

Perry Barr 2040

Engagement Strategy Overview, July 2021

1 Purpose of document

- 1.1 This document summarises the approach to engagement to inform the Perry Barr 2040 Regeneration Framework, focussing on the stage of main public engagement that will be undertaken for 8 weeks from Thursday 15th July 2021 and Wednesday 8th September 2021.

2 Previous engagement undertaken

- 2.1 In developing the regeneration framework to this stage there has already been significant engagement with local stakeholders. This included:

- Establishing 5 thematic advisory groups covering Living & Working, Open Space, Transport, Levelling Up, and Urban Centre, with membership drawn from a range of BCC teams (covering education, housing, planning, public health, transport, parks, leisure, Commonwealth Games and other matters), Transport for West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull Local Enterprise Partnership, the Canal and River Trust, Sandwell and West Birmingham Hospitals NHS Trust, Environment Agency and others.
- Meetings with local landowners and businesses, including One Stop Shopping Centre and the Wholesale Markets.
- Meetings with community groups and organisations including Friends of Alexander Stadium, Perry Park, and Perry Hall Park; allotments representatives; ward forums for Perry Barr and Birchfield, as well as neighbourhood groups; third sector organisations; arts and culture organisations; housing associations; accessibility groups.
- Early work to establish a youth panel and engagement with schools.

- 2.2 This early engagement has also informed the approach to the more formal consultation.

3 Engagement requirements

- 3.1 The Perry Barr 2040 Regeneration Framework is a non-statutory planning document and as such the consultation requirements are not dictated by planning regulations. The engagement does, however, need to be in accordance with the City Council's adopted Statement of Community Involvement (SCI). This requires the Council to have the document available for viewing online and in appropriate public spaces, to write to our stakeholders on the planning policy database and to use social and/or local media to promote the consultation.

3.2 The engagement approach is also guided by the Council's 'Working Together in Birmingham's Neighbourhoods' white paper which responds to the localism agenda.

4 Aims and objectives of the engagement

4.1 Meaningful consultation with key stakeholders, especially the local community, will be paramount in gaining genuine buy-in and establishing a framework for long term delivery.

4.2 This main stage of public engagement will directly inform the Perry Barr 2040 Masterplan and Delivery Plan. The consultation representations may also feed into other Regeneration Framework documents and processes.

4.3 The engagement strategy is informed by the following key aims:

- To develop and deliver a wide-ranging communications and engagement programme using best practice approached to inform people about the proposals, gain their interest and encourage feedback.
- To position the masterplan as the next part of the regeneration of the area; an opportunity to build on the progress made so far in order to create an ambitious plan for the future.

4.4 To deliver these aims the following eight objectives have been agreed:

1. To provide accessible and clear information about the evolving plans.
2. To engage with all sections of the community.
3. To manage expectations by ensuring that consultees clearly understand what they are being asked to comment on and what opportunities they can help shape.
4. To develop a regeneration narrative that promotes the regeneration story so far, including its benefits, in order to best present the reach and scale of opportunities identified and enable focused conversations on the potential for long term change.
5. To capture feedback in a variety of ways so that people have the opportunity to have a say, then ensuring that this feedback is demonstrably reflected in the evolved masterplan.
6. To ensure that comms and engagement activity complements and aligns with other engagement activity, so that it is delivered in a timely and effective way.
7. To inspire and gain political and stakeholder support for the vision, objectives and principles, and demonstrate how feedback has informed the masterplan.
8. To nurture and develop relationships, build trust and encourage participation and broad buy-in and support for the masterplan.

