



**PropTech Engagement Fund Round 2**

**Final Report**

**September 2022**



<b>Local Planning Authority/ies</b>	Birmingham City Council
<b>Date Report Submitted</b>	1 November 2022



## Executive Summary

<b>Region</b>	<i>West Midlands</i>
<b>LA Rural-Urban Classification Category</b>	<i>MU</i>
<b>Project summary</b>	<i>The aim of the project was to engage the local community in understanding the community's principles, explore issues and trade offs and encourage greater community and resident participation.</i>
<b>Funding allocated</b>	<i>£70,500 [£65,500 grant award and additional £5,000 DLUHC uplift award]</i>
<b>Supplier(s) Appointed</b>	<i>RVT Parametrix Limited and BM3 Architecture through The Pioneer Group</i>
<b>Consultation Topic</b>	<i>Community engagement in estate regeneration project</i>
<b>Consultation Outcomes</b>	<i>Understanding the value of digital tools to engage the community and residents and the iterative approach to masterplan development.</i>
<b>Consultation dates</b>	<p><i>Events marked in bold involved PropTech.</i></p> <p><i>Explore the Dell – 13 April 2022</i>  <i>Family Fun Day – 23 April 2022</i>  <b><i>Survey (online and Paper copy) – May 2022</i></b>  <i>Youth Centre Engagement – 6 June 2022</i>  <i>Open Spaces Design Workshop – 8 June 2022</i>  <i>Community Fun Day and Design Workshop – 8 June 2022</i>  <i>Community Fun Day and Design Workshop – 11 June 2022</i>  <i>Youth Centre Engagement – 13 June 2022</i>  <i>Green Spaces Walk and Talk – 25 July 2022</i>  <b><i>Druids Heath Together website live – 25 July 2022</i></b>  <b><i>Family Fun Day – 7 August 2022</i></b>  <i>Door knocking – from August 2022</i>  <i>Design Workshop wrap-up session – 17 August</i>  <i>Older Persons Consultation Event – 12 August 2022</i>  <b><i>Young People Activity Sessions – week of 24 October 2022</i></b>  <b><i>Housing Liaison Board meeting – 25 October 2022</i></b>  <b><i>Drop-in sessions – weekly from November 2022</i></b></p>



## Contents Page

<b>1.0 Project Summary</b>	<b>4</b>
<b>2.0 Lessons Learned</b>	<b>6</b>
<b>3.0 Pilot Outcomes</b>	<b>10</b>
<b>4.0 Community Feedback</b>	<b>12</b>
<b>5.0 Conclusions and Policy Reflections</b>	<b>14</b>
<b>6.0 Additional reflections and feedback for DLUHC (optional)</b>	<b>16</b>
<b>7.0 Appendices</b>	<b>17</b>



## 1.0 Project Summary

### 1.1 Summary

The project aims were to develop a digital platform, a bespoke website alongside virtual model, to ensure a wider reach of residents in engagement and to help explain the masterplanning process by reducing uncertainty, creating realistic aspirations and to visualise trade-offs in terms of what regeneration can achieve.

The website address is: [www.druidsheathtogether.co.uk](http://www.druidsheathtogether.co.uk)

### 1.2 The status quo and the PropTech Opportunity

Consultations delivered by the council and the project itself prior to PropTech have used a blended approach of face to face engagement as well as online traditional consultation with display of documents and information using BeHeard, a platform using CitizenSpace from Delib ([https://www.delib.net/citizen\\_space](https://www.delib.net/citizen_space)).

The council's recent Perry Barr 2040 consultation provides a useful comparison of this approach from traditional and journey to online engagement by using existing software such as ArcGIS Storymaps. The engagement strategy for Perry Barr is included in Appendix 7.10 as an example on an engagement approach for comparison, (<https://www.birminghambeheard.org.uk/economy/perry-barr-2040/>).

The lessons learned from Perry Barr mirror those of the PropTech funding that there are no shortcuts with engagement and that the key basis is speaking to people. A summary of lessons learned from the Perry Barr 2040 consultation are included in Appendix 7.11.

PropTech funding has allowed the use of bespoke digital tools including a virtual model and a bespoke website that we would not have been able to fund otherwise. The funding has allowed for milestone updates of this model to be scheduled to showcase the regeneration journey and changes driven by trade off discussions.

### 1.3 Project Outcomes

#### Summary of outcomes

- Improved perception of regeneration outcomes with residents valuing engagement approach.
- New online website for members of the public to view the regeneration journey visually.
- Improved awareness of the regeneration journey and active participation in activities and concept design creation,
- Blended engagement with face to face utilising virtual models and VR headset to show concepts of transformation for community facilities.



#### 1.4 Funding Review

The budget requested reflected two bids submitted by the council and the split in funding ask from DLUHC. The budget estimate was made with limited comparison to other projects and suppliers on what was deliverable. While using a supplier appointed under the Pioneer Group added benefit in reducing procurement delays the bespoke nature of the website and modelling made it less easy to estimate costs than using an off-the shelf existing product where suppliers could be compared. Additional funding could have been used to fund additional opportunities in partnership with the bespoke process but would make contract management and the project outputs more challenging.

The project benefited from the council's ICT team being able to reuse tablets used during covid management to enable the quick delivery of tablets and a reduction in the expected budget line 5 which enabled an increase in the web development budget to reflect increasing ambitions.

	<b>Amount Bid</b>	<b>Amount Bid on revised budget</b>	<b>Amount Spent</b>
Budget line item 1: 3D Modelling assistance Outsourced via consultant	£25,000	£30,000	£35,000
Budget line item 2: Training To produce virtual tours	£3,500	£3,500	£3,500
Budget line item 3: Standalone software	£10,000	£10,000	£5,000
Budget line item 4: Web development	£7,000	£7,000	£12,000
Budget line item 5: iPad, Laptops, Smart Phones, Digital Projectors & Screens	£10,000	£5,000	£5,000
Budget line item 6: Evaluation / Analysis Reporting	£10,000	£15,000	£10,000



Parametrix			
<b>TOTAL</b>	£65,500 (inc. VAT)	£70,500 (inc. VAT)	£70,500 (inc. VAT)



**2.0 Lessons Learned**

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
<p><b>Getting started:</b> Developing the business case/gaining organisational buy-in to apply for Round 2 funding.</p>	<p>Notification of the Round 2 opportunity was made by a planning colleague who highlighted it may be an opportunity for the Druids Heath estate regeneration project which had historical challenges from engaging with the local community. The council Housing Development team work closely with the planning department through planning pre-applications and applications for social housing developments, delivered by the council itself. Collaboration is ongoing with colleagues and helps to identify opportunities that might benefit council projects.</p> <p>The preceding Cabinet Report on the estate regeneration, December 2021, included the ability to bid for and receive grants and other funding opportunities which enabled the bid to be made without internal business cases being made as it aligned with the existing engagement strategy and the aims of the PropTech fund.</p> <p>Two bids were submitted for the PropTech funding from the Council, for two separate projects, with the Druids Heath regeneration project being solely successful. The bid was made with no prior</p>	<p>Importance of communication with colleagues, across departments in the council, to seize opportunities and for information. The Druids Heath project was successful whereas the Peddimore bid was unsuccessful. Feedback on the reasons for failure may have been helpful to colleagues considering future bids.</p> <p>Importance of approvals to bid for and receive grant funding to support the estate regeneration project. This meant that the bid could be progressed with delegated authority and not requiring senior officer or member approval.</p>



	<p>experience of PropTech round 1 bids but the outcomes were felt to meet the fund aims.</p>	
<p><b>Procurement:</b> developing supplier brief and project budget</p>	<p>Initial scoping brief was produced by the council using previous format for procurement briefs but without experience of the ICT requirements and services necessary to meet the project aims.</p> <p>The council benefits from a procurement team with significant experience but the project involving ICT required different approaches due to ICT specific policies and ensuring data security and there needed to be internal meetings to explain the project, its outcomes and what the council needed to demonstrate.</p> <p>A scoping meeting was held with the architects appointed for masterplanning and Pioneer to discuss the ability of PropTech to extend the reach and depth of the masterplanning and resident engagement activities planned and the desired outcomes.</p>	<p>Project costings were not market tested and there were no benchmarks available to scope so estimates were made based on assumptions from the architects and expected costs for production of a bespoke website, mapping and 3D visualisation and the training to use VR headsets and other equipment..</p>
<p><b>Procurement:</b> finding and appointing a supplier(S)</p>	<p>Employers Agent services were procured for the estate regeneration project in 2019 with BM3 Architecture Ltd included in this appointment to assist in the masterplanning and design development work with residents. RVT Parametrix were already subcontracted by BM3 architects for virtual reality, modelling and 3D mapping and for efficient procurement they offered a bespoke</p>	<p>The existing appointments of BM3 architects and The Pioneer Group was intended to speed up the procurement of the services and make good use of the existing relationships between each.</p> <p>In hindsight it would be good to use the experience of previous PropTech projects in selecting suppliers with a toolkit or framework</p>





	<p>solution with experience of modelling and mapping of the estate and experience in virtual reality and augmented reality and the ability to create a bespoke website.</p> <p>In 2021 the Council appointed The Pioneer Group to assist with engaging with the community in Druids Heath to ensure the regeneration is community led. The Pioneer Group proposed an extension of their contract to deliver the PropTech funding and to subcontract services to BM3 Architecture. This process was significantly quicker than the time required for open tender but was subject to the time constraints of working with the council's procurement team to ensure approvals were compliant.</p> <p>The appointment of Parametrix was undertaken by The Pioneer Group by contract extension, in line with procurement regulations, to facilitate the expediting of the appointment. The specification from Pioneer to BM3 architects is included in Appendix 7.14.</p>	<p>approach showing the different services available under different desired outcomes.</p> <p>Appointment of supplier was not completed until April 2022 due to procurement signoff and timescales for local authority implementation may need to reflect on the challenges of procurement approvals.</p>
<p><b>Onboarding:</b> PropTech suppliers, additional consultants, and internal teams</p>	<p>The project benefitted from the existing services with architects appointment and the appointment of The Pioneer Group in 2021. This meant the project team were familiar with the engagement outcomes required before PropTech which enabled PropTech to be a natural extension and deepening of the scope of resident engagement.</p>	<p>The approach taken worked well as we were able to use existing teams</p>



	<p>The formal appointment was undertaken by The Pioneer Group and an initial kick-off meeting with Parametrix was undertaken to agree meeting frequency and project milestones to meet DLUHC reporting and the regeneration project.</p>	
<p><b>Campaign Development:</b> developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research.</p>	<p>A Miro board was used to sketch out the structure for the bespoke website using project milestones provided by the employers agent. The supplier Parametrix was able to produce mockups of the engagement journey and suggested methods for feedback loops.</p>	<p>The approach used worked well as the existing team were familiar with the project and had good ideas on how to maximise the benefit of this opportunity</p>
<p><b>Campaign launch and management:</b> working with suppliers to 'go live', attending in person / hybrid events, troubleshooting tech issues</p>	<p>The resident engagement programme was timetabled by The Pioneer Group around activities. The delay to launching the website and unexpected software issues for the Virtual Reality headsets delayed their implementation and soft launch.</p> <p>Restrictions on the tablets which were delivered by the council changed the intended use for augmented reality as applications could not be installed. The supplier Parametrix is developing the QR code totems to accommodate a link to downloadable apps for mobile phone users to access augmented reality and 3D virtual views of the estate from the totem locations.</p>	<p>Overcoming internal ICT issues and relationship between software and data security is crucial to using bespoke or non-familiar software and hardware. Earlier engagement with ICT departments on compatibility and work arounds essential.</p>
<p><b>Campaign wrap-up:</b> Closing campaigns, running analysis,</p>	<p>It has been anticipated that more activities would have been undertaken using PropTech by the</p>	<p>We embedded the PropTech project in the engagement programme to allow tracking of its</p>



<p>agreeing next steps</p>	<p>conclusion of the project reporting period to DLUHC such as the VR headsets, virtual model and tablets.</p> <p>The main delay has been the iterative nature of the project and the engagement. While the regeneration project has had a programme of milestones some were unrealistic and did not align to actual resident engagement journey to allow for meaningful participation in the masterplan design Engagement with residents has slowed to achieve an Asset Based Community Development principle of ‘going at the speed of trust’ to continue to build trust and ensure activities allow people to feel they are in a trusted process.</p> <p>There have been delays to the implementation with technical aspects such as software issues with the VR headsets and restrictions on the use of tablets caused by council ICT restrictions which has prevented the use of augmented reality.</p> <p>PropTech activities have been piloted during the summer period which have enabled soft testing with the use of technology such as using the VR headset without wifi access and also the use of mobile data.</p> <p>The full PropTech launch of activities is currently ongoing with activities with young people taking place during the school half term period of the</p>	<p>milestones against the overall project milestones. PropTech was also a standing item in all project team meetings. This has ensured it has become intrinsic to the wider project and ensuring the project is resident centred. It is important to align the project (even if time bound) within the overall programme. The iterative nature of regeneration and engagement has meant that outputs were not as expected by being delayed.</p>
----------------------------	---	---



	<p>week commencing 24 October and a display and participation planned for a Ward Member meeting on the 9<sup>th</sup> November.</p>	
<p><b>Feedback loops: e.g.</b> developing opportunities for ongoing feedback from the community, following up with people who responded to the consultation, sharing consultation insights with key stakeholders</p>	<p>Reporting on the website is due to be shared in a simplified format in a you asked, you said, we did approach. Comprehensive reports received from The Pioneer Group have informed the developing vision and testing out these assumptions through working groups and face to face activities.</p>	<p>It is crucial to ensure there is regular communication as to share the outcomes of engagement and to encourage further participation and engagement in events and activities. We have recognised that there has been limited social media experience from the team to maximise the use of social media to compliment the website and engagement with the community. The Pioneer Group have undertaken internal team personnel development to appoint a social media specialist to help deliver messaging and engagement.</p>



### Final Reflections:

- Supplier – RVT Parametrix – Parametrix was appointed because of their experience and partnership working with the appointed architect for the regeneration project and familiarity with virtual reality and augmented reality technology which was a fundamental part of the engagement plan. Parametrix developed a web-based 3D digital environment that will allow audiences to preview different phases of regeneration, inspect different development zones with further links to drawings and documentation and preview pre-set locations of how the community is envisioned to interact with the new built scheme and leave their opinions using a digital sticky note style functionality.
- Community Outreach – a blended approach was undertaken using project milestones with activities aligned to the regeneration journey as shown on the website. The Pioneer Group were appointed to deliver resident engagement services. The approach with residents was to use an Asset Based Community Development principle of ‘going at the speed of trust’ to continue to build trust and ensure activities allow people to feel they are in a trusted process.



### 3.0 Pilot Outcomes

#### 3.1 Proposed Aims and Outcomes

The objectives in the PropTech bid were to:

- Establish the community's principles
- Understand issues and trade-offs
- Greater community participation
- Community Planning and virtual tools using ideas from community planning to be inclusive and engage more residents and the community.

The desired outcomes were:

- Residents have a better understanding of the Masterplanning process.
- Higher number of residents engaged using different methods.
- Results & outcomes to be benchmarked against 17/18 consultation.

#### 3.2 Baseline Data

One of the key aims of the PropTech bid was to improve engagement noting the difficulties experienced in the estate historically and demands raised by members of the community for a transformative regeneration that was more than just housing. Previous engagement acted as the benchmark.

An HCA funded consultation using the BeHeard online platform received 406 participants between 18/01/2017 to 13/02/2017.

Consultation undertaken in 2017/18 on three options for intervention, from the HCA funded consultation, received only 28% turnout of 1800 households, 504 households. This previous engagement involved questionnaires, door knocking and consultation sessions so allows for a comparison to similar activities with The Pioneer Group and through the use of technology.

The Pioneer Group were commissioned by the City Council in 2021 to provide specialist independent resident engagement services to inform the development of a masterplan followed by the procurement of a developer and the planning application for the regeneration of Druids Heath. Pioneer's appointment has enabled two benchmarks to be undertaken with historical engagement, seen as unrepresentative and with limited scope prior to 2021 to be compared to engagement with Pioneer from 2021.

A key comparison with the baseline data is having congruent themes to test both the number of participants and their engagement and so we have used the feedback from the original 2017 consultation that have been identified as still relevant.

Six key themes emerged in 2017:

- Feeling safe and security,
- quality and choice of housing,



- getting around and transport
- community facilities
- environment and place,
- employment opportunities

These themes are similar to the current themes identified and so enable a comparison and also a narrative of the engagement evolution over the time period.

