

Ladywood Consultation

OUR APPROACH TO COMMUNITY
ENGAGEMENT AND CONSULTATION



Birmingham
City Council

St Joseph
Designed for life.





4

**Introduction to the Berkeley Group
and St Joseph**

5

Working in Partnership

6-7

The Ladywood Estate Today

8-9

Strengthening Communities

10

Charity Partnerships

11

Berkeley Foundations

12

**Principles of Engagement
and Consultation**

13

Our Approach

14

**Stage 1 – Building and Understanding
Local Relationships**

15

Stage 2 – Developing the Masterplan

16-17

Stage 3 – Planning Applications

18-19

The Journey

Introduction to the Berkeley Group and St Joseph

The Berkeley Group is bringing forward 32 of the largest and most complex regeneration 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 true 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 to local people is at the heart of everything we do.



Working in Partnership

This booklet provides a summary of our approach to stakeholder engagement, and how we propose to work with the community.



St Joseph are proud to be working in partnership with the local community, Birmingham City Council and other key stakeholders to deliver the Ladywood Estate Regeneration.

We have a great deal of experience in estate regeneration and look forward to working alongside our partners.

By working together we believe we can deliver a high-quality, landscape led regeneration scheme that meets the current and future needs of residents.

The Ladywood Estate Today

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

This followed a detailed selection process that began in July 2019. St Joseph will be responsible for developing the Ladywood Estate Regeneration masterplan in

partnership with the community, and stakeholders. The Ladywood Estate covers over 150 acres and is located to the west of the City Centre.

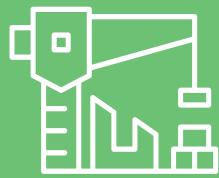




Strengthening communities

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%**



Donate £1,000,000 to Birmingham based charities over the development period

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'S TAVERNERS
Empowering young people through cricket



St Joseph have strong commitments to St Basils and MyBNK who are based across Birmingham and provide a significant amount of support to the Greater Birmingham Area.

As well as continuing with supporting St Bails and MyBNK, St Joseph are keen to meet and support local charities within Ladywood.

Berkeley Foundation

At the Berkeley Foundation, we make grants to expert charities, supporting their work with young people and communities in the areas where Berkeley Group operates.

Berkeley staff also volunteer with our charity partners, and organise fundraising events. This page 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.

Principles of Engagement and Consultation

Our approach to engagement and consultation with the community is based on the principle of 'Neighbourhood Conversations' underpinned by 4 key themes:

