RE-INVENTING AND RE-IMAGINING THE CITY OF BIRMINGHAM

LEVERAGING THE ROLE OF MULTI-DISCIPLINARY RESEARCH AND DEVELOPMENT

Richard Kenny, Head of Strategic Development
Birmingham City Council

Next 20 minutes or so

- Importance of cities and the ‘game-changing’ role of Birmingham
- The emerging and planned pipeline
- Leapfrogging into the future – regions and the long term
- The immediate pressures - council and reducing size of state intervention
- The scope for universities – stepping up to the plate
- Urban science – the first new collaboration

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Future is cities

Cities - connectivity, density and complexity

- By 2050 the world's urban skeleton will be set for generations
- Over 75% of the world's 10 billion people will live in cities - about half now and 3% 1800
- Challenge for existing cities is new cities – already 1,000 cities with over 500k people
- Cities are the new business sector: UK Government estimate UK market at £250 billion
- New York creating an estimated $100 billion market in smart cities through applied urban science

But we need more than one to make a country !

- Look at world map now only one dot in UK – London
- London – a giant multiple monopoly – centre of national, administrative, economic, financial and political power
- Prevailing view London at all costs – agglomeration – and £94 billion public expenditure to unlock diseconomies
- Spreading 'jam' too thinly doesn't work – concentrate on places that have biggest potential
- Capital and labour flows to London ?

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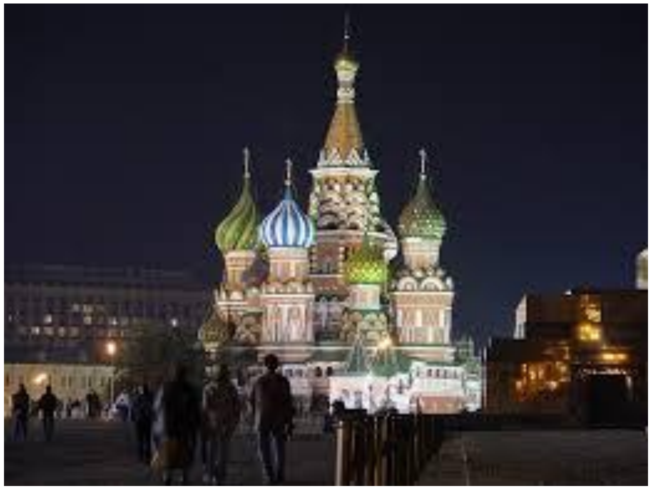
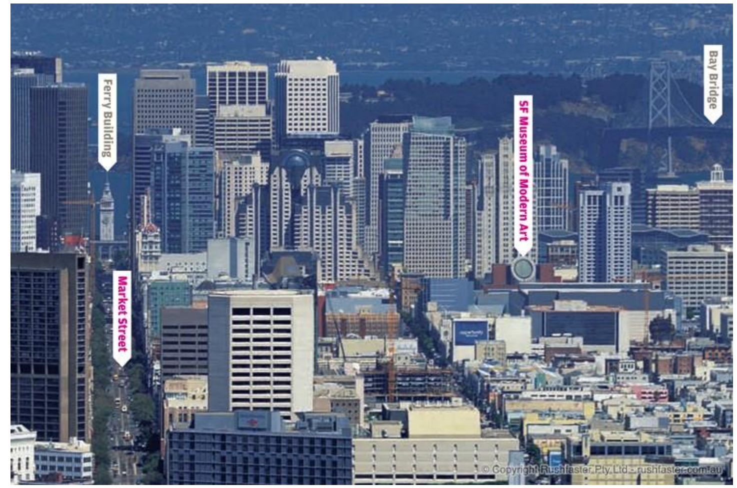
Future is Birmingham: by 2025 predicted "hotspot" world city

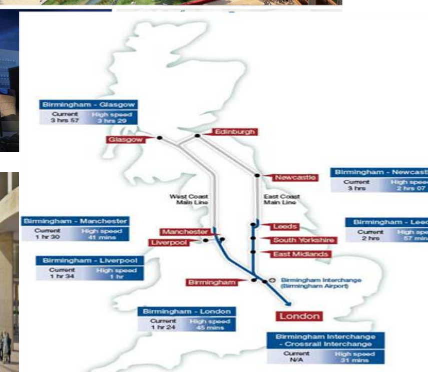




Source: Economist Intelligence Unit (June,2013)

Birmingham baseline: the foundations for a unique 'game-changer'

- Single largest local authority in UK
- 1.1M pop, growing by 150,000 by 2031
- £94billion regional economy
- 450,000 households, need extra 80,000 by 2031
- Youngest city – 40% of population under 25
- Multi-cultural super-diverse city – 53% white British
- £7.5 billion public sector spend annually in city
- Record exports, fdi, visitors per yearr
- 42,000 businesses, c. 900 international firms
- 160,000 commuters per day



A dynamic growing city

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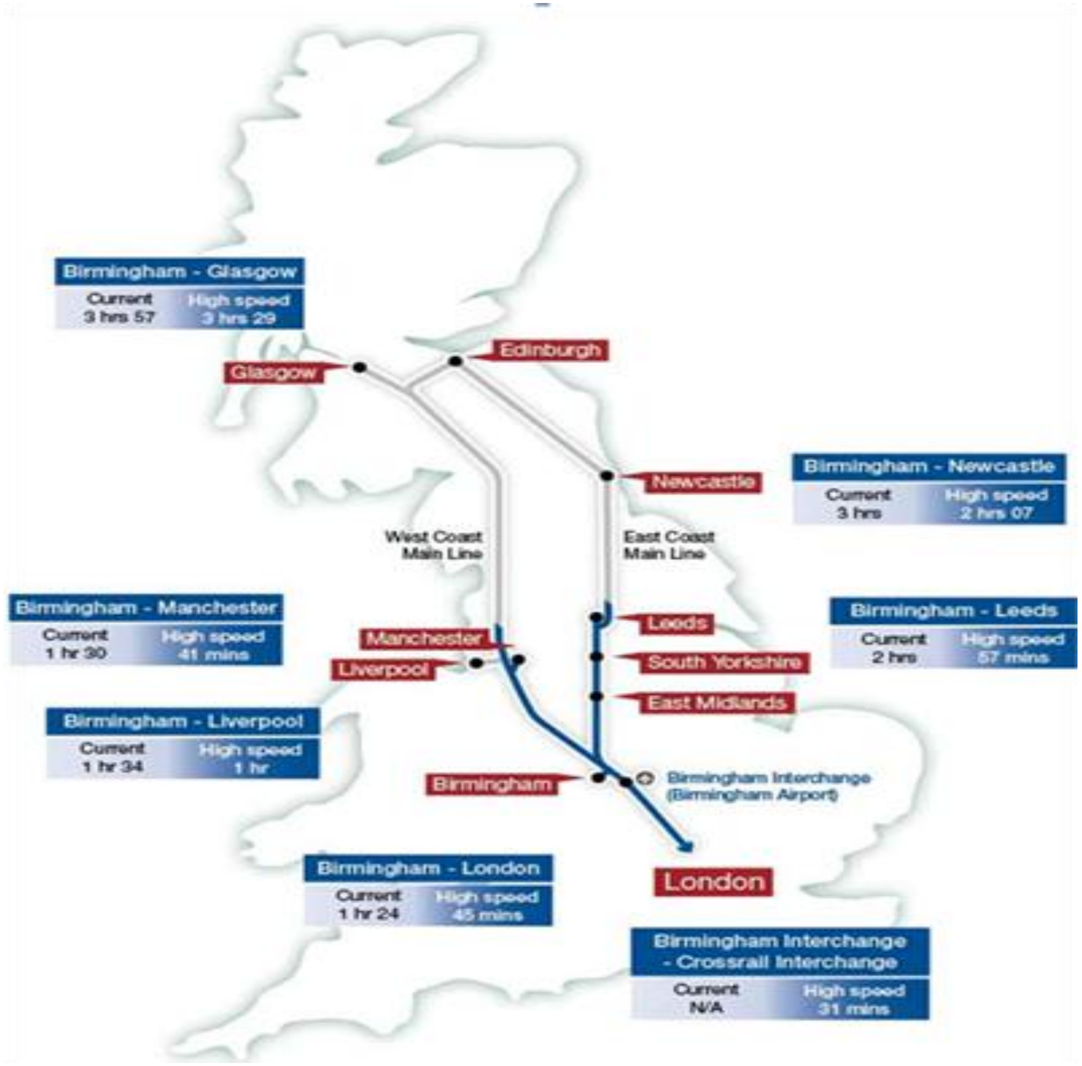
The Y "x" factor - spatial rebalancing and city agglomeration: - HS2



