



Housing & Land Delivery Board

Date: Thursday 21 February 2019

Time: 10.00 am **Public meeting** Yes

Venue: Room 116, 16, Summer Lane, Birmingham, B19 3SD

Membership

Councillor Mike Bird (Chair)	Walsall Metropolitan Borough Council
Sarah Middleton	Black Country Local Enterprise Partnership
Councillor Sharon Thompson	Birmingham City Council
Councillor George Adamson	Cannock Chase District Council
Councillor Peter Bilson	City of Wolverhampton Council
David Cockroft	Coventry City Council
Bill Blincoe	Coventry and Warwickshire LEP
Councillor Kieran Casey	Dudley Metropolitan Borough Council
Roy Stokes	Environment Agency
Simon Marks	Greater Birmingham and Solihull LEP
Karl Tupling	Homes England
Councillor David Humphreys	North Warwickshire Borough Council
Councillor Julie Jackson	Nuneaton & Bedworth Borough Council
Councillor Matthew Dormer	Redditch Borough Council
Councillor Paul Moore	Sandwell Metropolitan Borough Council
Councillor Nic Laurens	Shropshire Council
Councillor Ian Courts	Solihull Metropolitan Borough Council
Councillor Daren Pemberton	Stratford on Avon District Council
Councillor Richard Overton	Telford and Wrekin Council
Councillor Peter Butlin	Warwickshire County Council
Kevin Rodgers	West Midlands Housing Association Partnership

Quorum for this meeting shall be at least one member from five separate constituent councils

If you have any queries about this meeting, please contact:

Contact Carl Craney Governance Services Officer
Telephone 0121 214 7965
Email Carl.Craney@wmca.org.uk

AGENDA

No.	Item	Presenting	Pages
1.	Apologies for Absence (if any)	Chair	None
2.	Notification of Substitutes (if any)	Carl Craney	None
3.	Declarations of Interests (if any) Members are reminded of the need to declare any disclosable pecuniary interests they have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality).	Chair	None
Business Items for Consideration			
4.	Minutes of last meeting [For confirmation]	Gareth Bradford	1 - 6
5.	Housing Affordability: Update and Proposal to H M Government	Gareth Bradford	7 - 18
6.	Town Centres Programme including Future High Streets Fund	Gareth Bradford	19 - 30
7.	Regional Design Charter: Options and Next Steps	Gareth Bradford	31 - 40
8.	Spatial Investment and Delivery Fund (SIDP)	Gareth Bradford	41 - 92
9.	One Public Estate (OPE): Augmenting the One Public Estate Programme	Gareth Bradford	93 - 98
10.	Exclusion of the Public and Press [To pass the following resolution: That in accordance with Section 100(A) of the Local Government Act, 1972 the press and public be excluded from the meeting for the following items of business as it involves the likely disclosure of exempt information relating to the business or financial affairs of any particular person (including the authority holding that information)]	Chair	None
Business Items for Consideration			
11.	Single Commissioning Framework (SCF)	Gareth Bradford	99 - 108
12.	Town Centre Investment Package	Gareth Bradford	109 - 136



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**West Midlands
Combined Authority**

Housing & Land Delivery Board

Thursday 20 December 2018 at 10.00 am

Minutes

Present

Councillor Mike Bird (Chair)
Sarah Middleton

Councillor George Adamson
Councillor Peter Bilson
Bill Blincoe
Roy Stokes
Councillor Matthew Dormer
Councillor Paul Moore
Councillor Ian Courts
Councillor Daren Pemberton

Walsall Metropolitan Borough Council
Black Country Local Enterprise
Partnership
Cannock Chase District Council
City of Wolverhampton Council
Coventry and Warwickshire LEP
Environment Agency
Redditch Borough Council
Sandwell Metropolitan Borough Council
Solihull Metropolitan Borough Council
Stratford on Avon District Council

In Attendance

Simon Tranter
Gareth Bradford
David Harris
Dr Henry Kippin
Tim Martin
David Warburton
Patricia Willoughby
Carl Craney

Walsall Metropolitan Borough Council
West Midlands Combined Authority
Transport for West Midlands
West Midlands Combined Authority
West Midlands Combined Authority
West Midlands Combined Authority
Homes England
West Midlands Combined Authority
West Midlands Combined Authority

27. Apologies for Absence (if any)

Apologies for absence had been received from Councillor Gaye Partridge (Dudley Metropolitan Borough Council), Simon Marks (Greater Birmingham and Solihull LEP), Karl Tupling (Homes England), Councillor Peter Nutting (Shropshire Council), Councillor Steven Claymore (Tamworth Borough Council), Councillor Richard Overton (Telford and Wrekin Council), Councillor Peter Butlin (Warwickshire County Council) and Kevin Rodgers (West Midlands Housing Association Partnership).

28. Nomination of Substitutes (if any)

Gavin Ashford had been nominated as a substitute for Councillor Richard Overton and James Prestwich had been nominated as a substitute for Kevin Rodgers.

29. Declarations of Interests (if any)

No declarations of interest were made relative to items under consideration at the meeting.

30. Minutes of the last meeting

Resolved:

That the minutes of the meeting held on 25 October 2018 be confirmed as a correct record and signed by the Chair.

31. Update on Housing and Land Portfolio

Gareth Bradford presented a report which updated the Board on the various strands of work which had been initiated under the WMCA Housing and Land Portfolio in 2018 led by the WMCA Housing and Regeneration Team. The report also identified a number of strands of work which were now in train and which would reach critical moments in 2019.

The Chair welcomed the report and commented that he looked forward to seeing evidence of delivery during the forthcoming year. Councillor Peter Bilson echoed these remarks. He advised that with regard the proposals to review governance arrangements for the work and with particular regard to the Walsall to Wolverhampton Corridor both Officers and Elected Members should be involved in the development of the work. Gareth Bradford advised that it was essential that all partners were involved and content with the proposals.

Councillor Ian Courts referred to the proposed Affordable and Social Housing Proposition with HM Government and suggested that shared ownership should be more actively considered in certain locations. He also commented on the need for a pipeline of schemes at various stages of development in order to take advantage of any new funding sources as and when they were launched by HM Government. Gareth Bradford advised the Board that a pipeline of schemes was being developed for such opportunities.

An evidence base was being collated on why HM Government should provide further funding to the West Midlands through a new Affordable and Social Housing Proposition and to enable expeditious delivery of housing units. He suggested that the establishment of a 'Top Up Fund' as part of this proposition was worthy of consideration to respond to certain development sites which otherwise would not be able to deliver appropriate quantities of affordable housing to be policy compliant. In return for such funding the WMCA would require higher quality of specification and design and a faster build out rate. A report should be provided to the next meeting on the position with the Affordable and Social Housing Proposition.

Sarah Middleton commented that the report set out the successes achieved in 2018 and suggested that future iterations include:

- i) A position statement on the timing of when funding would be available and how long it would be available;
- ii) A position statement reflecting the leverage
- iii) Achieved from the private sector on the back of public sector investment.

Councillor Daren Pemberton enquired whether the proposed 'Top Up Fund' would be used in cases where no affordable housing was to be provided or when the amount of affordable housing was not to the agreed policy level. Gareth Bradford responded that this would need to be decided by this Board on a case by case basis with a view to obtaining best value for money.

The Chair suggested that it would be helpful for a similar report to be provided to the Board on a quarterly basis in order that progress could be monitored. Gareth Bradford noted the request for quarterly reports and in line with the steers of previous meetings, that Dashboards were being developed which would be helpful in monitoring progress against delivery. The Chair commented on the need for Elected Members to identify which particular sites within their own local authority areas should be brought forward.

Councillor Daren Pemberton queried whether or not housing numbers provided by Non-Constituent Authorities counted towards meeting the 215k target. Gareth Bradford reported that the housing target in the Housing Deal was a regional ambition. Any housing units included within relevant Local Plans could be counted towards the regional target but it would be for individual local authorities to plan for the distribution of such homes and oversee delivery of such units. He referred the Board to their decision that the housing target in the housing deal had not been broken down on an authority by authority basis but positioned at a regional level. He offered to circulate the relevant extract from the Housing Deal to clarify the position raised in the original question. Councillor Ian Courts commented on the difficulties faced when dealing with three separate Housing Market Areas.

Resolved:

1. That the positive progress in work under the Housing and Land Portfolio in 2018 and some of the key work programmes coming to fruition in 2019 be noted;
2. That a further iteration of the report be submitted to the Board on a quarterly basis;
3. That the relevant extract from the Housing Deal be circulated related to the regional housing unit target.

32. Growth Corridors and Strategic Development Opportunities

Gareth Bradford presented a report which sought approval for the continued delivery of a programme of work within the Housing and Land Portfolio focussed on 'Corridors and Strategic Development Opportunities, informed the Board on the positive work undertaken by the WMCA with local councils and LEAs in the Walsall to Wolverhampton and Sandwell to Dudley corridors and gave suggestions for how to build on the excellent start to work in the region on inclusive growth corridors and strategic development opportunities. He explained that this programme of work was a joint activity with Transport for West Midlands (TfWM) and the Public Sector Reform team at the WMCA.

The Chair welcomed the report and the approach proposed. He emphasised that efforts should be concentrated in this work on real delivery and attracting new investment, especially towards bringing forward the more difficult to develop sites that would not otherwise come forward by the market alone. Councillor Peter Bilson commented on the evidence base being collated on the Walsall to Wolverhampton corridor and on the excellent working relationship between Officers and Elected Members involved in this particular workstream. He commented that whilst valuable lessons would be learnt, it would not necessarily be possible for these to be transferred to other similar workstreams as a one size fits all approach would not be appropriate. He requested the preparation of a report or data base indicating timelines and priorities. Councillor Ian Courts commented that the proposed Dashboards would be helpful in monitoring progress.

Gareth Bradford commented on the need to strengthen the 'why' in business cases especially why a proposal was required whether that be in terms of the wider impact on communities, unlocking brownfield sites for development which had not been possible previously or improving connectivity, in order to demonstrate the broader case for public sector financial investment. The Chair supported this view and commented that the 'why' was often more important than the figures in a traditional Business Case. Gareth Bradford added that his Team and the Public Sector Reform team would work closely with Transport for West Midlands on these matters.

Resolved:

1. That the proposal for the continued development of a programme of work unlocking the untapped potential of inclusive growth and delivering in Corridors and Strategic Development Opportunities be endorsed;
2. That the positive work on two growth corridors in the region i.e. Walsall to Wolverhampton and Sandwell to Dudley be welcomed.

33. Exclusion of the Public and Press

Resolved:

That in accordance with Section 100A4 of the Local Government Act 1972, the press and public be excluded from the meeting during the consideration of the following items of business as they involve the likely disclosure of exempt information relating to the business affairs of any particular person (Including the authority holding that information).

34. Funding and Finance Update

Gareth Bradford and David Warburton presented a report which provided an update on recent funding bids, existing funds and sought, in principle, agreement to two new funds required to deliver the ambitious housing and regeneration plans for the region. The report informed the Board of the need to utilise the available devolved funding in new and different ways in order that the housing and regeneration goals agreed by the Board and HM Government could be delivered. It also invited comments on the draft emerging criteria for the Single Commissioning Framework.

The Chair sought an assurance that the proposals for new funding streams would not duplicate those currently available through Homes England. David Warburton confirmed that although they were similar the proposed funds would enable the Board to be proactive rather than reactive. He advised that the WMCA was working closely with Homes England to ensure a co-ordinated approach to the provision of funds. Councillor Ian Courts supported the proposals in the report which he believed would assist in delivering those sites in the pipeline and allow the Board to determine which sites received funding.

With regard to the draft emerging criteria for the Single Commissioning Framework, David Warburton invited comments which could be incorporated into a report to the February 2019 meeting of the Board. Various suggestions and comments on the draft emerging criteria were made.

Resolved:

1. That the progress on the Housing Infrastructure Fund, Collective Investment Fund and Single Commissioning Framework be noted;
2. That the WMCA Board be recommended to rename the Collective Investment Fund and its commitment limit be extended to £140 million, subject to the submission of a satisfactory Business Case;
3. That the WMCA Board be recommended to establish a new investment fund for housing with a commitment limit of £70 million, subject to the submission of a satisfactory Business Case;
4. That the draft emerging criteria for the Single Commissioning Framework be amended as follows and that further consideration be given to this matter at the February 2019 meeting:
 - Inclusion of reference to high quality of housing to be provided both in terms of design and specification;
 - The use of modular buildings wherever possible;
 - The use of local companies, where possible;
 - A concentration on sites that would not normally have been brought forward without public sector intervention;
 - The inclusion of appropriate links to the Local Industrial Strategy;
 - An indication of what was and was not covered by existing commissioning frameworks;

- A reference to the emerging work from Public Health England and local Public Health Directors with regard to 'Wellbeing by Design';
- The inclusion of reference to any stalled retail developments in town centres which could be converted to residential use;
- The amendment of the term 'above average density' to 'appropriate density'.

35. Chair's Closing Remarks

The Chair advised the Board that development on the Phoenix 10 site in Walsall, probably the most contaminated site in Europe, was about to commence following herculean work by the Black Country Consortium Limited, Walsall Metropolitan Borough Council and the WMCA. He offered his thanks to Sarah Middleton, the Black Country Local Enterprise Partnership, Simon Tranter and Officers at Walsall Metropolitan Borough Council and the WMCA. He advised that the development of this site would not have been possible without the dedicated work of the three organisations. Gareth Bradford commented that it showcased what could be achieved when partner organisations worked together.

The meeting ended at 10.55 am.

Housing & Land Delivery Board

Date	21 February 2019
Report title	Housing Affordability: Update and Proposal
Portfolio Lead	Councillor Mike Bird
Accountable Chief Executive	Jan Britton, Chief Executive, Sandwell Metropolitan Borough Council
Accountable Employee	Gareth Bradford, Director of Housing and Regeneration, WMCA Pat Willoughby, Senior Reporting Officer, WMCA Rob Lamond, Report Author, WMCA
Report has been considered by	This report was considered by the Housing & Land Delivery Steering Group on 1 February 2019, its contents agreed, subject to amendments, and approved for submission to this Board. The report has been amended in light of feedback from Delivery Steering Group.

Recommendation(s) for action or decision:

The Housing and Land Board is recommended to:

1. Agree:
 - a) the approach to delivering the affordable housing workstream
 - b) the key elements of a potential affordable housing deal with Government.
2. Note:
 - a) The background evidence and progress on supply
 - b) the progress in developing a proposal for a Housing Affordability Deal with Government, and
 - c) that this paper has been considered, and the broad contents endorsed, for submission to the Housing & Land Delivery Board by the Housing & Land Delivery Steering Group. There was collective agreement that addressing the growing affordability challenge was critical to achieving full success.

1.0 Purpose

- 1.1 A report considered by the Housing and Land Board on 25 October 2018 set out the challenging ambition of WMCA to increase the supply, quality, range and delivery of

affordable homes, in terms of absolute numbers and as a proportion of overall supply to support the region's ambitions for economic and inclusive growth. The report outlined concerning trends relating to worsening housing affordability, lack of supply of dedicated affordable and social housing, and impact on citizens and the economy.

- 1.2 The Housing and Land Portfolio goals, projects and workstreams for 2019/20, agreed at the meeting of the Housing & Land Delivery Board in December 2019 and subsequently by WMCA Board on 11 January 2019, included key deliverables to “*increase the supply of affordable and social housing in the region*”, and “*submit an ambitious regional affordable and social housing deal to Government.*”
- 1.3 This report is an update on the progress to date in developing a WMCA proposal for the region to deliver collectively on affordable and social housing with Government, and a summary of the developments in housing policy and analysis supporting this approach.

2.0 Background

- 2.1 Housing affordability is one of the most prominent public policy issues of the age, with growing recognition that the UK is facing a mounting affordability crisis. Housing is also an important determinant of people's well-being, and it is something on which people, particularly those on lower incomes, typically spend a substantial proportion of their income. Changes in the price of obtaining a given standard of housing can therefore significantly affect living standards.
- 2.2 Recent months have seen several significant national policy announcements in relation to housing. The publication of the Social Housing Green Paper “A new deal for social housing” in August 2018, the announcement of a £2bn social housing fund available from 2022, and the lifting of the Housing Revenue Account cap for local authorities indicate an evolving housing policy environment. The Prime Minister has referred to housing as “the biggest domestic policy challenge of our generation”, and it is within this focus that several significant reports and analyses have recently emerged:
 - Unison published analysis of housing affordability for key workers in every local authority area in England, Scotland and Wales.
 - Shelter's Social Housing Commission published its report and recommendations to deliver 3.1million new social homes
 - The Smith Institute established an Affordable Housing Commission, chaired by Lord Best, to “examine the causes and effects of this affordability crisis, explore and propose workable solutions (big and small) and build consensus for change”.
 - In November 2018 a joint report from Crisis and the National Housing Federation assessed the “Housing supply requirements across Great Britain”, and concluded that the role of social housing, security of tenure and the need for regional approaches were key considerations in addressing housing need.
- 2.3 This body of evidence underlines the growing recognition that housing affordability is a real and growing issue both nationally and at a local level. Analysis for the West Midlands, as discussed at previous Housing and Land Board meetings, indicates that based on current trends that the WMCA's affordability ratio is on course to exceed the

national average by 2020. The private rented sector is also seeing significant price increases above the national average, meaning that both rental and purchase values are becoming unaffordable for a growing proportion of residents.

3.0 WMCA Progress

3.1 In the period following the October Board report significant progress, on tackling the issues identified by the Board, has been made on a number of fronts:

- Discussions with HM Government and stakeholders are ongoing, including very positive meetings in recent weeks with senior officials at the Ministry of Housing, Communities & Local Government (MHCLG), Treasury and Number 10 to press the WMCA case for an emboldened approach to addressing housing affordability, potential for greater devolution of affordable housing monies and the clear links to the local industrial strategy and housing deal. This will help to inform the WMCA's submissions to the forthcoming Comprehensive Spending Review and other funding bids/business cases (e.g. town centres).
- As agreed by the Housing & Land Delivery Board in December 2018, WMCA's Housing & Regeneration team have engaged with registered providers, both currently in the region and new national providers currently not active in the region to broker conversations on new supply partnerships and tangible 'early wins'. These discussions are commercially sensitive at this stage but further detail will be provided to Housing and Land Board in due course. Key ingredients include Registered Provider commitments to a) accelerating delivery of sites; b) unlocking stalled sites; and modular construction and other objectives of the Housing & Land portfolio.
- The West Midlands Housing Association Partnership (WMHAP) are also seeking to establish a Joint Delivery Vehicle with the WMCA to "*achieve a significant increase in the contribution of housing associations to the supply of affordable housing in the West Midlands*". Discussions are ongoing with representatives of WMHAP and the National Housing Federation to develop a full business case for this model, recognising that it will need to be considered in a manner which is consistent with other potential supplier partnerships.
- The WMCA team is linking in with the Mayoral Homelessness Taskforce, ensuring a joined up approach on issues of affordability and housing supply for vulnerable people. This work includes a "*Designing out Homelessness*" Mayoral event with Registered Providers held in November to encourage support for the Housing First approach to homelessness and the commitments to supply for affordable housing. In January 2019 the Homelessness Taskforce Members Advisory Group agreed that the Taskforce's five objectives, including "*Affordable, Accessible Accommodation*" be mainstreamed in the Combined Authority's strategies.
- Representatives from The Smith Institute "Affordable Housing Commission" have met with the WMCA Housing and Regeneration team to discuss local issues and opportunities, and have encouraged response to their forthcoming call for evidence.

4.0 The emerging WMCA proposal

- 4.1 Building on the ground breaking Housing Deal announced early in 2018, WMCA is currently working with MHCLG to agree a further **Housing Affordability Deal**. This will be a very significant supply package at the heart of our Local Industrial Strategy. It will ensure that social and affordable housing is enabled to make its full contribution to address acute market failure house the workforce that the economy needs and tackle the growing affordability gap in the region. The core driver of this proposal is to increase the supply of housing to address issues of affordability and wider social and economic consequences, and to ameliorate rapid change in the region's housing market brought about by sustained economic growth.
- 4.2 A summary of the key elements of the Housing Affordability Deal proposal is annexed to this report for consideration and agreement by the Board. This was discussed at Delivery Steering Group on 1 February 2019 and the key elements were endorsed. The aim is to create a regionally bespoke approach that goes beyond delivery numbers, raising quality standards, securing placemaking and inclusive growth. At the heart of the proposal is the aspiration to establish a new regional definition for affordable housing and new regional design benchmarks, linking housing delivery directly to the Industrial Strategy and the principles of the social housing green paper in a local context. The diversity of the West Midlands, combining both major urban conurbations and predominately rural areas, provides the opportunity to develop a broad range of approaches to tackle varying needs. The focus will be on accelerating supply through land, brokering, planning and joint delivery approaches to radically improve the mix, choice, and quality of new affordable housing across the region. This will align and synergise with the many elements of WMCA's work: for example, the development of the One Public Estate programme will identify public sector land that can be brought forward for affordable housing delivery.
- 4.3 WMCA is proposing Accelerator Investment from HM Government to enable the region to radically drive up the supply of new affordable and social housing. A key element is new funding to ensure affordable housing can be delivered on sites where currently that provision is either unviable or below policy requirements, and therefore these sites are not currently coming forward. This funding, alongside unprecedented local and private investment, will help secure our ambition to treble the supply of new affordable and social homes within a decade (from a 2016 baseline). Alongside the proposal for investment to accelerate delivery, the WMCA proposal is also exploring opportunities to maximise existing powers and opportunities including procurement, local development orders and CPOs, where appropriate. Establishing the local expertise and capacity to deliver innovatively is central to this approach.

