

6 Socio-Economic Issues

6.1 Introduction

This chapter presents a review of the relevant national, regional and local policy objectives with regard to socio and economic considerations, and details the current social and economic conditions of the application site and surrounding area to establish the base case against which the significance of the socio-economic effects from the Proposed Development can be examined.

6.2 Legislation and Policy Context

A number of social and economic policy documents, area assessments and regeneration strategies have been produced, by a range of organisation, which together set out the social and economic policy context for the area. The key policy documents relevant to the study area, in descending order of national to local scale are:

- National Planning Policy Framework (NPPF)¹;
- Birmingham Unitary Development Plan (UDP) 2005²;
- Birmingham Local Development Framework^{3 4 5 6};
- The Big City Plan⁷; and
- Digbeth, Deritend and Bordesley High Streets Conservation Area Character Appraisal & SPD⁸.

1 Department for Communities & Local Government, (2012), National Planning Policy Framework.

2 Birmingham City Council, (2005), The Birmingham Unitary Development Plan.

3 Birmingham City Council, (2006), Parks & Open Space Strategy

4 Birmingham City Council, (2001), Places For All

5 Birmingham City Council, (2001), Places for Living

6 Birmingham City Council, (2007), Public Open Space in New Residential Development

7 Birmingham City Council, (2011), The Big City Plan.

8 Birmingham City Council, (2009), Digbeth, Deritend and Bordesley High Streets (Digbeth/Deritend) Conservation Area Character Appraisal & Supplementary Planning Policies.

6.2.1 National Policy

National Planning Policy Framework¹

The NPPF sets out 13 key objectives that will ‘*deliver sustainable development.*’ Those objectives that are most relevant to this chapter are as follows:

Objective 1: Building a strong, competitive economy: Significant weight should be placed on the need to support economic growth in the planning system. Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or a lack of infrastructure, services or housing.

Objective 6: Delivering a wide choice of high quality homes: LPAs should plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community.

Objective 8: Promoting healthy communities: Planning policies and decisions should promote social interaction, including through mixed use developments, strong neighbourhood centres and active street frontages which bring together those who work, live and play in the vicinity; safe and accessible environments where crime or fear of crime do not undermine quality of life, and which encourage active and continual use of public areas; and should ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community.

6.2.2 Regional Policy

Birmingham Unitary Development Plan (UDP)²

The Unitary Development Plan for Birmingham contains policies and proposals that currently guide development and land uses across the City and is the existing Development Plan for Birmingham.

In time, the UDP will be replaced by the Birmingham Development Plan and other key planning policy documents that are currently being prepared, known as Development Plan Documents.

However, until the BDP is approved, the UDP and its saved policies will continue to guide development and land uses in Birmingham.

From the UDP, the following has been considered relevant to this socio-economic assessment of the Proposed Development;

"2.14A The City Council recognises that there are clear links between the quality of the environment and the quality of people's health. Poor housing, traffic and air borne pollution and high levels of urban deprivation have all been shown to contribute to medical problems and poor health. Conversely, access to open space, sport and recreational facilities are important in being able to offer opportunities for physical exercise thereby promoting healthier living."

"2.22 ... To a large degree the prosperity of the whole City will depend on the vitality of the City Centre which is by far the most important concentration of economic, cultural and administrative activity within the West Midlands Region..."

2.23 The City Centre must, therefore, be encouraged to develop and prosper, building on its strengths and by urgently addressing its weaknesses.

2.24 There is a need to exploit the City Centre's strengths by...

Maintaining and enhancing the City Centre's role as the regional shopping centre through the promotion of quality and specialist retailing..."

"2.37 The City Council will ... seek to ensure that the benefits of new development and renewal are spread as widely as possible throughout the community particularly to those groups in greatest need. The UDP is concerned to promote and encourage new investment - but as has already been noted it is not the intention to attract new development for its own sake. The key to success will be to ensure that new activity and new development help to strengthen Birmingham's economy and improve its environment to the benefit of all who live in the City."

"3.14 high standard of design is essential to the continued improvement of Birmingham as a desirable place to live, work and visit. The design and landscaping of new developments will be expected to contribute to the enhancement of the City's environment. Good design may also help to promote and secure sustainable forms of development."

"3.14D Applications for new development will be assessed against the following principles:

...

Mixed uses will be encouraged in centres, and in other areas where they can contribute towards meeting an identified local need;

To ensure places feel safe, pleasant and legible, the fronts and backs of buildings should be clearly defined. Windows and more active rooms should face the public realm and main entrances should open on to the public realm, whereas the backs of buildings should be private and face other backs;

Landscaping should be an integral part of all major development proposals and this should be designed to complement the new development and surrounding area

...”

“3.53 The distribution and accessibility of public open space [and its accessibility], is also important. The standard of 2 hectares of public open space per 1000 population will be used to assess the adequacy of existing public open space provision across the City... Every effort will be made to encourage the provision of new public open space...One means of achieving this is through the provision of public open space to serve the needs of new residential development...”

“3.61 It is important that a safe and accessible play area is available for all children. This will normally be expected to be provided within 400m safe walking distance of all dwellings and will also take into account local neighbourhood identities, the demographic profile and physical barriers such as busy roads. Careful attention should be given to the design and location of play areas to avoid the risk of disturbance to nearby residents. Children’s play areas will normally be required in all new residential developments of 20 or more dwellings...”

4.15 The City Council’s economic policies aim to provide a local economy offering employment of a reasonable quality to all Birmingham residents who wish to have a job. It is important that policies and proposals in the UDP do not act in such a way as to aggravate unemployment problems. Rather, they should attempt to direct benefits to disadvantaged groups.

4.16 The following principles have and will continue to be applied to help to alleviate the problems caused by unemployment:-

- New economic development and employment generating activities will be steered to areas of high unemployment where this is practicable.*
- Where development cannot be located within deprived areas it should be located so that it has good public transport links with such areas.*
- The benefits of development should, wherever possible, be precisely targeted on local residents...”*

“4.38 Offices are one of the core activities that make up the City Centre. The future prosperity of the City Centre is dependent on the continued growth of office and service sector employment and, in turn, the City Centre is the key to the future success of the office sector in Birmingham”

“5.20 A good standard of design is important in all residential developments, which should create a high quality living environment. To ensure that good design standards are maintained, all new residential developments will be expected to be designed in accordance with the City Council’s detailed Supplementary Planning Guidance for the design of new residential developments (“Places for Living”)...”

“5.20A The design of new residential developments should incorporate crime reduction measures...”

“5.20B Residential developments generate a need for public open space to serve the occupants of the new homes, and appropriate provision, directly, fairly and reasonably related in scale and kind to the development proposed will be sought.”

“5.20C On sites of 20 dwellings or more, provision of new public open space will normally be required within the curtilage of the development site. In such cases, careful attention should be given to the design and location of open space and play areas, to minimise the potential for noise and disturbance to residents, and to ensure that they are safe and attractive to use...”

“7.17 Recognition of the importance of the City Centre as the most important concentration of economic, cultural and administrative activity in the West Midlands is an essential element of the Strategy. The continued success of the Regional Shopping Centre is fundamental to the success of the City Centre as a whole and the retail aspect of the City Centre’s role will accordingly be maintained and enhanced through:-

- Improvements to the range and quality of shopping facilities, together with the retention of the existing range of shops and in particular the retail markets;*
- Improvements to the centre’s accessibility, by both public and private transport, including improved car parking;*
- Improvements to the quality of the environment, including pedestrianisation;*
- Improvements to the links between the main shopping area and other activities in the City Centre.”*

Birmingham Local Development Framework

The Local Development Framework (LDF) is the term used to describe the collection of Approved Planning Policy documents. Of these documents, the following have been considered relevant to this assessment;

Parks & Open Space Strategy³

The Parks & Open Spaces Strategy SPG is intended to protect and guide the planning, design, management, maintenance and provision of parks and public open spaces in the city until 2021.

The SPD states;

“... 5.4.10 New public open spaces need to be well located and designed if they are to contribute to improving the quality of life for a community. New public open space should be developed to be overlooked by housing and other forms of development with active frontages to provide the highest level of natural surveillance and safety for the users of such spaces. Where it proves difficult to bring forward good quality, well sited new public open space it is likely to be more effective to transfer the funding to upgrade existing, better sited and better used public open space...”

... 5.4.12 In order to achieve improvements and provide quality open spaces it is crucial for the open space issues to be addressed at the earliest stage of the planning process...”

Places for All⁴ & Places for Living⁵

Places for all is a Supplementary Planning Guidance (SPG) document that is concerned with the delivery of good design. It should be read in conjunction with the Places for Living SPG to provide detailed guidance for residential developments across Birmingham.

There are five over-riding design principles of the two documents that cover a range of issues concerned with development;

- Creating diversity/Places not estates - Build places that include a mixture of different uses that compliment and support each other
- Moving around easily - Places should be linked together by short direct routes that are made safer by being overlooked by the fronts of buildings
- Safe places, private spaces - Spaces around buildings should be clearly defined as public or private. All spaces should be safe by design and private spaces should be secure by design.
- Building for the future - Buildings and spaces should be designed sustainably, be adaptable and reusable to ensure a long and viable life
- Build on local character - Developments must consider the place where they are being built. and exploit and strengthen the characteristics that make the place special

Of these principles the following have been considered relevant to this assessment;

“1. Creating Diversity- Development should address the needs of the whole community and avoid large single use developments especially where there is poor public transport access. This is socially divisive, encourages reliance on cars and puts many people at a disadvantage. While some uses- like large manufacturing plants- can be incompatible with other types of development, this should be an exception rather than the rule, and even then there should be good public transport access.

2. Places not Estates- Development should address the needs of the whole community. We should avoid building housing estates that have few facilities and a limited choice of built form and tenure. This is socially divisive and can encourage a reliance on the car putting many people at a disadvantage. The aim should be to build accessible places that offer a choice of housing and complementary activities nearby.”

“3. Safe Places, Private Spaces- people need to be able to move around easily in places that feel safe and pleasant. Streets and public spaces should be designed so as many people as possible want to use them for a variety of reasons. At the same time people living in these areas need to feel their homes are private whilst having convenient access to facilities.”

“4. Building for the Future- Places should be socially, environmentally and economically sustainable. The location, form and layout of development can reduce car use, resource consumption and emissions as well as creating places that people enjoy. Buildings and spaces should also be adaptable to enhance their long-term viability; and built to minimise adverse effects on the environment such as the release of harmful emissions and wasteful use of energy.”

