



Appendix 1

Immersion in the markets – Eastside Projects engagement reports

4.2

Engagement Findings

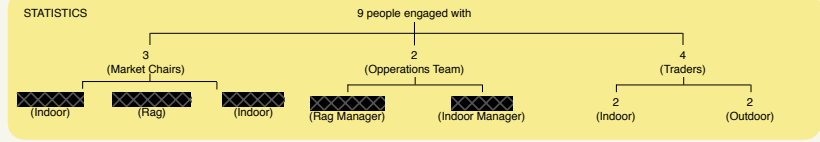
Weekly Report
25/10-05/11/21

EP MARKET RESEARCH WEEKLY FINDINGS

WEEK 1 — 25/10/ - 5/11/21 LOCATION: ALL MARKETS

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Ruth Claxton, Gavin Wade

VISITORS ON SITE:
N/A



MAIN ACTIVITY

Meeting the Market Chairs and seeking opportunities to shadow traders.

FINDINGS

- Deliveries can cause friction - the back is too tight for vehicles to turn and there needs to be height in order for the bins to be collected smoothly. More operational control of the back of house is needed – don't have the staff at the moment.
- 24 hour secure access for deliveries ceased when the wholesale markets closed creating issues for the wet market. A central delivery point with 24 hour access would improve business. Currently deliveries can only arrive when the market is open - problems arise if fish or meat arrives late it has to be carted through the market - ice making footways wet and slippery/ congestion/ tension with dry goods stall holders as late deliveries impact on opening the market on time.
- Flashing up – the act of displaying your goods The flash – the display of goods (Outdoor market use this terminology). The window – the display of goods (Indoor market use this terminology)
- There's an issue around smell in the indoor market, Traders suggested the dry goods (particularly fabric) should be separate to the fish and meat in the future market.

- [Redacted] (Rag Market Chair) is interested in sustainability. She is proactive in involving local artists and the fashion college to make the perimeter of the market look 'more interesting' - she is open and interested in collaborating.
- Traders recognise opening hours of the market may have to extend to accommodate the trends of shopping in today's climate.
- 'The bowls' are believed to be an ingredient in the decline of the market, although for people who have limited English language skills they are easier to understand. A general consensus is that flashing up and bowls can coexist together, but should be balanced well.
- All the buses used to stop outside the market and you had to walk through the markets to get into town. Public transport creates footfall.
- [Redacted]'s family business 'Pearce's Shellfish' has operated in the market for 180 years - market trading is not a desirable occupation therefore family businesses' are not being passed on.
- Whatsapp group at the Rag Market operated by Rag Market chair.

QUOTES

- "In making a good market light is essential! (...) (When speaking of the indoor market) you should be able to see through the market and have daylight."
- [Redacted] (Outdoor Market Chair)
- "Most important thing for the future market is we want it to be BUSY – FOOTFALL and vibrant to all senses."
- [Redacted] (Outdoor Market Chair)
- "Important that we are creating a market where young people want to have a stall as well as shop here"
- [Redacted] (Operations Manager)
- "(When speaking of 'the market') 'this is Birmingham as a whole'."
- [Redacted] (Operations Manager)
- "Covent Garden isn't a market, it is an attraction. (when speaking of the market becoming a tourist attraction - not a place bringing community together)"
- Anonymous

AUDIO/VISUAL



Pearce's logo on the shutter (used to use this logo as a stamp for letters)

SUB ACTIVITIES

- Arranging for shadowing to commence in coming weeks

ISSUES RAISED

- Anyone wanting to take photographs of stalls/ traders make sure to ask for permission.

FOR NEXT WEEK

- Meet traders in Rag market to arrange for shadowing opportunities

4.2

Engagement Findings

Weekly Report
08-12/11/21

EP MARKET RESEARCH WEEKLY FINDINGS

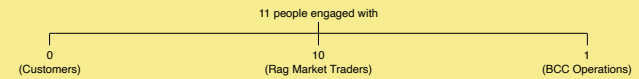
WEEK 2 — 8/11/21

LOCATION: RAG MARKET

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Trixiabella Suen

VISITORS ON SITE:
N/A

STATISTICS



MAIN ACTIVITY

Meeting Traders and seeking opportunities to shadow traders.

FINDINGS

- There is an accessibility issue with deliveries and products arriving from the main entrance, if deliveries aren't on time (in specified time slot), it arrives late and deliveries go round the building.
- There is no promotion for the market in Birmingham, one of the Rag Market traders (Tahir) has been in the market for 35 years, it's been quiet for the past 10 years. Small traders don't get the support they need in promotion, and keep getting false hopes for news of expansion or moving the market and won't succeed and continue being stall holders.
- Feelings that the market is now moving further from the city and placed into the outskirts of the city.
- Next to [redacted]s stall he has constructed boards with archival photographs on them held up by old stall structures (see A/V) these structures are held downstairs in storage.
- The use of TikTok and when traders made a James Bond themed video; Everyone came in and went for it, guy who owns the phone shop likes the attention and showed up in a tuxedo. Then [redacted] brought a dress and we just went for it. Caused a bit of trouble with health and safety as we were up on the top level around the rag market, with a lot of red tape.
- Main concerns are around smell contamination, different floor surfaces needed for fish/meat stalls in comparison to dry goods stalls. It would be preferable to separate fish and meat stalls from other goods due to smell/water usage/ refrigeration needs
- Current market looks the way it is, as BCC made a commitment to house in this building. This now translates into a building that is half-empty and houses dry and wet goods.
- Problems with moving stock around. Fish stalls in indoor markets move a lot of stock during the day. There is a lack of working surfaces, refrigeration and storage is a problem. Operations are split on different levels and cause delays and problems. When building this market the scale of their business was underestimated.
- Break tanks in the current indoor market often do not keep up with water demand. What are washing down procedures in the new market?
- What are the new rules under which trader is signed up to the new market? How can you ensure that there is buy-in from traders, could there be financial commitment towards the equipment or fit out of the wet stalls so tenants look after it better?
- Refrigeration - should everything be on one level? Currently split across different levels.
- Service charges split equally and some traders feel like they are subsidising other traders who break their equipment frequently.
- Issues with waste - rubbish is a big and expensive problem - i.e. polyester is not being recycled because the process of recycling was too complex/hazardous. It goes to a tip now.

QUOTES

- "We want people to connect, especially the arts in Digbeth and the Custard Factory as it feels separate from the market. The market and the arts should have a relation and was long overdue, as music, arts, entertainment, retail should be together with the market. The market is a hub for human interaction. There are many stall holders that have artistic skills, some are amazing actors, photographers, singers and drummers etc. Everyone is unique and not just a shop, there is personality to all of us."
 - [redacted] Rag Market Trader
- "It'll be great to integrate the arts with the market, whether it's for stall holders to show their finished product to the public, there is also a lot of wall space that could be used and made into murals both indoor and outdoor walls."
 - [redacted] Rag Market Trader
- "This is not an ASDA, the tenants do not work for the market operator, they don't take instructions from the market operator. It is hard to get market traders to do what you want them to do." BCC operations team "
 - BCC Operations Team

AUDIO/VISUAL



Archival image of market



Archival board, using old structure



Stall rental advert

SUB ACTIVITIES

- Trolley - in conversation about customising our trolley with fabric by Christina

ISSUES RAISED

- Deliveries
- No promotion
- No clarity of what are the current development plans

ISSUES RAISED

- Traders might not be willing to reveal their daily takings, be aware not to watch transactions.

FOR NEXT WEEK

- Collect trolley on Thursday (£20)

4.2

Engagement Findings

Weekly Report
15-19/11/21

EP MARKET RESEARCH WEEKLY FINDINGS

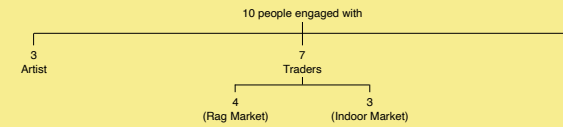
WEEK 3 — 15/11/21

RAG/INDOOR MARKET

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Trixiabella Suen

VISITORS ON SITE:
Rachel Pimm Samara Scott
Akeelah Bertram (Artist)

STATISTICS



MAIN ACTIVITY
Arranging shadowing opportunities

FINDINGS

- To keep hold of the stall, when you're away for holiday, you can either hire someone to work for you and cover the stall or you can just keep paying the rent and keep the space free.
- During Covid, stall traders still had to pay rent, even though they were not in business and could not work. There is a deadline by the council to pay any remaining debt of rent during the pandemic by the end of January. Some traders might not have the money to pay for the stall, which may cause a dent into the market scene and atmosphere. There was some leeway to not pay rent.
- The Indoor Market should have separated the Dry goods from the Meat and Fish section.
- There were rumours circulating on the closure of the market between traders. Want to know what is going on, ask where it will be?
- Council is not doing the job properly, every year the rent keeps increasing at a rapid rate, if you have a stall in the Indoor Market you have to pay for service charges such as water, but dry goods stalls don't use any water and still have to pay for water usage.
- Council is not great at communicating with the traders on updates of the market and any information that is necessary for traders to keep trading in the market.
- Advertisement is no longer used to promote the market, in the past roughly 7 years ago, the council used to have Christmas trees inside and outside the market, with lights decorating the building. Now they no longer provide the market with seasonal holiday attractions.
- Many traders were happy to move to the new market in the future, if it's close to the city and not pushed outside the city. (By Digbeth Coach Station)
- Some traders donate products to other stalls or give away any items that are too old and no longer in trend. Dave (trader) had bags that were no longer in trend and gave those bags to the 50p stall holder and some unwanted materials which he gave to a new trader selling perfume, to recycle and not make it become waste material.
- With the German Market now open, some traders have noticed a decline in footfall and visitors to the market. People are opting to visit the German Market over the Bull Ring Market.

QUOTES

- 'Since college I started creating my own music and recordings, which led to my start up in a recording studio Kings Se-lassic Studio. I wanted to connect to other people, sharing my music. The stall started as I wanted to pass on my Jamaican/ Rastafari culture that reflects and is representative of my life. It's important to make a living yet to share my culture to the world.' [Redacted] Trader.
- 'The market has drastically changed since Covid, even before Covid it had already started to slow down and seemed like it was disappearing. I've noticed there has been a decrease in elderly, with the public transport (Bus) causing disruption with the traffic and hold ups, road works and congestion charge, making it harder for people to visit as they are unable to park on the side and buy their products quickly.' [Redacted] Trader
- 'The council keeps promoting that stalls are available yet they say that the lease is ending in March, so they aren't able to renew the contract or to give new traders the opportunities to hire the stalls.' [Redacted] Trader
- 'Don't move the market to the coach station in Digbeth, it's too far away from the city and will kill the market. We're being pushed away. They should instead move us to be closer to the car park by the Bull Ring, that's a better position.' [Redacted] Trader
- 'It's lovely working in the market but there's no atmosphere, council should be in charge of how to create an atmosphere and make visitors be interested in visiting the market again, not the traders.' [Redacted] Trader
- 'It would be nice if everyone was under one roof and the fish and meat market were separated from the fabrics, fresh fruit and veg and the dry goods but still be together.' [Redacted] Trader

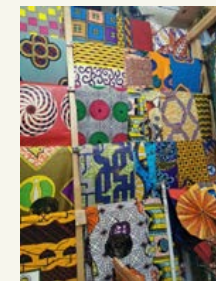
AUDIO/VISUAL



Empty Wall Stalls



Empty Wall Stalls



Stall Trader Flash

SUB ACTIVITIES

ISSUES RAISED

FOR NEXT WEEK

- Advertisement/communication with BCC
- Moving further away from the city (Coach Station)
- Rent
- Recycling within the market
- German Market impact
- Shadowing starting on Saturday 20/11

4.2

Engagement Findings

Weekly Report
22-26/11/21

EP MARKET RESEARCH WEEKLY FINDINGS

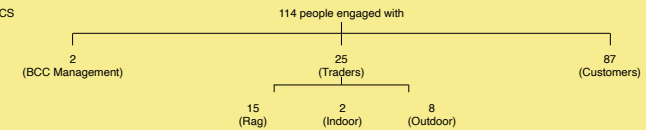
WEEK 4 - 22/11/2

RAG/INDOOR/OUTDOOR MARKET

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Trixiabella Suen, Ruth Claxton

VISITORS ON SITE:
Abhi Ramachandra, Mark El-Khatib,
Chris Banyard, Kat Scott

STATISTICS



MAIN ACTIVITY
Shadowing Traders

FINDINGS

ALL MARKET

- The utility (electricity) for each stall is included in the rental price. Traders in Rag think the rent is too expensive. In the Indoor Market, Dry goods traders feel that they're paying extra utilities for the Wet goods traders.
- Rag Market and Outdoor market had issues with electrical points, a lot of daisy chaining for lighting fixtures.
- The Rag and Indoor Market had their own toilets. Contrary to the Outdoor market that had no toilets for traders and used public toilets, with little to no access to water supplies.
- Having transport local or near the market makes it easier and more convenient to bring more footfall, as many customers struggle to bring their goods home.
- Deliveries for All Market needs to be accessible and safe for traders and the public realm, Rag Market only allowed to have deliveries on Wednesday once a month, Outdoor Markets don't have accessibility and Indoor Market had problems with delivering goods.
- There is a number of rumours circulating around the market around the new development i.e. that there will not be lockable overnight option for Rag market traders and that the goods will need to be shifted daily - this would be unmanageable for traders with children who rely on being able to leave stall at night as it is, the need to unpack daily would not be manageable with childcare/family life.
- A common occurrence is a language barrier and the need to have better signage throughout all markets, many visitors come from different backgrounds and some are not literate, or have very little understanding of English. Many traders speak to customers in their mother tongue.

OUTDOOR MARKET

- Outdoor market deals with the brunt of the weather with no heating control for traders to keep warm, however if it's cold enough the cheese stall can turn off their table chiller.
- Stalls should be fixed or become more flexible and easier for traders to open in the morning, most traders arrive at 5:30am to set up stalls, having a secure storage at te stalls could reduce opening hours.

RAG MARKET

- Rag Market had issues with temperature control, it was too cold for traders to work due to all the doors being held open to let customers visit. Rag Market stalls are designated empty spaces, traders have to build their own structures to fit with their products.
- In Rag Market traders use a cloth, that was provided by the council, to cover and close their stalls using clamps, however it doesn't provide a secure storage and keep their products safe due to the fact it was mainly fabric. They would prefer if each stall had the ability to lock each stall separately.

INDOOR MARKET

- In Indoor market BOH floor always covered in salty water - corrosive for metal frames of storage units. Salt water gets into lift and corrodes metal components.
- Original design of Indoor market underestimated the quantity of stock that is shifted around daily. Constant movement from loading bays up to stores and back down to trade stands is causing a lot of wear to the building (requiring constant maintenance)
- Indoor market is heated by a ventilation system, doesn't keep cool in summer, only gets turned on for Dry Goods.

QUOTES

█████ explained they sometimes have problems with anti-social behaviour when street drinkers and drug users congregate nearby and Bullring security staff move beggars off Bullring property towards the outdoor market. In the old market there used to be a bell you could ring if there was a problem - now they have a list of phone numbers. "In a crisis I would not know who to call". █████ also mentioned that if there is trouble other traders will come to help." (Cheese and Egg traders)

█████ a stall trader next to █████ keeps coming round to speak to █████ and █████ There is a community within the market, many traders gathered to chat to each other when it was quiet, including BCC staff (Cleaners/Security) to join the conversations with each stall. '(Rag Trader)

█████ mentioned that she won't move to the new market by herself, she is only willing to move to the market if everyone moves together, this includes the Indoor and Outdoor Market with the Rag Market. "Just like the previous Wholesale market, where everyone moved together, only then will I move to the market, if I'm with everyone else." (Rag Trader)

█████ said that she would love her customers to walk around and pick out the produce themselves. She would prefer a more 'shop-like' layout (an inward layout rather than an outward one as it is now) (Trader, Fruit and Veg)

'Conversation moved to racism and people coming to his stall with ideas and perspectives that don't sit well with him. - this is not the place for that far right stuff I say 'stop that talk'. The person who he had a word with never came back. 'it's not the place for that, if you carry on i'll close my stall get a patty and you'll go home.' 'I have to be in control, it stops at me.' 'Promoting a free speaking but unequivocally Anti Racist stall!' (█████ Rag Trader)

SUB ACTIVITIES

- Looked for more shadowing opportunities.

ISSUES RAISED

- Rent
- Deliveries
- Traders Amenities
- Weather
- Transport
- Safety

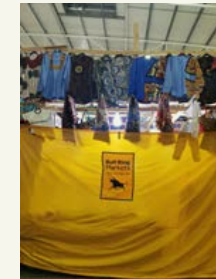
ISSUES RAISED

- Signage/Display of stall
- Language
- Supporting traders (i.e childcare)
- Promotion

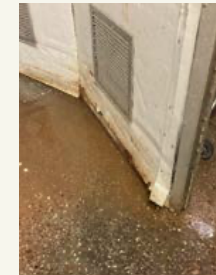
FOR NEXT WEEK

- More shadowing occurs with DKA and EP.
- Trolley phase to start.

AUDIO/VISUAL



Closed stalls in Rag Market.



Salt water on the floor. Corrodes metal frames.



Trolley for Market Engagement in use.

4.2

Engagement Findings

Weekly Report
29/11-10/12/21

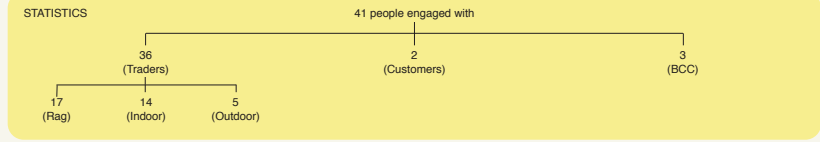
EP MARKET RESEARCH WEEKLY FINDINGS

WEEK 5 — 29/11/21

ALL MARKETS

EP STAFF ON SITE:
Ania Bas, Trixiabella Suen,
Gavin Wade

VISITORS ON SITE:
DKA team, Céline Condorelli



MAIN ACTIVITY
Shadowing Traders and Trolley Phase

FINDINGS
ALL MARKETS

- Anything to reduce their outgoings given their rent is the biggest concern (a number of traders mentioned rents).
- How best to encourage younger traders, and by association a younger audience to the Market? A number of traders have a core customer base, but lament the lack of younger, newer customers coming through the doors.
- A number of traders mentioned that customers don't want to "traipse around" with their kids putting them off visiting. Having a space to accommodate them would be beneficial - suggestions included coffee shop / play area within the market so customers with families are catered for and have space to dwell.
- Ability to have a sign on their stall. Floorplan maps at all entrances of the Market.

RAG MARKET

- According to [redacted] Meat/Fish to Fresh to Rag. Meat/Fish near her stall will reduce sales significantly.
- Stallholders are often resistant to change but nowadays it is necessary, [redacted] highlights that she wants to be involved in the change, she wants to come into the new market, but discussion and communication are essential. Particularly around price. The market needs to listen, and the proposal should be realistic.
- [redacted] and his Dad don't take a storage unit - not worth the additional costs - they keep all the stock at the back of their unit, under tables and cover it up when not in use. (Several traders have mentioned this.)

INDOOR MARKET

- Many traders drive to the market and park upstairs, parking is reasonable at 3.50€/day.
- They would not want to be anywhere else in the market as the Rag market is cold and other stalls are not lockable.
- There needs to be an ice machine. Currently ice gets delivered in the van with other fish from Wholesale market. £3.50 a box. All the fish stalls need ice.
- All the van guys say they need parking space for their vans, and ask about parking in the new market. They agree it's not likely and have to find somewhere to put the van in the centre.

- Obvious animosity between the older established trades and the more recent Chinese and South Asian stalls, and some racial tension is evident, although everyone is keen to stress it is more about behaviour and business than race. Traders need to take responsibility of their stalls, there was several traders talking about the Chinese Stall not keeping produce away properly and you'll see crabs crawling in the morning.

OUTDOOR MARKET

- Biggest change he has seen over the years is the reduced footfall - lots of reasons but he puts it mainly down to reduced bus routes/bus stops around the Market and the demolition of local car parks. Its made it harder for people to come in to the Market and carry their shopping back easily. The Bullring shopping centre has also recently closed the back exits onto Edgbasten St which stops people from exiting on to the Market side (a pandemic response) reducing footfall further.

QUOTES

- "I like the flexibility of working in the market, 4 days a week is enough for me, however it causes stalls to be shut, it looks empty and kills the atmosphere of the market being open. There should be a requirement for stalls being opened, I feel enclosed, looking at all the stalls that are shut and don't open." [redacted] (Indoor trader/Chef/Sushi Bar)
- "Is the new market same size or less? Discussion around maybe less space is needed if footfall is less!" Pearce's Shellfish (Indoor Trader)
- "It would be great if we have prayer facilities for traders and customers in the new market, we're a multicultural city and with people of many beliefs, right now only traders have access to the prayer room which is below the Rag Market in the carpark." [redacted] (Rag Market trader)

TROLLEY

- BCC Management operations does not go round asking the traders if they have any problems and check on the traders. Management should try and check on traders and support them.
- Stalls are not designed properly, each store is weirdly shaped, hard to display products at the stall, also a lot of deliveries get lost in the market as they don't have any idea where the stalls are in the market. Stall numbers don't make sense as it's not related or going in order. Some stalls aren't on the website, mine aren't and I've asked to be placed on the website and I never heard back, still not on the website.
- Sloping floors in Indoor Market, causing floodings and draining issues.

