

Hodge Hill 2020

Conference Report

9th June 2006

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1. Summary

- 1.1 The purpose of the Conference held on the 9th June 2006 was set out by the Hodge Hill District Partnership and Liam Byrne MP. The outcomes for the conference were to:
- Build on the work of the Hodge Hill District Partnership;
 - Think about the long-term prospects – challenges, opportunities and trends;
 - Consider how can we make Hodge Hill a destination of choice – the physical infrastructure and assets;
 - Look at the Local Area Agreement and start the process of agreeing what outcomes we want; and
 - Get sign-up, commitment to action and energy behind the vision.
- 1.2 The conference was well attended and all participants worked in a concentrated and focused way throughout the event, productivity was high and the quality of the debate was impressive. The results are set out in this report and all comments and views were recorded. In order to inform future debate and not to lose any of the ideas generated, these notes are largely verbatim (although duplications have been taken out.) The outcomes highlighted above were largely met and evaluation feedback is available. This report focuses on the key actions that will form part of the way forward for the partnership.
- 1.3 The report details a range of key issues, ideas, opportunities and actions that are recommended for consideration by the key partners and District Partnership. This work is vital for the development and implementation of the District Community Plan for 2006-10, the District Area Agreement for Hodge Hill (to be agreed in 2007) and the future implementation of Neighbourhood Management in the District. The report includes a mixture of longer-term and more immediate pressing actions. It was clear that the District Partnership have made significant strides forward in engaging the community and key partners and a strong foundation is there to build upon. The event was constructive and positive, encouraging full participation from all who attended. The Partnership demonstrated great commitment and a positive resolve to continue improving the quality of life for all in Hodge Hill.

1.4 **Key challenges and opportunities.** The debate was informed by presentations from Liam Byrne MP and Rob James District Director for Hodge Hill. These presentations sought to set the context of Hodge Hill, it's progress through recent history, outlining some of the evidence of the major challenges and opportunities facing the District and setting out some scenarios for the future. Detailed statistical profiles had also been sent to participants and further detail at neighbourhood level has been developed. Profiles together with drafts of the Community Plan 2006-2010 are available from Fiona Hughes at Hodge Hill District Office. The table below is a snapshot of the issues highlighted and is designed to give a sense of the balance of discussion. They are in not in priority order.

1.5 **Next steps.**

There was strong commitment from all agencies and a willingness to face drive change at a strategic level. Feedback from the sessions highlighted the continued need for strong political direction and leadership. There were also ideas on developing our processes and mechanisms to really deliver. Many people commented the need to see action rather than consultation. The next steps are:

- Report from the conference to be widely disseminated and feedback sought. Consultation and final agreement on the Community Plan 2006-2010;
- Roundtable meeting of key partners and the DSP to consider the outcomes and agree a way forward for implementation and action (to be supported by Liam Byrne;
- Early consideration of the District Agreement (LAA) by the DSP – and to set out what Hodge Hill outcomes, indicators and targets should be
- More work on Neighbourhood Management and development of the approach to engagement within the district;
- More discussions and debate.

Finally the conference finished on a positive note with participants setting out inspirational headlines for Hodge Hill in 2020 – these are on Page 18.

For more details contact Rob James: District Director Hodge Hill, Birmingham City Council.

Summary of 10 key challenges, opportunities and actions (details in following sections.)

