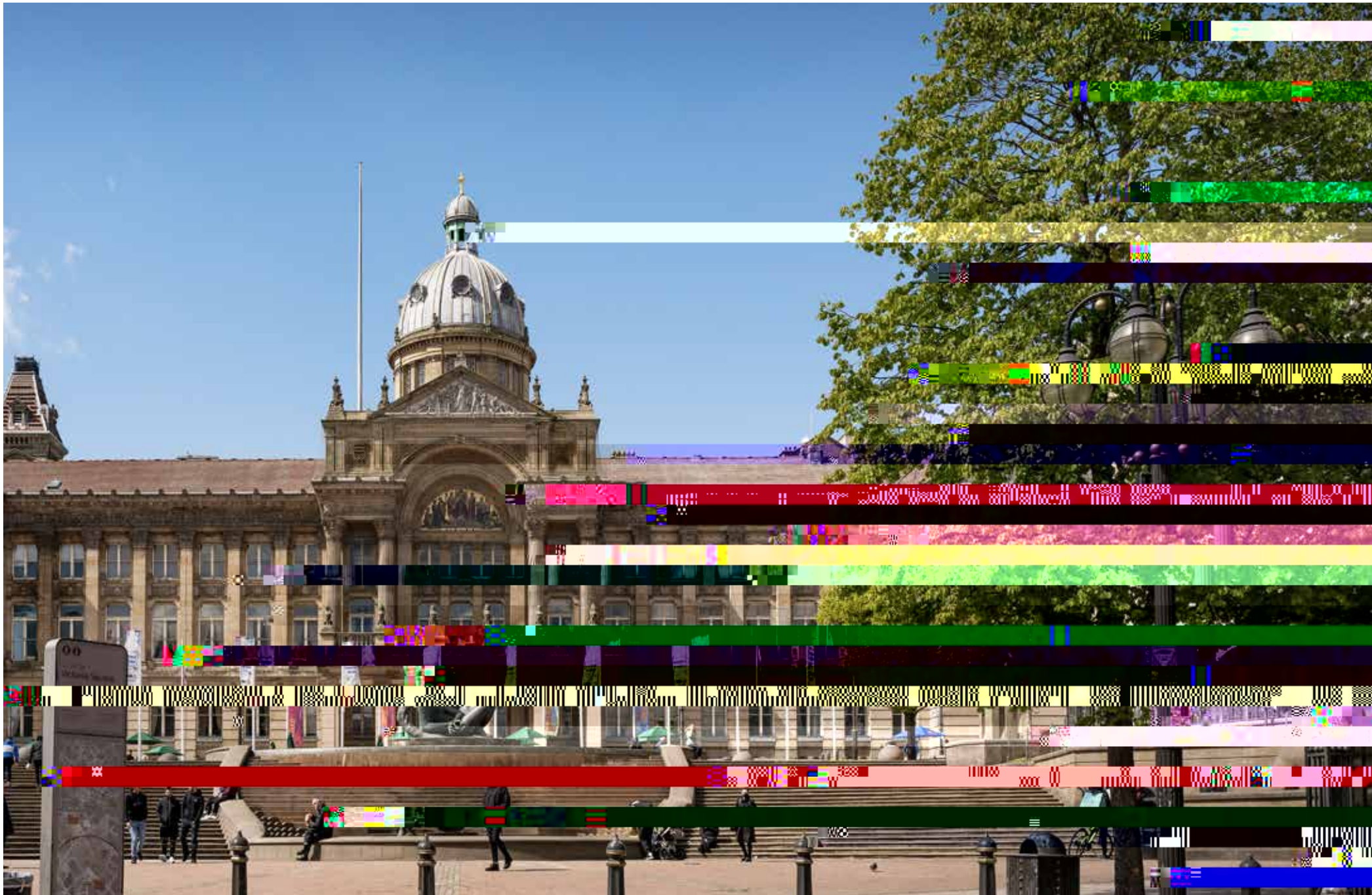




Levelling up Birmingham – Boosting the UK

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Foreword



Councillor Ian Ward
Leader of Birmingham City Council

I am pleased to introduce Prosperity and opportunity for all: Birmingham City Council's levelling up strategy.

Birmingham is on the cusp of great things with exceptional opportunities for growth and economic development. The Commonwealth *DPHV LV OHVV WKDQ QLQH PRQWKV DZD\ DQG #6 TV arrival towards the end of the decade provides long-term momentum for the city. Prior to COVID-19, the city was growing faster than the rest of the country, with record levels of inward investment and a pipeline of strategic sites for housing and employment. Birmingham presents a great investment opportunity.

We must use the opportunity of growth to meet the challenge of levelling up: over 40% RI % LUPLQJKDP TV FKLOGUHQ OLYH JO UHODWL\H SRYHUW the rate of unemployment is currently well above the national average and significant and ingrained inequalities exist across the city. Too many people and communities are excluded from the benefits of our economy, often through deeply embedded inequalities that have been starkly highlighted by the COVID-19 pandemic. The size of our city means the number of people facing disadvantages and who would benefit from levelling up is significant.

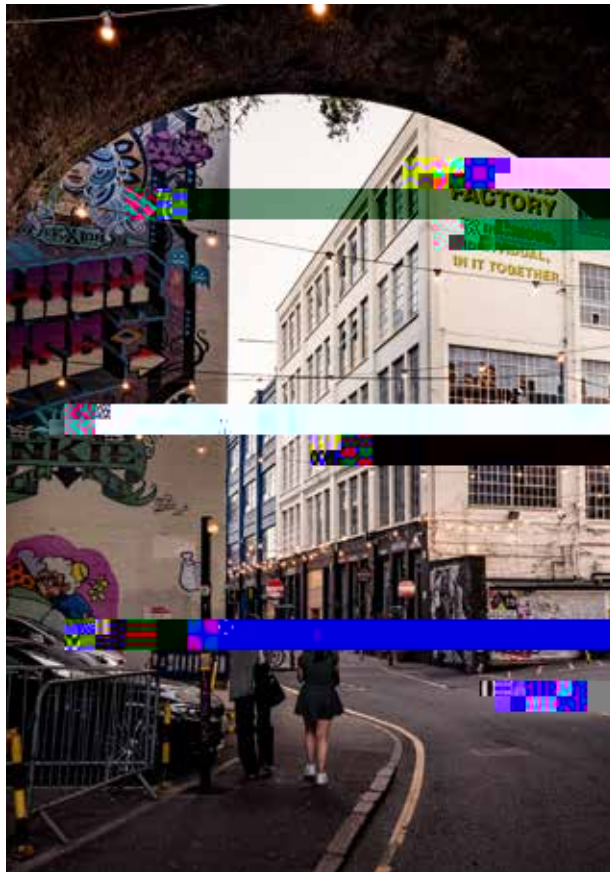
We are in a time of great change. We are recovering from the pandemic and previously hidden impacts of Brexit are coming to the fore. Climate change poses the greatest threat of our time. The drive to reduce carbon emissions and the ongoing digital revolution will dramatically change the nature of our economy and the skills required to keep it growing. It means that we must think and act differently, shifting our emphasis from crisis to early intervention and prevention, investing in people and places and empowering communities by creating the conditions for success.

Our vision of levelling up is rooted in the belief that we must encourage growth and stimulate investment in our city, whilst at the same time making Birmingham a fairer and more equal place. Economic growth makes it possible to tackle deep-seated inequalities by giving more people access to good jobs and higher incomes. Levelling up must mean our citizens share in the economic EQHILWV RI % LUPLQJKDP TV GHYHOR longer, healthier and happier lives. This is a vision URRWHG LQ WKH SRWHQWLDO RI % LU a commitment to empowering citizens to build our future.

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Summary: Levelling up and the Birmingham

opportunity



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Why Birmingham

Birmingham must be an essential part of any successful strategy for levelling up the country.

As the **country's second largest city** with a population of 1.15 million people¹, Birmingham has the potential for a golden decade of opportunity ahead.

Birmingham is at the **epicentre of exceptional opportunities** with the Commonwealth Games taking place next year, which we bid for and won. The Games provide unique prospects for our city and through its legacy programme. HS2 is already bringing investment and jobs now, but when it opens it will deliver a huge economic boost for the city and set a long-term positive direction. There are major developments that Birmingham City Council is bringing forward with partners including the £1.9bn Smithfield programme, the 42-acre Digbeth development, the Perry Barr plan, Peddimore and the Birmingham Health Innovation Campus.

We are a **global city** with an economy larger than some countries. We are the nation within a city and the youngest and most diverse city, which is our strength and foundation for innovation. This combination of space for development, growing connectivity, and high levels of diversity and creative energy is a compelling argument for private sector investment. It also means that current and future public investment in Birmingham is working with the grain of powerful economic forces. It provides the foundation for levelling up in an economically and fiscally sustainable manner.

Levelling up is both possible and imperative in Birmingham and is an imperative, to overcome **widespread, deep-rooted and long-term inequalities** and enable everyone in Birmingham to share in the opportunities.

Defining levelling up

There is no commonly agreed definition of levelling up. We have sought to outline what it means for Birmingham. We can trace our radical heritage of improving the city. Today, levelling up remains at the core of our ambitions for the city, we are actively levelling up, and Birmingham will be even bolder in its approach.



For Birmingham, levelling up is about 'people powered change' interdependent with inclusive growth to deliver improved outcomes on key measures of economic and human development:

- Increasing the pace and scale of growth and embedding in an inclusive and sustainable way so all people and places share in the benefits including through a just transition to net zero
- A joined-up focus on people and places while bringing together organisations that can make a difference to build progress sustainably
- A bottom-up empowering of communities and citizens to improve their quality of life and their solutions
- Improving public services and social infrastructure and enhancing transport, digital and green infrastructure; and
- Moving the dial on the outcomes and opportunities for all citizens and all parts of the city, addressing spatial disparities and long-standing structural inequalities.



