** to kick start Birmingham’s green energy innovation district
- **Real progress on-the-ground** local projects and partnership-building have addressed urgent need and boosted capacity in the community to take a leading role in the regeneration of their areas: 12 projects currently in delivery, 10+ projects in development, work delivered across 12 workstreams and 15 strategic partnerships, green infrastructure improved (including new pocket parks and River Cole valley), 1,000+ people from the local communities engaged directly in projects and local events/activities, 35+ grants awarded to community organisations, over 400 local businesses engaged and over 50 supported to date including access to finance, access to innovation ecosystem and support towards the net zero transition, one social economy cluster and one local enterprise hub supported



East Birmingham/North Solihull, the Growth Zone and Investment Zone

A key workstream during Phase 1 has been raising the profile of East Birmingham and seeking national and regional government support to enable the EBIGS approach to be scaled up and fully realised.

In 2022, the City Council proposed that EBNS should be established as a Levelling Up Zone (LUZ) – a special priority area with the core principle being to maximise investment and to derive the greatest possible benefit from it for the local community and economy. The concept emphasised the need to co-ordinate investment into sites and infrastructure and to proactively link this activity with improvements to public services, in alignment with EBIGS and the subsequent development of the approach outlined above.

The City Council formally asked the West Midlands Mayor to make the EBNS LUZ a centrepiece of the devolution deal and subsequently worked with Solihull MBC and West Midlands Combined Authority to develop and refine the concept.

Although the term Levelling Up Zone is no longer used, EBNS has now been recognised by WMCA and Government as a priority area for regeneration which is expected to benefit from prioritised access to funding via the WMCA “Integrated Settlement” funding package which will follow the Devolution Deal.

In addition, following an intensive period of engagement and negotiation with Government, two major designations have been made which will support EBNS: the Birmingham Knowledge Quarter (BKQ) Investment Zone site, and the EBNS Growth Zone.



