

Ladywood Consultation

OUR APPROACH TO COMMUNITY ENGAGEMENT AND CONSULTATION

Birmingham City Council

St Joseph
Designed for life


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4-5
Summary

6-7
The Ladywood Estate Today

8
Introduction to the Berkeley Group and St Joseph

9
Working in Partnership

10
Community Representation

11
Ladywood Resident and Community Charter

12-13
Principles of Engagement and Consultation

14
Stage 1 – Building and Understanding Local Relationships

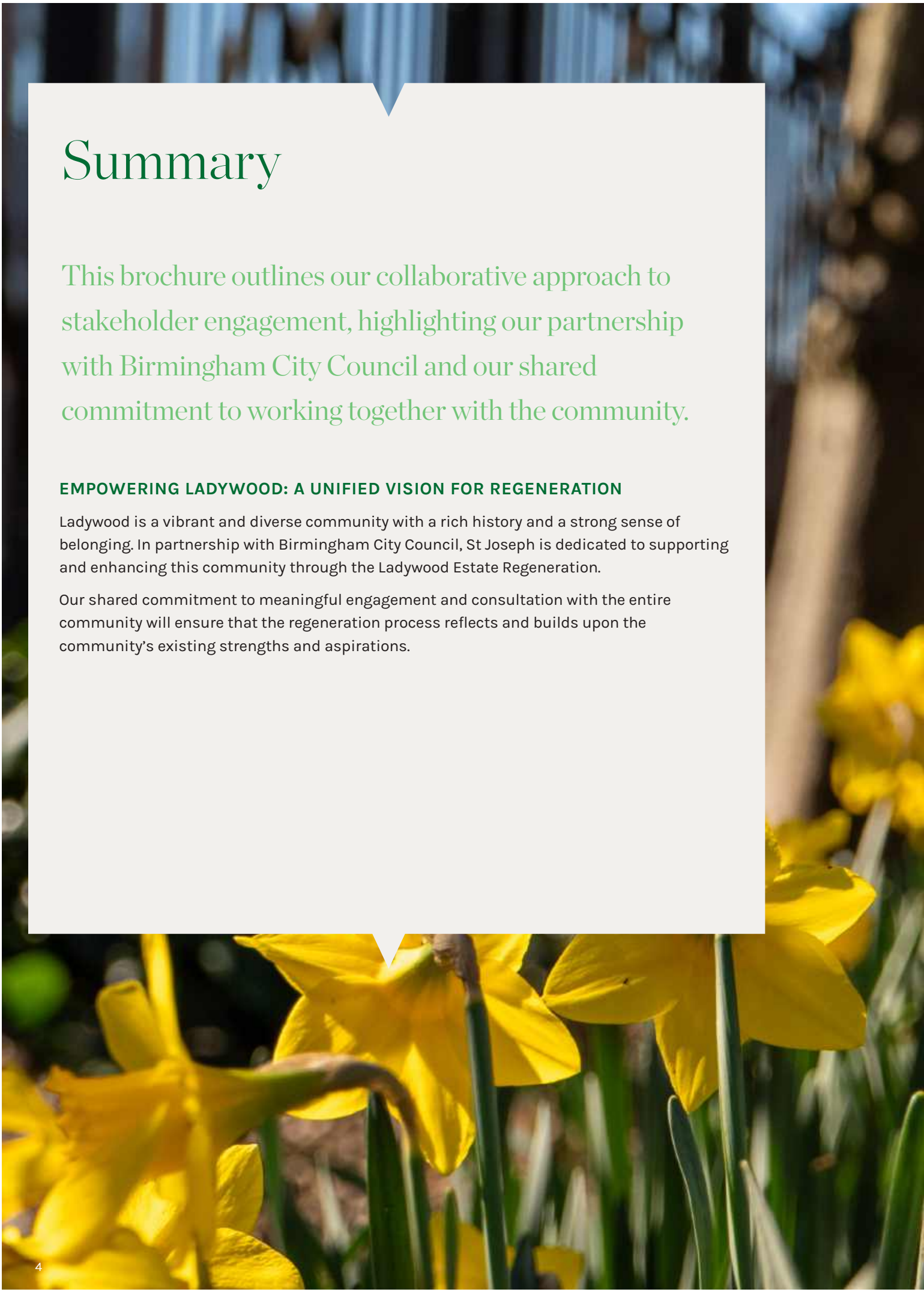
15
Stage 2 – Developing the Masterplan

16
Stage 3 – Planning Application

18-19
The Journey

20-21
Strengthening Communities

22-23
Charity Partnerships and Berkeley Foundation



Summary

This brochure outlines our collaborative approach to stakeholder engagement, highlighting our partnership with Birmingham City Council and our shared commitment to working together with the community.