The current themes identified are:

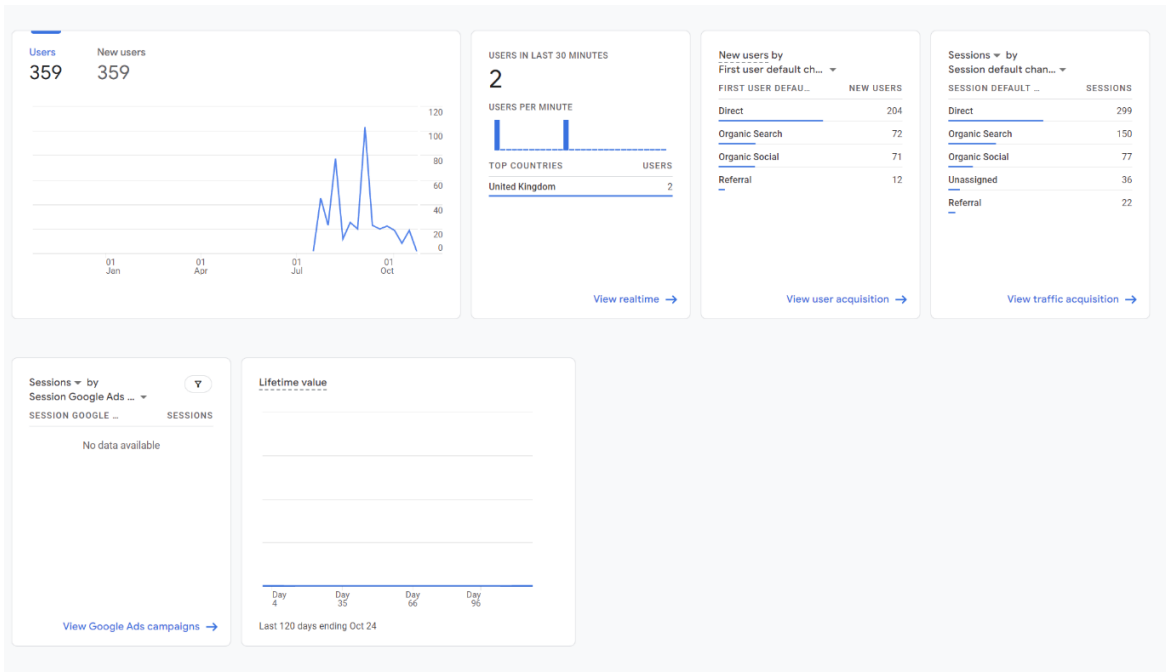
- Homes
- Community
- Open spaces and landscape
- Movement
- Sustainability
- Employment and economy
- Shops and hospitality

Responses, provided by The Pioneer Group, in comparison to the baseline data currently total over 1000 engagements at the end of October 2022.

Quarter	Target	Output	Output with Pro Tech
Q1 to 31/12/21	100	120	
Q2 to 31/3/22	250	270	
Q3 to 30/6/22	400	435	
Q4 to 30/9/22	250	220	40
Q5 to 31/12/22	300	100	15 at time of reporting. PropTech use ongoing in to November with 200 outputs expected.
<b>Total to date</b>	<b>1300</b>	<b>1145</b>	<b>55</b>

Parametrix has reported that to date the website has had over 1500 visits by at least 359 novel individual users and 20% of our visitors downloaded the technical information embedded on the website such as the cabinet report or masterplan boards. The breakdown of data and narrative of the experience from Parametrix is included in Appendix 7.4.

The table below shows the number of users since the launch of the website on the 25 July 2022.



While not being able to explicitly compare this to the 2017 data we want to ensure that there are engagements across the estate which show a deepening of participation.

### 3.3 Measurement challenges

The proposed measurement criteria in the PropTech application were:

- The extent to which digital engagement helped residents understand the overall vision.
- How the process helped promote innovative forward thinking in the design process
- How the process helped reduce uncertainty and raise aspirations in terms of what the regeneration programme could achieve
- How the process helped inform the ‘Open Spaces Strategy’ that seeks to make better use of the local green infrastructure

The Pioneer Group has reported higher levels of understanding of the regeneration process and value of their blended engagement tools.

Engagement and increased participation has been the key measure of the impact of the use of PropTech.

The current challenge to assessing impact has been the limited application of PropTech which was actively implemented during the Birmingham half term week commencing 24 October to enable activities to be delivered with young people using local community centres. The engagement programme slowed in response to the iterative nature of the masterplanning process and to align activities to public holidays and school half-term periods to maximise the number of residents and the community





able to participate.

### 3.4 Cost effectiveness

After the initial capital investment this approach will be more efficient. The traditional approach to engagement is resource intensive in term of repeated design and print costs, For example in the early phases of the engagement process we have committed around £10,000 on design and print costs of information boards, newsletters, postal surveys whereas a digital approach once established in terms of the one off infrastructure costs would more than half these costs. In addition paper engagement materials can be seen as wasteful and unsustainable with repeat printing costs etc.

## 4.0 Community Feedback

### 4.1 Summary of community consultation

The approach undertaken in the engagement work with The Pioneer Group has been to place residents and local stakeholders at the heart of engagement and the regeneration process working in partnership with the City Council and their procured partners. The Pioneer Group had four broad stages as set out below:



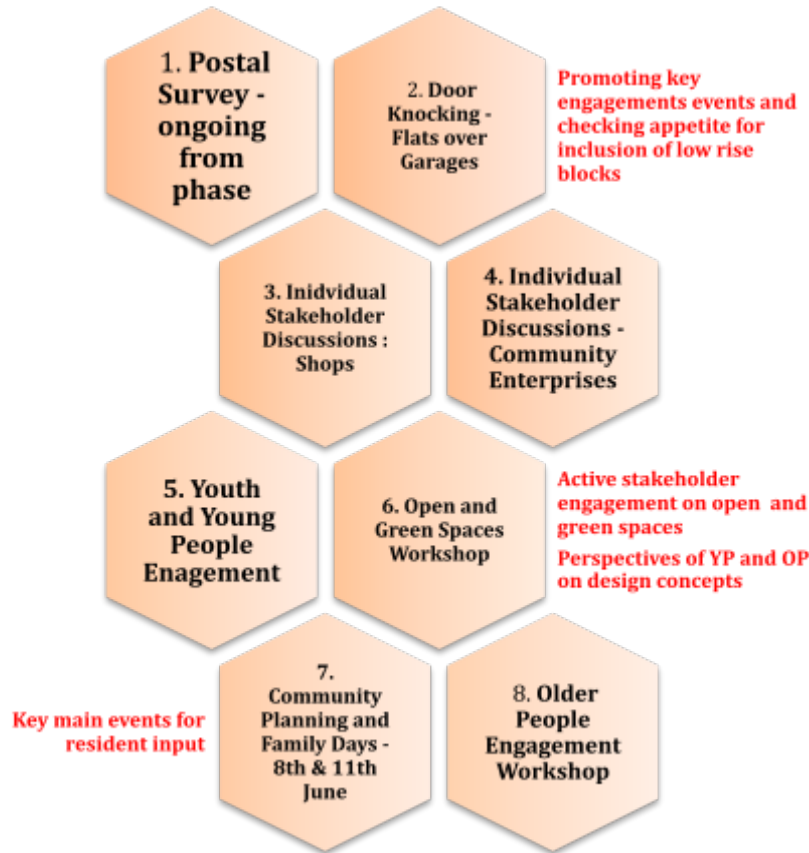
The output from the first two stages has informed the development of five initial design concepts for the regeneration that align with the brief set out in the City Council's December 2021 Cabinet Report to deliver holistic regeneration.

The 'Get to Know' phase aimed to develop The Pioneer Group presence on the estate and to build a relationship with residents and local stakeholders. It also enabled an assessment of community dynamics and stakeholder groups to inform a detailed resident engagement approach from the December 2021 Cabinet Report. One of the key learning points from this stage was to improve the timeliness and quality of communication with residents and local stakeholders through a variety of channels.

Following this phase, a resident and stakeholder engagement plan was agreed by the project team in January 2022 and then presented the Druids Heath Monyhull Ward Forum and Druids Heath HLB. This included three stages :

1. Big Conversation – to establish what would make for a good life on Druids Heath and some key thematic priorities to kick-start the design process
2. Neighbourhood Planning – to develop some initial design concepts that would provide initial pieces of the jigsaw for the Master Plan.
3. Neighbourhood Planning – to engage further with residents and stakeholders on developing the initial design concepts.

The engagement approach was to undertake a series of activities starting from the postal survey through to group workshops.



The Pioneer Group achieved formal feedback from nearly 400 unique residents of Druids Heath primarily in the Druids Heath East area of the estate, which was the focal point of the regeneration and which includes informal discussions from phase 1 (the Big Conversation) and 114 in depth surveys.

A summary of the key messages from the Big Conversation is in Appendix 7.13.

The Pioneer Group have shared their experience and the opportunity of PropTech:

*“ Our approach to engagement has been iterative starting with ‘getting to know’ residents, community groups, local businesses and local services, follows by engagement right across the estate through a range of channels on what good regeneration would look like and what the priorities for design would be. By Easter we were able to present some very early design principles to mirror the resident and community ask. These principles were translated into actual initial design concepts with the use of a physical 3 d model which was taken from schools, community halls, the library and youth club. At this stage we heard about the opportunity to take it to the next level with digital engagement and started to translate our work with the architects and the city into digital design and a narrative for the website which would provide a platform to taking out our digital tools into the community through the VR headsets and tablets over the*



*summer. By the end of the summer we had begun to excite residents, pupils and others with seeing the fruit of their input into actual design, 3 of which had informed a levelling bid and begin the process of letting residents view and interact through a digital lens. As we go into the autumn with a programme of weekly door-knocking, coffee morning, work with schools, the youth club, the library and with older residents there is tangible excitement with the ability of residents to view and experience in an immersive way how their design input will shape up for real in the regeneration.”*

#### 4.2 Summary of community responses and key themes and learnings from the consultation

The iterative nature of the engagement has seen a deepening in understanding and development of key themes which has formed into an overarching vision and the basis for submitting a Levelling Up Fund bid to kickstart the regeneration.

Approximately half of all postcodes in Druids Heath have been engaged in discussions with about 400 unique residents and 1145 engagements in total already.

The vision that has been established is:

*A village feel, easy to get about on and off the estate, safe and clean, quality energy efficient homes built around facilities and amenities, a landscaped park and green spaces at the heart of the village opening out into wilder green areas with connecting greenways including access to the Stratford-upon-Avon canal, better and more diverse local employment opportunities, good local schools and better access to secondary schools and colleges.*

This vision has been established through the qualitative conversations and data around themes being collected. Analysing the frequency of issues raised in the data showed that there was a strong ‘ask’ for safe local parks, sensory gardens and small micro plots of managed green space. The stakeholder’s discussion group on green open spaces generated strong ideas and enthusiasm. At the community planning events held in Whitsun half term holidays there was an opportunity to explore this further aided by initial design concepts.

There has also been support for integrated multipurpose community facilities at the centre of the estate but less clarity on how this could work with existing amenities from the Library, Youth Club and the Community Centres. Retaining some local shops at the village heart was broadly supported but again with no clear steer. In terms of housing there was interest from low rise occupants on being engaged more directly in the regeneration though the practicalities of this in terms of further demolition were not considered. There has also been an interest in assisted homeownership schemes such as shared ownership and for the integration of tenures around the estate.

This vision and the views of residents have been translated into design concepts that have been used to inform a Levelling Up Fund bid and around which the development of the masterplan will start to form. The design concepts are in Appendix 7.12

One of the key elements of the engagement was two community planning events using Planning for Real (P4R) techniques which were held on Wednesday 8th June at Druids



Heath Library and 11th June at Manningford Hall. As with the two events held over the Easter holiday for the Big Conversation engagement (Phase1), the design workshop element was held in both Druids Heath Library and Manningford Hall with a range of family activities being held outside the venues. This has proven to be a real attractor bringing people into the tent to engage and give their views as well as providing a great day out for their families. These events also offered incentives to encourage participation with the use of ice cream and food and drinks to encourage participation.

Overall, between both events over 270 people attended with around 160 actively engaging and providing feedback. Just under 150 comments were recorded from these sessions and around 30 comments made on thematic priorities and around 20 positive discussions were had on this vision presented. Five comments were made on the public square, 25 on sports pitches and community amenities, 15 on village green enhancements (with nearly 40 also made at the green and open spaces stakeholder workshop), 12 on safe streets and 21 on new sustainable homes.

The project team including staff from BM3, the council and Pioneer facilitated discussions with small groups and individuals and recorded points made on post it notes with around 200 comments overall being recorded from these conversations.

#### 4.3 Delivering on feedback

The iterative nature of the engagement has seen activities being undertaken at the speed of trust building with senior officer and political support for this approach to bring residents with the regeneration process. This has led to the programme being extended to allow for engagement and masterplan development. Feedback from the engagement activities has been shared through a 'you said we did approach', through face to face engagement, story boards and the website journey so that design concepts are part of the narrative of the big conversations forming the principles around which design concepts have been created. The Levelling Up Fund opportunity has enabled these ideas to be developed to provide anchor elements in the masterplan with the overall engagement feedback informing the masterplan development. Door knocking is taking place to engage residents in areas identified as potential renewal opportunities to bring together the general thematic view on regeneration priorities with the reality of physical transformation. This blended approach is integral to helping to explain the regeneration journey and preparations are being made for the sharing of a first draft concept masterplan at a public meeting on the 9<sup>th</sup> November. We hope to provide an update on this approach after this meeting has taken place.

#### 4.4 Community Testimonial

We hope to provide direct testimonials following the PropTech activity being undertaken in October and November 2022.



## 5.0 Conclusions and Policy Reflections

### 5.1 Reflections – What would we do differently

The iterative nature of the Druids Heath regeneration project and the natural delays to engagement at the speed to build trust with residents mean we would have valued a longer lead in time for the development of the technology and tools and test with them and train people.

### 5.2 Long term legacy – Learning from PropTech

One immediate impact of the PropTech pilot has been the limited ICT experience of the team and need for experience and skills to support social media and communications. The Pioneer Group have appointed a communications officer on the project to help deliver a strategy to align with the continued use and development of the website and embedding digital participation as a tool to be used alongside resident and community engagement.

### 5.3 Long term adoption of digital planning

PropTech represents an exciting opportunity for planning consultation and citizen participation and engagement with planning. There are also exciting Higher Education research projects and activities such as Birmingham City University's Steamhouse which provides space for collaboration, innovation and the development of new ideas and lab facilities for virtual and augmented reality.

It could be an exciting opportunity to use higher education research projects to work in collaboration with local planning authorities and DLUHC to undertake learning to facilitate technological developments and participatory research.

### 5.4 Policy Reflections

Birmingham City Council is currently undertaking a Regulation 18 survey and we hope to provide further information on this in due course and lessons learned and applicability to PropTech noting other Round 1 funded projects were used for Regulation 18.



*“The team have sought to channel the strong community connections within the area to use the skills and talents of local people to help shape the regeneration programme. The Prop-Tech has helped us widen participation and bring the regeneration programme to life. For Druids Heath residents we have engaged so far over the summer it has given them access to technology they have not experienced before and helped excite the engagement process. The project has also prompted a wider discussion around a potential digital inclusion strategy for the area, which has helped in the formulation of ideas on one of the key design principles around the proposed new Community Hub with a community led bid for a digital radio project targeting residents with limited IT skills. Overall, the project has helped residents to understand the overall vision, promoted innovative thinking in design process, reduced uncertainty and raised aspirations on what the regeneration can achieve and helped to inform an open spaces strategy that seeks to make better use of the local green infrastructure”.* **Alan Crawford, Community Capacity Builder Lead.**

*Furthermore, this project is a great case study for marketing as not only it showcases the diverse technical solutions delivery but also experience and expertise in community engagement consulting using digital tools.* **Aleksander Gill, Managing Director, RVT Parametrix**

*The VR headsets were used at a recent Housing Liaison Board meeting, on 25th October 2022, as part of an update on the regeneration progress for the area. The headsets allowed residents to further understand the potential opportunities the regeneration could bring to the area by experiencing concept proposals in 3D virtual reality. Being able to visualise the proposals in this way allowed residents to fully comprehend the proposals and positive impact they could bring. The use of the headsets was something different that this group of residents had not tried before. They took it in turns individually to try it out. The approach was welcomed, with positive feedback and excitement created around the proposals.* **Charlotte Barnes, BM3 Architecture**



**6.0 Additional reflections and feedback for DLUHC (optional)**

*N/A*





## 7.0 Appendices

- 7.1 – PropTech Brief to Supplier (14 April 2022)
- 7.2 – Project Development showing tools used to develop project and bespoke website.
- 7.3 – Photos showing PropTech activities
- 7.4 – Supplier RVT Parametrix report on PropTech (25 October 2022)
- 7.5 – Supplier RVT Parametrix VR Headset Training Materials
- 7.6 – The Pioneer Group field work team PropTech pilot experience
- 7.7 – The Pioneer Group PropTech Report (25 October 2022)
- 7.8 – Baseline Data from Consultation pre-2021
- 7.9 – Screenshots of DruidsHeathTogether.co.uk website
- 7.10 – Perry Barr 2040 Engagement Strategy Overview – July 2021
- 7.11 – Perry Barr 2040 engagement lessons learned – notes from informal chat with project lead officer.
- 7.12 – Design Concepts created from resident engagement.
- 7.13 – Headlines from the Big Conversation, resident engagement undertaken by The Pioneer Group
- 7.14 – Pioneer Group Specification of Works.
- 7.15 – Pioneer Engagement Plan – January 2022



## 7.1 PropTech Brief to Supplier

### Specification of Works

#### 1. Introduction

Birmingham City Council (the Council) is looking to engage a Digital Specialist to support the production of a digital engagement platforms that would enable as many over 60% + residents as possible to be involved in the development of a masterplan for Druids Heath [DH]. This must include those who are hard to reach due to digital inclusion, language barriers, young people, and older persons [this list in not exhaustive].

The Druids Heath Estate (the Estate) is a purpose-built municipal housing estate that is located approximately six miles south of the city centre and lies on the periphery of Birmingham and Bromsgrove local authority boundaries. It is within the Druids Heath and Monyhull Ward and borders green belt land which is within the local authority of Bromsgrove District Council. The Estate is based on a 1960s Radburn layout and has several redundant housing types that need to be considered with replacement with better connectivity to open spaces and revised infrastructure.