4.4 The table below sets out some of the key “asks” and “offers” to Government in relation to the proposal.

WMCA ask from HM Government	WMCA offer to HM Government
Increase in devolved funding to WMCA dedicated to housing affordability	Delivery of more homes in total and significantly more affordable homes and increase build out
Agreement to a minimum 20% affordable provision, or higher dependent on Local Plan policy, on WMCA land and investments	A minimum of 20% affordable housing, or higher dependent on Local Plan policy, on all schemes utilising this funding
Dedicated gap funding to increase the proportion of affordable housing delivery on key sites which are stalled/unviable	Addressing viability gaps to increase affordable provision to 20-35% using gap funding provided in line with Local Plan policy and thereby unlock and accelerate the delivery of sites
Inclusion of HM Government land in One Public Estate approach and support for affordable housing provision on such land	Bringing together One Public Estate land from councils and other public agencies to maximise assets and opportunities under West Midlands procurement
Joint liaison with providers, where required	Investing WMCA assets, for example building above and around key transport hubs
Recognition of the opportunities and importance of brownfield development to drive productivity and regional growth	Focussing on Brownfield land and redevelopment, protecting Greenbelt and green field land where appropriate
Supporting the development and application of the West Midlands Regional Design Charter (e.g. on Government land).	Leading a step-change in quality, design and attractiveness of affordable housing
Access to a full range of Government funding, assets and support	Reduced public spend per affordable home in the region
Supporting devolved and holistic approach to housing, infrastructure, transport etc. to deliver inclusive growth, avoiding ‘bidding pots’	Maximising benefits of existing and future Government investment – HS2, Metro, CWG, Local Industrial Strategy, Addressing market failure to assist geographical rebalancing of the economy

<p>Maximising existing powers and freedoms in the region to transform pace, quality and quantum of housing.</p>	<p>An exemplar region for housing innovation, with WM making major contributions to national targets and established as a national leader for quality and use of Advanced Methods of Construction</p>
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- 4.5 Many of the elements included in the table above are also fundamental preconditions to unlock major private sector investment into the region’s housing delivery. Interventions to bring forward land supply, delivering a joined up and strategic approach to development, and providing expertise and capacity in strategic housing delivery will attract both private and public finance.
- 4.6 The model proposed would embed a “virtuous circle” of return on investment, as the benefits from new developments flow through the utilisation of brownfield land to deliver both quantity and quality of housing, raising the reputation and prestige of the region and thus attracting further investment and development.



5.0 Next steps

- 5.1 The WMCA Housing and Regeneration team are in ongoing dialogue with HM Government officials regarding the emerging proposal and the investment required so early agreement to the overall principles and approach is helpful. It is intended that the proposal will also form part of the CA’s submissions to HM Treasury as part of the Comprehensive Spending Review process, subject to any further developments. Further reports will be provided to Housing and Land Board as this process continues.
- 5.2 In developing the proposal WMCA officers have held or have forthcoming discussions with a range of registered providers, membership bodies and organisations. This dialogue is ongoing and will include further partners in due course.

- 5.3 It is important to note that the discussions with providers are in regard to regional supply agreements, and therefore provide additionality and complement the affordable housing targets set out in local plans. The proposal to HM Government will focus on a regional approach to collective delivery, not locally set planning policy.
- 5.4 Work is continuing on the development of a “regional definition” for housing affordability, linked more closely to local income levels and market prices. Engagement with the Homelessness Taskforce, and discussions with the Office for National Statistics are ongoing to develop more meaningful analysis of the regional and local variations in affordability. Further detail on the measuring housing affordability is included in Appendix 2.

6.0 Financial Implications

- 6.1 There are no direct financial implications as a result of this report but further consideration will be given to funding implications as negotiations progress with Government.

7.0 Legal Implications

Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers functions corresponding to the functions of the Homes and Communities Agency has in relation to the combined area.

The principles for the provision for Affordable Housing will be incorporated and reflected into the relevant grant funding agreements and Legal will advise further when instructed on specific funding agreements.

8.0 Equalities Implications

There are no immediate equalities implications in relation to this report. However, individual strategies and delivery schemes will need to take into account local area needs and local stakeholder needs to ensure the schemes benefit local residents, including harder to reach groups. To that effect equality impact assessments will need to be conducted to understand demographics, key inequality issues and how investment can help address key inequality gaps. Engagement and consultation with key equality stakeholders is also crucial.

9.0 Inclusive Growth Implications

The proposals themselves are neutral when it comes to inclusive growth. However, implications will arise as investments are made and strategies are devised – in terms of who benefits from those investments and in who is involved in shaping and contributing

to them. As such, any programmes should be devised with the responsibility to deliver inclusive growth. The Inclusive Growth Framework and burgeoning Investment Toolkit can be used as a guide to shape this process.

Current governance arrangements are satisfactory for building a strategic picture, but the shaping and delivery of specific programmes will need to involve a wider variety of stakeholders in order to be inclusive.

10.0 Geographical Area of Report's Implications

The subject of the report covers the whole of the WMCA area.

11.0 Other Implications

11.1 None.

12.0 Schedule of Background Papers

12.1 Report to Housing & Land Delivery Board in October 2018.

Appendix 1: Housing Affordability Update

Key elements of the emerging deal/proposition

Our Goal: A new housing offer that enables people to come to the West Midlands, live in a decent home, grow up here, thrive and make their mark in an environment that gives people what they need.

The proposed approach is based on principles of quantum, pace and quality, to deliver the Nation's most ambitious social housing delivery plan and to radically improve:

- Supply
- Choice
- Mix (including new products)
- Build Out
- Scale
- Quality
- Brownfield focus

The key to success is to use new monies to increase affordable offer on sites which are currently stalled due to viability problems.

Proposed elements of the package include:

- Securing a devolved Housing Affordability Deal for the region
- Trebling supply of affordable and social housing in the region (2,000 in 2016) to 6,000+ per annum by 2026
- Delivering an additional 1500 new homes every year from 'new providers'
- Delivering an additional 1500 new homes every year from 'existing providers'
- Creating and unlocking a pipeline of site opportunities across a range of sites, packaged into portfolios, creating certainty for providers across many years
- Creating expert capacity deployed into the region to support delivery, resourced by WMCA, local authority officers and secondments from Registered Providers, and financed from the allocation secured
- Across the region, a majority of all new affordable and social housing to be delivered on brownfield land, an ambition to be set in the new regional Spatial Investment and Delivery Plan
- A new affordable housing delivery approach from WMCA and registered providers to bring forward sites identified in the pipeline, at pace, using new expertise in WMCA, funding, land assembly, CPO, infrastructure development.
- An extensive and tailored programme to support local councils, where requested, to increase the delivery of council housing by exploring flexibility on borrowing, recycling of right to buy receipts and creation of new local housing companies.
- A new refurbishment programme to enhance existing social housing stock to improve standards and increase density of development.
- All new housing under this plan to meet the highest standards of design and, wherever appropriate, to be built using advanced methods of construction.



West Midlands
Combined Authority

Appendix 2: Defining housing affordability

The HM Government definition of affordable housing as stated in Annex 2 of the National Planning Policy Framework (NPPF) is “housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers)”, under four sub-headings: affordable housing for rent, starter homes, discounted market sales housing, and other affordable routes to home ownership (e.g. shared ownership).

For both affordable rent and discounted market sales, the NPPF sets out a margin of 20% below market value as the minimum discount that should be applied.

Whilst this is the most commonly applied definition of affordable housing, a House of Commons briefing paper notes that “there is a good deal of ambiguity in the way the term “affordable” is used in relation to housing”. As local housing markets have continued to change and diverge across the UK, the requirement for more nuanced, local approaches has become more pressing. As the (then) Communities and Local Government Select Committee reported in 2016, “Where the need exists, it is vital that homes for affordable rent are built to reflect local needs. The definition of affordable housing should better reflect individual and local circumstances.”

Examples of other definitions in use

- **Manchester City Council:** “To be classed as affordable a property must cost no more, in rent or mortgage, than 30% of the current average gross household income of a Manchester resident of £27,000 (both earned or through benefits). This equates to up to £675 per month for rent and up to £121,500 (excluding deposit) to buy a home.”
- **Shelter** suggest Living Rents should be benchmarked to the 30th percentile of local earnings: a “genuinely affordable rent” would be set at a third of this level, meaning that a typical low income household would pay around a third of their income on rent.
- **London** has a Living Rent scheme which is funded by the Greater London Authority and is an intermediate product. These schemes provide tenants with an option to rent at a living rent rate (not market) and then the option to purchase at a later date.
- An affordability study carried out by St Basils, assessing housing need in **Birmingham** using data from 2015 found that an **annual income** of:
 - £10,800 was required to afford the lowest cost **market rental option**, a shared property (without subsidy)
 - £14,928 was required to afford the lowest cost **social rented option**, a bedsit property
 - £18,240 was required to afford the lowest cost **‘Affordable’ rented option**, a 1 bed property.

The analysis also noted that for home ownership (excluding new properties), the problem is not the property price but mortgage availability – saving for deposits whilst renting.

In order to address this challenge and deliver the right homes in the right places for the region, there is a need for a fundamental shift in approach to housing affordability in the West Midlands. Central to this is an assessment of what “affordability” means at local levels, and the mix of types of housing product, tenure and design that can provide elements of the solution to this issue.

Housing affordability for house sales is currently commonly measured by the house price to earnings ratio, published by the Office for National Statistics at local authority level. However, whilst this ratio does give an overall indication of average affordability, it does have clear limitations. Price and income variations at lower geographical levels are not available, and the income element of the ratio is calculated by using average income for full time employees – therefore not taking into account self-employed, part-time or unemployed income levels. This measure is also limited to sale prices only, and does not include rent prices.

Additionally, local circumstances include much more than the current market prices and rents. Levels of income, and the variation of factors across age groups, employment types, geographical location and access to services all play a major role in determining how affordability is perceived.

Therefore the complexity and variation of household circumstances - wages, composition of household and numbers earning, tax, child care, benefits, location etc. – is not currently reflected in affordability measures used.

Housing & Land Delivery Board

Date	21 February 2019
Report title	Town Centre Programme Update (including Future High Streets Fund)
Portfolio Lead	Cllr Mike Bird (Chair, WMCA Housing & Land Board)
Accountable Chief Executive	Jan Britton (Chief Executive, Sandwell Metropolitan Council)
Accountable Employee	Gareth Bradford, Director of Housing & Regeneration, WMCA Pat Willoughby, Senior Reporting Officer, WMCA Tom Podd, Report Author, WMCA
Report has been considered by	This report was considered by the Housing & Land Delivery Steering group on 1 February 2019, its contents agreed, subject to amendments, and approved for submission to the Board. The report has been amended in light of feedback from Delivery Steering Group.

Recommendation(s) for action or decision:

The Housing & Land Delivery Board is asked to note:

1. The contents of this report and progress on the town centre programme, and
2. That this paper has been considered, and the broad contents endorsed, for submission to the Housing & Land Delivery Board by the Housing & Land Delivery Steering Group.

1.0 Purpose

- 1.1 This report provides a summary of the WMCA town centre programme specifically providing an update on:
- Overall Programme
 - Status report on the five centres and ‘quick wins’
 - Regional Town Centre Task Force
 - Development of a town centres ‘toolkit’
 - The Government’s Future High Streets Fund and WMCA’s role in bids
 - Next Steps

2.0 Background

- 2.1 Town centre regeneration and re-purposing is a very high profile agenda, nationally and regionally. The Housing & Land Delivery Board has emphasised the importance of this region, positioning itself front and centre of the agenda, making a very positive start to a new regional town centre programme in 2018; and preparing to deliver transformative, visible change and implementing ‘quick wins’ in our centres in 2019.
- 2.2 To date, five centres have been agreed by the Housing & Land Delivery Board at the meeting on 25 October 2018 for early focus/intervention; these are the first wave pilots of the new regional town centre programme. A Town Centre Working Group of council officials meets regularly and is working collaboratively on the agreed process. A clear work programme for the group detailing various stages of work and tasks has been collectively agreed (See Appendix A).
- 2.3 The ‘further research’ stage in each of the centres has now been completed. This involved identifying the progress in each centre in terms of having a robust strategy/vision, supportive planning policy framework, a robust town centre health check and identified interventions with a view to having an ambitious draft Delivery and Investment Plan for each centre Q1 2019 that secures inclusive growth and town centre re-purposing. Each plan will be tailored to each centre but will share common elements and learning from each centre in terms of evidence, delivery mechanisms and interventions and the Working Group is identifying what those elements would be.
- 2.4 Each centre is at a different stage but there is a consensus that delivery is critical and that the process must be flexible to avoid creating delay in the delivery of projects. Some key tasks will be undertaken in parallel with others so that they do not delay the formulation of interventions and investment in projects. Action and investment must drive the programme.

3.0 Town Centre Programme

Status Report on the Five Centres

3.1 A summary of where each centre is in the process is set out below:

Bilston

- Planning Policy is to be reviewed through the Black Country Core Strategy Review.
- Baseline audit undertaken and being reviewed through the Black Country Core Strategy review.
- Initial work on possible interventions
- Primary intervention sites identified.

Bordesley Green

- Vision articulated through Bordesley Green Area Action Plan (Submission Version)
- Baseline health check undertaken (use class and vacancy rates).
- High Level interventions and key site opportunities identified.

Dudley (St Thomas)

- Vision articulated in the Area Action Plan.
- Supportive and recently adopted planning policy framework.
- Baseline under review as part of Black Country Core Strategy review process.
- Comprehensive list of interventions and opportunity sites identified.

Walsall (St Matthews Quarter)

- Area Action Plan adopted January 2019 with vision and planning framework.
- Masterplan currently being produced.
- Possible interventions being developed as part of Masterplan process.
- Key sites identified.

West Bromwich East

- Baseline will be updated as part of the Black Country Core Strategy Review.
- Development opportunity sites identified with broad interventions.

3.2 As part of the Town Centre Programme, the Housing & Land Delivery Board agreed to a small working group of local authority officers and WMCA officials to be established quickly to drive the programme – reporting to Housing & Land Delivery Steering Group and then on to the Housing & Land Delivery Board. This group meets regularly given the importance of the programme and pace of change in our town centres. Through this, local authorities have identified a ‘long list’ of projects for the five centres informed by a clear vision, evidence and policy framework and a sound understanding of the local issues and opportunities in each of their centres. This list of projects was subsequently reviewed by the working group and priority projects agreed as being suitable for early intervention/quick wins. A key criterion was the ability to deliver in

2019 to help build momentum show a difference and drive regeneration of the pilot centres.

- 3.3 These 'quick win' projects are by their nature highly confidential. A report setting out these projects and requesting funding to deliver them is to be considered by WMCA Investment Board at their meeting on 18 February 2019. The report is also to be considered at the 21 February Housing & Land Delivery Board seeking approval of the identified projects.

4.0 Regional Town Centre Task Force

- 4.1 Alongside announcing a 'Future High Streets Fund' the Government has also announced a national 'High Streets Task Force' to provide expertise and hands-on support to local areas. We have spoken at length with officials in MHCLG and other Government departments on the role and remit of the National Task Force.
- 4.2 The WMCA Regional Town Centre Task Force will help drive the town centre agenda. It will champion the region's town centres, offer insight into the future of high streets and how to ensure they remain key locations for our residents now and for the future, and act as a critical friend of the town centre programme. It will be a practical Task Force offering hands on support to the five pilot centres and Town Centre Programme, providing insight and expertise to help our local authorities. We have specifically included members with a commercial, financial and investment background in response to feedback from this Board and the Working Group.
- 4.3 To avoid duplication between the national task force and our own regional task force and, in line with steers from Leaders and Housing & Land Delivery Board, we have reviewed our proposed membership to give a more regional emphasis. This will avoid duplicating the role and membership of the national task force whilst also complementing local town centre commissions/boards. We are proposing to source more regionally based experts, those with a regional perspective or currently active in the region. At its meeting in October 2018, the Housing & Land Board delegated authority to the Director for Housing & Regeneration, in consultation with the Portfolio holder, to agree the members of the Task Force. Potential members are being contacted with a view to holding the first meeting in March/April.

5.0 Toolkit

- 5.1 A toolkit is being developed to capture lessons from the five pilot centres, to provide principles for successful town centre regeneration and to help shape Government thinking. As part of the toolkit we are developing a package of evidence relating to town centre regeneration initiatives (what has worked/not worked and why) to inform our programme and refining a set of possible interventions (e.g. Compulsory Purchase

Orders, Local Development Orders, land acquisition and assembly, permitted development for flats above shops, etc.). The toolkit will be used to help other centres across the region. A draft toolkit will be brought to the next meeting for review.

6.0 Future High Streets Fund

- 6.1 The Government has launched its prospectus for the Future High Streets Fund. Local Authorities are able to bid on a competitive basis for up to £25 million each from a £675 million fund. This is a unique opportunity for the region to access new Government funding to bring about change in our town centres. It would be in our collective interest to demonstrate that we have a clear regional programme for town centre activity and interventions, founded on a robust evidence base and strong collaborative working. The more that our programme can be seen to align with and support the national initiative the better.
- 6.2 A summary of the prospectus is provided in Appendix B. The prospectus provides for expressions of interest to be led, and submitted by, individual local authorities. WMCA will support bids from all constituent and non-constituent authorities to help maximise opportunities to secure funding. This would likely be in the form of a letter or covering note.
- 6.3 Phase 2 of the bid involves developing detailed business cases. WMCA can offer support to local authorities selected for this stage to help them develop their proposals.
- 6.4 We have met with MHCLG to update them on our town centre programme. The meeting was attended by the head of regeneration at MHCLG and the lead for the Future High Streets Fund. They were very interested in our town centre programme and the work in the five pilot centres and are keen to remain engaged. Key messages from the meeting will be reported to the Board.
- 6.5 Since meeting with MHCLG, additional guidance has been published for local authorities including the weighting for the key criteria. Crucially MHCLG have provided opportunities for some local authorities to submit more than one bid for their area where authorities have populations significantly higher than the national average such as Birmingham.

National 'Task Force'

- The Task Force will be sourced from an existing organisation with links to the retail sector.
- Task Force would work with unsuccessful centres from round one to improve their bids for round two (should they wish to bid again).

- Will boost LPA capacity and share best practice. Similar role to Scottish Town Centre Partnership <https://www.scotlandstowns.org/>
- Task force to be launched in Spring 2019.

7.0 Next Steps

7.1 Jointly, we will work towards developing an effective and ambitious town centre Delivery and Investment Plan for each wave one centre in Q1 2019. We will use the plan and evidence to secure the funding and support needed to deliver, including the use of business cases for WMCA devolved housing and employment land funding in the town centre areas. We are also developing a package of funding streams, identifying existing funding and where WMCA funding may be required if existing funding does not allow for schemes to be brought forward. This will be used to inform the delivery stage of the programme.

7.2 We will:

- continue work with the Working Group focusing on visions, evidence and possible interventions with a view to producing delivery and investment plans in Q1 2019
- develop a town centre toolkit including basic principles for development
- establish the Regional Town Centre Task Force with the first meeting in March/April 2019.

7.3 By the end of April 2019 we are on track for:

- clear, evidenced and accurate diagnosis of challenges in each centre
- clear identification of quick wins and visible opportunities for change
- identification and initial costs for interventions
- five town centre delivery and investment plans for Housing & Land Delivery Board to consider
- new funding and existing funding more closely directed towards town centres through the single commissioning framework

8.0 Financial Implications

8.1 There are no direct financial implications as a result of the recommendation to note the contents of this report. Any acquisitions made under the programmes detailed above will be subject to the Combined Authority identifying appropriate funding to both facilitate the acquisition and meet the operating costs of the property (business rates, securing the site etc.) until the point of disposal. All acquisitions will be approved in line with the relevant WMCA governance process.

9.0 Legal Implications

- 9.1 Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers the functions corresponding to the functions of the Housing Community Agency has in relation to the combined area.
- 9.2 Part 7 of the Mayoral of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers the power to pay Grant (pursuant to s31 of the Local Government Act 2003) to the Mayor with assistance of members and officers of the Combined Authority.
- 9.3 There are no direct legal implications arising as a result of this report. However, the proposals set out in this report may have legal implications in the future which will be considered at the appropriate time through future reports as necessary

10.0 Equalities Implications

- 10.1 There are no direct implications arising from the report. However equalities implications will need to be considered as projects are developed. An Equality Impact Assessment will be conducted to identify key equality implications and engagement needs for the overall programme

11.0 Inclusive Growth Implications

- 11.1 The implications from the paper are neutral when it comes to inclusive growth. However, an important success factor for the programme will be the extent to which it promotes inclusive growth. Individual interventions have the opportunity to address this through the programme. Implications will arise as investments are made and strategies are devised for town centres – in terms of who benefits from those investments and in who is involved in shaping and contributing to them. As such, any programmes should be devised with the responsibility to deliver inclusive growth.