Birmingham Curzon HS2 Masterplan

- Home of new HS2 terminus station
- Comprehensive approach to unlocking growth potential
- Masterplan covers 141 ha
- Links into the wider growth plans for the City Centre
- Envisages the delivery of:
- 14,000 (net) jobs
- 600,000m.sq new business space
- 2,000 new homes
- £1.3 billion economic uplift

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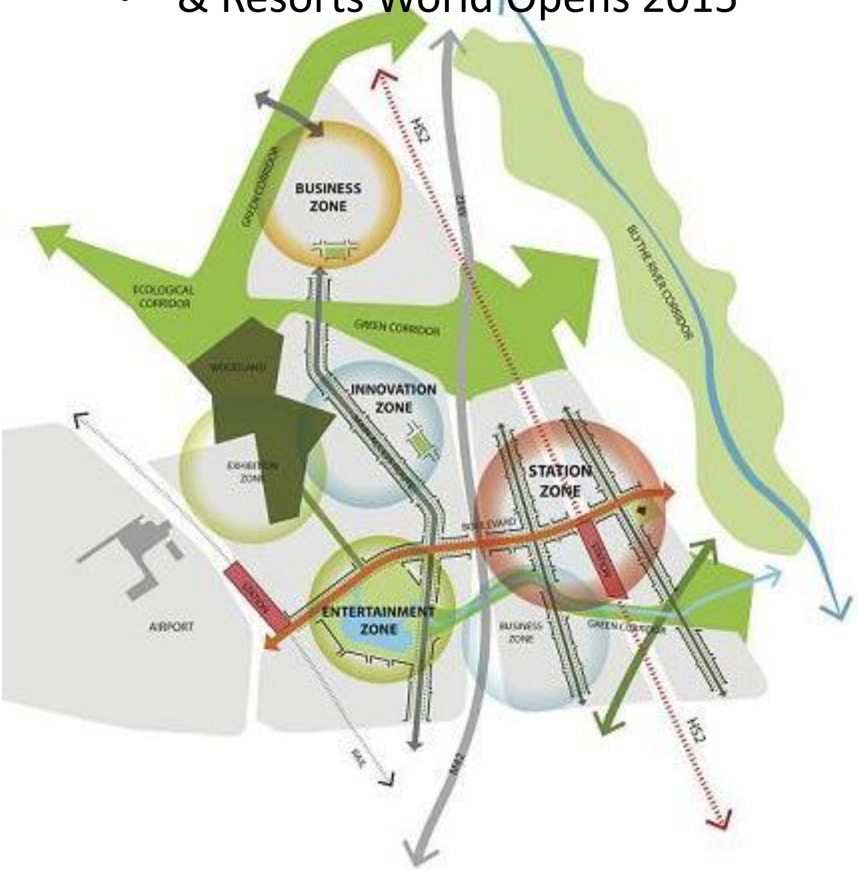
UK Central and the Interchange

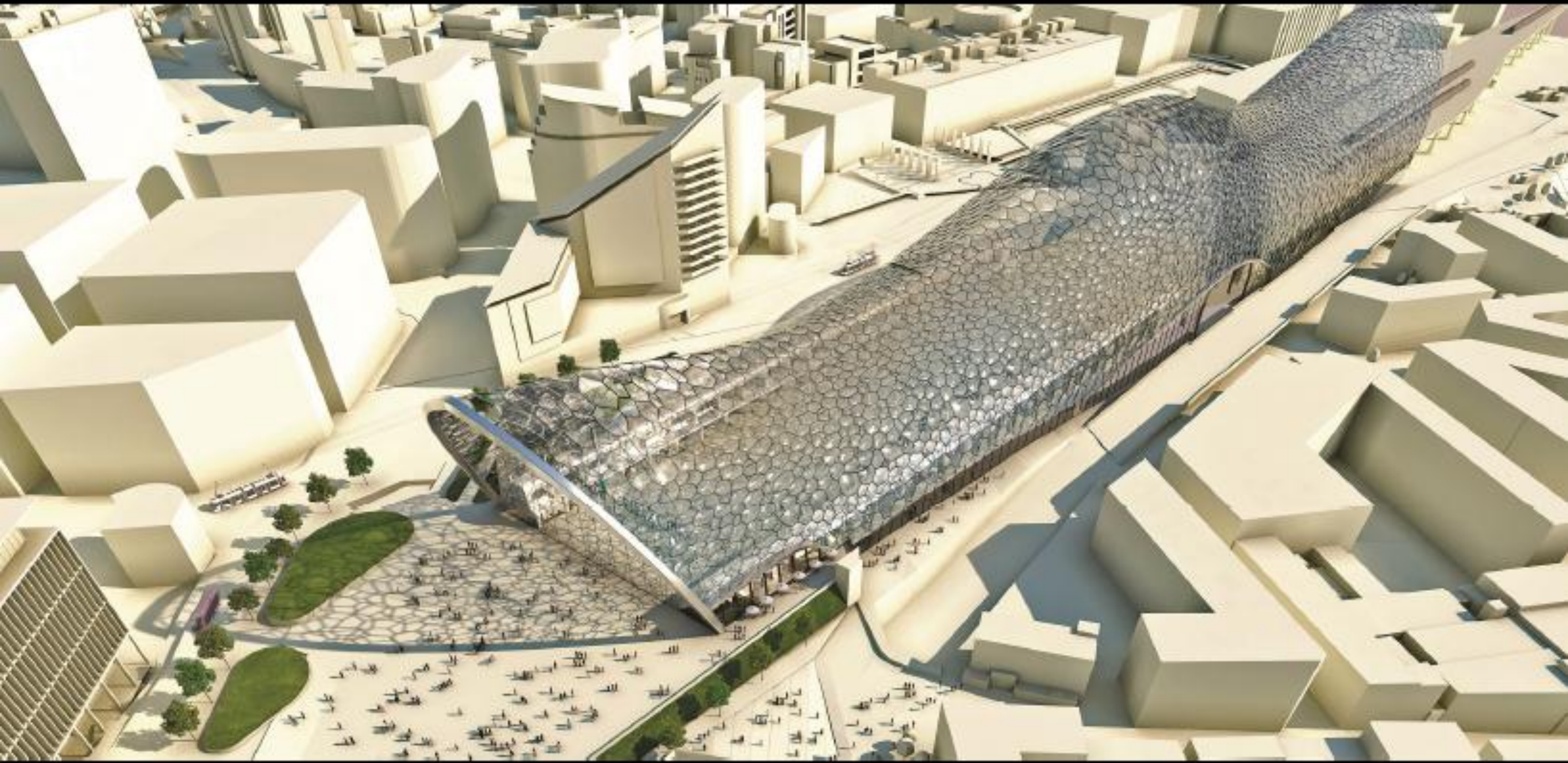
- 100,000 jobs
- £20 billion GVA
- & Resorts World Opens 2015