Public Open Space in New Residential Development⁶

The purpose of the Public Open Space in New Residential Developments SPD is to guide developers on open space and children’s play provision or contributions when they apply for planning permission for new residential developments. The SPD Policy is an extension of additional guidance from the following policy of the UDP:

“5.20B Residential developments generate a need for public open space to serve the occupants of the new homes, and appropriate provision, directly, fairly and reasonably related in scale and kind to the development proposed will be sought.

5.20C On sites of 20 dwellings or more, provision of new public open space will normally be required within the curtilage of the development site. In such cases, careful attention should be given to the design and location of open space and play areas, to minimise the potential for noise and disturbance to residents, and to ensure that they are safe and attractive to use.

Exceptions to the policy of requiring public open space to be provided on site will be considered in the following circumstances:

In cases where the proposed development is close to existing areas of public open space, the City Council may seek a commuted sum payment to secure a long-term improvement to the quality of the existing provision, in place of the requirement for onsite provision;

In certain circumstances (e.g. the conversion of an existing building to residential use), on-site provision may not be practicable, and in these cases, contributions will be required to enable off-site provision of open space.

In all cases where public open space is transferred from the developer to the City Council, a commuted sum payment for long-term maintenance will be required.

5.20D In applying these policies, the City Council will take into consideration the economics of developing the site in question. Further details of these requirements, including the basis for assessing financial contributions, will be set out in a Supplementary Planning Guidance Document."

The SPD states;

"3.3 The following approach will apply: An amount of open space equivalent pro rata, to 2 ha per 1000 population will be required. This may be on site provision or in the form of a commuted sum if the requirement is to be met off site..."

As part of the overall requirement, a children's play area will be required where there is no existing provision within walking distance of the new development (defined as 400m, taking into account barriers such as main roads, railways and canals, which restrict access). The size and design of play facility will depend on the size of the development...

The provision of children's play facilities may not be required if the developers can demonstrate that the proposed accommodation will not be occupied by families with young children. Highway verges, and open space provided as visibility splays will not be counted towards the open space provision.

...Alternatively, by agreement, the developer can offer an area for public open space within the development to the City Council at no cost, together with a 'lump sum' contribution to cover the design, implementation and a contribution towards future maintenance costs. Public open space should be sited where it will be overlooked, safe, useable and accessible to all residents and designed to local authority criteria...

Although open space should normally be provided on site, there are certain circumstances where it may be preferable for all, or part, of the public open space requirement to be provided as an off-site monetary contribution. Examples of such circumstances are set out below: In the case of new development close to existing public open space, it may be preferable to implement improvements to existing facilities. Examples include the provision or improvement of play facilities or landscape improvements which bring an otherwise featureless open space into better community use..."

6.2.3 Local Policy

The Big City Plan⁷

The Big City Plan is a 20 year vision to encourage and support Birmingham's continuing transformation to a world class city centre.

Covering 800 hectares of the city centre, the Big City Plan is a physical regeneration tool and strategic planning document. It provides a framework to:

- Create 1.5 million square metres of new floor-space;
- Create over 50,000 new jobs;
- Contribute £2.1 billion to the economy each year;
- Create a well-connected, efficient and walkable city centre;
- Provide 65,000 square metres of new and improved public spaces;
- Provide 28 kilometres of enhanced walking and cycling routes;
- Provide over 5,000 new homes with new leisure and recreational facilities to attract more families;
- Value the city centre's heritage and cultural assets;
- Integrate sustainable development and address the impact of climate change as a part of the future transformation of the city centre;
- Deliver five areas of transformation supporting the growth of the City Core.

Of the areas discussed in The Big City Plan, the following is considered relevant to the Local Policy review for this assessment;

“Digbeth-

In Digbeth the fundamentals are all there to create a thriving, active and authentic part of the city centre. With some enhancements to the physical infrastructure of the area, the potential can be truly fulfilled. To facilitate the renaissance we will address a number of key issues, including;

Providing safe and convenient connections into and through the quarter;

Supporting its gritty and authentic character;

Balancing the needs of local businesses, residents, cultural and creative activities;

Responding to the opportunities and challenges that the proposal for High Speed 2 in neighbouring Eastside will bring.”

Digbeth, Deritend and Bordesley High Streets Conservation Area Character Appraisal & Supplementary Planning Policies⁸

The Conservation Area Appraisal and SPD describes the history of the area’s development and identifies its characteristic building types and architectural styles, its streetscapes, views open spaces and local national significance.

The supplementary planning policies provide the framework for the preservation and enhancement of the character of the Conservation Area. They are intended to guide and manage change the promotion of new design which responds positively to historic context.

Due to the location of the Proposed Development being just within the boundary of the conservation area, the following policies are considered relevant to this assessment;

1.2 Conservation Area Consent

There will be a presumption in favour of retaining buildings which make a positive contribution to the character or appearance of the conservation area. This will include buildings of contextual or group value.”

3.1. Groundscape

The existing groundscape within the conservation area provides an appropriate setting for its buildings and structures. Some street surfaces are in need of sympathetic repair or renewal and granite kerbstones should be restored where they have been replaced in concrete. Where historic materials such as granite kerbstones and granite setts survive great care should be taken to ensure that these are retained and accurately repaired. If new paving schemes are

proposed the design and materials should provide a simple, neutral and subordinate foreground which relates well to the surrounding buildings. On Digbeth, High Street Deritend and High Street Bordesley natural stone paving should be used. If this cannot be justified, large reconstituted stone slabs would provide an acceptable alternative. Elsewhere in the conservation area traditional blue brick paving is the most appropriate material. Drainage channels and vehicle crossovers should be marked with stone setts and kerbstones should be granite. Work should always be carried out to the highest standard.

3.2 Street Furniture

New street furniture, including street lighting columns should be simple and functional, reflecting the industrial character of the conservation area. Care should be taken to avoid spurious 'heritage'. Any additions must be justified and restricted to essential items. New features within the public realm should be carefully sited to avoid intrusion on views, vistas and the setting of buildings.

3.3 Clutter

A co-ordinated effort should be made to avoid street clutter through good design and careful siting. Where possible signs and equipment should be fixed to lighting columns, buildings or other existing structures. Larger items such as telephone kiosks and pay and display machines should be sited at the back of footway.

3.4 Planting

The hard urban character of the conservation area presents little opportunity for tree planting or soft landscaping. Street trees are not a traditional feature of the area and would not be considered an appropriate addition to the public realm.

3.5 Developers' Contributions

Where appropriate developers will be expected to contribute to the improvement of the public realm."

6.3 Assessment Methodology and Significance Criteria

Scope of the Assessment

The following points represent the key issues which are considered herein within the chapter:

- Potential for impact upon population numbers;

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Environmental Statement Beorma Quarter (Phase 2 & 3), Birmingham

- Potential for impact upon the local economy & employment;
- Potential for impact upon local education capacity;
- Potential for impact upon local primary health care provision; and,
- Potential for impact upon local housing provision and the community.

Extent of the Study Area

It is important when undertaking an assessment of the social and economic effects of a Proposed Development, that the geographical scope of the assessment is clearly understood.

The Regional Spatial Strategy (RSS) for the West Midlands has been replaced by the new style Local Development Framework (LDF). Therefore, Birmingham is the regional capital of the West Midlands, and has been considered Regional Impact Area for the purpose of this assessment. The Inner Impact area will be assessed considering Central Birmingham Wards of Ladywood & Nechells.

The geographical scope for this assessment has therefore been defined as follows;

- Local Impact Area: Digbeth
- Inner Impact Area: Ladywood & Nechells (*Figure 6.1*)
- Regional Impact Area: Birmingham
- National Impact Area: England

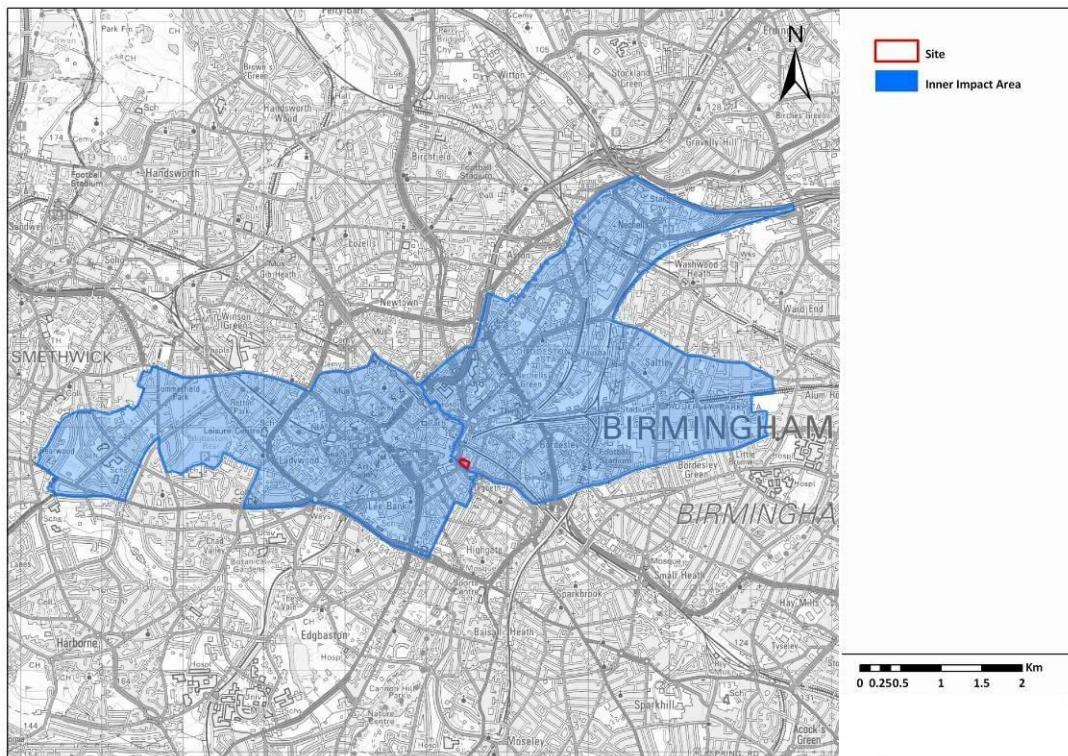


Figure 6.1: Geographical Scope of Assessment: Inner Impact Area.