EMPOWERING LADYWOOD: A UNIFIED VISION FOR REGENERATION

Ladywood is a vibrant and diverse community with a rich history and a strong sense of belonging. In partnership with Birmingham City Council, St Joseph is dedicated to supporting and enhancing this community through the Ladywood Estate Regeneration.

Our shared commitment to meaningful engagement and consultation with the entire community will ensure that the regeneration process reflects and builds upon the community's existing strengths and aspirations.



NEIGHBOURHOOD CONVERSATION: ENGAGING EVERY VOICE

Central to our engagement strategy are 'Neighbourhood Conversations,' grounded in Birmingham City Council's 'Powered by People' approach.

These conversations are designed to:

1. Facilitate open dialogue, allowing residents to share their views and ideas.
2. Ensure inclusive participation, reaching as many parts of the community as possible through various engagement methods.
3. Build trust and collaboration, fostering a sense of ownership and shared responsibility in the regeneration process.

By prioritising these conversations, we will ensure that the regeneration reflects the collective vision of the Ladywood community.

RESIDENT STEERING GROUP: LEADING THE WAY

The Resident Steering Group plays a pivotal role in agreeing the Resident and Community Charter and bring it to life.

Comprising elected community representatives, this group will:

1. Oversee the implementation of the Charter's commitments, ensuring accountability and alignment with community priorities.
2. Act as the community's voice, influencing discussions that affect the future of Ladywood.

Their leadership ensures that the regeneration process remains rooted in community values and aspirations.

RESIDENT AND COMMUNITY CHARTER: OUR FOUNDATION

The Resident and Community Charter will be the cornerstone of our regeneration journey. Developed through extensive community consultation, it will establish clear commitments and mutual expectations between the community, St Joseph, and the Council.

The Charter will ensure that all voices are heard, and that the regeneration process reflects the community's values and aspirations.

The Ladywood Estate Today

The Ladywood Estate covers over 150 acres and is located to the west of Birmingham City Centre.

Birmingham City Council selected St Joseph as the Preferred Delivery Partner for the regeneration of the Ladywood Estate in July 2023.

St Joseph will be responsible for developing the Ladywood Estate masterplan in partnership with the community, and stakeholders.