Giant site for HS2 College

- 3.3 acre site
- £2bn GVA per annum
- 2017 - first student cohort
- Global hub for HS rail
- Secure rail contracts
- 2,000 apprenticeships
- 400,000 jobs as HS2 evolves
- Not just railway-specific skills
- Signalling skills similar to telecoms
- Rail construction - civil engineering

World class design



World class arrival

Metro Extension

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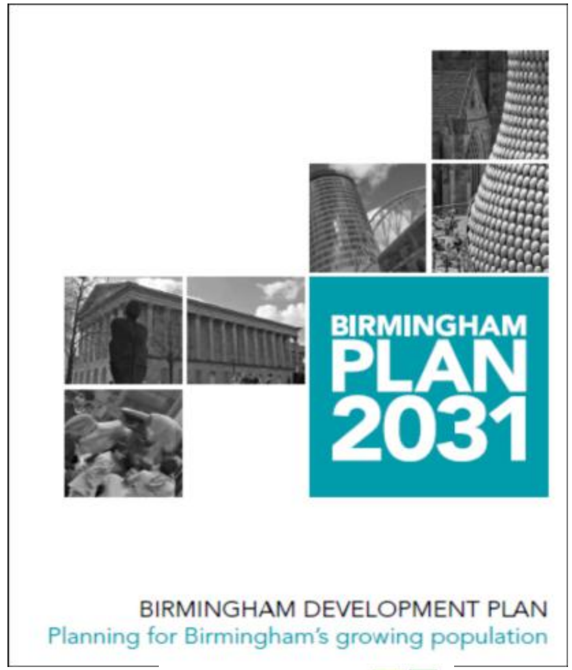
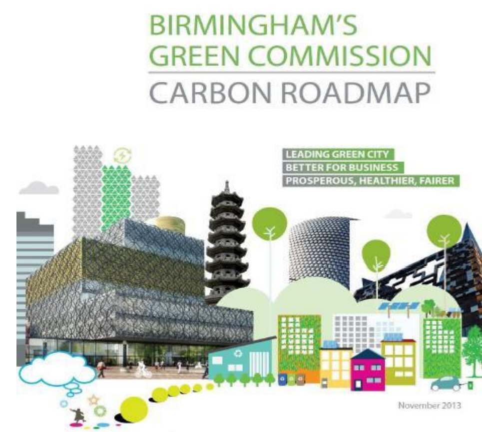
Multiple strategies & plans





Distinctly Birmingham

The Greater Birmingham European and International Strategy 2013-2016

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Development Plan and Big City Plan 2031

51,000 homes

150,000 people

100,000 new jobs

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Big City Plan – the city centre as the engine of growth

Big City Plan – Improving connectivity

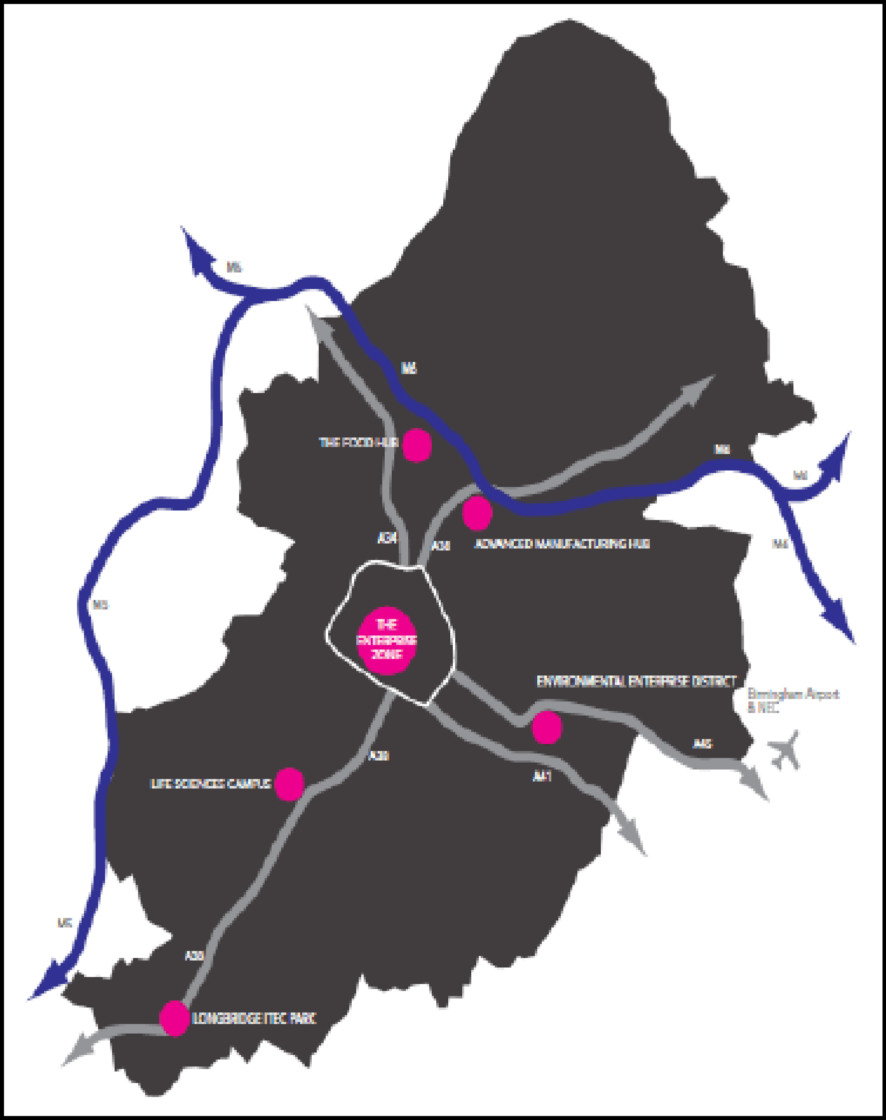
New Street Station

- £600 million new transport hub, providing 150% increase in passenger capacity
- £2bn wider economic benefits and 10,000 jobs
- 2015 – redevelopment complete and station fully opens
- Will also improve city's retail offer – **Grand Central** will provide one of the best connected retail spaces in the country
  - Provides ½ million sq ft of shopping and dining
  - Includes £150m John Lewis Department Store

