



URBAN PROJECT/METROPOLITAN AREA/DEPRIVED AREAS/DEVELOPMENT ECO

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The Final Conference - Grand Lyon 14 May 2009

The Sparkbrook A34/A41 Corridor Strategic Regeneration Framework

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The Birmingham City Context:

- 2nd largest city in the UK
- Population - 1 million
- 2nd highest worklessness rate of all UK core cities
- Regional capital of the West Midlands
- £10bn 'productivity gap' in the region

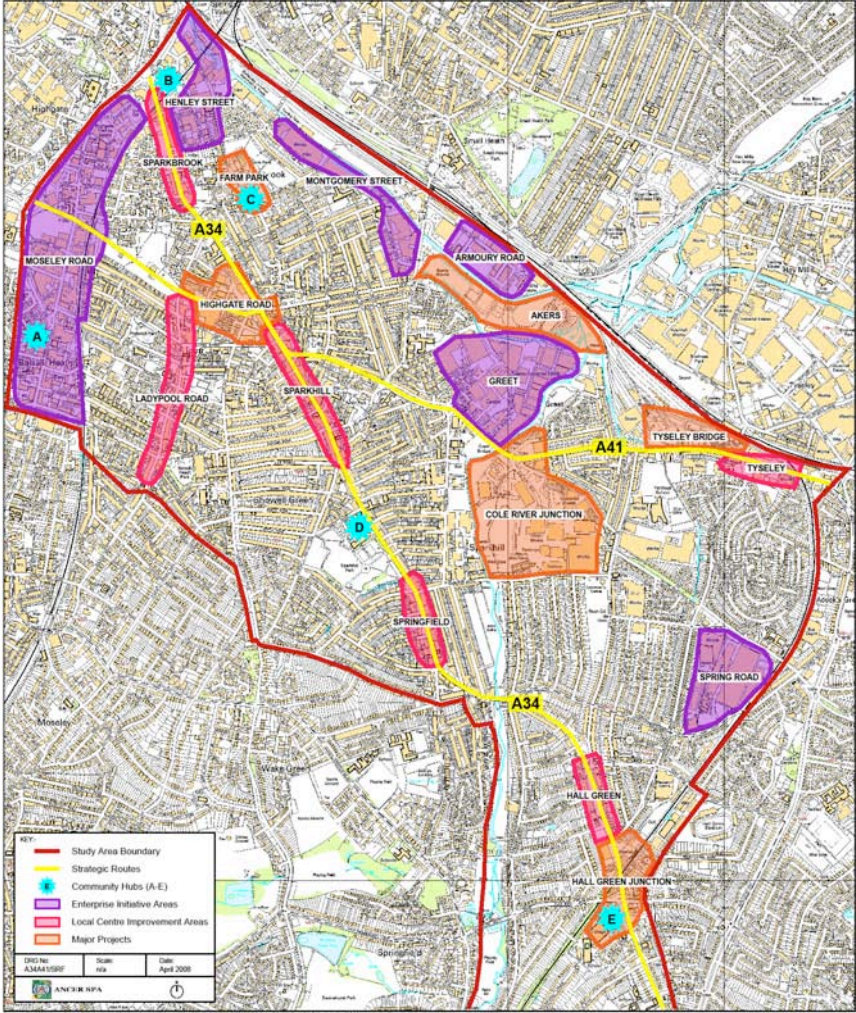
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The A34/41 Corridor Regeneration Context

- Part of the ERDF Regional Operational Programme Priority 3 Plan - £24m 2008-13
- The neighbourhood lies south-east of city centre and includes important routes through the city and out to the motorway and towns to the south
- High density and ethnically diverse population
- Strengths and opportunities in the neighbourhood but, also weaknesses and deficits

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A34 / A41 CORRIDOR STRATEGIC REGENERATION FRAMEWORK



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Vision:

‘To grow business and related economic and community activity such that the area is seen as a beacon for the change and development of a multi cultural district of a major European city.’

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Process of setting up the local support group:

- Analyse existing groups/ partnerships
- Define Terms of Reference and Roles and Responsibilities

Aim:

- to align strategies and resources
- add value and avoid duplication

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Composition of the local support group:

- Local Partnership representatives
- Managing Authority
- Job Centre Plus
- Learning and Skills Council
- Small Business Service
- Regeneration Zone
- Local Authority

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Aims:

- diversify and strengthen the economic, environmental and social offer in the area
- develop enterprise and innovation to underpin economic growth in new sectors, eg environmental and digital technologies
- targeted employment and skills planning/ job matching aligned to growth enterprises, commercial development and capital investment
- enable deprived communities to take up new jobs, by supporting skills development and job matching

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Key Challenges

- recession
- marginal local economy, declining manufacturing and local commercial centres
- higher levels of unemployed people 19.2% in target area (as at January 2008)
- low skills level (49% without formal qualifications)
- poor physical fabric and image

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Key Opportunities

- Entrepreneurship in local communities, many of whom are first and second generation migrants
- Detailed analysis and consultation completed, including:
 - Community and Neighbourhood Profile
 - Economic and Property Market Assessment
 - Townscape and Urban Design Appraisal
 - Transport and Connectivity Assessment

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Next Steps:

- Develop capital strategy, linked to growth sectors

- establish key priorities and actions over the next 5 -10 years, including:
 - Provide new area 'Gateway' to improve the image of the area

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HIGHGATE ROAD PUBLIC SPACE OPTION



ANCR SPA (Midlands) Ltd
Development, Regeneration
and Planning Consultants

OPTION C

HIGHGATE ROAD - BIRMINGHAM

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- Town Centre Management
- Stratford Road (A34)Improvement Programme
- Holistic approach to businesses grants to include:
 - intensive consultancy support for micro businesses
 - relocation funds and
 - consultancy for businesses looking to relocate (for growth orfor downsizing towards sustainability).

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- Strengthen the local business, trader and developer groups, to inform local strategy and key actions
- Community-based enterprise incubator space, to meet the needs of particular target groups, eg: disabled people and graduates (including less-recent graduates)
- Establish R&D links with Universities, hospitals and other public sector institutions with businesses and private sector facilities to eg: develop and commercialise low carbon solutions.

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Regional Proposals

- Energy Efficiency Investments for Social Housing, both for Sustainable Urban Development, including development of community-focused low carbon initiatives,
- Innovative approach to energy services metering technologies for SMEs: installing meters on a low-cost lease basis and including a package of related services and business advice for maximum usage.
- Use URBAMECO experience to add value to ERDF Priority 4 regional and transnational work

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Lessons Learnt

Strategic Vision:

- Value Added Chain/Golden Thread

Trends analysis and forecast modelling:

- Economic, environmental and social structures, including informal economy
- use data and local knowledge to inform intelligent analysis

Question:

- what are the policy relationships and implications of proposed key actions; eg housing education, health, CO2 emissions

Create baseline:

- institutions/ people/place/assets and needs/opportunities, to inform monitoring, review and evaluation

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- Connect 'bottom up and top down'
- Develop dialogue and relationships
- Create a positive environment to innovate
- Expect the unexpected!

Thankyou