SUB ACTIVITIES

- Looking for an appropriate stall for the next phase. (Being in the Indoor market)

ISSUES RAISED

- Transport
- Opening Times
- Empty Stalls
- Rent
- Amenities for traders

ISSUES RAISED

- Logistics of moving goods from delivery to stall
- Ease of navigation for new customers
- Retaining individuality of each stall
- Ease of navigation for new customers

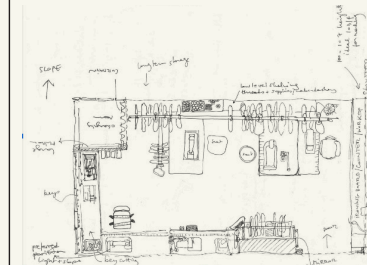
FOR NEXT WEEK

- Being more present in all markets with the trolley and engaging with traders and customers.

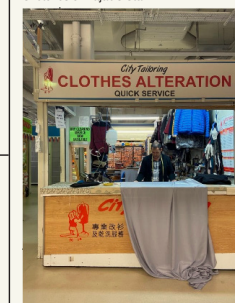
VISUALS



Decorating Empty Stall for Christmas Festivities (With Trolley)



Sketches of Hajab's Stall



Alteration Stall Hajab being Shadowed. Indoor Market

EP MARKET RESEARCH WEEKLY FINDINGS

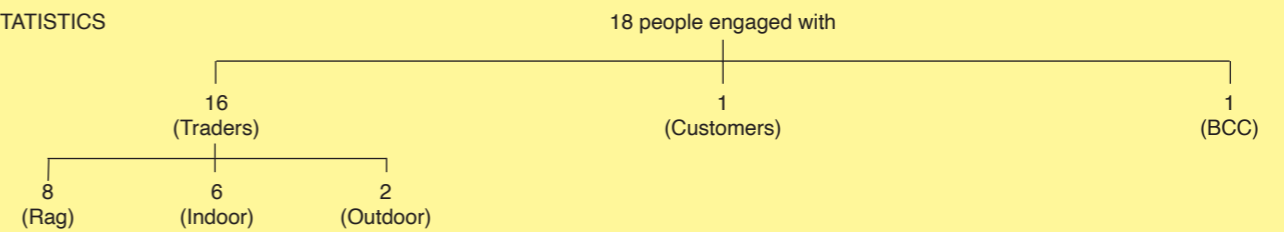
WEEK 6 — 06/12/21

RAG, INDOOR MARKET

EP STAFF ON SITE:
Katherine Smith, Trixiebella Suen, Gavin Wade

VISITORS ON SITE:
NONE

STATISTICS



MAIN ACTIVITY

Trolley Phase - Connecting with new traders

FINDINGS

RAG MARKET

- New migrants, they have had their stall for 1 week, Inspired to open for their shared passion for crafting. Selling handmade crafts using materials bought from other traders.
- The stall is cheap to rent for them and they can afford this comfortably for three months, although they already noticed that people who currently shop in the market can't afford what they are selling /don't want to spend that much money/seek bargains so it's not great for their business.
- They also started a book shop selling books that are banned in Hong Kong political books telling the story of what's happening in Hong Kong. "Have to do something for them in a free country"
- Trader was a UX designer back in HK for their end of degree show conducted workshops with young people/ children in community settings. She recognises when you put on workshops especially for children people come back again, you develop a relationship of loyalty. An idea for what could improve the current market/ be brought into the new market is a shared space and communal area for a break, a central table that is shared and is rentable for classes.
- A good example of a good market - [d2place](#) - attracts younger demographic and a lot of people visit, but not just younger people it caters to all generations.
- They have had their stall for 11 years, but have been in the business for 30, their family was here before them.

- Advertising needs to be vamped up, you need more staff to run the market at the moment there is no one here to do anything. They estimated around 95% of the Market staff has been cut over the years. 1 person in Indoor Market, 1 for rag and outdoor. Security recruited by an agency so "you lose the bond" - High staff turn over.
- There used to be Market police (3 Rag, 2 Open, 5 Indoor), Market security, Patrol operations watching the CCTV 24/7, fire marshalls, first aiders (Some traders trained) and now that's all gone. You also used to have an outside advertising company that worked with everyone. It seems a whole market society was operating before.
- People trade/stay out of "habit, there's nowhere to go, what else do they do, if they can't do this then what else are they going to do?"
- Their display changes all the time to keep it fresh 'people will stop looking if you don't change it'. Lights are so important for the stall, gets up and turns the lights off to demonstrate, the stall feels cold without lights and the products being sold lose their sparkle.
- Management is badly done, there's no support or information passed between traders and council.
- No dedicated security in here and they couldn't run an effective evacuation if they tried, there hasn't been a fire drill for years. If there was an issue they wouldn't know who to ring, what number to call and if they would even be able to find them if they did.
- The biggest problem of the market is accessibility - people discouraged from all angles from coming into town, parking is expensive, clean air zone, transport is an issue.

- Loved working at the german craft market (for 7-8 yrs). Loved it because they made good money, different customer base - bigger demographic, coaches used to come, 11am -9pm you wouldn't be able to do anything but serve. There was real comradery between traders too, and you have that in the rag market too.

INDOOR MARKET

- Some people who come here don't see anyone all day, the market is their only human interaction, having a kind of market club would be great. The things that are special about this market are the food (cheap) and social interaction.
- When you go abroad you always say, where's the market? Traders noticed that in hotels, the NEC, amongst the brochures of things to do in Birmingham there is nothing about the market. Advertising us with the common wealth games would be great, many traders sell souvenirs.
- Aware of the potential a market can hold in terms of starting your dreams and being 'successful' eg Alan Sugar. A lot of traders don't make enough money to employ people, business isn't viable.
- Recognises opening later is the future and would be beneficial to business although would prefer to open on a sunday rather than a monday 'its like a funeral parlour'. In retail you have to do what the public does, Sunday is one of the biggest trading days and we are closed.
- Goods around the periphery 'this is called spreading' your not supposed to 'Spread' you get told off because I pay for x amount, I put stuff over there to make it look more alive, I could put photographs all the way down and make it look great.

- Feels there is a hidden agenda with the management they seem to do everything to harm us and not help us eg In lockdown they were still made to pay the rents and service charge.

QUOTES

- 'Touch it, feel it, see it, cut it buy it' (Indoor Trader)
- 'Feel it, see it, speak it,' (Indoor Trader) both speaking of the real life quality of the market

VISUALS



Indoor Phase Our Indoor stall



New traders with banned books in Hong Kong at the Rag Market.



Light fixtures in Rag.

SUB ACTIVITIES

- Potential to open our stall up for traders to hold workshops in.

ISSUES RAISED

- Management
- Attraction
- Paying rent for stalls during covid
- Atmosphere gone
- Rent
- Opening Times

FOR NEXT WEEK

- Preparing to clean the stall for our Indoor phase in

EP MARKET RESEARCH WEEKLY FINDINGS

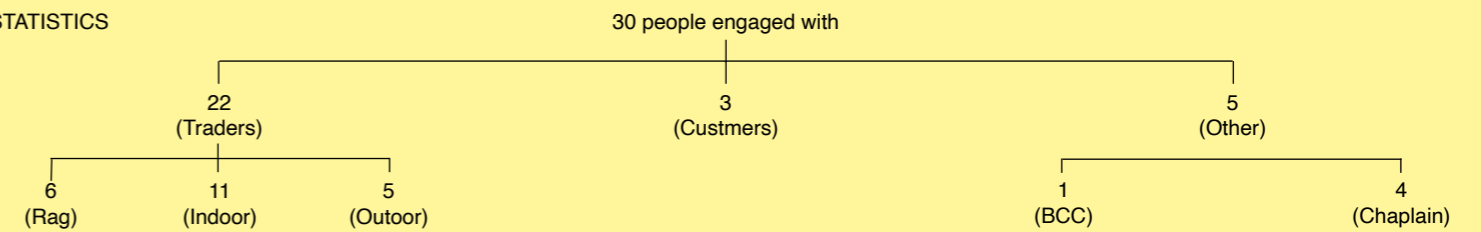
WEEK 7 — 13/12/21

ALL MARKET

EP STAFF ON SITE:
Katherine Smith, Trixiebella Suen,
Gavin Wade, Ruth Claxton

VISITORS ON SITE:
NONE

STATISTICS



MAIN ACTIVITY

Trolley Phase - Speaking with traders in indoor market, preparing to open our stall

FINDINGS

INDOOR MARKET

- Fish and meat should be kept separate in the new market, them being together adds to the smell being so bad. Her family used to trade in a market back in Italy called Porta Palazzo Turin. Here the meat and fish were kept separate and so was everything else, there was no bad smell here (it is the law to have the fish and meat separate in Italy).
- They are looking to move to the new market as the smell won't be there and it will be new. 'It's what we do - we live from here'. In the new market they could do something to attract people, have a play area, so people could let their children play while they shop, families would come. The new market could have different floors, the meat on one floor, the family area upstairs and then the first floor divided into separate zones.
- Spoke about the food photography above her stall which is of Italian ham prosciutto which she brought from Italy, she would have more photographs like this and cover the market with them as people 'eat with their eyes' 'you want to eat the picture' 'If it doesn't look nice they don't buy'. In the new market all her walls would be covered with pictures.
- Believes the market will be gone in a few years, just empty stalls. UK culture is very slow so will not get built for at least 5 years.
- Predicts 40% of the stalls are empty. They should change the decoration. Trader said his shop is the most attractive shop in the indoor market, people come and look and don't always buy but just come and see it. It's attractive. He keeps it clean and tidy. It's about different cultures. 5-10 years ago the market was good; it has gone down now with the economy.
- Would like to have attractions that celebrate all religions in

the market.

- Trader researches different displays. If he was in charge he would firstly change the light! Change the colour, make it warmer, soft light, make the building look impressive. Should be in empty stalls with signs to make an attraction.
- He would like to be in charge. He was one of the few traders who's conversation was very design focused about what a better designed building would look like speaking of the inside and the outside of the building and it being attractive. A potential market citizen.
- Market has outlived its time and needs a refurb. They should close it and refurb it like a house, you just get out all the stuff, decorate it, make it better and new and come back. If she was manager she would have no more than 2 things the same in the market - a place where everyone can find something to fit their culture, and find themselves in the market.
- Stall displays outside the boundaries, directly outside the stall to put display for their cards, they get charged extra for placing any products outside the boundaries.
- Bond and rapport between the traders and customers, that's the special thing about this market. Market used to be like a family. Now that I've come into the market, many traders I used to buy from are no longer trading. (Customer, Indoor Market)
- Different committees create different rules on decorations, for seasonal attraction.
- Market chaplain that usually visits once or twice a week to give drinks and cupcakes to the traders, they speak to the traders to make sure they're okay and listen to traders

that need someone to speak to. Hopes to continue in new market.

RAG MARKET

- If you have the wrong people things will take time and the job won't get done well. Time is important and valuable to people. Trader made a suggestion to use companies in Singapore or Japan where things are much quicker to materialise. If you are 1 minute late in Japan for example as a manager and you were late you would go and apologise to everyone individually, here they just cancel stuff for example the trains and people just accept it. You can't rely on transport.

OUTDOOR MARKET

- Outdoor market is cold and needs to cover all the stalls to protect the fruit and veg from the weather. It would also be good if all the markets were under one roof.
- Better business in summer as the weather is better and not cold to impact on business. Before Covid, there were a lot more customers visiting their stall to buy food but now it's gone down drastically.
- Needs a prayer room and stalls need to be lockable for the outdoor market, it's not appropriate for traders having to arrive every morning at half 5 to open their stall and set up the stall at the fruit and veg section, it needs to have better security, CCTV and shelter for it to become successful.
- Feels that all the stalls need to be used, not kept empty, being empty makes it seem as if there are no businesses open, also traders no longer last as long as they used to, many traders struggle to make a profit and don't stay as a market trader for a long period of time.

QUOTES

- 'This market is dead, finished' (Indoor Trader)
- 'It's good to hear and see you guys visiting and chatting to us about the new development, and that we're trying to make an effect, as they didn't do this last time from the old market. (Indoor Trader)
- 'Look at the lettuce!' 'Look at the tomato!' 'Look at the pomegranate!' (Outdoor Trader)

VISUALS



Stall trader naming curtains after customers.



Bannerette



Islamic clothing stall in Rag.

SUB ACTIVITIES

- Buy some spider plants and propagate them and place them all around the market to cleanse the air, bring in more air cleansing plant life to our stall and propagate on site.

ISSUES RAISED

- Management
- Attraction
- Paying rent for stalls during covid
- Transport
- Rent, Parking
- Renovations

FOR NEXT WEEK

- Preparing the stall for our Indoor phase in

EP MARKET RESEARCH WEEKLY FINDINGS

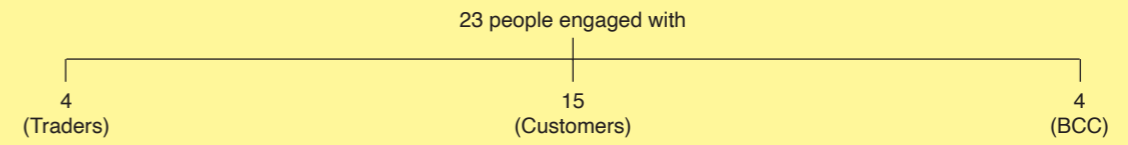
WEEK 9 — 10/01/22

INDOOR MARKETS

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Trixiabella Suen, Al Leeming

VISITORS ON SITE: NONE

STATISTICS



MAIN ACTIVITY

Indoor Market Phase - Connecting with customers

FINDINGS:

- BCC Cleaners (Flooding) - Sloping causes difficulties, any issues roll down the slope. There is no drainage on the side and no drainage in front of the wetroom. Have to clean all the time. Whenever there is a flood it trickles down to the disabled toilets, baby changing room and wet room.
- Many traders are asking cleaners about the new developments on where the market is going to be or if they have any information on the market.
- Sloping floors cause health problems for many people and create back pain. Standing for 8 hours causes extreme pain on their legs especially on one side of the leg due to the imbalance of the floor causing more pressure on either the left or right leg.

WHO IS THE MARKET

- The people are the market.
- Local fresh produce, (was mentioned several times) Having affordable local produce that isn't imported is one of the reasons many visitors do buy and would buy from the market.
- Food is the most important aspect of the market, we should be able to buy fresh produce and also have loads of food stalls or restaurants, so we can go from one area to the next. A food court will be great in the market, but there's only a handful of stalls that provide food here. Also the smell of the market is not good for food stalls or restaurants, they have their own ventilation however they need ventilation for the fish/meat market.
- Traders give their best effort to be friendly and inviting to customers, there is a great amount of fresh food, value for money, the only issue is there is no benches/seating area

for people to relax and take their time around the market.

- I come here to pass the time, to not be stuck at home all day long. You can have nice conversations within the market, it is a community space. I've got to know some other customers and a few traders. I spent £50 on seafood for Christmas.

HOW DOES IT THINK ABOUT ITSELF?

- Great atmosphere but needs more variety. Have specific days for certain events e.g. Farmers Market, Antique Market, Arts and Craft traders/market. I work as a well being coordinator and think it would be amazing if there were events or specific days for veterans. It'll help bring more people into the market.
- Need better lighting, it's too dark, and the fish/meat market has much brighter lights compared to the dry goods. Many people just buy what they need and leave. It's not inviting people to stay. Lighting makes the market welcoming and attractive.
- The smell turns me off (But I still shop here)
- Better conditions for traders! Filtering air, keeping it clean. The market really needs a deep clean!

WHAT IS THE SOUND OF THE MARKET?

- The market needs to be different and attractive to bring people to visit and feel more welcoming. The market is ordinary, there's nothing special about the market.
- The market needs more fluidity/flow within the building instead of grids and structural lines of the stalls, it also needs to be more modern.
- Two visitors came to chat to us about the boards and were saying that they specialised in making Dragon Beard

Candy, (Chinese sweets) that's been passed down for 40 years, and would like to open a store/stall making this candy as this is a work of art and performance to show to visitors.

- Would like to show the performance of making dragon beard candy, as it is like a performance. It would be great to work/show and sell dragon beard candy in Birmingham. Be great if a gallery/museum would let them showcase the performance. Birmingham is such a large city in the middle of the UK and should show a variety of skills/techniques to the rest of the U.K.

- More choice of shops! It's like a ghost town. Maybe the council can help? More choice of clothes, gadgets, music shops! I come here because it's cheaper than the high streets!

- I Like the atmosphere, buzz and noise of the market. Only dislike the smell of the market. I think Mei's Cuisine is one of the best restaurants in the whole of Birmingham.

- I get from here meat and veg, fresh, quality stuff. It's not how it used to be, it was far more multicultural, noisy and loud. Constant noise of cutting mixed with music, people shouting, many different languages! Market Orchestra.

HOW LONG HAVE YOU USED THE MARKET?

- 1 year, 1 year 3 months
- 5 years, 15 years
- 31 years, 40 years
- 50 years, 2006
- Since a child

WHERE HAVE YOU COME FROM TODAY?

- City Centre x 2, Edgbaston
- Erdington, Selly Park
- Smethwick, Warstock
- Perry Barr

QUOTES:

'The Bullring market is the place to be, where you can have your coffee & tea. A place where you belong, dancing along singing a song. A meeting place where friends are true, this is what I say to you, take each day as it comes, the next day might be a better one.' Poem by Customer, 11/01/22

VISUAL



Indoor Market Phase



Indoor Market Phase



Board and comments from customers.

SUB ACTIVITIES

- Adding more boards to the stall
- Hemming fabric for stall.
- Looking for stall in Rag Market

ISSUES RAISED

- Smell
- Cleaning
- Where is the new market?
- Flooding

FOR NEXT WEEK

- Installing name of the stall.

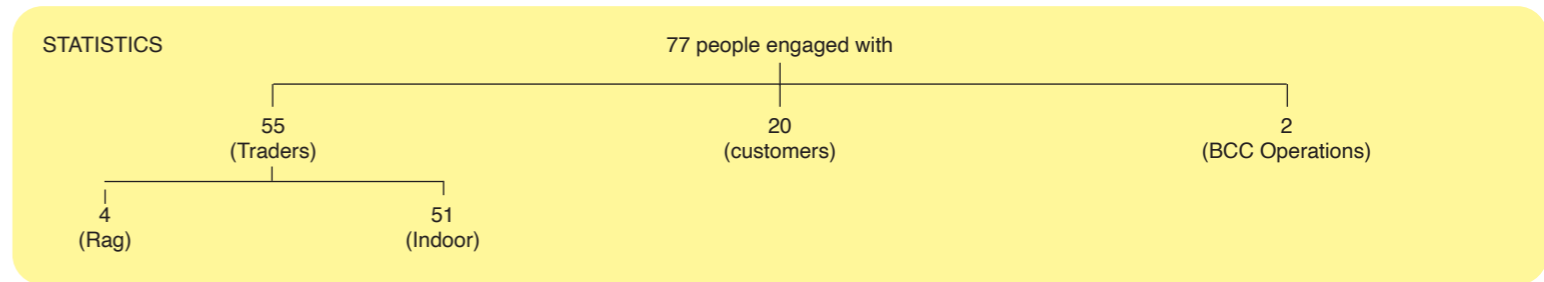
EP MARKET RESEARCH WEEKLY FINDINGS

WEEK 17/01/22 — 21/01/22

INDOOR MARKET

EP STAFF ON SITE:
Ania Bas, Katherine Smith,
Trixiabella Suen

VISITORS ON SITE:
N/A



MAIN ACTIVITY INDOOR PHASE

FINDINGS

WHO IS THE MARKET?

- Are you happy with the smell? Do you need more choices?
- It's a beautiful place, a shame people don't come any-more. A diverse group celebrating together in harmony.
- Would like to see more fresh flowers here at a good price. Tesco is very expensive for flowers.
- Keep toilets open when the market is open at all times!
- I wouldn't change anything, it's good the way it is, I like that the fish and meat is separate from fresh fruit and veg.
- Market is accessible to all, people from various financial backgrounds will visit the market. There is no feeling of wealth disparity within the market.

WHAT ARE THE AESTHETICS OF THE MARKET?

- This market has no variety, no section for milk, cheese yogurt, also not a lot of Eastern European produce around the market, one trader sells some Romanian produce but not alot, wish there is more variety.
- Need to consider how to use floor space to the best advantage.
- Clean it, need more variety and advertise the market!
- Brighter colours, sort the floor out and have a deep clean.
- We should have a market dance... FISH TODAY TADAA, to draw people in

- Customers turn away when they open the door. We need some sprays to freshen it up.
- The issue right now is that what is sold in the market can be bought in the high street stores, they need to find a way to have different products that stand out but also affordable.
- Want more variety of stalls, my favourite stall is Ammora Fashion in the Indoor Market. It has the best item for value and style.
- To make the new market a Birmingham market it can't be too pretentious.
- Soft play area for kids, lego/building area.
- Bring in barbers, for example Turkish, with a wide offer of hair style and beard styles.
- Toilets need to be working, sometimes they're shut on a Saturday early.