City Centre Enterprise Zone

- Largest EZ in the UK
- Based on sectoral strengths
- 26 sites across 70 hectares
- A business rate discount worth up to £55,000 per year
- Simplified planning
- Support for superfast broadband
- UKTI support for inward investment
- £128m Investment Plan

Economic Zones

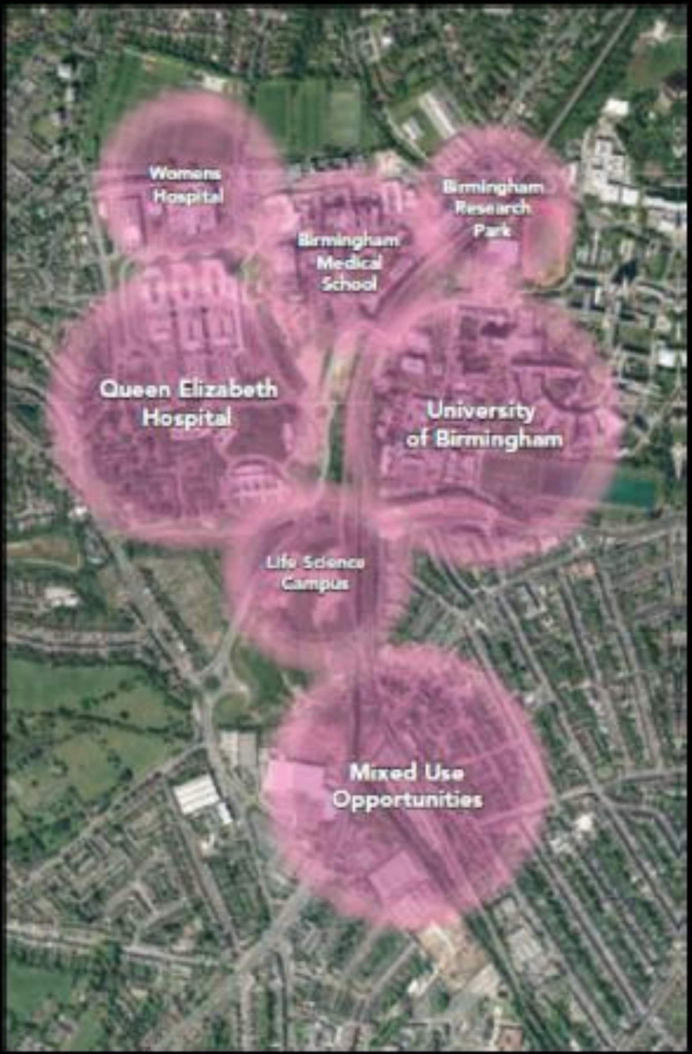


- Advanced Manufacturing Hub
- Life Sciences Campus
- Tyseley Environmental Enterprise District
- Longbridge ITEC Park
- The Food Hub

Outcomes

- 1.8m sqm of new floorspace
- 50,000 jobs
- £1.5bn investment

Life Sciences Campus



Opportunity

- The Campus will be co-located adjacent to the University of Birmingham and new £545m Queen Elizabeth hospital
- 180 medical organisations based in Edgbaston
- Potential to create 2,400 new jobs

Development

- Site acquired by City Council
- Planning approval in place for life sciences centre of at least regional importance which would complement existing medical uses in the area
- Area gaining an identity as a cluster: Institute of Translational Medicine recently given Government approval and secured £25m to construct, new Birmingham Biomedical Innovation Hub to be developed at Birmingham Research Park
- Expected to generate annual turnover of £195m - £243m and annual GVA of £96m - £120m

Advanced Manufacturing Hub

Opportunity

- 20 ha Regional Investment Site
- Excellent transport links (adjacent to Junction 6 of M6)
- Capturing growing supply-chain opportunities, particularly from JLR expansion
- Potential for 100,000 sqm of new floorspace and 3000 jobs
- £15m public sector investment already secured for site assembly and access improvements

Development

- £5.2m GPF approved for site assembly and access improvements
- Planning approval in place for junction improvements
- Local Development Order will ease investment via permitted development rights

Eastside

- Location of proposed HS2 Station in the City Centre
- Major mixed use development opportunities, approx 100,000 sq metres:
  - Eastside Locks
  - Masshouse Circus
- Significant investment already underway by Birmingham City University

Snow Hill District

- Significant office led developments
  - Three Snowhill
  - Post and Mail
  - 103 Colmore Row
  - Great Charles Square

- Strong links to Central Business District

- Snow Hill Station – Gateway Proposals

- Snow Hill Masterplan to identify key investment opportunities

Tyseley Environmental Enterprise District

- Exploit opportunities from Energy Recovery Facility – will enable the city to exploit growth in resource recovery and low carbon technologies
- 100,000sqm of new floorspace, potential to create 1,500 jobs
- £1m ERDF package in place alongside LDO which will encourage development

Longbridge ITEC Park

- Opportunity for businesses requiring large floorplates in accessible new town centre location
- 5ha of available land as a Regional Investment Site
- At heart of one of largest regeneration programmes in country: new £70m town centre, £100m Technology Park, £66m Bournville College

Food Hub

- Opportunity for more than 140,000sqm for production, processing, packaging and distribution
- Will benefit from plans to relocate Birmingham's Wholesale Markets – the largest combined wholesale food markets in the United Kingdom

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Connected City 2035

- Three new tram lines
- re-routed city centre motorway
- "up to nine" rapid bus routes across the city.
- £4 billion of investment
- Improving rail links including re-opening and upgrading rail routes to city suburbs such as Moseley and Sutton Coldfield and Tamworth
- £400 million upgrade for Snow Hill Rail Station
- HS2 local connectivity
- Low emissions zones in the city centre
- Green Travel Districts

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Birmingham Airport: spatial and sectoral rebalancing

- **Airport expansion worth 250,000 jobs**
- 36mppa, with single runway
- 70 mppa, with a second runway
- **15 million people within an hour with HS2**
- Advanced Manufacturing Hub proposal – UK Central beside the airport –M42 Gateway
- **£55 billion exports from catchment area 2011** – high value manufacturing sectors – transport, automotive, aerospace, machinery, military equipment
- The catchment holds a competitive advantage for UK's automotive industry with flagship brands on our doorstep
- Relieve London – 31 mins with HS2
- 80mppa within an hour within catchment using other airports
- **Birmingham Airport largest share of manufacturing activity out of any airport catchment in the UK.** Current alignment of UK connectivity and productive sectors is not maximising economic activity
- New route development with India and China and Brazil in train

UK system of cities

Foreshadow and Government Office for Science

- Opportunities and challenges facing cities – 2040 and 2065
- Expert Group
- Working papers, essays, seminar reports
- Reports to Minister for Cities and Universities Autumn 2015

functional elements

- *How do, and how will, people live in cities?*
- *Urban Economies*
- *Urban Environment and Metabolism* - flows and interactions in cities
- *Urban Form and Infrastructure*
- The project will seek to combine current understanding of these elements in an overview of *The Science of Cities* (se
- This will enable subsequently exploration of the *Governance of Cities*
- *Urban Futures* (section 7) through the exploration of a number of scenarios and visualisations.