12.0 Geographical Area of Report's Implications

- 12.1 The five pilot authorities are Birmingham City Council, Dudley Metropolitan Borough Council, Sandwell Metropolitan Borough Council, Walsall Metropolitan Borough Council and the City of Wolverhampton Council. Bids to the Future High Streets Fund are open to all constituent and non-constituent authorities.

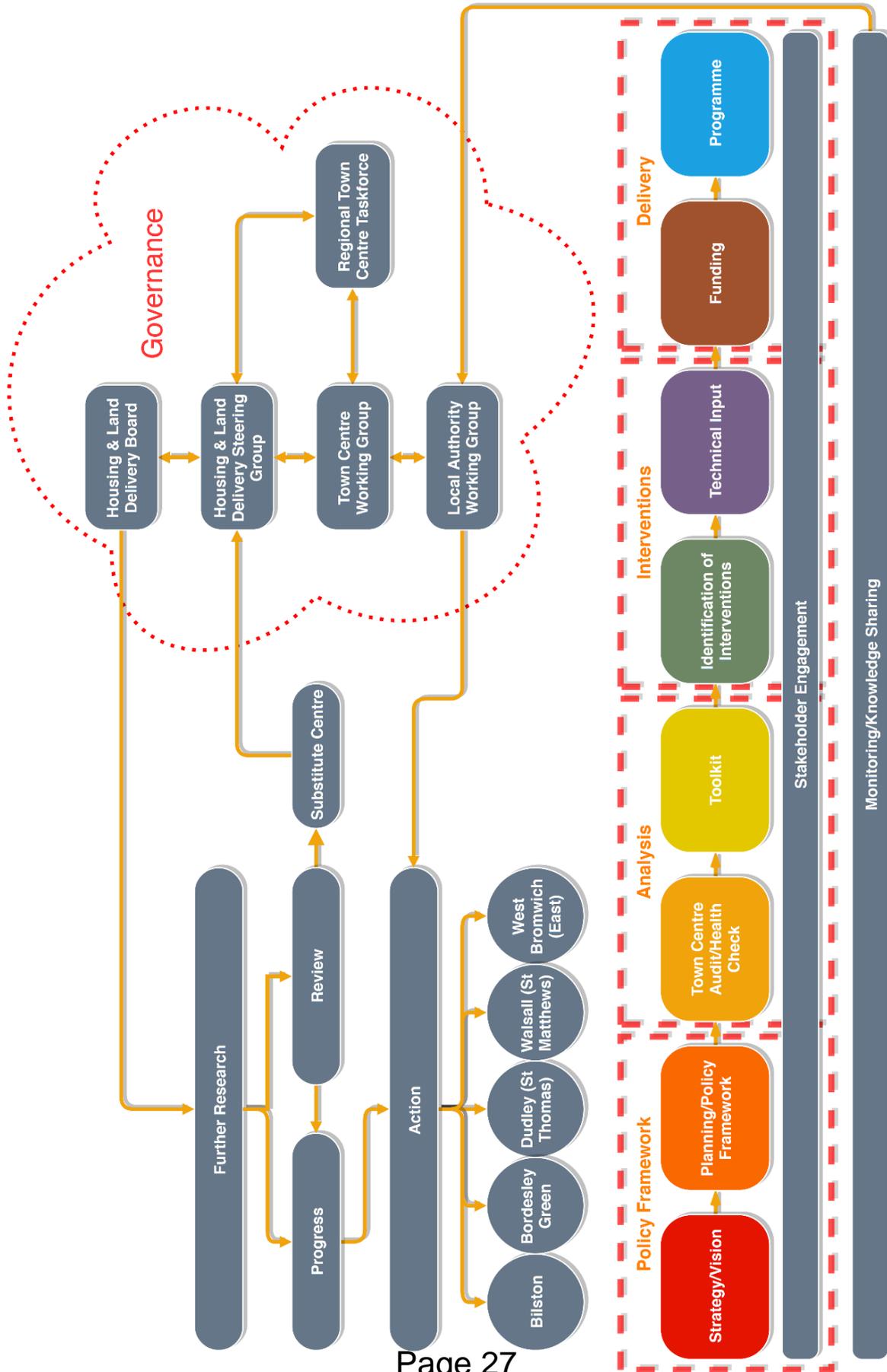
13.0 Other Implications

13.1 None

14.0 Schedule of Background Papers

14.1 Report to Housing & Land Delivery Board on Town Centre Programme, 25 October 2018

Appendix A: Town Centre Programme Process



Appendix B: Future High Streets Fund Prospectus: Summary Note

Background

26 December 2018 the Government published the 'Future High Streets Fund Call for Proposals'. The Government want to see thriving places created where the community feels engaged, and vibrant town centres where people live, shop, use services and spend their leisure time. The prospectus states that 'a scattergun approach of light touch interventions is not the solution for town centres. Effective strategic thinking and masterplanning is needed'.

The Offer

- £675 million fund
- £55 million for heritage high streets. Helping to restore historic properties and equipping communities with resources to bring historic buildings back into use.
- Bids are expected to be co-funded with public and private money.
- Local authorities can bid for up to £25 million per place but expected that projects will have a range of values (£5 - £10m) and the full £25 million not needed in every area.
- Local authorities to put forward a single transformative submission covering one high street or town centre in their area. Note amended guidance as summarised at paragraph 6.5 of this report where multiple bids are allowed for some local authorities.

The Government expects an identified need for investment to fall into one of the following categories:

- Investment in physical infrastructure
- Acquisition and assembly of land including to support new housing, workspaces and public realm
- Improvements to transport access, traffic flow and circulation in the area
- Supporting change of use including housing delivery and densification
- Supporting adaptation of the high street in response to changing technology.

The Process

Two rounds of funding, each with two phases. The current round launched with the publication of the prospectus. The second round will not be launched before 2020.

First Round Phase One

The first phase closes 22 March 2019 and requires expressions of interest with local authorities defining the specific challenges, setting out their strategic ambition and what is needed to make this possible. Expressions of interest to provide an indication of the level of revenue funding required to develop business case.

Phase One is about identifying places to work with not projects unless they are 'shovel ready' and would benefit from early funding during Phase Two.
Decision on Phase One Summer 2019.

First Round Phase Two

Phase Two for successful centres will release revenue funding to help local authorities develop business cases for specific projects. There is no guarantee of investment funding for shortlisted Phase Two places. Final funding decisions will be based on the business cases developed in Phase Two.
Phase Two expected to take 6 to 12 months.

Eligibility

- Specifically bids are invited from unitary authorities, metropolitan districts, London boroughs and district councils.

- Bids are expected to come forward with proof of engagement with and support from Combined Authorities, LEPS, BIDs, Private Sector and community groups. Places should link to Local Industrial Strategies and wider strategic visions.
- Small parades and major centres are excluded.
- Only bids from centres facing significant challenges.
- Proposals for entire city regions will not be eligible.

Assessment

Three themes against which places will be selected:

Defining the place

- Geography of the high street/town centre
- Centre's catchment and link to wider economic areas

Challenges

- Clear description of the issues and challenges facing the area
- Why Government funding is needed
- Evidence to support this

Strategic Ambition

- High level vision for the area and how it links with challenges
- How investment will overcome challenges
- Demonstrate engagement and support from local stakeholders, private sector and other tiers of Government
- How ambition aligns with other funding streams
- How it links to wider strategic plans
- Capacity to ensure robust governance and delivery

Further guidance on the scoring criteria and weighting to be published before the end of January 2019

Process

Applications via application form submitted electronically no later than 23:59 Friday 22 March 2019.

Timetable

22 March 2019	Deadline for expressions of interest
Summer 2019	Announcement on places moving to stage 2
Late 2019	First round of final business cases submitted
Spring 2020	Remaining final business cases submitted
Not before 2020	Second round of applications open

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Housing & Land Delivery Board

Date	21 February 2019
Report title	Regional Design Charter: Options and Next Steps
Portfolio Lead	Councillor Mike Bird
Accountable Chief Executive	Jan Britton, Chief Executive, Sandwell Metropolitan Borough Council
Accountable Employee	Gareth Bradford, Director of Housing & Regeneration, WMCA Pat Willoughby, Senior Reporting Officer, WMCA Rachel-Ann Atterbury, Report Author, WMCA
Report has been considered by	This report was considered by the Housing & Land Delivery Steering Group on 1 February 2019, its contents agreed, subject to amendments, and approved for submission to this Board. The report has been amended in light of feedback from Delivery Steering Group.

Recommendation(s) for action or decision:

The Housing & Land Delivery Board is asked to:

- 1) Consider the purpose, proposed elements and application of a Regional Design Charter following the commitment in the Housing Deal, and at the meeting of the Housing & Land Delivery Board in December 2018, for WMCA to develop and implement a new Regional Design Charter in 2019 and thereby continue to improve design quality and placemaking across the West Midlands.
- 2) Note that this paper has been considered, and the broad contents endorsed, for submission to the Housing & Land Delivery Board by the Housing & Land Delivery Steering Group.

1.0 Purpose

- 1.1 The purpose of this paper is to provide context for the preparation of a Regional Design Charter and some initial thoughts on its purpose and application. The principle of securing improved design quality is a key part of WMCA's role in housing delivery, inclusive growth and place-making and the preparation of a Regional Design Charter was agreed as a key deliverable for 2019 by the Housing & Land Delivery Board at its meeting in December 2018.

2.0 The role of a Regional Design Charter

- 2.1 Establishing new quality and design benchmarks to enable a step change in the pace, quantum and quality of housing and employment development in the region are recognised as being essential to economic growth and regeneration. More generally, research shows that good place-making can have significant beneficial impacts and quality design can support bids for national funding in terms of Benefit Cost Ratio (BCR) compliance.
- 2.2 The proposed charter is intended to support and fit with more detailed design documents which have been, or will be, prepared by local planning authorities: it is neither a 'guide' nor 'plan', but a clear statement of WMCA's commitment to raising design quality on all development sites across the region and, in particular, on sites in which it has an interest e.g. as a landowner or investor.
- 2.3 Unprecedented levels of investment and development over the next decade will shape the future of this region. With this comes a real opportunity to pitch the West Midlands as '*best in class*' for place-making and design quality, showcasing genuine investment opportunities to new providers and developers, particularly on brownfield sites, corridors and town centres where a quality agenda has the potential to make a transformational impact.
- 2.4 The West Midlands needs to rise to this challenge: making quality places as the default will be essential as we look to compete on the global stage. Retaining and attracting a diverse, skilled workforce, competing for foreign real estate investment, guaranteeing economic growth for this region and making better the lives of our citizens all depend on our ability to measure up with those international pioneers who have historically embraced exceptional design.
- 2.5 Members have already committed to setting new quality benchmarks for the region, and this is an ambition shared not only by WMCA and the West Midlands authorities: the Ministry of Housing & Local Government (MHCLG) is already demanding a step-change in the standard of what we build through the revised National Planning Policy Framework, which places new emphasis on 'good design'; Homes England has

prioritised the adoption of the well-known '*Building for Life*' standards and the use of design quality assessments in their most recent strategic plan. Private sector partners whose commitment to the region is pivotal to our success are also identifying 'quality' as a criterion for investment.

- 2.6 There is clear, and essential, value to building better. Through the Housing Deal (March 2018), WMCA and local authorities have committed to planning and delivering 215,000 new homes by 2031; improving the quality of new development will be fundamental to meeting this ambitious target and leaving a positive legacy. Research by Savills identified the value of place-making in achieving higher sales rates and sales values, with additional early spend on place-making raising sales value by up to 20% and land values by up to 25%. Any investment in quality is therefore linked to the amount of investment available for recycling. This is important because the continuation of WMCA's housing and regeneration programme is dependent on the ability to re-invest enhanced values, narrow the viability gap on future schemes and support new infrastructure and economic growth.
- 2.7 The design agenda is echoed in existing and emerging national policy. The National Planning Policy Framework sets out standards to ensure that developments create a strong sense of place and function well. The Social Housing Green Paper highlighted the importance of good place-making to overall wellbeing and quality of life, and how poor design can exacerbate feelings of isolation and neglect. There is growing recognition of the contribution which excellent place-making plays in achieving inclusive growth. So the message from WMCA is intended to be clear: in securing future funding for this region, the quality of what is built will be as crucial as the pace at which it is built.
- 2.8 Importantly, we must also ensure that our residents are able to live in places that support their health and wellbeing, and allow them to access the amenities, skills and jobs they need to lead fulfilling lives. Good place-making can support active lifestyles, community engagement and encourage more sustainable travel choices. It considers the safety and security of residents in the way streets and homes are planned and how old and new development can contribute to community cohesion. It supports WMCA's commitment to making the West Midlands a '*happier, healthier, better connected and more prosperous*' region for all of our residents and reflect policies in development plan documents. Good place-making puts people first and for this reason we must see quality as a priority.
- 3.0 Preparing a Regional Design Charter**
- 3.1 In WMCA, we have already committed to improved design, new sustainability standards and better place-making in our wider policy documents. Specific reference to the importance of high quality design can be found in:

- The Strategic Economic Plan which details a new approach to planning and urban design that will improve the ‘environment and quality of life for everyone who lives and works in the West Midlands’.
- The report of the Land Commission which notes the importance of providing high quality homes to attracting and retaining skilled workers.
- The 2017/18 Corporate Plan which states WMCA’s commitment to raising the ‘*quality and standard of housebuilding in the West Midlands*’, and
- The emerging Local Industrial Strategy which states how we can deliver on this, specifically referencing a ‘*West Midlands wide design standard*’.

3.2 The tools available to secure improved design come in a variety of forms and can be used by both public and private sectors. Many local authorities have published design documents as part of their plan-making processes. Most reflect a hierarchy ranging from the very general (setting out overarching principles) to the very detailed (specifying space standards and architectural details). WMCA recognises the crucial role Local Authorities play in promoting good design through their plan-making and development management functions.

3.3 As an organisation with a clear investment and delivery role, it will be important to impress upon potential investors and developers the need to consider good design from the outset and provide a clear statement of our expectations. The proposed Charter would provide the region with a cohesive ask for better quality benchmarks and, with support from Local Authorities and WMCA partners, articulate just what ‘quality’ means in this region.

3.4 In Appendix 1, we review a range of typical design documents that have been used elsewhere and an understanding of these helps us define the space which any document produced by WMCA might fill. The terminology is not clearly defined and there is significant overlap between the various documents but the general principles (and the roles which different documents fulfil) appear to be:

- **Design Codes:** Prescriptive, precise and detailed guidance, often featuring mandatory elements. May consider detail down to architectural features.
- **Design Frameworks:** As above, but most often applied to areas undergoing change or where regeneration is required. Often features ‘codes’ for each phase of development.
- **Design Guides:** Provides advice on how to achieve exemplar development in line with planning requirements. Detailed but not mandatory, though may be certificated.
- **Design Charters:** A series of principles to promote exemplar design with less detail on the route to achieving this. Shorter than other documents and often used as a ‘pledge’.

- 3.5 The Housing & Land Delivery Board has committed to the preparation of a Regional Design Charter. This appears to be the most suitable form of document to sit alongside existing Local Authority guides, codes and other design documents whilst demonstrating the WMCA's commitment to quality. As such, the Regional Design Charter will not set local design policies, nor a new 'regional design policy'. Instead it will focus on those principles which are necessary to try and ensure delivery at pace, at scale and with a new quality which embraces Advanced Methods of Construction. At the same time, these key principles will be used to guide WMCA investment and interventions. If designed to focus on a limited number of key principles (rather than standards or codes), a Regional Design Charter provides the best opportunity to align Local Authority, WMCA and developer aspirations and to articulate a shared ambition to increase design quality.
- 3.6 A Regional Design Charter could also be produced quickly and could take its lead from exemplary documents which are already in the public realm, e.g. the Building for Life standards and the Manual for Streets. To ensure that the Charter fully meets the needs of the West Midlands, and supports the wider objectives of the WMCA's inclusive growth agenda, some further principles might be included e.g. those relating to energy and sustainability, density and Advanced Methods of Construction.
- 3.7 In reality, development schemes are already being put in place, investors are expressing clear interest in the region and Local Plan proposals are being developed as a result of intervention by collaborative action on the part of WMCA and local authorities. Time is therefore of the essence if we wish to ensure as much new development as possible aspires to new quality benchmarks.
- 3.8 It is likely that the Charter's influence would depend on both its quality and the level of endorsement from partners. WMCA might therefore wish to consider the appointment of a Design Champion with the necessary expertise and networks to guide the charter's development. Any Design Champion would need to have extensive experience in relevant fields such as planning, urban design, architecture, landscape design, etc. and demonstrate a commitment to exemplary place-making in the West Midlands. Additionally, the Design Champion would need to have knowledge of both the public and private sectors and be able to lead a '*hearts and minds*' approach, securing buy-in from key stakeholders across the region.

4.0 Next Steps

- 4.1 In terms of programme and actions needed:
- If the Board agrees that this is an appropriate course of action, and dependent on feedback, the Housing & Regeneration team will establish a Design Charter Working Group in February 2019.

- A working draft Charter will be brought to the Housing & Land Delivery Board in April 2019 and approval of the final Charter will be sought in June 2019.
- Following its publication, monitoring and review of the Charter's impact will take place in Q3 and Q4 of 2019.

4.2 Presuming that the Board is content to move forward with the Design Charter, consideration will need to be given to the extent to which the WMCA mandates its recommendations as criteria for funding. As part of this developing work, the conversation must be opened to our Local Authorities and the private sector to guarantee widespread support for the Charter's principles.

5.0 Financial Implications

5.1 There are no direct financial implications as a result of the recommendation to develop a Regional Design Charter.

6.0 Legal Implications

6.1 Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers functions corresponding to the functions of the Homes and Communities Agency has in relation to the combined area. Paragraph 10 (2) (a) of the 2017 Order confers the function of improving the supply and quality of housing to the Combined Authority with 10 (2)(d) conferring the function of contributing to the achievement of sustainable development and good design.

6.2 The principles for the Design Charter will be incorporated into the relevant grant funding agreements and Legal will advise further when instructed to advise on any grant agreements where the principles apply.

7.0 Equalities Implications

7.1 The Design Charter will need to take into account key accessibility design principles to ensure inclusivity is achieved for a wide range of groups.

8.0 Inclusive Growth Implications

8.1 The Design Charter proposal is focused on improving quality of life for all residents of the West Midlands through better place-making and design. The value of the Charter will be determined by its backing and adoption on as much new development as possible, including those sites where the cost of delivering better development would normally be considered prohibitive. The Charter's reach and, subsequently the extent to which it promotes inclusivity, will therefore be critical to its success.

9.0 Geographical Area of Report's Implications

9.1 The proposed Regional Design Charter would be used to guide WMCA investment decisions across the whole geography of the WMCA area, including the 3 LEPs and non-constituent Member authorities.

9.2 The Charter would be available to all Local Authorities within this area to use in addition to their existing and future design documents.