The Lower Super Output Areas (LSOA) covering the core part of Druids Heath is ranked 45 out of the 32,844 LSOA's in England putting it the worst 0.14% in England and most deprived ward in Birmingham. It is in the top 10% of the most deprived areas in England, with around half of the children living in poverty. Unemployment is at 11.2% which is above the UK average of 7.9% and those that are employed receive an average salary well below the national or city average. The average property price across the estate is £161,000 compared to £250,000 in the wider Kings Heath postcode area

In line with the Druids Heath Development Brief and Birmingham's Levelling Up Strategy the overarching vision for the Estate is to bring forward a comprehensive holistic regeneration creating a family focused neighbourhood set within a high quality environment, connected by a well-designed network of streets and better utilised public spaces, supported by improved local amenities, identified village centre and accessible public facilities, as well as employment and training opportunities.

The vision, regeneration proposals and masterplan are being developed with the community and so it is anticipated several versions of the masterplan will be proposed before a final version is agreed and recommended for approval and progression. The Digital Specialist will need to develop platforms that support this incremental approach.

A Community Engagement company, Pioneer Group, have been appointed by the Council to work with the community. A Digital Engagement Platform would need to enable residents to visualise and comment on principles of intervention and visualise the opportunities and trade-offs based around thematic priorities.



The target area comprises the defined redline area for the regeneration of Druids Heath.

## **2. Requirements**

Development and provision of a “digital platform” which will be a series of digital solutions aimed to actively involve the local Druids Heath [DH], community, provide a two way communication process, and evidence the incremental development and of a Masterplan. The process of developing these solutions will be collaborative ensuring that the Project Stakeholders [residents, client [BCC], community engagement agency and the architect] has a means to inform the design of each solution.

The “digital platform [s]” must be compatible with BCC platforms and systems or transferable and will consist of the following items:

### **2.1. Contract Management & Administration**

The contract will be managed by BCC, administered by The Pioneer Group, and delivered by BM3 Architects via a digital solution specialist.

### **2.2. Website**

The digital specialist will provide a Website that will be accessible to anyone with an internet connection via a mobile phone, tablet, or laptop. The website must allow access through a URL link from existing stakeholder social media.

It will showcase the complete masterplan production journey in a structured and coherent way, to two-way enhanced communication with the DH community. The website and 3d modelling should clearly show how conversations with the local community and stakeholders have evolved the masterplan and how their feedback has been incorporated to reach a conclusion. It will also be the hub for accessing all the other digital solutions produced later down the line e.g. CGI's, videos, virtual reality [VR] and augmented reality [AR].

The website will need to be hosted for a minimum of 36 months commencing from appointment and include not less than 10 major milestone updates.

Domain name and design to be agreed with client BCC.

The Pioneer Group will provide all consultation information and evidence collated throughout the duration of the commission.

The website must comply with GDPR and BCC Corporate Communications Policy.



### **2.3. Design**

BM3 & the Digital Specialist will ensure project branding and website design will align with all existing “Druids Heath Together” branding.

The layout must be simple and stick to a format that will avoid any user experience difficulties.

The initial launch of the website will outline the journey from the resident’s point of view and with each milestone completed, the content on the website will be updated accordingly to allow feedback / comments where required. A full site model should be displayed for each milestone with interactive buttons to preview, the key physical areas that will be affected by the masterplan. Below this interactive illustration will embed a link to the VR experience, Polls and Questionnaires, Calendar dates of public events and any relevant downloadable drawings, leaflets etc.

The Pioneer Group will provide all consultation information and evidence collated throughout the duration of the commission.

### **2.4. Virtual Reality**

The Architects and digital specialists will use the 3d model should be used to create a virtual reality environment, the environment must be updated with all the key information that will need to be communicated at each milestone. This solution must be accessible on a computer screen, mobile phone, or iPad and via a VR headset.

Due to the size of the model, it is suggested using videos on the website and embedding a hyperlink to the VR environment in done as depending on the internet connection the full immersive solution may take up to 10 minutes to load. This will must also be clearly explained to the user of the webpage. The digital specialist should take reasonable measures to ensure there would be no difficulties using this VR solution in public consultation, meetings, or design meetings.

The provision of at least 4 VR headset devices which will be capable of previewing the works produced.

The Pioneer Group will engage residents using a range of digital tools through field work.

### **2.5. Augmented Reality**

The Architects and digital specialist will be required to work with the project team to decide on ten individual locations across the masterplan and produce QR totems where by scanning the QR code, the user will be able to preview the exact same location with the proposed design/demolition works. These QR codes will be dynamic and will change with



each major milestone. Totems (most likely timber posts – subject to client approval) will be installed on site and advertised on the main website.

## **2.6. Videos/CGIs/Sketches etc.**

To complete the previously mentioned items you will need to develop the immersive 3D environment which also allows for efficient video and image extraction.

These forms on media will evidence, log pictures, and provide a record of consultation.

The Pioneer Group will provide all consultation information and evidence collated throughout the duration of the commission.

## **2.7. Training**

Bm3 and the digital provider will provide adequate training for all stakeholders working on project as required. This will include how to navigate the website, how to use QR codes, how to use headsets etc.

## **2.8. Regular Meetings and reports**

Bm3 and the digital specialist will be required to attend at least 10 project team meetings throughout the duration of the project and produce data reports for analysis by Pioneer.

Pioneer will be required to include data within their data results reports and final consultation report.

## **2.9. Milestones**

The website must be produced in line with the current Pioneer Engagement Programme dated 4<sup>th</sup> April 2022 [attached].

All information will be subject to sign off by BCC [Project Director] and Pioneer [Project Director] prior to publication.

## **2.10. Data Protection**

Any information collated or shared on the website should comply with all General Data Protection Regulation [GDPR] Policies. In particular any information should not include contact details of those engaged and protect the anonymity of the residents.

## **3. Monitoring & Evaluation Outputs**

The digital specialist will be required to;

- collate data from Website iteration / hits and ensure it is presented to Pioneer to evaluate.
- produce a succession strategy and handover to the client BCC.



Pioneer will be required to include data within their data results reports and final consultation report. This will include analysis against previous consultation in 2017, 2018 and 2021.

Pioneer to provide information on how;

- digitally excluded residents, older persons, and younger persons and hard to reach groups have been engaged through the website.
- demonstrate reduced uncertainty and realistic aspirations from the community in terms of what the regeneration programme could achieve.
- demonstrate how the process helped inform the Open Spaces Strategy that seeks to make better use of the local green infrastructure.
- produce a final report documenting and analysing outcomes.

Planning to provide feedback from DH PA in 2019 compare with 2022.

#### 4. Costs

Costs for the project to be delivered and evaluated.

BM3 and the digital specialist will be required to produce timetable and spend profile aligned with DLUHC milestones.

##### ***The Digital Specialist – Final Cost***

Task	Ceiling Cost
Produce digital platform as per specification	£30,890,00+VAT

##### ***BM3 Costs [***

Task	Ceiling Cost
As part of this process BM3 will be required to RVT specific strategic and design information beyond our typical brief. We propose a nominal fee of £12500 to help facilitate the process.	£12,500+VAT

##### ***Overall tasks, milestone and spend profile***

Milestone	Date	Spend
Develop Website	April – 30 June	Q1
Kick off meeting with Parametrix / BM3	13 May	Q1



Training	24/25/26 May	Q1
Install Timber Posts	w/c 30 May	Q1
Develop Interactive and Input Phase 1a Information / Data	9 May	Q1
Develop VR & AR	April –Mid May?	Q1
Develop Interactive and Input Phase 1b Information / Data	10 May	Q1
Develop Interactive and Input Phase 2 Information / Data	21 June	Q1
Develop Interactive and Input Phase 3 Information / Data	21 July	Q2
Upload final stage Masterplan	24 August	Q3

7.2 Project Development showing tools used to develop project and bespoke website.

Miro Board to collate information and develop website structure.



**miro** | Flowchart | Settings | Search | Meeting

# FINAL WEBSITE DESIGN

DH East Model

[View this model on all pages opens this link](#)

```
<div class="animation embed wapper">
<iframe src="https://www.youtube.com/watch?v=..."
title="Embedded presentation Phases 1 - Pre-demolition As-built, 2022.5" frameborder="0"
allowfullscreen mozallowfullscreen true webkitallowfullscreen true"
src="https://www.youtube.com/embed/..."
/></div>
```

Or if you want to embed this onto your page:

```
<div class="animation embed wapper">
<iframe src="https://www.youtube.com/watch?v=..."
title="Embedded presentation Phases 1 - Pre-demolition As-built, 2022.5" frameborder="0"
allowfullscreen mozallowfullscreen true webkitallowfullscreen true"
src="https://www.youtube.com/embed/..."
/></div>
```

Preview 3d model on all pages opens this link - [https://www.youtube.com/watch?v=...](#)

Or if you want to embed this onto your page:

```
<div class="animation embed wapper">
<iframe src="https://www.youtube.com/watch?v=..."
title="Embedded presentation Phases 1 - Pre-demolition As-built, 2022.5" frameborder="0"
allowfullscreen mozallowfullscreen true webkitallowfullscreen true"
src="https://www.youtube.com/embed/..."
/></div>
```





Word Template for submission of information for website pages.

**Druids Heath Together Website Templates**

DRUIDS HEATH TOGETHER

**DRUIDS HEATH REGENERATION**

NEWS | JOURNEY | CONTACT

Prepared by RVT Parametrix Ltd.  
16 May 2022

This document has been prepared with the purpose of obtaining all of the required information and media required to launch the website in line with agreed dates. There are three main sections of this document as outline in the table of contents below:

**Contents**

- Document Revision & Approval ..... 2
- Revision Table ..... 2
- Note ..... 2
- 1.1 Contact Details ..... 3
- 1.2 Project Partners ..... 3
  - Birmingham City Council ..... 4
  - Pioneer Group ..... 5
- 1.3 Project Personnel / Meet the team ..... 6
- 1.4 Disclaimers / Specific T&C's ..... 8
- 1.5 Additional Bits ..... 8
- 2.1 News Template ..... 9
  - NEWS 1 ..... 9
  - NEWS 2 ..... 10
  - NEWS 3 ..... 11
  - NEWS 4 ..... 11
  - NEWS 5 ..... 12
- 2.2 Upcoming Events ..... 13
  - Event 1 ..... 13
  - Event 2 ..... 14
  - Event 3 ..... 15
  - Event 4 ..... 16
- 3.1 – Holistic Vision & Cabinet Report ..... 17
- 3.2 – Initial Surveys, Ground and Ecology Reports ..... 18
- 3.3 – Site Analysis, Architecture & Infrastructure ..... 19
- 3.4 – Good Life Conversations ..... 20
- 3.5 – Easter Events ..... 22
- 3.6 – Open Day ..... 23
- 3.7 – Phase 1 Report ..... 24
- 3.8 – Upcoming Events ..... 25
- 3.9 – Concept Ideas ..... 26

**Document Revision & Approval**

The individual or party responsible for providing the information may vary but the following process shall apply to all updates applied to the website:

- Step 1 – Author fills in the required information
- Step 2 – Author emails this document / section of the document to all stakeholders
- Step 3 – Birmingham City Council edits / approves the submitted document / section
- Step 4 – Parametrix updated the live website with the requested change

**Revision Table**

Date	Name	Description	Issued To	Approved By
16.05.22	Aleksander Gil	First Issue	All	AG

**Note**

Parametrix will be responsible for designing out each update to the website to ensure text fits within the right designated space and images are optimized. The work in progress website design can be found via the following link:

[https://miro.com/app/board/uxIV09JMMbE=?share\\_link\\_id=277585739677](https://miro.com/app/board/uxIV09JMMbE=?share_link_id=277585739677)

**Section 1 – General Project Information**

**1.1 Contact Details**

Current Facebook Page

Current Twitter Page

Contact Detail for social media manager

**1.2 Project Partners**

Considering we are listing all project partners, we will need the following information from each partner:

Formal Business Name

Logo

Brief Description of involvement (max 50 words)



## Project Milestones – 6 July 2022

<b>Milestone</b>	<b>Date</b>	<b>Spend</b>
<b>Develop Website</b>	April – 30 June	Q1
<b>Kick off meeting with Parametrix / BM3</b>	13 May	Q1
<b>Training</b>	24/25/26 May	Q1
<b>Install Timber Posts</b>	w/c 30 May	Q1
<b>Develop Interactive and Input Phase 1a Information / Data</b>	9 May	Q1
<b>Develop VR &amp; AR</b>	April –Mid May	Q1
<b>Develop Interactive and Input Phase 1b Information / Data</b>	10 May	Q1
<b>Develop Interactive and Input Phase 2 Information / Data</b>	21 June	Q1
<b>Develop Interactive and Input Phase 3 Information / Data</b>	21 July	Q2
<b>Upload final stage Masterplan</b>	24 August	Q3
<b>Monitoring &amp; Evaluation</b>	9 September 2022	Q3

7.3 Photos showing engagement prior and using PropTech activities

Virtual Reality headset in use in outdoor blended engagement marquee utilising display boards and VR.

7 August 2022



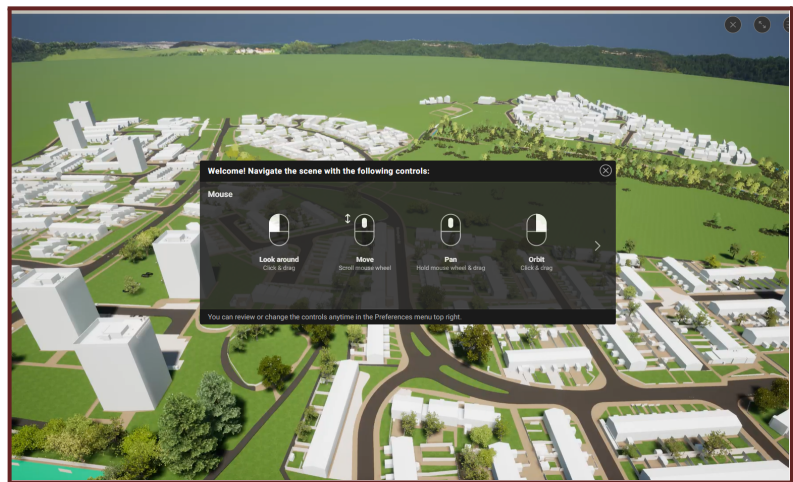
Virtual Reality headset use and CGI of community centre concept being shown through headset



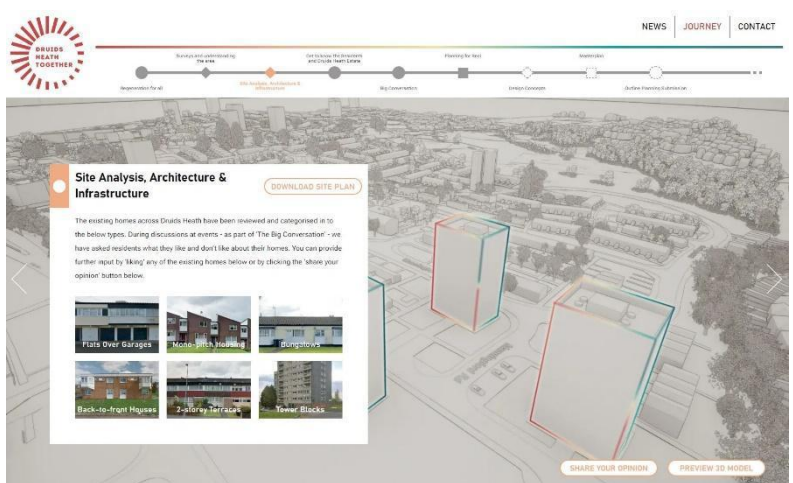


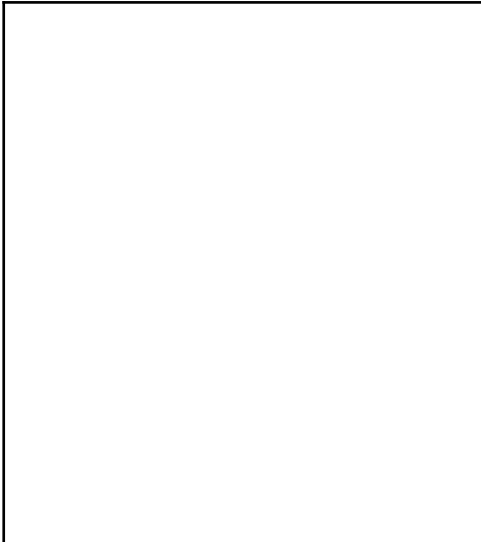


Screenshot of 3D model of  
Druids Heath accessible  
through the  
[www.DruidsHeathtogether.co.uk](http://www.DruidsHeathtogether.co.uk)  
website



Druidsheathtogether website  
screenshots





NEWS | JOURNEY | CONTACT

Regeneration for all

Survey and understanding the area

Get to know the Residents and Druids Heath Estate

Planning for Real

Masterplan

Outline Planning Submission

City Analysis, Architecture & Interiors

Big Conversation

Design Concepts

Outline Planning Submission

### Get to know the Residents and Druids Heath Estate

The Planners Group were commissioned by Birmingham City Council as independent resident engagement specialists for two years from September 2021 to September 2022.

The brief was to engage with residents and local groups to capture their views on how the regeneration of Druids Heath can best meet their needs.

In the first few months, the aim of the team was to get familiar with the estate, meet residents and local groups and provide information on the process and timeline of the regeneration.

SHARE YOUR OPINION | PREVIEW 3D MODEL

Facebook post showing the VR headset activity at tenants hall, Manningford Hall, on 26 October 2022

Druids Heath Together  
1 h · 🌐

Using the VR Headsets for the first time to show some of the ideas for the regeneration. They were described as cool and amazing! Come and experience them at future community events....