Our vision and objectives

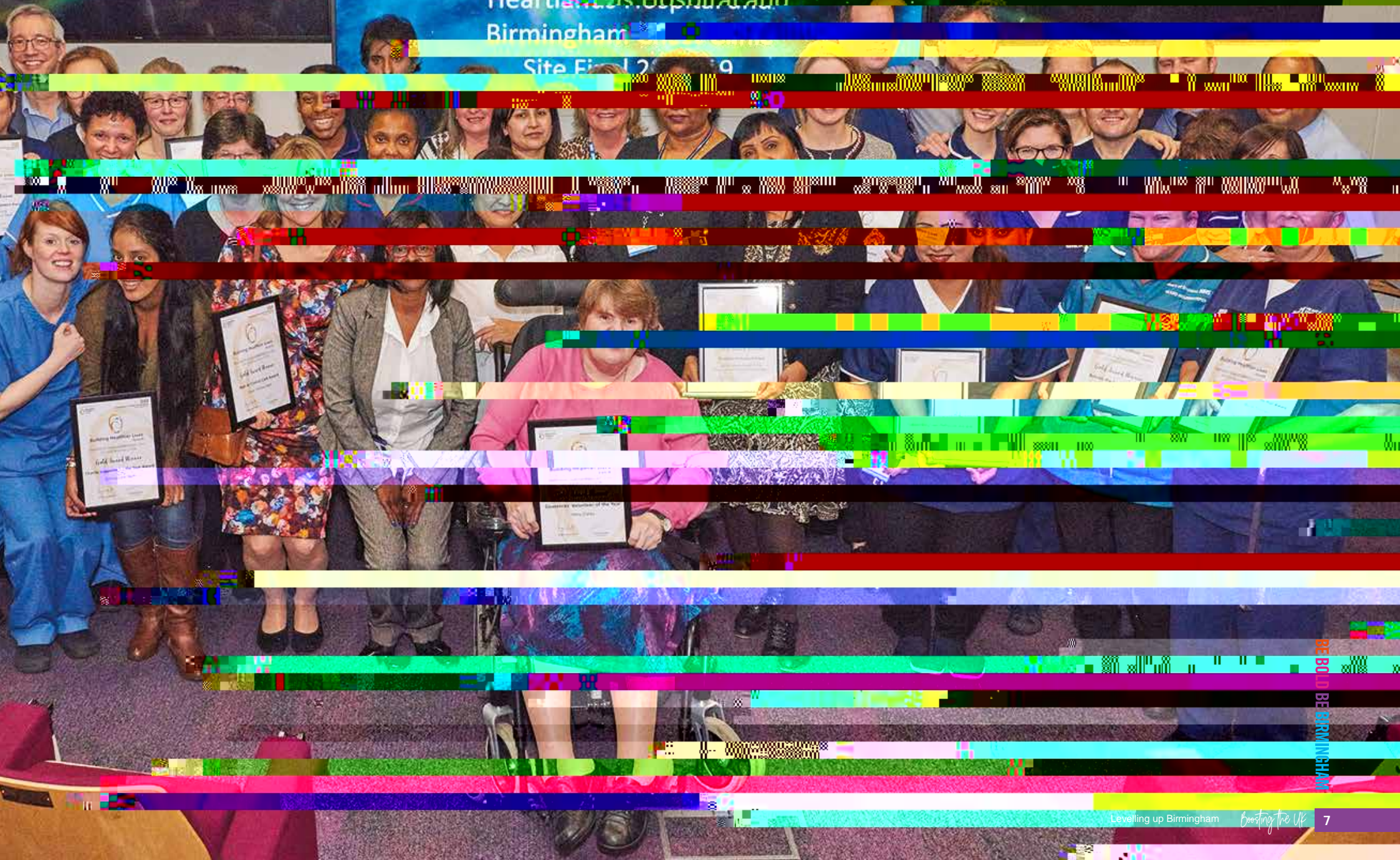
Our vision for levelling up is to increase growth and harness it to create a fairer, stronger city, where all citizens share in the benefits, including through a just transition to net zero, where our citizens live longer, healthier and happier lives with opportunities to shape their own lives and communities, and we overcome long-standing inequalities such as child poverty.

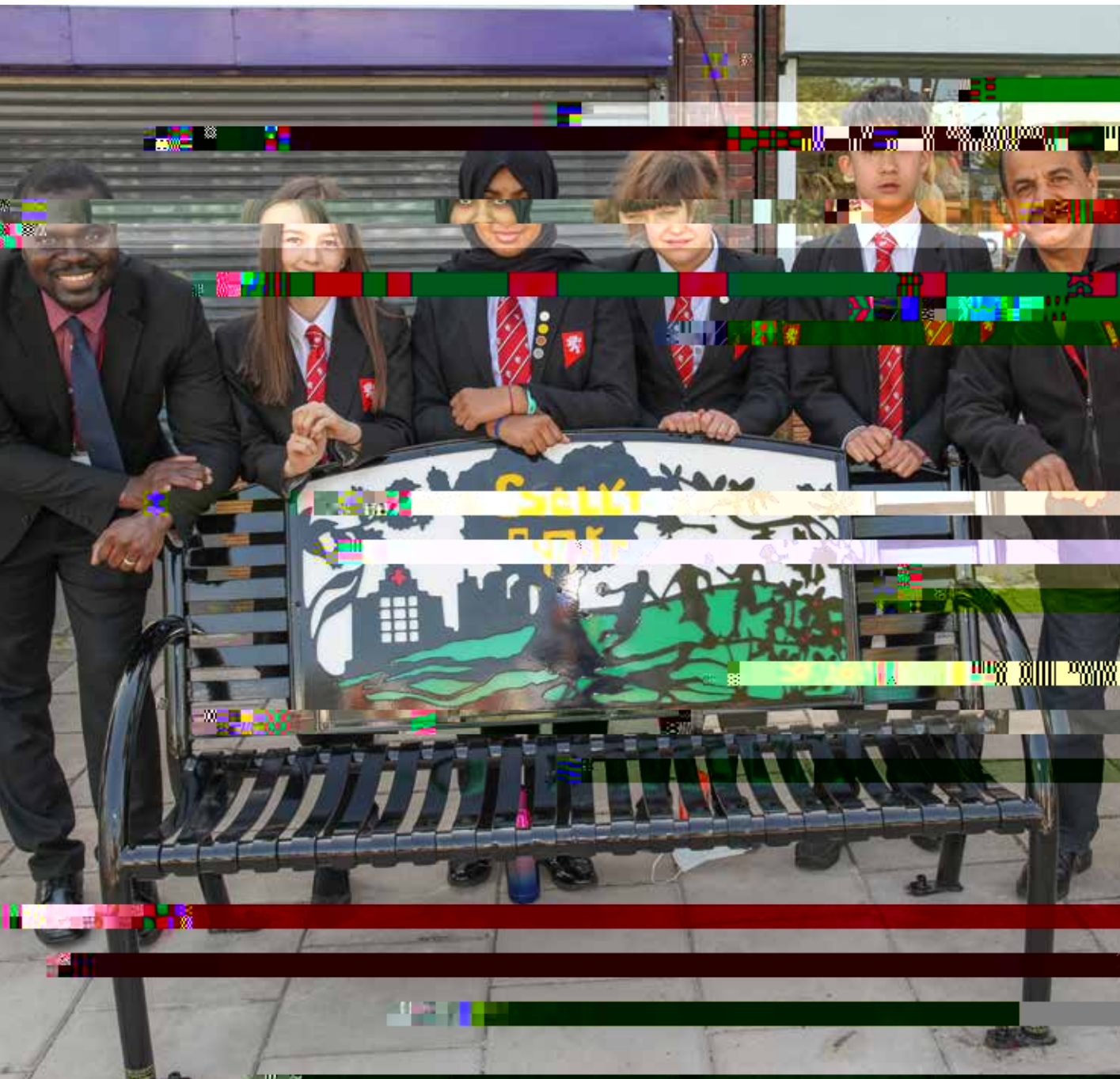
This means developing places where all residents regardless of their background, and especially those most in need, have the capabilities and access to shape and benefit from a good education, skills progression, fulfilling well-paid jobs, affordable and high-quality housing, effective public services, better health outcomes, high-quality and connected physical and digital infrastructure and a living environment, rich in culture, amenities and green open spaces.

Building Healthier Lives Awards

Heartlands Hospital and Birmingham

Site Final 2019





Our strategy

Levelling up is woven through our core purpose and we are developing a series of key approaches to support this.

We are developing an **integrated placed-based levelling up model** through the East Birmingham Inclusive Growth Strategy. East Birmingham, with a population of around 250,000, is larger than many cities and towns and has the highest levels of deprivation in our city⁶. This place-based approach involves bringing together local and regional bodies and national government, linking together funding where this is possible and developing projects to tackle the challenges. The focus includes addressing poor health, poor educational attainment, low skills and incomes, congestion and air pollution and bringing forward new homes, employment sites and community assets.

Our levelling up offer to government

We will put our energy and resources into levelling up. As well as significant city budgets, we control extensive and valuable physical and intangible assets. We have skilled people, valuable relationships, unique data, and the ability to convene partners. This document is an initial strategy and we will now seek deeper engagement with partners, including central government, in the design and delivery of the next steps including specific actions, funding and financing, responsibilities and timelines.

We will take a leadership role in creating insight and understanding to inform strategies, plans and action to tackle the causes of deep-seated challenges, and we will share our understanding freely with partners and our diverse communities. Part of the strategy, and laid out further on in this document, involves an assessment of the key

We must also recognise and overcome the constraints that hold us back from what we can fully achieve. Our levelling up approach draws on our existing plans but seeks a step-change and acceleration above and beyond what we can do currently. We are now seeking central government and partner involvement in the support and development of five 'Levelling up Accelerators' which will help make a deeper and more rapid advance in levelling up.

Birmingham City Council wants to be a strong partner for central government in the design and delivery of the levelling up programme nationally. The city provides a unique opportunity, given its strong economic fundamentals, its size and scale,

Birmingham's five 'Levelling Up Accelerators' that central government should support

1

Support long-term, single pot funding and devolved powers for the city to deliver greater levelling up outcomes and enable invest-to-save investment to be deployed alongside

2

Back our integrated local place delivery model demonstrator, the East Birmingham Inclusive Growth Strategy, covering 250,000 people to tackle deep levels of deprivation

Harness our early intervention and prevention model to assist the most disadvantaged citizens and move from dealing with crises to co-designed support and services to stop these arising

Deliver green and digital infrastructure including a comprehensive green, reliable, frequent and affordable transport network

Back an at scale housing retrofit across the cities of Birmingham, Coventry and Wolverhampton to tackle carbon emissions and create jobs in areas that need it most

The scale of the potential prize is considerable. If we can level up Birmingham so that economic activity, unemployment and skills reach the England average, this could add an estimated £9bn to % L U P L Q J K D P ¶ V H F R Q R P \ H D F K \ H D U D V Z H O O D V 74,928 more residents obtaining employment, including 53,458 residents becoming economically active, 21,470 residents who were already economically active moving into employment and a £3.3bn boost to average earnings per year⁸.