WE WANT TO SEE/ NEED

- Bring in independent artists!!!
- MUSIC- there's no atmosphere
- Music - to liven the place up - its dead in here - we used to have it but now we don't - any music from anywhere!
- Variety - African Caribbean food, Black Ornaments, Flowers, Eastern European Produce, Cheese Speciality, Vegan/Vegetarian food, Desserts, Haberdasheries, Stationary Stall, Daily Essential stall. Food stalls like Digbeth Dining, Protein/Nutrition for Men

- Something for kids - there's nothing for kids here there used to be sweet machines and you would be so excited like oooooooo. Play area.
- Live events! Workshops for families. Something live and exciting that you can do here, not only shopping.
- A Hidden Pub - to change the atmosphere - you used to walk through a stall through a little door and enter a pub - something like that would be great

WHAT ARE THE POLITICS OF THE MARKET?

- Vote for what we want to happen in the market! For example Floors change to blue and yellow!
- Why is there no advertising? The Rag market has advertising but the Indoor rejected advertising together with the Rag Market, maybe the chair of the Indoor market should try and find ways to advertise as they tend to get some money to spend on the market for the Indoor Market.
- People need to know what is sold within the market, many visitors have no idea what is sold within the market due to the emptiness of the market.
- This is not a solution for the problem but the rent is too high, roughly 6000-7000 a month. All traders are small businesses, the cost of maintenance of the market is 1 million a year.
- If people don't see a queue they won't bother, many people have herd mentality if there's a queue many follow but now you don't have that.
- FIRST AID CENTRE! Need a proper and secure place for first aid and to help anyone in distress. A place of emergency, there was a lost child in the market, and there was no security onsite to help.

WHAT IS THE HISTORY OF THE MARKET

- They ripped out the heart of Birmingham with tall skyscrapers, the market used to be by the coach station, you'll never get it back.
- There used to be an entertainment square by the arena. A man used to throw the balls up, an Escapologist, an accordion, a flower lady who traded for many years until last year, have not seen her back since.
- Corporation Street used to be cobblestoned and facing the church was the slaughterhouse, the cattles would fall all over the place as they walked down the slope towards the slaughterhouse. The cattles had metal studs that prevented them from having any grip on the cobblestones.
- Once Birmingham started destroying the older buildings that was when everything started to decline, after John Lewis (Old) left that was it everything was gone.
- Everyone knows the market but most people find it dreary now.
- 1976 there was a drought and the fish were rotting. This was the same year that pence changed to pound, the electricity went in the city and they stopped giving free milk in schools
- There is so much history in the market, and the new market needs to integrate the histories of the market into the new design of the market. The designers need to research, visit and learn more about the history of Birmingham Market.

SUB ACTIVITIES

- People speak about wanting more choice but what choice:
What would you like to see?
What would you like to see represented here?
What do you come here for? Why?
- Gathering data for the Market Map

ISSUES RAISED

- Smell
- Cleaning
- Decor
- Aesthetics
- Variety of stalls

FOR NEXT WEEK

- Preparing for Rag Market Phase

MAIN ACTIVITY
INDOOR PHASE

FINDINGS

HOW LONG HAVE YOU USED THE MARKET?

- 74 years
- Not a lot, came here 4 years ago
- 2 years
- 40 years
- 1 year, Just migrated from Hong Kong
- 51 years

WHERE HAVE YOU COME FROM TODAY?

- Cheltenham
- Little village in Coventry, Meriden
- Newton x 2
- Smethwick (originally from Punjab, India)
- Derby (we travel here because we don't have a market)
- Newcastle
- Moseley
- City Centre x2
- Selly Oak
- West Bromwich way.
- Edgbaston

FINDINGS

- All of the town is really sparkly and clean, here is filthy, we need something lively to attract people.
- When describing the location of where we were Trader from Rag said 'You're in the heart now, we need to know what thoughts are coming from outside, we need to know what people think of us?! Why don't they come here? Why haven't they been before?'
- (Trader from Rag) has been thinking about setting up his own walking tours business, and also suggested that we be involved and would be a way to encourage people from the outside in, those who haven't experienced the market to learn about its history.

- The service charge is way too high, it's more than the rent, what are we paying for? We only use water for our stall, the disabled toilets have been out of order for three years, we have to send people to the rag market, this isn't good enough. We had to fix our shutter ourselves.

- Some traders told us they experience racism from operations staff.

- The slope of the market means that all things liquid wash downwards, they point at the floor in a corner under their shelving, this is blood water. It's not the fishmongers or butchers fault but why are we paying all this service charge still and this is so dirty. The stall behind us stinks, all the blood water runs underneath, nothing gets done about it.

- We know it's a difficult time for people now, they have no money, no jobs and things are getting more and more expensive. This is true for the wholesale market too. Every Monday things are at a different price. A box of spinach from Spain is now £15 pounds. The clean air zone doesn't help either, people are no longer coming into town.

- The management doesn't want to listen. 'Why are we here if they don't listen?'

- A cleaner walking past us shouts 'Arthur C Clark would be very proud of you lot!' Arthur C Clark is an English science-fiction writer, science writer, futurist, inventor, undersea explorer, and television series host. We thought he commented about the boards on our stall, the way it looks. When asked later on in the week what he meant we found out our assumption about it being the way the boards look was incorrect, he meant what was on the boards, it was fiction. 'It's all positive'.

- The market needs better quality control, there's no environmental health officer that's been here. When they get deliveries the meat doesn't come refrigerated it's just thrown on deck, around birds and exhaust fumes. 'I wouldn't shop here and neither would my partner, the supermarket is better.'

- Town is depressing. People don't come here anymore because it's morbid, the lockdown made things change, people have anxiety and things, and I know you can't fix that. We need them to open up the back of the shops again.

- A Trader's friend is blind and now can't find their way so easily since they blocked off the routes through the shops and the lift is broken too (Since Xmas).

- We also had to pay a retrospective service charge from 2018 - 2019 because someone wasn't doing their job, we feel as though so many things/ obstacles are stacked up against us.

- For the new market (Indoor Market Trader) would have the fish and meat separate and play music! Have some decorations too, there's no decorations in here to do something about the atmosphere

- Why build a new market when you can't fill the current market? It's a waste of time.

- Believe that the heart of Birmingham has been ripped out, nothing for the children of Birmingham to entertain themselves anymore.

- After speaking with us about the current and future market and been given the indicative timeline an Indoor Market Trader said they felt a lot happier, more secure and now they know how to plan for their business, as she will of retired by the time the new market opens.

QUOTES

"It's different world up there (The bullring), you can feel it when you walk up the slope because it's buzzing with people and when you come to the market it disappears"
- Indoor Market Trader

"It's like a ghost town in here, every day other than Saturday is a fight for a survival"
- Indoor Market Trader

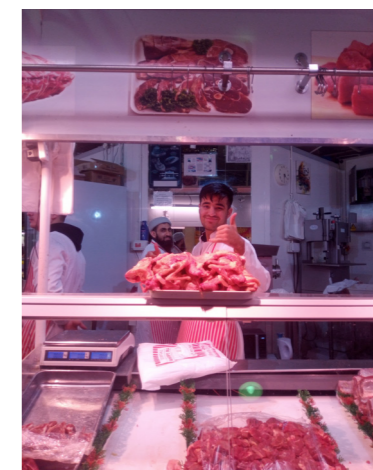
"It is what it is, as long as I can get something cheap."
- Customer

"It's our [traders] characters that keeps the Market going"
- Indoor Market Trader

AUDIO/VISUAL



Scarborough Market - show to us by an Indoor market trader as a great example of a market - "Now that's a market!"



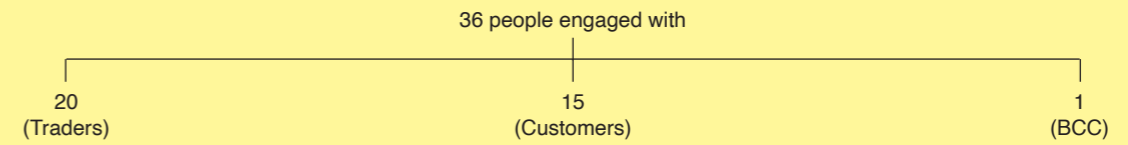
Indoor Trader who asked for his photo to be taken as we were collecting information for the map



Indoor Market Map when from when it first opened, shown to us by a Trader



Installing the new sign at our Indoor Market Stall



MAIN ACTIVITY

I want a future market that... Workshops - Bags and Tea towels

FINDINGS:

Ideas from market traders:

- Market Merchandise: Tracksuits, Trainers.
- A Market Exercise group
- “A Market Run” Market Deliveries/ Personal Shoppers.
- Trader used to employ someone to run the stall and now merged them together. (Rag Trader)
- Trader would be willing to be shadowed by young people ‘Work Experience’ to get young people interested in market trading and also to develop people skills, her 12 year old comes to work with her in half term and learns a lot about how to interact with people.(Rag Trader)
- During lockdown trader moved onto the outdoor market as products she is selling are classed as food, she then warned us about how cold it’s going to be! Explaining that there are tunnels of wind coming from different directions. (Rag Trader)
- Trader asked us about whether anyone has mentioned the Owl but is something that she would like to see being moved over into the new market. This is because it was bought collectively by the rag market traders and thus belongs to them. It is from an Owl trail exhibition and was bought at auction after the exhibition finished. Artists were given blank owl sculpture’s and a title to work with, this particular owl is dubbed “Unity through Diversity”. (Rag Trader)
- Trader is concerned that history will be lost as people move from this market to the new one, that everything will be focused around the future ‘new,new,new’ and that ‘The Rag’ market won’t exist anymore as the name will change. Another suggestion is that in the new market there are photographs of the old markets as they used to be, specifically mentioned were the photographs created by photographer and geographer Phillis Nicklin in the 1950’s e.g. of the barrow boys, the flowers. Her photographs encapsulate the whole area. (Rag Trader)

sulate the whole area. (Rag Trader)

- Trader would prefer more thrift in the market, something bohemian like camden market but there needs to be a grimy grungy stinky element to it to make it feel like a proper market. The generic stuff needs to go, you can get that anywhere on the high street. We should have something quirky, to draw people here, that’s where culture begins. (Rag Trader)
- The market is great. As an independent business you can come in here and get a job tomorrow, where else in the centre of town can you do that. Start from something small and work your way up, he started his stall with 8ft of space and now he has 40ft. (Rag Trader)
- Trader wants to know how stalls will be let out to traders, and likes it the way it is at the moment in the rag, on a weekly basis. She earned £12 in a week in January at the rag - if things improve she will go into the new market. Luckily she has built her client base so doesn’t have to knock on doors anymore and people come to her. (Rag Trader)
- Happy about working days being 4 days a week and would be happy to see this continued into the new market but will ultimately depend on the cost. (Rag Trader)
- Lots of traders are wanting to know how they will let stalls and who will be able to let them, what will be the rules? (Rag Trader)

QUOTES

“I love what I do!” Rag market trader

“I love working here” Rag Market Trader

I want a future market that...

22/02/22

... Will be diverse, really multicultural.
Accessibility => No slopes, bright lights. Solar panels to help.
Toilets x 1 set on either side.
E.G 1 Side = Males, Females, Gender Neutral, baby changing and disabled.
Same on the opposite.

... Sells diverse products
Has friendly traders
That keeps the long much loved market going for the future generations
Has regular spaces for new traders to see if it works for them.

... BIGGER, bigger and also central heating to keep customers a lot warmer in the winter please keep the public warm!

It won’t be the same, it’s done.

Doesn’t smell like ass
Doesn’t smell like fish
That’s cleaner.

25/02/22

Has a mosque. More toilets for traders, right now there are only 1 toilet for traders, that’s not enough, see how many traders there are in the market!

Has good bosses that do not tell you off.

Has toys and computer games for children AND adults.

Has a playground with a slide and a ball pit at the end and plenty of stalls with healthy food.(No fish and chips!)

More colours, more sunlight! Look how dull the current market is, there is no natural lights and the colours in the building are also boring and don’t attract people.

Has more promotion and lots of stalls with different food!

All markets move to the new market, make sure everything stays the same!

Children in charge of the market!

Fairness and equality.

Want the market to be bigger to grow more businesses, also growing flowers.

Lots of people and more shops!

Clean it! Need lots of customers and bigger space for traders.

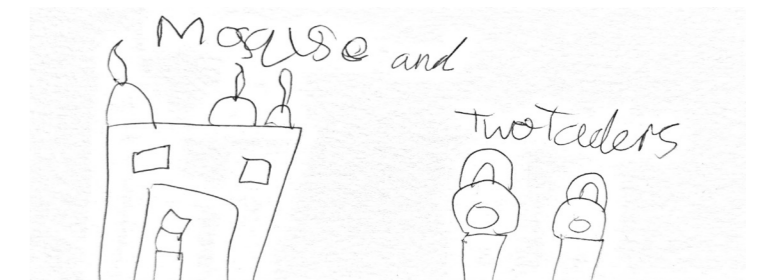
Lots of food!

Incorporates, lots of green spaces, trees. Art hubs, Eco Hub => Community, sustainable market.

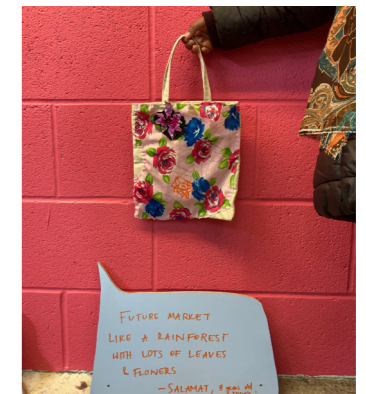
Want the council to return everything to the old market and the wholesale market to return. Buses are the way it used to be, carrying uphill is heavy.

New market with a roof that can open and close, a special machine that produces whatever you want to buy. Sewing machine, a magic door if you go in you can teleport yourself.

VISUAL



I want a future that...



Bag Workshop

SUB ACTIVITIES

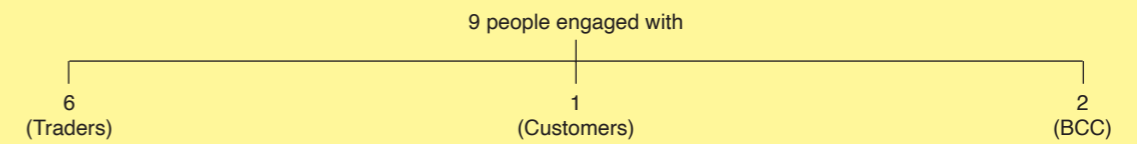
– Gathering information for the rag market map.

ISSUES RAISED

- Toilets
- Colours
- Accessibility
- Light

FOR NEXT WEEK

Prep for outdoor market
Complete mapping of rag market



MAIN ACTIVITY
Indoor/Rag Market Phase

FINDINGS:
INDOOR MARKET & BCC

- What are the opening hours going to be like? It would be good if we are open later, until 8pm for example, as the situation right now is that we are open when many people are at work and most businesses are closed when everyone finishes work. It would also be good for food traders to open later that way they can earn a profit, say for some stalls 12-8pm (Food Traders) and for other traders it could be from 10 - 6, it should be a flexible situation for everyone. 5 days a week would be good Tues- Saturday. (Indoor Trader)
- We also need some incentives, for example if you buy goods from the Indoor Market, you can get a free coffee or a voucher/discount code in the Rag Market and Outdoor Market. It'll be subsidised by BCC to help create more footfall and get customers to buy within the market. I can't do it myself, but the whole market needs to find ways to be initiative and bring more visitors into the market. (Indoor Trader)
- Image of the market was different when I was a kid, it's not the image I used to imagine of the market. (BCC Operations)
- Need the SUN! The windows need to bring natural light into the market. (BCC Operations)
- Not yellow (wall colours), make it rainbow, this makes it include the LGTB+ community. (BCC Operations)
- Security is an issue, you get anti-social behaviour and drunks hanging outside, you don't want kids to be around those situations and make them feel unsafe. (Trader)

RAG MARKET

- Old manager (BCC) said she got rid of all the stalls between Bullring + Market because she wanted people to 'stand and look at it.' What's there to look at? It's filthy. (Rag Trader)
- A market is always shifting and sees something different, that's a market. (Rag Trader)
- People used to fight (fisty cuffs) for a stall in the mornings, but now you can't even give it away now. (Rag Trader)
- I won't bring my family here, can you imagine not wanting to show your family where you work? (Rag Trader)
- If you have jobs for me to do, tell me! I'll be happy to do it if I get paid. (Rag Trader)
- Walking tours would be great, it'll help bring visitors into the market and gain more attraction for people who are interested in the market and the history of the market. (Rag Trader)
- What we need in the market is to create attractions. We need music, performances, dances, singing, acting, magic shows, anything that will get the attention of visitors and people into the market. If they stay to watch these shows, they will also stay in the market and buy products after. (Rag Trader)
- We had a workshop for Chinese New Year, Candice (Trader) did a calligraphy workshop for Chinese New Year, we got those paper with calligraphy on stalls and around the market! This is what we need in the market, workshops, even something simple will be enough to bring more attraction to the market. (Rag Trader)
- We need to do something about putting signage around the market, many people can't find the appropriate stalls,

look at the letters on the floor, that tells you which row we're at but no one notices it! (Rag Trader)

- Your stall looks amazing, that bright pink really pops and stands out, but I think you should consider putting a sign on the side entrance so people know more about your stall, because right now people on the other side of the rag market won't be able to see your stall! (Rag Trader)
- Spoke to someone who came earlier to talk about making a map for the market, I think it's a great idea. Most markets or even shopping malls have some sort of area with a map and information point, to make it easy for people to find the stores. We need that here, even if it's something simple like colour co-ordinated stalls. For example all the phone stores have the same colours, the make up stalls, fabric stores, this makes it much easier for people to find stalls. (Rag Trader)

WHAT PEOPLE WANT TO SEE:

- Variety - not all the same
- Food from around the world
- People, Crowds
- Shoes, Cinema
- Art everywhere, Performers, Music, Magic shows
- Refurb
- Colours

VISUAL



Installing In Rag Market



Testing Fabric colours In Rag Market

SUB ACTIVITIES

- Installing in the Rag Market

ISSUES RAISED

- Interior Design
- Refurb
- Opening Times
- Clean it!
- Entertainment

FOR NEXT WEEK

- Gathering information for the Future Market powerpoint (display of visual ideas people offered to us.)



Appendix 2

Pre-application stakeholder engagement

Smithfield Stakeholder Engagement Management and Action Plan

The **Stakeholder Engagement Management and Action Plan** defines the key stakeholders that have been identified from the Stakeholder Mapping document as key priorities who will be kept informed, consulted and engaged throughout the development lifecycle. It sets out:

- Stakeholder organisation
- Dates of correspondence / contact
- Method and format of engagement
- Details of engagement activity to date

Category	Stakeholder	Date/s	Engagement method & format
BCC Cabinet	Cllr Ian Ward	23 February 2022 12 September 2022	Delivered Cabinet briefing
	Cllr Brigid Jones	23 February 2022 12 September 2022	Delivered Cabinet briefing
	Cllr Jayne Francis	23 February 2022 12 September 2022	Delivered Cabinet briefing
	Cllr Karen McCarthy	12 September 2022	Delivered Cabinet briefing
	Cllr Majid Mahmood	12 September 2022	Delivered Cabinet briefing
	Cllr Yvonne Mosquito	12 September 2022	Delivered Cabinet briefing
	Cllr Mariam Khan	12 September 2022	Delivered Cabinet briefing
	Cllr Sharon Thompson	23 February 2022 12 September 2022	Delivered Cabinet briefing
	Cllr Liz Clements	12 September 2022	Delivered Cabinet briefing
	Cllr John Cotton	23 February 2022 12 September 2022	Delivered Cabinet briefing

Category	Stakeholder	Date/s	Engagement method & format
BCC Economy & Skills Overview & Scrutiny Committee	Cllr Saima Suleman (Chair)	21 March 2022	Details of public consultation issued via Camargue Briefing to be offered to E&S O&S Committee via Chair
BCC ward / neighbouring ward members	Cllr Yvonne Mosquito (site ward)	21 March 2022 15 September 2022	Details of public consultation issued via Camargue Contacted offering briefing; briefing arranged for ward meeting on 15 November 2022
	Cllr Shafique Shah	21 March 2022	Details of public consultation issued via Camargue
	Cllr Raqeeb Aziz	21 March 2022	Details of public consultation issued via Camargue (to former ward member Cllr Rashid)
	Cllr Shabrana Hussain	21 March 2022	Details of public consultation issued via Camargue
	Cllr Saima Ahmed	(Elected to office May 2022)	
	Cllr Kerry Jenkins	21 March 2022	Details of public consultation issued via Camargue
	Cllr Izzy Knowles BEM	21 March 2022	Details of public consultation issued via Camargue (to former ward member Cllr Azim)
	Cllr Deirdre Alden	21 March 2022	Details of public consultation issued via Camargue
	Cllr Matt Bennett	21 March 2022	Details of public consultation issued via Camargue
	Cllr Sir Albert Bore	21 March 2022	Details of public consultation issued via Camargue
	Cllr Kath Hartley	21 March 2022	Details of public consultation issued via Camargue
	Cllr Lee Marsham	(Elected to office May 2022)	