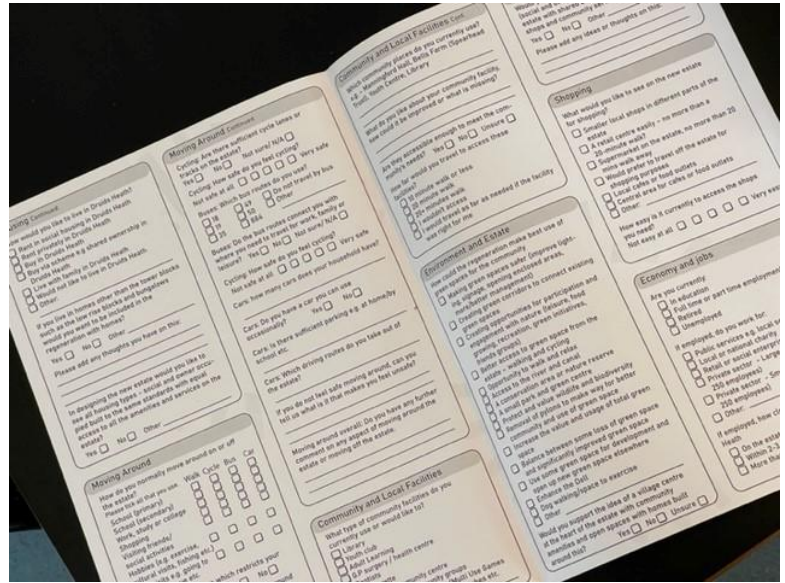
PHOTO 1: A young girl wearing a VR headset and holding a controller.

PHOTO 2: A man wearing a VR headset and holding a controller, standing in a room.

PHOTO 3: A man wearing a VR headset and holding a controller, standing in a room.



Survey distributed by The Pioneer Group which was also circulated electronically with links from social media and on the newsletter



Post-It notes in themes from family activity day engagement drop-in explaining the regeneration journey with boards and physical model.



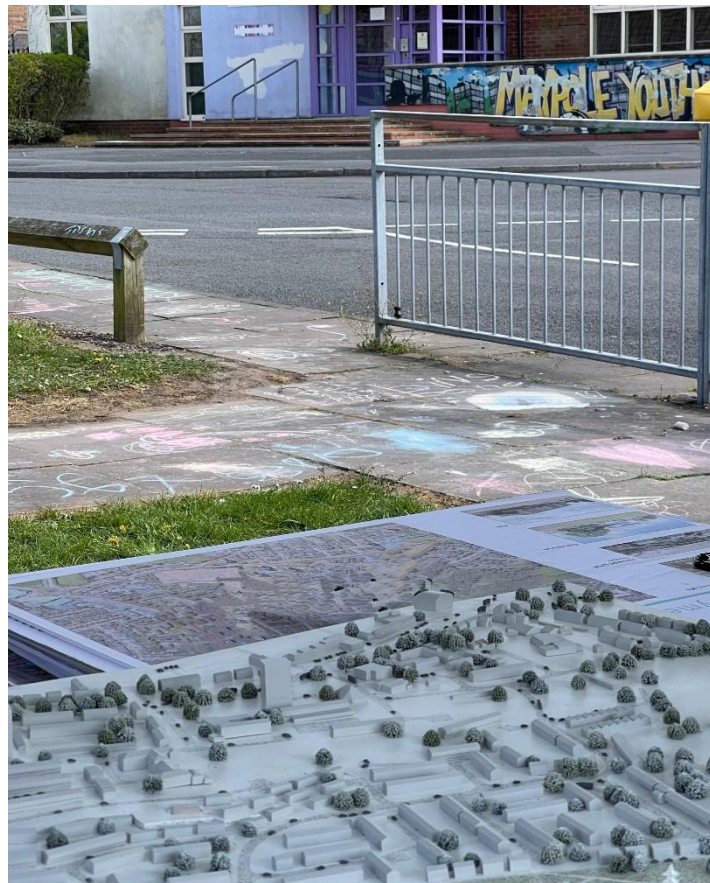
13 July 2022 school engagement using printed boards



12 June 2022 Family Fun Day  
use of activities and  
incentivisation to encourage  
engagement



3D model and boards being  
used in activities near to  
Maypole Youth Centre







Story Boards used alongside model and in face to face events

## Druids Heath Open Spaces Opportunities

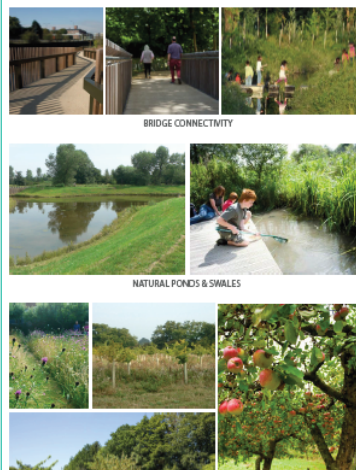


- » Improvement of pedestrian routes and connectivity (including cycle routes and a bridge over the Stratford-upon-Avon canal).
- » Enhancement of the Chinn Brook and creation of SuDS attenuation pond (allowing access and interaction with water).
- » Increase biodiversity in the Village Green (enhancement of nature and habitats).
- » Play provision for a variety of age groups (e.g. playgrounds, outdoor gym equipment, sports pitches, community garden/growing).
- » Collaboration with Local Groups (Fruit and Nut Village, Youth Services)
- » Creation of green streets / shared surfaces (accessibility, surveillance and lighting)
- » Celebration of the existing topography / sloping landscapes

### Pedestrian Routes and Streets



### Stratford-upon-Avon Canal, Chinn Brook & Village Green



### Play Spaces / Sports / Exercise and Well-being





Community Planning. Event at  
Maypole Library.





## 7.4 Supplier RVT Parametrix report on PropTech

Since April 2022, Parametrix was involved with BCC, Pioneer Group and BM3 architecture on an innovative collaborative project funded by the Proptech Engagement Fund. The scope of the project was to propose new digital means of communication and stakeholder engagement using a local area neighbourhood as a case study and measure its success to evaluate future applications of this method for similar projects.

Parametrix was the digital and technology consultant on this project responsible for creative steering and technical development of the novel digital communication tools used to engage with the local community. Our final deliverables include:

Website – [www.druidsheathtogether.co.uk](http://www.druidsheathtogether.co.uk) – a bespoke web page structured to effectively communicate the news and events of the druid's heath regeneration project, take the audience on a “journey” where each key stage of the project was communicated and relevant documentation was hosted for anyone to review and lastly to create a communication platform for the project stakeholders to share their opinions and preferences directly to the project team.

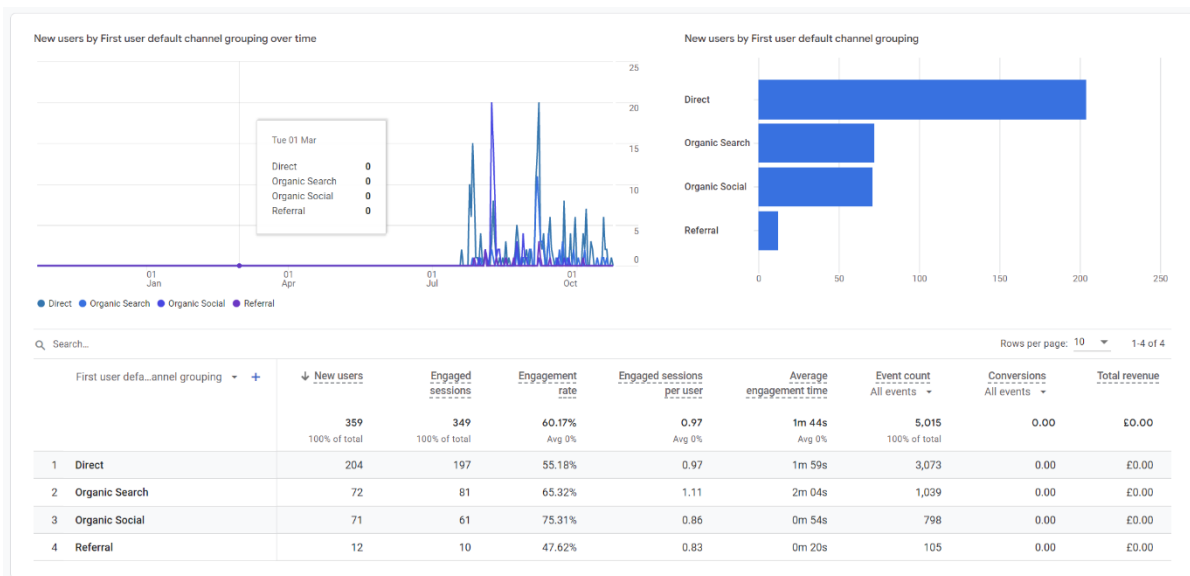
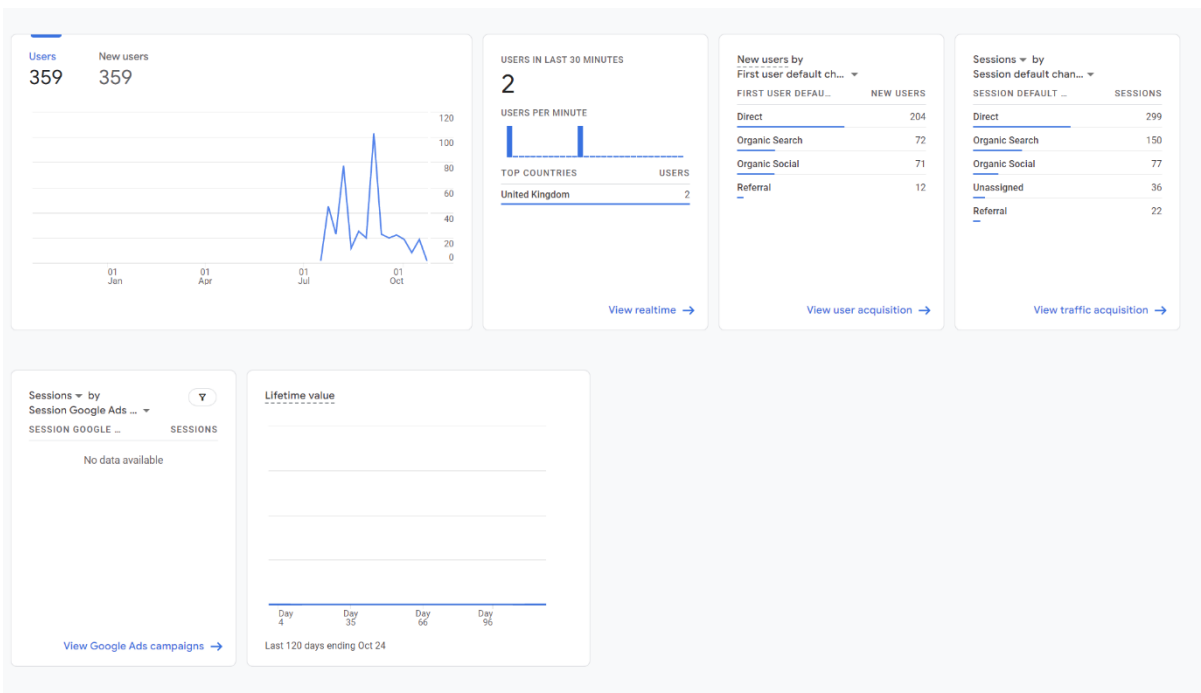
VR headsets & experiences – using wireless VR headsets we transformed the architects' masterplan ideas into VR experiences that were used during public engagement events to communicate the design intent. The reason for the method was the commonly found issue of project stakeholders not being able to understand architectural 2D plans hence why the fully immersive 360 experience was implemented and tested.

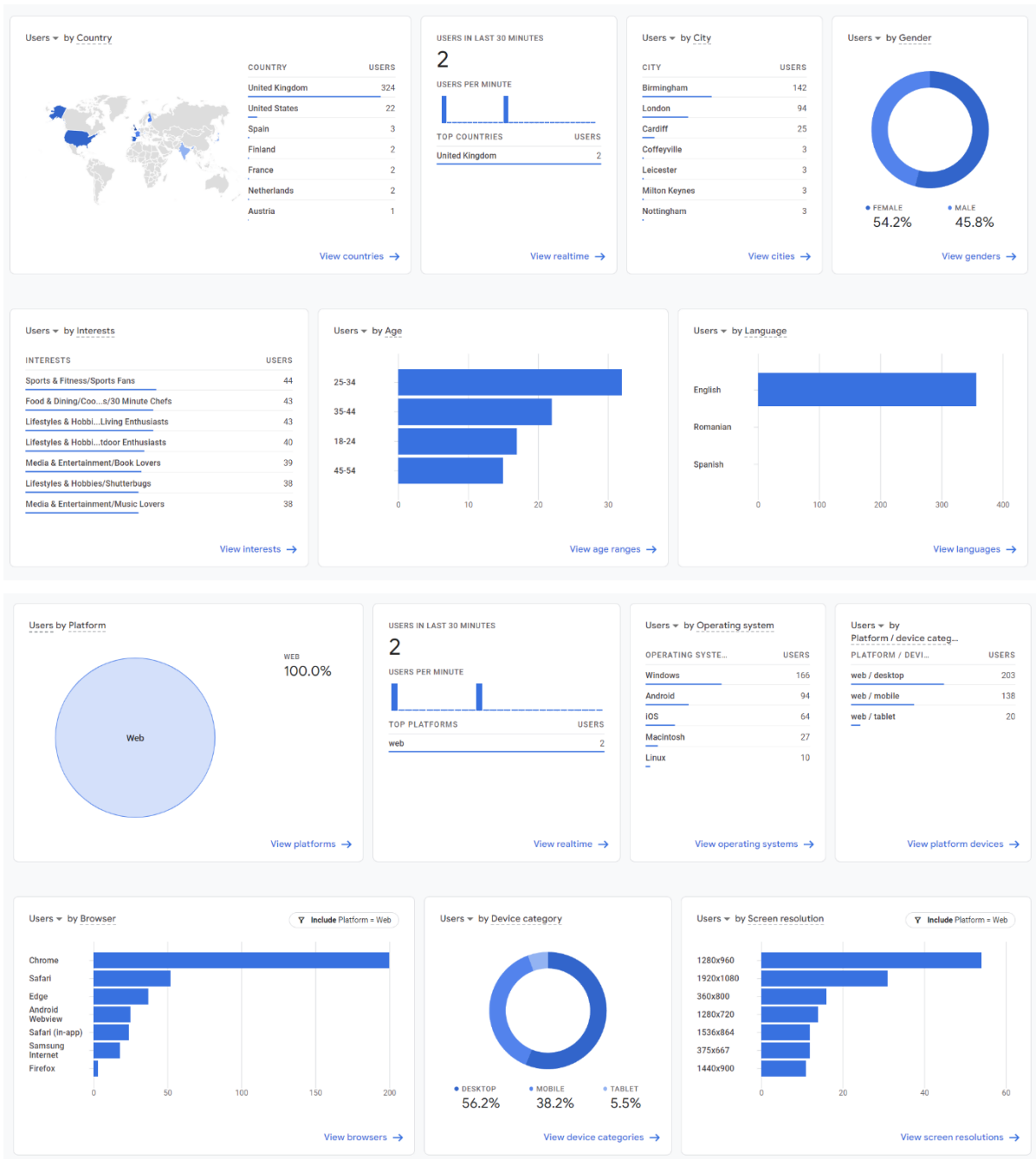
Augmented Reality projections and totems – we will be installing AR “totems” and an information board around the site to allow the local community to protect the architect's masterplan on their existing surrounding using an augmented reality mobile application. Druids' health regeneration is a very complex site with various level changes hence why we decided to leverage the AR technology to communicate how the area may potentially change in the future.

Parametrix has found the experience of being involved in a Proptech Engagement fund insightful as the budget secured allowed us to explore certain communication solutions and exploit their advantages and disadvantages. In general, the funding secured was still impactful for an SME business such as Parametrix and collaboration with local businesses created business relationships for the future. Furthermore, this project is a great case study for marketing as not only it showcases the diverse technical solutions delivery but also experience and expertise in community engagement consulting using digital tools. From an internal point of view, we were able to learn from the challenges and improve our workflows to ensure the services we offered on this project can be scaled on a larger business scale.



When reviewing the benefits of this project in general we believe our work has led to an improvement in community engagement. The website created for this project is a “living hub” of information which will be suitable for its purpose for another 3-5years minimum as the project continues. To this date, metrics show that the website has had over 1500 visits by at least 359 novel individual users and 20% of our visitors downloaded the technical information embedded on the website such as the cabinet report or masterplan boards. The graphs below showcase further technical data collected about the developed website which was continually reviewed and used to steer the communication activities of the project. We can reflect that the current volume of engagement was lower than initially anticipated thus it proves that some people expect an online form of communication and do refer to specific information in their own time.





Regarding the Virtual Technology solution, we have offered we believe the experience was a positive one when it was successfully delivered in a controlled environment. The VR solution was used on-site and in places with limited internet connection which led to technical difficulties and somewhat of a backlash in feedback as we can summarise that the “technology is great until it doesn’t work”. Although this solution was improved and tweaked to suit the bespoke nature of this project a certain project approach was already developed which was challenging to manage. Lastly, the AR totems were not deployed before the date of this report hence why we are unable to reflect on their communication impact. In general, we believe our work on this project has more of a mid to long-term impact hence why the findings in this report are somewhat biased as they are documented prematurely.