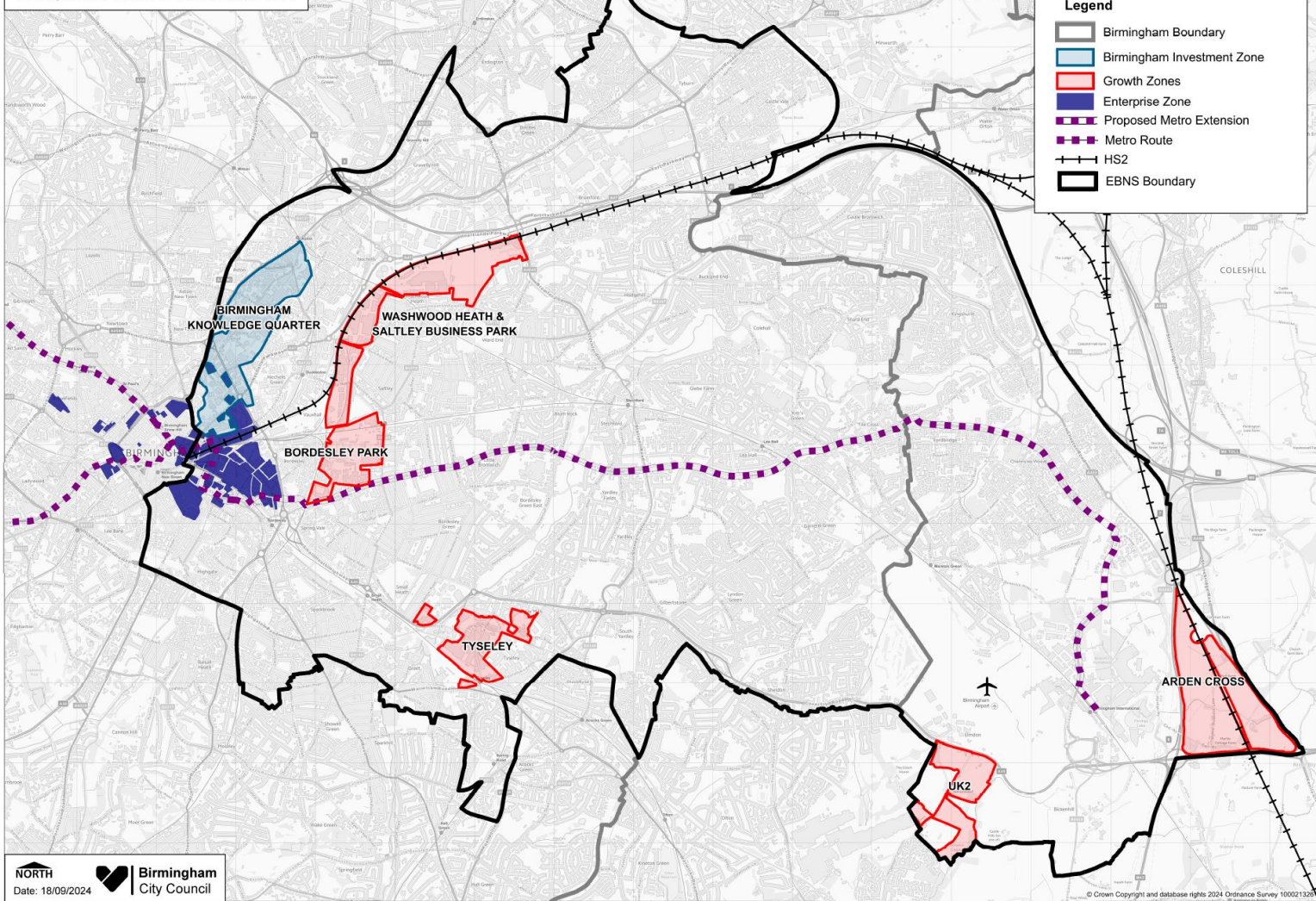
Overview of new designations

EBNS is the focus of three new Zone designations are key elements of the regional growth agenda:

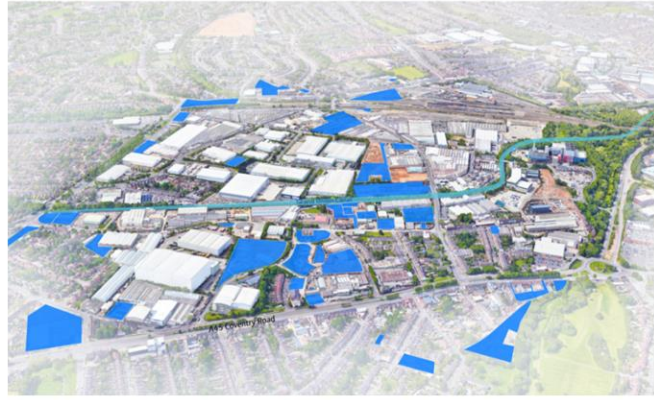
- The WMCA Devolution deal recognised EBNS as a **Levelling Up Zone**: a priority area for regeneration which is expected to benefit from prioritised access to funding via the WMCA Single Settlement. It is also a vehicle for close collaboration with Solihull MBC, WMCA and national Government around economic growth and service improvement..
- The delivery of EBNS will be supported by the **EBNS Growth Zone** - a fiscal designation which provides the Council with Business Rate Retention for 25 years across an area of 183 ha in Birmingham. The growth in Business Rates (uplift) within this area will be available to use for investment or to enable borrowing at the Council's discretion.
- The Birmingham element of the **WMCA Investment Zone** (Birmingham Knowledge Quarter/BKQ) is also located within EBNS. It includes three key elements:
 - Tax relief sites – a cluster of plots have been identified at BKQ with a 5-year package of tax relief fully funded by Government
 - Flexible Funding access – a total of £160m is available to WMCA for the delivery of the IZ over ten years
 - Business Rate Retention – for 25 years across an area of 135 ha. The uplift from this area will be used by WMCA and BCC to deliver the Investment Zone, with the BKQ site being the initial investment priority for uplift collected by Birmingham Council.



Birmingham Business Rates Retention Sites



Delivery Case Studies: Tyseley Strategic Alliance



The Alliance was established late 2022 to maximise the potential of Tyseley as Birmingham’s “Green Energy Innovation Quarter”, informed by the Tyseley Clean Energy Masterplan for Growth which established a shared vision for the area co-designed by key stakeholders including Tyseley Energy Park and University of Birmingham.

Subsequent progress has included:

- Collaborative proposition development and investment study
- The delivery of a £1.3m project to improve the River Cole near Tyseley (River Cole Community Commons).
- The designation of Tyseley as a key part of the ENBS Growth Zone.
- £20m Levelling Up Fund to build a National Centre for Decarbonisation of Heat.
- Two innovative interventions working with local businesses: Fast Followers – a project to support businesses in making the net zero-transition, and the Inclusive Innovation Network element of the DIATOMIC project which seeks to enable small and medium businesses run by women and marginalised communities to engage with emerging procurement opportunities.



Delivery Case Studies: Ward End Green Skills Hub



Ward End Park is a much valued and loved historic park first immediately adjacent to the HS2 Washwood Heath depot site – now a major part of the EBNS Growth Zone.

Projects and activity at Ward End have sought to create new capacity to develop skills and enterprise using the park as a focal point.

The Dolphin Centre refurbishment project is complete, with additional space for employment and skills support, and a new relationship with Job Centre Plus outreach staff to support young people and women of all ages.