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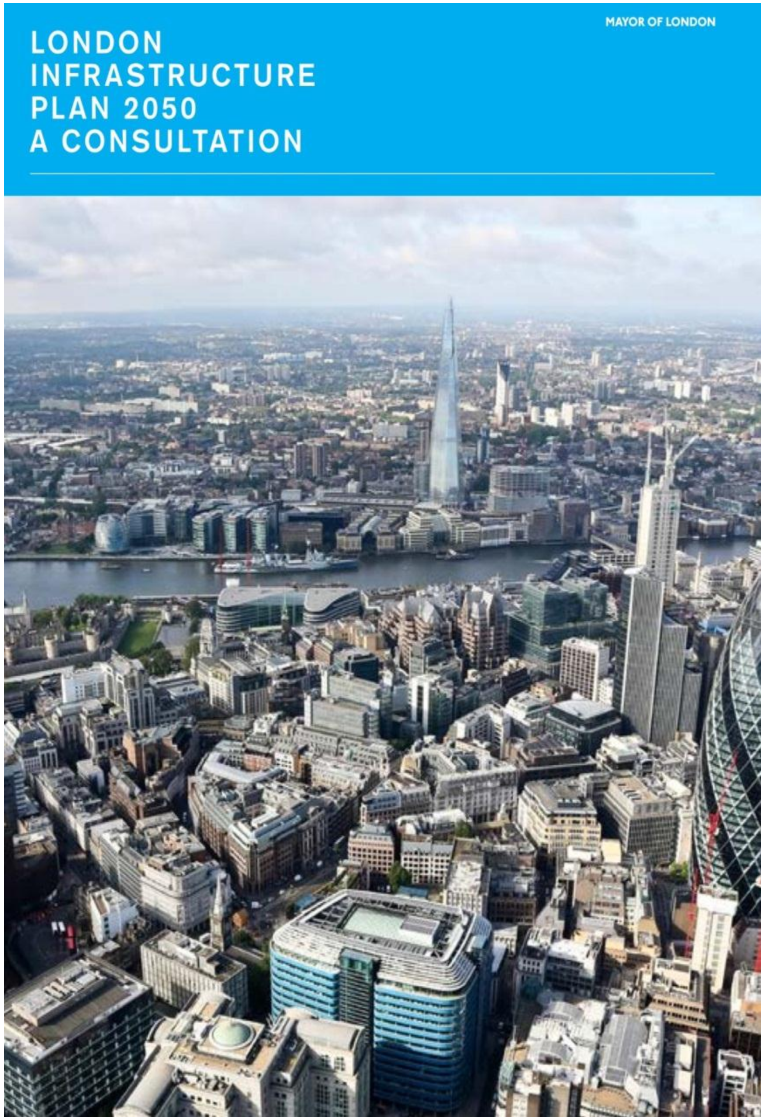
2050 City Infrastructure Plan

- Transport
- Green infrastructure
- Digital connectivity
- Affordable energy supply
- Resilient secure water
- Moving from waste to reuse
- Fully costed
- Funding gap
- Financing options



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The city-region intervention

Strategic Economic Plan £440M
- An additional **50,000 jobs**;
- 14,315 new homes;
- 1.7sqm of commercial floorspace;
- **£2.3bn GVA** over ten years; and
- £1,100m private sector leverage.

Through:
- Greater Birmingham Growth Hub
- Exploiting HS2Birmingham Curzon
  - UK Central and the Interchange
  - HS2 Connectivity Package
- Birmingham Trained Me to Compete

Four Delivery Programmes
- Growing Business
- Enhancing the Regional Hub – city centre
- UK Central, Enterprise Belt and the wider Birmingham area
- Enhancing our Growth Sectors

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Strategy for Growth

- **£8.25bn GVA**
- **100, 000 jobs**
- Growing the number of successful businesses
- Building on our sector strengths and opportunities
- Stimulating innovation in products, processes, services and business structures
- Improving our skills talent pool
- Improving physical and digital connectivity
- Optimising the economic value of the region's assets

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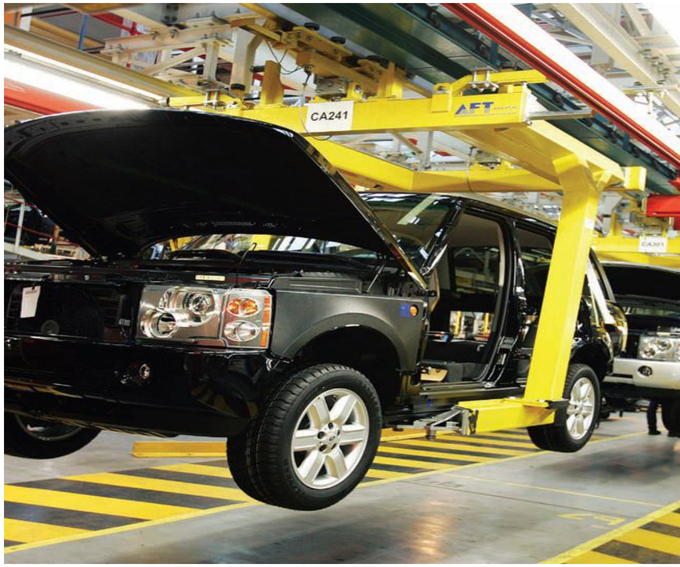
Sector strengths and opportunities

High Growth, High Value Add	High Volume, High Job Creation	High FDI potential
1. Advanced Manufacturing	1. Tourism & Hospitality	1. ICT
2. Life & Health Sciences	2. Business, Professional & Financial Services	2. Automotive & Manufacturing
3. Digital & Creative	3. Food & Drink	3. Food & Drink
4. Business, Professional & Financial Services	4. Healthcare	4. Logistics
5. Low Carbon & Environmental Technologies & Services	5. Construction	5. Life & Health Sciences

Importance of supply chains

- JLR spend per annum on UK-based suppliers is £5 billion
- IAC one of biggest suppliers to JLR – 100 UK based suppliers
- 2,000 UK based suppliers
- 235 production suppliers
- 1,732 non-production