During this project, Parametrix encountered a few challenges which are also important to reflect upon. Initially, the hierarchical approach to payment and accounting issues at the beginning of the project became a hurdle for us as an SME especially as our work included capital expenditure and the front-loaded workload required to get the solutions into working order. Although we managed to overcome the financial aspects of the project, we found internal project communication was also a hurdle if compared to the private sector. The need for collaboration was greater as various information was coming from various stakeholders but the software, we proposed for communication did not work so we were back to using emails which in our opinion is a limited way of developing a creative digital solution. Lastly, project milestones sign-off and decision-making were also found to be a challenge in the initial stages of this project as everyone's approach was more political, and the final word/decision was commonly deferred to a future meeting due to people's busy agendas or other tasks taking priority.

Summarising, Parametrix is proud to be involved in this project as it has been a valuable experience for our staff to go through all the opportunities and challenges of this project. We strongly believe that these opportunities allow for true innovation to take place and that our budget was well spent which will be proven by the well-managed, well-informed and impactful regeneration of druids' heath in Birmingham.



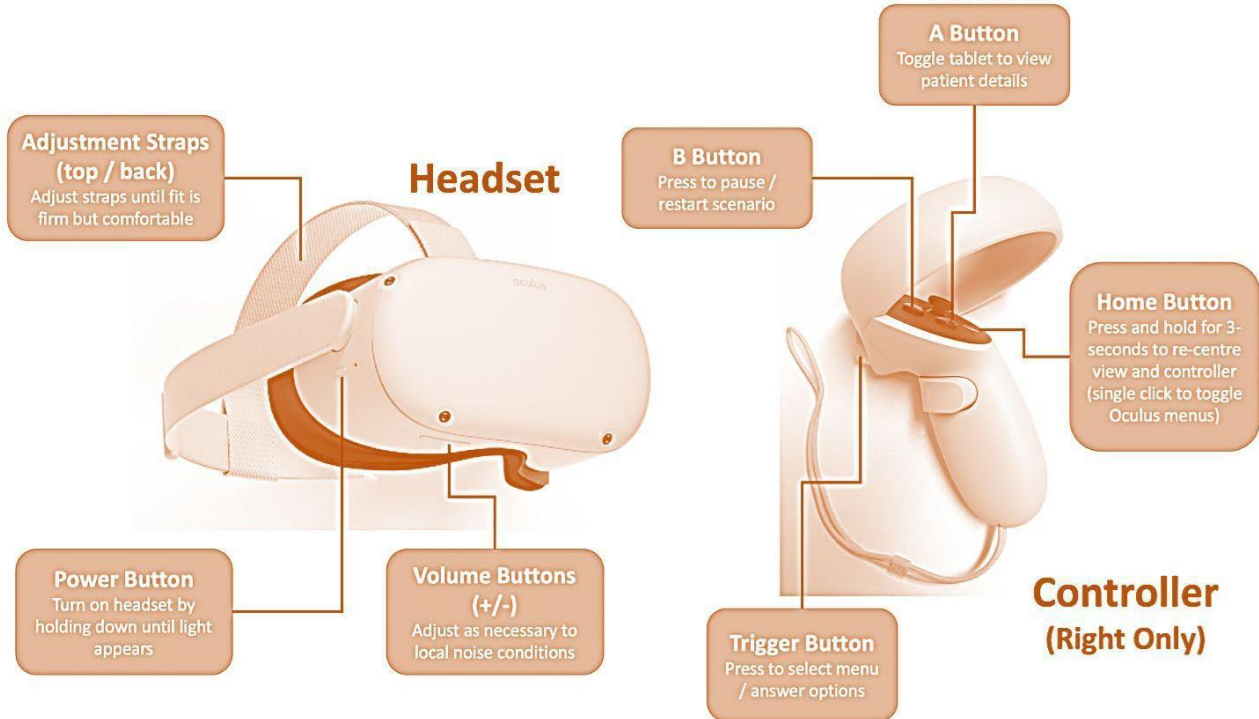
7.5 Supplier RVT Parametrix VR Headset Training Materials



**Druid Health Regeneration**  
**Oculus Quest 2 Virtual Reality Guide**

# PARAMETRIX

## General Controls Breakdown:



Step-1: Turn on the headset by pressing the power button.





# PARAMETRIX

Step-2: In the Quest 2 setup section, setup the guardian.

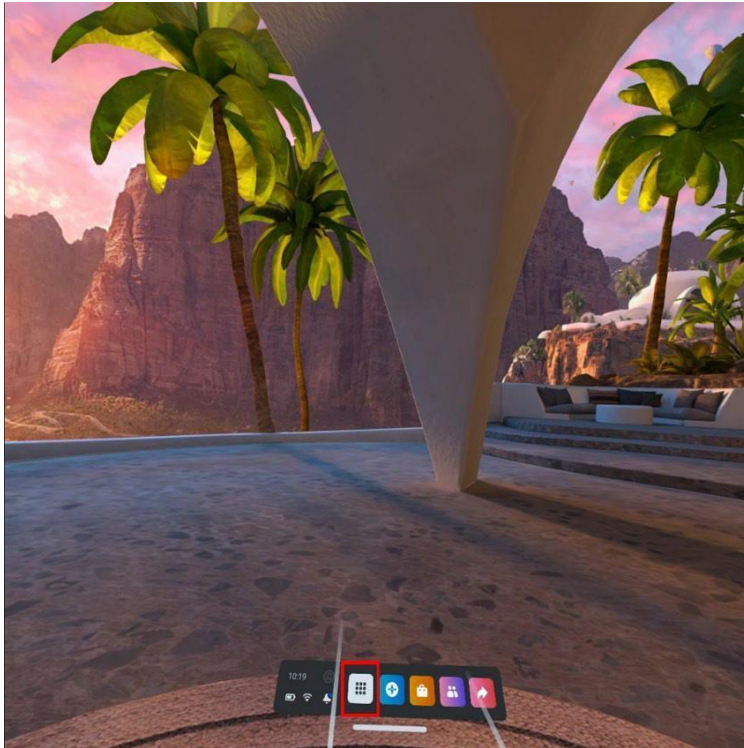
First, set the floor level by lowering the controller to the floor and pressing the trigger button.



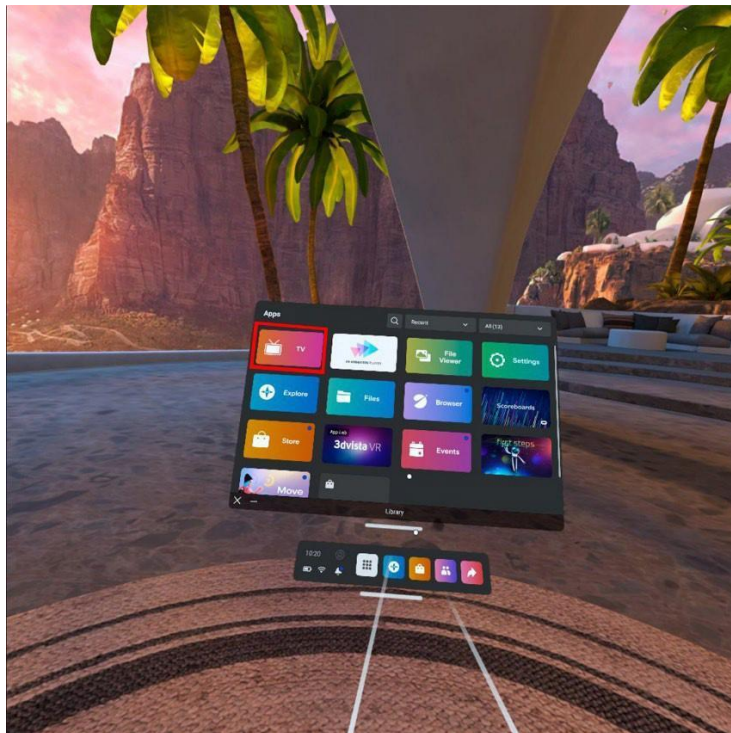
Second, Set the “play space to stationary” or draw the boundary of your play space by pressing and holding the trigger to draw along the boundary of your cleared playing area.



After that select the App Button as shown below:



Then on the menu, click on TV.



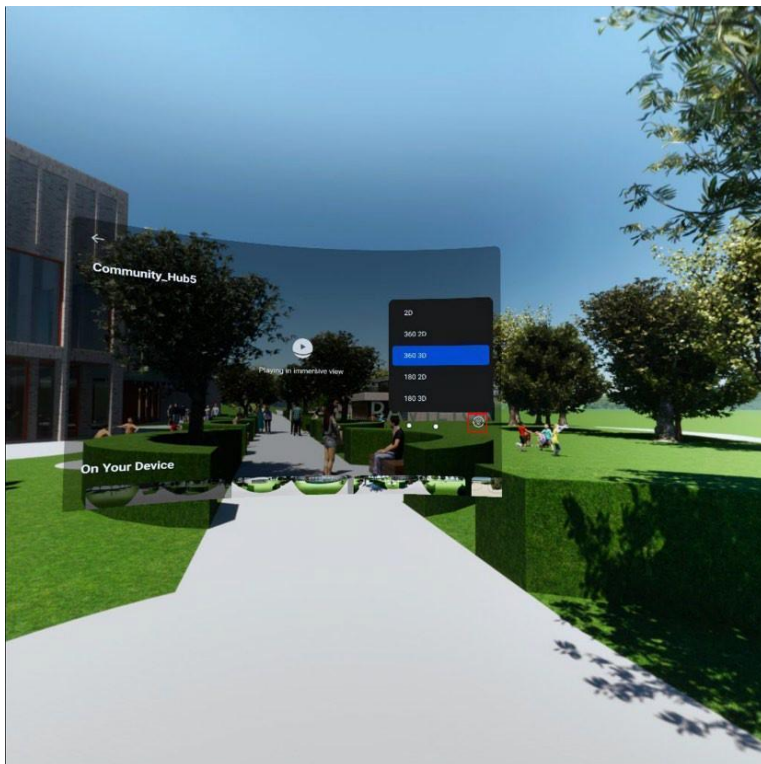


# PARAMETRIX

Next, select [Your Media] as displayed below:



If the image is not displayed in three dimensions, click the 2D button (as displayed), and then switch to 3D 360.



Lastly, click somewhere on the screen to hide the menu.



**Additional Tips & Tricks.**

In the main menu click on the WIFI icon on the left hand side to connect/disconnect the headset from the WIFI network.

If panoramas black out – restart the headset using the button shown on page 1. If the controllers are out of battery change a AA battery within each controller.

If an app doesn't open correctly as per the screenshot, shut down the application and open again. If the problem continues restart the headset.



## 7.6 – The Pioneer Group field work team PropTech pilot experience

*“The team have sought to channel the strong community connections within the area to use the skills and talents of local people to help shape the regeneration programme. The Prop-Tech has helped us widen participation and bring the regeneration programme to life. For Druids Heath residents we have engaged so far over the summer it has given them access to technology they have not experienced before and helped excite the engagement process. The project has also prompted a wider discussion around a potential digital inclusion strategy for the area, which has helped in the formulation of ideas on one of the key design principles around the proposed new Community Hub with a community led bid for a digital radio project targeting residents with limited IT skills. Overall, the project has helped residents to understand the overall vision, promoted innovative thinking in design process, reduced uncertainty and raised aspirations on what the regeneration can achieve and helped to inform an open spaces strategy that seeks to make better use of the local green infrastructure”.* **Alan Crawford, Community Capacity Builder Lead.**

*“I feel like the use of VR was a good selling point to attract people in the engagement process although in terms of the actual experience or benefits at this early stage. In terms of particular engagements, two people came to the open spaces meeting with the hope of using the kit and were only partly satisfied as we encountered glitches. Later on in the summer, we were able to take the VR equipment and tablets to two of the main engagement events. At the first meeting, we again encountered some glitches with the VR kit, which did not allow people to progress beyond the home screen though it did give residents a feel for using the headsets and breaking down their fears of using VR. At the second event, after the initial tech glitches were resolved we were able to fully trial the headsets. One resident had been very nervous in using a headset with fears of being dizzy but seemed to enjoy the experience and it ended up helping her visualise the future regeneration plans”.* **Alicia Grande, Open and Green Spaces Engagement Lead”**

*“Clearly, working with the four schools I’m engaging with was not possible in the summer but moving forward I’m excited to be able to take the VR head sets and tablets into school settings as well as the two youth clubs I’m working with too. Prior to the summer holidays, I had trailed to the pupils and teachers that we would be bringing the VR headsets and tablets and they were really keen and motivated to pick up on the opportunities in using the kit”.*

**Paul Tucker, Children and Youth Engagement Lead.**

*“The whole thrust of our engagement approach has been engaging with all the residents and community stakeholders across Druids Heath to shape bottom up the design process that will lead for a masterplan and blueprint for regeneration. We started off the process by getting to know the lay of the estate in terms of its people and the key issues followed by an in depth conversation in every nook and cranny to shape principles that could inform the key themes that would provide building blocks for future*



*design. Whilst we used a variety of methods from postal questionnaires to informal engagements in the local cafes and meeting spaces across the estate we were limited by our use of paper based traditional tools, including a to scale 3 D model to use in our encounters. When the opportunity came to develop digital tools from the website, VR headsets, tablets and QR posts dispersed across the estate this was a game changer. One of the key breakthroughs for us prior to that had been the 3D model of the estate and this attracted considerable interest in the workshops and community festivals we ran in Ester and Whitsun. However, for the team it was a nightmare carrying round a 70-pound model from one venue to another not least trying to fit in our car boots! Once we had a digital version of the design concepts that residents had shaped in 3 D on our website downloadable to our tablets and VR headsets then we were unleashing the full potential of our engagement strategy moving forward.*

*Whilst, the relative numbers of engagements in the pilot period over the summer were in around 20 we are now fully using the tools in our everyday engagement and expect to deliver a further 750 engagements before January through doorstep engagements, coffee drops ins and surgeries and stakeholder engagement where digital engagement will be centre stage in developing the options for the masterplan.” **Ifor Jones and Tim Evans, Resident Engagement Co-Leads***

## 7.7 The Pioneer Group PropTech Report

### Pro Tech Report

#### 1. Overview

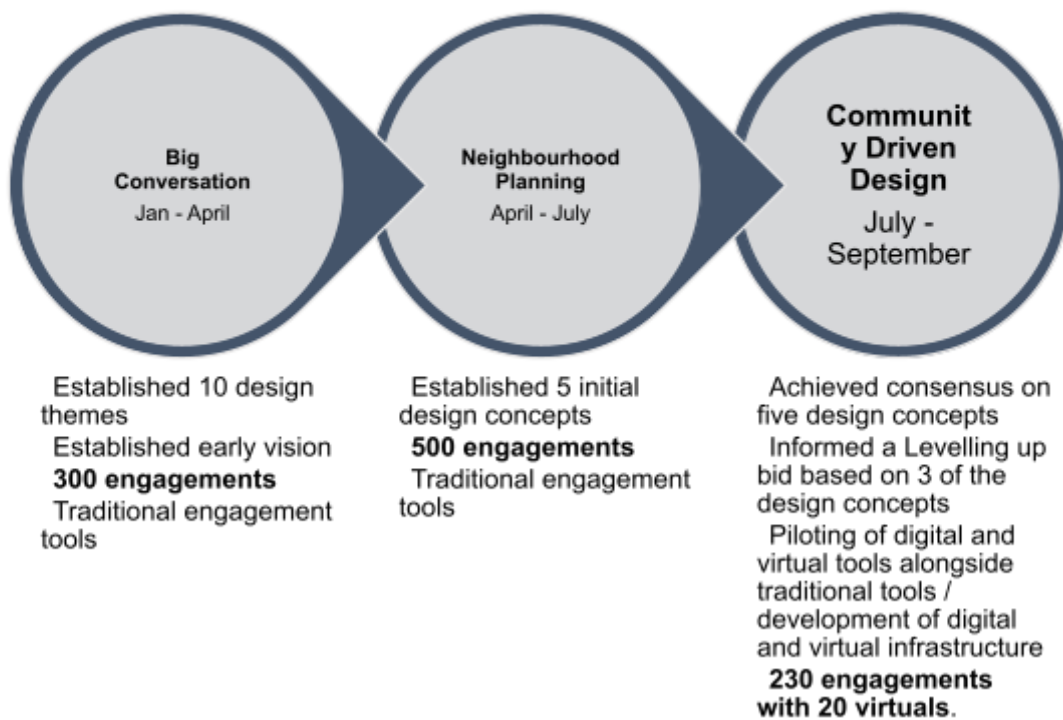
The Pioneer Group were appointed by Birmingham City Council in September 2021 to conduct resident engagement over a two-year period to inform the masterplan, planning applications and development procurement for the regeneration of Druids Heath and are now 13 months into the programme. The resident engagement approach has been focussed on *reaching out to every resident on the estate* through a *variety of methods* and *phases* of engagement. Up until May 2022, the tools used within the different engagement methods were traditional paper-based involving the use of paper maps, paper design boards, post-it engagements, a 3-D physical model.

The opportunities provided by Pro-Tech investment has enabled an additional dimension to the engagement programme enabling fieldworkers, regeneration staff and architects to take out three dimensional designs on to the doorstep, informal meeting spaces and community venues. The first phase of the rollout, over the summer, encountered a number of challenges such as tech glitches, procurement, website development and capacity building to enable staff and residents to engage using these new tools, which has been frustrating. However, the early digital and virtual engagements have shown the full promise of digital and virtual engagement, which are now fully mobilised for engagement approach, In addition the infrastructure, in terms of the website, the kit and training for fieldworkers is fully operational to take the application beyond piloting to full implementation.



Over 1200 people (residents and stakeholders) have engaged through each of these phases in just over 12 months and have been at the heart of the initial design process.

During this period, the engagement process has significantly shaped the initial design concepts.