10.0 Other Implications

10.0 There are no other implications.

11.0 Schedule of Background Papers

11.1 There are no background papers

Document	Form	Publisher	Advantages	Disadvantages	Comments
Design Code	<ul style="list-style-type: none"> Detailed guidance on development within a defined area Prescriptive and precise, distinguishing between mandatory and advisory elements Combines written and illustrated instructions 	<ul style="list-style-type: none"> Local Authorities Individual scheme promoter/landowner 	<ul style="list-style-type: none"> Sets clear design parameters for what can/cannot be done in evolving neighbourhood fabric Ensures developers who would otherwise disregard community engagement and quality, to care if they wish to build in an area 	<ul style="list-style-type: none"> Require substantial design work up front and associated time to produce Can be so prescriptive as to limit innovation and creativity Sticking rigidly to masterplan could impact on commercial feasibility eg. Location of retail (see Brindleyplace as an example) 	<ul style="list-style-type: none"> Design codes require oversight and detail beyond the remit of the Combined Authority. The mandatory nature of some elements would impinge on Local Authority planning powers. <p>Examples</p> <p>WMCA</p> <ul style="list-style-type: none"> Placemaking in North Solihull (2007), http://www.solihull.gov.uk/Portals/0/Planning/LDF/North_Solihull_Design_Code_-_Place_Making_in_North_S.pdf <p>Elsewhere</p> <ul style="list-style-type: none"> Holbeck Urban Village (2006), https://www.leeds.gov.uk/docs/Holbeck%20Urban%20Village.pdf
Design Framework	<ul style="list-style-type: none"> Guidance for areas undergoing change, OR areas where growth/change needs to be promoted Applied on a development or area basis Combines written and illustrated instructions 	<ul style="list-style-type: none"> Local Authority Scheme promoter/developer Partnerships Regeneration Agencies 	<ul style="list-style-type: none"> Supports shared visions and building consensus where the framework covers multiple developments i.e. ensures developments complement each other Can manage change on specific opportunities and through development phases 	<ul style="list-style-type: none"> Only applicable over a smaller area, such as a single development or regeneration area. Less suitable over a wider area or as general guidance 	<ul style="list-style-type: none"> Design Frameworks are most suitable for a masterplan area and are not broad enough to supply appropriate recommendations for an entire region. <p>Examples</p> <p>WMCA</p> <ul style="list-style-type: none"> Bristol Street and St Luke's Development Framework (2013), https://www.birmingham.gov.uk/downloads/file/732/bristol_street_and_st_lukes_development_framework <p>Elsewhere</p> <ul style="list-style-type: none"> Central Winchester Regeneration SPD (2018), http://www.winchester.gov.uk/planning-policy/supplementary-planning-documents-spds/central-winchester-regeneration-spd

Design Guide	<ul style="list-style-type: none"> Detailed guidance on how to carry out development in adherence with local design policies. Combines written and illustrated instructions 	<ul style="list-style-type: none"> Local Authority Partnerships 	<ul style="list-style-type: none"> Ensures consistency in LA dealings with planning applications Communicates commitment to design Can be used to respond to local, frequent design-related enquiries 	<ul style="list-style-type: none"> Requires significant correspondence with external stakeholders, such as the RIBA, design panels, the Chamber of Commerce, amenity and interest groups etc. to produce a comprehensive and successful guide Requires time to have an impact as users of the guide become familiar with its recommendations 	<ul style="list-style-type: none"> The level of detail in a design guide comes down to local planning concern and appropriate recommendations would be difficult to determine over a wider area Recommendations put forward in a design guide would likely impinge on the autonomy of planning authorities. <p>Examples</p> <p>WMCA</p> <ul style="list-style-type: none"> Designing Walsall (2013), https://go.walsall.gov.uk/ldfsupplementaryplanningdocuments <p>Elsewhere</p> <ul style="list-style-type: none"> Manchester Residential Quality Guidance (2017), https://secure.manchester.gov.uk/downloads/download/6508/the_manchester_residential_quality_guidance
Design Charter	<ul style="list-style-type: none"> List of written principles that state how quality could be achieved, signed up to by stakeholders to set 'rules of engagement'. 	<ul style="list-style-type: none"> Local Authority Partnership Scheme promoter/developer Regeneration agencies 	<ul style="list-style-type: none"> Can be used to guide policy, development practice, urban planning and design- potential to cover all development types under broad criteria Relatively quick to produce and implement due to simplicity and non-mandatory nature Demonstrates commitment to quality but remains non-prescriptive in how this should be achieved. 	<ul style="list-style-type: none"> Less comprehensive than other documents Requires full sign-up from LAs, developers, landowners and communities to realise benefits 	<ul style="list-style-type: none"> Design Charter could be produced at speed and demonstrate commitment to quality whilst ensuring local authorities retain control over planning process. <p>Examples</p> <p>WMCA</p> <ul style="list-style-type: none"> Black Country Garden City Principles (2017), https://www.blackcountrylep.co.uk/regional-growth/black-country-garden-city/ <p>Elsewhere</p> <ul style="list-style-type: none"> The Freiburg Charter (1992), https://www.academyofurbanism.org.uk/freiburg-charter/

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WMCA Housing & Land Delivery Board

Date	21 February 2019
Report title	SIDP Update
Portfolio Lead	Councillor Mike Bird
Accountable Chief Executive	Jan Britton, Chief Executive, Sandwell Metropolitan Borough Council
Accountable Employee	Gareth Bradford, Director of Housing & Regeneration, WMCA Pat Willoughby, WMCA, report author
Report has been considered by	A previous version of the Spatial Investment & Delivery Plan was approved by the Housing & Land Delivery Board at its meeting in July 2018. This report was considered by the Housing & Land Delivery Steering Group on 1 February 2019, its contents agreed, subject to amendments, and approved for submission to this Board. The report has been amended in light of feedback from Delivery Steering Group.

Recommendations:

Housing & Land Delivery Board is asked to:

1. Approve for publication the revised Spatial Investment & Delivery Plan, a previous draft of which was agreed, subject to amendment, by the Housing & Land Delivery Board at its meeting in July 2018; and
2. Delegate authority to the Director of Housing & Regeneration (following further discussions with the Delivery Steering Group), in consultation with the Portfolio Lead for Housing and Land, to agree further minor revisions to the text (which do not change its sense or purpose), the text for the executive summary and the design for publication.
3. Note that this paper has been considered, and the broad contents endorsed, for submission to the Housing & Land Delivery Board by the Housing & Land Delivery Steering Group.

1.0 Purpose

- 1.1 The purpose of the report is to seek this Board's approval for the revisions to the Spatial Investment & Delivery Plan (attached as Appendix A). This document has a target date for agreement of Q1 2019 and has been identified by this Board as a key deliverable for the portfolio in 2019.

2.0 Background

- 2.1 The Spatial Investment & Delivery Plan (SIDP) was a key recommendation of the West Midlands Land Commission, the subsequent Land Delivery Plan and its publication is a requirement of the Housing Deal agreed with HM Government in March 2018.
- 2.2 The primary purpose of the SIDP is to enable co-ordinated delivery of housing, employment and infrastructure and to secure the necessary investment for inclusive growth. It is not a statutory development plan document but rather a robust delivery plan aimed at highlighting priority strategic growth areas and corridors across the region.
- 2.3 A draft SIDP was considered by the Housing & Land Delivery Board in July 2018. Members asked for certain changes to be made and these have been incorporated in the current version. The document has also been updated to take account of various decisions made at meetings of the Housing & Land Delivery Board in the period July-December 2018 during which time it clarified its work programme, key tasks and decided on priority areas for intervention. A revised draft was discussed and agreed for submission to this Board at the Delivery Steering Group on 1 February 2019. Since that time and, in line with comments made, two new sections (6 and 7) have been added to the document. These new sections summarise the spatial priorities and forward work programme and largely reproduce the text of reports presented to and agreed at the December 2018 meetings.

3.0 Next Steps

- 3.1 If Members are content to agree the content of the revised SIDP, officers will finalise the text, revise the plans and prepare a high quality, final version for publication and submission to Government in line with the requirements of the Housing Deal.
- 3.2 Members are asked to delegate authority to the Director of Housing & Regeneration, in consultation with the Portfolio Lead for Housing & Land, to agree further minor revisions

4.0 Financial Implications

There are no direct financial implications as a result of the recommendations in this report.

5.0 Legal Implications

5.1 Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers functions corresponding to the functions of the Homes and Communities Agency has in relation to the combined area.

5.2 Paragraph 10 (2) (a) of the 2017 Order confers the function of improving the supply and quality of housing to the Combined Authority with 10 (2)(d) conferring the function of contributing to the achievement of sustainable development and good design.

6.0 Equalities Implications

6.1 The SIDP is likely to have positive impact on people from lower socio-economic backgrounds due to its affordable housing commitment and through its focus on connectivity, skills development and local employment. Key West Midlands housing trends show a decrease in social housing availability in the past years and an increase in demand. They also show a higher than average rate of overcrowding and higher than average numbers of disabled people living in non-decent accommodation. Developing quality, affordable and accessible housing and opening up skills development and employment opportunities will positive affect a number of equality groups.

7.0 Inclusive Growth Implications

7.1 The SIDP pulls together a variety of information from statutory plans and documents (social, economic and environmental) and highlights the key challenges and opportunities that are faced by the West Midlands. Using this and other information, WMCA has developed a work programme for housing and regeneration which focuses on priority inclusive growth corridors, town centres, affordable housing, etc. Approving the revised version will allow this document to be circulated more widely and used as a reference point for our work, demonstrating how we are bringing together our work across a wide range of activities.

8.0 Geographical Area of Report's Implications

8.1 This report relates to the whole of the Combined Authority area and/or three LEP geography.

9.0 Other Implications

9.1 There are no other implications.

10.0 Schedule of Background Papers

10.1 None.



WEST MIDLANDS
COMBINED AUTHORITY

Spatial Investment & Delivery Plan Revised Draft

**For Housing & Land Delivery Board
21 February 2019**

February 2019 (V3 2019.02.13)

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Executive Summary

TO BE DRAFTED WHEN CONTENT AGREED

1.0 Introduction

The Spatial Investment and Delivery Plan (SIDP) has been prepared by the West Midlands Combined Authority (WMCA) in collaboration with its constituent and non-constituent organisations. It is one of the key requirements of the Housing Deal agreed with Government in March 2018.

The SIDP describes the challenges and opportunities which we face as we seek to deliver housing and jobs in the West Midlands through growth and regeneration. It highlights key facts and statistics which will influence our decisions and commits us to monitoring the outcomes of our actions. It also brings together in one place, the strategic development proposals of a number of adopted and emerging statutory development plans which provide the basis for our work. As such it is an important evidence base which will help people to understand why we are using our money, land and powers in the ways that we do.

The information summarised in the SIDP has been used to shape the work programme of the Housing & Land Delivery Board. This, in turn, provides a very clear indication of the work streams on which we will be focusing and where our investment and programmes will be concentrated to best effect during this time. It will also be used to help make decisions on individual projects.

In terms of where these work streams will be focused, we have used the draft version of the SIDP (agreed by the Housing & Land Delivery Board in July 2018) together with additional evidence to identify key locations in which we will focus our efforts over the next 12 months e.g. specific town centres and growth corridors. These are summarised in the SIDP and recent reports to the Housing & Land Delivery Board provide more detail.

We intend to review the SIDP on a regular basis, not least at the end of 2019 when our constituent and non-constituent authorities will have completed the preparation or reviews of their local plans. This commitment is another key requirement of the Housing Deal.

Although the requirement for the SIDP is enshrined in the Housing Deal, we will also use it to support our other work streams. WMCA is committed to an inclusive growth agenda and this means that we need to take a holistic view of growth and regeneration incorporating social, economic and environmental considerations. We will also take account of other key policy documents which have been or are being prepared by ourselves, Government and other agencies.

As an organisation, set up by Government at the request of the local authorities, WMCA is fully committed to partnership working and collaboration. Our vision is to create a happier, healthier and more prosperous West Midlands and the SIDP in an important tool in that process.

2.0 The Role and Purpose of the SIDP

Devolved governance and leadership

Today, the West Midlands has a new tool to address its challenges and opportunities in the form of a new strengthened and devolved governance and leadership structure for the whole region. The West Midlands Combined Authority (WMCA) brings together one Mayor, eighteen local authorities and four Local Enterprise Partnerships, all working collectively and collaboratively for the benefit of the whole region to address its challenges. These organisations are committed to delivering the new employment, housing and the inclusive growth which lies at the heart of a shared ambition. Two key documents shaped our early work: the report of the Land Commission and the Land Delivery Action Plan.

The Land Commission

Working with political Leaders of individual local authorities and the local economic partnerships (LEPs), WMCA set up a Land Commission in September 2016. As one of its tasks, the Land Commission reviewed the scale and pace of housing and employment land delivery within the West Midlands region and concluded that action was needed to identify future priorities and focus investment. Having investigated the root causes of the failure to provide homes and jobs at the necessary pace, the Land Commission reported in February 2017. The report concluded that delivery was being constrained, not by a lack of planning or up-to-date plans but by a lack of co-ordinated effort to remedy major development barriers including across a broad West Midlands geography.

The Land Delivery Action Plan

In response to the Land Commission's findings, WMCA's Housing & Land Leaders' Board agreed a '*Land Delivery Action Plan*' with the following key commitments:

- creation of a comprehensive pipeline of housing and employment sites across the region working with local partners and Homes England
- development of a West Midlands Investment Prospectus (launched in March 2018 identifying twenty strategic investment opportunities)
- a determination to secure new funding for infrastructure to unlock major housing and employment opportunities
- collaborative work with local partners to develop a Spatial Investment & Delivery Plan for the region, and
- the delivery of 215,000 new homes by 2031.

The Housing Deal (March 2018)

Following the publication of the Land Delivery Action Plan, WMCA agreed with Government a Housing Deal (March 2018). This required WMCA and the local authorities to plan for, and secure, the delivery of 215,000 dwellings in return for significant funding. The SIDP is a requirement of the Housing Deal: it forms a commitment to help provide confidence to both Government and private sector

investors about the shared mission and ambition of public authorities in the region. This will help to underpin their investment decisions and, therefore, the certainty of delivery.

In Government's Spring Statement (March 2018), WMCA secured the first major Housing Deal of any combined authority. This provided significant new funding for infrastructure, land remediation and acquisition to support WMCA's commitment to the delivery of 215,000 new homes across the region by 2031. This in turn built on commitments by Government in the second Devolution Deal to provide £6 million of funding for additional housing delivery capacity and new funding for the Wednesbury to Brierley Hill Metro extension.

Notable commitments by Government, agreed as part of the Housing Deal, were to:

- support the ambition of the Mayor in capturing increased land value, accelerating build out rates and increasing the quality and density of new housing development by providing a Land Fund of £100 million
- take forward the Housing Infrastructure Fund bids for five key growth areas in the region including the Commonwealth Games Village at Perry Barr
- work with Homes England and local partners to develop housing packages with local Housing Associations which will deliver more affordable housing
- develop a new long-term delivery partnership between WMCA and Homes England involving a new joint delivery team, exploring the potential for new local delivery models and co-operation on use of compulsory purchase powers.

The commitments in the Housing Deal frame and support critical elements of the SIDP implementation plan including its early priorities. In particular the SIDP underpins commitments to provide certainty on delivery for the 215,000 new homes in the region by 2031, and an improvement in the quality and choice of housing provided. It also provides a clear guide to all public agencies about where and how investment should be targeted, and certainty to private investors that the door is open to those who share the same regional ambition and commitment to drive up quality and use innovative methods of construction. Investment in infrastructure and land needed to deliver new economic and employment opportunities will be vital to the success of the SIDP so public sector activity will be aligned with this. In many areas, strengthening relationships between where people live and where they work will help to integrate activities and reduce unsustainable travel requirements.

Relationship of the SIDP to other strategies

The SIDP supports and reinforces a number of other strategic and local plans and strategies which underpin economic, productivity and housing growth across the region. Taken together, these strategies and plans promote a vision for the West Midlands through which, by 2031, the region will have equalised its net contribution to the UK economy through growth in both economy and population. This growth will be supported by enhanced transport infrastructure and provide a better quality of life for residents.

The Midlands Engine Growth Strategy

The Midlands Engine Strategy identifies the Midlands, as a whole, as an economy of £207bn which has grown by 18% over 5 years but which has not yet achieved its full potential. The ambition is to close the GVA gap to match or exceed the national average and add £54 billion to the Midlands and UK economies by 2030. The Strategy's five priorities are to:

- connect the Midlands
- invest in strategic infrastructure
- grow international trade and investment
- increase innovation and enterprise, and
- shape great places

The Midlands Connect Strategy

Closely linked to the Midlands Engine Strategy, the Midlands Connect Partnership has produced a 25 year strategy, establishing a rolling programme of strategic road and rail improvements. This comprehensive long term approach will give much-needed certainty to businesses, communities and investors whilst also improving quality of life, improving skills and enhancing access to new opportunities – both within the Midlands and beyond.

The Strategy recognises that the Midlands has untapped economic potential. It recommends that, if we can improve transport connectivity between towns and cities within the Midlands and with key centres elsewhere, then we could boost economic growth to the benefit of both the Midlands and UK plc

West Midlands Strategic Economic Plan

The West Midlands Strategic Economic Plan (SEP) sets out the response of the WMCA area to the Midlands Engine strategy with the ambition that by 2020 the West Midlands will:

- be the fastest growing economy of any city region
- have wage levels rising faster than anywhere else in Britain, and
- see continued rapid growth of foreign direct investment.

In terms of specific outputs, the SEP's ambition is that by 2030 the West Midlands will have:

- 1.9m homes in total
- 1,600 more hectares of employment land
- 500,000 more jobs
- a state-of-the-art transport system

West Midlands Industrial Strategy

The draft *West Midlands Industrial Strategy* was the subject of public consultation in late 2018. The intention is that, in its final form, the strategy will support and

promote the ambitions of the Midlands Engine Strategy and SEP, providing more detail on how the productivity gap can be closed.

Regional Skills Plan

A Regional Skills Plan has been developed by WMCA to ensure that people benefit from growth to create sustainable inclusive growth which will help to deliver the ambitions of the SEP and Midlands Connect for real increases in wages and productivity.

Movement for Growth

'*Movement for Growth*' is the transport strategy for the West Midlands. It addresses the transport needs of the region at the following levels:

- national and regional
- metropolitan (including the metropolitan rail and rapid transit network, key route network, strategic cycle network)
- local networks
- smart mobility

Statutory development plans

Statutory development plans are prepared by local authorities across the WMCA's geographical area. Amongst other matters, they make provision for new homes and jobs, identify essential infrastructure requirements and set out policies to manage development. They are an essential part of the delivery process and the Housing Deal includes a requirement for Local Authorities to prepare or revise their Local Plans before the end of 2019.

Strategic planning for delivery

The relationship between homes and jobs

These plans and strategies and, in particular, the SEP and the emerging Industrial Strategy emphasise the critical relationship between the supply of new homes, job creation and business growth. The SIDP needs to provide a framework which delivers increased housing supply in the right places so that there is a direct beneficial impact on productivity growth and prosperity for the region and the whole of the UK. It recognises that there is a need to identify key locations for employment and housing growth, the essential transport and other necessary infrastructure and a development pipeline of key sites which would support this.

As WMCA has no devolved planning powers, it is imperative that the SIDP has a clearly articulated role and purpose which does not impinge upon the statutory responsibilities of the local authorities. The separation of these two roles is reflected in the Housing Deal which clearly places upon WMCA the responsibility to deliver new homes but requires the local authorities to prepare or review their plans by 2019. Both functions are required to deliver the target of 215,000 dwellings by 2031.

First and foremost, the SIDP is not a statutory development plan. Instead, it is a spatial investment and delivery plan which aims to help all parties to co-ordinate and

focus the necessary investment to deliver the spatial priorities set out in statutory development plans. Its strength will come from wide endorsement, ownership and use in decision-making by WMCA, Leaders of the constituent and non-constituent authorities, Homes England, Transport for the West Midlands and the regional LEPs.

The SIDP as a delivery document

The over-riding role of the SIDP is to identify the key activities that will help unblock and speed up the delivery of new homes and new employment opportunities in the West Midlands region. With this in mind, WMCA and the local authorities have agreed that the purpose of the SIDP should be to:

- set out clear joint ambition and vision for regional employment and housing growth
- identify key growth areas and corridors for new employment and housing growth
- within these areas, identify priority sites for investment and corridor delivery plans
- include strategic principles to guide development in particular related to design and quality
- act as the basis for planned investment by WMCA and other partners, and
- set out operating principles for housing and land funds.

The spatial dimension of the SIDP

Significant progress on joint planning across the region has already been made through the LEP collaborations, joint working under the WMCA umbrella and by ‘*duty to co-operate*’ groups of local authorities to develop joint plans and agreements to plan for and accommodate wider housing needs. But the lack of a region-wide perspective remains. By bringing together key provisions of adopted and emerging statutory plans, the SIDP can fill this gap, providing a single spatial expression to guide current and future investment and development decisions across the region as a whole.

On that basis, a key purpose of the SIDP is to fill this gap and thereby provide a region-wide illustration of the amount and location of new development and its infrastructure needs. In doing so, it brings together current and previous work on regional, sub-regional and local planning and economic development. This allows key spatial issues and agreed priorities to be highlighted across the region and assists an understanding of their inter-relationships.

The delivery elements of the SIDP

In terms of delivery, the role of the SIDP is to co-ordinate investment by both public and private sectors so that maximum benefit can be derived. The SIDP includes a range of policy principles that will be used to guide investment by WMCA and Homes England as they bring together a series of funding opportunities on both public and private sector land. The SIDP also creates a prioritised work programme for the public sector and its delivery partners through the articulation of key infrastructure requirements. In line with the requirements of the Housing Deal, this work is also

supported by a comprehensive sites pipeline with associated infrastructure and delivery plans for key growth areas and corridors being developed.

A key element of the SIDP is its articulation of strategic policies and interventions to address barriers to delivery and accelerate housing growth. Linked to this is an implementation plan which identifies the key growth corridors, strategic opportunity areas and major sites in the region. '*Strategic Investment Frameworks*' for each of these areas or sites, to be prepared in collaboration with the local authorities, will indicate how these are and should be supported by the investment plans and decisions of major funders.

3 The West Midlands Today

Economy and productivity

The West Midlands today is on the rise. Economic and productivity growth are strong and founded on key sectors which are globally competitive. In terms of employees, the 'digital and tech' sector is already 90,000 strong and expected to grow a further 20% by 2025. The region is also a proud national leader in sectors such as automotive, aerospace and rail with some 149,500 employees.

In terms of business start-ups, the West Midlands has more than any region outside London. It also has the fastest growing economy of any UK city region with wage levels rising more quickly than anywhere else in Britain. World class businesses are already relocating to Birmingham City Centre which is recognised as a fast growing hub for financial, professional and business services.

The West Midlands is a hotbed of innovation and new ideas with Europe's fastest growing transport technology cluster. It is home to the Centre for Railway Research & Education, the Advanced Propulsion Centre and the National Automotive Innovation Centre, three critical investments which signal the region's potential to lead future generations in transport technology.

A young and growing population

Alongside strong economic growth driven by these competitive advantages, the population is growing, predicted to rise by 13% - over 400,000 people - by 2038. Talent and diversity are two of the region's greatest strengths, reflected in its young and entrepreneurial population with more than 1.3 million under 25s. With eight universities and other world-class research institutions, Birmingham, Coventry and Wolverhampton are brimming with bright graduates from around the world. 65,000 students graduate in the region every year, many staying to create businesses and new opportunities, in recognition of the potential which exists.