In addition the concept of a hub at Ward End is now being expanded to save a Grade 2 listed building, Ward End Park House, and to create an ambitious plan for combining skills and digital support with a focal point for entrepreneurs in the area. Co-design with community partners will support funding bids and business plan development to enable a sustainable future for this key asset.



Delivery Case Studies: Education, Employment and Skills Collaborations



As a key part of its public sector reform workstream, the Programme team has established a collaborative forum to tackle the underlying conditions which are preventing local people from responding to employment and skills service offers and support. In parallel, the CEOs of local schools have been convened to address key issues facing young people including careers and work experience.

These groups have provided valuable insight to inform a number of related projects and interventions:

- Youth Employability Pilot – An innovative Government-funded project seeking to enhance support for young people in the transition from school to employment.
- Work Well: working with Solihull MBC a joint an early-intervention work and health support and assessment service, providing holistic support to overcome health-related barriers to employment.
- Good Jobs Hub – working with local organisations to develop an East Birmingham Job & Skills Hub, aiding local people into employment and training
- I Can – linking local people with significant employment pathways e.g. NHS
- **Opportunities for strategic input to schools to support the most vulnerable:**
 - **1) Early Years 2) Young people at risk of criminal exploitation**



Delivery Case Studies: National Trust Urban Green Partnership



Following several years of successful collaboration between the City Council and National Trust, a Memorandum of Understanding has now been agreed to accelerate both organisations' plans to turn ambitious urban green strategies into ambitious delivery using East Birmingham as a testbed.

Led by a place based and people focussed approach, and with a strong emphasis on impact, the plan is to work together to address unequal access to nature, beauty and history, making Birmingham a better place to live and work for more people. So far, activity has included:

- A joint-funded demonstrator project to deliver four pocket parks across East Birmingham in 2024 with four more planned in 2025, working hand in hand with local communities.
- A Green Infrastructure Masterplan has been developed, setting out an ambitious programme of investable projects to transform East Birmingham.
- National Trust has engaged with the Council to support the Parks Transformation workstream which will establish a new approach to the management of the city's green spaces.



Developing The East Birmingham Approach

For the last three years, the Programme Team have designed and delivered a range of pilot interventions that, in addition to delivering positive outcomes, have contributed to the development of a new and distinct approach to inclusive growth delivery, and tested the scalability and effectiveness of the new model.

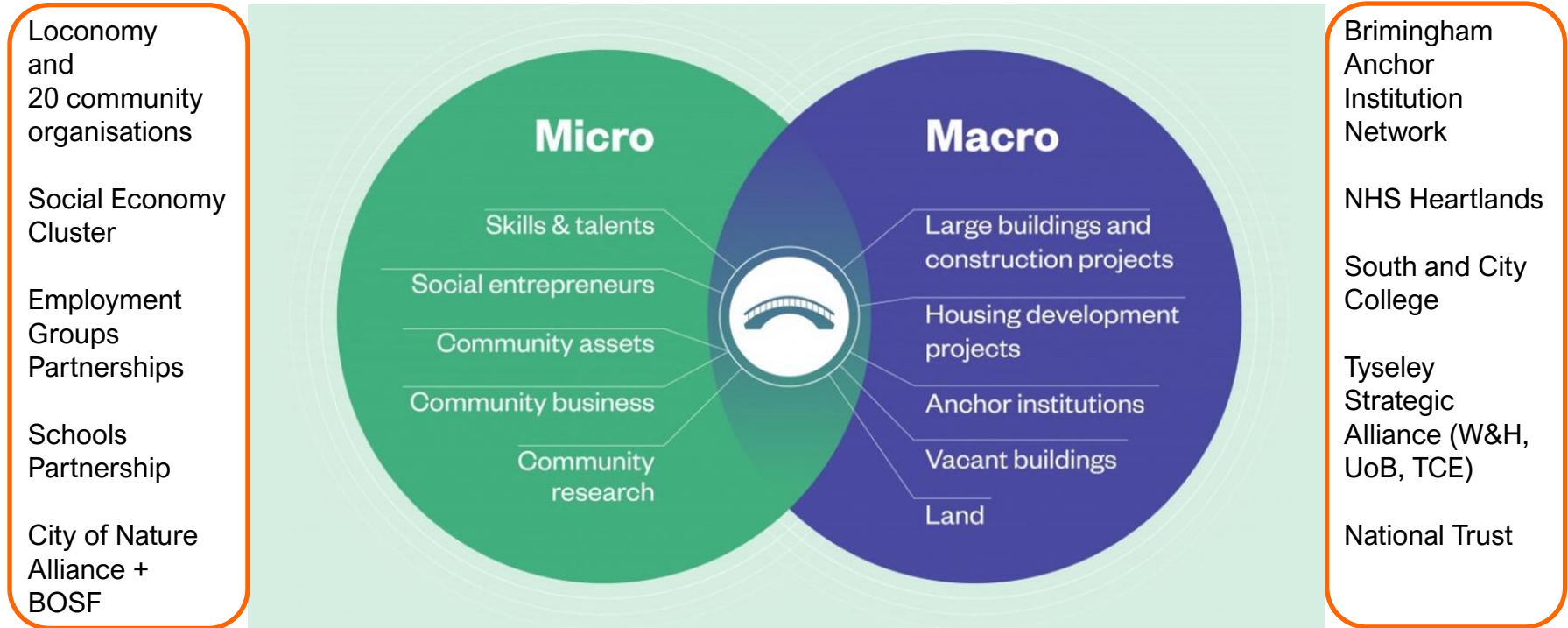
This initial phase of work has confirmed that in East Birmingham there needs to be closer alignment between capital investment and revenue interventions and an agile, holistic and proactive approach to delivery that looks beyond the current funding availability and puts the benefits for the city and its residents at the forefront of decision making. These principles are ever more important against the backdrop of COVID, the cost-of-living crisis and current pressures on public services, all of which impact the most vulnerable communities more.