5 Stakeholders

5.1 A stakeholder review has identified a range of target stakeholders, this includes but is not limited to the following:

Grouping	Broad targets
Political – local, regional, national	Leader, Cabinet Members, Ward Members (including neighbouring wards), MPs, combined authority Mayor, MHCLG
Public Sector (including BCC)	Internal - Senior officers; technical leads across all departments/themes. Partners - Regeneration partners (WMCA, TfWM, GBSLEP, Homes England, Sports England); Birmingham 2022 Organising Committee. Public sector agencies representing health, transport, housing, highways, environment, leisure, heritage, culture, arts, employment and others. Education providers including schools, colleges, universities and training providers.
Private sector	Local businesses in Perry Barr and adjoining areas Utilities providers Potential investors
Third Sector	NGOs, trusts and societies - Active Wellbeing Society, Civic Society
Community Sector	Full raft of entities, including: Community & Neighbourhood groups Disability groups Faith and cultural groups Sport & Leisure facilities/groups Health & Welfare centres/GPs Environmental/Parks/allotments Schools/colleges Places of worship
Perry Barr wide residents	Those within and close to the boundary.
Visitors and wider interest	Those visiting the area for sport, leisure, work, education and to shop.

6 Methods of engagement

6.1 A wide range of materials and channels will be employed and form part of a suite of communications and engagement tools and approaches, including:

6.1.1 To inform and educate

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- Perry Barr 2040 consultation document - vision, objectives, emerging themes, opportunities and projects
- Online supporting materials including a recorded presentation and FAQs
- BCC website – Perry Barr landing page with link to interactive Story Maps engagement platform
- BeHeard – BCC formal consultation website with feedback questionnaire
- Accessibility downloads of all materials on online platforms

6.1.2 To communicate

- Flier to Perry Barr residents and in public spaces such as libraries
- Letter to key stakeholders listed on planning database
- Direct invites and updates to stakeholders identified / engaged in early stages

6.1.3 To promote and excite

- Launch and media briefing
- Media releases / social media #PB2040 campaign
- Advertising via digital roadside outlets and Bus Stops
- Posters and hoardings in Perry Barr

6.1.4 To engage

- Briefings – political; Senior Officer; partner; key community stakeholders etc.
- Target specific sessions e.g. local businesses
- Online - webinars
- Perry Barr 'Walk & Talk' events
- Schools Presentation (eg 'How do you see a new Perry Barr' debate)
- Youth Engagement programme to include cross-generation activity
- Setting up of a 'Perry Barr 2040 panel' for younger residents

6.1.5 To engage seldom heard groups

- Accessible documents
- Bespoke sessions with identified stakeholders

6.1.6 To capture feedback

- Online feedback survey (via BeHeard / Story Maps)

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- Printed copies of feedback form with the document in libraries
- Printed version of the document and feedback form made available on request
- Young people – Survey Monkey; Vox Pops and via events

6.1.7 To show we've listened

- Post consultation media / social media activity
- Post consultation presentations on masterplan
- Consultation Summary setting out 'You said; We did'

7 Impact of Covid-19 on engagement

- 7.1 As the consultation launch is within a period of Covid-19 restrictions the approach to engagement has been adapted. There will be a greater emphasis on online events as an alternative to the traditional in person public meetings and drop-in sessions. These will be complemented by walking tours that allow members of the public an opportunity to hear more about the proposals and ask questions. The necessary health and safety risk assessments will be undertaken.
- 7.2 In recognition that the approach to engagement is very reliant on online methods, a leaflet is being distributed to all residents and businesses within the masterplan boundary to ensure that all the community is aware of how they can have their say. Printed copies of the document are available to view in the libraries and can also be made available on request.

8 Next steps

- 8.1 Following the 8 weeks of engagement all responses will be given full consideration and fed into the Masterplan and Delivery Plan. It is also anticipated that some of the responses will feed into other elements of the Regeneration Framework and help to inform the development of these documents.
- 8.2 A Consultation Summary will be completed that sets out how the engagement undertaken, and the responses received have informed the Regeneration Framework. This will be published as part of the Cabinet process seeking approval of the Masterplan and Delivery Plan.

9 Ongoing engagement

- 9.1 Engagement on the Regeneration Framework in Perry Barr will be meaningful and continuous. Strong positive relationships have been developed through the early engagement undertaken to inform the consultation document. These will be maintained and developed further to provide a channel for continuous engagement. The potential to establish a Perry Barr 2040 Community Panel and

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Youth Panel to provide a more formal format for the community and officers to work together is being explored.