Unequalled connectivity

The region also has superb transport links and lies at the heart of the country's motorway and rail network: 90% of the population live no more than a four-hour drive away. It is served by the fastest growing airport in the UK with 13 million passengers a year using Birmingham Airport to fly to 143 destinations around the world.

And there is more investment to come. In less than a decade, the region will enjoy even better connectivity. Over £2 billion of investment will expand local rail and tram networks. A new Regional Integrated Command Centre will use world-class technology to ensure the whole system runs smoothly.

Most importantly, the opening of two High Speed Rail stations in 2026 will slash the journey to London - 45 minutes from Birmingham City Centre and just 38 minutes from Birmingham International – further enhancing the West Midlands' reputation as the UK's new growth capital.

These multi-billion investments look set to be game changers for the West Midlands, cementing its place as the most liveable, investable and competitive region in the UK.

An enviable quality of life

Our quality of life balances beautiful, wide open green spaces and wildlife with internationally recognised art, culture, music, leisure and drama. The region benefits from high quality green spaces, an extensive canal network, schools and healthcare facilities. Together with the affordability of homes and employment space relative to the UK average, our residents and businesses can enjoy a good quality of life. Our plans for securing successful growth in the region will therefore continue to be underpinned by the provision of new social, environmental and cultural infrastructure, especially to support our growing, young and diverse communities.

Our urban centres

Birmingham City Centre is the economic hub of the region although Coventry and Warwickshire have recently been growing at the fastest rate in the country. Birmingham remains a key economic asset with 21,000 companies employing around 220,000 people. The arrival of HS2 in 2026 and one of the region's two new stations – Curzon Street in the city centre – will massively reinforce Birmingham's pivotal role in the economy.

In terms of new homes, in the period to 2031, Birmingham has identified the potential for the City Centre to accommodate some 12,800 new homes, 700,000 square metres of office floorspace and 160,000 square metres of comparison retail floorspace. Across the city as a whole Birmingham is planning for some 51,000 additional homes, two 'Regional Investment Sites' of 20 and 25 hectares and a 71 hectare employment site at Peddimore.

The HS2 Interchange Station and Hub at UK Central in Solihull will provide an international gateway with seamless integration between HS2, Birmingham Airport, the NEC, rail and metro, enabling the development of a whole new urban quarter. The Growth and Infrastructure Plan for the Hub predicts that it has the potential to create up to 77,500 new jobs, 775,000 square metres of commercial space, 4,000 new homes and £4.1 billion GVA per year.

The region's two other cities, Coventry and Wolverhampton, offer different and complementary strengths. They too have potential for growth, not least through Coventry's strong cultural offer enhanced by its status as UK City of Culture 2021 and the potential of Wolverhampton to enhance its city centre offer, and cement its position as one of the UK's top 20 cities. Coventry is planning a new business centre around Coventry Railway Station with at least 176,000 square metres of new office floorspace which, together with complementary retail and leisure facilities, will generate up to 15,000 new jobs. In Wolverhampton City Centre land around the Canalside and the new station City Interchange has the potential for 93,000 square metres of new commercial space as well as new homes and leisure developments.

Recently, Coventry and Warwickshire have been the fastest growing economic areas in the country and have significant scope to build upon this. Close to Coventry there are plans for major employment growth with developments at Ansty Park and Whitley South next to the JLR headquarters as well as the expansion of the MIRA Technology Park, Europe's leading centre for transport research and development near Nuneaton.

Other major urban centres in the Black Country at Walsall, Dudley, West Bromwich and Brierley Hill offer potential for significant residential and mixed use development supported by new transport infrastructure and investment in land remediation and land assembly. In addition, there are plans for major employment growth at the i54 extension site in Wolverhampton, the M6 Junction 10 cluster in Darlaston and the DY5 Enterprise Zone in Dudley.

Our rural areas and suburban centres

Across the region there are proposals underway or agreed in Local Plans for a number of sustainable urban extensions e.g. at Langley in Birmingham; Eastern Green and Keresley in Coventry; Kings Hill Park in Warwickshire; Rugby Gateway and South West Rugby. There are also plans for garden suburbs and garden villages at Long Marston, Gaydon/Lighthorne and Lodge Farm in Warwickshire. Local Plans in Warwickshire have also identified further greenfield sites for new development along the A5, A444 and A46 corridors.

Further west, Shropshire and Telford, which together comprise around 50% of the SIDP area, have the potential to make significant contributions both to employment growth and new housing supply, particularly focused on the M54 corridor. Telford itself, a new town developed with the intention of supporting Birmingham's overspill, has not yet reached its planned capacity of 250,000. Key sites include T54, the Telford Investment Cluster and Newport Innovation Park.

4 The Geography of the SIDP

We have an ambition for the West Midlands as a whole. We want to improve the lives of everyone who lives and works in this widely defined area and we acknowledge that the impact of our actions will be experienced outside our operational area. The administrative geography of the West Midlands, however, is complex. Plans and strategies have evolved over a number of years and, not unreasonably, have been created to suit the particular task in hand. As a result, we have geographies which are organised around matters such as:

- the administrative areas of individual local authorities
- the boundary of the former West Midlands County Council (i.e. the even metropolitan authorities)
- the boundaries of the Local Economic Partnerships
- the Housing Market Areas, and/or
- specific topics e.g. transport, economic development.

Full details of these various geographies are set out in Appendix A but it is recognised that the establishment of WMCA introduces another set of boundaries. It is important, therefore, to be clear about the area within which the SIDP applies and WMCA operates.

The spatial and economic analysis within the SIDP takes a broad view of the WMCA's geography and includes:

- all constituent and non-constituent members of the Combined Authority
- all authorities within the three principal LEP areas i.e. Greater Birmingham & Solihull, Black Country and Coventry and Warwickshire LEPs
- all authorities within the two principal HMAs i.e. Greater Birmingham & the Black Country and Coventry & Warwickshire.

The operational area of WMCA, however, is more tightly defined. Our constitution makes it very clear that we must focus our operations within the administrative boundaries of our constituent and non-constituent local authorities. These are the areas within which the vast majority of our money, land and powers will be deployed.

The fact that the three local economic partnerships are also part of WMCA, however, means that four additional authorities come into our purview. These areas will not be the focus of any activity by WMCA (unless there are agreed exceptional cross boundary projects with constituent or non-constituent authorities) but their close geographical relationship means that...

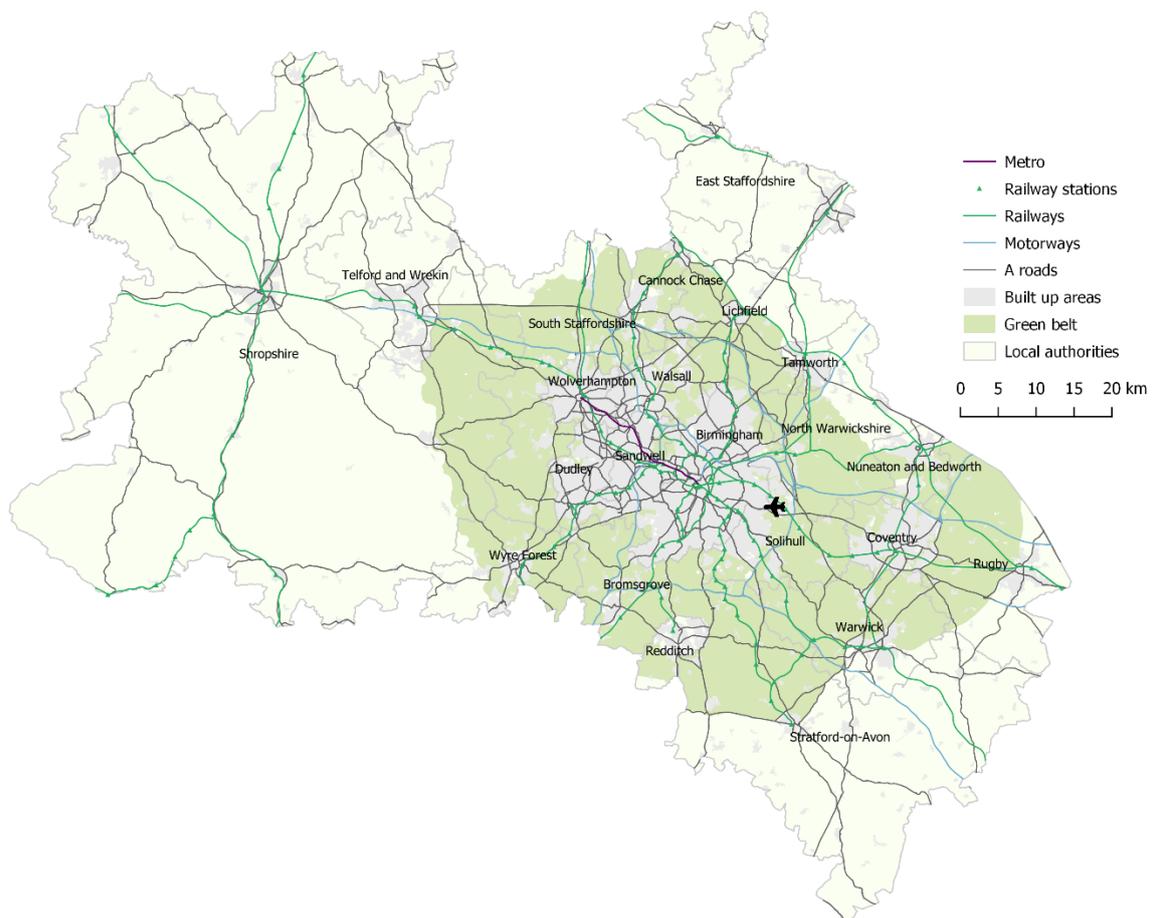
However, for the purposes of delivery planning and implementation the SIDP focuses on the constituent and non-constituent members of the Combined Authority and the actions they will take to deliver the SIDP's objectives. That is in line with the SIDP's principal purpose which is to underpin and accelerate delivery of the critical elements of economic and housing growth that are identified in particular in the Housing Deal commitment to deliver 215,000 homes by 2031.

In preparing the SIDP, therefore, we acknowledge these varied geographical and administrative areas. For example, we have already referred to the SEP, the LIS, the Midlands Engine and Midlands Connect Strategies and the West Midlands 'Movement for Growth' Transport Strategy, all of which have different geographical boundaries both to each other and to this SIDP. Nevertheless, all these strategies identify significant and relevant issues that relate to this SIDP and its objectives so far as they reflect these wider strategies are set out below.

The SIDP draws together relevant themes and policies from all of these documents in so far as they relate to our overall ambition of improving the quality of life in the West Midlands and identifies specific objectives which we can use in our operational area .

Fig 1: Area covered by SIDP

[PLAN TO BE RE-DRAWN IN LINE WITH TEXT]



5 Our objectives

The region's progress and opportunities bring new challenges to overcome, not least delivering genuinely inclusive growth, high quality jobs, real skills progression and a pipeline of development that benefits all of the West Midlands' diverse communities. New jobs and population growth are driving the demand for new housing and increasing pressures on the supply of land to enable housing and employment growth. Accelerating housing delivery in the right places to support economic growth will therefore be vital if the region and its people are not to be disadvantaged.

And new housing supply needs to meet the full range of housing need in the region. Affordable housing must be an important part of the overall housing mix, particularly if the affordability gap between incomes and house prices continues to widen. With a young population, the growing affordability gap needs to be tackled to ensure that a wide range of affordable housing is available to meet the many types of housing need including those of the aspirational young people whose talents and skills need to be retained in the region. Affordable housing needs vary across the region and housing supply needs to be directed towards the particular needs of particular groups.

We have developed a series of objectives which set out our approach to overcoming the challenges that we face. They recognise the collaborative arrangements that we are putting place with the local authorities, LEPS, other agencies and the private sector.

Objective 1 – The SIDP will support and inform strategic planning

The majority of adopted and emerging Local Plans look forward to at least 2031. A programme of local plan reviews and future plan-making across is being undertaken in accordance with the provisions of the National Planning Policy Framework 2018 (NPPF). The revised NPPF requires local plans to consider housing need and other strategic matters in plans which cover at least a 15 year period i.e. beyond 2031. In the light of this on-going work programme, the SIDP seeks to have regard to the backdrop of a 'living' planning policy framework.

Local authorities are working together through well established and effective "*duty to co-operate*" arrangements which address the complex geography outlined and include those authorities that are not members of the WMCA. These arrangements have not yet resolved all of the spatial issues relating to Local Plans and, in particular, the distribution of unmet housing needs in Birmingham and the Black Country. The SIDP does not seek to address this matter: responsibility for determining the spatial distribution of housing and other matters rest with the local authorities and they have established and proper channels for doing this.

The principal focus of the SIDP instead is increasing the pace of housing delivery and identifying the decisions and actions required to secure delivery of the major sites, growth areas and growth corridors which have already been identified through the statutory planning process. The SIDP also confirms a long-term commitment on the part of WMCA to support housing delivery across a multiplicity of small sites which are too numerous to be mentioned in a regional investment plan but are an

important source of capacity and supply in the region. Simultaneous development of these sites will also underpin measures to speed up delivery. WMCA's programme of targeted investment in defined town centres, growth corridors and strategic opportunity areas will further support economic and housing growth identified in Local Plans.

Objective 2 – The SIDP will support the delivery of essential new homes of the right type in the right places

A key commitment in the West Midlands Housing Deal was that of the constituent and non-constituent authorities to update local plans, as necessary, by the end of 2019 to deliver and accommodate 215,000 new homes by 2031. It is anticipated that this will also require the support of non-member authorities in other parts of the region; decisions on such matters will be made through established '*duty to co-operate*' arrangements.

If this target is to be achieved, the annual rate of delivery will need to be raised from approximately 12,500 homes to 16,600 homes per annum. WMCA will provide support to raise performance to this level and thereby to meet the commitment set out in the Housing Deal 2018.

Achieving the target of the Housing Deal will require a significant uplift in delivery performance across the SIDP area. Additional capacity could be secured by reviewing existing assumptions about density on some identified sites, particularly those with good local transport connectivity but it is anticipated that there will also be a need to identify new sites through Local Plan making. In particular, this work will need to identify how provision for unmet housing need in Birmingham and Coventry will be made within the boundaries of other areas; this work is already underway.

WMCA recognises that an approach to planning for housing need and land supply co-ordinated across the two main HMAs should be driven at the HMA level in the first instance, while recognising opportunities to accommodate growth in other HMAs through cross-boundary working where there is evidence of existing or potential physical and functional relationships.

The approach adopted by the local authorities in the West Midlands fully addresses the requirements of the NPPF to "*boost significantly the supply of housing*" [ref] together with the approach and policy proposals in the Government's Housing White Paper and subsequent consultation proposals. Given the complex geography and the Mayor's lack of any planning powers it is a '*best practice*' approach to providing certainty of delivery and assurance on land supply founded on an approach based on housing market areas and co-ordinated local plans underpinning the SIDP.

All housing requirements will need to be delivered alongside other land uses including employment and social infrastructure. Planning delivery in the right places alongside the right infrastructure, taking advantage of well-connected areas to raise densities, will be key to delivering the right homes in the right places.

Objective 3 – The SIDP will support the delivery of the pipeline of priority housing sites

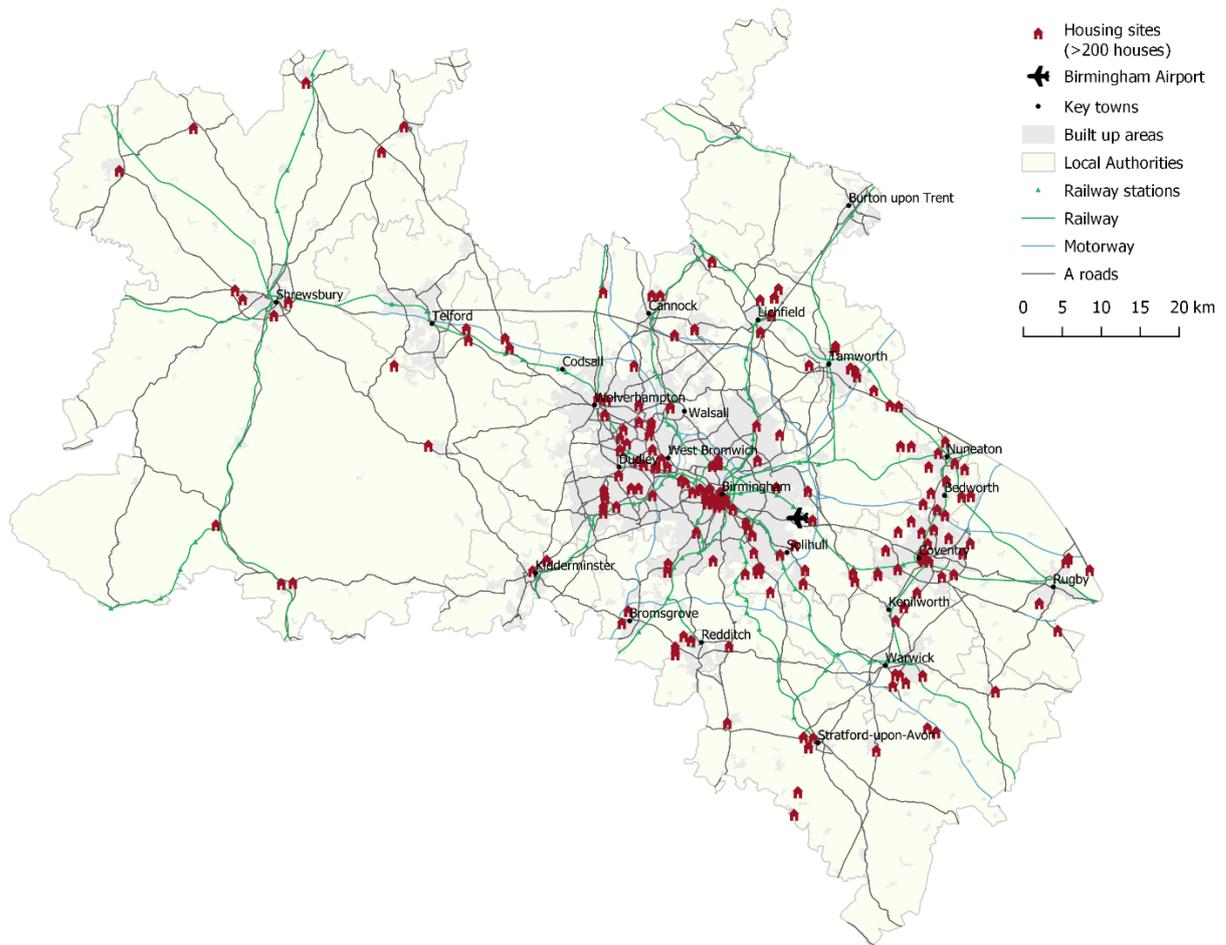
The WMCA, supported by local authorities, has developed a comprehensive pipeline of large housing sites (>200 homes capacity) supported by a programme approach to the delivery of smaller sites. This includes detailed information on site capacity, density options, land ownership, planning status, delivery phasing, funding and finance and barriers to delivery including infrastructure requirements. This pipeline will be a key delivery and monitoring tool to underpin investment decisions and delivery plans.

Fig 2 shows the location of the large pipeline sites, including those in both adopted and emerging Local Plans. WMCA recognises that smaller sites will also play a significant role in new housing supply in the region. Developing a strategic approach to maximising delivery of smaller sites is therefore a priority of the SIDP implementation plan.

WMCA will help share best practice in the delivery of new homes across the region, supporting local authorities through joint working and sharing resources on CPO, land purchase, direct delivery, preparation of development briefs and masterplans, and deal-making. Some local authorities within the region are already actively engaged in direct delivery and others are investigating options for this.

There is also scope for the public sector, supported by funding from Homes England and WMCA, to take a longer-term interest in development through utilisation of its land holdings. Potentially, this could enable increases in land value to be captured following the provision of infrastructure and recycled to support further housing growth.

Fig 2 Major housing sites – planned and emerging [UPDATE]



Objective 4 – The SIDP will support the delivery of a competitive portfolio of employment sites

The SIDP takes a comprehensive approach to land supply and development across the region, considering requirements for, and delivery of, both employment and housing sites. In particular, the plan seeks to deliver planned housing and employment growth so that they are mutually supportive. The pipeline developed to underpin the SIDP therefore includes both major housing and employment sites.

Adopted and emerging Local Plans across the region address local requirements and opportunities for employment growth and, in some cases, wider regional strategic opportunities. Current identified strategic opportunities include:

- the planned development at Peddimore in Birmingham City Council’s administrative area
- the ‘Regional Investment Sites’ at Aston and Longbridge, both originating in the former regional spatial plan for the West Midlands [ref]
- the opportunities for up to 775,000 square metres of commercial floorspace at UK Central, the strategic development opportunity associated with the new HS2 train station near Birmingham Airport

- major opportunities in the Black Country at J10 of the M6, a cluster of opportunities in Walsall which form part of the Black Country Enterprise Zone and DY5 Enterprise Zone in Dudley
- the nationally important ‘Wolverhampton – Staffordshire High Growth Zone’ including the proposed extension to the i54 Business Park
- Friargate, Whitley Business Park, Whitley South and Ansty Park in Coventry, Warwick and Rugby
- MIRA Technology Park in Leicestershire
- the M54 Corridor and RAF Cosford

These and other significant local employment sites are shown on Fig 3.