Achieving the Preferred Scenario – a positive future for Hodge Hill	
What are the key challenges for the District	Examples of opportunities / actions identified to meet challenges
Tackle health inequalities – particularly Diabetes and Heart disease, along with infant mortality and male life expectancy rates	Targeted services and better access – e.g. walk in advice centres that are not always within GP surgeries. Enhancing access to and quality of NHS services.
Lack of vibrant successful retail/local centres that encourage people to spend locally and encourage investment.	An investment plan for the district, better use of green space, work on environmental issues, maintenance and frontage improvements. Implementing a variety of retail and other uses e.g. leisure and advice services
Community safety and anti social behaviour - linked to lack of facilities / activities for people across all age ranges, rubbish and poor quality open spaces.	Join up neighbourhood policing, neighbourhood management and cleansing services. Identify facilities and current uses and co-ordinate improvements and programme of activities across the district, with each facility advertising activity at all other venues
Education standards and attainment rates (together with the issue of school places in West and surplus in East of the district).	Working with schools and businesses to develop vocational approaches and with parents and younger families to set the culture of learning. Working with Education Authority to ensure sufficient access across the district – explore best practice and the idea of an academy
Tackle employment and promote enterprise	Provide employment opportunities and link people to the significant employment opportunities outside the area (Eastside, Airport and NEC, MEDI Park). Target problem sites and working on proposals to bring them to an employment or mix use market. A radical approach to land redevelopment by empowering local community, working with planners and key partners.
Community cohesion, lack of trust between communities. (Concern about the rise of the BNP, disillusionment and feeling of not being listened to).	A cohesion plan. Work with faith and community groups to enhance links across the district and work to share experiences and cultures of the diverse resident population. Look for quick wins to show residents their views are listened to and promote the positives of the area to reduce the feeling of disillusionment within the area.
Marketing of Hodge Hill, increasing its profile within and outside of the District	Work on an identity for Hodge Hill. Identify what is working and successful and where the opportunities are, disseminate through newspapers / district/area newsletters, regional and national bodies.
Investment by local people in their own community, encouraging civic pride, mutual respect and making each individual accountable for the area.	Engagement and community development. Work with community and voluntary or faith and ethnicity groups to encourage involvement in their area and show how each individual should take responsibility for their own actions in the district to make it a better place to live and work.
Housing standards and allocations that create communities within communities	Work with all tenures to improve housing standards, design and affordability. Work with the rental sector to implement innovative allocations to avoid grouping of ethnic communities and encourage integration across the district..
Support young people to reach their potential-tackle substance abuse (drugs and alcohol).	Targeted work with young people at risk, engage with young people to understand their needs. Increasing communications between younger and older residents and employers, review facilities in schools and community, enhance youth services.

2. Challenges, opportunities and what we must get right for the District

Results of exercise 1.

2.1 Challenges

- Communities need help and support – especially young people
- Unemployment, housing, health, crime and transport links (Shard End in particular)
- Health – Heart disease and Diabetes
- (Tile Cross) lack of shops and adequate convenience stores
- (Tile Cross Road) Post Office vandalised twice within a short space of time – crime is an issue
- Anti social behaviour
- Lack of facilities for young people and communities – need more activities and properly managed
- Education standards/attainment – not enough school places in West and surplus in East
- Community cohesion (sense of friction between communities, suspicion and lack of info)
- Economic and social deprivation – inequalities in health, education and crime – ward level issues not always the same across the whole district
- Drugs – tighter clamp down – selling points – more education
- Marketing job for Hodge Hill – increasing profile
- Commitment from all agencies – willingness to face change at a strategic level
- Open spaces – improved quality, declining environment – rubbish and parking – areas need to be cleaned up.
- Employment – need to link outside jobs – transport important but education/training most important
- More investment of local people in their own area of the district
- Housing - needs of Asian community – overcrowding in west of district – no realistic prospect of meeting decent homes standard in council housing - outer housing estates not good environment for residents
- Belchers Lane – site to attract jobs in High Technology sector/Medi Park – but local housing will not attract the right level of workers
- Lack of vibrant/successful retail centres – no business case for investment
- Accountability and mutual responsibility/civic pride – we need it!
- Rise on BNP – need to tackle. A lot of people vote BNP because they are disillusioned, don't feel listened to and not because their racist/extreme right wing – need an alternative to aid community cohesion

2.2 What we need to get right

- To improve the quality and design of housing, both social and private
- To improve community safety, safe, secure public open spaces, sections of the community do not feel safe on the street i.e. the elderly. Existing urban design lends itself to crime, i.e. alleyways.
- To reduce drug usage
- To improve education and training – including vocational education linked to employment opportunities and enterprise education
- To support parents
- To reduce teenage drinking
- Deliverable community action plan – tackling all issues – fitting in with bigger picture of regeneration outside the district
- Community cohesion – schools and faith organisations can do more and can make links across the district
- A radical approach to land redevelopment by empowering local community with planners and other partners – joint stakeholders
- Housing mix – how radical can we be? Housing renewal as part of neighbourhood renewal and management
- Need to see action rather than consultation
- Publicise what has happened – not visible, people don't know e.g. Street Ahead scheme
- Do we need a Hodge Hill/East B'ham Regeneration Agency – not the Regen Zone!!
- Need strong political direction and leadership
- Community policing
- Housing allocations - Tenant Vetting
- Wheelie bins please!!