1,953 homes

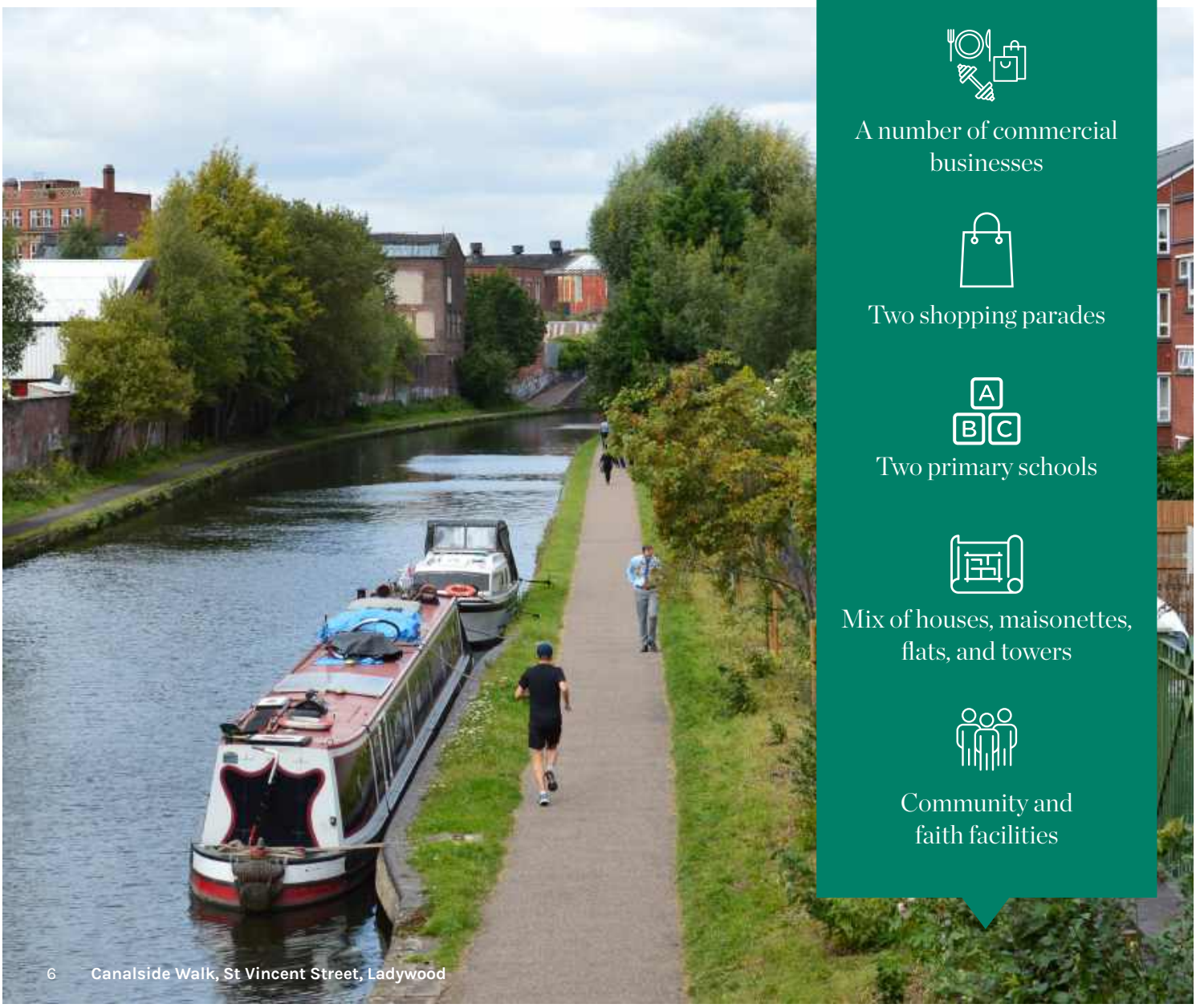
A number of commercial businesses

Two shopping parades

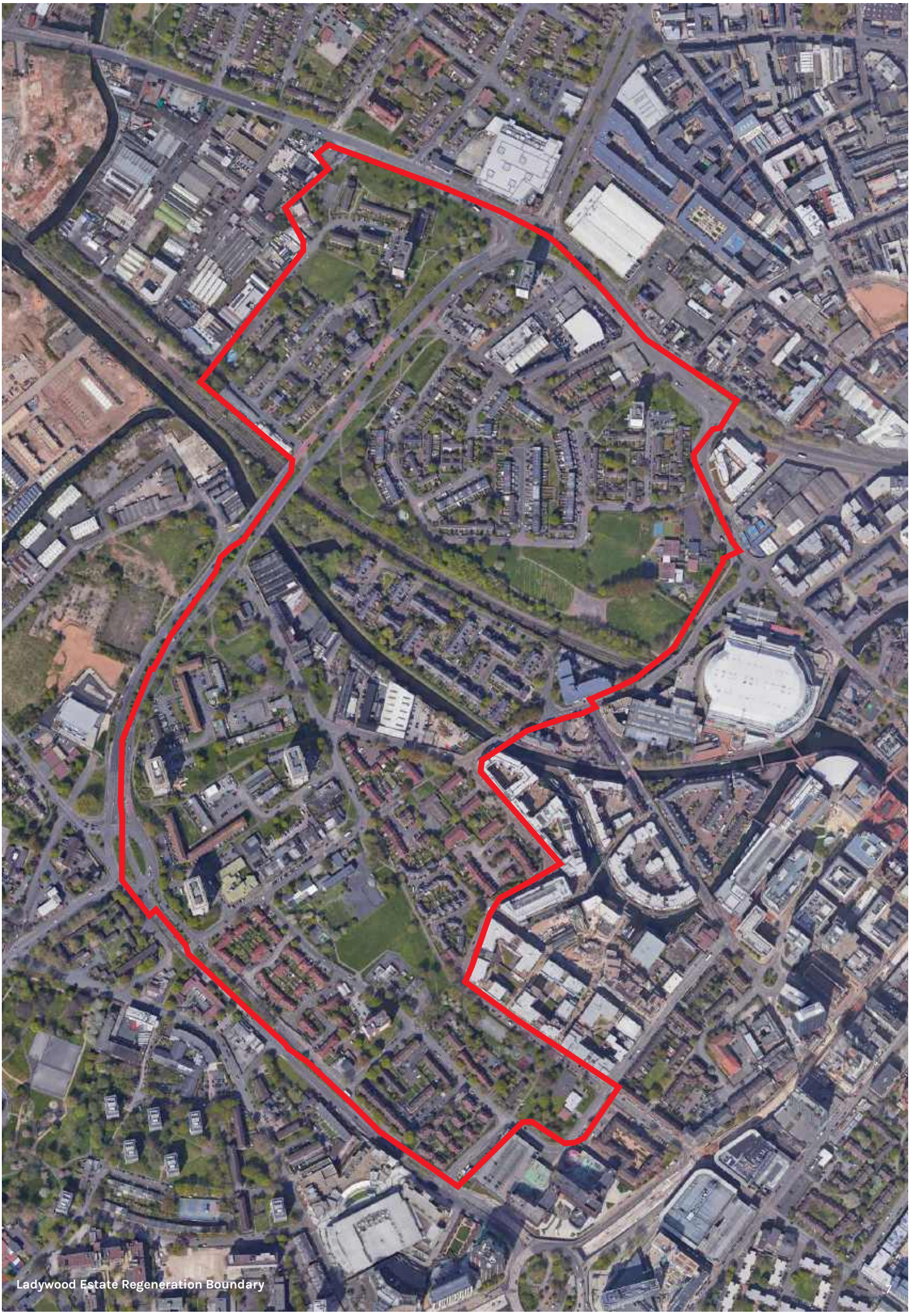
Two primary schools

Mix of houses, maisonettes, flats, and towers

Community and faith facilities



Canalside Walk, St Vincent Street, Ladywood



Ladywood Estate Regeneration Boundary

Introduction to the Berkeley Group and St Joseph

The Berkeley Group is bringing forward 32 of the largest and most complex sites in the country.

OUR PASSION AND PURPOSE

Our passion and purpose is to build quality homes, strengthen communities and make a positive difference to people's lives.

STRENGTHENING COMMUNITIES

Our approach throughout is collaborative and long term. We want to work closely with the community and bring forward partnerships to encourage development that the community wants to see.

Our projects at Woodberry Down and Kidbrooke Village are just two examples of how we are working in partnership with local communities and organisations to unlock an area's potential.

Across these two projects we are delivering over 10,000 homes, 60 hectares of parks and gardens, and £160m in local infrastructure improvements.

St Joseph is Berkeley Group's Birmingham based business. Founded in 2017, the name was inspired by the civic improvements delivered by Birmingham's 19th Century mayor, Joseph Chamberlain.

We share his belief that an inspiring public realm is the cornerstone of a happy, thriving community and our commitment to deliver this for local people is at the heart of everything we do.



Royal Arsenal Riverside



Kidbrooke Village



Woodberry Down

Working in Partnership

By working together, we can deliver a high-quality, landscape-led development that meets both current and future needs of the community.



Highcroft, Wallingford

St Joseph is excited to be working in partnership with the local community, Birmingham City Council, and other key stakeholders to bring the Ladywood Estate Regeneration to life.

By working together, we believe we can deliver a high-quality, landscape-led development that meets both the current and future needs of the community.

Our commitment to partnership is reflected in our successful delivery of two major projects in the City Centre, known as Snow Hill Wharf and Glasswater Locks, where we worked closely with Birmingham City Council to transform vacant, brownfield sites into much-needed homes.

Our proposed community engagement strategy is grounded in the principles of the 'Powered by People' strategy, along with the 'Resident and Community Charter,' which has been developed through consultation with the community and Birmingham City Council and fully supported by St Joseph.

Together, we will work closely with the community, ensuring that resident voices are central to shaping the future of this regeneration

Birmingham City Council

St Joseph
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Community Representation

There are many ways for residents and stakeholders to get involved in shaping the future of the Ladywood Estate Regeneration.

Through our Community Engagement Strategy, we bring together key organisations, including Education, Faith, and Community groups, to make sure as many diverse voices as possible are represented and that residents have real input in the decisions that affect them.