[Insert Plan]

Successful delivery of these sites will be crucial to delivering the economic vision of the SEP and emerging West Midlands Industrial Strategy. The SIDP adopts the definition of ‘*Strategic Employment Sites*’ used in previous regional study work i.e. ‘*Strategic Employment Sites*’ are business development sites that can bring net additional activity and jobs to the region by:

- attracting nationally or internationally mobile economic activity (including both mobile businesses and the suppliers that serve them) providing accommodation that would not otherwise come forward through the local planning system, principally because a) they are large sites of at least 25 hectares and b) they may be in greenfield locations, the available land supply and how that was constrained.

The study concluded that the region’s main office markets had a healthy pipeline of allocated development sites, and there was no indication that land supply would fall short of demand in the foreseeable future. In contrast the study found that for large industrial units the planned land supply fell severely short in the three areas of highest demand:

- The M42 corridor to the east of Birmingham
- Areas south and east of Coventry to Rugby
- The Black Country and Southern Staffordshire and the M54 Corridor into Shropshire and Telford

The study further concluded that if supply constraints were to be relieved in these areas this would add to economic growth and employment in the region in both manufacturing and distribution sectors. To satisfy these needs, larger-than-local policies would be a more effective way to bring forward new sites. Currently, the three LEPs and South Staffordshire are jointly funding further work in this in order to address any identified shortfalls, to highlight specific opportunities and the policy implications. The conclusions of this work will be reflected in a future iteration of the SIDP.

Objective 5 – The SIDP will support plans and projects which maximise the potential of our city and town centres

This SIDP promotes the role of our City and Town Centres as sustainable priority locations for growth. The contribution of these areas in supporting sustainable growth cannot be under estimated. These centres are suitable locations both for employment and housing growth and contain the vital services on which communities rely. By housing people close to where they work, demands on the transport network particularly for the private car, can be reduced. Most centres benefit from good public transport connectivity; further enhancing these connections will be crucial to support the levels of growth expected in the city and town centre network across the region.

Town and City centres also support higher densities of development than suburban areas. By building at higher density in sustainable locations, demands for additional development in the Green Belt and on greenfield can be minimised. Enhancing the connectivity of centres is therefore a focus of our implementation.

Objective 6 – The SIDP will support improved connectivity within the West Midlands and with other regions

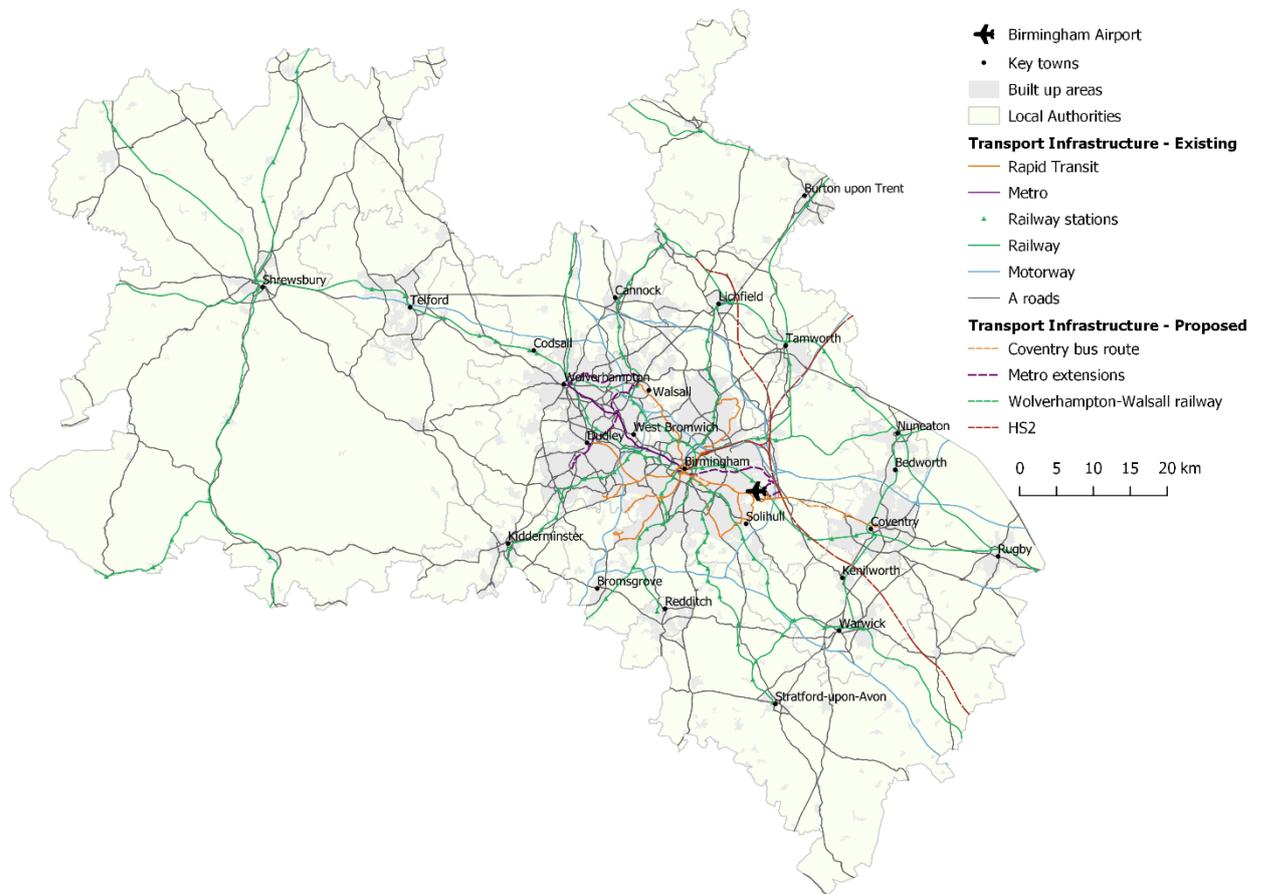
The single piece of infrastructure which will have the biggest impact on future growth, however, will be delivery of HS2 in 2026, offering faster and better connectivity both for Birmingham City Centre and UK Central in Solihull to London and other UK cities. The HS2 connectivity packages propose linking both of these stations with their wider hinterland and this will be of critical importance if the full benefits from HS2 are to be secured and distributed across the region, securing both economic and housing growth.

Equally important is the extensive package of public transport improvements proposed in the *Movement for Growth* strategy. This includes new routes for the Metro service, new Sprint bus services and refined services on local rail. HS2 frees up capacity on existing routes and creates the opportunity to re-instate former services e.g. the Walsall – Wolverhampton route significantly improves East-West connectivity and reduces reliance on private cars.

New growth needs to be targeted primarily at existing urban areas with good public transport, or where new public transport links can be supported. This will also help to support increased densities and mixed-use development, and reduce the need to travel by private car. Nevertheless, many parts of the region still rely primarily on the private car and there will be continued and sustained pressure along key arteries, in particular those where growth opportunities are clustered. The *Movement for Growth* strategy identifies the ways in which Transport for the West Midlands (TfWM) will work closely with local authorities and Highways England to support key junction and carriageway improvements.

Fig 4 shows the key transport routes, existing and proposed, within the region.

Fig 4 – key transport routes [To be revised]



Objective 7 – The SIDP will build on the region’s environmental strengths

The West Midlands, at the heart of the UK and the industrial engine of the nation, also boasts a wealth of natural environmental assets. Many already add to an excellent quality of life while others need investment and/or reclamation if the region is to benefit fully.

Green and blue infrastructure is the network of open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage, open countryside and other natural elements that occupy parts of our cities, towns and villages and connect them with each other and to other places. This infrastructure provides multiple benefits: for the economy, the environment and people including opportunities for recreation, health and wellbeing, a home for wildlife, enhancing the attraction of the place, walking and cycling routes, flood storage space helping to tackle climate change and providing areas for local food production.

Canals are a vital part of the region’s blue infrastructure network and are vitally important assets which support wildlife and biodiversity, leisure and sustainable travel options. Many development sites include canal-side areas so wherever new development is proposed opportunities could be taken to enhance both the local and strategic opportunities afforded by the canal and river networks. The Regional Canal

network is important for leisure and wildlife and parts are not suitable for freight transport. Local Authorities should work with the Canals and Rivers Trust to enhance the leisure and travel opportunities from the river and canal network wherever possible. Some parts of the network are particularly sensitive and special care should be taken to mitigate harm to these; this might include investing in the network outside sensitive areas.

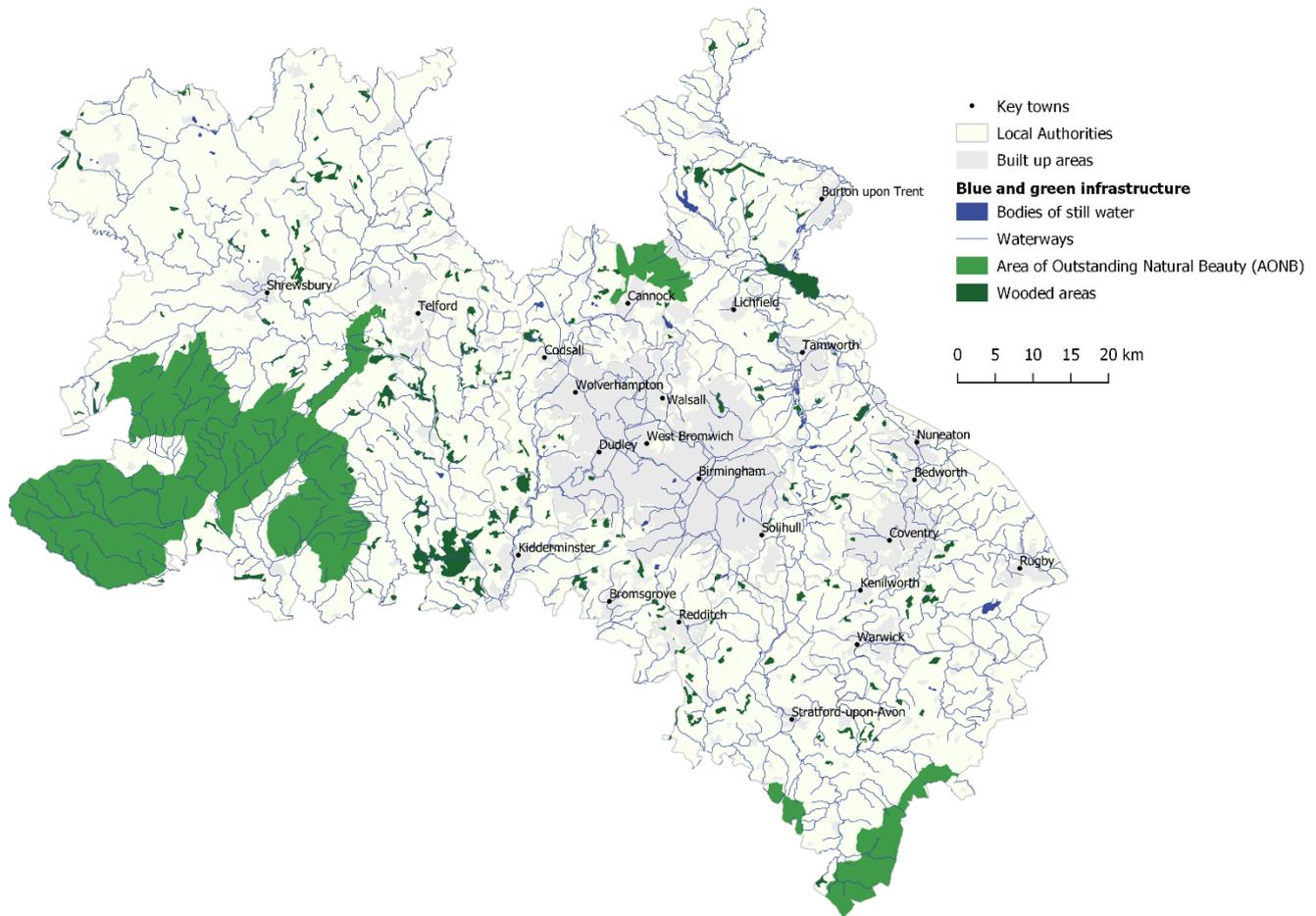
The growth areas identified Local Plans include former industrial land and canal-side land which, following investment, would enhance the wider green and blue network. Natural England's '*Growth Points Programme*' has seen a total of nine new Growth Points in the West Midlands region, and this has placed green infrastructure firmly on the regional planning agenda. Planning to enhance both the green and blue assets of any development area will be an essential part of our place-making agenda. Within the built environment, quality development will be expected to promote enhancements to public realm and help to promote place making in City and Town centres.

Protecting the region's environmental assets is a significant underpinning objective of the SIDP. By optimising development densities on brownfield sites and investing in improving the linkages between built development and the natural environment we can help to protect our precious green belt and wider countryside.

Objective 8 – The SIDP will support projects and plans to tackle infrastructure constraints

In some parts of the West Midlands, development is constrained by the supply of power. New developments which utilise opportunities for local power networks, particularly those based on renewable energy sources, will help to alleviate the demands on the existing network and provide the new power and energy networks required to support growth in a way that reduces damage to the wider environment by underpinning low to zero carbon development. Adequate water and sewage supplies are also considerations when promoting major development sites and so local water providers as well as power and energy suppliers, need to get engaged with this SIDP and identify areas for investment within their own businesses plans. This is a relationship that WMCA and the West Midlands Mayor can broker in partnership with local authorities. This partnership will include a review of major energy infrastructure needs.

Fig 6 Green and Blue Network



Objective 9 - Supporting people to realise their full potential

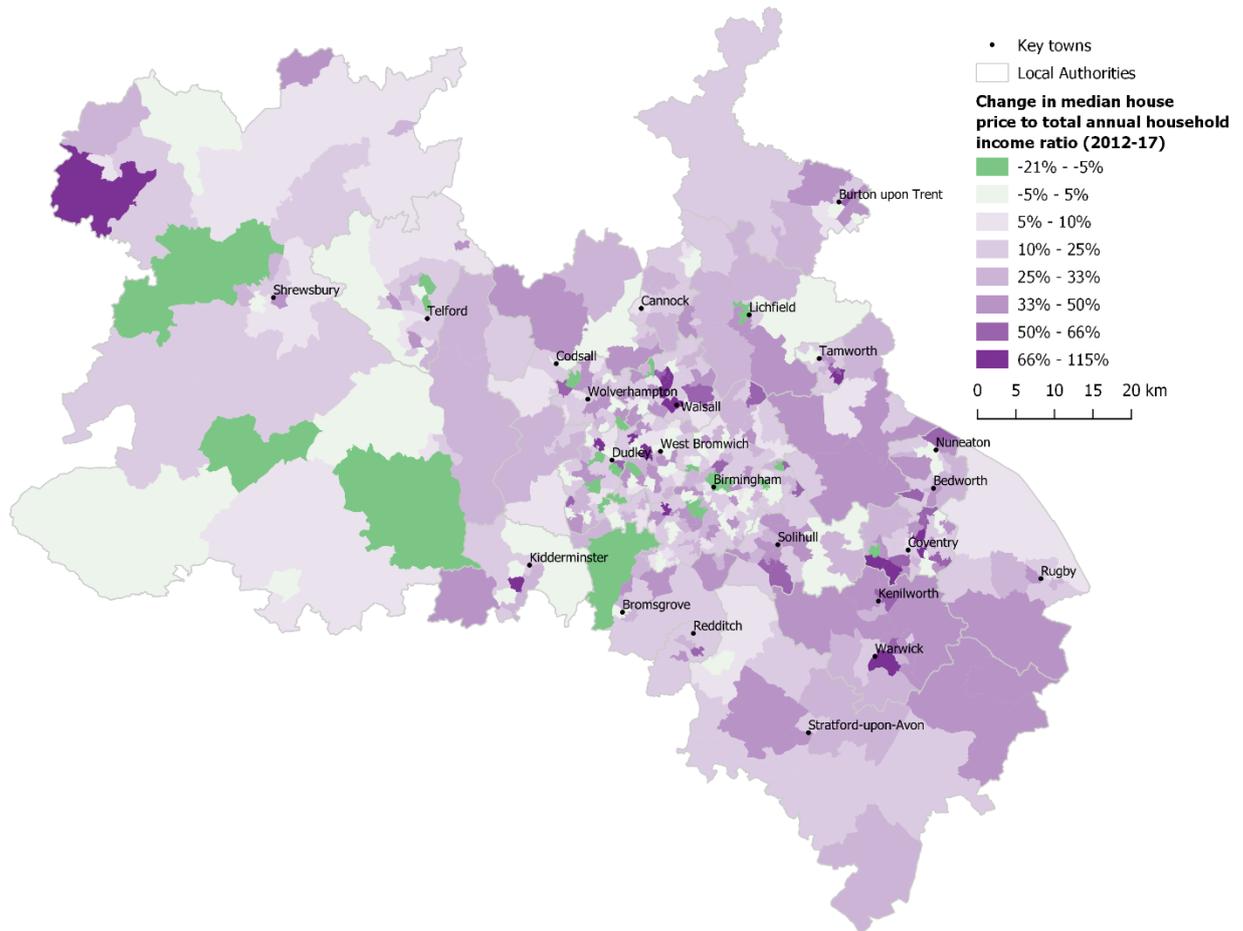
Many residents benefit from high quality jobs and lifestyles but others feel neglected and behind. Unemployment in the West Midlands Region is higher than the UK average at 5.1% but there are some signs of recent growth. Employment rates are generally lower (74% in the year ending January 2018 compared to 75.6% for the UK as a whole) but employment rates are growing faster in the West Midlands than any other UK region- so the gap is closing somewhat. For the full year to January 2018 employment grew by 1.4% in the West Midlands compared to 0.3% for the UK as a whole although there was a sharp slow-down in the final quarter when growth fell to just 0.1% across the region. Inactivity rates are also relatively high but falling alongside growth in the employment rates.

As well as providing new homes and job opportunities through growth, there must also be opportunities for individuals and communities to benefit from skills programmes and for small- and medium-sized businesses to benefit from supply chain investment.

Without a secure, affordable home of their own many families will never realise their full potential; children might experience overcrowding and lack of heating, or the

insecurity of tenure forcing them to move home. As the housing affordability gap in the region widens, this problem will become more acute. Evidence shows that the housing affordability gap is growing so the provision of new affordable homes, both to rent and to buy, will be a key part of the solution to meet the needs of vulnerable people, in particular children and young people. Fig 6 shows how affordability across the region has changed over time, with the vast majority of areas becoming less affordable in terms of prices compared to median wages during the period 2012-2017. Many have become significantly less affordable (25% or more).

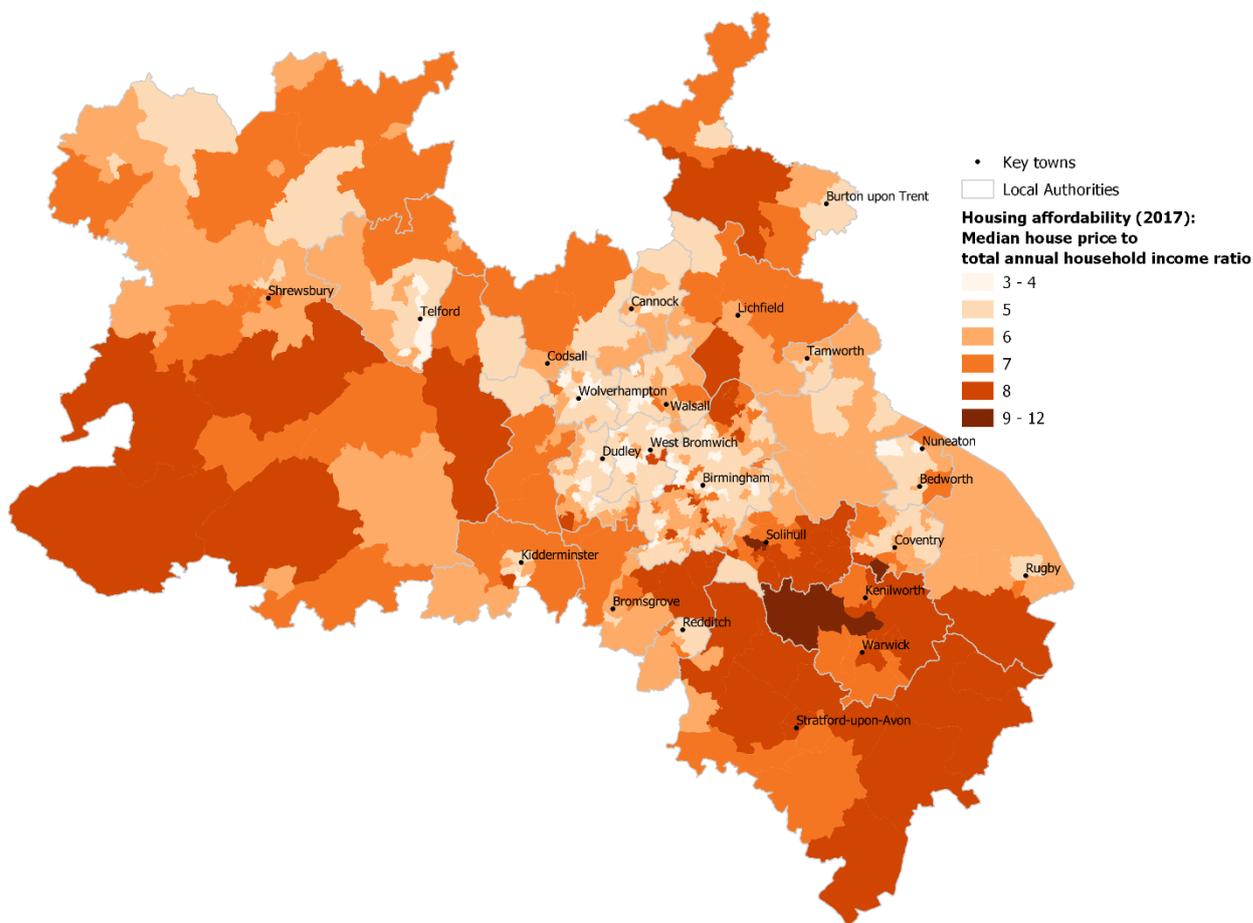
Fig 7 – housing affordability changes over 5 years



Affordability varies from place to place and Local Plans set out the amount of 'affordable housing' required to be provided in schemes in different parts of the region. Housing needs requirements in Local Plans also show that there is need for a greater range of property sizes than is currently delivered by many market providers. The challenge of meeting affordable housing need, therefore, must also consider the need to make provision for a range of suitable products, including starter homes and smaller units, as well as constraining the cost of those properties.