2.3 Opportunities to help achieve our positive scenario

- To provide employment opportunities – surrounded by significant employment opportunities – need to link people in the area into these (Eastside, Airport and NEC)
- Look at what we can offer – positives to attract funding, people and initiatives, etc (identify quick wins)
- Link into voluntary groups
- Identify what the district can do and what the district should expect from others
- To raise community aspirations – honesty about what can be achieved
- To reinforce the work ethic within communities
- To build an respect for authorities within communities, especially the younger generation

- To make a concerted effort to engage with young people to understand their needs
- Use existing green spaces and community/youth facilities better
- Build on diverse mix of community and voluntary groups, utilising volunteers. Neighbourhood forums important but they need funding, support and a framework to operate in.
- Provide range of housing to attract/enable people to stay
- Eastern Corridor Housing market Prospectus – strategic investment
- Agencies (inc. LA) willing to delegate control/authority for greater impact/co-ordination of services
- Age group – lots of young people – invest in the future
- Look at the whole district and don't just tinker with certain parts or issues
- Demolish and re-build council stock in Shard End
- Development of an academy – skills and education, Shard End and nearby to attract people into other parts of the district
- Enhancement of local centres
- Renewal of some infrastructure – develop momentum in regeneration
- Roll out of neighbourhood policing, housing inspectors and street wardens.
- Increasing communications between younger and older residents (adopt a granny?)

3. Making Hodge Hill a destination of choice for the key sectors

Results of exercise 2

3.1 Housing and Environment

How to make Hodge Hill a destination of choice for the key sectors

- Improve local centres and shopping provision alongside new housing development.
- Housing needs to attract people into the area as loss of people reduces the viability of schools and other services.
- Housing interventions need to go beyond minimal decent homes standards and seek to improve open spaces.
- Establish support to help key workers stay in the district with a range of housing tenures that progress into owner occupation, especially for younger people.
- Quality of design and innovation in layout in housing renewal. Co-ordinated major investment in agreed priority areas for maximum impact.
- Housing not to be considered in isolation to wider environmental context. If we do not get the housing mix right, with value homes for local people and especially the younger population, alongside addressing educational attainment, employment linkages and crime people will not choose to live in the district.
- Cleaning up the area and keeping it clean.
- Better land planning and use of buildings that avoid traffic congestion.

What do we want the partnership to focus on?

- Identifying linkages with the Regeneration Zone, Eastside and Enterprising Communities to support housing transformation, including any additional funding these programmes can access to support environment and housing needs in the district.
- Supporting joined up environmental and neighbourhood management where housing is being improved.
- As part of a new development plan for the district, housing and planning departments could work closely with housing associations and the communities to agree strategic interventions for redevelopment and select a lead agency for each 'zone', linking to East Birmingham HMRA.
- Strategic Plan for Housing in the area needs to be shared or developed if it does not exist. The Regional Housing Board has research available

to assist with the development of the Plan. The Strategy must also link to the wider regeneration strategy for the district. Partnership must control all resources within the district, provide leadership and drive for change.

- Focus on a plan for investment in land and buildings that simultaneously looks at infrastructure needs and is based on proper consultation.

What contribution can we make as individuals/organisations on these issues?

- Work with local communities over a long term in the redevelopment of housing.
- Helping the district understand the competing planning priorities for development land.
- Develop community consultees and consultation to attract a wider range of people to work with the partnership.
- Harden Housing Association offer to work up redevelopment scheme proposals with local communities as basis for consultation on area based regeneration. They also propose possible neighbourhood management lead in and around Shard End/Kitsland Road and Longmeadow.
- Innovative ways of allocating rental stock to be looked at to obtain a better and more diverse mix of people, rather than grouping ethnic or faith groups together. At the same time need to establish support mechanisms for people moving into the area providing reassurance to them and the wider community.
- Street Champions on open spaces to work with the communities.
- Good practice and mistakes should be examined and learnt from across the district (the Vale) and then share these with people rather than tell them and do it to them.
- Investment in sustainable environments should be part of the housing investment.
- Helping people feel safer in their communities is a job for everyone, including housing professionals.

3.2 Sports

How can we make Hodge Hill a destination of choice for the key sectors?

- Provision of a sports complex or a network of facilities across the district, building on underused facilities already in existence.
- Providing a co-ordinator to develop facilities and activities, ensuring equal usage across a range of sports and venues.
- Links could be made with Birmingham City Football Club around community activities and promoting local talent for potential movement towards a professional career. Must make sure that focus is wider than football activities.
- Need to consider activities for the disabled.
- Celebrating successes will raise the profile of the area to those externally.