Method of Baseline Data Assessment

The assessment of the socio-economic effects of the Proposed Development has consisted of the following key steps;

- A policy review to provide an outline of the relevant local, regional and national, social and economic objectives;
- A desktop review of all available information on current socio-economic conditions in the assessment area, including the prevailing baseline conditions to establish the base case;
- A local review of the existing facilities;
- Appraisal of the additional benefits resulting from the new residential elements, and high quality commercial floor space that will be provided within the application site; and
- Benchmarking of the overall project aims against a variety of additional socio-economic components, such as improving the quality of life for users of the site and its immediate surroundings, and how these meet established social and economic policy objectives.

Assessment Modelling

No specific comprehensive quantitative, socio-economic assessment methodology exists, and as such a quantitative analysis of the potential social and economic benefits has been undertaken using the 'Additionality Guide'⁹, a standard method of assessing the effects of projects published by the Homes & Communities Agency. Additionality is considered to be the difference between the case position (what would happen anyway) and the position if the project (the proposed development) were implemented.

The Homes & Communities guidance recommends accounting for the following factors when assessing additionality.

- **Leakage:** The number or proportion of outputs that benefit those outside of the project's target area;
- **Displacement:** The number or proportion of the project outputs accounted for by reduced outputs elsewhere in the target area; and
- **Economic Multiplier Effects:** Further economic activity (jobs, expenditure or income) associated with additional local income, local supplier purchases and longer term development effects that should be accounted for within project's benefits.

Further details regarding the application of additionality assessments are provided in the assessment section.

The significance of these effects has then been evaluated in a qualitative manner, using professional judgement and applying the criteria below as a standard.

Significance Criteria

The assessment of potential effects as a result of the Proposed Development, has taken into account both the construction and operational phases. The significance level attributed to each effect has been assessed based on the magnitude of change due to the Proposed Development, and the sensitivity of the affected/receiving environment to change. Magnitude of change and the sensitivity of the affected receptor/receiving environment are both assessed on a scale of major, moderate and minor.

⁹ Homes & Communities Agency, (2014) Additionality Guide Fourth Edition.

A distinction between direct and indirect; short and long-term; permanent and temporary; primary and secondary; positive and negative; and cumulative impacts has been made, where applicable.

The following terms have been used to define the significance of the effects identified:

- **Major effect:** where the Proposed Development could be expected to have a very significant effect (either adverse or beneficial) on the socio-economic conditions of the local area;
- **Moderate effect:** where the Proposed Development could be expected to have a noticeable effect (either adverse or beneficial) on the socio-economic conditions of the local area;
- **Minor effect:** where the Proposed Development could be expected to result in a small, barely noticeable impact (either adverse or beneficial) on the socio-economic conditions of the local area; and
- **Neutral:** where no discernible effect is expected as a result of the Proposed Development on the socio-economic conditions of the local area.

Data Availability

It should be noted that wherever feasible, the most up-to-date data has been used. The 2011 census has formed the basis for much of the baseline conditions assessment, being the most recent and comprehensive analysis of socio-economic conditions across the country. As appropriate, a comparison has also been made to 2001 census. In addition, other datasets addressing aspects not covered by the census have been used where relevant. Such datasets may not correlate to the census year 2011 and where this is the case this is clearly stated.

6.4 Baseline Conditions

The Proposed Development is located in Birmingham City Centre, in the Digbeth area, 100m from The Bull Ring.

As *Figure 6.2* shows, the Inner Impact Area defined as the Wards of Ladywood and Nechells, are both considered to be of above average deprivation. Furthermore, the surrounding areas, including those immediately adjacent are considered to be of the most deprived areas of England. The Inner Impact Area is particularly deprived in domains of Health Deprivation and Disability, Barriers to Housing & Services & Living Environment.

Atlas of the Indices of Deprivation 2010 for England
Lower Layer Super Output Areas (LSOAs) by Local Authority
Birmingham: Index of Multiple Deprivation

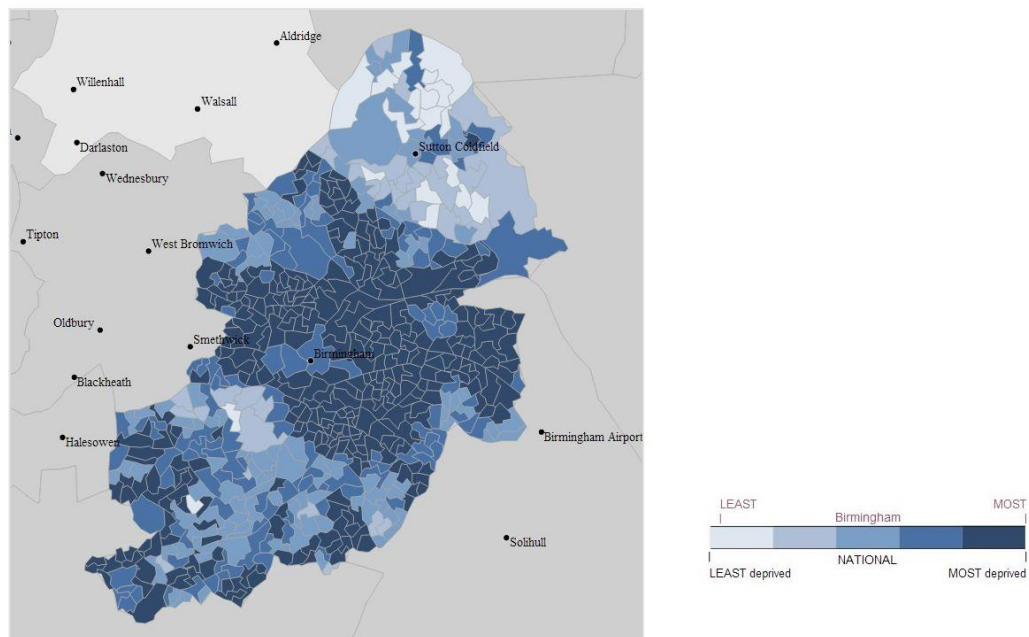


Figure 6.2: *Atlas of the Indices of Deprivation 2010 for the Wards of Ladywood and Nechells*

Source: ONS, 2010.

Population Demographic

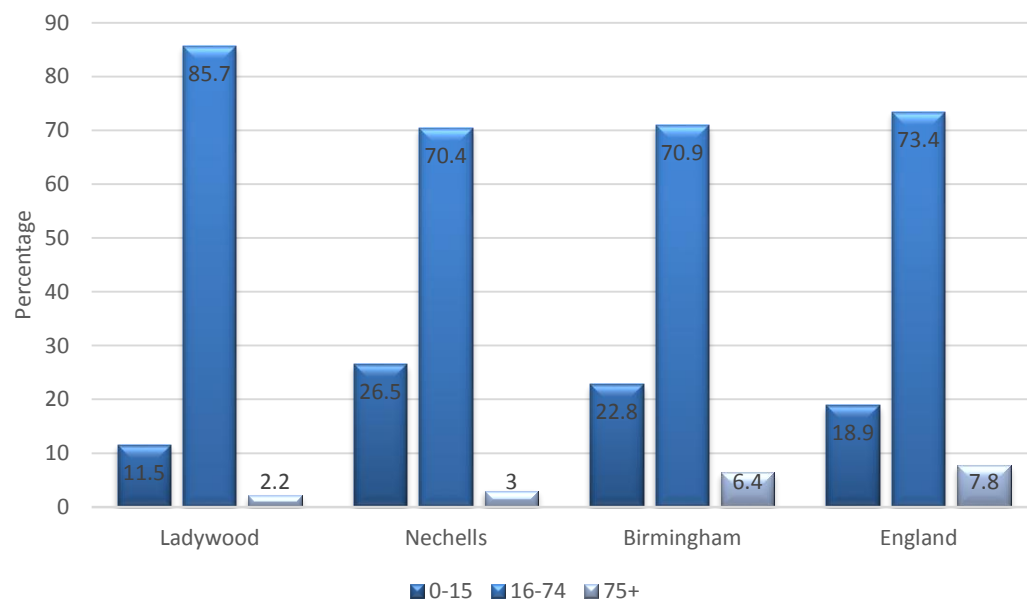
As of the 2011 Census, the population of Ladywood was 30,133 and the population of Nechells was 33,957. Despite having a slightly smaller population, Ladywood's population density is higher than that of Nechells at 52.9 persons per hectare in comparison to 32.2.

As *Figure 6.2* shows, Birmingham's population has a higher percentage of residents aged 0-15 than the rest of England as a whole. Nechells has an even higher proportion of young people

with 26.5% of the population between aged between 0-15, however Ladywood's young population is considerably lower at only 11.5%.

Furthermore, the working age population (16-74) of Ladywood is notably higher at 85.7% in comparison to Nechells (70.4%), Birmingham (70.9%) and England as a whole (73.4%).

Figure 6.3: Population: Age Structure



Source: ONS, 2011.

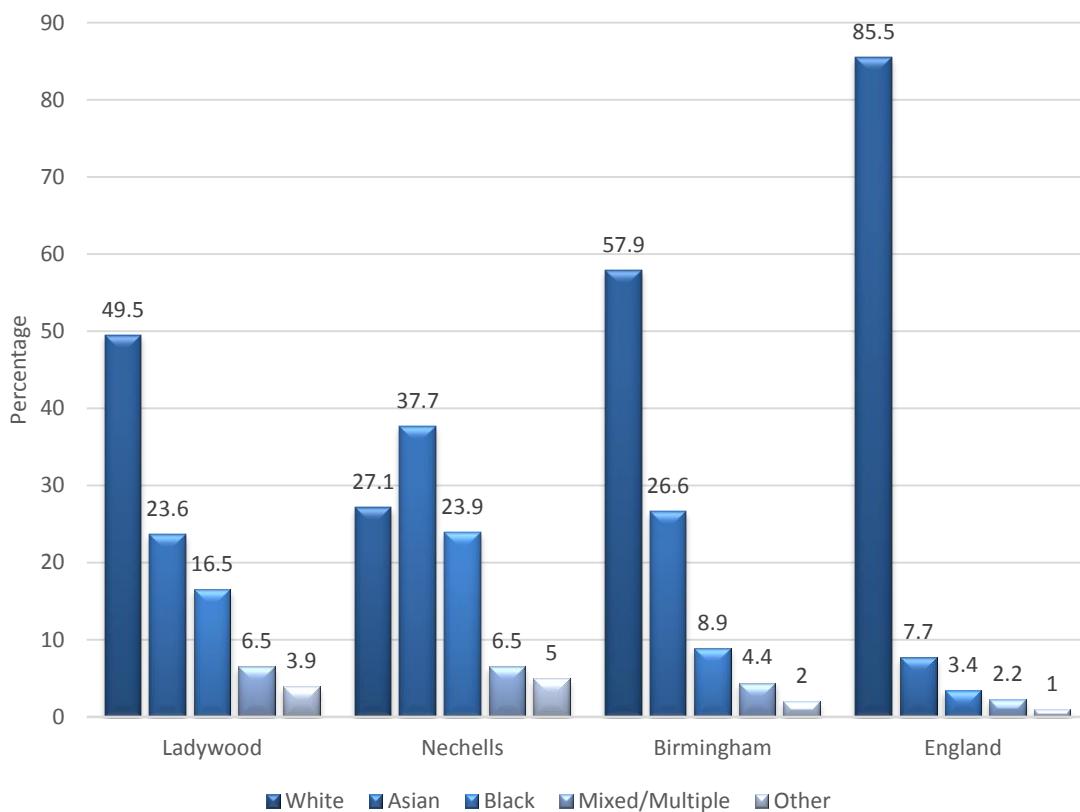
As Figure 6.3 shows, Birmingham has greater ethnic diversity than England as a whole. As of the 2011 Census, White was listed as the most common Ethnic Group in Birmingham, however, it only accounted for 57.9% of the population compared to 85.5% in England.