Key to the approach to engagement has been face-to-face contact on either the doorstep, informal gathering points, workshops and larger community festivals. Prior to the introduction of Pro-Tech, this has been delivered through the use of display panels in workshops and festivals alongside the 3D model of the estate and portable estate drawings when door knocking or power point presentations at community meetings. This has worked well to a point but has presented limitations on realising the full potential of the model

*Paper and Physical Model of Engagement used in early phases of resident engagement (September 2021 to May 2022)*

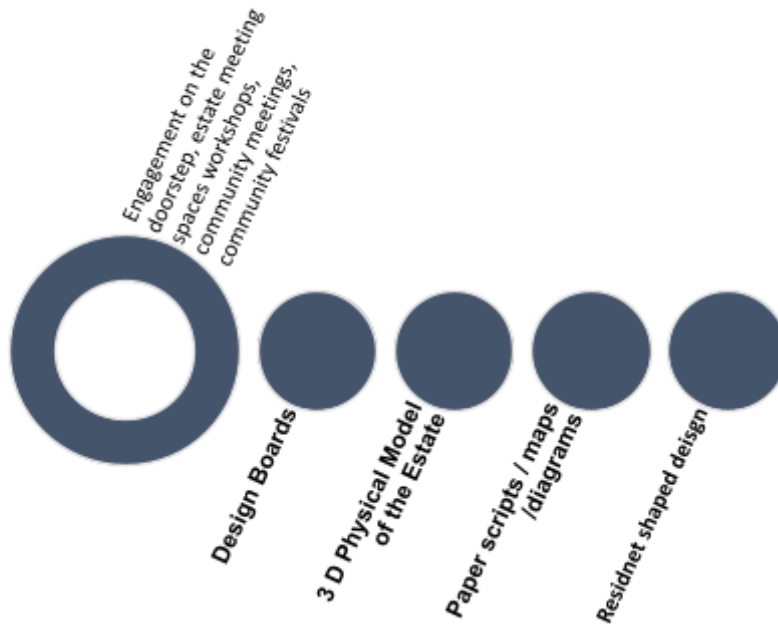
Through the engagement process, we have established with residents and stakeholders:

- An outline vision for holistic regeneration.
- Common themes including re-provision of high quality sustainable homes, close of alleyways/ improve pedestrian routes, secure back gardens, create active frontages and green spaces, enhance the village green and provide quality green spaces across the estate, improve accessibility and parking arrangements and provision of community amenities.

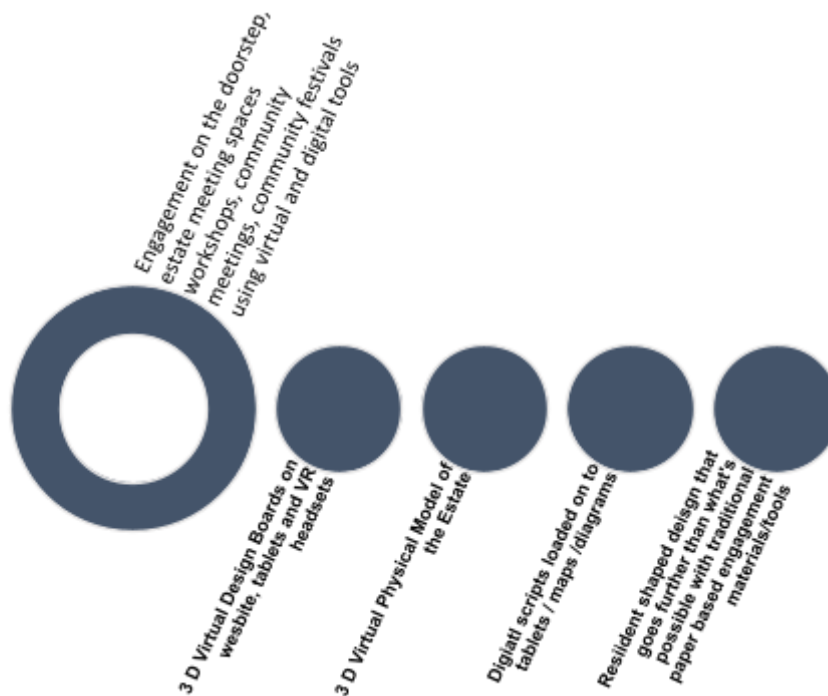




- Key design concepts including a footbridge over the Stratford upon Avon Canal, enhancements to the Village Green, a new Community Hub, new Sports Facility with changing rooms. These have informed a bid for Levelling Up funding.

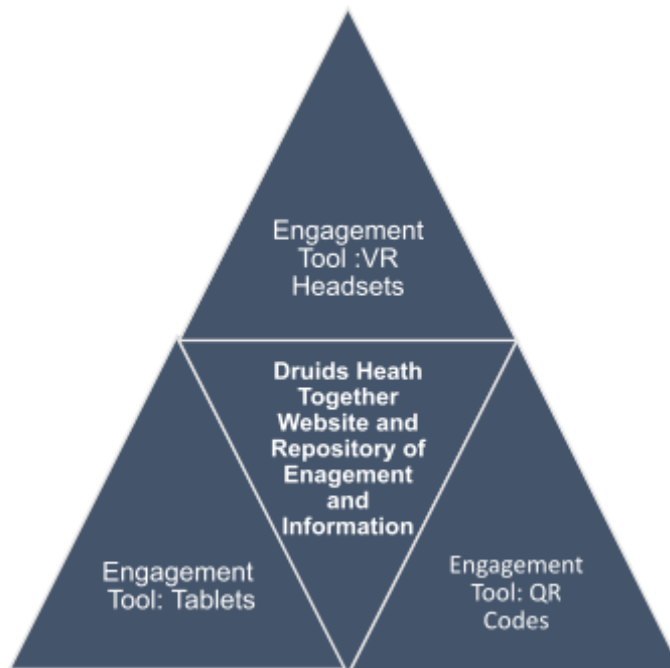


*Digital and virtual model with Pro-Tech funding used from June 2022 to date and for the remainder of the programme to September 2023*



## 2. Developing the infrastructure

Following the successful procurement process to bring on board a digital specialist, architectural design services and engagement specialist a platform with relevant tools was developed. This was based on three principal engagement tools and a website providing a repository of information generated through the engagement process.



The challenge of undertaking a procurement process, undertaking technical development work, loading the engagement information generated to date, taking forward tech development and undertaking training on the principal tools as well as maintaining momentum on the wider regeneration process has meant that we have only been able to test the principal tools in live engagement through fieldwork. Further progress on the mobilisation of the website as a repository for all regeneration information was made generating interest through hits throughout the summer period.

### 3. Piloting Prop-Tech tools being applied in the engagement programme

#### *Comments from the field work team*

*“The team have sought to channel the strong community connections within the area to use the skills and talents of local people to help shape the regeneration programme. The Prop-Tech has helped us widen participation and bring the regeneration programme to life. For Druids Heath residents we have engaged so far over the summer it has given them access to technology they have not experienced before and helped excite the engagement process. The project has also prompted a wider discussion around a potential digital inclusion strategy for the area, which has helped in the formulation of ideas on one of the key design principles around the proposed new Community Hub with a community led bid for a digital radio project targeting residents with limited IT skills. Overall, the project has helped residents to understand the overall vision, promoted innovative thinking in design process, reduced uncertainty and raised aspirations on what the regeneration can achieve and helped to inform an open spaces*



*strategy that seeks to make better use of the local green infrastructure”.* **Alan Crawford, Community Capacity Builder Lead.**

*“I feel like the use of VR was a good selling point to attract people in the engagement process although in terms of the actual experience or benefits at this early stage. In terms of particular engagements, two people came to the open spaces meeting with the hope of using the kit and were only partly satisfied as we encountered glitches. Later on in the summer, we were able to take the VR equipment and tablets to two of the main engagement events. At the first meeting, we again encountered some glitches with the VR kit, which did not allow people to progress beyond the home screen though it did give residents a feel for using the headsets and breaking down their fears of using VR. At the second event, after the initial tech glitches were resolved we were able to fully trial the headsets. One resident had been very nervous in using a headset with fears of being dizzy but seemed to enjoy the experience and it ended up helping her visualise the future regeneration plans”.* **Alicia Grande, Open and Green Spaces Engagement Lead”**

*“Clearly, working with the four schools I’m engaging with was not possible in the summer but moving forward I’m excited to be able to take the VR head sets and tablets into school settings as well as the two youth clubs I’m working with too. Prior to the summer holidays, I had trailed to the pupils and teachers that we would be bringing the VR headsets and tablets and they were really keen and motivated to pick up on the opportunities in using the kit”.*

**Paul Tucker, Children and Youth Engagement Lead.**

*“The whole thrust of our engagement approach has been engaging with all the residents and community stakeholders across Druids Heath to shape bottom up the design process that will lead for a masterplan and blueprint for regeneration. We started off the process by getting to know the lay of the estate in terms of its people and the key issues followed by an in depth conversation in every nook and cranny to shape principles that could inform the key themes that would provide building blocks for future design. Whilst we used a variety of methods from postal questionnaires to informal engagements in the local cafes and meeting spaces across the estate we were limited by our use of paper based traditional tools, including a to scale 3 D model to use in our encounters. When the opportunity came to develop digital tools from the website, VR headsets, tablets and QR posts dispersed across the estate this was a game changer.*

*One of the key breakthroughs for us prior to that had been the 3D model of the estate and this attracted considerable interest in the workshops and community festivals we ran in Ester and Whitsun. However, for the team it was a nightmare carrying round a 70-pound model from one venue to another not least trying to fit in our car boots! Once we had a digital version of the design concepts that residents had shaped in 3 D on our website downloadable to our tablets and VR headsets then we were unleashing the full potential of our engagement strategy moving forward.*

*Whilst, the relative numbers of engagements in the pilot period over the summer were in around 20 we are now fully using the tools in our everyday engagement and expect to deliver a further 750 engagements before January through doorstep engagements, coffee drops ins and surgeries and stakeholder engagement where digital engagement*



*will be centre stage in developing the options for the masterplan.” **Ifor Jones and Tim Evans, Resident Engagement Co-Leads***

#### **4. Incorporating Pro-Tech tools - moving forward**

Over the next phase of engagement, the digital and virtual engagement tools will be fully incorporated with a minimum of 50% of engagements taking using these tools – around 375 engagements. Now that we have a digital 3 D model of the estate and digital version five initial design concepts and will through the engagement process create further digital versions of additional design concepts we have the tools to engage residents and stakeholders in new ways which will create a better experience and perspective that can help shape, ultimately, a stronger resident-driven masterplan for the regeneration of Druids Heath.



## 7.8 Baseline Data from Consultation pre-2021

### 2017 Consultation

Public consultation surveys were provided to residents living within the area identified for regeneration. The surveys were posted to residents but were also made available on the Birmingham City Council's website. The surveys asked for current views of Druids Heath and also the views for the future of the area.

- 2572 questionnaires were sent out in January/February 2017 – see questionnaire attached
- 405 questionnaires were received back
- Please see summary of responses attached
- 16% return
- There were 2572 questionnaires were sent out in January/February 2017
- 405 questionnaires were received back
- That is a 16% response return

Key points from the consultation included the following:

- When asked about the overall impression of living in Druids Heath, the results of this was mixed with 42% being positive and very positive. 47% were negative or very negative.
- The main strengths of the area included, 12% well it was an attractive place to live, transport and accessibility with 83%, Open space and play facilities 61%, 48% shops, community spirit 22%, choice of accommodation and heating 17%, 2% felt there were job opportunities, 48% there was a choice of nurseries, schools and colleges in the area, 24% felt there was a choice of neighbourhood facilities, 38% felt there was good GP's, healthcare, community groups and venues in the area, 15% felt safe in the area and 20% felt proud to live in the area.
- The main weaknesses - 59% thought it was unattractive area, 47% lack of community spirit, 34% lack of choice and accommodation, 5% felt the transport and accessibility is poor, 14% felt the open space and play facilities were weak, 48% lack of job opportunities, 29% thought the shops were a weakness, 21% thought the choice of education including nurseries, schools and colleges needed improving. 19% felt there was a choice of neighbourhood facilities are weak, 52% did not feel safe in the area and 41% did not feel proud to live in the area.
- The regeneration of Druids Heath could bring the following benefits - 50% felt a better choice/mix of housing, 58% well designed homes that are easy to maintain, 35% felt that a new development would be well connected and integrated with the existing, 79% felt it would bring a safe and secure community, 32% thought the new development would encourage walking, cycling and use of public transport whilst minimising car use, 34% felt that the local infrastructure (schools, healthcare and roads) would accommodate the new development, 36% thought there was enough public open space, parks and play areas, 18% felt that planning for flood risk and climate change would be a benefit, 35% thought that there would be new local employment opportunities and better connections to places with existing jobs, 43% felt that the development would protect ecology, wildlife and trees. 35% access to community facilities (GP's, healthcare, community groups and venues)



- From the people that responded 18% lived in Bells Farm, 11% lived in Pennyacre, 24% live in Druids Heath East, 33% lived in Druids Heath South - the remainder were from neighbouring areas

Screenshot of the survey is included below:

**A Plan for Druids Heath**  
Public Consultation Survey  
Voice Your View

**Introduction**  
Birmingham City Council is working with Amec Foster Wheeler (with funding from the Homes and Communities Agency) to deliver a plan to regenerate Druids Heath Estate. Our work will set out how Druids Heath could be transformed in future into a modern, vibrant, safe and thriving community for existing and new residents. As part of this process, we need your help to assist our team in shaping the future of your community. We want to know what you think about Druids Heath as a place to live, both now and for the future.

- Please take a few minutes to complete this feedback and equalities monitoring form now and post your completed form in the Freepost envelope provided.
- Alternatively, you can complete an online version which can be accessed online at <https://www.birminghambeheard.org.uk/economy/5bea23a9> or by scanning the QR code (right).

Please note that the deadline for receipt of comments is Monday 13 February 2017.

**Birmingham City Council**

Homes & Communities Agency

amec foster wheeler

**Questions / Comments**

**1. What are your overall impressions of Druids Heath as a place to live now?**  
(Please tick one box only)

Very Positive  
 Positive  
 No View  
 Negative  
 Very Negative

**2. What do you think are the main strengths of Druids Heath as it is now?**  
(Please tick your top five existing strengths)

Attractive area  
 Community spirit  
 Choice of accommodation that is easy to maintain and heat  
 Transport and accessibility (walking, buses, bicycles and cars)  
 Open space (such as play facilities, parks and grassed areas)  
 Job opportunities  
 Shops  
 Choice of education (nurseries, schools and colleges)  
 Choice of neighbourhood facilities (GP's, healthcare, community groups and venues)  
 I feel safe  
 I am proud to live in Druids Heath  
 Other strength (please state below)

-----  
-----  
-----

**3. What do you think are the main weaknesses of Druids Heath as it is now?**  
(Please tick your top five weaknesses)

Unattractive area  
 Lack of community spirit  
 Choice of accommodation that is easy to maintain and heat  
 Transport and accessibility (walking, buses, bicycles and cars)

-----  
-----  
-----

Continued...

Open space (such as play facilities, parks and grassed areas)  
 Job opportunities  
 Shops  
 Choice of education (nurseries, schools and colleges)  
 Choice of neighbourhood facilities (GP's, healthcare, community groups and venues)  
 I do not feel safe  
 I am not proud to live in Druids Heath  
 Other weakness (please state below)

-----  
-----  
-----

**4. The regeneration of Druids Heath could deliver a number of local benefits.**  
(Please tick the top five benefits to you.)

A better choice and mix of homes in terms of size and ownership (including starter homes)  
 Well-designed homes that are easy to maintain and heat  
 New development is well connected and integrated with the existing community  
 A safe and secure community  
 Encouraging walking, cycling and use of public transport whilst minimising car use  
 Local infrastructure can accommodate new development (schools, healthcare and roads)  
 There is enough public open space, parks and play areas  
 Planning for flood risk and climate change (looking after the environment)  
 New local employment opportunities and better connections to places with existing jobs to support economic growth  
 Protecting ecology, wildlife and trees  
 Access to community facilities (GP's, healthcare, community groups and venues)  
 Other benefits (please state below)

-----  
-----  
-----

**5. Please use the space below to tell us about any specific issues, thoughts or comments you have on the regeneration of Druids Heath:**

-----  
-----  
-----  
-----  
-----  
-----  
-----  
-----  
-----

**About You**  
To help us gain an understanding of who has provided feedback, we would be grateful if you could tell us something about you.

**6. Where do you currently live?**  
(See map on page 1):

Druids Heath Estate – Bells Farm  
 Druids Heath Estate – Pennyacre  
 Druids Heath Estate – East  
 Druids Heath Estate – South  
 Maypole  
 Hollywood  
 Kings Norton  
 Kings Heath  
 Further afield (please state below)

-----  
-----

**7. If you live on the Druids Heath Estate – what is your property type?**

House  
 Flat  
 Bungalow

**8. Please select the following as appropriate to your status.**  
(Tick all that apply)

Tenant  
 Owner occupier  
 Local business person  
 Community group member  
 Councillor  
 Other (please state below)

**9. Please provide your name**

-----

**10. Address**

-----  
-----  
-----

**11. Postcode**

-----

**12. E-mail address**

-----

**13. I would like to get involved**

Yes  No

Note: Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. Therefore we will only use the data you provide for the purposes it was made available by you. Responses to questions will not be attributed to any individual. All responses will be anonymous. Personal information will not be passed to any third party.

**Next Steps**

Thank you for taking the time to fill in this survey: your comments will be very useful to our team in shaping our master plans and informing potential investment decisions. We will present our outline ideas for the estate at a Public Exhibition on the Estate in spring 2017. A final exhibition of the preferred options will be held in early summer 2017. Both of these events will provide further opportunities for feedback and input into the project.