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
	Cllr Mohammed Idrees	21 March 2022	Details of public consultation issued via Camargue
	Cllr Mariam Khan	(Elected to office May 2022)	
MPs	Shabana Mahmood (site constituency)	21 March 2022 10 October 2022	Details of public consultation issued via Camargue Follow up correspondence requesting briefing
	Tahir Ali	21 March 2022	Details of public consultation issued via Camargue
	Preet Kaur Gill	21 March 2022	Details of public consultation issued via Camargue
	Liam Byrne	21 March 2022	Details of public consultation issued via Camargue
	Jess Phillips	21 March 2022	Details of public consultation issued via Camargue
	Paulette Hamilton	21 March 2022	Details of public consultation issued via Camargue; Briefed via BCC Cabinet in previous capacity
	Khalid Mahmood	21 March 2022	Details of public consultation issued via Camargue
	John Spellar	21 March 2022	Details of public consultation issued via Camargue
West Midlands Combined Authority	Andy Street (Mayor)	29 July 2022	Spoke strategically regarding Smithfield
	Laura Shoaf (Chief Executive)		To approach
Business & developer community	Greater Birmingham And Solihull LEP	26 May 2022	Masterplan briefing delivered to senior representatives
		16 November 2022	LL presented Masterplan briefing to LEP Board Ongoing correspondence

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
	Greater Birmingham Chambers of Commerce	Date TBC	Meeting to be scheduled to present Smithfield proposals
	CBI Midlands	Date TBC	In person meeting due to be set up with LL Construction closer to start on site
	West Midlands Growth Company	7 October 2022	Presented Masterplan proposals
	Midlands Engine	Date TBC	A meeting to be scheduled
	Oval Real Estate	Date TBC	To be engaged with as part of the future land acquisition process
	Homes England	March 2022 onwards	Details of public consultation issued via Camargue Conversations ongoing via Digbeth Regeneration Board
Third party landowners (NB selected)	Hammerson	Date TBC	Engagement via Developer Sounding Board (of which they are a member alongside LL)
	South & City College	March – August 2022 2 November 2022	Details of public consultation issued via Camargue LL presented to South and City College Board
Transport	Midlands Connect		Engagement via Midlands Engine
	Transport for West Midlands	Sept-21 – Sept-22	Meetings held as part of hybrid application pre-app discussions (including tram and bus connections)
	National Express	24 Nov-22	LL briefing property representative from National Express
Business improvement districts (BIDs)	Southside BID	2 November 2022	Briefing delivered to Southside BID board
	Birmingham Central BID	11 October	Contacted to offer briefing

Category	Stakeholder	Date/s	Engagement method & format
	Westside BID	March 2022	Contacted to offer briefing
	Digbeth Business Forum		
	Jewellery Quarter BID		
Market stakeholders	Traders	October 2021 – November 2022	Informal engagement via Eastside Projects Market design workshops Various meetings coordinated with market chairs
	Existing and potential customers	October 2021 – July 2022	Informal engagement via Eastside Projects On foot surveys in the markets and high footfall city locations via Camargue and Eastside Projects
	BCC operations staff	October 2021 – November 2022	Meetings facilitated by Camargue and Eastside Projects Formal meeting held with Operations team on 31 August 2022
Environment & heritage	CityPark4Brum	6 July 2022 19 August 2022	Consultation meetings held with members of LL development team and BCC IC team
	Birmingham & West Midlands Victorian Society	March – August 2022	Details of public consultation issued via Camargue
	Birmingham Twentieth Century Society		
	Birmingham Natural History Society		
	The Conservation Volunteers		
	Birmingham & Black Country Wildlife Trust		

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
	Natural England		
	Canal & River Trust		
Arts & culture	Arts Council England – Midlands	March 2022 10 October 2022	Details of public consultation issued via Camargue Correspondence issued requesting detailed briefing
	Birmingham Hippodrome	4 April 2022	Event held at Hippodrome including engagement with staff
	Arts Council England – Midlands	March – August 2022	Details of public consultation issued via Camargue
Royal Ballet			
Maia Group			
Ikon Gallery			
Symphony Hall			
Culture Central			
Grand Union (Gallery and Studio Complex)			
Birmingham Open Media			

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
Community / housing	Chief Constable of the West Midlands	April 2022	Representations to consultation issued
	Digbeth Residents Association	March – August 2022	Details of public consultation issued via Camargue
LGBTQ+ community	Birmingham PRIDE	20 September 2022	Meeting held with PRIDE director
	Birmingham LGBT Centre	March 2022 – August 2022	Details of public consultation issued via Camargue
Chinese community	Chinese Community Centre	16 September 2022	Contacted with offer of detailed briefing; meeting with chief executive TBC
	Birmingham Chinatown Lions	24 October 2022	Briefing with members diarised
Irish community	Irish Community Centre	16 September 2022	Contacted with request for detailed briefing
	Birmingham Irish Association		To approach
	St Patrick's Day Festival		To approach
	Federation of Irish Societies	March – August 2022	Details of public consultation issued via Camargue

Category	Stakeholder	Date/s	Engagement method & format
Accessibility groups	Ideal for All	March – August 2022	Details of public consultation issued via Camargue
	Birmingham Jericho Foundation		
	St Anne's Hostel		
	Birmingham Disability Resource Centre		
	NFBUK (National Federation of the Blind UK)		
	Calthorpe Academy	October 2021 & July 2022	Camargue and Lendlease attended community volunteering day (Oct 2021), and a subsequent accessibility workshop with learners & parents (Jul 2022)
Older people	Age UK Birmingham	March – August 2022	Details of public consultation issued via Camargue
	Age Concern Birmingham		To approach
	Birmingham Knitting and Crochet Guild		To approach
	City Choir		To approach
Ethnic minority groups	Town Hall Gospel Choir		To approach
	Black Environment Network		To approach
	Birmingham Asian Resource Centre		To approach
	Birmingham Ethnic Education and Advisory Service		To approach

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
Faith groups	St Martin in the Bullring	March – May 2022	Briefing with Reverend took place at public consultation; follow up meeting on transport/access with WSP/Camargue took place 9 May 2022
	Birmingham Council of Faiths	March – August 2022	Details of public consultation issued via Camargue
	Birmingham Churches Together		
	Muslim Women's Network UK		
	AGAPÉ UK		
	Birmingham City Church		
	Faith Makes a Difference		
	The Church at Carrs Lane		
	Birmingham Progressive Synagogue		
	Birmingham Central Synagogue		
	Muath Trust – Bordesley Centre		
	Quaker Peace Hub		
	Potters House Christian Church		
	Irish in Birmingham (St Anne's Parish Centre)		

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and
Action Plan

Category	Stakeholder	Date/s	Engagement method & format
Sports groups	Aston Athletics Basketball Club	March – August 2022	Details of public consultation issued via Camargue
	The Gym Birmingham City Centre		
	The Gym Birmingham Digbeth		
Youth and support groups	Youth Panel (Beatfreeks)	19 July – 15 August 2022	Six virtual co-creation workshops delivered via Zoom Jamboards and Mentimetre used to capture feedback from participants
	The Lighthouse	March – August 2022	Details of public consultation issued via Camargue
	UK Youth Parliament – Birmingham		
	CORE Education Trust		
	Concord Centre		
	Birmingham Voluntary Service Council		
	The Warehouse – Birmingham Friends of the Earth		
	Living Well UK		
	St Basils (help for youth homelessness)		
	Shelter – Gateway House		
	Birmingham Community Foundation		

Category	Stakeholder	Date/s	Engagement method & format
	Birmingham Community Matters		
	Volunteering Matters Birmingham		
	Girl Dreamers		
	The Ashiana Community Project		
	Birmingham and Solihull Women's Aid		
Schools	Joseph Chamberlain Sixth Form College	10 October 2022	Contacted with request for a project briefing
	Heartlands Academy	10 October 2022	Contacted with request for a project briefing
	Nishkam High School	10 October 2022	Contacted with request for a project briefing
	City of Birmingham School	31 October 2022	Contacted with project introduction and invitation for briefing
	St Catherines Catholic Primary School		Meeting with Birmingham Ormiston Academy to be scheduled in January 2022
	St Thomas Church of England Academy		
	Park Hill Primary School		
	Greet Primary School		
	Adderley Primary School		
	Nelson Primary School		
	Alston Primary School		

Category	Stakeholder	Date/s	Engagement method & format
	Harborne Primary School		
	Chandos Primary School		
	George Dixon Academy		
	Edgbaston High School For Girls		
	King Edwards School		
	Uffculme School		
	Green Oak Academy		
	Eden Boys'		
	Birmingham Ormiston Academy		
	City Academy		
	Matthew Boulton College		
	James Brindley Academy		
Universities	Birmingham Science Park Aston	31 October 2022	Contacted with project overview and invitation for briefing – 31 October 2022
	London School of Science and Technology (Birmingham campus)	31 October 2022	Contacted with project overview and invitation for briefing – 31 October 2022

SMITHFIELD BIRMINGHAM

Stakeholder Engagement Management and Action Plan

Category	Stakeholder	Date/s	Engagement method & format
	Newman University	2 December 2022	Contacted with project overview and meeting invitation 31/10/22; Met and briefed Newman University on 02/12/22
	Birmingham City University	Meeting scheduled 14 December 2022	Contact by Beatfrees in summer 2022 to advertise Youth Panel via student channels; LL contacted with project overview and meeting invitation 31/10/22 – meeting scheduled for 14/12/22
	Aston University	Meeting scheduled 11 January 2023	Contact by Beatfrees in summer 2022 to advertise Youth Panel via student channels; LL contacted with project overview and meeting invitation 31/10/22 – meeting scheduled for 11/01/23
	University College Birmingham	Meeting scheduled 12 January 2023	Contacted with project overview and meeting invitation 31/10/22; Meeting scheduled on 12/01/22
	University of Birmingham	Meeting scheduled 7 December 2022	Contact by Beatfrees in summer 2022 to advertise Youth Panel via student channels; LL contacted with project overview and meeting invitation 31/10/22 – meeting scheduled for 07/12/22



Appendix 3

Round 1 Outline Development consultation – publicity materials



Appendix 3A

Smithfield Outline Development flyer

HELP SHAPE THE FUTURE OF BIRMINGHAM

A once in a generation opportunity in the heart of the city

Smithfield
BIRMINGHAM



Public consultation drop-in events will be held on:

SATURDAY
26 MARCH,
10AM-4PM

St Martin's Church,
Edgbaston Street, B5 5BB

TUESDAY
29 MARCH,
1PM-7PM

St Martin's Church,
Edgbaston Street, B5 5BB

MONDAY
4 APRIL,
3PM-8PM

Birmingham Hippodrome,
Hurst Street, B5 4TB

Please join us to share your views and have your say on the future of Smithfield – a major opportunity to transform Birmingham's city centre.

Proposals for the area are currently being prepared by Birmingham City Council's appointed partner Lendlease.

Building on the city's rich trading history and its exciting future as a global destination, we want Smithfield to be shaped by the hands of local people from across Birmingham's diverse communities.

Located in the heart of the city, it will provide a new home for the historic Bull Ring markets, new public spaces including a festival square and landscaped park, integrated public transport, and thousands of new homes alongside community facilities.

Our events mark the start of a major programme of consultation with Birmingham's communities, so please share your knowledge, opinions and ideas with us and help shape the plans. The feedback we receive will help us to develop detailed proposals for the Smithfield masterplan.



To find out more please:

Call us on: **0800 860 6258**

Email:
hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

 **Birmingham**
City Council

 **lendlease**

Come along, view the plans and have your say at one of our drop-in events

Smithfield
BIRMINGHAM



The proposals include:

- Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', with a vibrant new home for the iconic Indoor, Open and Rag markets
- A dynamic and exciting mix of uses including spaces for business and leisure, such as hotels, cafés, restaurants and bars that will bring the area to life both in the day and at night
- A new festival square, allowing Birmingham's musical and artistic communities to come together and put on live performances for all ages
- A range of new employment opportunities – creating an estimated 8,000 jobs
- Over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and Smithfield Park, which will improve wellbeing and biodiversity
- Major improvements to accessibility, including the creation of new and improved walking and cycling routes and a green pedestrian boulevard to connect the Bull Ring to the wider city centre
- A commitment to delivering a long-term programme of social and economic benefits that will support people and communities in the city

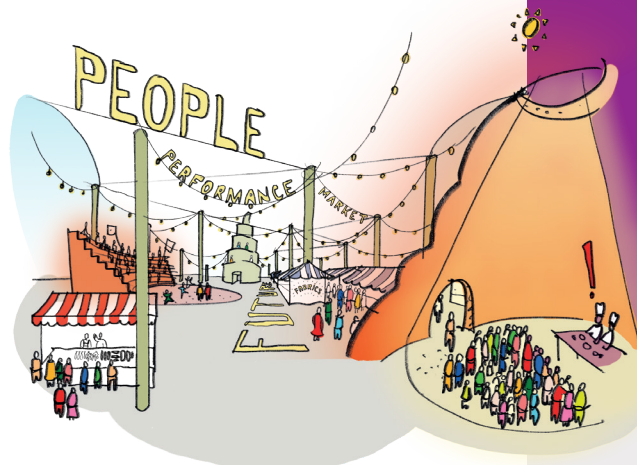
Getting in touch

If you would like any more information, or if you have any queries, please contact us on:

0800 860 6258 or
hello@smithfieldbirmingham.co.uk

You can also learn more about Smithfield and leave your feedback by visiting our website:

www.smithfieldbirmingham.co.uk
or by scanning the QR code:



Birmingham
City Council

lendlease



Smithfield
BIRMINGHAM

Appendix 3B

Smithfield Outline Development consultation newspaper advert

HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Come and view the plans and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

- A vibrant new home for the city's historic Indoor, Open and Rag markets
- A dynamic and exciting mix of leisure uses including cafés, restaurants and bars
- New public spaces including a festival square and landscaped park
- Delivering new employment opportunities to support an estimated 8,000 jobs
- Over 3,000 much needed new homes

Please join us to share your views and have your say on the future of Smithfield – a major opportunity to transform Birmingham's city centre.

Proposals for the area are currently being prepared by Birmingham City Council's appointed partner Lendlease.

We want Smithfield to be shaped by the hands of local people from across Birmingham's diverse communities.

To find out more please:

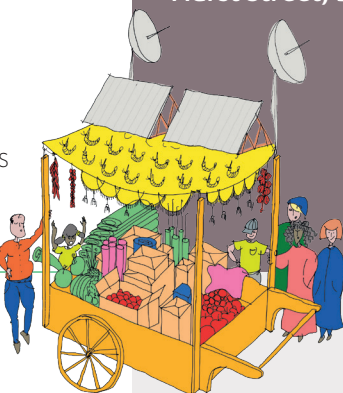
Call us on: **0800 860 6258**

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



Public drop-in events will be held on:

**SATURDAY 26 MARCH,
10AM-4PM**

St Martin's Church,
Edgbaston Street, B5 5BB

**TUESDAY 29 MARCH,
1PM-7PM**

St Martin's Church,
Edgbaston Street, B5 5BB

**MONDAY 4 APRIL,
3PM-8PM**

Birmingham Hippodrome,
Hurst Street, B5 4TB

 Birmingham
City Council

 Lendlease



Appendix 3C

Smithfield Outline Development consultation poster

HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Come and view the plans and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

- A vibrant new home for the city's historic Indoor, Open and Rag markets
- A dynamic and exciting mix of leisure uses including cafés, restaurants and bars
- New public spaces including a festival square and landscaped park
- Delivering new employment opportunities to support an estimated 8,000 jobs
- Over 3,000 much needed new homes

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Proposals for the area are currently being prepared by Birmingham City Council's appointed partner Lendlease.

We want Smithfield to be shaped by the hands of local people from across Birmingham's diverse communities.

To find out more, please:

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St Martin's Church,
Edgbaston Street, B5 5BB

**MONDAY 4 APRIL,
3PM-8PM**

Birmingham Hippodrome,
Hurst Street, B5 4TB



 Birmingham
City Council

 lendlease



Appendix 3D

Smithfield political and business letter Outline Development consultation March 2022

[Name]
[Address line 1]
[Address line 2]
[Town/city]
[Postcode]

Smithfield
BIRMINGHAM

Dear [Name]

Smithfield masterplan: help shape the future of Birmingham city centre

I am contacting you to invite you to take part in the consultation for Smithfield Birmingham, a once in a generation opportunity in the heart of the city that will drive Birmingham's international standing and reputation.

In January 2019 Lendlease was appointed by Birmingham City Council as the development partner for Smithfield Birmingham, one of the largest regeneration schemes in Europe, which is set to help accelerate the city's wider transformation and support long-term economic and social prosperity for the region. Lendlease is an international real estate and investment group with core expertise in shaping cities and creating strong and connected communities.

Working with you to shape the masterplan

Later this month we are launching a major programme of public consultation with local people and key stakeholders across Birmingham. We would like to invite you to take part in the first stage of our consultation and to share your views.

Our public consultation drop-in events are taking place on:

- **Saturday 26 March, 10.00AM-4.00PM**
St Martin's Church, Edgbaston Street, B5 5BB
- **Tuesday 29 March, 1.00PM-7.00PM**
St Martin's Church, Edgbaston Street, B5 5BB
- **Monday 4 April, 3.00PM-8.00PM**
Birmingham Hippodrome, Hurst Street, B5 4TB

You will also be able to view the proposals and share your feedback via our website at www.smithfieldbirmingham.co.uk

If you would like a meeting to discuss our emerging proposals and share your views in more detail, please let us know and we can arrange an in-person or virtual session at a convenient time.

In parallel, we will be working with a specially appointed youth panel and collaborating with market customers and traders to shape designs for the iconic new market featuring public art.

Feedback from the consultation with these groups and the public will be incorporated into our proposals, ahead of a planning application being submitted to Birmingham City Council.

Our vision for Smithfield

Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', Smithfield will include a new home for the city's historic Indoor, Open and Rag markets as its centrepiece.

It will be a sustainable, green and inclusive place that puts people at the heart of a zero-carbon development. Opportunities for the city's economy will be created through new cultural and leisure attractions, vibrant retail markets and space for start-ups, small businesses, and entrepreneurs, which will support an estimated 8,000 jobs.

Reflecting the area's rich history, Smithfield will be a distinctive place with high-quality architecture, a network of green infrastructure and landscaped park, public spaces and squares, and a new residential neighbourhood with thousands of much needed new homes.

It will be a dynamic place with something for everyone, including space to bring Birmingham's musical and artistic communities together, which will be reconnected to the wider city through new streets, integrated public transport and pedestrian and cycle routes.

We want to maintain an ongoing and open dialogue with all stakeholders and site neighbours as the plans for Smithfield are developed.

Please do let us know should you have any queries or if you would like to set up a discussion about the proposals.

Yours sincerely,

James Amos
Development Director, Lendlease



Appendix 3E

News release – Smithfield Outline Development consultation



HELP SHAPE THE FUTURE OF SMITHFIELD BIRMINGHAM

16 March 2022

People in Birmingham are being asked to help shape the future of the heart of the city, as once in a generation plans for Smithfield Birmingham begin to take shape.

A series of public drop-in events will be held starting this month regarding proposals for the £1.9bn landmark regeneration project. Those plans include a new home for the city's historic Bull Ring markets, an outstanding leisure and cultural area, a new festival square and landscaped park, integrated public transport, and thousands of new homes and community facilities.

From late March, the project team will launch a major programme of public consultation with market traders, local people and stakeholders. This will provide an opportunity to directly engage and shape the future of the site, beginning with a series of drop-in events.

Proposals for Smithfield are being prepared by Birmingham City Council's appointed partner on the scheme, which is Lendlease, an international real estate and investment group with core expertise in shaping cities and creating strong and connected communities. The 17 hectares development will anchor an expanded City Centre, helping to accelerate a wider transformation of Birmingham and support long-term economic and social prosperity within the region.

Councillor Ian Ward, Leader of Birmingham City Council, said: "Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city – and we are really excited to be working with Lendlease Europe, who have an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham. We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

James Amos, Development Director at Lendlease, said: "Building on both the city's rich trading history and its exciting future as an international destination, we're committed to ensuring Smithfield will be created and shaped by the hands of local people from across Birmingham's diverse communities. This first phase of consultation is all about listening to people and gathering as many thoughts and ideas as we can to help us develop our proposals.

"We're particularly keen to hear people's views about how we can best retain the history and legacy of the iconic markets in our new designs. The markets are inseparable from the city centre, a core part of its identity in the past and the future – so we want to know what they mean to the people of the city so that we can build on that legacy within our plans. Two of our city's greatest assets are our diversity and creativity and we want as many people as possible to come together and tell us what they would like created as part of our plans."

Members of the Lendlease team will on hand to answer questions and listen to comments at the events. These are being held on:

Saturday 26 March, 10AM-4PM

St Martin's Church, Edgbaston Street, B5 5BB

Tuesday 29 March, 1PM-7PM

St Martin's Church, Edgbaston Street, B5 5BB

Monday 4 April, 3PM-8PM

Birmingham Hippodrome, Hurst Street, B5 4TB

Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', the centrepiece of Smithfield will be a vibrant new home for the iconic indoor, outdoor and Rag markets, which will be a colourful and lively destination with a distinct day and night-time feel.

Smithfield will be a dynamic place with something for everyone. At the heart of this is a festival square and cultural spaces that will allow Birmingham's musical and artistic communities to come together and put on live performances for all ages.

Alongside this will be business and leisure space, including hotels, cafes, restaurants and bars, helping to create a range of new employment opportunities with an estimated 8,000 jobs.

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and Smithfield Park, which will improve wellbeing and biodiversity. Major improvements to accessibility will stitch the area into the wider city, including the creation of new and improved walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.

Following the drop-in events, Lendlease will continue to develop proposals for the Smithfield masterplan which will include working with a specially appointed youth panel and market traders to shape designs for the iconic new market featuring public art.