£125M Advanced Manufacturing Supply Chain Initiative



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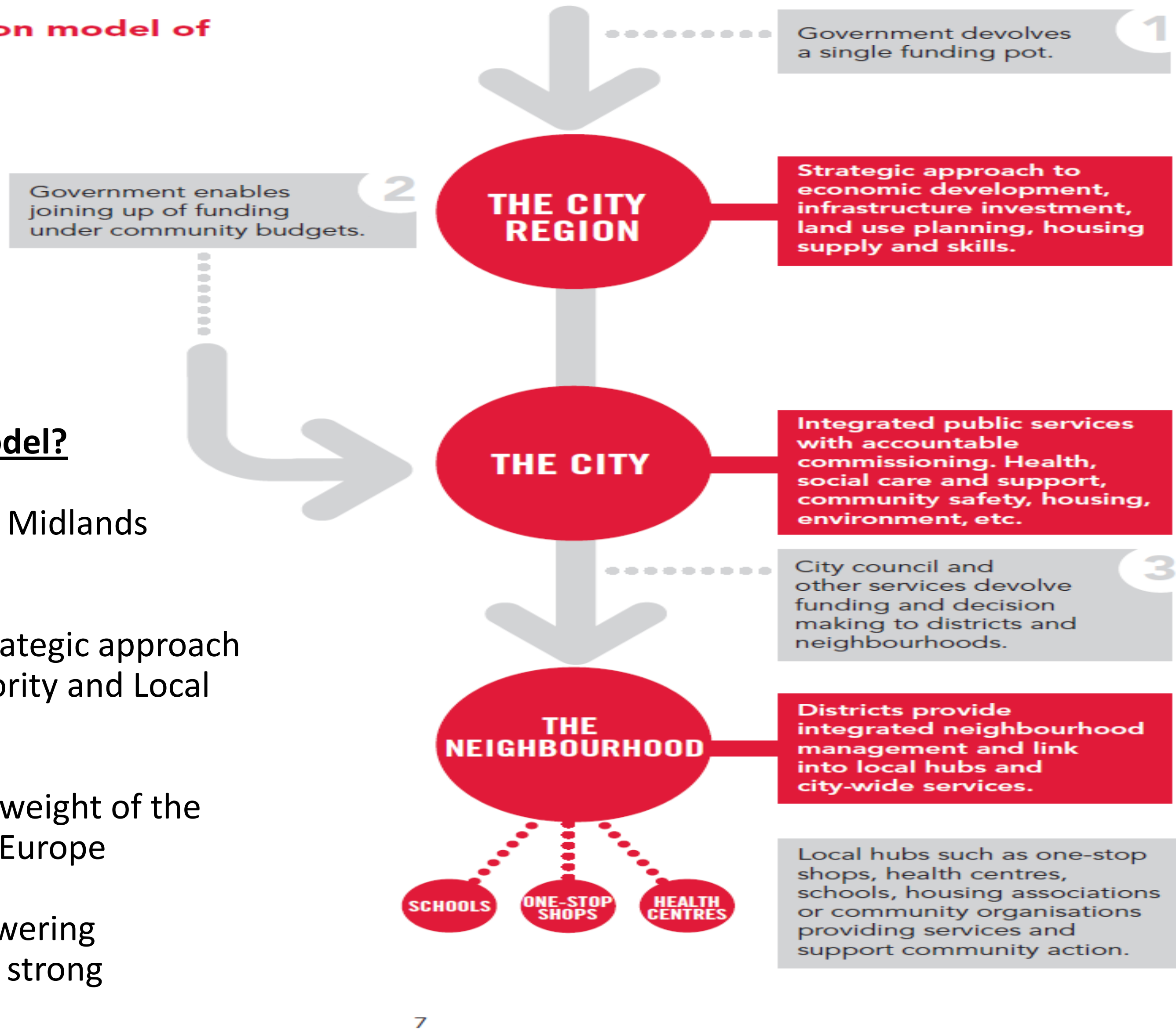
The Triple Devolution model of city government



__**Emerging Quadruple model?**__

Midlands Powerhouse - Midlands Connect +

City – metro region: - strategic approach utilising Combined Authority and Local Enterprise Partnerships

City – leveraging the full weight of the largest local authority in Europe

Neighbourhood – empowering grassroots resilience and strong communities

Earning autonomy and realising an economic powerhouse

- Combined Authority – Birmingham and the Black Country and possibilities of Solihull and Coventry
- LEPs – Greater Birmingham and Solihull, Black Country and Coventry and Warwickshire
- Integrated Transport Body
- Midlands Connect – West and East Midlands
- Time to build a strong collaborative approach and evidence-based vision and delivery plan
- Core strategic role for the universities – business schools, others . .

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Council and reduction of state intervention: immediate pressures and strategic misalignment

CHANGE PROCESS

- Focus back on financial savings, not outcomes
- Top down, incremental and in siloes
- Salami slicing cuts, delaying spend
- Service redesign – silo reviews
- Business transformation
- City region – partial working together
- Done largely in isolation of city partners

CONTENT

- Multiple deprivation – tale of two cities
- Protecting vulnerable people
- Community cohesion
- Stimulating economy and private sector jobs
- Wider public service reform

CONTEXT

Internal (council and public sector)

- Vertically integrated council
- Disparate un-joined up local public sector
- Weak partnership working
- Limited Workforce Planning
- Low morale

External

- Jaws of Doom
- Austerity and public sector deficit reduction
- Demographics and rising social demand
- Central Government intervention – Kerslake,

Julien Le Grand and Ofsted, Kershaw, Clarke and Rimmer

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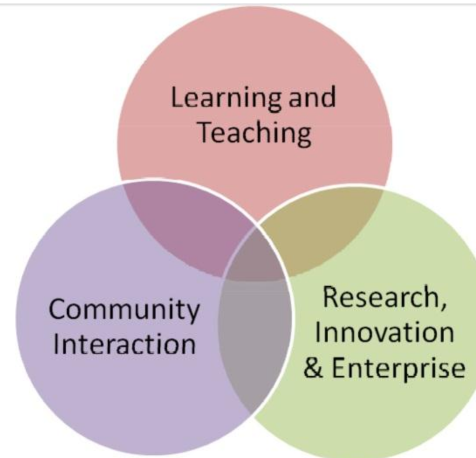
Universities

BIRMINGHAM CITY University

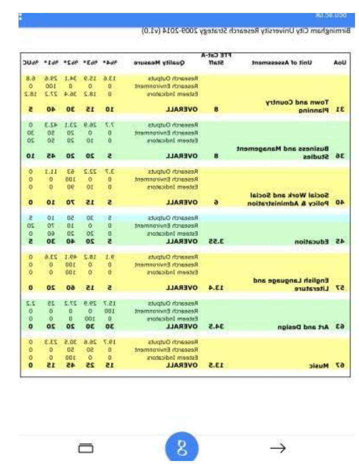
- Core partners
- Embedded assets
- Expertise
- Research
- Students
- Local people

Birmingham City University

- **£260M investment**
- Transforming students
- Transforming Practice
- Transforming the University