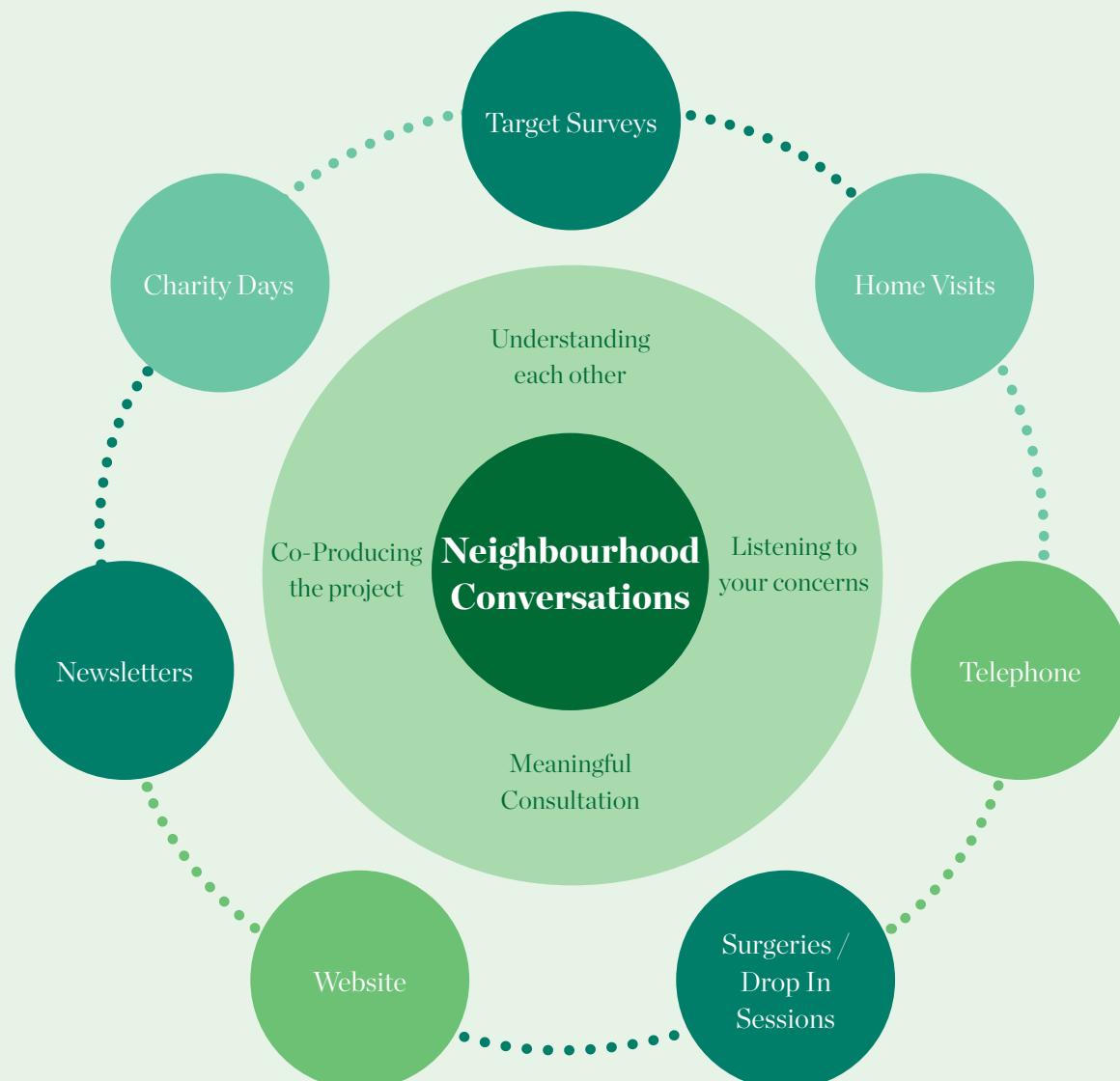
Understanding each other

Listening to your concerns

Meaningful consultation

Co-production

We want to create places people will love as their own. Places that inspire a sense of pride, belonging and community spirit. At the heart of everything we do to engage with you is about actively encompassing this core principle of local conversation:





We have developed 3 Stages to engagement and consultation, which will enable everyone to understand, shape and influence the environment around them.

STAGE 1

Building and understanding local relationships

STAGE 2

Developing the Masterplan

STAGE 3

Planning Application

Building and understanding local relationships

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

This stage is about establishing relationships with the community and local stakeholders to better understand local issues and to 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.

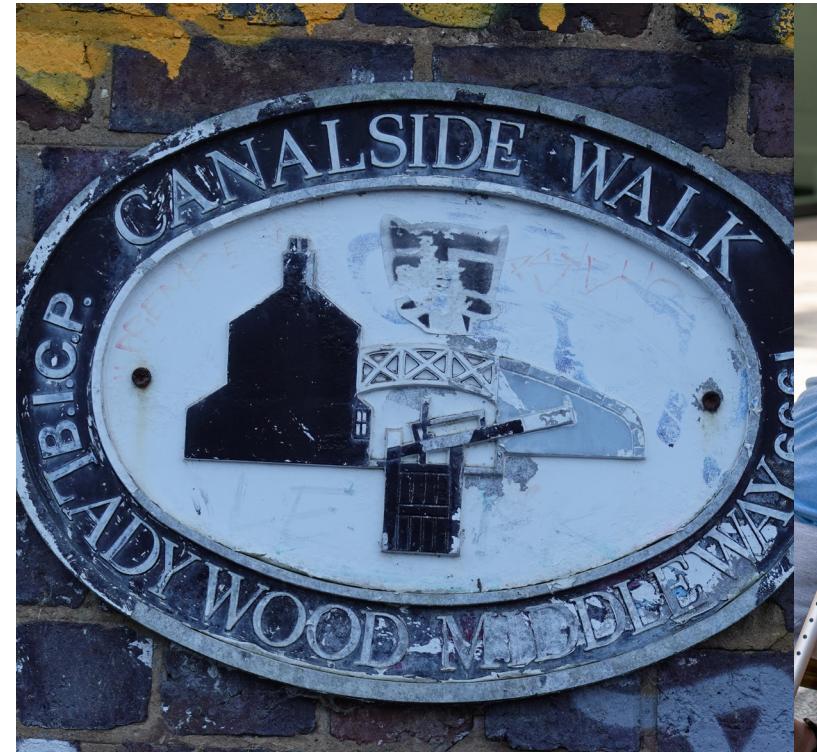
We will create a diverse involvement strategy to make sure that everybody is involved and our communication is clear, appropriate and transparent.

We will use a shared process that involves key stakeholders and community members.

Both St Joseph and BCC employees will be based in Ladywood to be on hand to address any concerns, as well as notifying the community of upcoming events.

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

- **Monthly newsletters**
- **Setting up youth engagement programmes**
- **Preparing and updating a project website**
- **Community workshops**
- **Creating a residents working group**
- **Dedicated phone line and email**
- **Meeting with local businesses and charities**
- **Community surveys**



Developing the masterplan

We want to ensure the community co-create 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 itself.

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.

The Community Development Trust will meet frequently to discuss community initiatives, as well as the regeneration of the Ladywood Estate.

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

During this Stage, we will be undertaking the following:

- **Public exhibitions**
- **Masterplan workshops**
- **Pop-up events**
- **Hosting resident working groups**
- **Supporting youth panel groups**



Planning applications

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.





The Journey

The timeline below summarises our journey so far, and into the future.



2025

Formal
Community
engagement
Begins

2026

Submission of
Hybrid
Planning
Application

2027

Hybrid Planning
Application
Determined





Birmingham
City Council

St Joseph
Designed for life