Key elements of the East Birmingham approach are as follows:

- **align capital investment with revenue interventions** to magnify the outcomes of both, and to ensure that the benefits of the capital investment reach deprived local communities.
- build and develop **strategic partnerships** with impactful organisations to address shared priorities under the umbrella of the *East Birmingham Impact Coalition*.
- understand and better utilise the **levers** we are collectively holding, including public sector recruitment, public sector spending, strategic investment, new market creation, research and innovation.
- review publicly driven interventions and make services aligned with real opportunities for change to create transformative rather than transactional delivery under a much-needed **public sector reform** workstream.
- measure **career outcomes** rather than job outcomes. Jobs as an outcome are only effective if they are true career pathways linked to real vacancies and truly embedded in the future markets that the capital investment unlocks, for example, creating retrofit jobs at Tyseley Environmental Enterprise District.
- enable access to new markets for the local businesses, putting **inclusive innovation** at the heart of research and innovation and connecting local businesses with public sector contracts, framework contracts and supply chain opportunities (examples of projects delivered: DIATOMIC Inclusive Innovation Accelerator and Ready 2 Supply).
- invest in **trust building** with local communities by directing investment to projects enabling true social inclusion and bringing communities together (see projects like Pocket Parks, Women Dolphin Centre, Ward End Park House, Ready to Level, Coalition for Impact Grants, Social Economy Clusters).



The East Birmingham delivery model



East Birmingham Impact Coalition

Over the past two years The East Birmingham Programme has been designing ways of working and developing partnerships.

Based on the learning and early data, we are now working to establish an **East Birmingham Impact Coalition**.

The Impact Coalition is bringing together key partners to work collaboratively around their shared objectives, with economic, social and environmental impact being maximised through shared workstreams and place-based working.

MACRO

BRIDGE

CITIZEN VIEW

Significantly higher level of funding/investment: to support joint objectives in East Birmingham and the wider city.

Transformation (public sector reform): not by adding more money to the public budget, but by identifying the actual levers we hold and making smarter decisions – utilising access to data, public sector funding and early access to decisions/informing decisions to create impact.

Co-ordinated, scalable, dynamic, responsive and pro-active

Local wealth building: utilising real economic opportunities created by the partners using investment, public sector funding and decision-making power to create impact economy which will support local businesses (social and impact economy)

Boosted employment and productivity: generate new jobs and maximise the impact of existing recruitment, matched with a relevant training offer.

Strengthened third sector organisations supported to become the community anchors and become the bridge for the delivery of the benefits with stronger trading capacities and sustainability potential.

Healthier communities benefiting from a greener and cleaner environment.

underpinned by

Data and impact analysis



Next Steps

- **Overarching**
 - EBNS LUZ Investment Strategy, (shared BCC/SMBC) – setting out principles for Cabinet approval
 - FCP: East – a spatial vision for East Birmingham
 - Ongoing project activity – deliver SPF, Innovate UK
 - Input into Birmingham’s Place Based Strategy and Birmingham Local Plan
- **Infrastructure and development**
 - Full Investment Plan with a target of Autumn 2025
 - Mobilising the IZ programme including flexible funding projects (business cases, masterplan, marketing)
- **Governance and Delivery**
 - Delivery models options appraisal
 - Aim to establish new governance and progress delivery vehicle(s) during 2025
- **Public Service Reform**
 - Public Service Reform review with SMBC
 - Further develop Inclusive Economy/Social Value/CSR principles with CLES
 - Ongoing EB Impact coalition development – NT, TCE, ICB & UHB, STW, Anchor Network, Universities

