

**Birmingham Prospectus**

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**1 Background to the Birmingham Prospectus**

- 1.1 At the Summit for the Future in March 2006, the Leader of the City Council committed to developing a Birmingham Prospectus to set out a coherent, long-term vision for the development of the City over the next 20-30 years. It was recognised that renewed vision should take forward the ambitions set out in Birmingham's current Community Strategy, *Taking Birmingham Forward: Community Strategy for Birmingham 2005-2010*, building upon these for the longer-term.
- 1.2 To develop a coherent vision, supported by stakeholders, businesses and communities across the City, the Council committed to engaging a large number of partners in the Prospectus' development, in particular engaging private sector representatives. Five Theme Groups were established drawing together people from the public, private and voluntary and community sectors, these were:
- **A Global City** – chaired by Greg Lawson, (Pinsent Mason)
  - **A Visible City** - chaired by Glenn Howells (Glenn Howells Architects)
  - **A Connected City** - chaired by Dr. Christine Braddock (Matthew Boulton College)
  - **A Prosperous City** - chaired by David Hersey (Royal Bank of Scotland)
  - **A Growing City** - chaired by Sophia Christie (Eastern and North Birmingham PCTs)
- 1.3 Supported by senior officers from the City Council, the Theme Groups worked through the summer of 2006 to scope out Birmingham's existing strengths and challenges and a set of key priorities to secure the City's future growth and prosperity.

**2 Draft Birmingham Prospectus**

- 2.1 The resulting draft Birmingham Prospectus was presented at the Birmingham Conference on 28<sup>th</sup> November 2006, with a supporting background document available with the conference papers.
- 2.2 The event provided a critical opportunity for a wide range of senior-level stakeholders from across the City to confirm the Prospectus' findings and priorities. It also allowed stakeholders to feed in any outstanding issues and priorities that they felt were critical to Birmingham's long-term future.
- 2.3 Since the conference the Prospectus has been further strengthened to take on board comments received at and following the event. This has included comments from an additional meeting organised by the BSP on 20<sup>th</sup> December. As such the revised document will provide a shared vision for Birmingham that can be supported and driven forward by stakeholders across the City.
- 2.4 Key issues raised through comments have included:
- Emphasising the strengths of Birmingham's diversity and young age profile

- Providing a stronger emphasis on education and skills and developing the role of the city's universities
- Recognising the role/importance of arts and culture to the city's quality of life
- Ensuring the Prospectus comes across as bolder and more ambitious
- The need for a clear commitment to being a sustainable city and exploiting the economic opportunities of climate change
- A focus on quality of life issues for attracting and retaining the city's population, in particular housing and 'doing the little things better', such as 'clean and safe'.
- The importance of positioning Birmingham globally
- The importance of clarifying Birmingham's brand (internal and external) and how it distinguishes itself from other major cities
- Recognising the opportunities of social enterprise and social capital
- The need for a better explanation of how the Prospectus for the whole city, links to the city centre masterplan
- Raising the importance of transport and connectivity in the city
- Highlighting the continued importance of manufacturing to the city's economy and encouraging greater entrepreneurship and innovation
- The importance of engaging local communities and partners in taking forward the Prospectus to further strengthen local ownership

### **3 Next Steps**

- 3.1 Following the BSP board approval, the revised Birmingham Prospectus will be returned to the City Council's Cabinet for final sign-off. It will then be published in late February.
- 3.2 The Birmingham Strategic Partnership will be critical in driving forward the Birmingham Prospectus. In particular the revision of the Birmingham Community Strategy during 2007 will provide the opportunity to incorporate its ambitions and priorities into Birmingham's over-arching strategy document.
- 3.3 The Birmingham Strategic Partnership will also be instrumental in working with partners to identify milestones and timescales for the delivery of the priorities identified in the Prospectus. These discussions will inform the development of a more detailed action plan to drive and engage partners in the Prospectus' delivery.
- 3.4 Following the publication of the Prospectus, a series of seminars will consider how to take forward specific topics under-pinning the Prospectus, such as transport, housing and older people. An annual event will also be established to review progress against the Prospectus and to initiate further action(s) if appropriate.

### **Contact**

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