The Resident Steering Group will play a central role in guiding the process, ensuring strong representation from the community.

A Youth Panel will be formed which will ensure that young people and community leaders are actively involved.

Additionally, a Community Development Trust will be formed to collaborate with all groups and empower residents and support continuous engagement.

A published menu of ways to get involved will be available soon.

Community Engagement Strategy

Community Development Trust

Resident Steering Group

Youth Panel

Ladywood Resident and Community Charter



Ladywood Resident and Community Charter

The Ladywood Estate Regeneration offers opportunities for social, economic, community and enviornmental transformation.

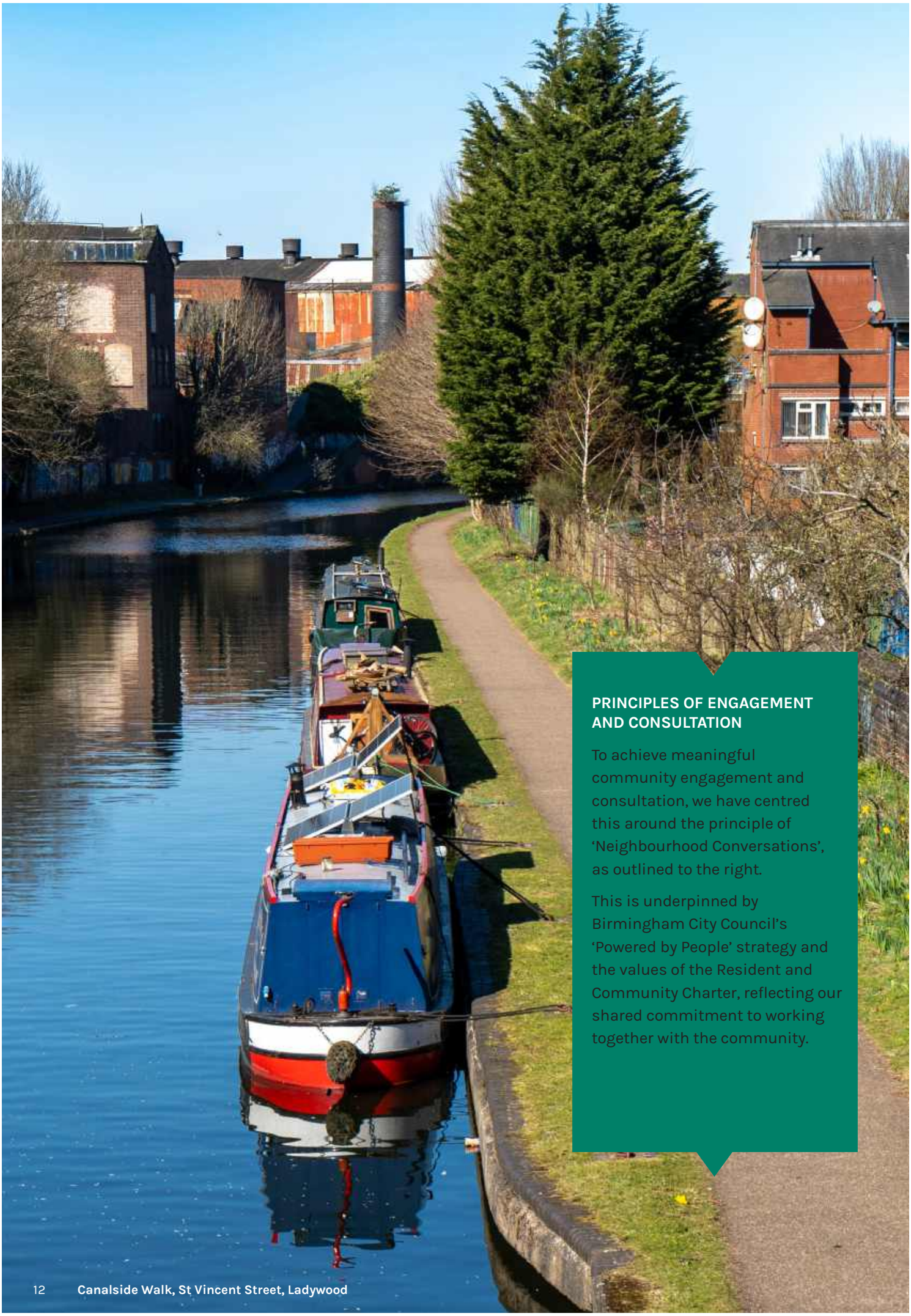
Following the announcement of the regeneration, it became clear through your engagement with Birmingham City Council that many residents harboured uncertainties about how the regeneration would affect their lives.