In Birmingham 26.6% of residents listed their ethnicity as Asian, compared to 7.7% in the rest of England. Likewise, more residents in Birmingham listed their ethnicity as Mixed/Multiple Ethnicities, Black or Other, than in England as a whole.

Birmingham's ethnic diversity is also clearly evident in the Wards of Ladywood and Nechells, the local area being considered for this assessment. In Ladywood, the White population accounts for 49.5% of residents, and the Asian population accounts for 23.6%. Again, similarly to the rest of Birmingham, the number of residents of Mixed/Multiple, Black or Other Ethnicities is also higher in Ladywood than in the rest of the England.

In Nechells, the most common ethnicity listed by residents as of the 2011 Census was Asian at 37.7%. The White population accounted for 27.1% of residents, and the Black population accounted for 23.9%. Again, numbers of Mixed/Multiple and Other Ethnicities was higher than the rest of England.

Figure 6.4: Population: Ethnicity



Source: ONS, 2011.

Economy & Labour Market Profile

Of Birmingham's working age population (all residents aged 16-74), 64.2% are listed as Economically Active and 7.8% are listed as Unemployed. This is a slightly lower percentage of Economically Active residents, and a slightly higher proportion of Unemployed residents than in England as a whole.

The number of Economically Active and Unemployed residents is similar in Ladywood to that of Birmingham as a whole. However in Nechells, the number of Economically Active residents is lower at 54% and Unemployed residents higher at 10.5% than Birmingham, and England as a whole.

As shown in *Figures 6.5 & Figure 6.6*, industries of employment vary in the local area between Ladywood and Nechells. The most common industry of employment in Ladywood is Professional, Scientific & Technical Activities whereas in Nechells it is Wholesale & Retail Trade; Repair of Motor Vehicles & Motor Cycles. Manufacturing is also a popular industry in Nechells, with 7.4% of the working population listing this as their industry of employment. However, in Ladywood only 5.2% listed Manufacturing as their industry.

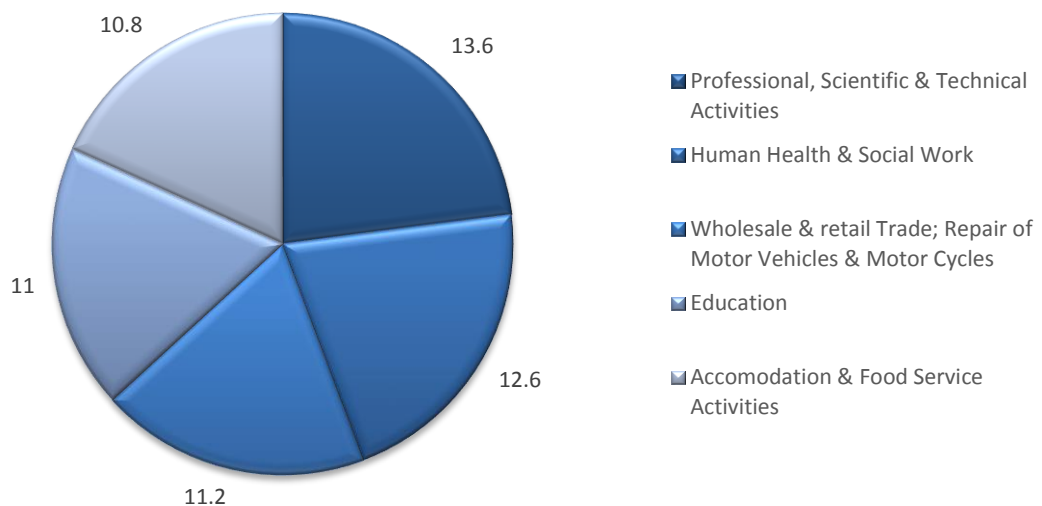
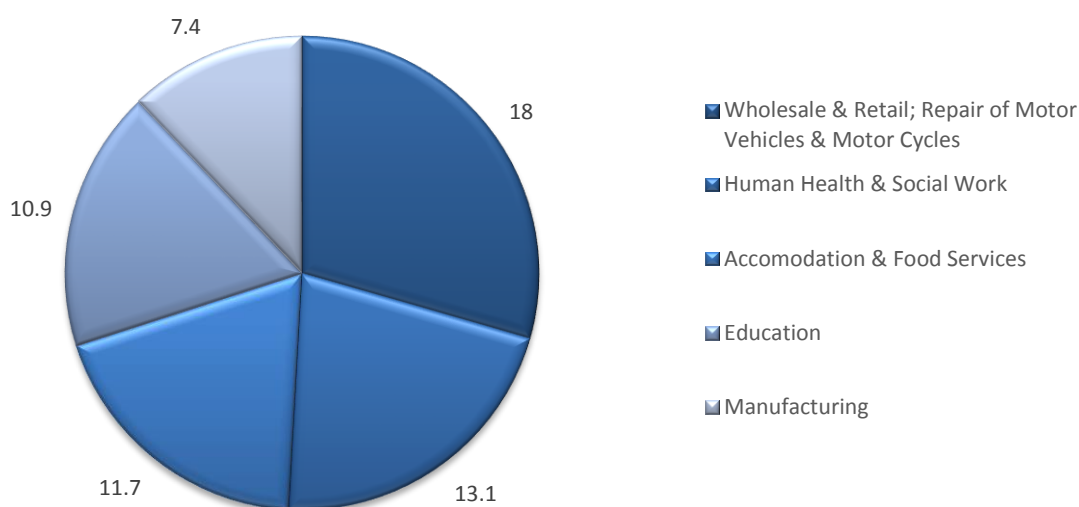


Figure 6.5 *Economy & Labour Market Profile: Ladywood Industries of Employment*

Source: ONS, 2011.

Figure 6.6 *Economy & Labour Market Profile: Nechells Industries of Employment.*



Source: ONS, 2011.

In both Ladywood and Nechells, Construction industry employment is relatively low at 3.1% and 3.3% respectively, in comparison to 6.1% in Birmingham and 7.7% in England as a whole.

The Royal Institute of Chartered Surveyors (RICS) undertakes a quarterly UK Construction Market Survey; the most recently available is for the third quarter of 2014¹⁰. It reports that construction workloads are continuing to grow, but that labour shortages continue to remain a key concern that could prevent further growth in activity. Furthermore, the report states that materials shortages are becoming a concern as supply chains struggle to cope with the acceleration in activity.

Despite these potential issues, the strength and breadth of the growth is feeding expectations for further growth over the coming year.

Housing

As of the 2011 Census, in Ladywood & Nechells the majority of dwellings were listed under the category "Flat, Masionette or Apartment; Purpose-Built Block of Flats or Tenement". This category accounted for 79.4% of all dwellings in Ladywood and 52.9% of all dwellings in Nechells. Throughout the rest of Birmingham, only 20.4% of all dwellings are listed under this category, and in England as a whole that number is even lower at 16.7%.

¹⁰ RICS, (2014), RICS UK Construction Market Survey Q3 2014.

As Figure 6.7 shows, Social Renting in Birmingham is higher than in the rest of England. This is particularly evident in Nechells where it accounts for the tenure of 51% of all households in the area. In comparison, Private Renting is the common tenure in Ladywood at 47.2%.

In both Ladywood and Nechells, considerably less households are Owned Outright or Owned with a Mortgage than in the rest of England.

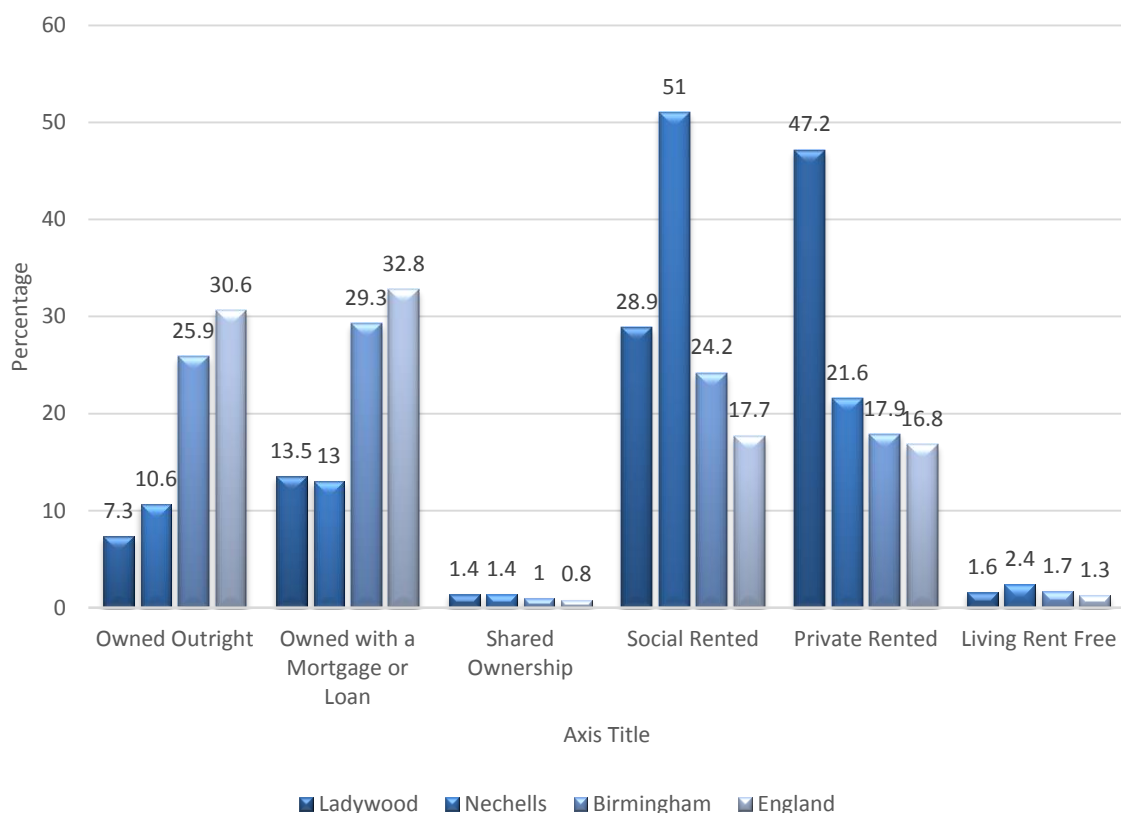


Figure 6.7 Housing: Tenure

Source: ONS, 2011.