Fig 8 below illustrates the current relationship between house prices and income levels.

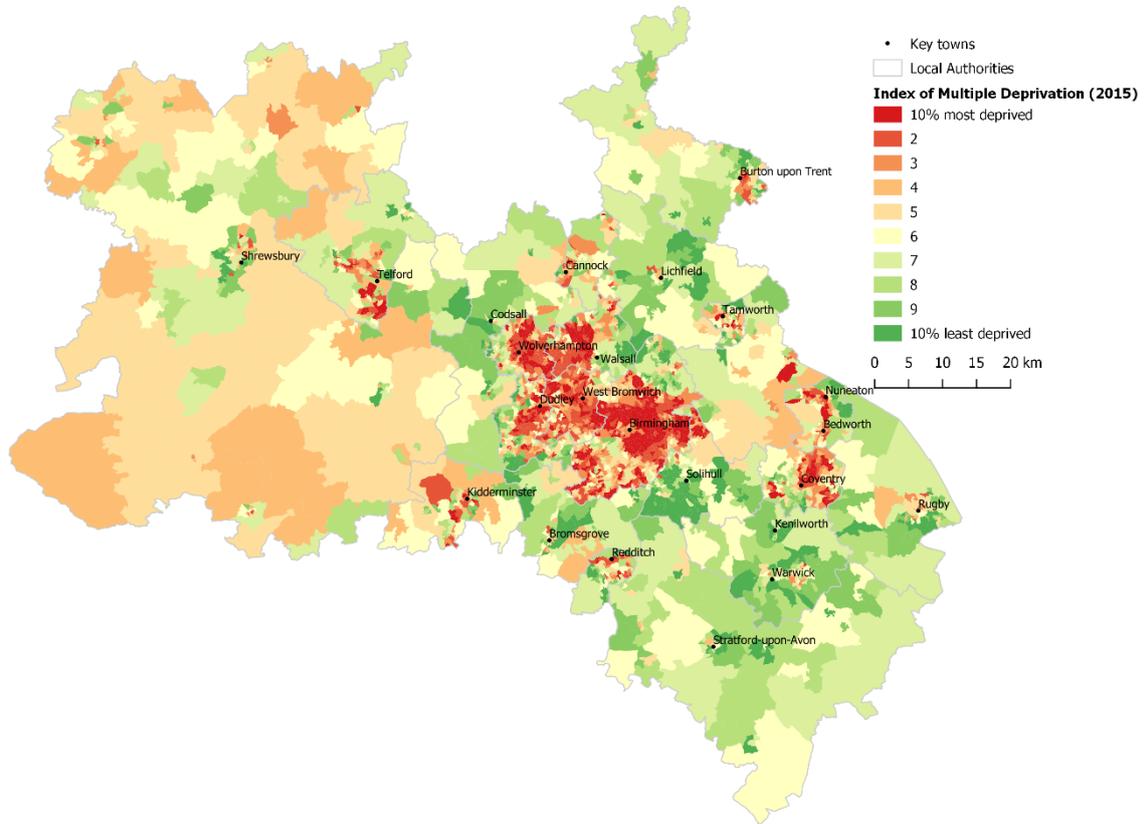
Fig 8 – housing affordability today



As well as tackling the ‘supply side’ of new affordable homes within reach of the population, there is also a strong need to tackle the ‘demand side’ by increasing skills and wage levels among the population particularly in areas where high levels of deprivation exist currently. Deprivation coincides strongly with existing urban centres, where much of the new growth and development will be accommodated. Successfully establishing a package of investment around skills and local supply chains is a critical consideration, especially where new developments provide opportunities for training, apprenticeships and local jobs.

Fig 9 below shows the existing picture of deprivation within the West Midlands. This picture will only start to be addressed if the right jobs are provided in the right places so that local people can physically access them and if the right training and support is in place to ensure people can benefit from them. The West Midlands Industrial Strategy will identify further actions to address the challenges of deprivation and deliver genuinely inclusive growth.

Fig 9 – IMD regional distribution



6 Spatial Investment

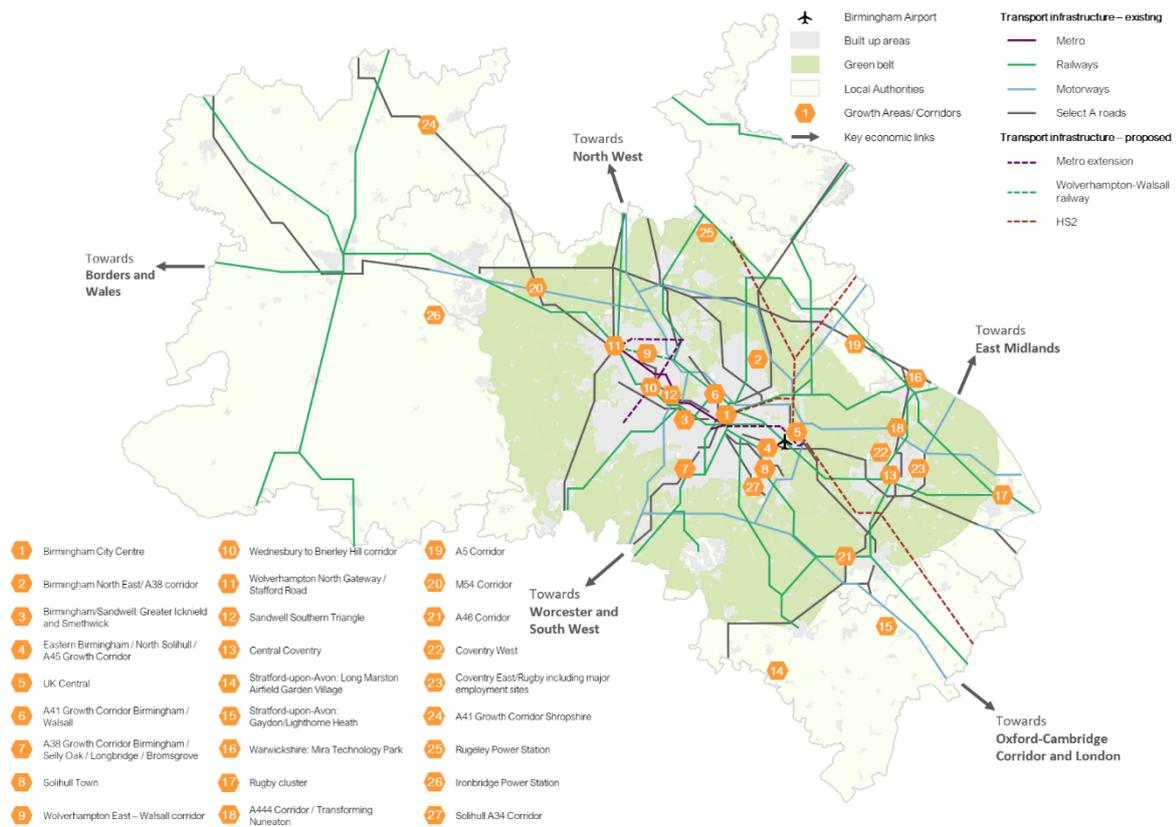
Growth Corridors and Strategic Opportunity Areas in Local Plans

There is a long history of bringing together infrastructure investment and new development opportunities in a positive way across the West Midlands; most often this work has been expressed in terms of defined 'corridors'. Information assembled for the SIDP, however, highlights the fact that other types of 'opportunity areas' also exist, hence the inclusion of the phrase 'strategic development opportunities' when discussing these areas of significant development potential.

The SIDP takes its lead from the adopted and emerging Local Plans of the constituent and non-constituent authorities of WMCA. On that basis, the 'Growth Corridors' and 'Strategic Opportunity Areas' identified in the SIDP reflect those documents. In many cases, these major development areas cross the administrative boundaries of two or more local authorities.

Fig x below illustrates the Growth Corridors and Strategic Opportunity Areas identified in Local Plans across the region. It also demonstrates their relationship with transport corridors and other key elements of the physical and economic geography of the region. As such, the diagram does not allocate new development sites but highlights key areas where change is likely and investment is needed. It is these areas which will be the focus of investment as WMCA seeks to deliver on the targets for new homes and jobs which it has been given. Responsibility for the identification of new development sites remains with local authorities through their statutory plan-making processes.

Fig 10: Growth Corridors and Strategic Opportunity Areas in Local Plans



The Rationale for area-based programmes

The underlying rationale for a specific focus on these types of development opportunities and corridors is that they have the potential to bring together a concentration of public and private sector investment across a broad geography (i.e. beyond the boundaries of an individual site) often maximising the opportunities presented by major planned or committed transport investment. Typical opportunities which have been identified to date include (but are not limited to):

- Several proposals for corridors in the Black Country Joint Core Strategy reflecting areas where there is a clustering of development opportunity and public sector investment
- Cross-boundary working by Birmingham City Council and Sandwell BC on the Greater Icknield and Smethwick Corridor to secure strategic housing development
- Locations highlighted in TfWM’s strategy paper ‘*Movement for Growth*’
- The ‘high technology’ corridors in the West Midlands Regional Spatial Strategy which sought to enhance the profile of this sector and make provision for new development.

We recognise that, despite this work, the delivery of successful outcomes for a variety of reasons has been variable. For example, proposals for some corridors have fallen away before they have had time to influence development (e.g. the High Technology Corridors of the Regional Spatial Strategy). In other cases, delivery/developer interest has tended to focus on the most attractive sites rather

than the wider corridor as a whole (e.g. Greater Icknield and Smethwick). On occasion, the investment proposition within the corridor was not sufficiently well-defined to attract delivery results.

The establishment of WMCA provides the opportunity to build on the history of work to date, and deliver on these long-standing aspirations for inclusive growth using concentrated activity across organisations to create transformational change. The types of support which we are able to consider include wider access to funds; the ability to acquire, assemble and dispose of land; use devolved powers; and access to Government and investors. The ability to bring together a variety partners allows WMCA to add value to the work of local councils in the design, planning and delivery of ambitious proposals and policies.

Developing a Corridors and Strategic Opportunities Programme

The principles of corridor-based working, higher design quality and unlocking new investment lies at the heart of the SIDP. Information assembled from Local Plan has identified some 28 potential corridors or strategic development opportunities within the West Midlands. In these areas, transport investment, development opportunity (frequently on brownfield land) and untapped potential come together to provide the opportunity to create a critical mass of activity, present new opportunities for strategic investment and strengthen local communities in a holistic way.

The SIDP takes as its starting point accelerating and securing the delivery of development opportunities and the land and infrastructure proposals identified in the local plans of constituent and non-constituent members. Adding to that process, it seeks to join up areas of opportunity which extend across local authority boundaries and provide a comprehensive plan for delivery and investment supported by new policy principles to guide investment by WMCA, Homes England and the private sector.

The influence of the HIF Process

- WMCA and the local authorities also identified six priority locations as part of the HIF process. Many of these were also in major growth corridors:
- Walsall to Wolverhampton – due to proposed reopening of railway line for passenger services
- Coventry to Solihull – due to proposed road works (primarily A46 related) included in HIF FBC
- Sandwell to Dudley (or Wednesbury to Brierley Hill) – due to proposed metro line primarily funded by Transforming Cities Fund
- Greater Icknield to Smethwick – inclusion in original HIF submission, improvements to A457.
- Perry Barr – funding of £165m for Athletes Village and wider regeneration of Perry Barr

East Birmingham/North Solihull – longstanding proposal with history of joint working, including the Metro extension to Birmingham International Airport identified in WMCA's investment programme.

Initial priorities

It is obvious that actively progressing development in 28 locations at the same would dissipate the effectiveness of WMCA's actions. Information assembled for the SIDP and the HIF processes, has allowed WMCA and the local authorities to highlight those areas where initial investment could be prioritised. The selection process was influenced by an understanding of planned investment, commitments in statutory development plans and investor opportunity. As a result of that analysis, four priority corridors have been identified as detailed below.

The Walsall to Wolverhampton Corridor (W2W)

The Walsall to Wolverhampton Corridor (W2W) has existed in a variety of formats since the development of the Black Country Joint Core Strategy. The project has achieved welcome momentum as a result of major transport investment i.e. the re-opening of the railway line for passenger services between the two centres with new stations at Willenhall and Darlaston. The Housing Deal agreed with Government also included a new brownfield land fund and this too will provide additional support for the project.

A Senior Steering Group consisting of the Leaders of the two local authorities, their Chief Executives, senior officers of the WMCA and the LEP is leading this programme of work. They are supported by a 'task and finish' Working Group comprising officers from both local authorities and the WMCA tasked with delivering an agreed technical work programme.

The key planning work (site identification, etc.) is contained in the Joint Core Strategy and a review of this is on-going. With the planning framework established, current work is focused on accelerated delivery of sites and opportunities and establishing a strong baseline of information. This has included acquisition by WMCA of land required for the new railway station at Darlaston, and work on preparing key sites for development and investment by WMCA and others within the corridor.

Consultants have been commissioned to pull together existing information on the corridor to create a comprehensive site pipeline, prioritised tracker and evidence base. Programme management support has also been brought in to ensure delivery remains on track. Work is now underway to prepare robust business cases for investment in the corridor by WMCA from devolved housing and land funds.

Sandwell to Dudley

Work on the Sandwell to Dudley Corridor has also started and is focused on how this corridor can maximise a range of housing and employment opportunities that will be unlocked via the Transforming Cities Fund for the Metro extension from Wednesbury to Brierley Hill. As part of the work required to secure this funding, an Economic Impact Assessment was commissioned to assess the potential impacts of the Metro within a 2km distance from the proposed route. An action plan also set out ways in which the economic benefits of the extended Metro route could be maximised and

the corridor group is keen to see this implemented in a manner which secures genuine inclusive growth for the citizens and business of the area.

A working group of senior officials in Sandwell and Dudley, chaired by the Chief Executive of Dudley Council, has been formed to scope out the work required in the corridor and to identify key sites for intervention. As with the W2W corridor, the first piece of work is a review of existing information to create a strong evidence base and preparation of cases for WMCA investment in key sites.

Perry Barr/A34

[Insert details]

Greater Icknield/Smethwick

[Insert details]

Typical support from WMCA in these locations has included:

- commissioning programme management and specialist technical support (as necessary) to prepare sites for delivery/investment and engage vendors/developers
- co-development of strategic investment and delivery frameworks (see below) to coordinate public sector activities and investment opportunities
- direct intervention and commercial negotiations – e.g. acquisition, site assembly
- brokering and facilitation with public and private sector partners
- deployment of funding and expertise and securing business cases for investment

Preparation of an investment prospectus for each corridor

In both the W2W and S2D corridors discussions are taking place around how best WMCA and local authorities can collectively secure new public and private investment, especially to unlock challenging brownfield development sites, secure the public and private infrastructure provision and the quality of development essential for sustainable growth. This has led to a broad consensus emerging for creating an investment prospectus for each corridor tailored to an investor audience that will secure the funding to deliver the inclusive growth in the corridor that residents can see and touch. Furthermore it has become clear that the approach in each corridor should be tailored to local circumstances rather than adopting a standard approach for all.

Typical ingredients being considered for the investment prospectus/framework by the groups working in these corridors include:

- Clear and succinct evidence report (synthesis of evidence to date on infrastructure, investment, housing, skills, employment, business, etc.)
- An investment framework which articulates the vision; the investment opportunities (and challenges); the alignment and prioritisation of public sector

interventions to realise those opportunities; and presentation of an investment friendly proposition

- Focus on unlocking housing and employment sites in local plans supported by local councils
- An approach which embeds complete collaboration with the local authorities, the LEP and WMCA and no reinventing of the wheel.
- A prospectus which sets out what already exists (i.e. local assets), packaging it appropriately together and presenting it in new ways for an investment audience
- Clarity on delivery and planning approaches necessary to ensure timely implementation of the framework.

Whilst progress on these initial corridors is welcomed, there remains the opportunity to extend the programme to other locations across the West Midlands. The starting points for this work would be a review of the priority locations previously identified together with consideration of other locations identified in the draft SIDP. Work on corridors to date has demonstrated the potential of co-ordinated activity in defined locations. Existing corridors are seen as pilots for additional locations (corridors and other types on investment opportunity areas) which will be identified in due course.

5 Delivery Plan

Unlocking barriers

The SIDP implementation plan will drive change through a series of interventions each designed to unlock barriers to development and accelerate delivery. Known barriers which require a strategic response from partners across the region include:

- insufficient capacity and capability in the public sector delivery agencies
- the need for stronger co-ordination and agreed prioritisation between the public sector delivery organisations
- shortages of skilled construction labour
- insufficient funding for key infrastructure required to support new homes
- contaminated land across the region but particularly concentrated in the Black Country on employment sites allocated for future employment and former employment sites now allocated for housing
- fragmented ownership of land, again a particular problem in the Black Country
- speculation in land and the pursuit of higher value land uses without development coming forward
- unrealistic landowner expectations of value and land banking by private house builders
- the need to maximise and encourage private sector interest and investment in opportunities across the region
- the need to create delivery partnerships and to support private land owners to access public funding opportunities to overcome viability challenges
- ensuring housing supply and development meets the range of housing and employment needs in the region including a sufficient and diverse supply of affordable housing
- the need to provide sufficient suitable infrastructure including 'hard' measures like water, power and flood relief alongside social infrastructure such as schools, health and parks.

Key roles for WMCA

The four key roles of WMCA in housing and regeneration are:

- Setting a strategic investment and delivery strategy to unlock housing and employment delivery on brownfield sites (e.g. SIDP, corridor investment frameworks, affordable housing delivery plan)
- Attracting new and deploying existing public and private investment and expertise to support delivery (e.g. Investment Prospectus, investor engagement)
- Building new and strengthening existing partnerships and relationships with investors, Government and other public sector organisations

- Direct intervention and deal-making (e.g. joint ventures, site acquisition, site assembly, brownfield remediation).

WMCA's activities to date

WMCA has set itself some challenging goals, many of which were agreed with Government including:

- Increasing the supply of new homes to 16,500 new homes per annum (from 12,000 in 2017)
- Introducing a new quality of design through a regional design charter
- Development of a regional spatial investment and delivery plan (SIDP)
- Deployment of devolved housing and land funds to secure a step change in the quality, quantum and pace of housing and employment delivery (see Fig x)
- An ambition for 80% of new housing supply on brownfield land
- Significant increase in diversity of housing types and tenures including the supply of new affordable and social housing
- Securing a nationally leading advanced methods of construction programme
- Unlocking stalled and complex sites through brokering and direct intervention
- Initiating a comprehensive town centre regeneration and renewal programme
- Developing genuine, attractive investment proposals to the market
- Securing new partnerships with developers and investors
- Taking on responsibility for the One Public Estate Programme, and
- Effective delivery of nationally significant projects and programmes.

Fig x: Devolved WMCA Housing and Land Funding

Total Available	£620m
Land and Property Investment Fund	£150m
Brownfield Land and Property Development Fund	£50m
Collective Investment Fund	£70m
Housing Deal: Housing infrastructure Fund	£250m
Housing Deal: Land Fund	£100m

For the first 6 months of 2018, WMCA's work programme was primarily focused on:

- Negotiating the landmark regional Housing Deal with government (the largest and most ambitious of any region)
- Agreeing the terms of the £100m Land (Acquisition) Fund
- Developing a Spatial Investment & Delivery Plan (SIDP), and
- Submitting a full business case for £250m of Housing Infrastructure Funds.