[RETURN TO LATEST NEWS](#)



Appendix 3F

Media coverage report – Smithfield Outline Development consultation



Smithfield Birmingham

Public consultation: coverage report March 2022



Publication	Type	Headline	Date published	Media	Circulation / monthly unique browsers
Business Live	Online	Smithfield Birmingham public consultation to launch	16-March-22	Trade	175,460
The Business Desk	Online	Consultation launches on £1.9bn regeneration scheme	16-March-22	Trade	104,406
Insider Media	Online	Views sought on £1.9bn Smithfield Birmingham plans	17-March-22	Trade	N/A
Express & Star	Print, p15	Time to have your say over city regeneration	18-March-22	Regional	17,973
Birmingham Live	Online (advert)	See how Smithfield Birmingham is set to transform the heart of the city	24-March-22	Regional	10,000,000+
Birmingham Mail	Print, p27 (advert)	Help shape the future of Birmingham	24-March-22	Regional	8,628
Birmingham Post	Print, p36 (advert)	Help shape the future of Birmingham	24-March-22	Regional	3,362
Birmingham Post	Print, p12	Views sought on gigantic Smithfield development	24-March-22	Regional	3,362

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Client

Lendlease Smithfield

Publication / Date

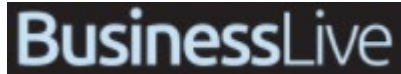
Business Live / 16 March 2022

Frequency / Circulation

Online / 175,460

URL

<https://www.business-live.co.uk/business/commercial-property/smithfield-birmingham-public-consultation-launch-23409873>



B Business ▶ Commercial Property ▶ West Midlands

Smithfield Birmingham public consultation to launch

Plans for £1.9bn regeneration scheme will be opened up for scrutiny both online and at in-person sessions

SHARE     COMMENTS

By **Tamlyn Jones** Business Reporter
16:10, 16 MAR 2022 | UPDATED 16:22, 16 MAR 2022

BUSINESS



A public consultation is launching into the planned Smithfield Birmingham project

A public consultation into the £1.9 billion **Smithfield Birmingham project** has been launched.

Developers are opening up the plans to scrutiny both online and at three in-person sessions in the coming weeks.

The overall project, which is focused on the former Wholesale Markets site near Bullring, could eventually have 3,000 new houses, a base for the historic Bull Ring markets, leisure and cultural space, a festival square and landscaped park.

Proposals for the 42-acre Smithfield project are being prepared by Birmingham City Council's appointed partner on the scheme Lendlease.

The launch of the public consultation follows the news **last month that a multi-agency design team** had been appointed for the first phase of work which includes Birmingham practices Intervention Architecture and Minesh Patel Architects.

The drop-in sessions are as follows:

10am - 4pm, Saturday 26 March

St Martin's Church, Edgbaston Street

1pm - 7pm, Tuesday 29 March

St Martin's Church, Edgbaston Street

3pm - 8pm, Monday 4 April

Birmingham Hippodrome, Hurst Street

Birmingham City Council leader Cllr Ian Ward said: "Smithfield Birmingham is a real once-in-a-lifetime opportunity to create a new community in the heart of our city and we are really excited to be working with Lendlease Europe which has an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham.

"We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

James Amos, development director at Lendlease, added: "Building on both the city's rich trading history and its exciting future as an international destination, we're committed to ensuring Smithfield will be created and shaped by the hands of local people from across Birmingham's diverse communities.

"This first phase of consultation is all about listening to people and gathering as many thoughts and ideas as we can to help us develop our proposals.

"We're particularly keen to hear people's views about how we can best retain the history and legacy of the iconic markets in our new designs."

All of the information about Smithfield will be available online at www.smithfieldbirmingham.co.uk where comments can also be posted.

Tweet:



Newsletter:

[Read in browser](#)



[Regions](#) [Wales](#) [Brexit](#) [Sectors](#) | [Sign In](#)



Today's Highlights

[See more highlights...](#)



HS2 minister 'concerned' as cost rises by almost £1bn

The previous estimated cost of HS2 was between £72bn and £98bn [Read more](#)



Birmingham PR agency's first ever employee appointed as director

City centre firm has made two senior appointments as it embarks on new chapter [Read more](#)



Smithfield Birmingham public consultation to launch

Plans for £1.9bn regeneration scheme will be opened up for scrutiny both online and at in-person sessions [Read more](#)

Client Lendlease Smithfield

Publication / Date *The Business Desk* / 16 March 2022

Frequency / Circulation Online / 104,406

URL <https://www.thebusinessdesk.com/westmidlands/news/2061326-consultation-launches-on-1.9bn-regeneration-scheme>



[Home](#) / [West Midlands](#) / [Property](#) / Consultation launches on £1.9bn regeneration scheme

Consultation launches on £1.9bn regeneration scheme



Property
March 16 2022
Rachel Covill



Write a comment



The public consultation on plans for a £1.9bn Birmingham regeneration scheme has launched.

A series of public drop-in events will be held regarding proposals for Smithfield, which include a new home for the city's historic Bull Ring markets, a leisure and cultural area, a new festival square and landscaped park, integrated public transport, and thousands of new homes and community facilities.

Proposals for Smithfield are being prepared by Birmingham City Council's appointed partner on the scheme, Lendlease.

Cllr Ian Ward, leader of Birmingham City Council, said: "Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city – and we are really excited to be working with Lendlease Europe, who have an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham. We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

James Amos, development director at Lendlease, said: "Building on both the city's rich trading history and its exciting future as an international destination, we're committed to ensuring Smithfield will be created and shaped by the hands of local people from across Birmingham's diverse communities. This first phase of consultation is all about listening to people and gathering as many thoughts and ideas as we can to help us develop our proposals.

"We're particularly keen to hear people's views about how we can best retain the history and legacy of the iconic markets in our new designs. The markets are inseparable from the city centre, a core part of its identity in the past and the future – so we want to know what they mean to the people of the city so that we can build on that legacy within our plans. Two of our city's greatest assets are our diversity and creativity and we want as many people as possible to come together and tell us what they would like created as part of our plans."

Members of the Lendlease team will on hand to answer questions and listen to comments at the events. These are being held on:

☐ **Saturday 26 March, 10AM-4PM**
St Martin's Church, Edgbaston Street, B5 5BB

☐ **Tuesday 29 March, 1PM-7PM**
St Martin's Church, Edgbaston Street, B5 5BB

☐ **Monday 4 April, 3PM-8PM**
Birmingham Hippodrome, Hurst Street, B5 4TB

[Previous Article](#)

[Next Article](#)

Client Lendlease Smithfield

Publication / Date *Insider Media* / 17 March 2022

Frequency / Circulation Online / N/A

URL <https://www.insidermedia.com/news/midlands/views-sought-on-1.9bn-smithfield-birmingham-plans>



Adam Beech
Digital Staff Writer



VIEWS SOUGHT ON £1.9BN SMITHFIELD BIRMINGHAM PLANS

🕒 17 Mar 2022 📍 Midlands 🏠 Property



A programme of public consultation is to be launched on the £1.9bn Smithfield Birmingham regeneration project.

A series of public drop-in events will be held starting this month regarding proposals for the landmark scheme, with plans including a new home for the city's historic Bull Ring markets, a leisure and cultural area, a festival square and landscaped park, integrated public transport, and thousands of homes and community facilities.

From late March, the project team will launch a programme of public consultation with market traders, local people and stakeholders.

Proposals are being prepared by Birmingham City Council's appointed partner, Lendlease, an international real estate and investment group.

Councillor Ian Ward, leader of Birmingham City Council, said: "Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city, and we are really excited to be working with Lendlease Europe, which has an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham. We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

James Amos, development director at Lendlease, added: "Building on both the city's rich trading history and its exciting future as an international destination, we're committed to ensuring Smithfield will be created and shaped by the hands of local people from across Birmingham's diverse communities.

"We're particularly keen to hear people's views about how we can best retain the history and legacy of the iconic markets in our new designs. The markets are inseparable from the city centre, a core part of its identity in the past and the future – so we want to know what they mean to the people of the city so that we can build on that legacy within our plans.

"Two of our city's greatest assets are our diversity and creativity and we want as many people as possible to come together and tell us what they would like created as part of our plans."

Tweet:



Newsletter:

PROPERTY

West Midlands unveils £15bn worth of investment opportunities

The West Midlands has launched £15bn worth of housing, regeneration, commercial and infrastructure development opportunities to international investors at MIPIM 2022.

[Read More](#)

Views sought on £1.9bn Smithfield Birmingham plans

A programme of public consultation is to be launched on the £1.9bn Smithfield Birmingham regeneration project.

[Read More](#)

DPD signs at Revolution Park

Logistics giant DPD has agreed a pre-let deal for a 58,320 sq ft facility at Revolution Park in Wolverhampton.

[Read More](#)

Diagnostics company joins BioHub Birmingham

An infectious disease diagnostics company has joined BioHub Birmingham to support its expansion into Europe, the Middle East and Africa.

[Read More](#)

New images revealed of £60m urban quarter

New artist impressions of Capital&Centric's £60m urban quarter next to Stoke-on-Trent's train station have been revealed.

[Read More](#)

Redevelopment of bread factory site completes

The site of a former sliced bread factory in Walsall has been transformed into a community of almost 100 homes.

[Read More](#)

Client

Smithfield

Publication / Date

Express & Star / 18 March 2022

Frequency / Circulation

Print p15 / 17,973

Express & Star

Time to have your say over city regeneration

People are being asked to help shape the future of the heart of a city.

Once in a generation plans for Smithfield Birmingham are beginning to take shape and a series of public drop-in events will be held – starting this month – over the proposals for the £1.9bn landmark regeneration project.

They include a new home for the city's historic Bull Ring markets, a leisure and cultural area, a new festival square and landscaped park, community facilities, integrated public transport and

thousands of new homes. From late March, the project team will launch a major programme of public consultation with market traders, local people and stakeholders.

Proposals for Smithfield are being prepared by Birmingham City Council's appointed partner on the scheme, which is Lendlease – an international real estate and investment group with expertise in shaping cities and creating strong and connected communities.

The 17-hectare development

will anchor an expanded city centre, helping to accelerate a wider transformation of Birmingham.

Members of the Lendlease team will on hand to answer questions and listen to comments on Saturday, March 26 between 10am-4pm and Tuesday, March 29 between 1-7pm at St Martin's Church, Edgbaston Street, and Monday, April 4 between 3-8pm at Birmingham Hippodrome, Hurst Street.

All of the information about Smithfield will also be available online at smithfieldbirmingham.co.uk.

Press cutting service

Client **Smithfield**

Publication / Date *Birmingham Live* / 24 March 2022

Frequency / Circulation Online / 10,000,000 +

URL <https://www.birminghammail.co.uk/special-features/smithfield-birmingham-transform-heart-city-23450206>



See how Smithfield Birmingham is set to transform the heart of the city

How to have your say on Smithfield Birmingham, a £1.9 billion, once-in-a-generation opportunity in the heart of the city
15:29, 24 MAR 2022



📍 Vision for a new festival square: the planned new festival square aims to bring Birmingham's musical and artistic communities together

Smithfield Birmingham will help to transform the city, by creating new jobs and helping the region thrive.

Here's how you can have your say by taking part in one of a series of [public consultation events](#).

Creating a new home for the historic markets

The Smithfield Birmingham site today includes the former wholesale markets, plus the Indoor, Open and Rag markets and some surrounding land and buildings. It's a key part of the city centre. The site's development will help the city grow, by creating a vibrant home for the markets.

The new market being created at Smithfield will celebrate Birmingham's roots as the 'city of a thousand trades' and form an iconic new centrepiece for the city centre. It will be an international destination and a creative and cultural hub, meeting local needs and drawing people together.

A modern leisure, culture and work destination

Smithfield will supercharge Birmingham's status as an international city and make it an exciting leisure and culture destination with something for everyone.

At its heart will be a new festival square and cultural spaces bringing Birmingham's musical and artistic communities together.

Alongside this will be new business and leisure space, including hotels, cafés, restaurants and bars, helping to create new employment opportunities with an estimated 8,000 jobs, plus training and apprenticeship opportunities.


New ways to get around

Major improvements to transport networks will reconnect the area to the wider city, including new and improved walking and cycling routes, as well as a green pedestrian boulevard and eco-friendly transport options.

New integrated public transport services will run through the site to provide quick and easy ways of getting around.

Sustainable city living



 Vision for Upper Smithfield Walk

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by community facilities and green space at Smithfield Park, which will improve wellbeing and biodiversity.

Smithfield Birmingham is being carefully designed so that amenities, services and infrastructure are in place to support local residents and create a well-connected environment. There will be pleasant green streets that reconnect the site to Digbeth, Southside and the rest of Birmingham.

Benefitting Birmingham and helping local people

Throughout the Smithfield Birmingham regeneration, Lendlease will be reaching out into the local area and partnering with local community organisations to provide the widest range of benefits and opportunities to all local people.

The aim is to boost the local economy with opportunities for innovation, creativity, new skills and employment and help the city to grow further.

Help shape the future of Smithfield Birmingham

Come and view the plans and have your say at one of a series of public consultation events about proposals for Smithfield Birmingham.

- **Saturday, March 26, 10am to 4pm - St Martin's Church, Edgbaston Street, B5 5BB**
- **Tuesday, March 29, 1pm to 7pm - St Martin's Church, Edgbaston Street, B5 5BB**
- **Monday, April 4, 3pm to 8pm - Birmingham Hippodrome, Hurst Street, B5 4TB**

To find out more and to have your say on the development plans, visit smithfieldbirmingham.co.uk/get-involved.

Facebook ad:

 **Birmingham Live Partners** ...
Paid partnership · 25 March at 16:27 · 

How to have your say on Smithfield Birmingham, a £1.9 billion, once-in-a-generation opportunity in the heart of the city. — with Lendlease.





BIRMINGHAMMAIL.CO.UK

See how Smithfield Birmingham is set to transform the heart of the city
How to have your say on Smithfield Birmingham, a £1.9 billion, once-in-a-generation opportu...

Press cutting service

Client

Smithfield

Publication / Date

Birmingham Mail / 24 March 2022

Frequency / Circulation

Print p27 / 8,628



HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Come and view the plans and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

- A vibrant new home for the city's historic Indoor, Open and Rag markets
- A dynamic and exciting mix of leisure uses including cafés, restaurants and bars
- New public spaces including a festival square and landscaped park
- Delivering new employment opportunities to support an estimated 8,000 jobs
- Over 3,000 much needed new homes

Please join us to share your views and have your say on the future of Smithfield – a major opportunity to transform Birmingham's city centre.

Proposals for the area are currently being prepared by Birmingham City Council's appointed partner Lendlease.

We want Smithfield to be shaped by the hands of local people from across Birmingham's diverse communities.

To find out more please:

Call us on: **0800 860 6258**

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



Public drop-in events will be held on:

**SATURDAY 26 MARCH,
10AM-4PM**
St Martin's Church,
Edgbaston Street, B5 5BB

**TUESDAY 29 MARCH,
1PM-7PM**
St Martin's Church,
Edgbaston Street, B5 5BB

**MONDAY 4 APRIL,
3PM-8PM**
Birmingham Hippodrome,
Hurst Street, B5 4TB



Press cutting service

Client

Smithfield

Publication / Date

The Birmingham Post / 24 March 2022

Frequency / Circulation

Print 36 / 3,362

BIRMINGHAM POST

HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Come and view the plans and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

- A vibrant new home for the city's historic Indoor, Open and Rag markets
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St Martin's Church,
Edgbaston Street, B5 5BB

**MONDAY 4 APRIL,
3PM-8PM**
Birmingham Hippodrome,
Hurst Street, B5 4TB



Client

Smithfield

Publication / Date

The Birmingham Post / 24 March 2022

Frequency / Circulation

Print 12 / 3,362

BIRMINGHAM POST

Views sought on gigantic Smithfield development

Tamlyn Jones
Business Correspondent

A PUBLIC consultation into the £1.9 billion Smithfield Birmingham project has been launched.

Developers are opening up the plans to scrutiny both online and at three in-person sessions in the coming weeks.

The overall project, which is focused on the former Wholesale Markets site near Bullring, could eventually have 3,000 new houses, a base for the historic Bull Ring markets, leisure and cultural space, a festival square and landscaped park.

Proposals for the 42-acre Smithfield project are being prepared by Birmingham City Council's appointed partner on the scheme Lendlease.

The launch of the public consultation follows the news last month that a multi-agency design team had been appointed for the first phase of work which includes Birmingham practices Intervention Architecture and Minesh Patel Architects.

Birmingham City Council leader Cllr Ian Ward said: "Smithfield Birmingham is a real once-in-a-lifetime



► Early plans for the Smithfield development on the old markets site

opportunity to create a new community in the heart of our city and we are really excited to be working with Lendlease Europe which has an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham.

"We're keen that this scheme also

celebrates our heritage and the historic Bull Ring Markets will be central to this development."

James Amos, development director at Lendlease, added: "Building on both the city's rich trading history and its exciting future as an international destination, we're committed to ensuring Smithfield will be created and shaped by the hands of local people from across Birmingham's diverse communities.

"This first phase of consultation is all about listening to people and gathering as many thoughts and

Drop-in sessions

■ The drop-in sessions are as follows:

■ 10am - 4pm, Saturday 26 March, St Martin's Church, Edgbaston Street

■ 1pm - 7pm, Tuesday 29 March, St Martin's Church, Edgbaston Street

■ 3pm - 8pm, Monday 4 April, Birmingham Hippodrome, Hurst Street

► All of the information about Smithfield will be available online at www.smithfieldbirmingham.co.uk where comments can also be posted.

ideas as we can to help us develop our proposals.

"We're particularly keen to hear people's views about how we can best retain the history and legacy of the iconic markets in our new designs."

All of the information about Smithfield will be available online at www.smithfieldbirmingham.co.uk where comments can also be posted.



Appendix 3G

Smithfield eDM newsletter – Outline Development consultation

Smithfield

BIRMINGHAM



Help shape the future of Birmingham

Hi Toby,

Come and view the plans, and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

Our events mark the start of a major programme of consultation with Birmingham's communities, so please share your knowledge, opinions and ideas with us and help shape the plans.

Our public drop-in events will be held on:

- **SATURDAY 26 MARCH, 10AM-4PM**

St Martin's Church, Edgbaston Street, B5 5BB

- **TUESDAY 29 MARCH, 1PM-7PM**

St Martin's Church, Edgbaston Street, B5 5BB

- **MONDAY 4 APRIL, 3PM-8PM**

Birmingham Hippodrome, Hurst Street, B5 4TB

Not able to make one of the events? We'll keep you posted about other opportunities to get involved.

Our proposals

Building on the city's rich trading history and its exciting future as a global destination, we want Smithfield Birmingham to be shaped by the hands of local people from across the city's diverse communities.

Our proposals include:

- A vibrant new home for the city's historic Indoor, Open and Rag markets
- A dynamic and exciting mix of leisure uses including cafés, restaurants and bars
- New public spaces including a festival square and landscaped park
- Delivering new employment opportunities to support an estimated 8,000 jobs
- Over 3,000 much needed new homes

[Our vision](#)

Next steps

Following initial consultation, we will continue to develop proposals for the Smithfield masterplan. This will include working with a specially appointed youth panel and market traders to shape designs for the iconic new market, including public art. Further public consultation will also take place as the plans progress.

[Get involved](#)



[Smithfield Birmingham website](#)

All images used are for illustrative purposes only.

November 2022.

20 Triton Street, Regent's Place, London NW1 3BF



[Update Profile](#) - [Unsubscribe](#)



Appendix 3H

Smithfield eDM newsletter results – Outline Development consultation

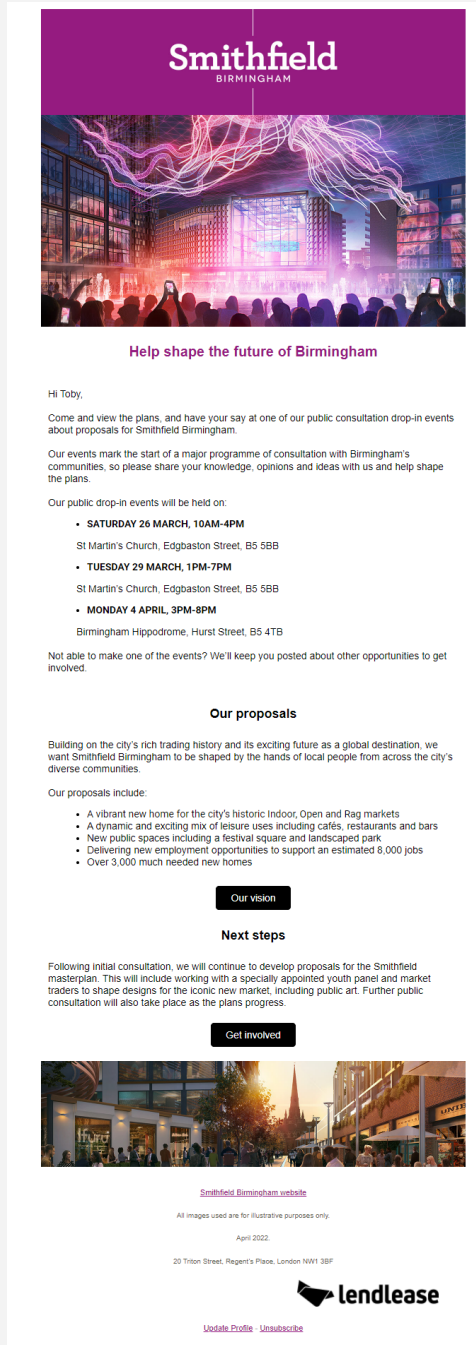
Total Sent
33

Open Rate
67%

Click Through Rate
24%

Click To Open Rate
36%

Unsubscribe Rate
0.0%



Top Performing Links

Top Performing Links		Unique Clicks ▾
1.	Our vision button	35%
2.	Smithfield website text link	18%
3.	Get involved button	18%

Summary

The first Smithfield news/events eDM performed incredibly well with a 67% Open Rate and a 24% Click Through Rate. Pleasingly there was also no Unsubscribes. These results significantly exceed the industry average however it's important to consider how small the first database was.