Education Facilities

Based on the walk to school distance recommended by Living Streets¹¹, Primary Schools within 1.6km, roughly 20 minutes walking distance, of the application site have been considered. There are five Primary Schools within 1.6km of the application site. As of the Department for

¹¹ Living Streets, (2010), Policy Briefing on Walking to School.

Education School Capacity 2012-2013 data¹², these five Primary Schools have 273 available spaces combined, as shown in *Table 6.1*.

Table 6.1: Education: Primary School Capacity

Primary School	Capacity	Number of Pupils	Available Space
St Catherine of Siena Catholic Primary School	210	209	1
St Thomas CE Primary School	210	185	25
Chandos Primary School	420	402	18
Nelson Primary School	420	200	220
St Anne's Catholic Primary School	210	201	9
Total	840	796	273

For the purpose of this assessment, Secondary Schools within 3km, roughly double the recommended Primary School walking distance, of the application site have been considered. There are four Secondary Schools within 3km of the application site. As of the Department for Education School Capacity Data 2012-2013¹³, these four secondary schools had 438 available spaces combined, as shown in *Table 6.2*.

12 Department for Education, (2013), School Capacity 2012-2013 Primary School Underlining Data

13 Department for Education, (2013), School Capacity 2012-2013 Secondary School Underlining Data

Table 6.2: Education: Secondary School Capacity

Secondary School	Capacity	Number of Pupils	Available Space
Heartlands Academy	950	811	139
Holy Trinity Catholic Media Arts College	630	564	66
Small Heath School & 6 th Form Centre	1193	1323	-130
St Alban's Academy	800	437	363
Total	3573	3135	438

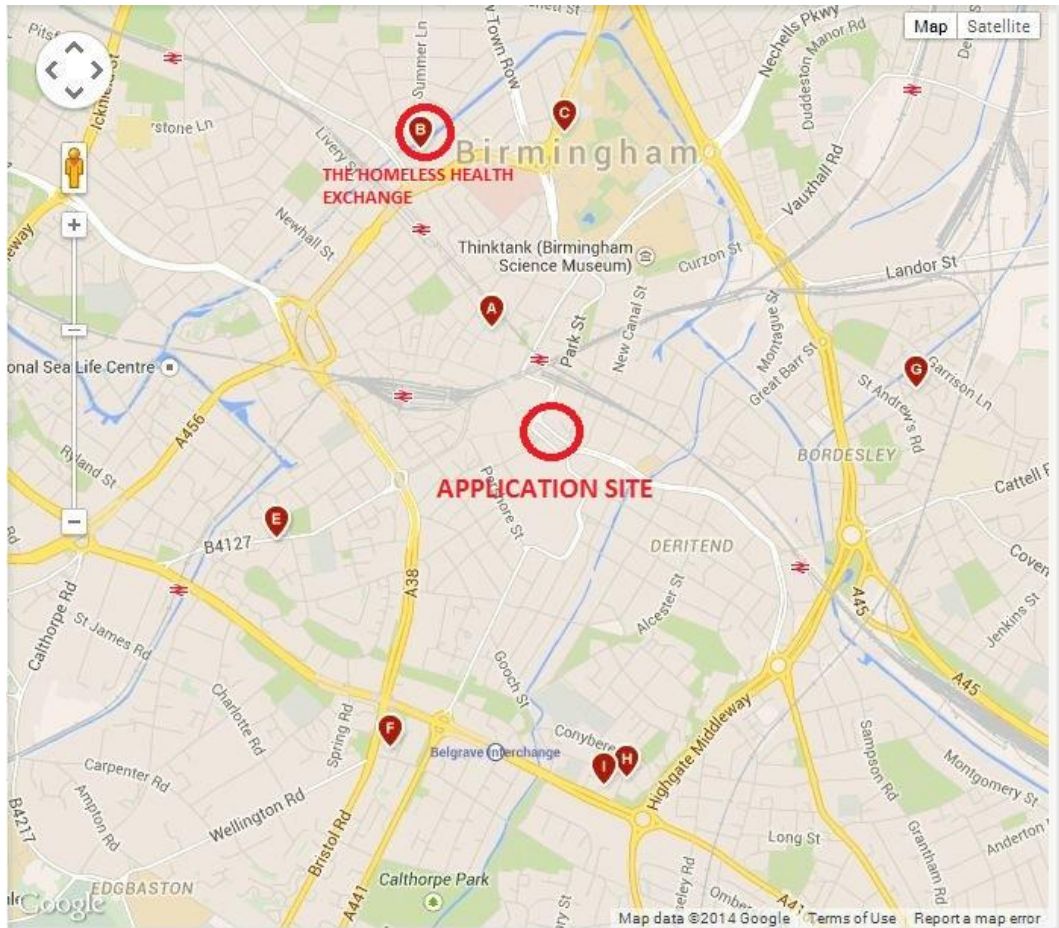
Primary Healthcare Facilities

For the purpose of this assessment, primary healthcare facilities within 1.6km of the application site, roughly 15 minutes walking distance, have been considered. Using the NHS Choices website¹⁴, nine GP practices have been identified.

Of these nine GP surgeries, one is specifically in place to provide primary healthcare for those who are homeless or vulnerably housed and over 16 years old in the Birmingham area. Taking this in to account, the local area has eight GP surgeries available to all residents, which equates to 38 individual GPs. All of the GP practices are currently accepting new patients. *Figure 6.8* shows the location of the GP surgeries in the local area.

14 NHS, (2014). NHS Choices. [online] Available at: www.nhs.uk

Figure 6.8 Primary Healthcare Facilities: Local GP Surgeries



Source: NHS Choices.

The NHS Workforce Census¹⁵ found that in 2012, England had 35,871 FTE GP's. This means that on average in England there are roughly 1,500 persons per 1 GP.

Quarterly information gathered on the number of patients registered per GP¹⁴ surgery found that the GP surgeries in the local area had a combined patient number of 55,128. This equates to roughly 1,451 patients per individual GP which is just within the national average.

There are also 4 Dental Surgeries and 10 Pharmacies within 1.5km of the application site. 3 of the 4 Dental Surgeries are currently accepting new patients.

¹⁵ NHS, (2012) NHS Workforce: Summary of Staff in the NHS: 2012 Census.

Public Open Space

Birmingham City Council has a target of a minimum 2 hectares of public open space per 1,000 head of population³. Birmingham has around 3,200 hectares of public open space in total, but due to varying provision of open space, not all wards are meeting the set target.

In relation to the local area of this assessment, public open space in Ladywood exceeds the target, measuring between 2.5-2.99 ha. However Nechells falls short of the target with only 1.5-1.99 ha.

Table 6.3 outlines public open spaces within 2km of the application site, all of the spaces are within 30 minutes walking distance of the Application Site.

Table 6.3: Public Open Space: Spaces within 2km of Application Site

Public Open Space	Distance from Application Site (km)
Highgate Park	1.6
Francis St Public Open Space	1.6
Moonlit Park	1.6
Garrison Lane Park	1.7
Conybere Street	1.7
Vauxhall Road	1.7
Chamberlain Gardens	1.9
Kingston Hill Local Park	1.9
St Mathews Church	2
Source: Birmingham City Council	

Crime

West Midlands Police¹⁶ provide crime statistics for local areas over designated time periods. The most recent available information covers a period of May 2013 to September 2014.

¹⁶ Police, (2014) Detailed Statistics for Digbeth. [online] Available at: police.uk/midlands/BWDB/crime/stats