Increasing employment, wage levels and good quality jobs alongside skills progression to obtain them and connections to opportunities, as well as increased access to and availability and quality of public services included those focused on families and children, will help address the ingrained structural inequalities which sees more than 40% of our children live in relative poverty. Reducing this level to the England average would dramatically improve the life chances of children in what is the F R X Q W U \ ¶ V \ R X Q J H V W F L W \

Our approach to levelling up will help us achieve our goal of a Birmingham that is Bolder, Brighter, Prosperous, Healthy, Green, Inclusive and Safe.

⁸ All estimates are based on data for the population aged 16-64 \ H D U V I U R P W K H 2 1 6 \$ 3 6 I R U - D Q X D U \ data for GVA per hour worked from the ONS for 2019 and average gross weekly earnings (residence based) from ASHE for 2019.



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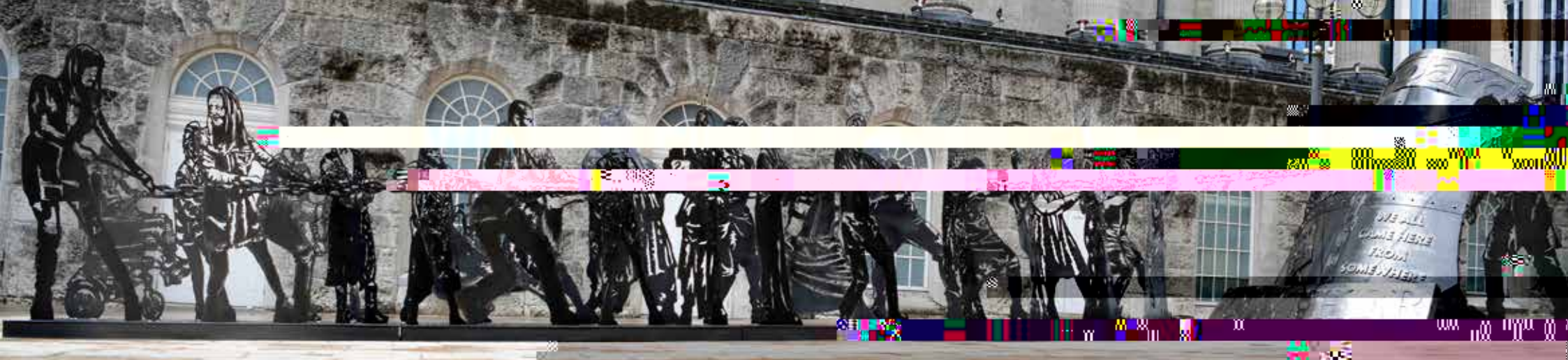
Birmingham City Council's levelling up strategy

What levelling up is and why it matters

Birmingham City Council is committed to addressing the high levels of deprivation and persistent inequalities, between people, places and communities in the city. It welcomes the

J R Y H U Q P H Q W ¶ V F R P P L W P H Q W W R O H Y H O O L Q J X S H Y H U \ part of the UK and the creation of the Department

~~The Economic Well-being Strategy - Personalised Digital Health - Sustainable Growth - For All, Places - Share it for Life~~



The definition is applicable to all places and groups of people, not just in Birmingham, and is aligned with the definition of inclusive growth used in our East Birmingham Inclusive Growth Strategy, which connects generating economic growth and tackling inequality such as high levels of child poverty.

This approach means developing places where all residents regardless of their background, and especially those most in need, have the capabilities and access to live longer, healthier and happier lives with excellent opportunities to shape their own lives and that of their communities, and to shape and benefit from a good education, skills progression, fulfilling well-paid jobs, affordable and high-quality housing, effective public services, better health outcomes, high-quality and connected physical and digital infrastructure and a living environment, rich in culture, amenities and green open spaces.

Our current need for levelling up

We have examined the disparities that exist between people, places and communities in Birmingham and elsewhere in the country. No single measure of the need for levelling up is comprehensive so we have benchmarked Birmingham using several overall indices of $\mu QHHG\uparrow DQG VSHFLILF LQGLFDW$ our definition of levelling up (see appendix for complete list).

Whichever view we take, we see that Birmingham faces persistent and stark inequalities and high levels of deprivation. Given the size of Birmingham, the size of need in terms $RI QXPEHUV LV DOVR VXEVWDQ$ poorer outcomes relative to other cities is not a recent phenomenon: the disparities have existed for long periods of time.



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Key conclusions include:

Â Birmingham under-performs England on most indicators related to education and skills. The average child or teenager in Birmingham has fewer opportunities to go to university than the average person in England. In March 2021, 81% of state funded schools were ranked good or outstanding, 5% lower than the England average³. A teenager is also less likely to complete at least two A-levels¹⁴ and the average young person in Birmingham is less likely to obtain good grades at GCSE and to participate in lifelong learning¹⁵.

Â Children in Birmingham experience poorer social outcomes compared to the England average. Nearly twice as many children in Birmingham are born into poor families than the England average and more than 40% of children in Birmingham live in relative poverty¹⁶.

Â Birmingham residents are less likely to work in productive and fulfilling jobs compared to the average person in England. The proportion of residents in Birmingham who would like to work but are not, is much higher in Birmingham than in England¹⁷. Birmingham residents who are employed are less likely to work in higher skilled jobs (i.e. managerial, professional or technical occupations)¹⁸: around 42% of residents in Birmingham work in high skill occupations compared to 50% across England as a whole. This feeds through to productivity and average wages¹⁹.

Â Birmingham's workforce is relatively low skilled: in 2020, 75.2% of working age residents were qualified to NVQ2 and above (a commonly used proxy for a capable workforce), 2.9 percentage points less than Great Britain as a whole²⁰.

Â Birmingham has relatively high rates of economic inactivity and lower employment rates: almost 50,000 more people aged 16-64 would be economically active in Birmingham than in Great Britain on average²¹. Birmingham's productivity is £30.6 per hour worked, 17% less than the average across England³.

Â Residents have poorer health outcomes in Birmingham than England averages²⁴; and Birmingham has relatively high rates of homelessness: in 2019, almost 3 in every 100,000 households were homeless, over 50% more than the England average²⁵.

Â Birmingham performs better than the English average in terms of its physical infrastructure, supporting the positive conclusions brought out by the UK Prosperity Index. The average resident in Birmingham has relatively better access to high quality roads and timely bus services and lives relatively closer to primary schools²⁶. Birmingham, however, still lags on measures of digital connectivity²⁷.



¹³ % of state-funded schools ranked good or outstanding: Birmingham 81.0%, England = 86.0% (Ofsted, 2021)

¹⁴ A Level and Other 16 to 18 Results, Explore Education Statistics, Department of Education (2021)

¹⁵ Key Stage 4 Performance, Explore Education Statistics, Department of Education (2021)

¹⁶ DWP and HMRC data

¹⁷ Annual Population Survey

¹⁸ Annual Population Survey

¹⁹ Annual Population Survey

²⁰ Annual Population Survey, Office for National Statistics (2021)

²¹ Economic inactivity: Birmingham = 28.0%, England = 21.2%
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rate: Birmingham = 64.8%, England = 74.4% (Annual Population Survey, ONS: 2021)

²² \$ Q Q X D O 3 R S X O D W L R Q 6 X U Y H \ 2 1 6 - X O - X

²³ Sub-regional Productivity, Office for National Statistics

²⁴ Infant mortality rate: Birmingham 7/1,000, England = 3.9/1,000% (2017-2019) Public Health England, ONS and Under 75 mortality rate from all causes: Birmingham worse than England for: cardiovascular diseases, heart disease, stroke, cancer, liver disease, respiratory disease, and, injuries (2017-2019) Public Health England, ONS

²⁵ Homelessness rate: number of households assessed as homeless, per 100,000 households: Birmingham 2.81, England = 1.85 (2019) Prosperity index

²⁶ UK Prosperity Index; DfT; English Indices of Deprivation

²⁷ Birmingham nearly 10% worse for digital connectedness and people using the internet, mobile phone usage, unbanked residents and 4G availability Birmingham = 59.6, England =

Inequalities within Birmingham

Although it is not a perfect matrix and recognising the limitations that exist with the underlying data²⁸ the English Indices of Deprivation provides the clearest picture of the place-based disparities ZLWKLQ %LUPLQJKDP DFURVV VHY incorporates a broad range of indicators²⁹. The breadth of the indicators included, and their granularity means it is a strong source. We analyse the English Indices of Deprivation across %LUPLQJKDP ¶V ZDUGV

We can see that stark inequalities exist when we compare people and places within Birmingham particularly for employment, and education and skills:

Â Widespread deprivation exists across the city relative to England as a whole. The need for OHYHOOLQJ XS LV EURDG VHH) LB X U M K H E V H O R P Z K Q V H Z K L F K L Q F O X G H % P H O P W L O O K D P Q V Z D U G V O D U J H the darker colours are wards that are significantly more deprived than other parts of England. Overall, 90% of wards in Birmingham are more deprived than the national average³⁰. Outcomes in the most affluent wards are in line with, or even exceed, the England average, while the poorest wards fall far behind.

Â The wards of East Birmingham are more deprived than other parts of the city, in all dimensions relevant for levelling up. Residents generally have shorter lives, lower qualifications, and higher rates of unemployment compared to those living in other parts of the FLW\ 7KLV LV D GHFDGH ¶V GLIHH Birmingham. In the city, the life expectancy of the poorest areas of our city and the most affluent³¹. The scale is such that even if action were taken to level up East Birmingham relative to other parts of the city, Birmingham would still be in the 10% most deprived local authorities in England.