What do we want the Partnership to focus on?

- Bringing Citywide events to Hodge Hill.
- Sports for Life events for over 35's. with the input from professional bodies, nurturing local talent in sports.
- Analysis of current facilities to take place and gap analysis for capital investment in existing facilities to bring them up to standard and new facilities were needed.
- Facilities for women only activities are required to account for faith and ethnicity needs.
- All facilities and activities must be reasonably priced to allow for widest possible access within the community.
- Research any locally 'grown' sporting personalities to act as role models.
- Alternative sports should not be discounted e.g. yoga, karate and Tai Chi, etc.
- A civic golf course could be established at Shard End Park, with advice, etc from the Belfry.
- Skate park for BMX's for evening use and possible indoor facility.
- Ward End Park as centre for activities and events, although infrastructure needed for this. Developing our opening spaces should not be neglected.
- Statutory and voluntary sector to work together with a joint aim of progressing sports in the district.
- Extended schools status should be achieved and rolled out as necessary.

What contribution can we make as individuals/organisations?

- A conference targeted at women to discuss and priorities issues should be considered.
- Schools have facilities that could be utilised by the wider community but would need co-ordinating and arrangements making concerning health and safety, etc.
- Washwood Heath Youth and Community Network could make contact with Amir Khan to act as role model.
- Youth Services could approach Birmingham City Football Club to discuss potential interventions.
- Appointment of a co-ordinator to identify activities across the district and funding to progress facilities and activities.
- Hodge Hill plan for Sports College status should be shared with wider community.
- Greater dialogue and development with parents should be achieved.

3.3 Local Centres

How can we make Hodge Hill a destination of choice for the key sectors?

- Local centres should be more than just shopping and should include a variety of facilities including libraries.
- Expansion work should include wider pavements and pedestrian schemes with appropriate levels of car parking provision.
- Need to encourage High Street brands, both shops and banks. Existing shops and businesses are very similar with little variety and some general improvements to appearance need to be taken and maintained.
- Good transport provision within the district.
- Improving the quality of the health centres in local areas.
- Tesco's application and its associated impact on local centres.

What do we want the partnership to focus on?

- Better community consultation on design and development backed up by intelligent planning and more focused resources. Identify models of good practice that can be adapted to fit our needs.
- We need to celebrate what we do have and think what it is we can offer to businesses.
- Need to work with partners around environmental and visual improvements to areas and premises and enforce improvements and/or maintenance as necessary.
- Install flower beds around all centres to improve visual aspects along with artistic features.

What contribution can we make as individuals/organisations?

- Identification of roles and responsibilities with better management and focusing of funding across all strands. This tied into more accountability and chain of commands for specific areas.
- Sustaining projects over a long term rather than wasting money on multiple feasibility studies.
- Work with Chamber of Commerce about implementing a 'Shop Easy' scheme.
- Encourage local businesses to contribute to the area in which they operate, taking pride in the area along with resident community.
- Information and tourist boards to be installed.

3.4 Business and Enterprise

How can we make Hodge Hill a destination of choice for the key sectors?

- Converting old unused factories into small workshop units, linked into flexible start up provision.
- Promoting engineering sector within schools.
- Providing a high quality environment for businesses. Working with existing large businesses to make them 'good neighbours'.
- Identifying underused land and bring back into use, even if only requires planning approval for change of use to attract more businesses.
- Need to target investment towards the niche manufacturing and high value added markets, appreciating competition with Technology corridor along A38. Need to consider the Medi Park development and freeing up land surrounding this to attract similar or supporting businesses.
- Supporting schools to deliver business leadership skills and activities.

What do we want the partnership to focus on?

- Young people support mechanisms for school leavers addressing what motivates them at this point.
- Selling business start up and persuading people that this is not a 'bad thing'. Better links between businesses and employers and the education sectors. Develop successful initiatives to bridge the skills gap for the district.
- Targeting problem sites and working on proposals to bring them to an employment or mix use market rather than them going to the residential market. This will involve freeing up Local authority from having to obtain the best price for a site and more concentration on delivering the needs of the area.
- Looking at ways to develop transport links between the East and West, using the Cole River or a parallel route to implement improvements.

What contribution can we make as individuals/organisations?

- Break down barriers to partnership working. Maximise contacts with employers and promote their role in equipping people with life skills.