TRANSFORMING BIRMINGHAM AND THE REGION



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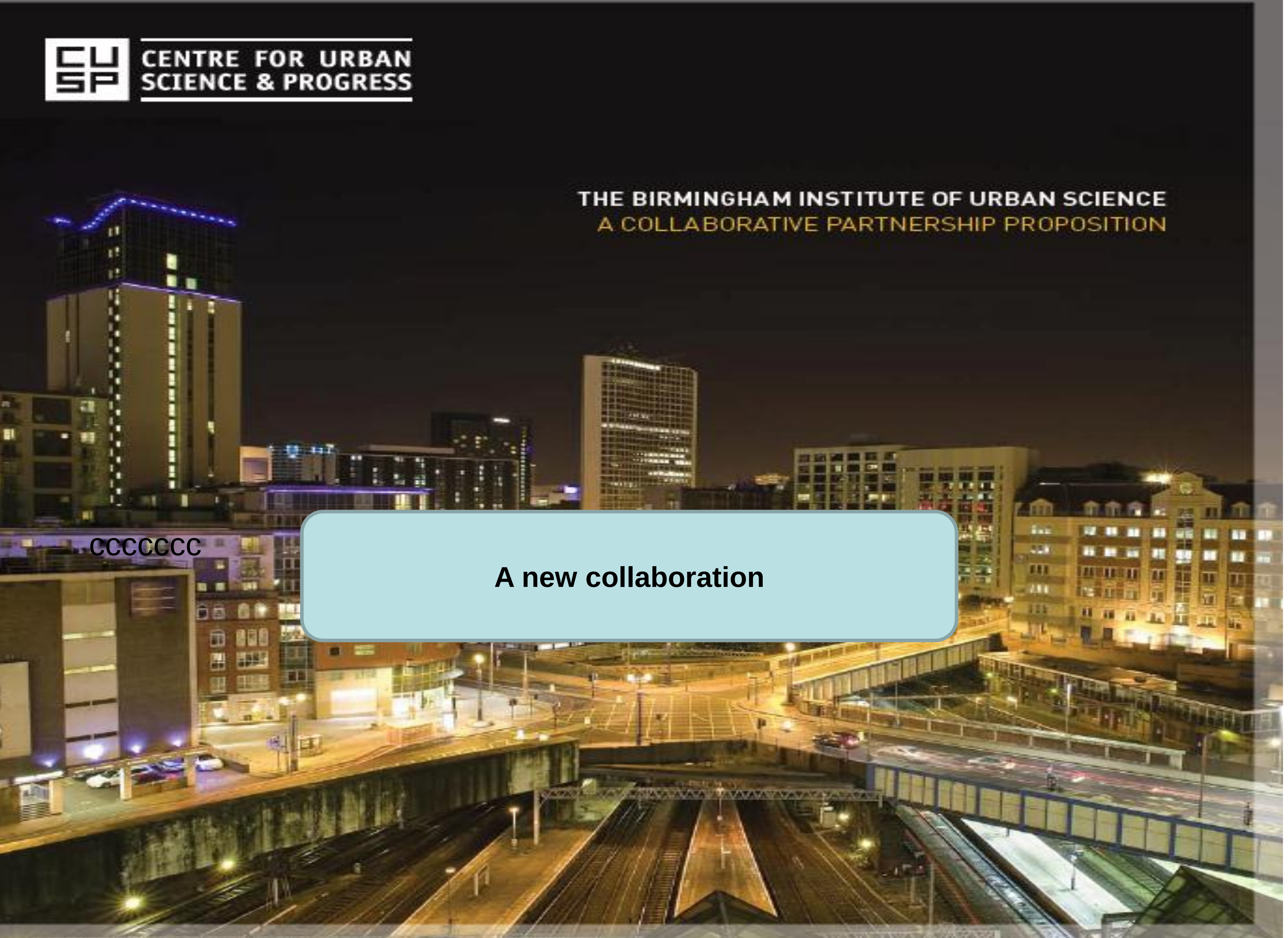
Existing city-university collaborations

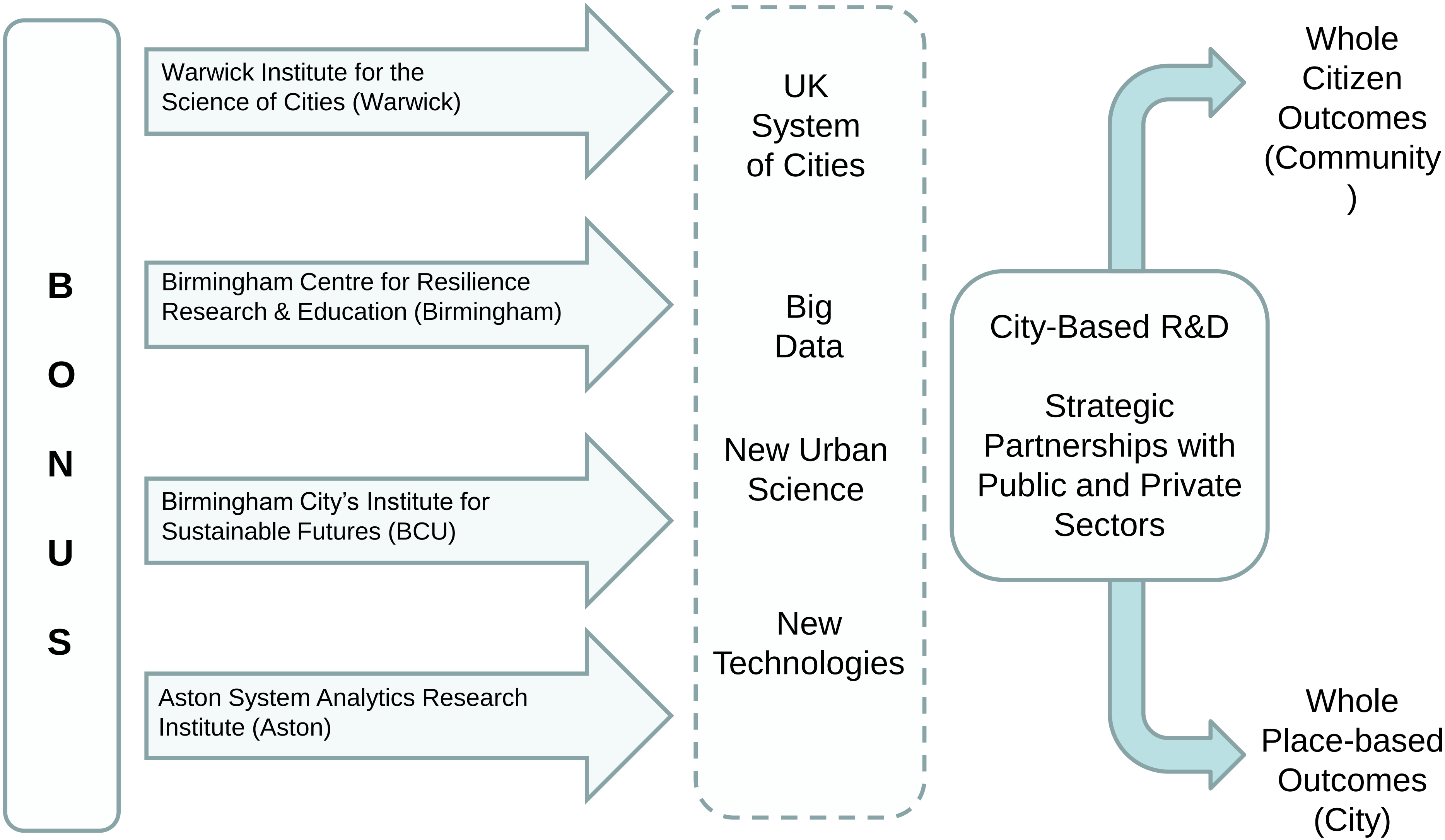
- Public Services
- Science
- Economic impact, intelligence and LEP-land
- Data and evidence
- Workforce development and skills
- Applied research and development, relevant to local people

World class collaboration between city, academia and business

- **<u>A city partnership</u>** - Exploit research and development and foster innovation through a collaborative partnership between the city, academia and the private sector
- **<u>A city simulator</u>** - To understand better how the whole city system works and how to make it work better
- **<u>A city demonstrator</u>** - To apply and exploit new ideas and research in the city and share learning and demonstrate good practice
- **<u>A city economic powerhouse</u>** - To identify through research and analysis opportunities to grow the economy and jobs and ways to unlock barriers to growth and jobs