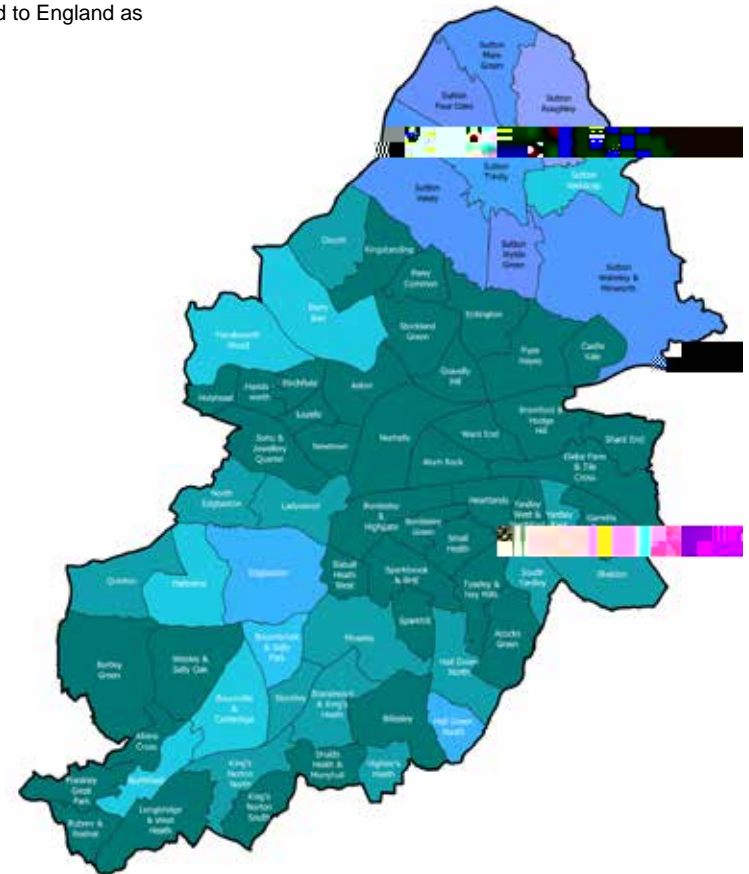
Â Health outcomes and the quality of the living environment can be improved in most parts of Birmingham, even in the relatively less deprived wards. As illustrated in Figure 3, physical health measures, as well as housing and DLU TXDOLW\ LQGLFDWRUV deprived than the national average. There is significant housing need with more than 19,000 people on the housing register in Birmingham, higher than the level of around 14,000 two decades ago.

Â Many children in Birmingham are born into poor families. Over 30% of children under the age of 16 in Birmingham are born into absolute low-income families, compared to 16% in England³². This has implications for their wellbeing, livelihoods and educational attainment.

Â Children living in Birmingham experience poorer social outcomes compared to the England average. A high proportion of children born in Birmingham do not survive past their first birthday, almost double the national average. Children that do survive and grow up in Birmingham are likely to experience poorer attainment at school³³, face higher rates of obesity, and have low sexual health awareness³⁴. Our residents have poorer health outcomes: between 2017 and 2019³⁵, the healthy life in Birmingham expectancy was 4-5 years lower than the England average, and 30% more people had work limiting illnesses or disabilities in 2016³⁶.

Â Large within city inequalities exist for education, skills and training (Figure 3). Nearly Sutton Coldfield and some southern pockets RRIZWKGVFDWH PIRLSHHULHQFH UHODWL deprivation on this domain compared to England. This is also true, although to a lesser extent, for income and employment. Residents in these areas generally have much better educational attainment, skills and labour market outcomes than the poorest parts of the city. Children, young people and ethnic minorities face large disparities with regards to oportiod5 -0.254 Tw 10 0 0 10 781.5

Figure 2: Overall deprivation across Birmingham compared to England as a whole (English Indices of Deprivation)

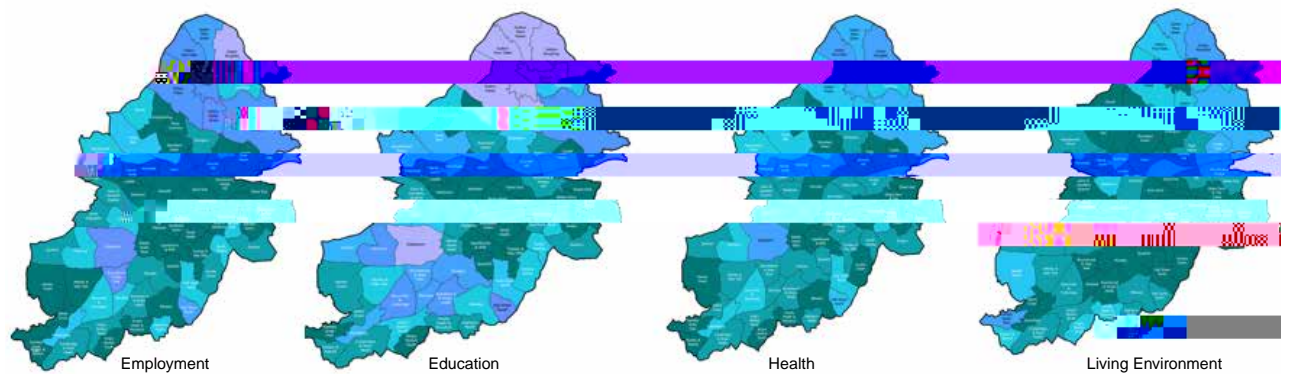


There are large ethnic inequalities in labour market outcomes in Birmingham.

White residents are less likely to be unemployed, and more likely to be actively looking for work, than those from non-white ethnic groups. This has been true historically, but even more so because of COVID-19. For example, the 16+ unemployment rate for

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Figure 3: Deprivation (English Indices of Deprivation) - Employment, Education, Health, Living Environment - across Birmingham compared to England as a whole





Our challenges, opportunities and threats

Grand challenges

The levelling up key indicators and our strategy for levelling up in Birmingham are rooted in addressing five key challenges that we face, what we call the μ J U D Q G F K D O O H Q J H V \uparrow

Â Boosting skills, employment and the local economy

Â

Long term impact of COVID-19

We are mindful of the potential longer-term implications of COVID-19 for health, education and the economy including the rise in inequalities that it has provoked. We know that COVID-19 has the potential to leave long lasting impacts on our economy if investment and innovation are deferred and businesses capital and knowledge are lost due to business failures.

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the impact of COVID-19 than the UK. Research by Oxford Economics and the Centre for Progressive Policy Research indicates that we are more vulnerable than other areas due to the concentration of exposed sectors such as hospitality, retail and manufacturing³⁸. Before the pandemic, Birmingham was a key destination for W R X U L V W V D Q G D W W K H K H D U W R I W K H U H J L R Q ¶ V O L Y H H Y H Q W V

sector. The visitor economy, which supported 76,000 jobs³⁹, was closed longer than many others, and 70% of cultural and hospitality staff are estimated to have been furloughed during the pandemic⁴⁰

Digital technologies have proved to be invaluable during the pandemic as well as potential catalysts of change in the way we live and work in future. COVID-19 has accelerated aspects of the digital

Significant local opportunities

We also have two significant but distinct opportunities in Birmingham.

Building on recent record levels of investment, HS2 will catalyse further physical development and growth in the next decade:

- Â Two new world class, high speed rail stations at Curzon Street and Interchange will be built creating high speed rail links accessible by two million people in the West Midlands
- Â More than 100,000 new jobs will be generated⁴⁸
- Â The development of more than 200,000 new homes will be stimulated⁴⁹
- Â New high skilled industries will be attracted to the Midlands as part of expected inward investment of more than £10bn⁵⁰; and
- Â New development zones will be created to drive the economy forward.

The council supports and is taking forward the Games legacy programme which will:

- Â Boost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events
- Â Increase community, social and economic opportunities such as apprenticeships leading to a better skilled workforce and creating thousands of volunteering roles that will build capacity for future events
- Â Strengthen capacity building and social capital across communities
- Â Engage every child and young person in Birmingham in the Games, including all 400+

Â Housing: Increase the proportion of Birmingham residents living in high quality, affordable housing



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Prosperity and opportunity for all

East Birmingham is at the heart of where Birmingham City Council is developing and testing its approach to levelling up and inclusive growth and is underpinned through:

- Â Local and regional bodies and central government working in a joined-up way, where possible linking together funding, and bringing forward projects to tackle the challenges
- Â A focus on poor health, poor educational attainment, low skills and incomes, congestion and air pollution and bringing forward new homes, employment sites and community assets
- Â and anchored in community engagement and participation to bring forward improvements; and
- Â Partnership arrangements providing a model for delivery at scale and a model for other neighbourhoods across the city and the country.

Our levelling up approach for East Birmingham includes achieving the following:

- Â Establishing the East Birmingham and North Solihull Inclusive Growth Corridor
- Â Expanding the local economy for the benefit of local people with more than 6,000 new jobs and more than 5,000 new homes
- Â Bringing forward development sites such as Wheels, a key element of the much larger opportunity around the Bordesley Park Area Action Plan
- Â Increasing local skill levels and connecting people to jobs and opportunities including through creating an enhanced skills and digital training hub at Ward End and Cole Valley to support local small and medium sized enterprises and social enterprises; and developing a locally designed employment support scheme for young people and businesses
- Â Improving local services including health, social care and education to reduce demand for acute services, reduce sickness absence, chronic illness, health inequalities

- Â Bringing together a new, cutting edge hospital in East Birmingham with a research facility to establish a combined health and innovation campus at Arden Cross
- Â Reducing crime and fear of crime
- Â Decreasing fuel poverty and retrofitting homes
- Â Increasing connectivity including through the rail network with improved existing and new stations and better service frequency; and developing the Midland Metro East Birmingham to Solihull extension and the wider connections to the Metro corridor
- Â Improving local places and green spaces with a joined-up approach to development and the physical environment including green investments in the Cole Valley Corridor for walking, cycling and green and blue infrastructure delivered with partners such as the Environment Agency; and
- Â Enhance the innovation ecosystem around Tyseley Energy Park whilst spearheading urban regeneration and catalysing the wider use of green physical infrastructure including low and zero carbon refuelling and recycling.