The Our vision button was the most clicked followed by the Get involved button and Smithfield website text link.

Interestingly the email was opened 214 times by only 33 people, highlighting that the audience came back to read the content several times.

^ The new iOS update regarding Mail Privacy Protection has meant regardless of whether a user opens or not, an open will be triggered and as such our Open Rates may be overinflated.

*UK Real Estate, Design and Construction Industry average performance:

Open rate: 22%
Click through rate: 4%
Click to open rate: 17%
Unsubscribe rate: 0.2%



Appendix 3I

Smithfield digital marketing dashboard March 2022

Sources and channels



Keywords used

282

↑ 87%

Google clicks

546

↑ 49%



No Paid search advertising



No social media accnts



No Google My Business account for Smithfield



No Phone tracking

Keywords	Searches	Δ	Clicks ...
smithfield birmingham	842	40 ↑	152
birmingham smithfield	218	22 ↑	73
smithfields birmingham	139	37 ↑	31
smithfield market birmin...	151	-23 ↓	28
smithfield birmingham d...	60	1 ↑	17
birmingham smithfield d...	75	21 ↑	13
smithfield development ...	36	-12 ↓	10
smithfield development	60	15 ↑	10
smithfield	195	26 ↑	8
smithfield regeneration ...	33	-5 ↓	8

1 - 10 / 282



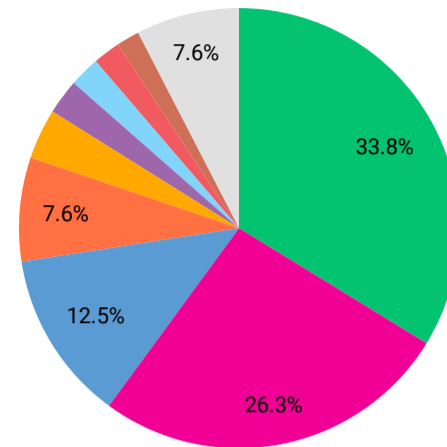
QRcode Users

-

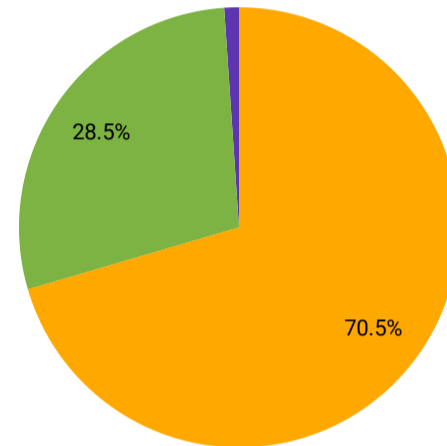
QRCode scans

-

Top channels used to find the Smithfield website



- google
- (direct)
- t.co
- login.microsoftonline.c...
- bing
- sfmc
- urlsand.esvalabs.com
- skyscrapercity.com
- business-live.co.uk
- others



Devices used

- desktop
- mobile
- tablet

Website KPI's

Visitor counts

Users

1,496

↑ 86.1%

Sessions

2,026

↑ 106.3%

Pageviews

4,464

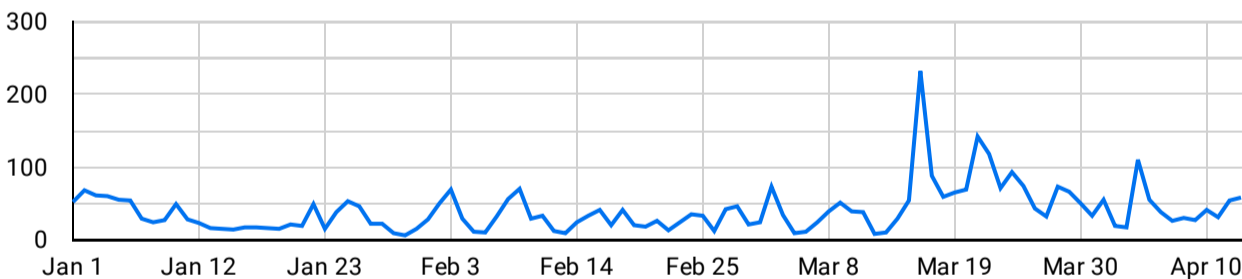
↑ 104.6%

Engaged users

640

↑ 52.0%

Users (Year to date to show trends)



Visitor Behaviour

Pages / Session

2.2

↓ -0.8%

Avg. Session time

01:57

↑ 0.6%

% New Sessions

71%

↓ -10.0%

Total Events

4,677

↑ 992.8%

Top pages viewed on the Smithfield website

Page	Pageviews	Δ
/	1,969	900 ↑
/get-involved/	766	621 ↑
/vision/	549	294 ↑
/latest-news/	409	148 ↑
/contact/	206	114 ↑
/about-us/	162	60 ↑
/latest-news/lendlease-selects...	114	41 ↑
/site-map/	43	7 ↑
/contact/thank-you/	39	19 ↑
/latest-news/smithfield-milest...	26	-2 ↓

1 - 29 / 29

Enquiries in CRM (SF)

Contact Form

39

↑ 116.7%



Appendix 3J

**Summary report Reach plc:
Smithfield paid for advertising Outline
Development consultation**

Content Marketing

End of Campaign Report

Reach

The Stats.

Article.

840

Article Page Views.

754

Article Users.

Facebook Boosted Post.

28,751

Social Reach.

418

Social Engagement.

411

Social Post Clicks.



Birmingham Live Partners with Lendlease.



Published by Sarah Brazendale · Paid Partnership · March 25 at 4:27 PM ·

How to have your say on Smithfield Birmingham, a £1.9 billion, once-in-a-generation opportunity in the heart of the city.



BIRMINGHAMMAIL.CO.UK

See how Smithfield Birmingham is set to transform the heart of the city

In Your Area Report

2,702 i

Times people saw your content marketing

4,786 i

Times your content marketing was shown

32 i

Content marketing clicks

1.18% i

Viewable click-through-rate

26 Mar 2022 - 22 Apr 2022

See how Smithfield Birmingham is set to transform the heart of the city

Content Marketing by BLUE TIGER MARKETING



How to have your say on Smithfield Birmingham, a £1.9 billion, once-in-a-generation opportunity in the heart of the city

Content marketing clicks



← March

April 2022

May >



Appendix 4

Round 1 Outline Development consultation – exhibition materials



Appendix 4A

Smithfield Outline Development consultation feedback form

HAVE YOUR SAY:

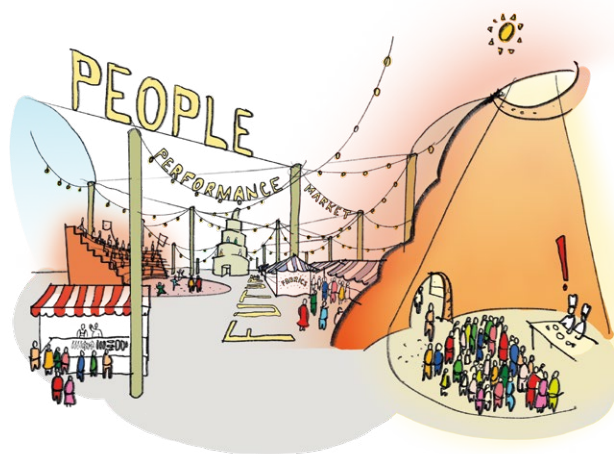
HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Smithfield Birmingham is a once in a generation opportunity in the heart of the city, which will define and celebrate the next chapter in Birmingham's transformation.

Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', Smithfield will include:

- a new home for the city's historic Bull Ring markets
- outstanding new leisure and cultural spaces
- a new festival square and landscaped park
- integrated public transport
- thousands of new homes and community facilities



To help us shape our plans for Smithfield, we want to hear from you about what you'd like to see from the new development.

The deadline for receiving feedback is 24 April 2022.

Please fill in this form and put it in the feedback box at one of our drop-in events, or send it to:

Smithfield Birmingham, c/o Camargue,
11 Waterloo Street, Birmingham, B2 5TB.

Alternatively, you can email it to us at:
hello@smithfieldbirmingham.co.uk

or submit feedback online via the project website.
www.smithfieldbirmingham.co.uk

01 What are your favourite things to do in Birmingham city centre? (Please rank the below in order of preference)

Place a number from 1-6 in each box to rank the items (or 1-7 if adding an 'Other' option)

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> Nightlife | <input type="checkbox"/> Visiting cultural/heritage sites (e.g. museums) | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Visiting green spaces such as parks | <input type="checkbox"/> Leisure activities | <input type="checkbox"/> Exercising |

Other (please specify)

02 What do you think could be improved about this part of Birmingham city centre? (Please select no more than three options)

- Design and architecture
- Green spaces
- Leisure spaces/facilities
- Transport links
- Culture and things to do
- Places to live

Other (please specify)

03 Our plans for Smithfield include new leisure facilities and a public square which will be open for a range of events and community uses. What would you like to see from these spaces? *Think about the kind of events/activities you enjoy, and how we could facilitate these with our designs – for instance festivals, art exhibitions, shopping, dining, meeting friends, relaxing, children’s play areas, health and wellbeing, etc.*

Empty text area for user input.



VISION FOR FESTIVAL SQUARE



VISION FOR UPPER SMITHFIELD WALK

04

We will also be developing a new market building to house the city's market traders. *What would you like to see from this? For example, do you want more local produce, a range of food, clothing and jewellery stalls, and high-quality artisan products? Do you want lots of space, longer opening hours and a busy, vibrant environment, or quiet spaces with room to sit?*

05

Considering how Smithfield will benefit the local area overall, please rank the following in terms of how important they are to you.

Place a number from 1-10 in each box to rank the items

- | | |
|---|---|
| <input type="checkbox"/> Environmental sustainability | <input type="checkbox"/> Educational facilities |
| <input type="checkbox"/> High quality accommodation | <input type="checkbox"/> Opportunities for young people |
| <input type="checkbox"/> Leisure venues | <input type="checkbox"/> Attractive and engaging public architecture |
| <input type="checkbox"/> Retail destinations | <input type="checkbox"/> Opportunities for cultural interaction – such as festivals, parades, religious events, art exhibitions |
| <input type="checkbox"/> Transport links | |
| <input type="checkbox"/> Opportunities for high quality, well-paid employment | |



06

Do you have any other comments you'd like to share?

About you

I would like to receive news and events from Smithfield Birmingham

This is the best way to stay up to date. You can unsubscribe at any time.

I agree to Lendlease's Privacy Policy and Terms and Conditions (see below)

Name:

Email:

Phone:

Address:

Postcode:

Data Privacy Notice

Lendlease companies and our consultants including Camargue will only contact you regarding the Smithfield Birmingham consultation (Consultation) and in accordance with our Privacy Policy and Terms and Conditions. We will not share your data with anyone else.

How we will use your personal data in relation to the Consultation

We may process information that you provide to us. This data may include the following:

- Your name;
- Your address;
- Your telephone number;
- Your email address;
- Your employer or any group on whose behalf you are authorised to respond;
- Your feedback in response to the Consultation; and
- Your IP address (online only).

IP addresses are collected automatically if you contact us online. Apart from that, we only collect the information you choose to give us

We will use your personal data for the following purposes in relation to the Consultation

- To record accurately and analyse any questions you raise during the Consultation or feedback you have provided in response to the Consultation.
- To report on our Consultation, detailing what issues have been raised and how we have responded to that feedback (please note that the information contained in the Consultation report will be aggregated and will not identify specific individuals).
- To personalise communications with individuals we are required to contact as part of future consultation or communications.

The legal basis for processing this data is that it is necessary for our legitimate interest, namely for the purpose of ensuring the Consultation process, analysis and reporting are accurate and comprehensive.

In addition to the specific purposes for which we may process your personal data set out above, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject

Retaining and deleting personal data in relation to the Consultation

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose.

Unless we contact you and obtain your consent for us to retain your personal data for a longer period, we will delete your personal data as soon as practicable following the outcome of the planning application relating to the Consultation or any appeal of such decision.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

Your rights in relation to the Consultation

The rights you have in relation to your personal information under data protection law are:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability; and
- The right to complain to a supervisory authority.

You may exercise any of your rights in relation to your personal data by writing to us using the details below.

You can contact us in relation to the Consultation:

- Using our website contact form at www.smithfieldbirmingham.co.uk/contact
- By post, using the postal address: Smithfield Birmingham, c/o Camargue, 11 Waterloo St, Birmingham B2 5TB
- By telephone, using the number: 0800 860 6258 or
- By email, using the email address: hello@smithfieldbirmingham.co.uk

Lendlease Privacy Policy: www.lendlease.com/uk/privacy

Lendlease Terms and Conditions: www.lendlease.com/uk/terms-of-use



Appendix 4B

Smithfield Outline Development consultation exhibition panels

WELCOME

Smithfield Birmingham is a once in a generation opportunity in the heart of the city. We want your input and views on our ideas for the area to ensure it delivers benefits for everyone. There will be multiple opportunities to get involved in the consultation in the coming months, starting now.



VISION FOR UPPER SMITHFIELD WALK

Lendlease

Lendlease has been selected as Birmingham City Council's Development Partner to bring forward plans for Smithfield. Lendlease is an international real estate and investment group with significant experience in shaping cities and creating strong and connected communities across the world.

Team

Our wider Smithfield Birmingham team includes planning, infrastructure and landscape consultants Prior + Partners, WSP, James Corner Field Operations and DP9.

We have appointed a host of international and local architects and artists to reinvigorate this site in the heart of Birmingham, including David Kohn Architects, Eastside Projects, dRMM, Intervention Architecture, Haworth Tompkins, Minesh Patel Architects and RCKa.

Working with Digbeth-based Beatfrecks, we are bringing together a youth panel to engage with the views of Birmingham's young, diverse population as we develop our plans.

What is Smithfield Birmingham?

Smithfield is a new innovative and sustainable development in the city centre that will include:

- A new home for the historic Bull Ring markets
- A family destination with leisure and cultural facilities
- New offices and workspace
- New homes
- A new festival square and landscaped park
- Community facilities
- Community benefits including thousands of jobs



THE SITE

Smithfield (the site) is the area formerly occupied by the wholesale markets (now demolished) and where the Indoor Market, Rag Market and Open Market currently operate. Sitting just to the south of the Bull Ring Shopping Centre, Smithfield connects with the city centre, Digbeth and Eastside.



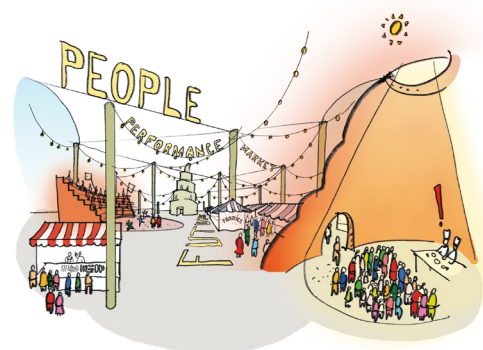
AERIAL PHOTOGRAPH SHOWING THE SMITHFIELD SITE BOUNDARY

Meanwhile uses

We know that our plans will take many years to complete so we are committed to using the site in the meantime.

We are carefully considering other potential events, activities and uses before construction begins. We would love to hear your views and ideas about what you'd like to see at Smithfield.

Is there anything you would like to see at Smithfield before construction begins?



Site history

The redevelopment of the Smithfield site is part of the City Council's ambitious Big City Plan, which was launched in 2010, the Birmingham Smithfield Visioning document (2015) and the Birmingham Smithfield Masterplan (2016). It also forms part of the Birmingham Development Plan (2017).

The masterplan proposals retain and enhance the 'Big Moves' that underpin the Council's aspirations for the site,

ensuring that Smithfield supports and encourages the transformation of the wider area. The 'Big Moves' are:

- Vibrant markets and leisure
- Creation of a new public square, Festival Square
- New pedestrian routes and boulevards
- Integrated public transport
- A new residential neighbourhood



VISION FOR RESIDENTIAL NEIGHBOURHOOD











KEY PRINCIPLES

Our proposals for Smithfield Birmingham are based on local context, drawing from Birmingham City Council's Big Moves principles. This has shaped our four defining place principles.

Smithfield will be:

- **an international destination** which supports the city's art and cultural ambition.
- **reflective of the character of the wider city.**
- **a mixed use community** with something for everyone, complementing and enhancing existing aspects of the city.
- **a celebration of Birmingham's heritage.**
- **reconnected with the rest of the city,** reinstating the historic street pattern to unlock disconnected parts of Birmingham - prioritising pedestrians and cyclists, and increasing access for the public.
- **home to a diverse public realm** that is walkable, accessible and inclusive.
- **a resilient, sustainable environment** that uses resources wisely to reduce its impact on climate change, and take advantage of green spaces to improve wellbeing and biodiversity.
- **safe and welcoming** for residents and visitors alike.

Our place principles

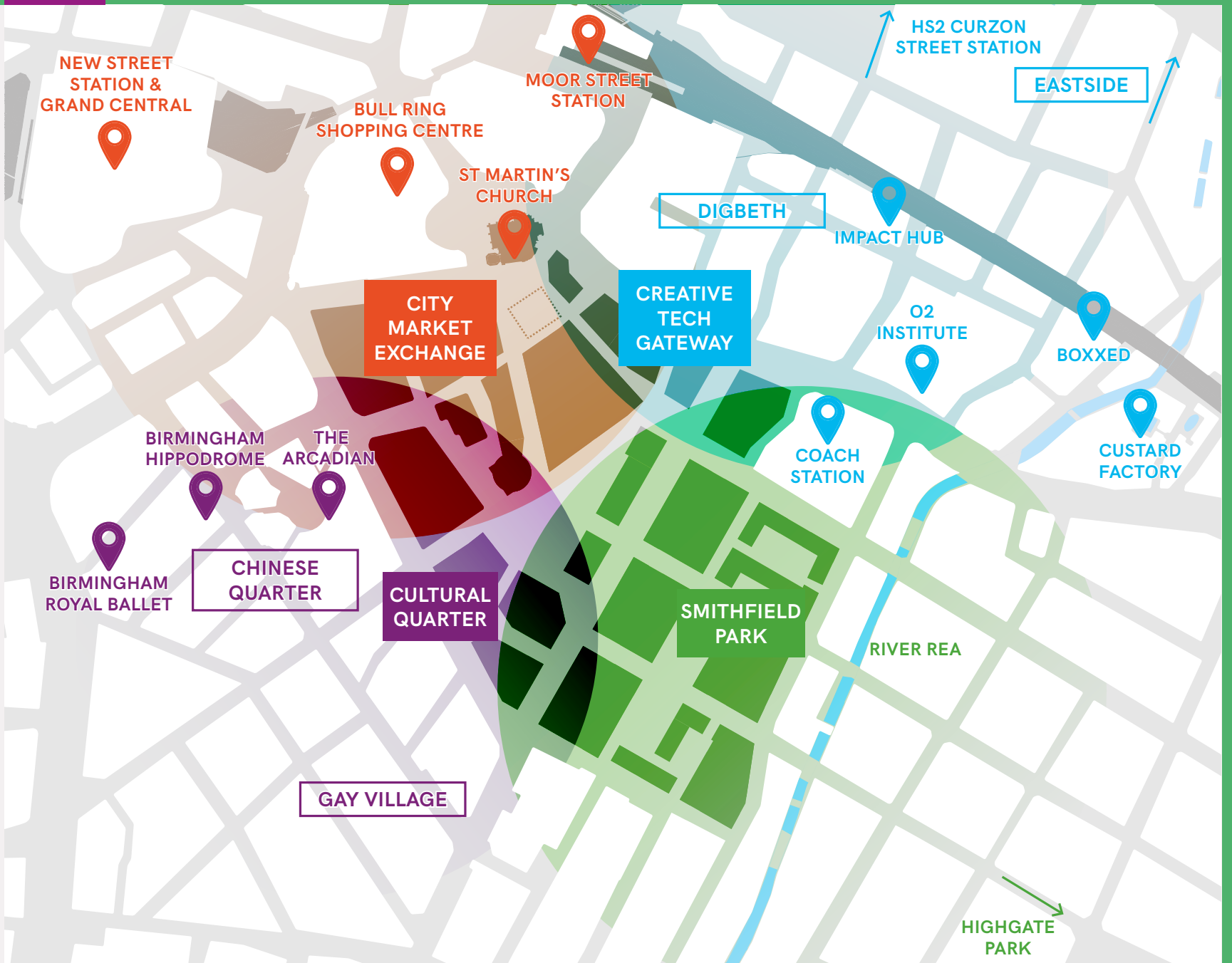
<h4>The birth of new life into the city</h4>  <p>A celebration of the city's cultural heritage</p>  <ul style="list-style-type: none"> ■ Celebrating the city's rich cultural, musical and artistic diversity ■ A place for Birmingham's communities to come together ■ Taking pride in the city's birthplace 	<h4>Transformative city making</h4>  <p>The transformation of the city's future</p>  <ul style="list-style-type: none"> ■ High quality city living for families ■ A new green heart for Birmingham ■ Job creation and local employment to boost economic growth
<h4>City of trade and exchange</h4>  <p>Connecting people, place and possibilities</p>  <ul style="list-style-type: none"> ■ Destination market – a place to exchange ideas and create stories ■ Fuelled by local supply, produce and innovation ■ Fostering Birmingham's digital community 	<h4>Creativity and creation</h4>  <p>Evoking feelings of happiness, positivity and choice</p>  <ul style="list-style-type: none"> ■ A new national family leisure destination ■ Spectacular, animated and immersive environment ■ Inspiring young people with life-long learning opportunities



CREATING A GREAT PLACE – DYNAMIC CITY LIVING

Smithfield Birmingham will have something for everyone - from a globally recognised market district and spaces for new and existing small businesses, to sustainable city centre living and outstanding leisure and cultural spaces. This will all be stitched into the wider city through integrated transport links, creating a vibrant future for Birmingham.