In response to these concerns, the Resident and Community Charter has emerged as a vital tool for addressing these uncertainties.

It serves as the foundation upon which we will build trust, reassure the Ladywood community, and refocus the council's commitment to fairness, transparency, and active involvement. By resetting and reshaping our approach, the Charter ensures that you remain fully informed and at the heart of all discussions moving forward.

Whilst St Joseph may not have been involved from the outset of these discussions, we are now proud to play an integral role in delivering the outcomes of this Charter, especially in fostering engagement with the community and making sure your voices continue to guide the future of Ladywood.





PRINCIPLES OF ENGAGEMENT AND CONSULTATION

To achieve meaningful community engagement and consultation, we have centred this around the principle of 'Neighbourhood Conversations', as outlined to the right.

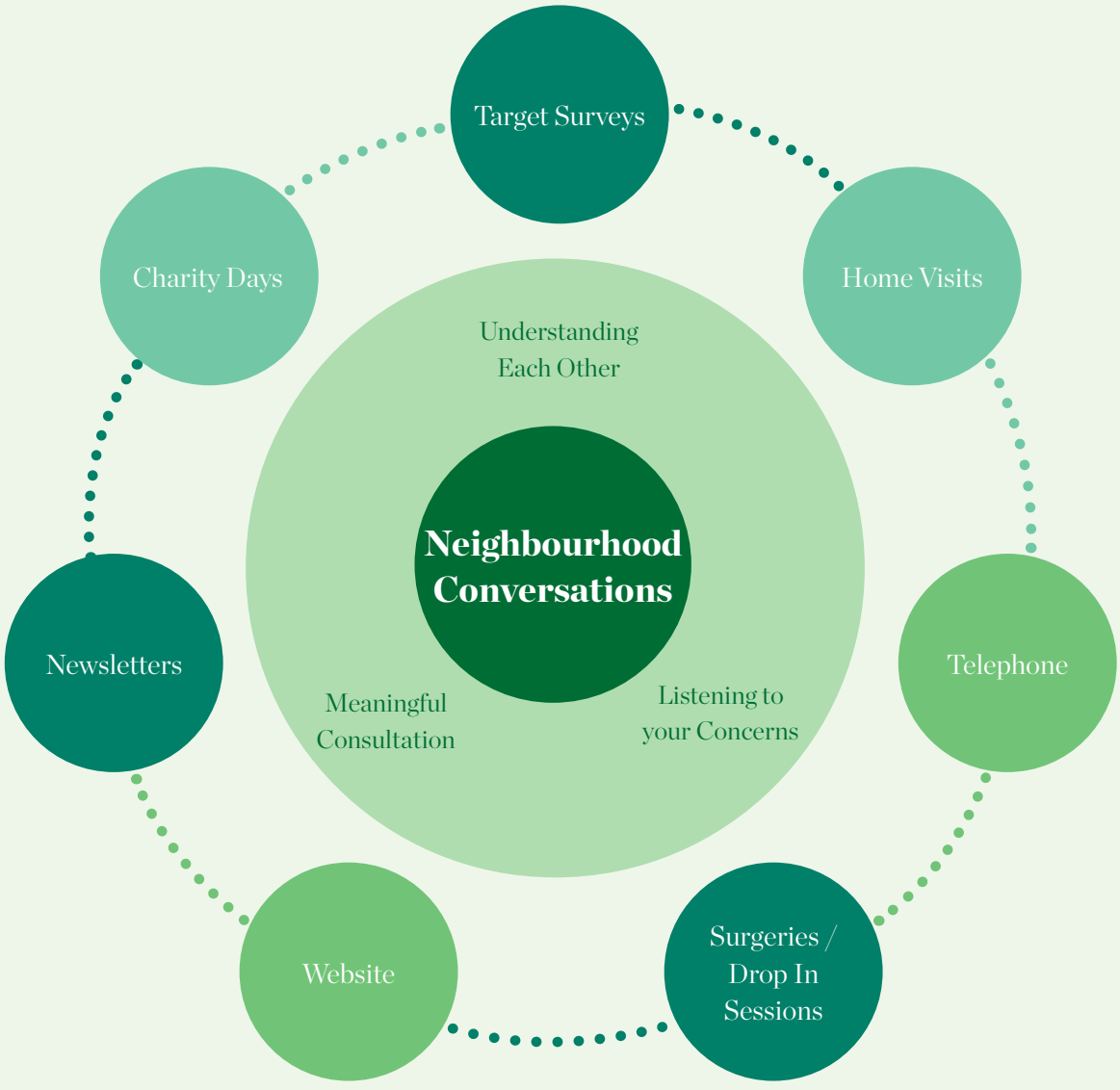
This is underpinned by Birmingham City Council's 'Powered by People' strategy and the values of the Resident and Community Charter, reflecting our shared commitment to working together with the community.