Our early intervention and prevention approach is rooted in helping address the inequalities people face and is part of how we help address the large

The early intervention and prevention approach is expected to yield further positive outcomes for citizens as well as reduce the costs to the collective public purse given crisis interventions are much more expensive. The council is still at an early stage of delivering the full financial benefits and savings attributable to the approach, but

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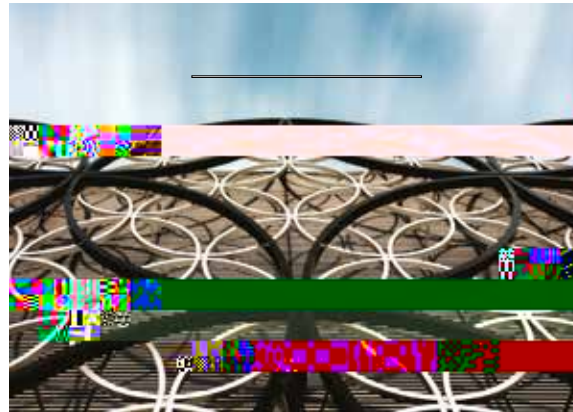
to promote independence at home, deploying domestic abuse specialists to work alongside social workers, supporting family and friends carers, expanding the stronger families programme, reducing the use of B&B to shift to upstream prevention and harnessing the community hub model.

3. Helping to create a growing, more inclusive economy across the city

Our goal is to drive growth across the city, and we recognise that this is the most important driver of levelling up, bringing as it does, jobs and business opportunities. We have been playing our part, with Birmingham City Council leading activity to secure investment and foster business growth.

We are a regional business centre with nearly half a million people in employment in the city and at the heart of the national road and rail network with growing links to international markets. We have strong sectors that support high quality jobs:

- Our business, professional and financial services sector employs 130,000 people, including highly skilled, well-paid occupations and is around one
- We are home to a burgeoning group of around 10,000 digital and creative firms employing nearly 50,000 people⁵³; and
- Our healthcare and life sciences sector has a growing reputation as a centre for clinical trials and the wider region has a significant cluster of medical technology businesses



opportunities to invest and grow in the city

Alongside we have the benefit of five universities, the second largest student population in the country, a huge research-intensive hospital, and a strong and growing digital and tech economy and a rich mix of public library in Europe and the busiest theatre in the UK with half a million visitors each year⁵⁴.

We have attracted significant global businesses to locate and grow in the city. Our region continues to attract foreign direct investment, despite the impact of the pandemic, with 20 projects secured in 2020⁵⁵. Before COVID-19 our economy was growing quickly too⁵⁶.

Our city offers an unparalleled investment opportunity with the youngest and most diverse city in the UK. We have a pipeline of growth programmes anchored by HS2 and through the Commonwealth Games and legacy programme, as well as major projects that the council is taking forward such as the £1.9bn Smithfield development to deliver 3,000 new homes and over 8,000 jobs in the city centre and in Digbeth, with a 42-acre development to support over 16,000 jobs and 1,850 homes alongside shops, restaurants, cafés, and additional leisure facilities. The Perry Barr programme, part of the Games legacy, is well underway and will deliver thousands of new homes while the Peddimore employment development will have appointed a partner to progress one of the 8. Ladywood Central of 150 acres and Ladywood Broad Street of 6 acres.

To help deliver this, we have developed a series of strategies and masterplans such as for our city centre (Future City Plan) and Perry Bar in relation to the Commonwealth Games. In addition, our Transport Plan charts the path to more sustainable transport modes such as tram, bus, walking and cycling for the city to become a centre of active and sustainable travel.

Delivery of affordable housing through these plans is critical as there is a significant and rising housing need with more than 19,000 households currently on the housing register in Birmingham, compared to nearly 16,500 in 2011 and around 14,000 in 2001.

The Birmingham Health Innovation Campus is taking shape to create high value jobs in the region and accelerate the development and deployment of new drugs, diagnostics and health technologies. It will be the only science park in the Midlands dedicated to translational health and life sciences and be located in a cluster of health, clinical and academic excellence including the University of Birmingham, Hospitals Birmingham NHS Foundation, the Bio Hub Birmingham, and

We have produced a Birmingham Investment Prospectus for the city to outline the key opportunities and developments. It is part of how we champion our city to secure more businesses and maximise investment. Our Investment Prospectus is in lockstep with our Levelling Up Strategy. With Birmingham City Council leading work to bring back jobs and grow economic activity, public investment in the city has a significant multiplier effect and represents good value for money for public investment for levelling up and which can join with that of the private sector.

Particularly important is that we recognise that the benefit of growth must be shared and harnessed to level up disadvantaged people and places, so the opportunities and changes lives; and that future investment we are seeking through the the biggest difference. It is also why, as outlined, we have a placed-based model to focus on the areas of greater need and an early intervention and prevention model to enable people to benefit from opportunities.

unemployment, concentrated among young people, women and Black, Asian and minority ethnic citizens, as well as specific places across Birmingham. Our development & new labour market approach to tackle these entrenched issues and link people to economic activity and opportunities.

We are working with sectors to establish new pathways for entry level roles and collaborating with University Hospitals Birmingham, Sandwell & West Birmingham NHS Trust and social care providers to offer work experience and entry level training, new entry pathways and local employment.

Working with employers, skills providers, schools, Greater Birmingham & Solihull LEP and the WMCA we are seeking to create a one-stop-shop online hub for young people to access job vacancies, apprenticeships, work experience, volunteering, mentoring and careers advice across the city. We are also seeking to secure sufficient childcare for working parents and free early year childcare entitlements for two, three and four-year-olds, for eligible parents.

We are working with anchor institutions, community organisations, skills providers and Department for Work & Pensions to join up community and local service support for residents to move into work, upskill or increase their incomes such as through digital inclusion, transport, social or childcare, health, employability or financial support and training. Recent funding from the Department of Levelling Up, Housing and Communities, will enable a locally designed scheme for employment support for young people and businesses, piloted in East Birmingham, and which will be assessed as to how it can be scaled across the city.

⁵² COVID-19 Economic Recovery Strategy, Birmingham City Council (2021)

⁵³ COVID-19 Economic Recovery Strategy, Birmingham City Council (2021)

⁵⁴ Visit Birmingham website

⁵⁵ EY 2021 UK Attractiveness Survey

⁵⁶ The total number of private sector enterprises in Birmingham grew between 2020 and 2020 by 36% (24,655 to 38,275), compared to growth of 25% in England

- Transferring and scaling up the successful USE-IT! Project which connects micro-assets such as local entrepreneurs and community research with macro-assets such as housing developments
- Developing a policy lab on community economic development in East Birmingham
- Working with the WMCA on the embedding of WKH µFLUXODU HFRQRP\¶
- Linking large scale infrastructure provision, such as transport to areas of deprivation and disadvantage to provide opportunities for growth and job creation
- Ensuring that investment in a greener city creates new skills, quality jobs and new opportunities for local people and the costs and gains of the net zero transition are fairly distributed; and
- Backing the campaign and ton,

4. Challenging and tackling ingrained inequalities

The unequal opportunities and outcomes we see in our city do not happen randomly. They are often the result of deeply ingrained structural processes that determine the life chances available to different people and places. They divide us as a community and create barriers to the more equal, fairer city we want to see. If we are to make real progress on levelling up, we must also tackle these inequalities head on.

Our report sets out how we will seek to do this within our organisation and through our civic leadership, and states:
our organisation and through our civic leadership,

long term and systemic.

We will need to rethink how we stimulate the right kind of

economic growth

in our city so

everyone can benefit

We will need to think about how our Council and other public services work, so that they focus on those

families and communities

that we all too often describe as hard to reach, when in fact they

DUH KLGGHQ LQ SODLO VLUKWLQ

Our approach includes:

• Delivering our existing Community Cohesion Strategy, including within the Commonwealth Games Legacy Strategy

• The council leading by example as an employer

• Working with marginalised communities on an asset-based approach to address challenges

• Developing a cohort of future leaders to ensure consistently diverse civic governance; and

• *& HOHEUDWLQJ DQG VKDULQJ RXU FL*
diversity and dynamism.

5. Connecting local people and places into strategic investment

Levelling up in Birmingham requires a levelling up of the economy across our city region, closing the productivity gap between the West Midlands and London and the South East. Achieving a more prosperous West Midlands is the foundation for creating the opportunities we want to bring to our local communities within the city.

We work across the West Midlands including with the Combined Authority, to invest and develop **transport, digital, and green infrastructure, and skills and innovation** programmes. Connecting these strategic investments to local places where needs are concentrated is a vital part of a strategic approach to levelling up. For example, we seek to align local action on skills and employment and housing with the provision of transport infrastructure that connects people to jobs.

East Birmingham is viewed as a strategic inclusive growth corridor by our regional partners, and the recent funding secured by the Combined Authority in its transport settlement will likely support ke jobs.

Regional transport plans that are likely to move forward through this funding and that will directly support growth in East Birmingham include:

- The East Birmingham to Solihull Metro regeneration we want to see
- Three new bus priority cross-city routes connecting East Birmingham to the rest of the city
- The A45 Sprint route; and
- Active travel and other road improvements on the A45 corridor.

We are also seeking the approval of the £2bn Midlands Rail Hub plan to improve rail services in Birmingham and across the Midlands, which would provide more and faster services across the Midlands with 24 trains per hour more on the Midlands Passenger network. It would also link Moor Street Station to the HS2 station at Curzon Street and allow more services on the Camp Hill line stopping at Mosely, Kings Heath and Hazelwell. The scheme will drive more jobs and opportunities.

Our Route to Zero plan is seeking to make the city net zero by 2030 with a suite of programmes. This includes installing clean energy from waste to power, enabling electric public and commercial sector heavy waste vehicles, investment in a fleet of hydrogen buses, developing an electric charging point network to support the shift to zero-emission modes of transport, including a network of hubs at Erdington and Perry Barr to act as demonstrators and catalysts.

We are aiming to be the region with the highest availability of 5G full-fibre broadband to support business growth and tackle the extensive digital exclusion in areas such as East Birmingham. We are looking to enhance digital connectivity through:

- initially on accelerating the creation of 5G infrastructure and on developing applications in health, mobility and industry, and working closely with manufacturers, small and medium sized enterprises, hospitals and universities
- The West Midlands Digital Roadmap setting out plans for improved connectivity, including improved access prioritising the most disadvantaged
- The West Midlands Digital Skills Partnership driving programmes to improve digital skills and enable access to opportunities, including the Digital Retraining Fund; and
- Identifying opportunities for digital investment in improving public services, a vital part of the drive to focus on early intervention and prevention.