KEY AREAS



City Market Exchange

We are developing a new home for the city's historical Bull Ring markets, with a new destination experience to establish Smithfield as a prestigious globally recognised market district.

Creative Tech Gateway

We will create new space for independent retail and small, growing and large businesses as part of a '5 minute high street' where key local facilities are all within easy reach. Our planned enhancements to connectivity - through public transport and pedestrian routes - will strengthen the gateway to Eastside, a growing technology and knowledge-based area.

Cultural Quarter

We are creating outstanding leisure and cultural spaces, with live performances for all ages, quality destinations for local people to belong to and come together, and diverse, engaging public art.

Smithfield Gardens

Our urban greening approach will ensure sustainable city living for residents of Smithfield, with community spaces, a new public park, squares and active play for children. Smithfield's residential offering will capitalise on natural light, maximise green space and put health and wellbeing front of mind.



THE FIRST FIVE YEARS

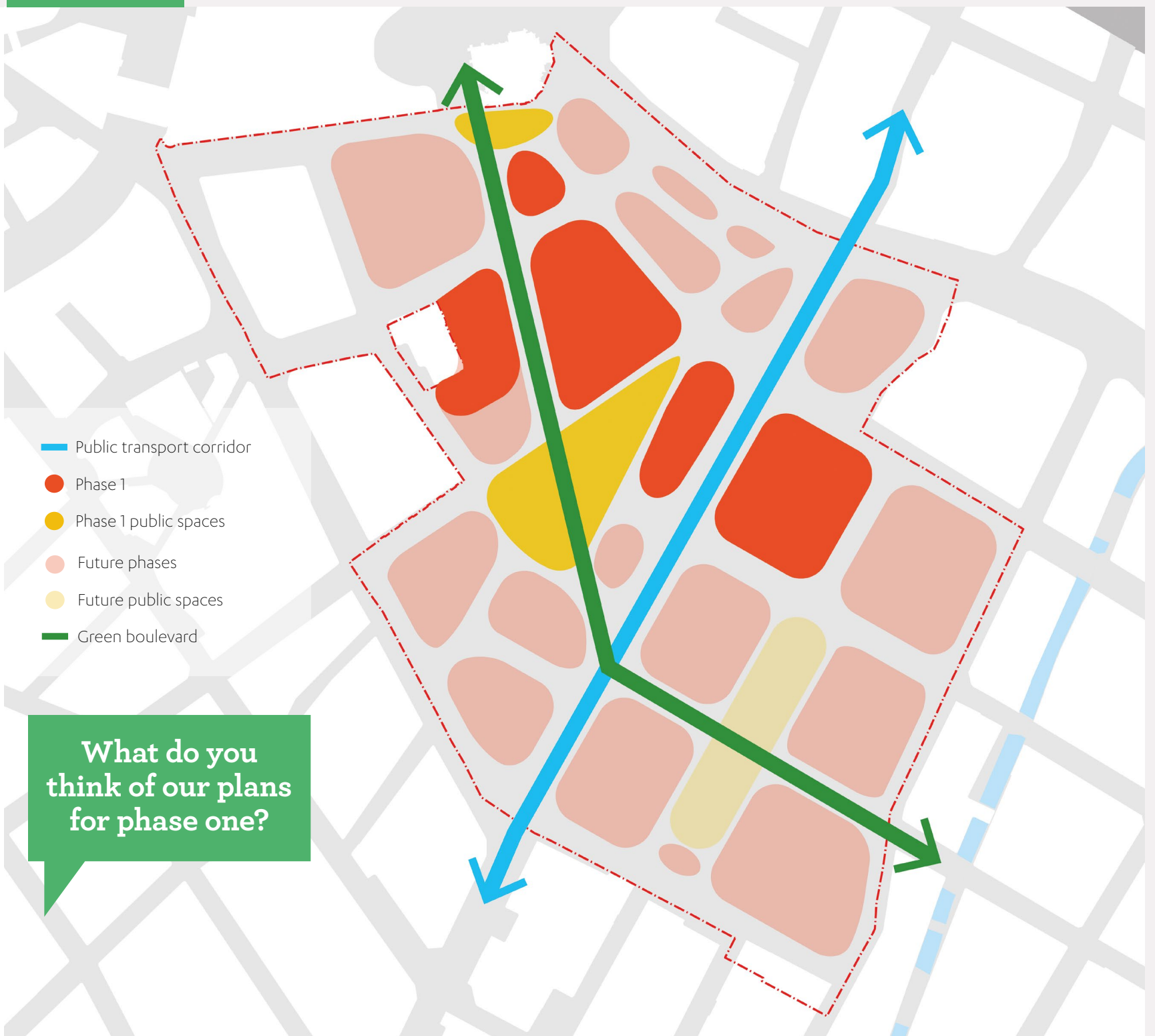
Smithfield Birmingham is a large and complex development, which will be designed and built in multiple stages. We're currently developing our first planning application, with outline proposals for the whole site and detailed proposals for phase one. We'll bring forward further detailed planning applications over the next few years.

Phase one

The plans for phase one include:

- **A new home for the Indoor Market, Rag Market and Open Market** - celebrating the history of Birmingham as the 'city of a thousand trades', and keeping Smithfield at the heart of innovation and city commerce.
- **A new vibrant public realm including a festival square** - a dynamic place with something for everyone, allowing Birmingham's musical and artistic communities to come together.
- **600 sustainable and modern homes in a green setting** - supported by community facilities to improve wellbeing and biodiversity.
- **New business and leisure spaces, including cafés, restaurants and bars** - helping to create new jobs, plus training and apprenticeship opportunities.
- **Major accessibility improvements to stitch the area into the wider city** - new and improved walking and cycling routes will help to connect Smithfield and the wider Rea Valley with the Bull Ring and the rest of the city.

OUR PHASE ONE PLANS



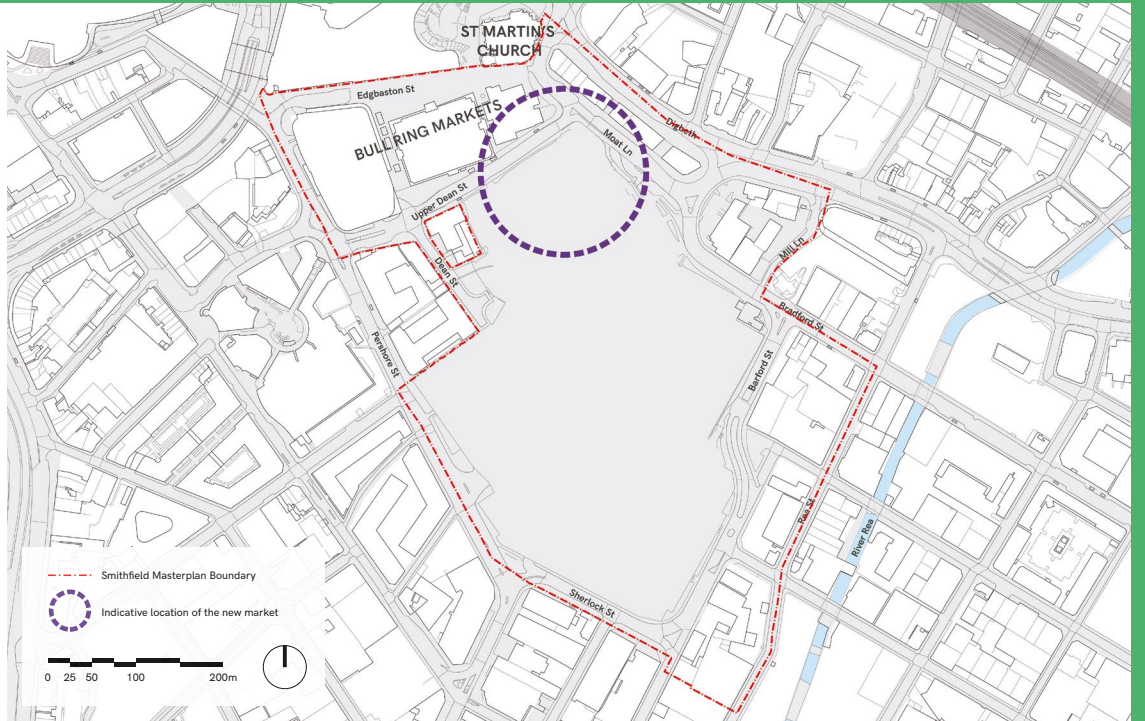
MARKET DESIGN – TRADING ROOTS, SUSTAINABLE FUTURE

The rich trading history of the Indoor, Open and Rag markets is central to our plans to create a vibrant new market at Smithfield - celebrating Birmingham's roots as the 'city of a thousand trades'.

We plan to create an iconic new centrepiece for the city - an international creative and cultural destination that will serve local needs and draw people together.

Smithfield's markets have a deep history as part of Birmingham's city centre, charting back to the twelfth century. After the original Smithfield market was partially destroyed during World War II, the markets were relocated to where they are today.

The new Smithfield market will be full of character unique to Birmingham, with inclusive access for all and a visitor experience that will excite the senses. It will balance the needs of existing market stall holders and customers with those of aspiring future businesses and users.

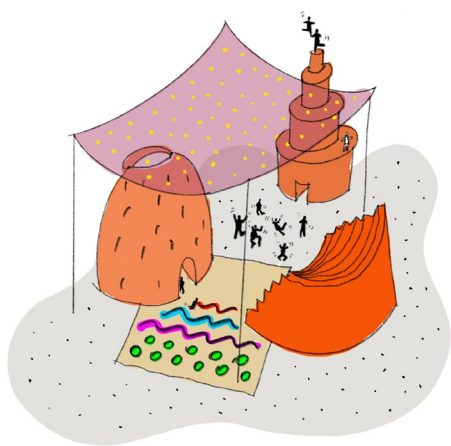
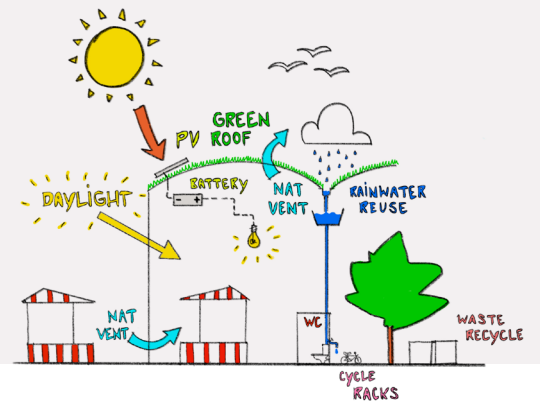


LOCATION OF NEW SMITHFIELD MARKET

Design principles

The new market is being designed by David Kohn Architects and will be:

- in a **prominent location**, so that it benefits from **natural footfall** and forms part of a seamlessly connected, vibrant area.
- a **low carbon market**, through solar power, natural light and ventilation, supported by rooftop biodiversity and ecology.
- **supportive of flexible uses** to ensure a bustling and lively local economy.



Our process

Inspiration – local and global

We've taken inspiration from markets around the world to consider what innovative design we can bring to Smithfield, while retaining the distinctive character of today's markets.



Time Out Market, Lisbon

Co-creation with the market community

Working with Eastside Projects – an artist-run group based in Digbeth – we have shadowed and spoken at length to traders and customers at the heart of the markets to understand their needs and aspirations for the new market.



Smithfield markets today

Consulting far and wide

Now, we want to hear the views of the wider Birmingham public on what the vibrant new market should look and feel like to you - and what it should include.

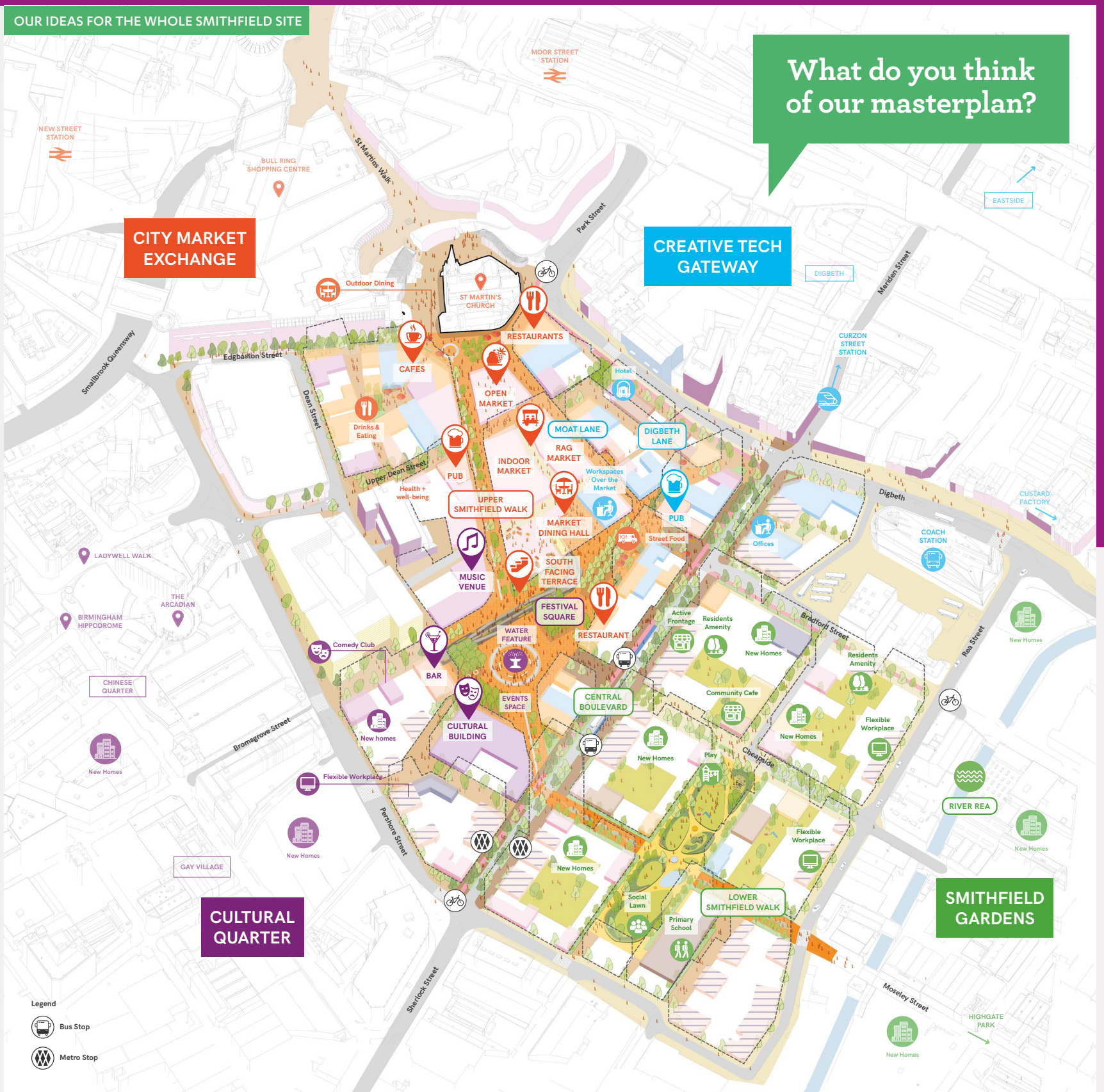


We want to hear your views



THE MASTERPLAN

Our current ideas for the overall Smithfield Birmingham masterplan are shown here. We want Smithfield to be a place to visit, meet, enjoy and celebrate everything that Birmingham has to offer.



The proposals

Lendlease is proposing to redevelop the 17-hectare site and deliver:

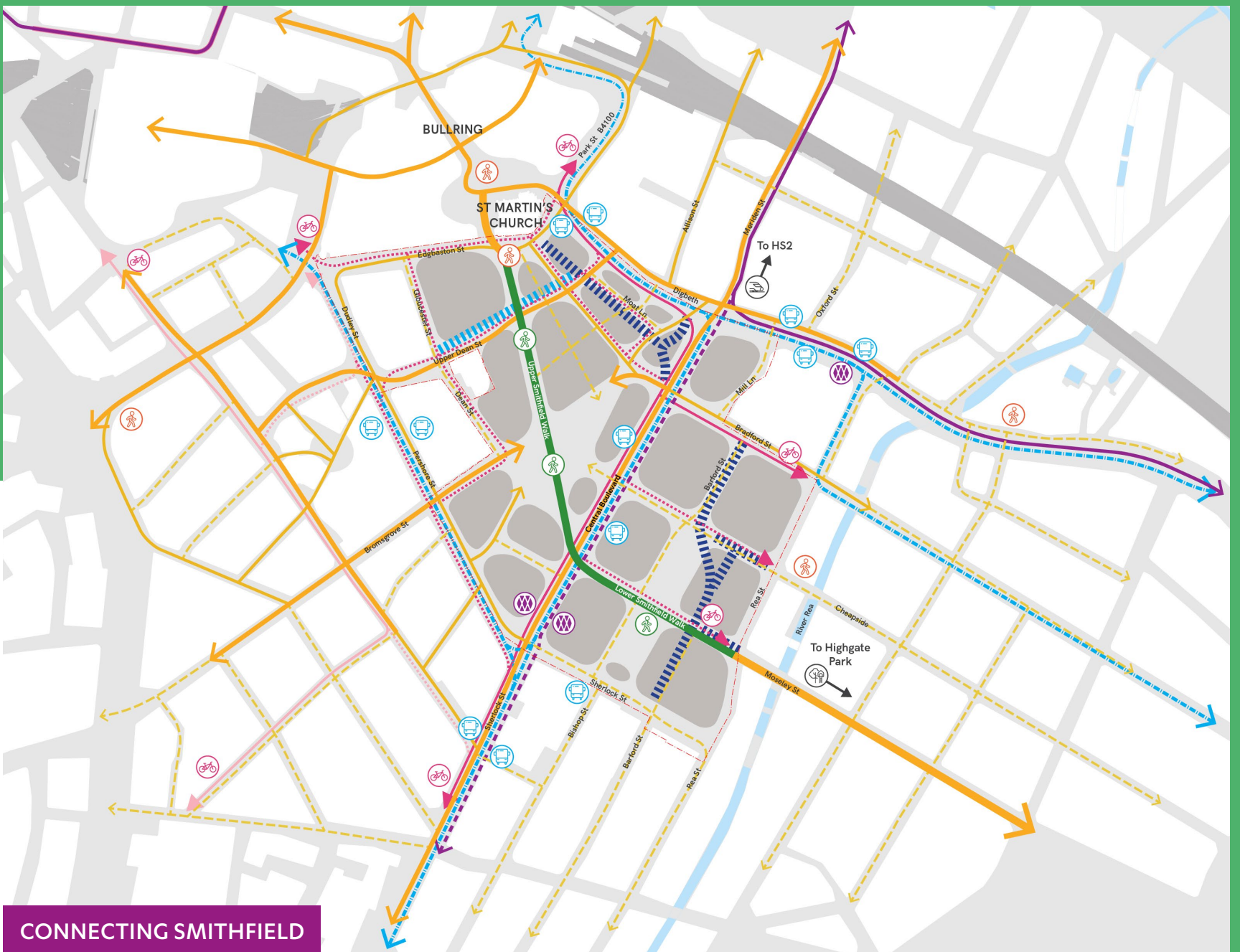
- A vibrant new market attracting domestic and international visitors and creating a new home for the Indoor Market, Rag Market and Open Market.
- Around 3,000 new homes including affordable homes.
- Around 1 million sq ft of offices / workspace.
- New cultural, leisure and recreational spaces and buildings, including a music venue, hotel, art gallery, artists' spaces, family entertainment, and health and wellbeing offers.
- A network of new public squares and green spaces including Festival Square and Smithfield Park, together with a new green boulevard.
- Community facilities to support a city centre residential neighbourhood, including a primary school and/or creche.

The Smithfield site will include buildings ranging in height, providing a rich and varied landscape.



CONNECTIVITY

Smithfield will be a well-connected area stitched into the heart of the city centre. Delivering major improvements to accessibility, it will prioritise pedestrians and cyclists while providing links to sustainable transport connections.



CONNECTING SMITHFIELD

	Metro Stops		Proposed Dedicated Cycle Routes		Primary Pedestrian Network
	Bus Stops		Proposed Cycle Routes		Secondary Pedestrian Network
	Eastside Metro Extension		Existing Dedicated Cycle Routes		Tertiary Pedestrian Network
	Potential Metro Route Through Smithfield		Existing Cycle Routes		Proposed Roads to be Stopped Up
	Bus Routes		Green Pedestrian Boulevard		Proposed Roads to be Pedestrian/Cycle/Local Access Only

Public vehicle access will be removed on Upper Dean Street and Barford Street, with some access granted for private accommodation and essential delivery/collection. This will support Birmingham City Council's new transport plans, including improved pedestrian routes.

