

Hodge Hill 2020

Roundtable

Introduction

1. The purpose of this presentation is to introduce you to the background and objectives of the Hodge Hill 2020 Roundtable
2. The roundtable follows the highly successful Hodge Hill 2020 conference attended by over 100 agency partners and residents' leaders
3. The purpose of the Hodge Hill 2020 conference was to look beyond the timetable of the Community Plan (CP) and
 - a. help develop a long term strategic context in which the CP could sit, and
 - b. Identify large scale programmes which might enable CP delivery and involve partners outside the DSP
4. The roundtables purpose is to translate the conference output into practical priority programmes for development

Roundtable objectives

1. Identification of 10+ priority programmes/projects to be further developed by the Hodge Hill DSP team and relevant partners with;
 - a) Mission / objectives
 - b) Phases and intermediate deliverables and timetables
 - c) Clear governance arrangements and reporting arrangements
 - d) Clear links to DSP and Community Plan to ensure district ownership and local accountability
2. To help inform the Spring 2007 prospectus for investment in East Birmingham and for local decision-makers to help drive coherence and change
3. Now we want to test / enrich first cut of priority projects

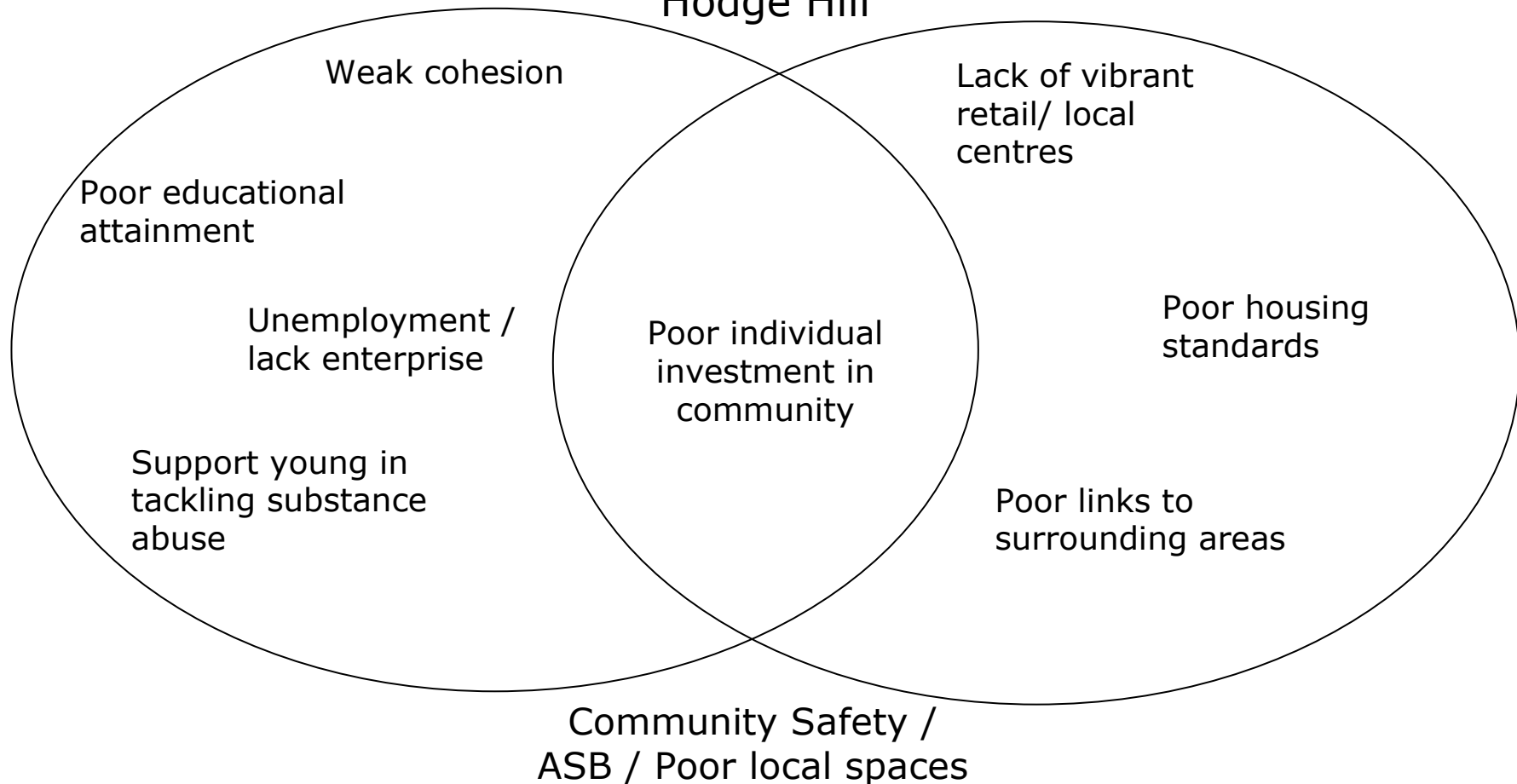
10 key challenges

A different deal – human & physical capital development

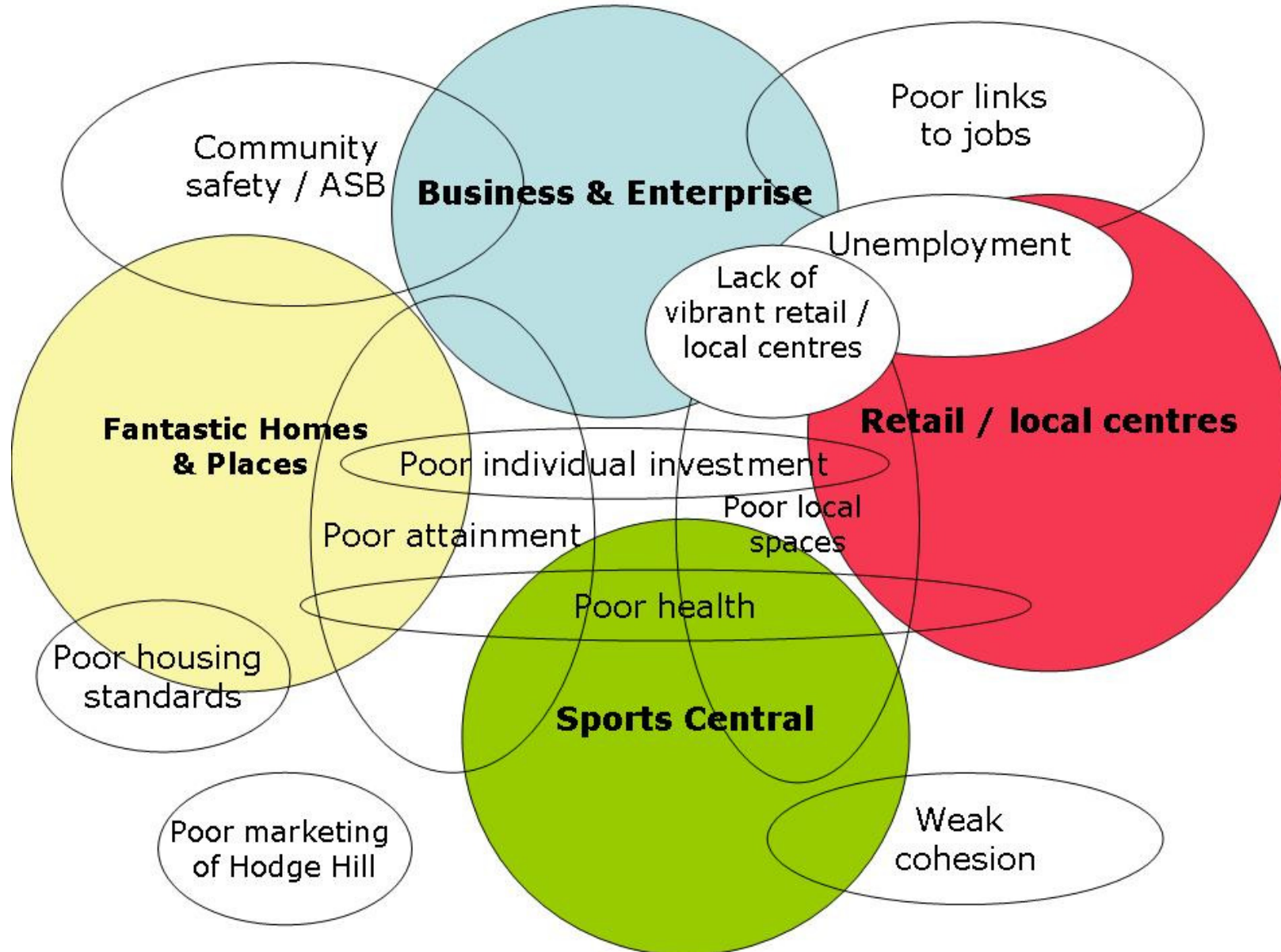
Human capital

Physical capital

Poor marketing of
Hodge Hill



We developed ideas for how making Hodge Hill a destination of choice could help meet our challenges



Key factors to make Hodge Hill a destination of choice

Business & Enterprise

- Convert unused factories to small workshop units linked to flexible start up provision
- Promotion of engineering sector in schools
- Work to make large businesses 'good neighbours'.
- Identify underused land and bring back into use
- Target investment to niche manufacturing
- Support Medi-Park development by freeing up surrounding land to similar businesses
- Deliver business leadership skills and activities in schools

Retail / local centres

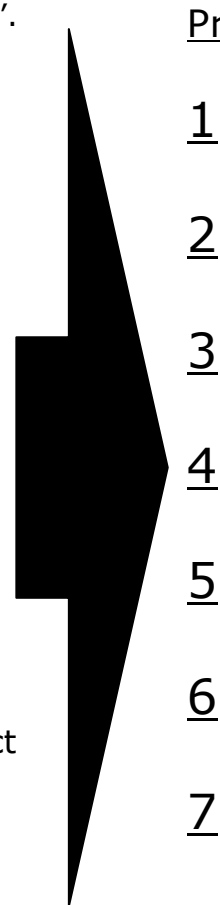
- Greater variety of facilities i.e libraries
- Wider pavements and pedestrian schemes
- Greater car parking provision
- More brands, both shops and banks
- General improvements to appearance
- Better transport provision within the district
- Improved quality of health centres