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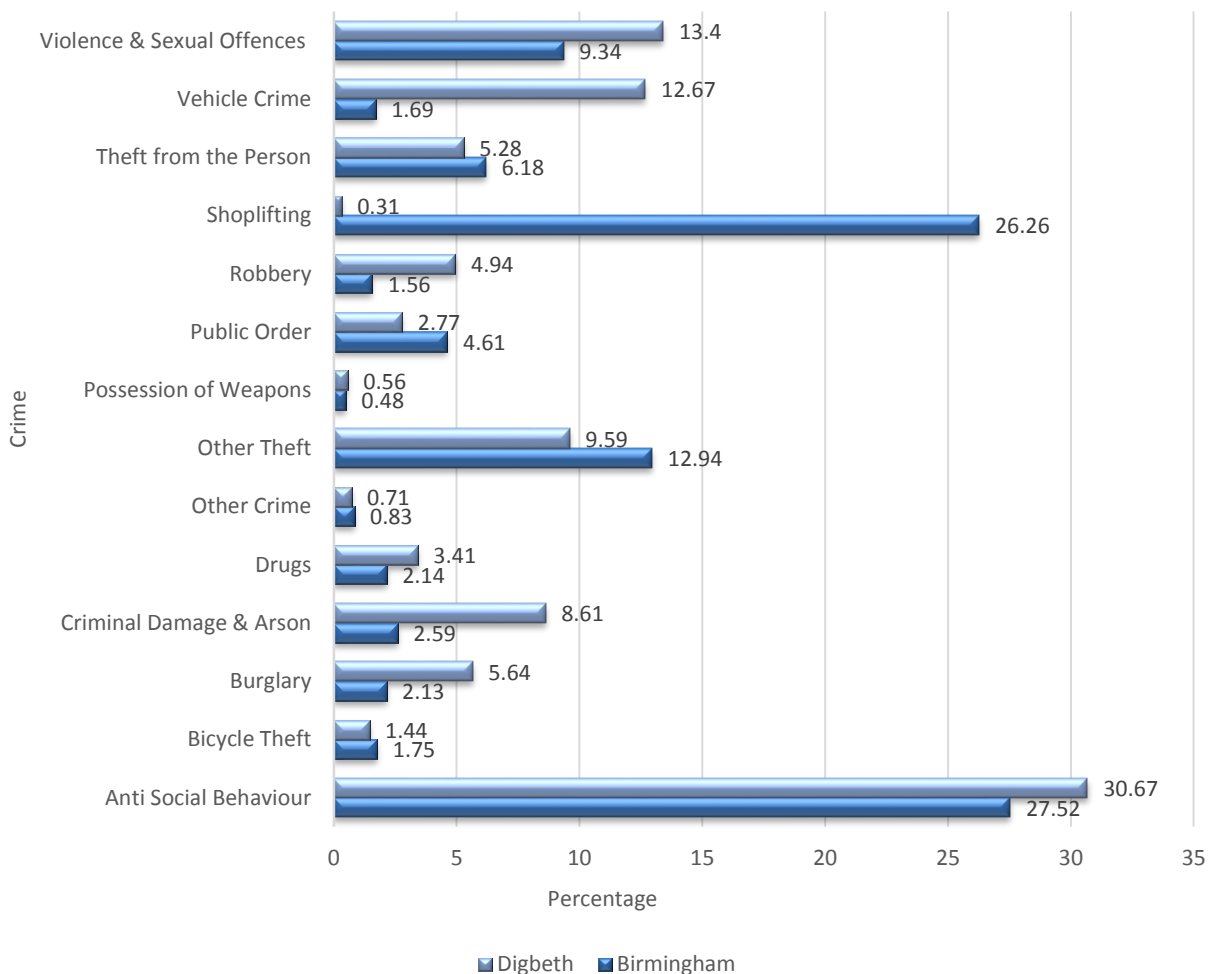
Environmental Statement Beorma Quarter (Phase 2 & 3), Birmingham

As shown in *Figure 6.9*, in Birmingham as a whole, anti-social behaviour was the most common crime committed between May 2013 and September 2014 with 2899 crimes recorded. However, the number of shoplifting crimes was close behind with 2767 recorded incidents.

In the local area of Digbeth, the most common crime was also anti-social behaviour, however dissimilar to Birmingham; shoplifting was the least committed crime with only 11 recorded incidents.

Other noticeable differences include the considerably higher percentage of crimes in Digbeth related to violence and sexual offences, vehicles, and criminal damage and arson.

Figure 6.9 Crime: A Comparison of Crime Statistics between Digbeth and Birmingham.



Baseline Conditions Summary

The inner impact area of Ladywood and Nechells is considered to be suffering from above average deprivation in comparison to the rest of England. The other surrounding areas are considered to be of the most deprived in the country.

The population of Birmingham is very ethnically diverse and this particularly evident in the inner impact area of this assessment. Birmingham's population has less economically active residents than England as a whole, and a higher level of unemployment. This replicated in the inner impact area, and is particularly evident in Nechells where only 54% of the population is economically active and unemployment accounts for 10.5% of the working age population.

Construction workloads are on the increase across the country according to the RICS Construction Market Survey for the 3rd quarter of 2014. However, a lack of labour is posing problems for the industry. In Ladywood and Nechells, only 3.1% and 3.3% of the working age population work in the construction industry.

Purpose- built blocks of flats, maisonettes and apartments are the most common form of housing in the inner impact area. Social renting and private renting are the primary forms of housing tenure, while the number of properties owned outright or owned with a mortgage or loan is lower than England as a whole.

As of the Department for Education Capacity Data for 2012-2013, primary schools within 1.6km of the Application Site had a capacity of 273 available spaces. Secondary schools within 3km of the Application Site had an available capacity of 438 spaces. There are 8 GP surgeries within 1.6km of the Application Site and the number of patients per GP in the local area is currently just under the national average.

The surrounding area has 9 public open spaces within 2km of the Application Site, but an apparent lack of children's play space.

6.5 Assessment of Impacts

Construction Phase

Construction Employment

Construction employment is important as it represents part of the continual supply of work that construction firms, and local tradesmen, rely upon. Without such schemes, construction and related employment opportunities are significantly reduced.

The scale of employment is a direct function of the scale and type of construction project being undertaken, which in turn is reflected in the overall capital construction costs. It is generally accepted that the scale of employment is a direct function of the overall capital construction costs. In the absence of detailed information regarding the recruitment practices of the principal contractor, a calculation based upon the Annual Business Survey (ABS)¹⁷ has been made to estimate the likely impact on the local area in terms of construction employment.

The average amount of construction expenditure required to support a construction job for a year has been derived from the latest ABS data on the turnover of the construction business in Great Britain for 2012 (£34,924,56 Million) divided by the number of construction workers for that year (2,5760,000).

The resulting figure of £135,576 is the approximate amount of capital construction expenditure that supports one person year of employment. Applying these ratios to the estimated construction cost of £90,000,000 provided by the applicant, the construction of the Proposed Development would generate approximately 664 gross person years of employment over the life of the construction period.

Using a standard ratio of 10 person years of construction work being equivalent to one permanent job in the economy, this equivalent to some 66 permanent jobs in the economy. It is important to note, however, that this is a conservative estimate of overall additional jobs to the economy over the long-term. This is therefore considered a Major Long-Term Benefit.

Indirect and Induced Employment

Further to the direct employment generated from the construction of the development, additional benefits will result from the construction phase. These secondary impacts will arise from the need to purchase supplies for the proposed development (indirect employment),

¹⁷ Office for National Statistics, (2012) Annual Business Survey.

and from the increased expenditure in the locality by the construction workers (induced employment). Together this beneficial economic multiplier effect will sustain and generate further economic activity in the area boosting the local economy.

The concept of 'additionality' combines the direct and indirect employment impacts of a proposal against the baseline or reference case to identify the overall 'net' impact.

By undertaking an appraisal of the additional benefits using the adjustment factors from the Additionality Guide⁹, estimations of indirect and induced employment levels can be calculated (*Appendix 6*).

Additionality Assessment

Leakage

First, a Leakage factor is applied; this estimates the proportion of outputs that benefit those outside the target area, which is the local area and the Borough.

Based on the guidance from the Home & Communities Agency Additionality Guide⁹ a medium Leakage factor of 25% has been applied. This is because it is assumed that for a development of this size, it is likely that the main contractor will bring a lot of its own workforce, rather than employ from the local area. Furthermore, there is only a small percentage of people working in the construction industry in the local area. This may result in some of the benefits from the construction employment going to those outside the local area.

Displacement

A Displacement adjustment factor is then applied. Displacement takes into account the proportion of development outputs accounted for by reduced outputs elsewhere. In respect to construction, this may result from competition for construction staff that could result in delays and increased costs *etc.*

As mentioned previously, it is likely that the main contractor will bring the majority of their own workforce to the development which would result in a low Displacement factor. However, it has also been noted that there is a relatively small construction workforce in the local area, meaning that if the Proposed Development did need to employ further workers there is a chance employment might come from other construction jobs as there aren't many construction workers within the local area. It is therefore considered that the development has the potential to cause a medium level of displacement, and a factor of 50% has been applied.

Substitution

Substitution is the third factor to be considered. Substitution is the effect that arises when one activity is substituted for a similar one, for example employing a previously jobless person while another employee loses their job.

It is considered that substitution would not be relevant in this instance.

Multiplier

The last adjustment factor is a Multiplier; this calculates the secondary (indirect and induced) benefits as a result of the construction phase, as discussed above. The Multiplier adjustment factor varies according to the project size and geographic area; the larger the project and geographic area under consideration, the greater the multiplier factor.

The Multiplier effects of the proposed development Construction phase are predicted to be of medium value, therefore a Multiplier factor of 1.1 has been applied.

Reference Case

The Reference Case is the 'do nothing' scenario, a consideration of what impacts would occur anyway, if the Proposed Development did not go ahead. In this instance it is thought that a proportion of employment opportunities would be likely occur within the local area as other regeneration works take place. However, given the large scale of this Proposed Development and the high level of opportunity it would generate, it is thought unlikely that anywhere near the same level of opportunity would occur in its absence. Therefore, as the Gross Permanent Jobs in the Economy as a result of the Proposed Development was calculated at Gross Impact of 66 permanent jobs in the economy, the Reference Case Gross Impact has been calculated at 25% of this at 17 permanent jobs in the economy.

The four adjustment factors; Leakage, Displacement, Substitution and a Multiplier were then applied to generate the Net Impact of the Reference Case. This was then subtracted from the Net Impact of the Proposed Development to result in the Net Additional Impact of 23 indirect and induced employment opportunities as a result of the Proposed Development's Construction Phase.

The Construction Phase is estimated to start in 2016 and end in late 2018, meaning the additional benefits it brings will be felt in the local area for 2.5-3 years. These additional benefits are therefore considered to be a Major Medium-Duration Benefit for the local area.

Table 6.4 outlines the additionality calculation process, for full details see *Appendix 6*.

Table 6.4: Construction Employment: Additionality

Additionality Steps	Additionality Application
Gross Direct Construction Employment	66.38
Less Estimated Leakage	16.60
Gross Direct Construction Employment to Target Area	49.79
Less Displacement	24.89
Net Direct Construction Employment to Target Area	24.89
Plus Multiplier Effects	2.49
Net Additional Construction Employment Benefits	27.38
Less Reference Case	4.54
Net Additional Impact	22.85

Operational Phase

Operational Population

Birmingham City Council's SPD Public Open Space in New Residential Development⁶ provides guidance on predicted population numbers generated from new residential developments, as shown in *Table 6.5*.

Table 6.5: Operational Population: Birmingham City Council Estimated Housing Occupancy

Number of Bedrooms	Number of People
1	1
2	2
3+	3

The Proposed Development would bring forward 223 residential units. 43 Studio Apartments, 86 One Bed Apartments, 92 Two Bed Apartments and 2 Three Bed Penthouses. Based on Birmingham City Council's population predictions from new residential developments, and with an educated assumption that a Studio Apartment would generate 1 resident, this would mean the Proposed Development would bring forward a population of 319 residents.

Local Expenditure

As of 2012, the Office for National Statistics calculated Average Weekly Household Expenditure for England to be £489.00. The Proposed Development would bring forward 223 residential units, meaning the Average Weekly Expenditure from the Proposed Development would be £109,047, the Annual Expenditure being £5,670,444. It should be noted that a proportion of the Annual Expenditure from the Proposed Development would be used in the wider economy and not the local economy.