CENTRE FOR URBAN SCIENCE & PROGRESS
THE BIRMINGHAM INSTITUTE OF URBAN SCIENCE
A COLLABORATIVE PARTNERSHIP PROPOSITION
CCCCCCC
A new collaboration

Birmingham institute Of New Urban Science (BONUS)



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City of New York collaboration

CENTRE FOR URBAN SCIENCE AND PROGRESS

•Six world universities

•25 big corporate private sector partners

•$100bn market

PROJECTS & TOPICS

•Cross fertilisation of ideas & learning
•Inter-city collaboration across programmes & projects

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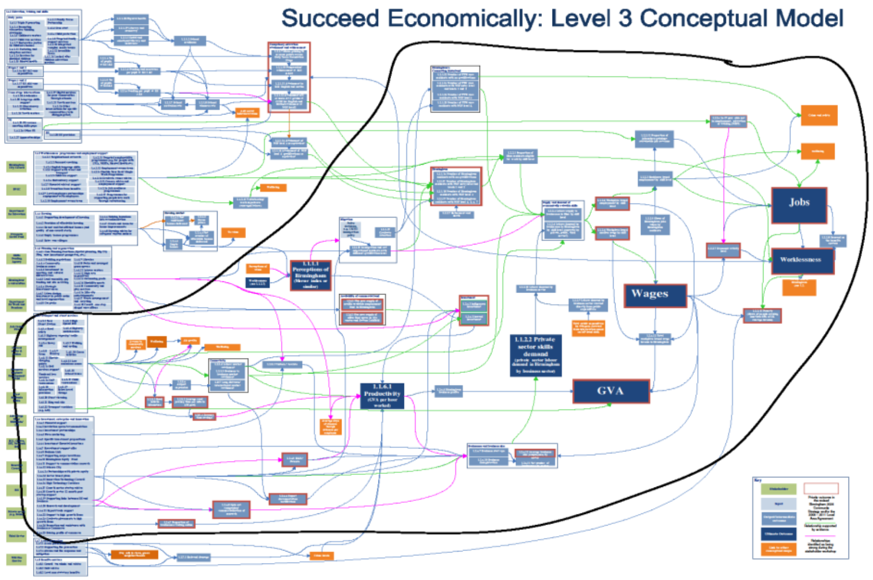
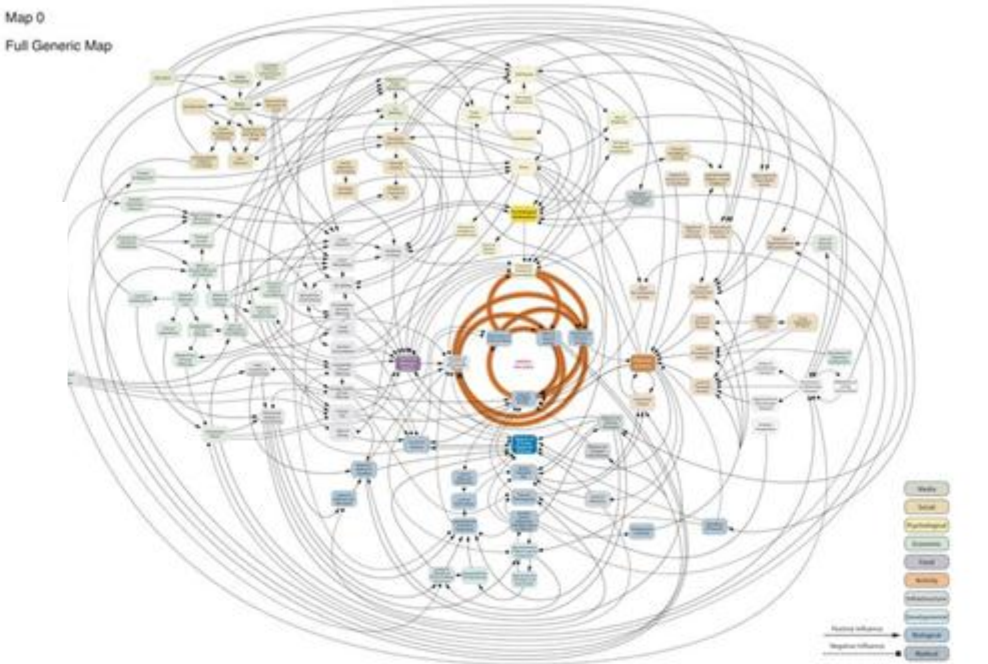
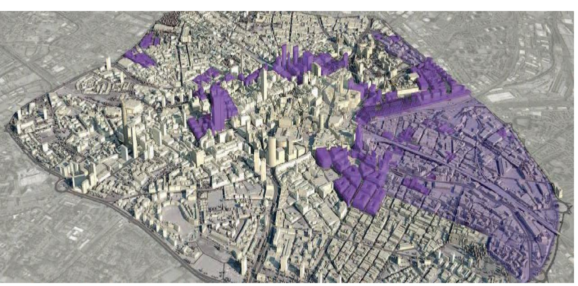
Modelling Birmingham

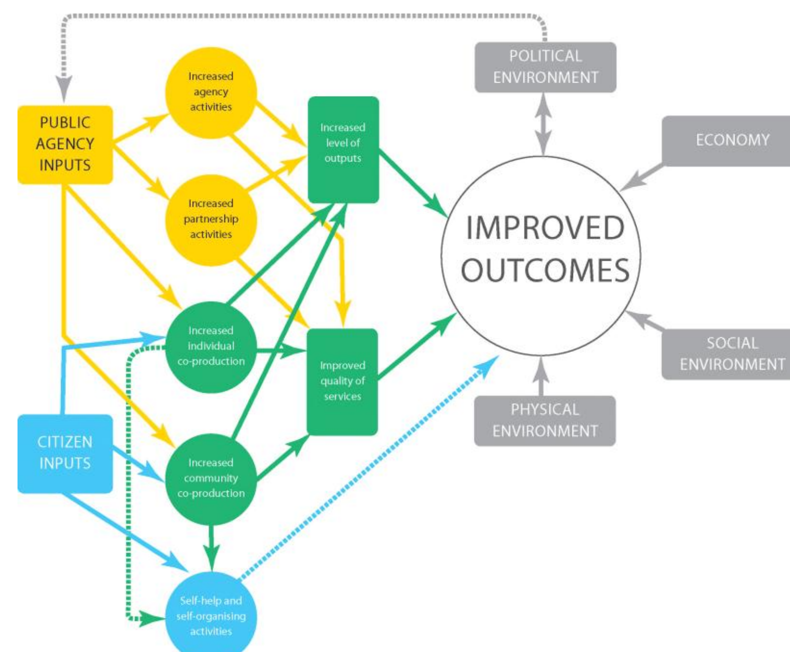
The Birmingham Model: the economic landscape





Source: Foresight - Tackling obesities: future choices - http://www.foresight.gov.uk/Obesity/Obesity_final/Index.html





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A city of living laboratories overseen by a strategic alliance

<u>Urban Observatory</u>

- Knowledge, evidence & what works
- Digital instrumentation
- Inter-connection
- Intelligent

a) A playground for the new economy

b) An operating theatre for public services

c) A stage for the creative & digital industries

Direction for Priority Sectors & Systems

Life Sciences
Advanced Manaufacturing
Low Carbon Transport
Energy
Water
Waste
Digital connectivity