Levelling up accelerator 1: Support a long-term single pot funding and devolved powers

We require a more flexible approach that allows ambitious and responsible places such as Birmingham to bring greater coherence to policies

Our ability to deal with our challenges and to level up is constrained by the current funding model and the allocation of powers and responsibilities:

- Â The resources we can raise locally are limited and a long period of declining funding has squeezed finances and scaled back local public services
- Â Barriers exist to deploying innovative funding models for service improvement
- Â Pooling of resources with our partners has been restricted; and
- Â Government funding has been allocated too narrowly on a piecemeal, time-limited, often competitive, short term basis to specific projects rather than as part of longer term, strategic programmes. The means funding is constrained in the addressing of the breadth of issues at the heart of the need for levelling up and inhibits ambitious, holistic programmes, centred around collaboration and co-creation, and authorities cannot make plans to address levelling up with any certainty.

Levelling up accelerator 2: Back our integrated local place delivery model demonstrator, the East Birmingham Inclusive Growth Strategy

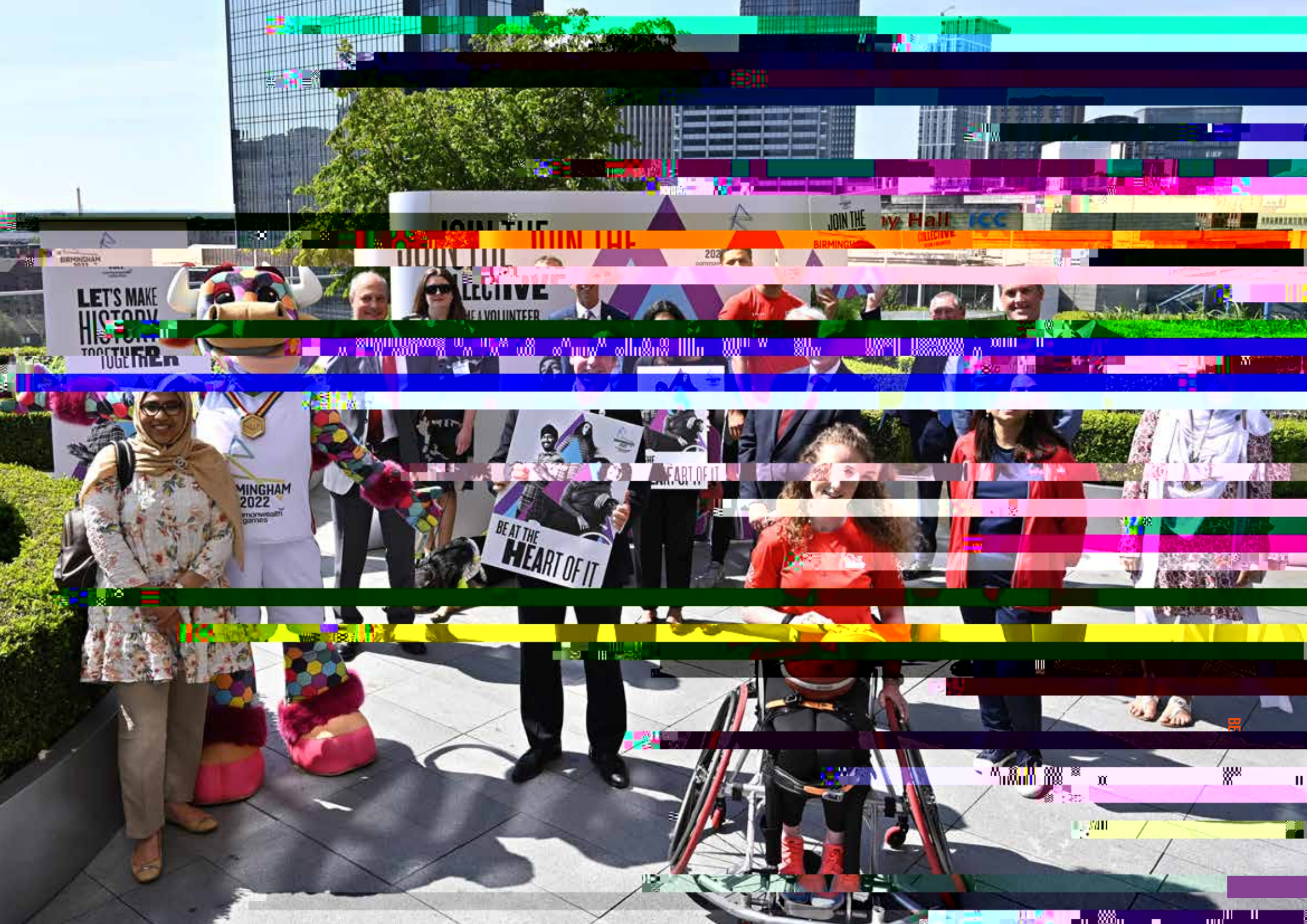
With our East Birmingham place-based approach, we are doing what we can within our current means and through this model. We are seeking an acceleration and greater increase in what we can do through central government support

Levelling up accelerator 3: Harness and support our early intervention and prevention model

We invite the government to support, harness and help develop our early intervention and prevention approach to anchor levelling up in a model of citizen empowerment and which makes public funding work harder in securing long-term social benefits as well as make savings for the collective public purse. The approach also provides a way to lever in invest-to-save and social bond arrangements. The size of Birmingham provides an at scale demonstrator for this delivery of public services which help the most disadvantaged and remove barriers to levelling up, such as those related to health and skills disparities.

Levelling up accelerator 4: Deliver green and digital city infrastructure

Like other places we require infrastructure investment including for transport improvements, and digital and green infrastructure. This is to deliver a comprehensive green, reliable and frequent integrated transport system with new Metro links and services including through East Birmingham, and to connect with HS2, expanded bus services, and with integrated smart-ticketing. Similarly, we are seeking digital infrastructure fit for a modern society, and to address some of the highest levels of digital exclusion in the country, and investment to accelerate the net zero transition. We welcome the funding secured by the Combined Authority in its transport settlement which will help take forward the East Birmingham Metro extension although we continue to put forward the full envelope of investment needed, including the Midlands Rail Hub, which will underpin the growth of Birmingham, the economic heart of the West Midlands economy.



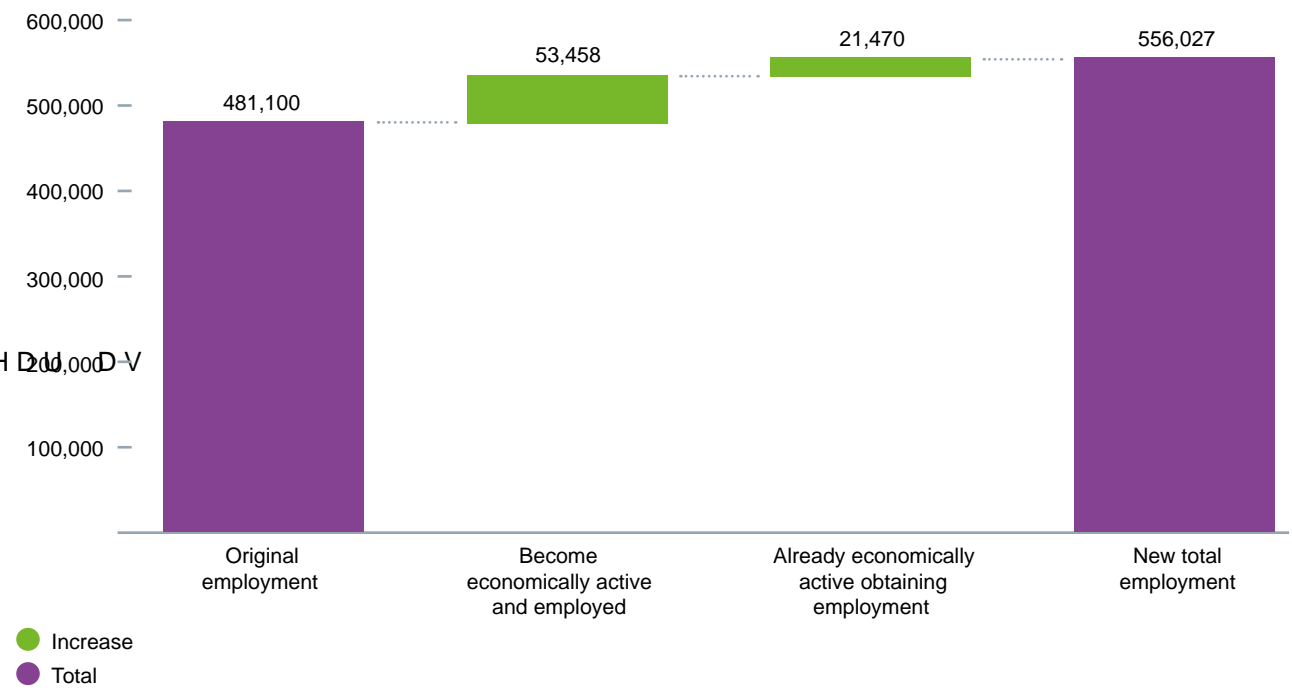
Value to be delivered

If Birmingham receives the support it is seeking and the backing of our approach, the resulting transformation will deliver significant value and the city will be able to tackle more cost-effectively the root causes of our key challenges and the inequality in opportunities and outcomes.

The scale of the potential prize is considerable. If we can level up Birmingham so that economic activity, unemployment and skills reach the England average, this could add an estimated £9bn to the city's economy, including 74,928 more residents obtaining employment, including 53,458 residents becoming economically active, 21,470 residents who were already economically active moving into employment and a £3.3bn boost to average earnings per year⁶⁰.

Increasing employment, wage levels and good quality jobs alongside skills progression to obtain them and connections to opportunities, as well as increased access to and availability and quality of public services included those focused on families and children, will help address the ingrained structural inequalities which sees more than 40% of our children live in relative poverty. Reducing this level to the England average would dramatically improve the life chances of children in what is the


Graph 1: Increasing employment in Birmingham to the England average and gain in employment this would bring



⁵⁹ DHCLG: Table 100 Dwelling stock: Number of Dwellings by Tenure and district: England; 2020

⁶⁰ All estimates are based on data for the population aged 16-64 from the ONS for 2019 and average gross weekly earnings (residence based) from ASHE for 2019.