The strategy will then be presented to Birmingham City Council Cabinet for final approval in late 2017.

**Thank you for your feedback.**



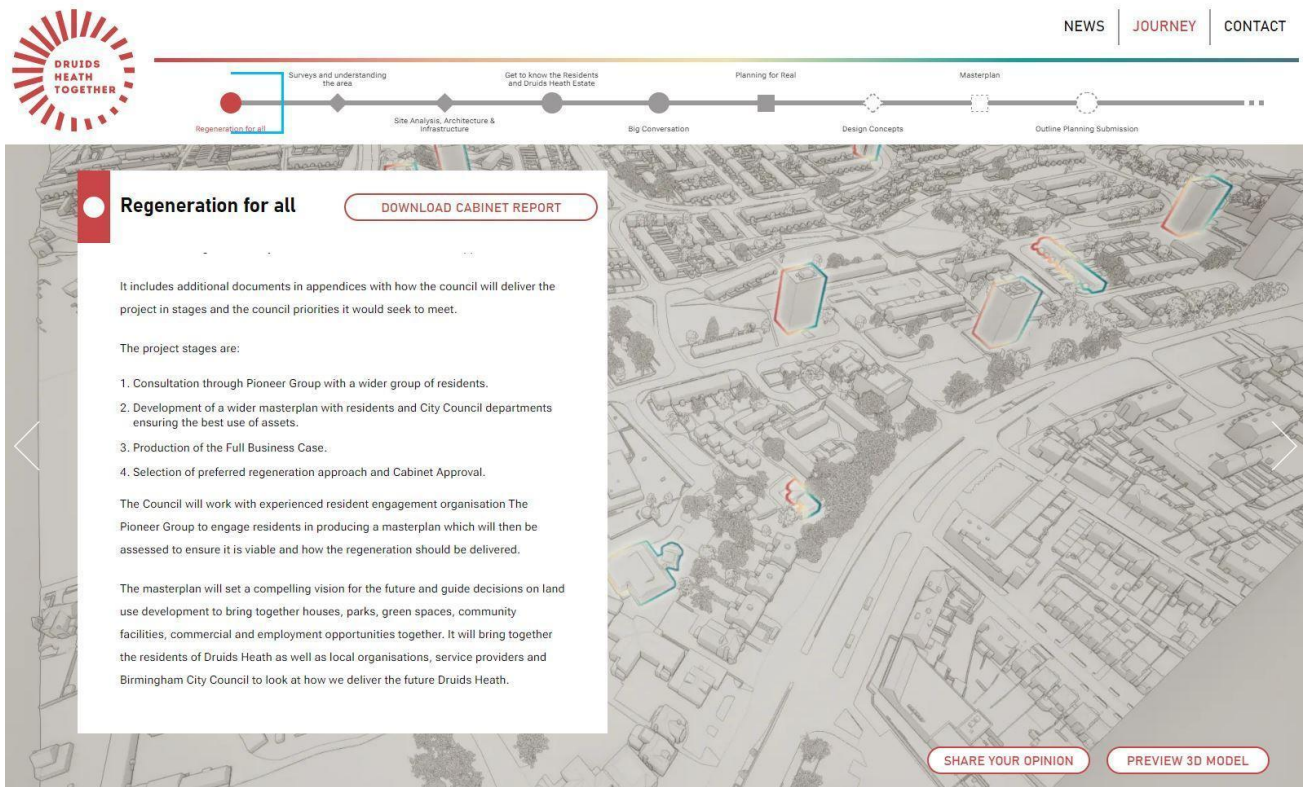
## 2017/18 Consultation

### **Second Survey and Public Consultation Sessions - November 2017 - February 2018**

In December 2017 BCC sent out a questionnaire to around 1,800 addresses in Druids Heath East and South. The questionnaire set out details of the three Preferred Options (A, B and C). Four public exhibition sessions were held during December 2017, January and February 2018. These sessions were well attended and offered residents an opportunity to view the three options, ask questions and express their views. 'Fly through' video imagery was also available at these sessions so that residents could see a 'before' and 'after' impression of the proposed changes including the significant impact on the area that would result from redevelopment of the tower block sites and Baverstock School site. The sessions were manned by Birmingham City Council Officers, and representatives from APC group and Wood plc.

Residents were able to complete the surveys during the public consultation sessions and ACP group undertook a number of door-step interviews to obtain people's views on the three options. In addition Birmingham City Council used the Be Heard website where people could find the information and fill in the questionnaire.

7.9 Screenshots of DruidsHeathTogether.co.uk website



**DRUIDS HEATH TOGETHER**

NEWS | JOURNEY | CONTACT

Regeneration for all | Site Analysis, Architecture & Infrastructure | Big Conversation | Planning for Real | Design Concepts | Masterplan | Outline Planning Submission

**Regeneration for all** [DOWNLOAD CABINET REPORT](#)

It includes additional documents in appendices with how the council will deliver the project in stages and the council priorities it would seek to meet.

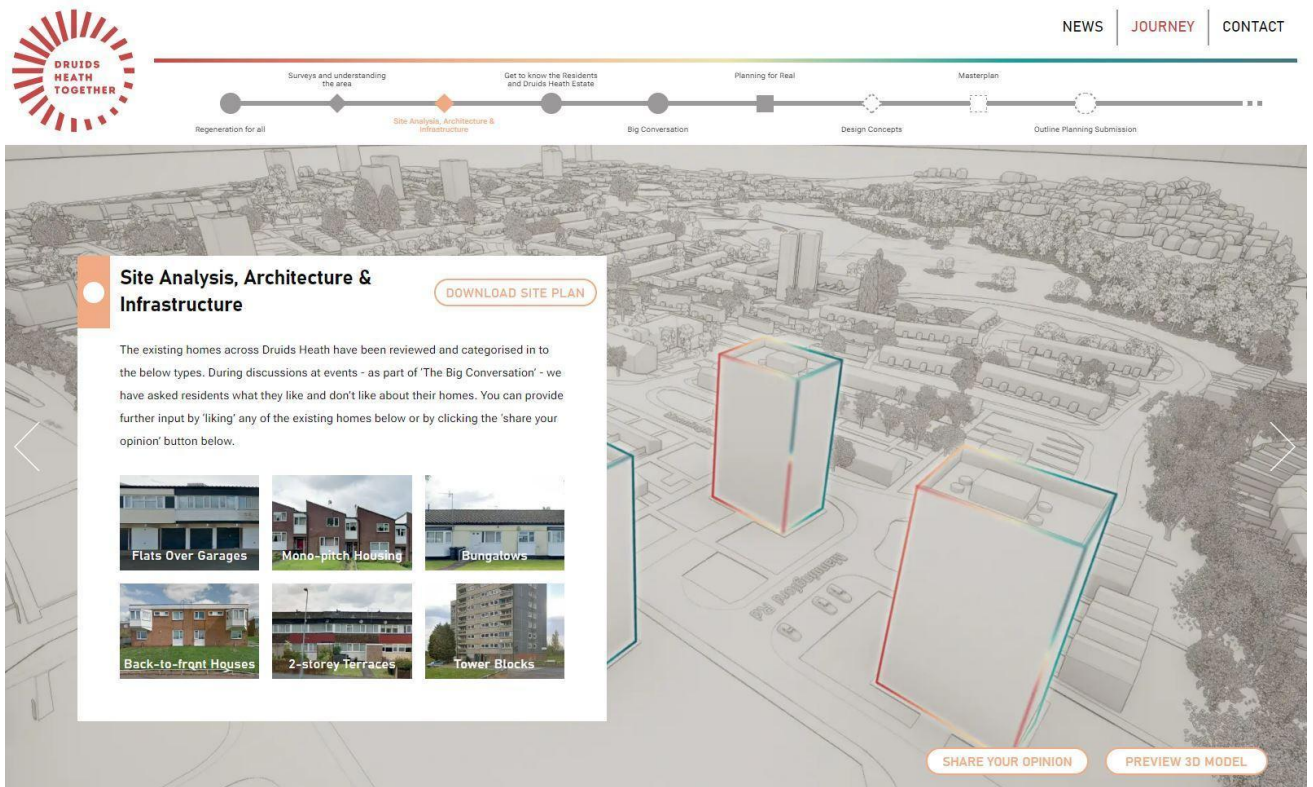
The project stages are:

1. Consultation through Pioneer Group with a wider group of residents.
2. Development of a wider masterplan with residents and City Council departments ensuring the best use of assets.
3. Production of the Full Business Case.
4. Selection of preferred regeneration approach and Cabinet Approval.

The Council will work with experienced resident engagement organisation The Pioneer Group to engage residents in producing a masterplan which will then be assessed to ensure it is viable and how the regeneration should be delivered.

The masterplan will set a compelling vision for the future and guide decisions on land use development to bring together houses, parks, green spaces, community facilities, commercial and employment opportunities together. It will bring together the residents of Druids Heath as well as local organisations, service providers and Birmingham City Council to look at how we deliver the future Druids Heath.

[SHARE YOUR OPINION](#) [PREVIEW 3D MODEL](#)









**DRUIDS HEATH TOGETHER**

NEWS | JOURNEY | CONTACT

Regeneration for all | Site Analysis, Architecture & Infrastructure | Big Conversation | Planning for Real | Design Concepts | Masterplan | Outline Planning Submission

**Site Analysis, Architecture & Infrastructure** [DOWNLOAD SITE PLAN](#)

The existing homes across Druids Heath have been reviewed and categorised in to the below types. During discussions at events - as part of 'The Big Conversation' - we have asked residents what they like and don't like about their homes. You can provide further input by 'liking' any of the existing homes below or by clicking the 'share your opinion' button below.

 Flats Over Garages	 Mono-pitch Housing	 Bungalows
 Back-to-front Houses	 2-storey Terraces	 Tower Blocks

[SHARE YOUR OPINION](#) [PREVIEW 3D MODEL](#)



## 7.10 Perry Barr 2040 Engagement Strategy Overview – July 2021

### **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)	<p>Internal - Senior officers; technical leads across all departments/themes.</p> <p>Partners - Regeneration partners (WMCA, TfWM, GBSLEP, Homes England, Sports England); Birmingham 2022 Organising Committee.</p> <p>Public sector agencies representing health, transport, housing, highways, environment, leisure, heritage, culture, arts, employment and others.</p> <p>Education providers including schools, colleges, universities and training providers.</p>
Private sector	<p>Local businesses in Perry Barr and adjoining areas</p> <p>Utilities providers</p> <p>Potential investors</p>
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

- 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)



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



7.11 Perry Barr 2040 engagement lessons learned – notes from informal chat with project lead officer.

Key lessons:

- Be clear why talking to people
- Don't underestimate people's ability to understand and misunderstand. Rumours circulate and so either tell people everything or when people will be able to find out. Say what you are going to do and do it.
- There are no shortcuts, you have to speak to people. Get to know key individuals and the right people.
- One standard questionnaire wont work.
- Key point to getting best out of people is talking and reassuring. Explain you won't make a note of every conversation and encourage formal responses.
- Be clear with people about what they can and cannot influence. There may be some things which are fixed and cannot be changed. Evidence is key to help explain.
- Keep people content – explaining there is going to be an impact but you have a plan. Be clear on language and words such as may or could.
- Language barriers – find out as much about community you will speak to
- Why are you talking to people and when
- Keeping people informed – tell them and also explain if you want something from them.



## 7.12 Design Concepts created from resident engagement.

These five design concepts were created from The Pioneer Group led good life conversations and resident engagements with over 1000 residents in three phases.

- 1) Big conversations - January to April 2022- where we generated what the key ingredients for a good life are for residents and stakeholders. We've undertaken in depth conversations right across the estate and carried out a survey of residents.
- 2) Neighbourhood Planning - Easter 2022 - where we presented some key design principles to residents and stakeholders and used a 3D model of the estate to explore with residents how these principles could translate into design ideas.
- 3) Neighbourhood Planning – May to September 2022. We presented some initial ideas to residents and stakeholders and listened to your feedback to refine these. We have used the physical 3D model of the estate as well as begun using our digital tools including virtual reality headsets and the virtual model on the website.

The five concepts are:

- Village Green Enhancements and Bridge Connection
- Public Square with Opportunities for Start-Ups and Shops
- Sports Pitches and Community Amenities
- New Sustainable Tenure Blind Homes and Local Parks
- Safer Streets



Design Concept: New Sustainable Tenure-Blind Homes and Local Parks





Design Concept: Public Square with Opportunities for Start-Ups and Shops



Design Concept: Safe Streets

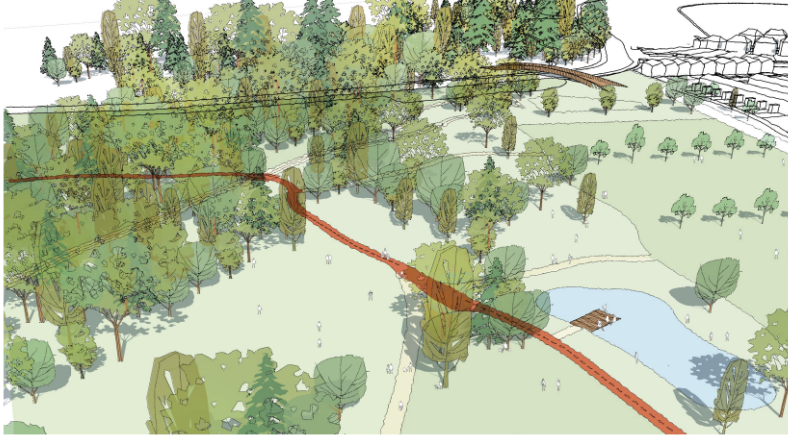


Design Concept: Sports Pitches and Community Amenities





**Design Concept: Village Green Enhancements and Bridge Connection**





### 7.13 Headlines from the Big Conversation, resident engagement undertaken by The Pioneer Group

- People are aware about the regeneration process and want more information about it including how to be involved.
- Safety is a major priority from reducing crime and antisocial behaviour, visible drugs and alcohol abuse to scramblers, dumping of bulky refuse and environmental blight on open spaces.
- Open spaces are cherished but residents want to see a balance of usable green space e.g. local micro parks, play areas and green corridors giving access to neighbouring communities and the canal.
- Future of local schools is key and ensuring that the school roll doesn't make them viable and there is a sense of loss around losing the secondary school – Baverstock.
- The current design of the estate and of homes is not popular.
- People want to see the regeneration serving current and future housing needs.
- Take account of the slopes and undulating landscape particularly for older people.
- Interest in a range of tenures including but more detailed engagement needed.
- Community centres (Manningford and Spearhead), the library and youth club must be integral to the regeneration.
- Local shops are liked and people happy with access to shops.
- Interest in the low rise blocks being included.
- Kath's café is much loved by all.
- Absence of sports and leisure facilities is a concern as is playing pitches and local sports clubs.
- Interest in having good quality green homes that are sustainable and economic to run in terms of utilities bills.
- Public transport is generally good though journey to secondary schools can involve 2 buses.
- Lack of a local economy and employment opportunities beyond retail.



## 7.14 Pioneer Group Specification of Works

### **Prop Tech Project – The Pioneer Group Response to the Specification of Works**

28/4/2022

#### **1. Introduction**

The Pioneer Group delivery team are now in the third quarter of our two year contract for delivery of the Resident Engagement programme relating to the City Council's ambition and strategy to undertake holistic comprehensive regeneration of the Druids Heath estate. In the first quarter working with the BMHT development team our focus was on familiarization with the estate, the key stakeholders, range of residents groups, community organizations, the ward Councillor and wider residents. Following the agreement of the Cabinet report in December 2021, confirming the intention to bring about holistic regeneration and undertake master planning within a defined red line area, we commenced a more intensive engagement programme with three phases:

Phase 1a and 1b comprised a Big Conversation and runs up to the 6<sup>th</sup> May 2022. This has included some 400 engagements across the estate with individuals and groups including local schools culminating in to pre master planning concept events over Easter. This will shape a brief for the BMHT team and appointed architects and project management to develop worked up master planning concepts informed by residents' and stakeholders' vision and thematic priorities. These will be explored in depth in the lead up to and during a week-long community planning during Summer Half Term which forms phase 2 of the programme culminating in the refinement of those master planning concepts into a worked up masterplan for consultation in the first two weeks of the summer holidays which forms phase 3.

The opportunity to access the digital tools and platforms linked with the successful Prop Tech will enhance significantly our engagement reach across the estate, schools, community groups and stakeholders. As the engagement team we will be able to take out the model of the estate and the range of emerging options and concepts into the heart of the community and feedback the results on to the digital platform. While this will add to the overall project inputs the agreed remuneration for all requirements of The Pioneer Group in the Specification will enable us to adequately deliver this and lead to an engagement programme that is more inclusive ultimately yielding better data and feedback and overall a regeneration programme that is better informed with the needs and requirements of residents and stakeholders.

#### **2. Detailed Proposal**

We have established a team of engagement practitioners with the requisite skills to undertake all the technical and professional requirements of the current brief as well as the additional requirements presented by the ProTech bid. The overall programme direction is provided by the Head of Partnerships, Ifor Jones with the fieldwork lead provided by Tim Evans, a leading practitioner of asset based community development and engagement. The



fieldwork team have the balance of thematic expertise for the regeneration, engagement, research, capacity building and analysis.