Therefore, to calculate an estimated Net Local Annual Expenditure brought forward from the Proposed Development, a high Leakage factor has been applied based on the guidance in the Additionality Guide⁹ to account for expenditure outside the local area, as shown in *Table 6.6*. The Reference Case considered the annual expenditure of a number of residents of the Proposed Development who may have already lived in the local area, and therefore would have already been contributing to local expenditure.

Table 6.6: Local Expenditure: Additionality

Additionality Steps	Additionality Application
Gross Annual Expenditure	£5,670,444
Less Estimated Leakage	£2,835,222
Gross Local Expenditure	£2,835,222
Less Reference Case	£708,805.50
Net Annual Local Expenditure	£2,126,416.50

The assessment found an estimated Net Annual Local Expenditure of £2,126,416.50 brought forward by the Proposed Development.

This is considered to be a **Major Long Term Benefit** for the local area.

Operational Employment

The proposed development is mixed-use, bringing forward both residential and commercial uses comprising of a NIA of 1,262.25sqm retail space (A1) and a NIA of 19889.15sqm office space (B1).

Operational employment details for the commercial element of the Proposed Development are not known at this time as occupiers have not been identified.

In the absence of wider operational employment details, the scale of opportunities arising from the commercial space can be forecast through the application of ‘employment densities’. The term ‘employment density’ refers to the average floor-space per person in an occupied building. It is a measure of intensity of use and indicates how much space each person occupies within the workplace. The employment densities used for this assessment are taken from the most recent available data from Home & Communities Agency Employment Densities Guide¹⁸.

To forecast the number of ‘workspaces’ associated with the Proposed Development and quantify the benefits, the GIA has been converted into NIA and recommended employment densities have been applied, *Table 6.7*. The full calculations are shown in *Appendix 6*.

Table 6.7: *Operational Employment: Employment Densities*

Use Class	NIA m ²	No. of FTE Employees
A1	1262.25	66.44
B1	19889.15	1657.43
Total	21151.4	1724

It is therefore considered that the Proposed Development will bring forward approximately 1724 FTE employment opportunities as a result of the commercial element. This is considered to be a Major Long-Term Benefit for the local area.

Indirect and Induced Employment

Further to the direct employment generated during the operation of the proposed development, additional benefits will result. These secondary impacts will arise from the need to purchase supplies for the businesses operating within the proposed development (indirect employment), and for example, from the increased expenditure in the locality by the workers (induced employment). Together this beneficial economic multiplier effect will sustain and generate further economic activity in the area boosting the local economy.

The concept of ‘additionality’ combines the direct and in direct employment impacts of a proposal against the baseline position or reference case to identify the overall ‘net’ impact.

¹⁸ Home & Communities Agency, (2010). Employment Densities Guide 2010.

By undertaking an appraisal of the additional benefits using the adjustment factors from the Additionality Guide estimations of indirect and induced employment levels can be calculated (*Appendix 6*). Four adjustment factors will be applied to understand the employment arising from the operational stage.

Additionality Assessment

Leakage

First, a Leakage factor is applied; this estimates the proportion of outputs that benefit those outside the target area, which is the local area and the Borough.

Based on the guidance from the Home & Communities Agency Additionality Guide⁹ a medium Leakage factor of 25% has been applied. This is because it is anticipated that the majority of employment positions provided by the Operational Stage will be occupied by residents of the local area.

Displacement

A Displacement adjustment factor is then applied. Displacement takes into account the proportion of development outputs accounted for by reduced outputs elsewhere.

In regards to the operational employment the displacement factor needs to consider the possibility of new employees leaving their current retail roles nearby to take up positions within the proposed development.

Retail employment positions of various stores generally tend to be similar in regards to roles & responsibilities, pay, benefits *etc.* It is therefore considered unlikely that an individual working in the retail sector would leave one retail position for another similar one without specific reason which often be associated with individual circumstances and/or judgement.

Consequently, a low Displacement factor of 25% has been applied.

Substitution

Substitution is the third factor to be considered. Substitution is the effect that arises when one activity is substituted for a similar one, for example employing a previously jobless person while another employee loses their job.

It is considered that substitution would not be relevant in this instance.

Multiplier

The last adjustment factor is a Multiplier; this calculates the secondary (indirect and induced) benefits as a result of the construction phase, as discussed above. The Multiplier adjustment factor varies according to the project size and geographic area; the larger the project and geographic area under consideration, the greater the multiplier factor.

The Multiplier effects of the proposed development Construction phase are predicted to be of medium value, therefore a Multiplier factor of 1.1 has been applied.

Reference Case

The Reference Case is the 'do nothing' scenario, a consideration of what impacts would occur anyway, if the Proposed Development did not go ahead. In this instance it is thought that a proportion of employment opportunities would be likely occur within the local area as other regeneration works take place. However, given the large scale of this Proposed Development and the high level of opportunity it would generate, it is thought unlikely that anywhere near the same level of opportunity would occur in its absence. Operational Employment as a result of the Proposed Development was calculated at Gross Impact of 1723 FTE jobs, the Reference Case Gross Impact has therefore been calculated at 25% of this at 431 FTE jobs.

The four adjustment factors; Leakage, Displacement, Substitution and a Multiplier were then applied to generate the Net Impact of the Reference Case. This was then subtracted from the Net Impact of the Proposed Development to result in the Net Additional Impact of 800 indirect and induced employment opportunities as a result of the Proposed Development's Operational Stage.

This is considered to be a Major Long-Term Benefit for the local area.

Table 6.8 outlines the additionality calculation process, for full details see *Appendix 6*.

Table 6.8: Operational Employment: Additionality

Additionality Steps	Additionality Application
Gross Direct Operational Employment	1723.863377
Less Estimated Leakage	430.9658443
Gross Direct Operational Employment to Target Area	1292.897533
Less Displacement	323.2243832
Net Direct Operational Employment to Target Area	969.6731496

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Additionality Steps	Additionality Application
Plus Multiplier Effects	96.96731496
Net Additional Operational Employment Benefits	1066.640465
Less Reference Case	266.68125
Net Additional Impact	800

Child Yield

It is generally accepted that new developments attract young families and generate a greater proportion of young children compared to average statistics for existing, established households. The number of children generated from a new development has the potential to impact upon areas such as education provision and play space within the local area, and as such, it is important that the child yield of any new development is considered in the context of the current capacity of the local area.

No national or Birmingham regional methodology of calculating child yield exists. However, the GLA have researched and revised child yield multiplier calculations several times since the 2005 Briefing on Child Yield¹⁹, the most recent of which were published in the 2012 SPG Shaping Neighbourhoods: Play and Informal Recreation²⁰. Despite being predominantly focused on Greater London, the SPG has the most reliable and robust calculations for Child Yield and can be used by other local authorities. The SPG notes that multipliers may also be used by local authorities to calculate not just the demand for play space from new developments, but also the potential impacts on education provision. The GLA method generates the Child Yield shown in *Table 6.9*.

With the development bringing forward a total of 223 Market/Intermediate Residential Flats, the total Child Yield for the development has been calculated to be 12 Children. For full calculations of each area of the development see *Appendix 6*.

¹⁹ GLA, (2005), DMAG Briefing 2005/25 Child Yield.

²⁰ GLA, (2012), Shaping Neighbourhoods: Play & Informal Recreation SPG

Table 6.9: Child Yield generated by Proposed Development

Age	Market/Intermediate Flats				Total
	Studio	1 Bed	2 Bed	3 Bed	
0-4	0	0	6.23	0.34	6.57
5-10	0	0	1.78	0.22	2
11-15	0	0	0.89	0.06	0.95
16-18	0.43	0.89	0.89	0.04	2.25
No. Units	43	89	89	2	223
Total	0.43	0.89	9.79	0.66	11.77

Demand on Education Facilities

The estimated child yield from the Proposed Development is 12 children, of which 2 would be of primary school age (5-10) and 3 would be of secondary school age (11-18). The Secondary school age group has been considered to include 16-18 year olds as students now have to stay in some form of education until they are 18, wherever that be in a 6th form, college, or an apprenticeship. This means that some may choose to stay on in secondary school 6th forms past the age of 16.

The baseline analysis of the educational establishments in the area shows that there is currently the capacity for 273 primary school places and 438 secondary school places.

Therefore, there is currently more than adequate space within the local primary & secondary schools to accommodate the child yield of the Proposed Development. The child yield therefore considered to be a Neutral Effect to the area.

Demand on Primary Healthcare Provision

The Proposed Development will bring forward a population of approximately 319 people. The baseline assessment found that primary healthcare demand for GPs in the local area was within the national average at roughly 1,451 patients per GP over 8 Doctors Surgeries.

The estimated population of the Proposed Development split over the 38 Individual GPs would put the number of patients per GP to roughly 1460. This is still within the national average and leaves the capacity to accommodate another 1520 patients across the 38 GPs. As GP Surgeries

have the ability to expand to meet demand it is considered that the Proposed Development would have a Neutral Effect on Primary Healthcare Provision.

Housing

The Proposed Development will bring forward 223 residential units. 43 Studio Apartments, 86 One Bed Apartments, 92 Two Bed Apartments and 2 Three Bed Penthouses. This equates to a total of 19,146sqm of residential space.

A Viability Assessment has been conducted and the developer has been determined that a contribution to offsite highways works, offsite transport & public open space improvements and affordable housing to the value of £900,000 will be made available as a result of the development.

It is therefore considered that the 223 market residential units brought forward by the Proposed Development and the contribution of almost £1 million will act as a Major Long-Term Benefit for the local area by catering to the needs of both market and affordable housing and other highways and amenity improvements.

Public Open Space & Play Space

The Proposed Development will bring forward approximately 258sqm of public realm space. The development of 258sqm of public realm space, and a possible financial contribution for further public realm space development is considered to contribute to the Big City Plan's⁷ vision of improving public realm areas across the city, and is therefore considered to be of Moderate Long-Term Benefit to the local area.

Crime

The proposed development will address crime in a number of ways. In the first instance the introduction of a community with greater permanency than is currently seen in the local area is considered likely to aid community cohesion and reduce the tendency for civil unrest. In many circumstances, a reduction in crime is achieved simply by having more people in an area who can notice if something or someone looks suspicious.

Furthermore, the Proposed Development is committed to achieving Considerate Constructors Certification throughout the construction phase, and Secured by Design Certification.