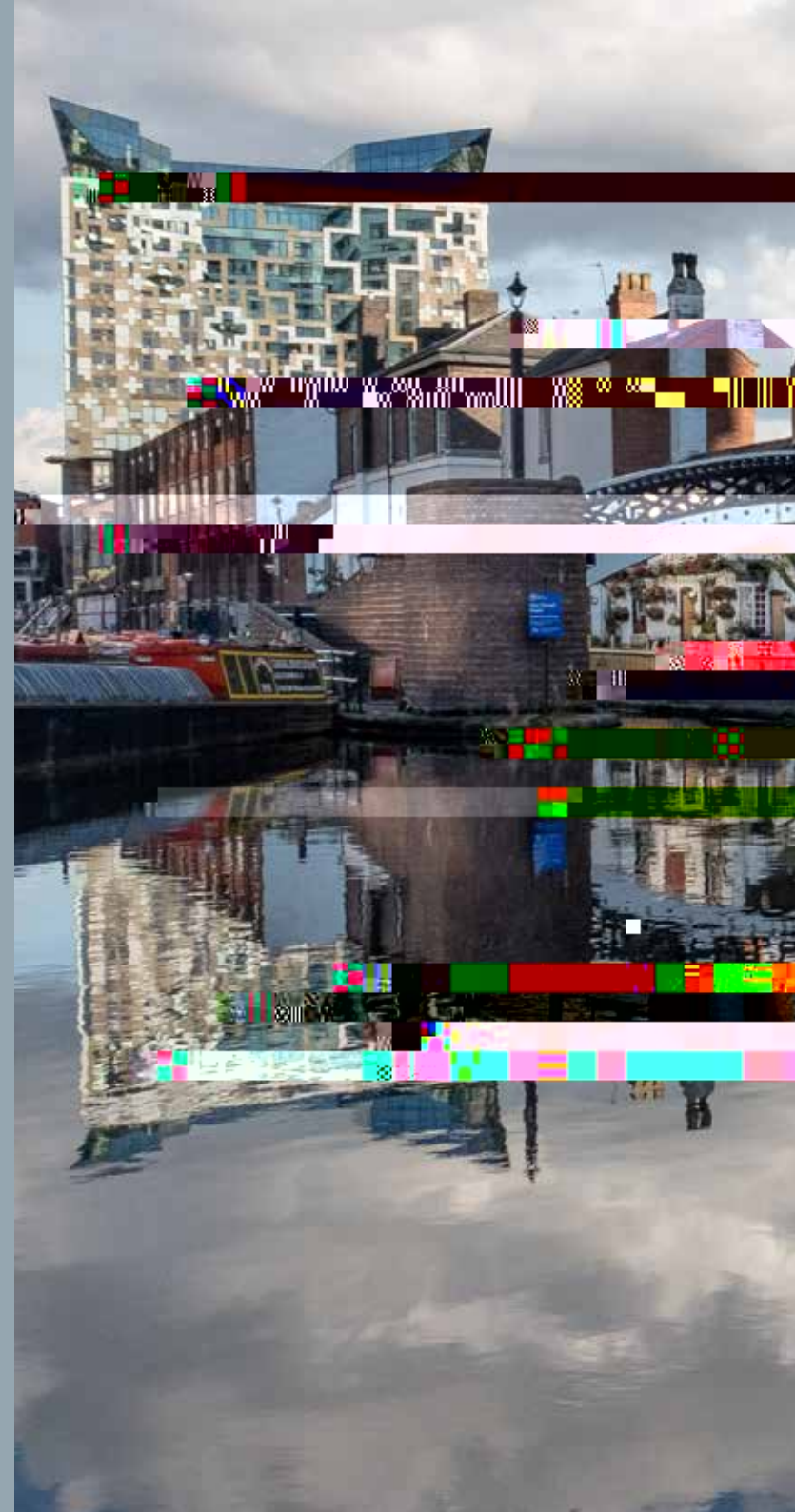
This combination of space for development, growing connectivity, and high levels of diversity and creative energy is a compelling argument for



We are now seeking deeper engagement with partners, including central government, in the design and delivery of the next steps including specific actions, funding and financing, responsibilities and timelines.

3

Appendices *Additional analysis*





Tap & Opie

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Appendix A: Key measurement indicators