Canalside Walk, St Vincent Street, Ladywood

Principles of Engagement and Consultation

Our approach to engagement and consultation with the community is based on the principle of 'Neighbourhood Conversations'. We have developed three stages:

STAGE 1	STAGE 2	STAGE 3
Building and understanding local relationships	Developing the masterplan	Planning Application



STAGE 1

Building and Understanding Local Relationships

We want to ensure that everyone in Ladywood has been heard and involved throughout the consultation process.

Stage 1 is about establishing relationships with the community and local stakeholders to better understand local issues and improve the engagement strategy as the scheme develops.

We will establish a presence in the heart of the Ladywood Estate with the creation of a Community Hub.

The St Joseph and Birmingham City Council project team will be based in Ladywood to be on hand to address any concerns, and notify the community of upcoming events.

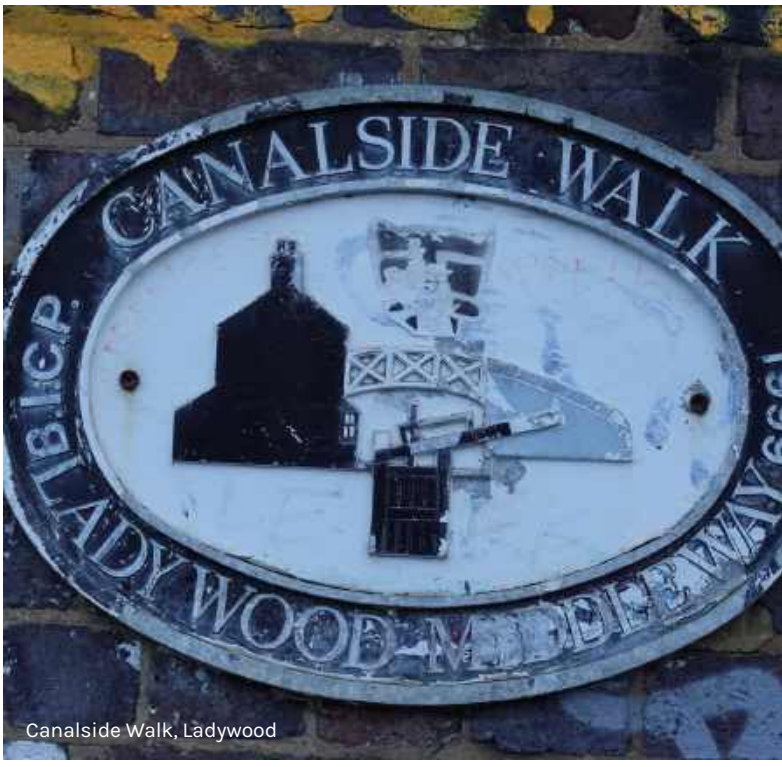
We will make sure that our communication is clear, appropriate and transparent.

We will also be keeping the community up to date, on a number of other engagement initiatives, including:

- **Issuing monthly newsletters**
- **Setting up youth engagement programmes**
- **Preparing and updating a project website**
- **Organising community workshops**
- **Creating a residents working group**
- **Establishing a dedicated phone line and email**
- **Meeting with local businesses and charities**
- **Issuing community surveys**



Ledsam Street, Ladywood



Canalside Walk, Ladywood

STAGE 2

Developing the Masterplan

We want to ensure the community is involved in the creation of the masterplan in an open, respectful and meaningful way and feel they have been part of the future of Ladywood.