Fantastic Homes / Places

- Beyond minimal decent homes standards
- Improved open spaces
- Tenures that progress to owner occupation
- Improved quality of design and innovation
- Co-ordinate major investment for max impact
- Better planning to avoid traffic congestion

Sports Central

- Build on underused facilities in existence
- Co-ordinator to develop facilities / activities
- Greater links with BCFC
- Focus wider than football activities
- Activities for the disabled
- Celebrate success to raise profile externally



Priority programmes?

1

2

3

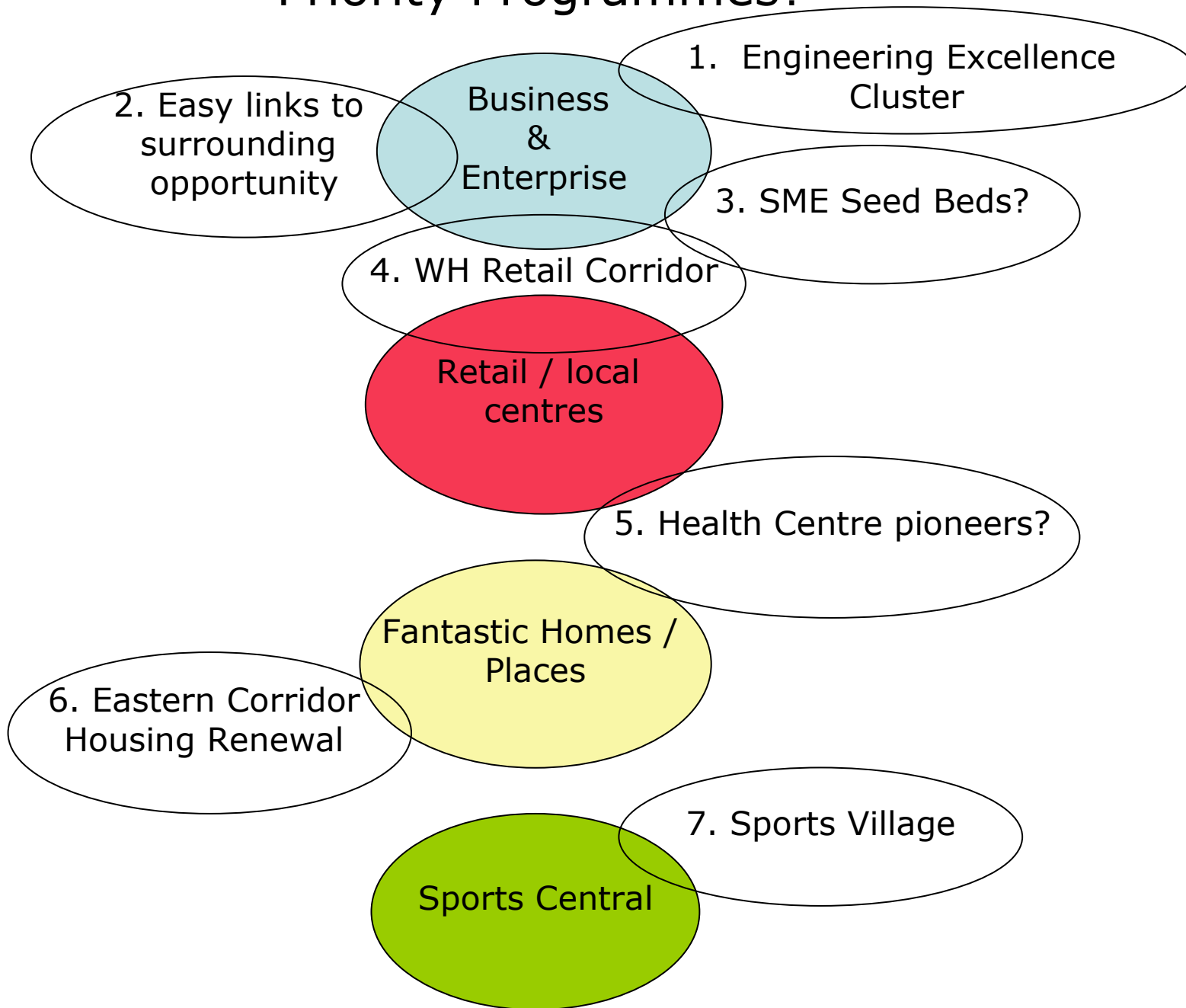
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Priority Programmes?



Making It Happen

1. Agree / enrich priority programmes
2. Assigning owners
3. Defining vision
4. Defining partners
5. Formulating next steps and timetable

Appendix 1: Summary of 10 key challenges

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.