The Considerate Constructors Scheme is the national initiative set up by the construction industry to improve its practices for the benefit of those effected by construction works. Construction sites and companies can voluntarily register with the scheme, and in doing so sign up to a Code of Considerate Practice whereby they will follow standards of best practice

across areas of works concerning the local community, the workforce and the environment. An aspect of the scheme is ensuring the site is safe and secure throughout the construction phase.

Secured by Design focuses on crime prevention of homes and commercial premises and promotes the use of security standards for a wide range of applications and products. The principles have been proven to achieve a reduction of crime risk by up to 75%, by combining minimum standards of physical security and well-tested principles of natural surveillance and defensible space. The objective is to reduce burglary and crime in the UK by designing out crime through physical security and processes.

By following the Considerate Constructors code of conduct, and achieving Secured By Design certification, the Proposed Development will deter anti-social and criminal activity for the duration of its construction and on throughout its operational phase. This is considered to be a Moderate Long-Term Benefit for the local area.

The development will also embrace a new lighting strategy that will provide safe night time lighting or pedestrian areas across the site, which is not presently the case.

Wider Impacts

The development will also provide for:

- Local employment and training opportunities;
- Inclusion of public art;
- 24 hour pedestrian-only public access;
- Improvements in security & safety for persons passing through the area; and
- Contributions to Public Transport and Highways improvements.

Again these are all considered to be moderately positive impacts.

6.6 Assessment of Cumulative Impacts

Cumulative Schemes

There are currently five schemes with similarities to that of the Proposed Development coming forward in the Wider City Centre. These are;

- **Arena Central** – mixed- use development with 322 residential apartments and 673qm of commercial floorspace for Use Classes A1, A5, B1, D1 & D2). 150 associated car parking spaces, cycle parking, landscaping and public realm improvements.
- **Paradise Circus** – A commercial led mixed-use development comprising of up to 170,012sqm of GIA for Use Classes B1a, A1, A2, A3, A4, A5, D1, D2, D2 & C1. Also including car parking, highway works, public realm improvements and associated works to public rights of way.
- **John Lewis Department Store Development & Redevelopment of New Street Station** – The construction of new A1 department store including ancillary customer facilities, including a café and restaurant. Construction of 2 A3 retail units at the lower level. Works will also include a level of demolition to allow construction, provision of a drop-off/pick-up area, extension of public concourse, extension of the car park and ancillary services & facilities.
- **Birmingham City University** – The construction of university accommodation (Use Class D1), and ancillary retail (Use Class A1), office (B1), café and restaurant (Use Class A3), drinking establishment (Use Class A4), and leisure uses (Use Class D2), car parking, landscaping and associated works.
- **Masshouse** – The construction of a mixed-use development comprising of commercial and retail at ground floor (Use Classes A1-A5 and B1(a)) and 15 residential apartments above.

Arena Central

The Arena Central development is likely to bring forward increased population numbers and child yield thus resulting in an increased demand on local primary healthcare facilities, and local schools. It also likely to increase expenditure in the local area. Throughout the construction phase of the development there will be increased construction employment and associated additional benefits. Once operational, the development will offer further operational employment opportunities and associated additional benefits.

Paradise Circus

The Paradise Circus development is also likely to bring forward increased population numbers and child yield, thus increased demand on local healthcare and education facilities. Again, it will also bring forward increased local expenditure, increased construction employment and associated additional benefits throughout the construction phase, and increased operational employment and associated additional benefits once in operation.

John Lewis Department Store Development & Redevelopment of New Street Station

The department store development and station redevelopment is likely to bring forward increased construction employment and associated additional benefits throughout the construction phase, and increased operational employment and associated additional benefits throughout operation.

Birmingham City University

The construction of university accommodation is likely to increase population numbers and place increased demand on primary healthcare facilities. The increased population will also result in amplified local expenditure. The construction phase of the development will generate construction employment and associated additional benefits, and once operational the ancillary areas will generate further operational employment opportunities.

Masshouse

The Masshouse development is expected to bring forward increased population numbers, and child yield and thus further demand on local education and healthcare facilities. Additional local expenditure is likely to be an outcome of the increased population. The construction phase will generate construction employment and associated additional benefits. Further employment opportunities and associated benefits will also be brought forward by the operational phase.

Cumulative Impacts

The five similar schemes coming forward are all within 1 mile walking distance of the Proposed Development. Therefore, the collective effects of these developments and the Proposed Development should be considered against the Baseline socio-economic conditions of the local area.

Population

Four out of the five developments, excluding the John Lewis & New Street Station scheme, will bring forward increased population numbers as an effect of their residential elements. This will also result in the development's contributing to an increased child yield within the local area, with the exception of the University scheme as it is considered unlikely that students will generate additional child yield.

Additional population and child yield numbers will result in an increased demand on educational and healthcare facilities within the local area. There is currently the capacity for 273 primary school places and 438 secondary school places, and therefore the collective effect on education facilities in the local area is still considered to be Neutral as it is believed the local schools have the capacity to accommodate the child yield of the developments.

Demand on local primary healthcare facilities is currently within the national average, with some room for increased demand. However, a collective population increase from the cumulative schemes has the potential to push those figures closer to the national average if not over it, it is therefore considered that the cumulative impact on the demand of primary healthcare facilities is Minor Negative.

An increased local population will also result in increased local expenditure. More residents living in the area will mean more money being spent in the local area, and this is considered to be of Major Long-Term Benefit.

Employment

The developments' collective effect on employment in the area is expected to be a positive one. Employment opportunities and additional benefits will be generated throughout the construction and operational phases of the developments, and felt across the local area. This is considered to be of Major Long Term benefit to the local area.

However, it should be noted that the RICS Market Construction Survey¹⁰ has recorded the construction industry struggling to keep up with labour demand. Therefore there is a possibility that while these developments may generate an increased number of employment opportunities in the construction sector, there may not be enough workers to fill them. This may cause increased competition for workers between developments and potentially delay the completion of their construction phases. Therefore, in the sense of construction employment, the benefit to the local area has been lowered to a benefit of Moderate value.

Housing

Four out of the five schemes will have residential elements within the development, which is considered a Major Long-Term Benefit for the local area as it will contribute to The Big City Plan's⁷ goal of 5,000 new homes to be built in Birmingham. Where affordable housing is not a part of a scheme, a contribution will be made instead, which will in turn go towards developing more housing within the area.

Public Open Space

Each scheme has intentions of developing, improving and/or contributing to the public realm space. Individually, public realm improvements would be of some level of benefit, however collectively, this is of Major Long-Term Benefit to the local area by providing and improving a greater amount of open space for public use.

Crime

As previously stated; the introduction of a community with greater permanency than is currently seen in the local area is considered likely to aid community cohesion and reduce the tendency for civil unrest. In many circumstances, a reduction in crime is achieved simply by having more people in an area who can notice if something or someone looks suspicious. Therefore collectively these developments will result in a Major-Long Term Benefit in relation to crime prevention by contributing to a greater community.

6.7 Enhancement, Mitigation and Residual Effects

The assessment has found that there is the possibility of a Minor Negative effect to the demand on primary healthcare provision within the local area as a result of the cumulative impacts. It is possible, however, that "market forces" will promote additional provision of healthcare facilities in the area to meet the increased demand and consideration should be given to allocating a space for such a facility within the developed scheme.

6.8 Summary

Ladywood & Nechells suffer from above average deprivation in comparison to the rest of the country, and the other surrounding areas are considered to be of the most deprived areas in England. Therefore, through regeneration schemes such as this one, and the other cumulative schemes coming forward in the area, there is an opportunity to improve people's quality of life by providing housing, opportunities and by enhancing the local economy.

The Construction Phase of the Proposed Development is estimated to bring forward 66 permanent jobs in the economy. This is considered to be a Major Long-Term Benefit for the local area. Furthermore, the additional benefits arising from this impact are estimated to create 23 indirect and induced employment opportunities in the local area. This is thought to be a Major Medium-Duration Benefit to the local area. The cumulative effect of other developments in the area will see further construction employment generated in the local area, it should be noted that it has been recognised in the construction industry recently that there is a shortage in labour which may result in increased competition between developments for workers. Taking this in to account the effect of construction employment has been lowered to one of Moderate value.

The residential units of the scheme would accommodate an estimated population of 316 residents, and generate an estimated annual local expenditure of £2,126,416.50. The additional local expenditure has been derived from the ABS average household expenditure¹⁷, whilst taking in to account an estimate for spending that would not occur in the local area itself, and a number of residents that may have already lived in the local area. The resulting figure is considered to be a Major Long-Term Benefit for the local area as a result of the Proposed Development.

The commercial aspect of the Proposed Development is formed of retail and office space. The 21151.4sqm NIA of commercial space would see the Operational Phase generate 1724 FTE employment opportunities. Similar to the Construction Phase, this would generate additional benefits in the form of 800 indirect and induced employment opportunities in the local area. Both of these Operational Phase employment impacts are considered to be of Major Long-Term Benefit to the local area.

Due to a relatively low child yield generated by the Proposed Development, the local schools have the capacity to easily accommodate the predicted 12 children and therefore the effect is considered Neutral. Likewise, the effect on Primary Healthcare provision is also considered Neutral due to the number of Patients per GP remaining under the national average.

Another Major Long-Term benefit brought about by the Proposed Development is the effect on housing. By bringing forward 223 residential units and making a financial contribution of £900,000 to the council, the Proposed Development is helping to meet the demand for both market and affordable value housing.

The provision of Public Realm space within the Proposed Development, and the commitments made to achieving Considerate Constructors and Secured by Design Certification means that the Proposed Developments impacts on open space and on crime are both considered to be of Moderate Long-Term Benefit.

SECTION 6: SOCIO-ECONOMIC ISSUES

Environmental Statement Beorma Quarter (Phase 2 & 3), Birmingham

The cumulative effect of other developments in the area will see further construction employment generated in the local area, it should be noted that it has been recognised in the construction industry recently that there is a shortage in labour which may result in increased competition between developments for workers. Taking this in to account the effect of construction employment has been lowered to one of Moderate value.

The cumulative impact on the provision of primary healthcare has also been assessed to potentially have a negative effect.

All other cumulative impacts were assessed to be of benefit to the local area.

Therefore, based upon the appraisal of the socio-economic impacts discussed above, the impacts associated with the **Construction Phase** are deemed to be of a predominantly **high beneficial significance** and of a medium to long-term nature. The impacts associated with the **Operational Phase** are also deemed to be of a predominantly **high beneficial significance** and of a medium to long-term nature.