Stage 2 of our engagement will involve the community in the development of the masterplan.

This gives everyone the opportunity to develop ideas and shape the future of Ladywood.

We will support a Community Development Trust, which will play an important role as the community representative organisation.

Details of the Community Development Trust, and how to get involved will be available as the project progresses.

At the end of this stage, a masterplan will be prepared which will reflect the ideas of the community.

During this stage, to provide the opportunity to get involved, we will organise the following:

- **Public exhibitions**
- **Masterplan workshops**
- **Pop-up events**
- **Resident working groups**
- **Youth panel groups**





STAGE 3

Planning application

Stage 3 will involve the preparation and submission of a Hybrid Planning Application.

A Hybrid Planning Application is a combination of an Outline and Full Planning Application. The entire red line area will fall within the Outline area, which focuses on the scale and nature of the proposed development, and does not seek approval for the detailed elements such as the design of buildings.

The Outline element will deliver an illustrative masterplan, and parameter plans that identify the following:

- Maximum building heights
- Phases of the scheme
- Proposed uses
- Maximum density
- Green Infrastructure
- Access and movement

The Full element will apply to Phase 1 to allow start on site to progress.

During the preparation of the Hybrid Planning Application, the community and other key stakeholders will have the opportunity to shape and influence the masterplan.

We will continue with our strategy as set out within Stages 1 and 2 for further engagement and consultation on future detailed plans for the area.



Artist Sketch of Landscaping



Ledsam Street, Ladywood

The Journey

The below summarises the milestones for the project, to give you an idea of how long the process will take. During this time we will aim to keep you updated on any changes to the programme.

2025

Signing of Development Agreement

2025

Community Engagement Begins

2025

Establish Community Hub



King Edwards Road, Ladywood

2026

Submission of Hybrid Planning Application

2027

Hybrid Planning Application Determined

2028

Start on Site



King Edwards Road, Ladywood

Strengthening communities

Over the lifetime of the project, St Joseph will commit to the following:

Directly **employ 120 individuals** from our Street Elite programme and Women into Construction



Provide a total of **10,000 work placement hours** over the project

Create 100 internships over the total programme

10,000 hours will be dedicated to supporting unemployed people back into work



Undertake **100 school visits** over the duration of the project

Support 1,000 apprentices on site over the project

Create **10,000 FTE** jobs over the lifetime of the project

50% of the workforce must reside within 30 miles of the Ladywood site



Divert 99% of total waste per year from landfill to recycling/material recovery

St Joseph employees will undertake a total of **15,000 hours of paid volunteering time** over the project

Deliver a **minimum Net Biodiversity Gain of 10%**



Charity Partnerships

The Berkeley Foundation works in partnership with the Berkeley Group and a network of fantastic charities to help us strengthen and support communities around our sites.



Lord Taverners Event, Edgbaston Cricket Ground

St Joseph has strong commitments to St Basils and MyBNK who are based across Birmingham and provide support to the Greater Birmingham Area.

As well as continuing to support St Basils and MyBNK, St Joseph are keen to meet and support local charities within Ladywood, please get in touch at ladywoodcommunity@stjosephhomes.co.uk.

Berkeley Foundation

At the Berkeley Foundation, we make grants to charities, supporting their work with young people and communities.

Berkeley staff also volunteer with our charity partners, and organise fundraising events. The below gives a snapshot of the grants we have given across London, Birmingham and the South of England in 2023/24.

Our Investment

£3.6m

We distributed £3.6 million to our partner charities through grants, staff fundraising and payroll giving donations

£941,000

Berkeley staff raised £941,000 for the Foundation and our charity partners

61%

of Berkeley Staff got involved with the Foundation this year

1,992

Berkeley staff volunteered 1,992 hours with our charity partners

11,918

We reached 11,918 people through our charity partnerships



The Change Foundation Event, Alexander Stadium

Compliments and Resolution Service

At St Joseph, we value the Ladywood community's feedback as it helps us continuously improve our services. Whether you have a compliment or a concern, we are here to listen, collaborate, and work with you for the best outcome.

The Institute of Customer Service MEMBER

This information is available in other languages, braille, large print, and audio formats. Please contact us for assistance in accessing these versions.

Birmingham City Council

St Joseph Designed for life

PEFC



Great Tindal Street, Ladywood