4. Developing a District Area Agreement for Hodge Hill

4.1 Children and Young People Block

What are the key outcomes you would like to see in the Hodge Hill Agreement for your block?

- Varied curriculum in schools that meets the needs of the community and industry. Provision or extension of youth services through youth clubs, sports clubs where an opportunity is given to have fun whilst engaging and sharing ideas and learning where necessary. This will increase their involvement in improving their community.
- Young People involved in Education, Employment and Training (EET) is key but not represented in current targets.
- Development of life skills in school age young people would prepare them for working life. Children and young people can make a difference in their communities.
- Implement appropriate support mechanisms for young people with disabilities in the transition between school and employment.
- Community safety is an issue for young people as well.
- Development of provision for post 16 in district – a major challenge.

What do we want the partnership to focus on?

- Focus on solutions rather than organisational constraints.
- Use best practice – identify and develop across the district.
- Identify those most at risk at an early age, thinking of a child/young person as a whole, this way we are not fire fighting all the time.
- Engagement of local employers and relationship building with young people and communities to provide understanding of future needs in employment and level of opportunities.
- Ensuring that a variety of youth facilities are accessible and affordable.
- For drugs to become a fifth priority under safer and stronger communities and the introduction of an outcome/target for reducing the substance misuse of under 18's.
- Encouragement of young people to move into self-employment.

4.2 Healthier Communities and Older People

What are the key outcomes you would like to see in the Hodge Hill Agreement for your block?

- Existing outcomes plus an emphasis on Infant Mortality, Male Life Expectancy and provision of better primary care centres.
- Increased resources to ensure more independent living. Access to and communications with NHS improved.
- Social networks for older people – develop befriending service.

What do we want the partnership to focus on?

- New Primary Care Centres.
- District wide handyman service.
- Walk in advice services for diabetes and coronary heart diseases, not necessarily based in GP surgeries. Look at service offer of new facility on Perry Common to ensure services meet the needs of the community.

4.3 Enterprise and Economic Development

What are the key outcomes you would like to see in the Hodge Hill Agreement for your block?

- Business start up centre/facility needed within the district.
- More support for small local businesses
- Improvement of basic skills levels within schools and educational establishments
- Provision for local work for Asian women that is flexible and provides childcare
- Transport links within and outside the district, appropriate car parking linking to public transport.
- More land available for development with appropriate goods and services that encourage people to spend locally.

What do we want the partnership to focus on?

- Improved skills of the population through linking schools with local businesses.
- Sure Start needs to be expanded and work closer with Business Link.
- Modifying employer behaviour and views of the area
- Focus on key areas and sectors (promoting community feel)
- Developing skills that relate directly to the needs of local employers
- Promote school and employer linkages.

4.4 Safer and Stronger Communities

What are the key outcomes you would like to see in the Hodge Hill Agreement for your block?

- Community cohesion is key for the district
- Reducing Crime – gun crime, violent crime, car crime, prostitution, domestic violence, racial harassment, and drug dealing and use that in itself leads to other areas of crime. More Police on the beat and greater interaction between the Police and schools to prevent crime and Anti Social Behaviour.
- Treatment centres for drug users
- Safer and more accessible routes to employment areas
- Recycling schemes to be enhanced and widened
- Safety on public transport
- Community mentors

What do we want the partnership to focus on?

- Sharing of intelligence on issues such as drug use and dealers
- Proactive in preventing crime – work with younger children and families to educate
- Building Respect for and in the area and promotion of an area where people feel safe
- Empowering and supporting local communities to tackle nuisance and crime within the community rather than total reliance on external organisations to tackle issues.
- Local allocation/letting policy to ensure integration, improve equality and raise awareness and aspirations of the community.

5. Hodge Hill 2020 - Local Newspaper Headlines in 2020

- Healthy Happy Hodge Hill Houses Healthy People
- Hodge Hill, District of Culture 2020
- Hodge Hill proud of its past and looking forward to a bright future
- King William moves official residence to Hodge Hill
- Hodge Hill, No vacancies in this urban, vibrant village
- Engendering well being both in individuals and in communities
- OIL found in Hodge Hill
- House prices in Hodge Hill district – now highest in country!!
- Hodge Hill voted the best place in the world to be a young person
....AGAIN!
- Hodge Hill is the Healthiest/Safest place to live in Birmingham!
- Hodge Hill district receives an award for Best Improved District in England
- Liam Byrne wins Hodge Hill marathon