Accelerating delivery

Since summer 2018 further work has progressed on:

- Development and launch of a high profile Town Centre Regeneration programme with 5 centres identified in a first wave of projects
- Securing the first £165m of the HIF bid for Perry Barr and developing associated funding agreements with Birmingham City Council
- Developing new supply proposals with new and existing housing associations
- Production of a robust evidence base for new Government investment in the region's housing affordability challenge
- Submitting a highly ambitious One Public Estate Bid to Government including proposals for a new regional public land disposals strategy and supporting database
- Development of specification for a Single Commissioning Framework for all devolving housing and land funds for launch Spring 2019
- Securing successful investment decisions by WMCA Board in housing and land (e.g. Phoenix 10, Walsall Waterfront, Chelmsley Wood, Coventry Telegraph site)
- Unlocking a pipeline of stalled brownfield sites (e.g. Goscote Lane)
- Development of a comprehensive programme of targeted investor and developer engagement and creation of robust investible propositions in growth corridors
- Preparation of an investment prospectus for launch Spring 2019
- Development of a WMCA Housing and Regeneration Business Plan to provide clarity on purpose, strategic goals, key milestones and deliverables

The role of WMCA which has evolved is centred on 4 key delivery-focused areas:

- Setting a strategic investment and delivery strategy to unlock housing and employment delivery on brownfield sites (e.g. SIDP, corridor investment frameworks, affordable housing delivery plan)
- Attracting new and deploying existing public and private investment and expertise to support delivery (e.g. Investment Prospectus, investor engagement)
- Building new and strengthening existing partnerships and relationships with investors, Government and other public sector organisations
- Direct intervention and deal-making (e.g. joint ventures, site acquisition, site assembly, brownfield remediation).

The focus for 2019

A number of strands of work are now in train and will reach critical moments in 2019. Highlights include:

- Launch of a single commissioning framework, consistent process and funding portal for all devolved housing and land funds
- Targeted work to unlock a comprehensive pipeline of brownfield housing and employment opportunities on key transport corridors
- Submission of an ambitious affordable housing deal to Government
- Securing supply agreements with major registered providers
- Launch of the West Midlands Investment Prospectus at MIPIM Cannes
- Submissions to the Government's town centre fund and HIF fund
- Development of town centre delivery & investment plans for the 'Wave 1' centres
- Investment in strategic acquisitions and creation of corridor investment plans.

The various strands of work can be grouped under a number of generic headings:

- *Area based programmes*
 - WMCA Strategic Investment & Delivery Plan (SIDP)
 - Growth Corridors and Strategic Opportunities
 - Town Centres Programme
- *Sites based programmes*
 - Sites Delivery
 - Key Sites Pipeline
- *Topic based programmes*
 - Affordable and Social Housing Programme
- *Other policy work to support delivery*
 - Regional Design Charter
 - Strategy and route map for Advanced Methods of Construction
 - Communications Plan
- *Funding and Finance*
 - Public Investment Programme e.g. HIF, land funds, public land disposals
 - Private Investment Programme e.g. the creation of investible opportunities, investor engagement plans, creation of an investor prospectus, etc.
 - Single commissioning framework
- *Joint Programmes*
 - Public Land and Asset Disposal programme
 - The One Public Estate Bid (Phase 7 Funds)
 - WMCA/Homes England Joint Team

Arrangements for Monitoring and Review

Project teams are being established around these strands of work with local authorities and other stakeholders to ensure co-development and that a consensus-based approach is embedded from the start. In response to the new role it has taken on following the Housing Deal (March 2018) and direct requests from local

authorities, WMCA is moving increasingly into direct engagement and negotiations with the private sector (investors/developers/landowners) and with Homes England on the delivery of key sites and funding deployment.

This area-based work also links into other work including the wider affordable and social housing policy development, the joint One Public Estate Programme and the inclusive growth agenda which underpins our work. Work is also being undertaken on programme management arrangements (e.g. sites and funding dashboards) for the portfolio so that, using clearly defined monitoring and review processes, we will be able to demonstrate to Government and WMCA Board that delivery targets are being met.

Working with local authorities and LEPs in the various strands of work will maximise the opportunities that can be achieved from new projects and programmes.

WMCA and the local authorities have been set a clear challenge by Government and set themselves one of the most ambitious housing and regeneration agendas in the country. Collectively, we now need to deliver on the outputs which have been promised in return for significant Government funding.

Appendix A

The Geography of the SIDP

The Greater Birmingham HMA is the largest outside London and overlaps with the Coventry and Warwickshire HMA and authorities from other HMAs are involved in joint planning on land supply as well as three main LEPs. The spatial and economic analysis within the SIDP takes a broad view of this geography and so includes:

- all constituent and non-constituent members of the Combined Authority
- all authorities within the three principal LEP areas i.e. Greater Birmingham & Solihull, Black Country and Coventry & Warwickshire LEPs
- all authorities within the two principal HMAs i.e. Greater Birmingham and the Black Country and Coventry and Warwickshire

The Table below sets out which local authorities are included and on what basis.

SIDP Proposed Geography

	WMCA		Local Economic Partnership areas				Housing Market Areas		
	Constituent	Non-constituent	GBSLE P	BCLE P	CWLE P	Other LEP	GBBCHMA	CWHMA	Other HMA
Birmingham	●		●				●		
Solihull	●		●				●		
Coventry	●				●			●	
Dudley	●			●			●		
Sandwell	●			●			●		
Walsall	●			●			●		
Wolverhampton	●			●			●		
Warwickshire		●			●			●	
North Warwickshire		●			●			●	
Nuneaton and Bedworth		●			●			●	
Rugby		●			●			●	
Stratford on Avon		●			●		●	●	
Cannock Chase		●	●				●		
Redditch		●	●				●		
Tamworth		●	●				●		
Shropshire		●				●			●
Telford and the Wrekin		●				●			●
Bromsgrove			●				●		
Lichfield			●				●		
South Staffordshire						●	●		
Warwick					●			●	

East Staffordshire			●						●
Wyre Forest			●						●

The SIDP includes authorities that are not members of the Combined Authority due to the functional economic and housing relationships that exist with WMCA members. These are Bromsgrove, Lichfield, South Staffordshire, Warwick, East Staffordshire and Wyre Forest. The reason for including each is explained below:

Local Authority	Reason in SIDP
Bromsgrove	Member of Greater Birmingham and Solihull LEP and GBBC Housing Market Area. Functional planning relationship with Redditch.
Lichfield	Member of Greater Birmingham and Solihull LEP and GBBC Housing Market Area.
South Staffordshire	Member of GBBC Housing Market Area. Functional economic relationship with Black Country.
Warwick	Member of Coventry Warwickshire LEP and CW Housing Market Area.
East Staffordshire	Member of Greater Birmingham and Solihull LEP.
Wyre Forest	Member of Greater Birmingham and Solihull LEP.

WMCA's focus for residential development is on brownfield land along public transport corridors in the region. This will require delivery of the investment programmes in the Movement for Growth strategy which is already organised around a series of corridors to support economic and housing growth.

Appendix B

Growth Corridors and Strategic Development Opportunities

Ref		
1	Birmingham City Centre	City Centre focus for retail, office, residential and leisure activity and major hub for financial, professional and business services. Formed by seven quarters with the Core at its heart: Digbeth, Eastside, Gun Quarter, Jewellery Quarter, Southside and Highgate and Westside and Ladywood. Development supported by HS2 and a range of connectivity measures including central Birmingham Metro upgrades.
2	Birmingham North East / A38 corridor	Growth areas including key employment site at Peddimore, the SUE at Langley and Sutton Coldfield Town Centre and associated sites towards Lichfield and Tamworth (with capacity for around 1,000 new homes). Supported by Sprint bus services and a range of road junction improvements.
3	Birmingham/Sandwell: Greater Icknield and Smethwick	Key growth area for Birmingham and Sandwell, over 130 hectares of development opportunities with potential for 5,000 homes and 10,000 square metres of commercial floorspace. Supported by a new secondary school and heat network and suburban rail and bus services; road improvements to A457 required.
4	Eastern Birmingham / North Solihull / A45 Growth Corridor	Numerous sites including major opportunities at Bordesley Park and Washwood Heath (employment) and potential for residential growth supported by Metro extension East to UKC and North Solihull.
5	UK Central	The range of opportunities associated with the HS2 Station, Birmingham International Station Integrated Transport Exchange, NEC and nearby sites identified in Solihull's draft local plan. Supported by HS2 and local connectivity measures.
6	A34 Growth Corridor Birmingham / Walsall	Aston manufacturing hub, Perry Barr/CGV and sites to north along A34 towards Walsall. Supported by new Sprint priority bus measures and upgrades to existing transport infrastructure.
7	A38 Growth Corridor Birmingham / Selly Oak / Longbridge / Bromsgrove	New Economic Zone as focus of investment in Life Sciences sector including Birmingham Life Sciences Centre and strengthening of Selly Oak District Centre. Comprehensive regeneration of Longbridge to deliver 1450 new homes, Regional Investment Site and 10,000 jobs.
8	Solihull Town	Includes a number of opportunity sites in Solihull Town Centre (Touchwood, Homer Road Triangle, Mell Square) also includes nearby sites east of Solihull between

		Lugtrout Lane and Hampton Lane at Moat Lane/Vulcan Road and at Sharmans Cross Road identified in the draft plan.
9	Walsall to Wolverhampton corridor	Wolverhampton City Centre and Eastern Gateway, Willenhall and Walsall town centre clusters, employment sites at M6 J10/Darlaston employment sites forming part of the Black Country Enterprise Zone. Supported by upgrade to Wolverhampton to Walsall rail link and two new stations at Willenhall and Darlaston.
10	Wednesbury to Brierley Hill corridor	Brierley Hill, Dudley, Dudley Port / Tipton and Wednesbury clusters. A number of smaller sites. Supported by Wednesbury to Brierley Hill Metro extension.
11	Wolverhampton Northern Growth Corridor and Wolverhampton-Staffordshire High Growth Zone	Including Wolverhampton City Centre, i54 and sites along A449 supported by upgrade to Wolverhampton station and local connectivity packages including new Sprint route on A449, tram and rail services.
12	Sandwell: Southern Triangle	Clusters at West Bromwich/ Oldbury, Blackheath/Halesowen and Lye Cradley Heath
13	Central Coventry	A collection of existing and potential sites, including some released by tightening junctions on the Ring Road (A4053) and increasing connectivity between the centre of Coventry and the inner city beyond the Ring Road.
14	Stratford-upon-Avon: Long Marston Airfield Garden Village	Selected by HMG as one of 14 Garden Villages across country in January 2017, Cala Homes as master developer, plan for 3,500 new homes including 35% affordable housing, two primary schools and secondary school and 13 hectares employment area, site allocated in local plan and outline consent for first 400 homes in place.
15	Stratford Upon Avon: Gaydon/Lighthorne Heath	290 hectares garden suburb site allocated for residential led development with capacity for 3,000 homes and 105 hectares of employment land, outline planning consent in place for first 2,000 homes.
16	Warwickshire, North Warwickshire: Mira Technology Park	336 hectares site, Europe's leading centre for transport research and development, eventually will provide over 150,000 square metres of commercial floorspace, development programme phased until 2025, masterplan and planning permissions in place.
17	Rugby cluster	485 ha greenfield site with Urban and Civic / Aviva as master developer. First phase delivered by Crest Nicholson, Morris Homes and Davidsons, total planned delivery 6,200 homes. Homes England loan supporting road infrastructure; first primary school – St Gabriel's CE Primary School – to open to pupils in September 2018

18	A444 Corridor/Transforming Nuneaton	Growth corridor of sites along A444 allocated in Coventry, Nuneaton and Bedworth plans including regeneration, highways and flood defence schemes in Nuneaton town centre; requires support from A444 Corridor road improvement schemes.
19	A5 Corridor	Growth corridor of sites along A5 from Rugby through Nuneaton, continuing into Tamworth, Lichfield and Cannock. Sites allocated in North Warwickshire and Nuneaton and Bedworth plans total 6,080 new homes supported by upgrades to A5. There are sites allocated in and around Tamworth totalling over 4000 homes and a 10ha employment site adjacent to the A5. There are also strategic employment opportunities along the corridor including Tamworth at the A5/M42 junction. To the west there is significant opportunity for growth along the A5 corridor including the Oswestry Innovation park, housing and mixed-use development. Shropshire Council has been successful in securing £9.3m of HIF from Government to unlock the potential of this location.
20	M54 Corridor	Key strategic growth corridor along the M54 around junction 3 and 4 close to the i54 strategic employment and housing site. Potential for significant employment growth focusing on key sectors set out in Shropshire Economic Growth Strategy linked to the advanced manufacturing opportunities to create a hub maximising i54 and RAF Cosford. Shropshire about to commission options study as part of local plan review.
21	A46 Corridor	Growth corridor of sites along A46 including Warwick, Stratford, Kenilworth and South Coventry.
22	Coventry West	Sustainable Urban Extensions to the west of Coventry.
23	Coventry East/Rugby including major employment sites	Potential opportunities to the East of Coventry for an expanded Ansty Park and further residential development in Coventry and Rugby Borough.
24	A41 Growth Corridor Shropshire	Tern Hill – Clive Barracks – MOD 50ha site available from 2022 for mixed use development (but could be bigger if airfield area is included). Key development opportunity along the A41 corridor.
25	Rugeley Power Station	Cannock Chase / Lichfield. SPD aiming to transform decommissioned power station to high quality employment led mixed use scheme over 139 hectares – 55 ha for employment use and 84ha for housing use. Close to Rugeley Trent Valley Station on the West Coast Mainline. Minimum 800 new homes expected here. Large scale employment opportunity to be defined further at local level.
26	Ironbridge Power Station	Shropshire. Major development opportunity, 140ha site. Former power station with potential opportunities will

		incorporate the comprehensive redevelopment of this significant brownfield site, to deliver a sustainable mixed-use development. This will comprise new residential communities integrated with its surrounding area, employment land and leisure and tourism uses complementary to the Ironbridge Gorge World Heritage Site.
27	Solihull A34 Corridor	Includes land in Shirley and Dickens Heath, identified in the Solihull draft plan allocations 4, 11, 12 & 13 and also sites 11 (Powergen) & 10 (Blythe Valley Park) from the Solihull local plan 2013.
28	Key market towns	Across the region an attractive range of market towns and urban settlements can be intensified selectively and appropriate with higher density developments close to public transport nodes in line with guidance set out in the NPPF. These locations can offer sustainable solutions where housing and employment growth are balanced through mixed use schemes where appropriate. May need investment in public realm, local connectivity, walking and cycling schemes to support integration with existing developments and good growth.

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Housing & Land Delivery Group

Date	21 February 2019
Report title	One Public Estate: Augmenting the OPE programme
Portfolio Lead	Councillor Mike Bird
Accountable Chief Executive	Jan Britton, Chief Executive, Sandwell Metropolitan Borough Council
Accountable Employee	Gareth Bradford, Director of Housing and Regeneration, WMCA David Warburton, Senior Reporting Officer/Report Author, WMCA
Report has been considered by	This report was considered by the Housing & Land Delivery Steering Group on 1 February 2019, its contents agreed, subject to amendments, and approved for submission to this Board. The report has been amended in light of feedback from Delivery Steering Group.

Recommendation(s) for action or decision:

The Housing & Land Delivery Board is asked to note:

- the current position on the One Public Estate Programme (OPE)
- the potential need for further swift responses to queries arising out of the recent OPE Stage 7 funding bid
- the proposed enhanced governance and programme management arrangements for the West Midlands OPE programme
- the aspiration to develop the programme into an ambitious single public estate programme, and
- that this paper has been considered, and the broad contents endorsed, for submission to the Housing & Land Delivery Board by the Housing & Land Delivery Steering Group.

1.0 Purpose

- 1.1 The purpose of this paper is to provide an update on recent work, led by WMCA, on the One Public Estate Programme (OPE) and to outline aspirations for an enhanced scope of work which takes the strategy to a higher level, potentially providing the most ambitious single public estate programme in England and a key tool for the West Midlands' pursuit of inclusive growth.

2.0 Background

- 2.1 WMCA has recently agreed to host the West Midlands regional activities of the Cabinet Office/Local Government Association's '*One Public Estate*' initiative and to incorporate the local management and operation of this into the WMCA's governance structure.
- 2.2 A West Midlands OPE Partnership has been meeting bi-monthly chaired by an external consultant (Arcadis) funded by the OPE national programme.
- 2.3 Currently, the Partnership has representation from WMCA **constituent** local authorities, WMCA itself and a number of public bodies including the NHS and Police Service.
- 2.4 A number of locally-based projects have been created and overseen by the Partnership focusing on rationalisation of service provision (co-location of services across organisations in particular) and bringing forward surplus public estate for disposal and redevelopment. These projects have been progressing, but delivery is yet to commence.
- 2.5 WMCA and Government recognise the opportunity, presented by a significantly expanded OPE programme in the region, for increasing the availability of land to support the delivery of new homes and jobs in the West Midlands, and to drive forward wider growth and regeneration agendas (e.g. town centres). As such, and in addition to now hosting OPE and making available an interim dedicated programme manager resource, WMCA has recently co-ordinated and submitted an OPE Round 7 bid to Government to secure additional investment to enhance OPE activities in the Region.

3.0 Current position

- 3.1 On behalf of the partnership, WMCA recently submitted an OPE Round 7 Bid for funding to support the delivery of five pilot land-release projects in the West Midlands, bringing forward over 50 acres of surplus public land to enable the delivery of 1,800 new homes. The bid also provides for the appointment of a dedicated Programme Manager for OPE by WMCA.
- 3.2 Cabinet Office/LGA recently asked for further information/clarification of certain matters on several of the projects. Responses have been prepared by the relevant organisations and co-ordinated by WMCA on behalf of the partnership. A decision on

the OPE 7 bid is expected in March 2019 but additional queries might arise in the intervening period.

- 3.3 A key feedback from the cabinet Office is that the OPE programme in the West Midlands would benefit from the input of a dedicated programme manager. WMCA has therefore identified and recently appointed an interim Programme Manager for the OPE Programme to provide a specialist resource to drive delivery planning and implementation until the outcome of the OPE 7 bid is known. This will include project management and reporting responsibilities on current projects, the administration of monthly meetings and co-ordinating responses to queries on the current bid.

4.0 Augmenting the OPE programme

- 4.1 An enhanced and up-scaled OPE Programme for the West Midlands has the potential to, and indeed is widely now considered to be essential in bringing forward land and redevelopment opportunities to, deliver ambitious regional housing and job growth targets. For example, introducing new public sector land owners to the partnership could create opportunities for enhanced land assembly and disposal programmes and new opportunities for joint ventures with the private sector.
- 4.2 A further key objective of the enhanced programme is to deliver a **single public land disposal programme** for the entire public estate across the WMCA area. This would provide transparency of opportunity to investors and developers, and further drive accelerated and high quality delivery.
- 4.3 The region is already acknowledged by Cabinet Office and the LGA as having one of the widest memberships of all OPE partnerships and one of the most ambitious programmes. The scale of this ambition was set out in the OPE & bid and is of significant interest to the Cabinet Office, Treasury and the LGA; they are keen to work with us in developing the agenda and specific proposals.

5.0 Governance

- 5.1 To support an augmented programme and to respond positively to Cabinet Office and Treasury feedback, a new WMCA OPE Partnership Board is proposed. This would be chaired by Jan Britton, sponsor Chief Executive Officer, who previously chaired the OPE Board in the region.
- 5.2 Consideration is being given to how the above could work in conjunction with a potential **'WMCA Strategic Property Board'** covering the WMCA area and meeting twice-yearly. This Strategic Property Board would convey the level of priority afforded to the OPE programme in the region and help to facilitate engagement at national level with relevant asset-owning public bodies in Whitehall. It may be appropriate to invite those key bodies representing wider property interests in the Region, such as RICS, BPF to participate and contribute relevant expertise.



6.0 Next Steps

- 6.1 There are three immediate requirements: managing the programme of current activities including reporting responsibilities to the Cabinet Office/LGA; dealing with queries arising from the OPE 7 bid; and finishing the task of collating and mapping public land. Regular meetings of the existing partnership will be re-instated as OPE Strategic Delivery Group meetings to deal with these matters, with the first of these meetings planned for the second week in February 2019. An OPE Partnership Board is planned for March 2019.
- 6.2 Looking forward, WMCA wishes to explore, in collaboration with existing partners, how best to augment the programme and deliver the stated ambition. As previously indicated, an ambitious single public estate programme will be a significant asset when seeking to deliver the targets for growth and regeneration.

7.0 Financial Implications

- 7.1 There are no direct financial implications as a result of this report.

8.0 Legal Implications

- 8.1 Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers functions corresponding to the functions of the Homes and Communities Agency has in relation to the combined area.
- 8.2 Legal Services will advise further when instructed on specific funding agreements in relation to the One Public Estate programme.

9.0 Equalities Implications

- 9.1 Equalities implications will be assessed as the programme is developed. No direct implications arise from the recommendation to augment the programme.

10.0 Inclusive Growth Implications

10. The OPE programme creates the opportunity for WMCA to align the interests of a wide range of public sector land owners across a wide front. Many of these organisations are key service providers whose activities are critical to inclusive growth. An augmented

OPE programme will expand the partnership, allow more synergies in land ownership and service provision to be identified and deliver tangible benefits to local communities.

11.0 Geographical Area of Report's Implications

11.1 This report relates to the whole of the Combined Authority area and/or three LEP geography.

12.0 Other Implications

12.1 None

13.0 Schedule of Background Papers

13.1 None

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