Key elements of the programme specification and our role in delivering this area as follows:

**(a) Contract management and administration**

- With the contract being managed by BCC, the Pioneer Group will deliver this.
- The Pioneer Group will undertake the necessary procurement of the architects who will be required to procure a suitably qualified digital specialist and have the necessary approvals in place to fast track this. Thereafter, the contract will be managed through reports by exception at the preexisting Programme Board, chaired by Capita which are held fortnightly. This will relate to the Pioneer's contracted responsibilities for the programme.
- The Pioneer Board will issue an SLA to the architect who will be required to hold a similar SLA with the digital specialist. The SLAs will relate specifically to the requirements in the specification provided by Birmingham City Council. Additionally, the Head of Partnerships will engage with the appointed architect on a monthly basis and review programmer outputs from themselves and the digital specialist.
- The architect, digital specialist, The Pioneer Group will regularly review the project evolution of the programme through workshops and participate in training.
- A protocol for the provision of information via The Pioneer Group and the uploading of that information and the adjustment of design concepts will be adhered to in terms of timelines and reviewed at project meetings.
- The digital specialist through their SLA will need to commit to the management of the website for a period of 36 months and this will be reviewed by The Pioneer Group periodically beyond the end of programme in September 2022.

**(b) Design**

The Pioneer Group will ensure that project branding is adhered to within the existing branding for Druids Heath. The content on the website will:

- Reflect the pathway from a residents' and wider community perspective and be updated with clear, readable, informed content based on the live engagement programme showing how the baseline physical and digital model of the estate is developed with design concepts consistent with the feedback provided with residents through all phases of the master planning engagement programme.
- This will include background information, data relating to Druids Heath.
- It will also include photographs and film footage relating to the engagement process adhering to data protection requirements and protocols.

**(c) Virtual Reality and engagement**



Through the procured architect and digital specialist, the Pioneer Group will shape a 3D model to create a virtual reality environment which will be regularly updated reflecting the input of residents through the engagement process and made accessible to residents, wider community and stakeholders via computer screen, laptop, tablet and virtual reality headset.

Information will be provided on how to use and upload the digital kit to view and interact with the master planning design concepts. Account will be taken of digital inclusion issues and steps taken to support ready use of all tools. Staff will be appropriately trained to use the equipment as an engagement resource. They will use the kit to its full potential to reach out and make the engagement process more inclusive and interesting including with groups who do not typically engage in traditional face to face engagements.

**(d) Augmented reality**

The Pioneer Group will work with the project team to identify appropriate locations (x10) within the defined master plan area and enable residents and the community to interact with a preview of the future scenario for that part of the estate.

**(e) Video/CGIs/Sketches**

The Pioneer Group will by working with the architect and digital specialist develop the immersive 3 D environment enabling effective video and image extraction. The Pioneer Group Engagement Team will ensure that the captured media forms provide a record of consultation and will ensure that all consultation information is uploaded working with the architect and digital specialist.

**(f) Training**

The Pioneer Group will ensure engagement staff and stakeholders are suitably trained to operate the range of digital tools to best effect and use these effectively with consultees.

**(g) Meetings and Reports**

The Pioneer Group will commit to the required reporting arrangements including data analysis working with the architect and digital specialist.

**(h) Engagement Programme**

The programme delivery will align with the existing Pioneer Engagement Programme. All published material will be signed off appropriately by BCC AND Pioneer Project / Programme Directors.

**(i) Website monitoring and evaluation**

The Pioneer Group will collate data from the website for the purpose of analysis and evaluation and work up a scission strategy setting out how the tools and platform can be sustained as a tool for communication and engagement beyond the lifetime of the



programme. This will include documenting programme deliverables, success and impact. digitally excluded residents, older and younger persons and hard to reach groups; how greater certainty is generated capturing realistic aspirations for the master planning, inform the open spaces strategy and produce a final report.

### (j) Costs

The programme will be delivered within the budget ceiling of £66,468.

The cost elements will be:

- Pioneer Group £12,000 plus VAT
- Architect and Digital Specialist £43,390 plus VAT

### (k) Programme Deliverables

The Pioneer Group will ensure delivery of the tasks, milestones and spend profile as specified in the table below:

#### **Overall tasks, milestone and spend profile**

<b>Milestone</b>	<b>Date</b>	<b>Spend</b>
Develop Website	April – 30 June	Q1
Kick off meeting with Parametrix / BM3	13 May	Q1
Training	24/25/26 May	Q1
Install Timber Posts	w/c 30 May	Q1
Develop Interactive and Input Phase 1a Information / Data	9 May	Q1
Develop VR & AR	April –Mid May?	Q1
Develop Interactive and Input Phase 1b Information / Data	10 May	Q1
Develop Interactive and Input Phase 2 Information / Data	21 June	Q1
Develop Interactive and Input Phase 3 Information / Data	21 July	Q2





Upload final stage Masterplan	24 August	Q3
Monitoring & Evaluation	9 September 2022	Q3

For Jones.

**Programme Director, Head of Partnerships, The Pioneer Group**



7.15 –Pioneer Engagement Plan – January 2022

**Druids Heath Engagement Plan Phasing**

**Pioneer Engagement Team**

Phase	Summary and dates	Script for engagement	Tools	Conversion – Data / Evidence (OSF)
<b>Master planning</b>				
1	<p><b>Big Conversation</b> – informal engagement estate wide</p> <p>Engagement team will have printed handouts of the engagement script (next column) and these will be produced on display boards to run at community events.</p> <p><b>Jan-April</b></p> <p><b>Engagement objectives</b></p> <ul style="list-style-type: none"> <li>• Wider engagement from residents and stakeholders</li> <li>• Understand resident and stakeholder issues</li> </ul>	<ul style="list-style-type: none"> <li>• Information summary / Q&amp;A on master planning process – it's happening:                             <ul style="list-style-type: none"> <li>o Cabinet agreement to commence master planning and parts of the procurement process for the regeneration of Druids Heath</li> <li>o Phasing</li> <li>o Tower Block refurb</li> <li>o Holistic regeneration</li> <li>o Meet housing needs now and in future</li> <li>o Early win sites</li> <li>o Improve quality of life</li> <li>o Commitment to engagement of residents and stakeholders in the regeneration process</li> </ul> </li> <li>• Who we are / role summary – Pioneer</li> </ul>	<ul style="list-style-type: none"> <li>• Fliers / newsletter</li> <li>• Social media</li> <li>• Outreach work</li> <li>• Enabling support – groups etc.</li> <li>• Engagement team advisors</li> </ul>	<ul style="list-style-type: none"> <li>• Use of purpose designed record of engagement OSF as systematic reporting tool</li> </ul>



	<ul style="list-style-type: none"> <li>• Inform the development of thematic masterplan principles</li> <li>• Create momentum and buy in with residents and stakeholders</li> <li>• To raise awareness of the forthcoming master planning and community planning process/events</li> </ul> <p><b>Outcome:</b> Write up of a cross thematic vision by mid-March to shape masterplan principles and the community planning consultation</p>	<p>Engagement Team and BCC Teams and engaged parties</p> <ul style="list-style-type: none"> <li>• Our objectives             <ul style="list-style-type: none"> <li>o Understand the physical, social and economic issues for residents and stakeholders in Druids Heath</li> <li>o To develop a common vision for the estate building consensus</li> <li>o To reach and engage a range of residents and stakeholders where they live, congregate through a variety of methods and opportunities</li> </ul> </li> <li>• Inclusive approach – outreach to all parts and places; outreach to venues, shops, faith points, cafes, gathering community points, events and meetings and schools. Use different times, plain English.</li> <li>• Asset/strengths based approach – work with the gifts of every resident.</li> </ul> <p>Two key interventions are planned in this phase.</p> <p><b>(a) Good life conversations</b></p>		
--	--	---	--	--



		<p>Before commencing the exploration of thematic issues in detail, the Pioneer Team will undertake good life conversations in every nook and cranny of the estate with residents, community groups and schools.</p> <ul style="list-style-type: none"> <li>• What is a good place to live? – exploring this in the themes below</li> <li>• What gifts and skills do people have on the estate?</li> </ul> <p><b>(B) Thematic vision</b></p> <p>These discussions will focus on seven themes with the aim of shaping a cross thematic vision of the regeneration and some founding principles for the masterplan / community planning.</p> <p><b>1. Housing</b> Tell us about your home? <i>With a storyboard drawing on the Newtown consultation:</i></p> <p>Type (flat /house – tower block, maisonette etc.). <i>From pictures of house types.</i> Condition Layout Size Outside space Security</p> <ul style="list-style-type: none"> <li>• Do you like your home?</li> <li>• Do you want to stay in Druids Heath?</li> </ul>		
--	--	--	--	--



		<ul style="list-style-type: none"> <li>• Do you want to rent a home in Druids Heath?</li> <li>• Do you want to buy your home in Druids Heath? <i>There will be different types of home ownership options available such as Rent to Buy and Shared Ownership.</i></li> </ul> <p><b>Suggestions and comments:</b> Please advise or write any suggestions on this theme.</p> <p><b>2. Moving around</b></p> <p>Tell us about how you get around? (on and off the estate)</p> <ul style="list-style-type: none"> <li>• Do you use public transport for</li> <li>• Getting to work</li> <li>• Doing my shopping</li> <li>• Going to school or college</li> <li>• Visiting friends</li> <li>• Cultural or faith activity?</li> <li>• How easy is it to get around the estate at the moment?</li> <li>• How do you do this?</li> <li>• Walk, Cycle, Drive</li> </ul> <p><b>Buses</b> What are the main buses you use? Are there enough bus routes? Are the bus stops safe?</p> <p><b>Cars</b></p> <ul style="list-style-type: none"> <li>• How many cars does your household have?</li> </ul>		
--	--	--	--	--



		<ul style="list-style-type: none"> <li>● Do you have an electric or hybrid vehicle?</li> <li>● Would you like to see charging points on the new estate for electric vehicles?</li> <li>● Is it safe to park on the street?</li> <li>● Is there sufficient parking for cars?</li> <li>● Are there sufficient traffic calming measures?</li> </ul> <p><b>Cycles</b></p> <ul style="list-style-type: none"> <li>● Do you or your household own or rent a bike?</li> <li>● Is this a traditional or electric bike?</li> <li>● Do you use your bike to commute off the estate?</li> <li>● Are there sufficient bike lanes for your routes off the estate?</li> <li>● Are there enough safe designated cycle tracks on the estate?</li> <li>● Do you feel safe cycling on the estate? Off the estate?</li> </ul> <p><b>Pedestrian</b></p> <ul style="list-style-type: none"> <li>● Are there sufficient pedestrian routes within the estate?</li> <li>● Are there walking routes off the estate to get to shops, public transport, the local centre or your place of work?</li> <li>● Do you feel safe walking around the estate – walking paths and roads?</li> </ul>		
--	--	--	--	--



		<p><b>Suggestions and comments:</b> Please advise or write any suggestions on this theme</p> <p><b>3. Community and Local Facilities</b> Tell us about your community facilities <i>Pics/storyboard of each</i> – Manningford, Bells Far, CA, Youth Centre, Library Under each:</p> <ul style="list-style-type: none"> <li>● What do you like about this amenity?</li> <li>● How could it be improved?</li> <li>● Are they in the right place to meet the community's needs?</li> <li>● Is there an opportunity to start from scratch and create one or two hubs?</li> <li>● Library and Youth Centre together</li> <li>● Centres together or in different parts of the state</li> </ul> <p>What services / facilities for the community are missing in Druids Heath? <i>Prioritise: 1- essential, 2 desirable 3. Not important</i></p> <p><b>Leisure:</b></p> <ul style="list-style-type: none"> <li>● Gym</li> <li>● Sports hall</li> </ul>		
--	--	---	--	--



		<ul style="list-style-type: none"> <li>● Dance studio</li> <li>● Boxing ring / Martial arts space</li> <li>● Football pitches (astro / grass)</li> <li>● Cricket</li> <li>● Netball</li> <li>● Indoor / Outdoor Bowls</li> <li>● Cycling e.g. BMX / outdoor velo</li> </ul> <p><b>Community</b></p> <ul style="list-style-type: none"> <li>● Meeting / Community Room</li> <li>● Hire space for community groups</li> </ul> <p><b>Community amenities</b></p> <ul style="list-style-type: none"> <li>● Library</li> <li>● Youth Club</li> <li>● Adult Learning</li> </ul> <p><b>4. Overall Estate Design</b></p> <p>What do you think of the current design of the estate?</p> <ul style="list-style-type: none"> <li>● Too many tower blocks</li> <li>● Too many maisonettes in the centre of the estate</li> <li>● Homes not fit for purpose – beyond lifecycle repair</li> <li>● Poor road layout</li> <li>● Parking</li> <li>● Walking and cycling routes insufficient</li> <li>● Don't feel safe within blocks / maisonettes and within the estate</li> <li>● Lack of a coherent and distinctive centre for the estate for leisure, shopping and other amenities</li> </ul>		
--	--	--	--	--





		<p><b>5. Environment</b>                  What do you think about your open and green spaces on Druids Heath?                  They are</p> <ul style="list-style-type: none"> <li>● One of the best assets on the estate</li> <li>● The regeneration should replicate no net loss and ensure there is a bio diversity net gain<sup>1</sup></li> <li>● The regeneration should improve the quality of green spaces overall</li> <li>● The regeneration should bring about better community use of green spaces                         <ul style="list-style-type: none"> <li>○ Opportunity to walk and relax</li> <li>○ Access to the river and canal</li> <li>○ Enhance the Dell</li> <li>○ A conservation area or nature reserve</li> </ul> </li> </ul>		
--	--	--	--	--

<sup>1</sup> Biodiversity net gain is an approach to development and or land management that aims to leave the natural environment in a measurably better state than it was before hand



		<ul style="list-style-type: none"> <li>o A micro park</li> <li>o Protect and vale wildlife and biodivers ity</li> </ul> <p><b>6. Shopping</b></p> <p>Tell us about where you shop  <i>Storyboard picture of retail outlets</i>  <i>Shops within Druids Heath</i>  <i>Maypole</i>  <i>Kings Heath</i>  <i>Other</i></p> <p>What would you like to see on the new estate for shopping?</p> <ul style="list-style-type: none"> <li>● Shops in different parts of the estate?</li> <li>● A distinctive centre easily accessible for all – no more than a 20-minute walk?</li> <li>● What types of shop would you like to see</li> <li>● A metro supermarket?</li> <li>● Independents?</li> <li>● Independent cafes such as the much loved Kath's Café</li> </ul> <p><b>7. Economy and jobs</b></p> <p><b>Are you currently in:</b></p> <ul style="list-style-type: none"> <li>● Education – school or college?</li> <li>● Full time or part time employment?</li> <li>● Unemployed?</li> <li>● Retired?</li> </ul>		
--	--	--	--	--



		<p>If you are working do you work in:</p> <ul style="list-style-type: none"> <li>• Public services e.g. local school council?</li> <li>• Local charity</li> <li>• Retailor social enterprise?</li> <li>• IT?</li> <li>• Other private sector?</li> </ul> <p>Do you work on or around the Druids Heath estate?</p> <ul style="list-style-type: none"> <li>• Within 2/3 miles of the estate?</li> <li>• More than 2/3 miles off the estate?</li> </ul> <ul style="list-style-type: none"> <li>• What local or accessible employment opportunities would you like to see?</li> <li>• Green technology?</li> <li>• Manufacturing?</li> <li>• Retail/business?</li> <li>• Social enterprise?</li> <li>• Start-up SME?</li> </ul> <p>What skills and adult learning would help you develop your career?</p> <ul style="list-style-type: none"> <li>• IT</li> <li>• Literacy</li> <li>• Numeracy</li> <li>• Customer service</li> <li>• PI Specify:</li> </ul>		
2	<b>Big Conversation Continued and Community Planning Engagement</b>	<p>Presentation of engagement feedback from phase 1 – design principles for master plan and vision – on exhibition boards and summary report</p>	<ul style="list-style-type: none"> <li>• Fliers / newsletter</li> <li>• Social media</li> <li>• Outreach work</li> </ul>	<p>Use of purpose designed record of engagement OSF as systematic reporting tool</p>



	<p><b>April – end June</b></p> <p>Finalise vision and principles for master planning</p> <p>Consult on strategic options including:</p> <p>Removal of pylons Additional demolition Etc (BM3 ADVISING)</p> <p>Start of master planning phase</p> <p><b>Outcome:</b> Report summarising masterplan design principles and vision together with feedback on strategic options.</p>	<p>Community planning roadshow events within a programme of estate events / mini festival (Easter)</p> <ul style="list-style-type: none"> <li>• Druids Heath Library and Youth Centre</li> <li>• Schools</li> <li>• Manningford</li> <li>• Bells Farm</li> <li>• Outdoor</li> <li>• Outreach with digital tools (if funding secured)</li> </ul>	<ul style="list-style-type: none"> <li>• Enabling support – groups etc.</li> <li>• Engagement team advisors</li> <li>• Estate model for the community planning</li> <li>• Digital tools funding application successful for</li> <li>• Estate events and mini festivals</li> </ul>	
<p><b>3</b></p>	<p><b>Community Planning Consultation</b> <b>July – August</b></p> <p><b>Final consultation:</b></p> <p>Masterplan principles and vision and options for</p>	<p>Display – digital and physical model in main community sites</p> <p>Consultation meetings</p>	<ul style="list-style-type: none"> <li>• Fliers / newsletter</li> <li>• Social media</li> <li>• Outreach work</li> <li>• Enabling support – groups etc.</li> <li>• Engagement team advisors</li> </ul>	<p>Use of purpose designed record of engagement OSF as systematic reporting tool</p>



	<p><b>Outcome:</b> Report on principles, vision and masterplan option from community planning. Informs Cabinet Report.</p>		<ul style="list-style-type: none"><li>• Estate model for the community planning</li><li>• Digital tools funding application successful for</li><li>• Estate events and mini festivals</li></ul>	
--	--	--	---	--