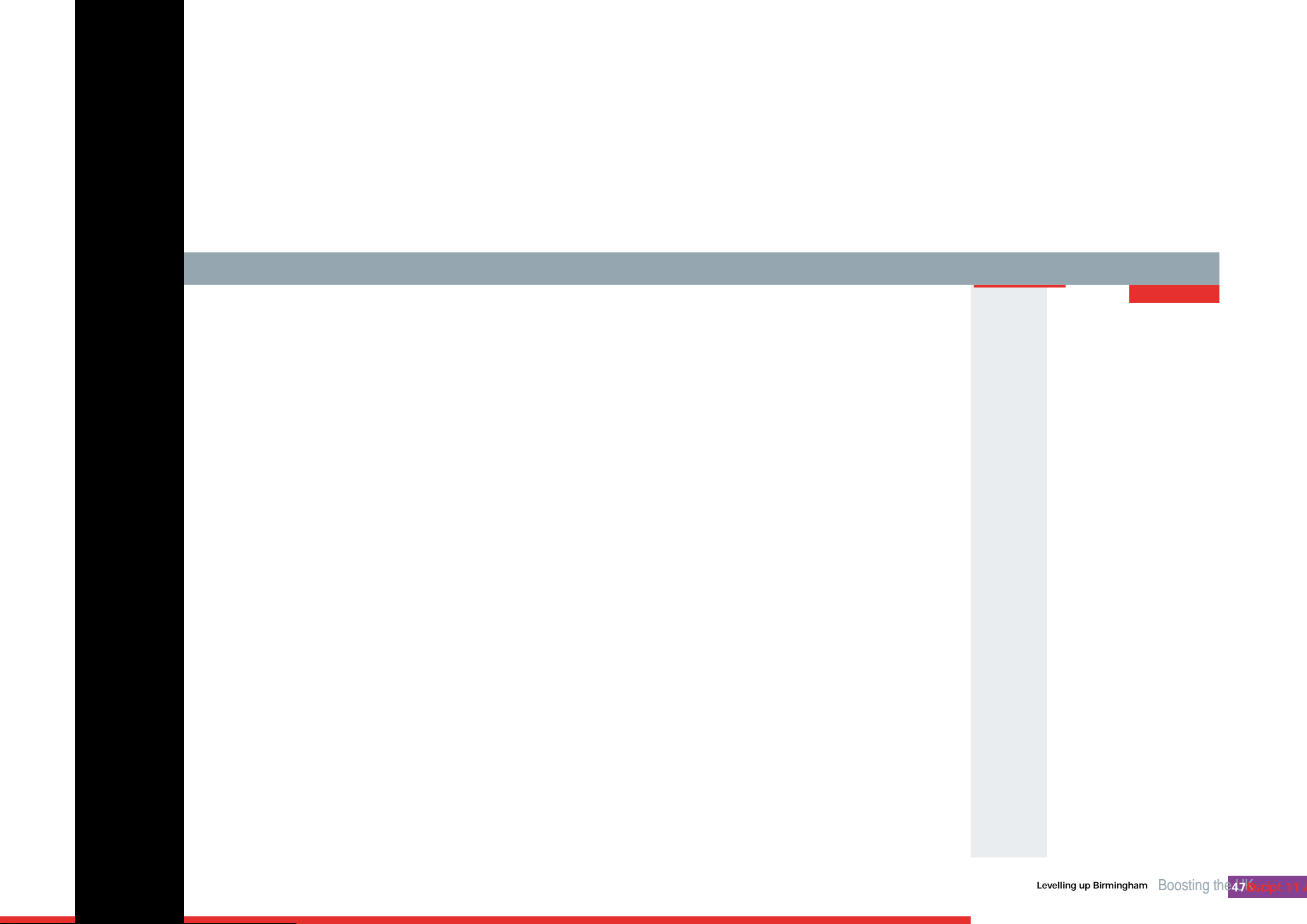


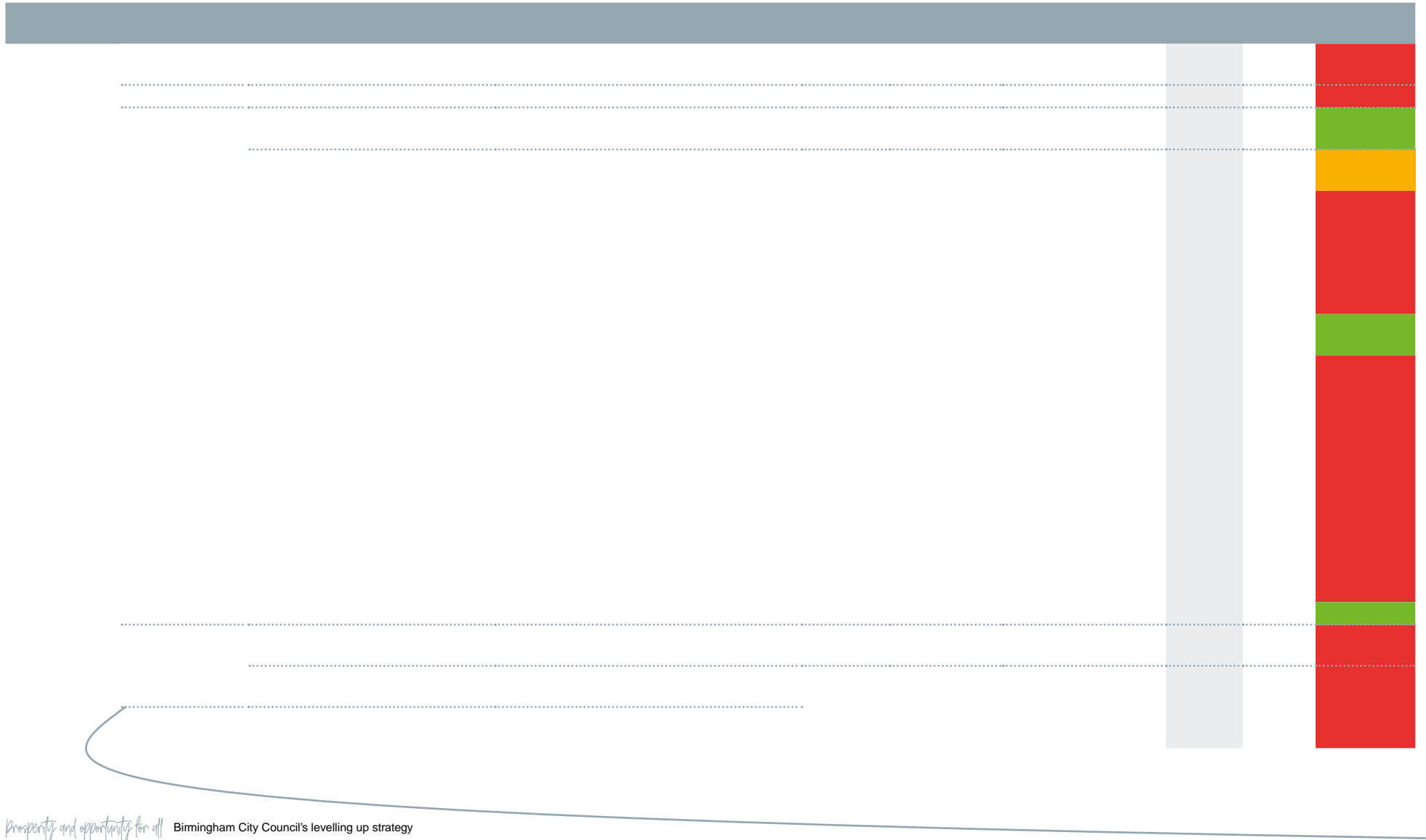
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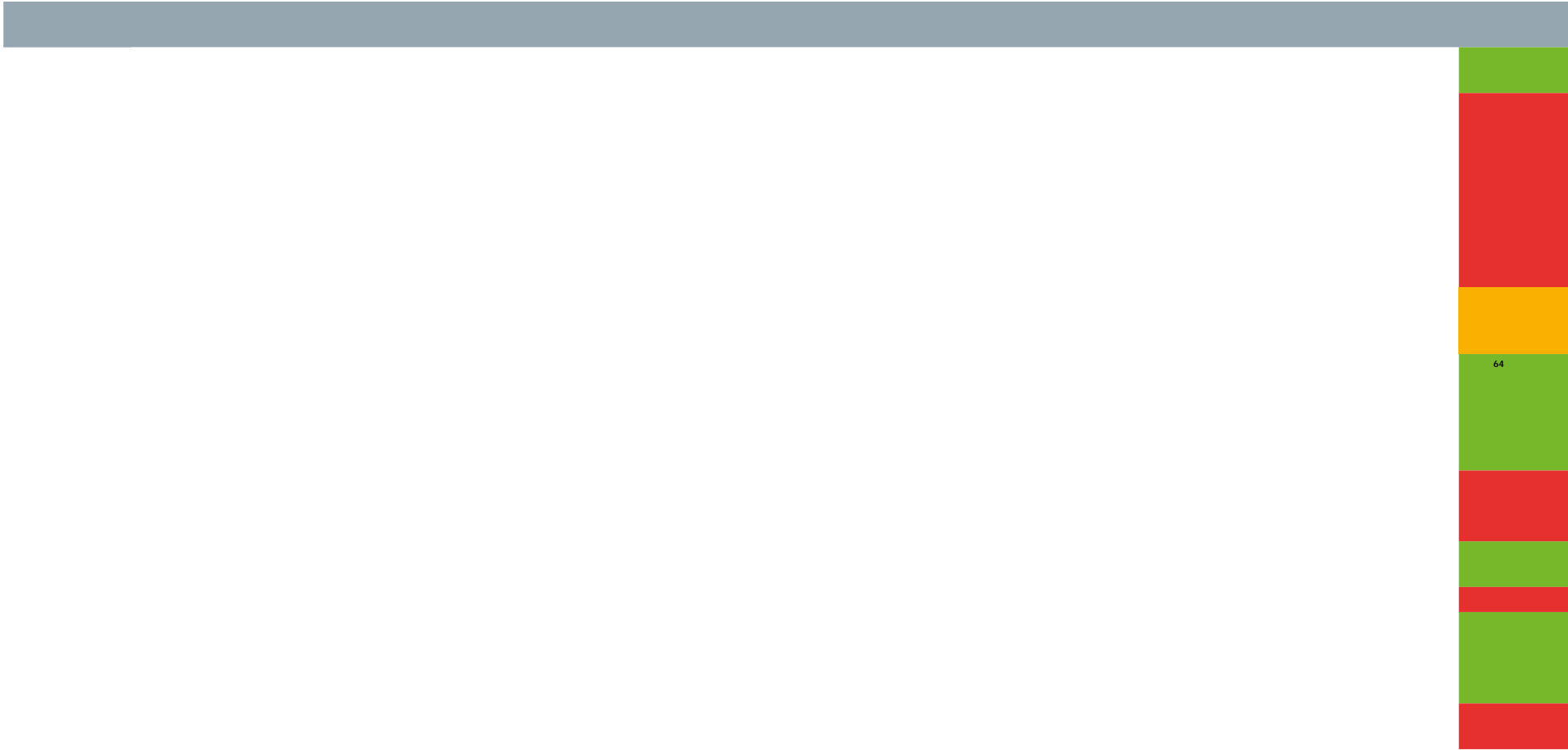
In the development of our levelling up approach we recognise that we must measure the need for levelling up and in turn determine progress. The council has identified a set of key measurement indicators aligned to its levelling up vision and objectives. These have been assessed to the WMCA area and England as a whole. The compared to England:

- Birmingham score is more than 5% worse than the England average
- Birmingham score is within 5% of the England average; and
- Birmingham score is more than 5% better than the England average.

As we develop the approach, we will engage with our partners and central government on these indicators and refine as well as integrate with our wider set of targets and our plans and strategies. This includes our goals through the Birmingham City Board which brings together key partners across the region.







Appendix B: Existing plans and relationship with levelling up development)

Birmingham City Council has already started to take steps to meet its levelling up objectives through a range of existing and planned initiatives. Table 2 maps our levelling up objectives against a selection of our key existing strategies and plans as well as the links through to the accelerators.

	Economic Recovery Strategy	Our Future City Plan	Urban Centres Framework	Community Recovery Framework#	Jobs and Skills Action Plan#	Community Cohesion Strategy / Everybody's Battle, Everybody's Business	Delivery plan 2020-22	Other	Accelerator 1: Single pot	Accelerator 2: East Birmingham Inclusive Growth Strategy	Accelerator 3: Early intervention and prevention	Accelerator 4: Green and digital infrastructure	Accelerator 5: Three City Retrofit
Sustainable economic growth	Q	Q	Q		Q		Q	(Plans below under skills, jobs, infrastructure)	Q	Q	Q	Q	
Longer, healthier and happier lives	Q			Q		Q	Q	Health and Wellbeing Strategy Transformation plans for shift to prevention Hate Crime Strategy Working Together L Q % L U P L Q J K D P ¶ V Neighbourhoods White Paper	Q	Q	Q	Q	Q
Good education						Q	Q	6 (1 ' 6 W U D W H J \ D Q G @ R L Q W Commissioning Framework		Q	Q		
Developing skills	Q				Q	Q	Q	Breaking Down Barriers CWG Legacy Strategy Digital Inclusion Strategy (in development)	Q	Q	Q		Q
Productive, fulfilling and well-paid jobs	Q				Q	Q	Q	Various masterplans for specific development areas CWG Legacy Strategy	Q	Q	Q	Q	Q
Affordable, high-quality housing	Q	Q	Q			Q	Q	Route to Zero action plan Various masterplans for specific development areas Housing Strategy and Delivery Plan BMHT Delivery Plan	Q	Q			Q

The programme is not just about net zero but levelling up.

First, it would bring a range of benefits for those living in the homes and for years ahead bringing warmer, cheaper to run homes and housing that supports healthier outcomes, in communities with some of the worst health outcomes.

Second, we would utilise the research and development capabilities of our excellent local further and higher educational institutions and private sector anchor companies to grow the skills base of our population and enable local people to X Q G H U W D N H W K L V Z R U N R X U D U H D I highest unemployment levels combined with low skill levels.

Third, we will integrate our manufacturing base to help design and build the kit for the retrofit, bringing back and creating the opportunities for those skilled jobs and establishing green manufacturing at the heart of what is the industrial

Reducing unemployment in Birmingham to the level of the national average would mean around 75,000 more people in employment, with the retrofit a jobs-rich opportunity in areas that need it most.

We will pool and share existing knowledge, skills and experience, within the three cities, as well as draw on the expertise which already exists within the region across the housing sector, higher and further education, public and private sector organisations such as the Birmingham Energy Institute and Energy Systems Catapult, and the Tyseley Energy Park, businesses organisations including the LEPs and Chambers of Commerce, regional bodies including the West Midlands Combined Authority, and private sector expertise across the built environment and energy systems and the integration with EV charging, district heating and solar arrays. The impact on improving these housing assets will also have a ripple effect in laying the ground to boost other trends such as digitalisation and connecting communities.

To embed levelling up and achieve the most benefit, local partners and community representatives will identify and target opportunity at the most disadvantaged members of society.

We will work through the multiple simultaneous challenges including identifying the most appropriate solutions for use in different situations and covering manufacturing capacity, supply-chain assembly, best value procurement, training a workforce which can install and maintain the new systems and developing at scale funding and investment models.

In addition, we will work with the Department for International Trade and the West Midlands Urban Growth Company to identify opportunities to commercialise the intellectual property generated and to identify overseas sources of investment and export.

This at scale programme provides an opportunity to develop the funding and financing models, and blend of public and private sector investment, and mix of funding, including the emerging green finance mechanisms. The scale of the pilot presents a market making opportunity. Alongside is the opportunity to maximise and capture the financial return in jobs, upskilling and business support which offsets the costs and well as the social return in outcomes.

NOVEMBER 2021