A cleaner, greener city space

We are carefully designing Smithfield so that amenities, services and infrastructure are put in place to make local living possible and create a vibrant and well-connected environment.

The development will deliver significant enhancements to accessibility, with pleasant green streets that reconnect the site to Digbeth, Gay Village, and the rest of Birmingham – all while reducing reliance on private cars.

Promoting active travel

We are creating new and improved walking and cycle routes to promote greener travel.

These will include a wide, green pedestrian boulevard running through the centre of Smithfield towards the Bull Ring and Central Birmingham as well as Highgate Park, alongside sustainable transport connections.

Sustainable public transport

Smithfield's connectivity will be further enhanced by fully integrating public transport.

Transport services in dedicated corridors will provide quick and efficient ways of getting around.

A short walk from New Street, Snow Hill and Moor Street railway stations, Smithfield is also just minutes from the new HS2 station being built at Curzon Street.



BENEFITTING BIRMINGHAM, DELIVERING SOCIAL VALUE

We are committed to delivering social value throughout the development of Smithfield Birmingham, and leaving a lasting legacy for the city. Our approach to delivering social value is underpinned by three key principles.

Buy Local

We have committed to:

40% of our spend within a 30 mile radius

15% of our spend within a 10 mile radius

60% of our spend with small to medium enterprises and

5% with third sector organisations



Ensuring we 'Buy Birmingham First' for Smithfield is a key part of our plans to help the city's economic growth. Birmingham has a rich heritage of manufacturing, and we're committed to partnering with local suppliers throughout construction.

We are working closely with Birmingham City Council, the Greater Birmingham & Solihull Local Enterprise Partnership, West Midlands Construction Taskforce and the West Midlands Combined Authority to ensure we support and coordinate with other projects and activities in the city.

Partners in Communities

We have committed to:

10,000 voluntary hours in the local community



supporting 10 community groups

£500,000 of community arts funding



£500,000 of social impact funding

Throughout the Smithfield regeneration, we will be reaching out into the local area and partnering with local community organisations to provide the widest range of social benefits to all local people.

Our initiatives are designed to provide lasting value for the city. While we will provide direct funding where appropriate, our partnership approach will ensure we create initiatives that are self-sustaining in the long term.

Local Employment

We have committed to:

creating 8,000 new jobs

supporting 1,000 people back to work



5,000 work placement days

370 apprentice places

engaging with 20 schools



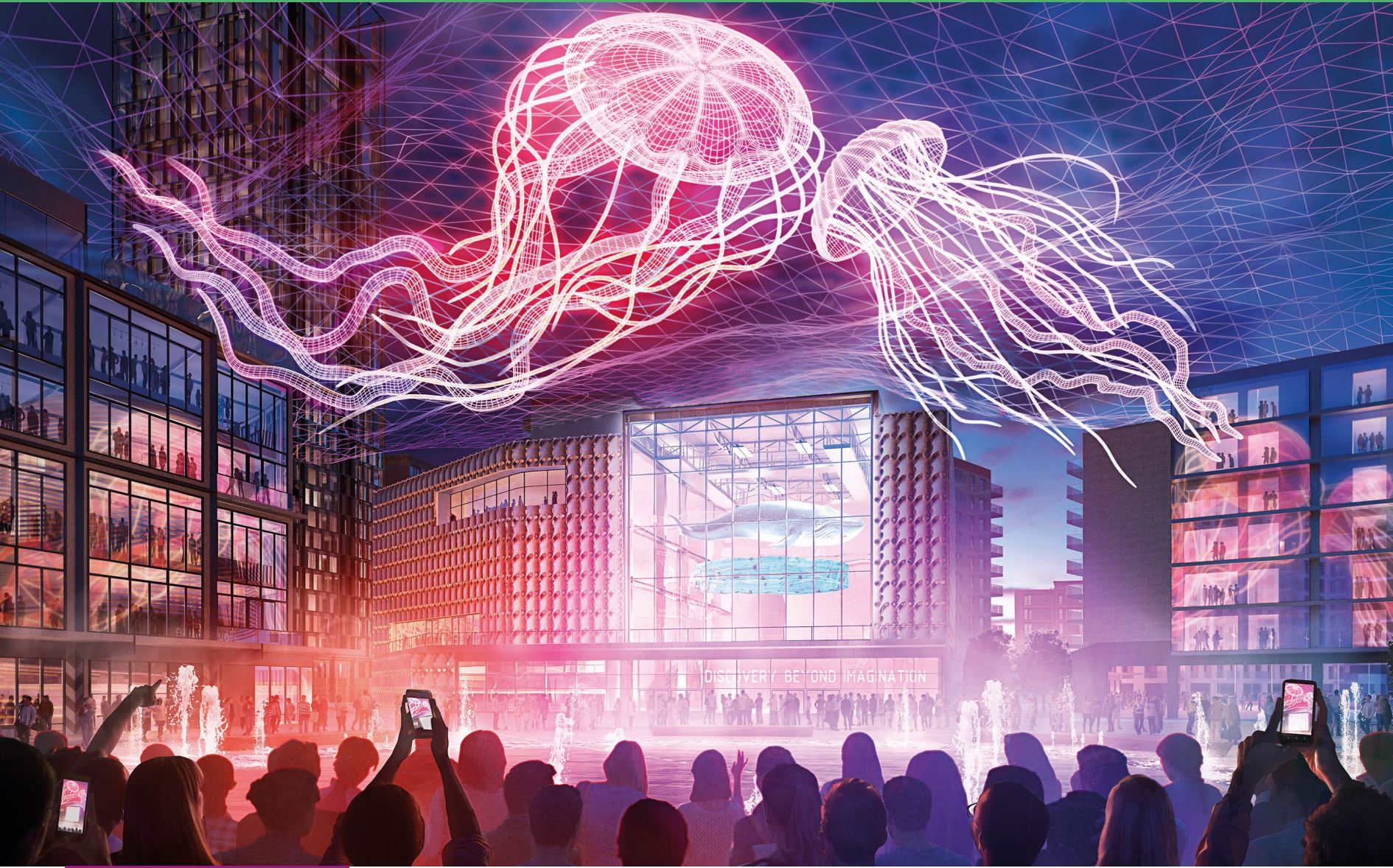
We will boost the local economy with opportunities for innovation, creativity, new skills and employment, and help the city to grow further.

We are dedicated to understanding and creating the right support mechanisms for local people, tailoring our approach to different communities. We have analysed the barriers that disadvantaged communities face in accessing employment, and are using this insight to shape our plans.



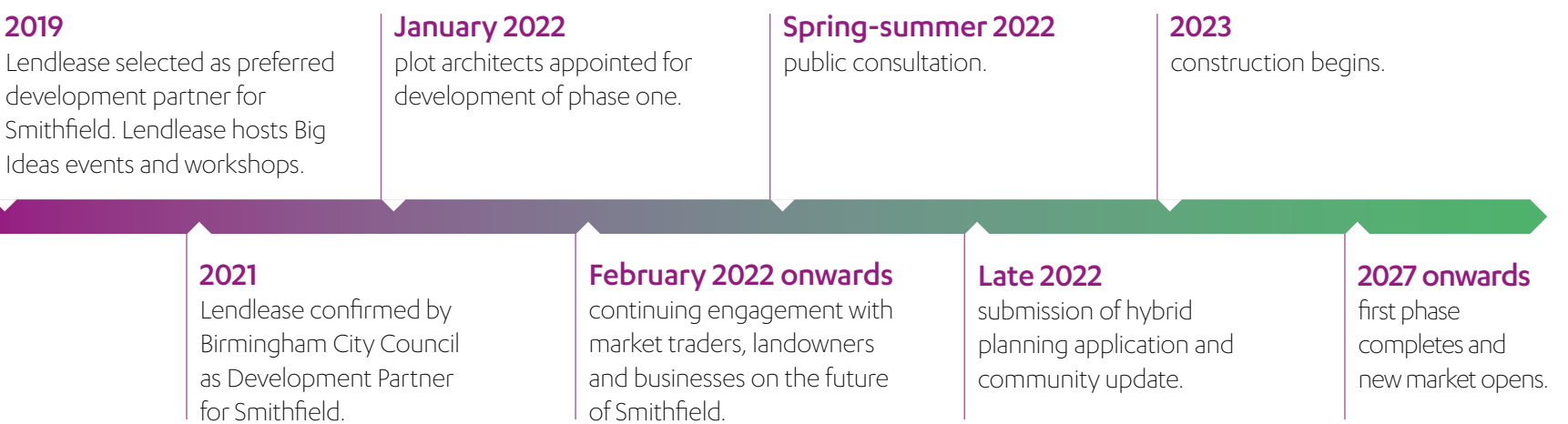
SUMMARY & NEXT STEPS

Thank you for considering our ideas for Smithfield Birmingham. Please fill in a feedback form at one of our events or on our website. There will be more consultation and opportunities to get involved before we submit a planning application - please visit our website, sign up for our newsletter or contact us for the latest information.



OUR VISION FOR FESTIVAL SQUARE

Indicative timeline




Contact us

Have a question or want to get involved? Get in touch:

 hello@smithfieldbirmingham.co.uk

 smithfieldbirmingham.co.uk

 Smithfield c/o Camargue, 11 Waterloo Street, Birmingham B2 5TB

 0800 860 6258





Appendix 5

Round 2 Detailed Area consultation – publicity materials



Appendix 5A

Smithfield Detailed Area flyer

HELP SHAPE THE FUTURE OF BIRMINGHAM

See the first phase plans for Smithfield in the heart of the city

Smithfield
BIRMINGHAM



Public consultation drop-in event will be held on:

TUESDAY 14 JUNE, 3PM-8PM St Martin's Church, Edgbaston Street, B5 5BB

Please join our next public drop-in event to share your views and have your say on the first phase plans for Smithfield Birmingham – a major opportunity to transform Birmingham's city centre.

To find out more please:

Call us on: **0800 860 6258**

Email:
hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:
www.smithfieldbirmingham.co.uk

We'll be sharing more detail about the building and landscape designs for the first phase of the scheme, including the plans for the vibrant new home for the city's historic Bull Ring markets.

You'll also be able to find out about the new homes and business space as well as how health, wellbeing and green space are being incorporated into the proposals.

There will be opportunities to speak to our team of international and local architects about how their work is evolving and what it will mean for the future of the city. They'll be on hand to answer any questions you have, and listen to your feedback to support their ongoing design work.

Come along to meet the team, ask questions and share your views.



 Birmingham
City Council





Smithfield will be designed and built in stages. We're currently developing outline proposals for the masterplan of the whole site, together with detailed proposals for phase one covering the first five years. These plans include:

A new home for the Indoor, Rag and Open Markets

Celebrating the history of Birmingham as the 'city of a thousand trades', and keeping Smithfield at the heart of innovation and city commerce.

A new vibrant public realm including a festival square

A dynamic place with something for everyone, allowing Birmingham's musical and artistic communities to come together.

600 sustainable and modern homes in a green setting

Supported by community facilities to improve wellbeing and biodiversity.

New business and leisure spaces, including cafés, restaurants and bars

Helping to create new jobs, plus training and apprenticeship opportunities.

Major accessibility improvements to stitch the area into the wider city

New and improved walking and cycling routes will help to connect Smithfield and the wider Rea Valley with the Bull Ring and the rest of the city.



* Please note that all sketches shown above are indicative only.

Getting in touch

If you would like any more information, or if you have any queries, please contact us on: **0800 860 6258** or **hello@smithfieldbirmingham.co.uk**

You can also learn more about Smithfield and leave your feedback by visiting our website: **www.smithfieldbirmingham.co.uk** or by scanning the QR code:





Appendix 5B

Smithfield Detailed Area newspaper advert

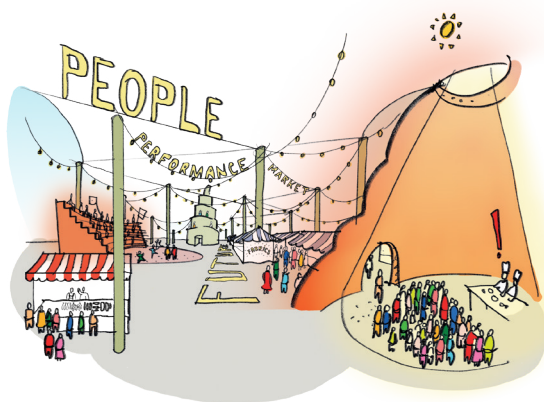
HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Meet the design team for Smithfield Birmingham, and look at our first phase proposals at our next public consultation drop-in event.

At the event you'll find out about:

- our plans for a vibrant new market
- our innovative building and landscape designs
- dynamic new homes, offices and leisure spaces
- how health, wellbeing and green space are being incorporated into the proposals



Come along to meet the teams,
ask questions and share your views.

Public drop-in event

TUESDAY 14 JUNE, 3PM-8PM

St Martin's Church, Edgbaston Street B5 5BB

To find out more, please:

Call us on: **0800 860 6258**

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



 Birmingham
City Council

 lendlease



Appendix 5C

Smithfield Detailed Area poster

HELP SHAPE THE FUTURE OF BIRMINGHAM

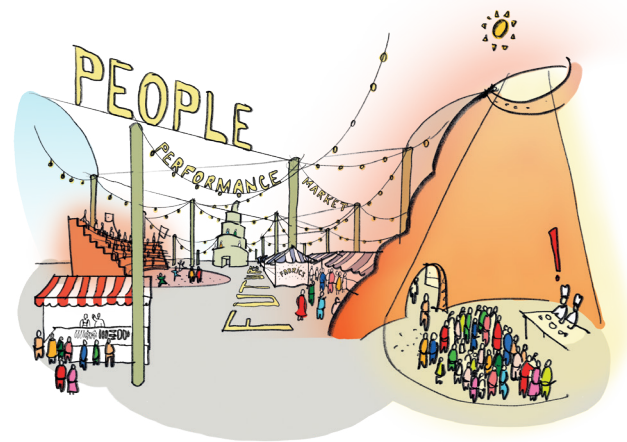
Smithfield
BIRMINGHAM

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- dynamic new homes, offices and leisure spaces
- how health, wellbeing and green space are being incorporated into the proposals

Come along to meet the teams, ask questions and share your views.



Public drop-in event

TUESDAY 14 JUNE, 3PM-8PM

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To find out more, please:

Call us on: 0800 860 6258

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



 Birmingham
City Council





Appendix 5D

Smithfield political and business letter Detailed Area consultation July 2022

[Name]
[Address line 1]
[Address line 2]
[Town/city]
[Postcode]

Smithfield
BIRMINGHAM

Dear [Name]

Help shape the proposals for phase one of Smithfield Birmingham

I am getting in touch to provide an update to you and your organisation about the proposals for Smithfield Birmingham and our current programme of public consultation.

To recap, Lendlease has been appointed by Birmingham City Council as the development partner for Smithfield Birmingham. As one of the largest regeneration projects in Europe, the £1.9bn landmark scheme is set to help accelerate the city's wider transformation and support long-term economic and social prosperity for the region.

Working with you to shape the plans

Earlier this year we asked local communities and key stakeholders across Birmingham to share their views on the initial masterplan for the site, marking the start of a major programme of public engagement.

We're now inviting people to feedback on our proposals for the first phase of the site, earmarked for completion by 2027, which are available to view via our project website at: www.smithfieldbirmingham.co.uk

This includes the initial designs for a new home for the historic Bull Ring Markets as well as sustainable and modern offices and homes in a green setting, along with a new vibrant public realm including a festival square surrounded by cafés, restaurants and bars.

We'd love to hear from you and your organisation. Feedback from the consultation will be incorporated into our emerging proposals, ahead of a planning application being submitted to Birmingham City Council.

Our vision for Smithfield

Once fully completed, Smithfield Birmingham will see the creation of a new innovative and sustainable city quarter which will provide local jobs, amenities and more than 3,000 much needed new homes for Birmingham, as well as opening up wider opportunities for regeneration.

Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', it will include a new building for the city's historic Indoor, Open and Rag markets – with a new destination market experience establishing Smithfield Birmingham as a prestigious and globally recognised market district.

The 17 hectare development will integrate public transport and pedestrian and cycle routes and anchor an expanded city centre. It will help to accelerate a wider transformation of Birmingham and support the city's economy through new cultural and leisure attractions and space for businesses, start-ups and entrepreneurs, which will support an estimated 8,000 jobs.

Getting in touch

We want to maintain an ongoing and open dialogue with all stakeholders and site neighbours as the plans for Smithfield are developed.

Please let us know if you have any queries, need any further information, or if you would like to arrange to discuss the proposals with us directly in more detail.

Smithfield
BIRMINGHAM

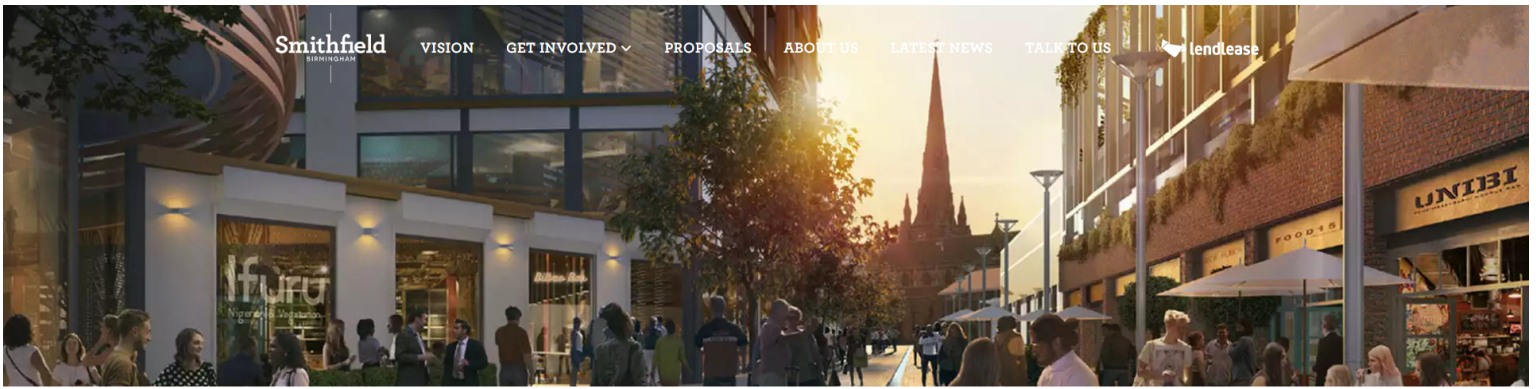
Yours sincerely

Selina Mason
Director of Masterplanning
Lendlease



Appendix 5E

News release – Smithfield Detailed Area



Initial designs for first phase of Smithfield Birmingham set to be unveiled

Emerging designs for Smithfield Birmingham are set to be unveiled as part of the next phase of public consultation on the £1.9bn landmark regeneration project.

People from across Birmingham are being asked to come along and have their say on proposals for the first phase of the site at a public drop-in event on **Tuesday 14 June (3-8pm) at St Martin's Church, Edgbaston Street, Birmingham, B5 5BB**. The draft plans and opportunities to provide feedback will also be available on our [proposals](#) web page.

The event will provide a first look at initial designs for the new home for the historic Bull Ring Markets as well as sustainable and modern offices and homes in a green setting, along with a new vibrant public realm including a festival square surrounded by cafés, restaurants and bars. The initial phase is earmarked for completion by 2027.

Following consultation on the Smithfield masterplan earlier this year, the public drop-in event forms part of a major programme of consultation with market traders, local communities and businesses.

In recent weeks this has included workshops and drop-in feedback sessions with market traders and customers, as well as forming a youth panel to gather views from young people across Birmingham's diverse communities.

Over the coming months, the project team will be working with the panel to explore a range of subjects, from green space and wellbeing to leisure, culture and events to determine what they want to see from Smithfield.

Commenting on the next phase of consultation, **James Amos, Development Director at Lendlease**, said:

"We would like to thank everyone who responded to our masterplan consultation earlier this year. We've seen first hand people's passion for the city and their desire for Smithfield to deliver a long-lasting legacy.

"Our team of international and local architects have been hard at work developing innovative proposals for the first phase of development, and this next phase of consultation provides an opportunity for people to view and comment on initial designs."

Councillor Ian Ward, Leader of Birmingham City Council, said:

"Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city – and we are really excited to be working with Lendlease Europe, who have an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham. We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

Proposals for Smithfield are being prepared by Birmingham City Council's appointed partner on the scheme, which is Lendlease, an international real estate and investment group with core expertise in shaping cities and creating strong and connected communities. The 17-hectare development will anchor an expanded city centre, helping to accelerate a wider transformation of Birmingham and support long-term economic and social prosperity within the region.

Alongside this will be business and leisure space, including hotels, cafés, restaurants and bars, helping to create a range of new employment and training opportunities including an estimated 8,000 jobs.

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and Smithfield Park, which will improve wellbeing and biodiversity. Major improvements to accessibility will stitch the area into the wider city, including the creation of new and improved walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.

Alongside masterplanners Prior+Partners and David Kohn Architects, which was appointed to design a new home for the historic Bull Ring Markets following an international design competition, the design team working on the first phase includes:

- dRMM and Intervention Architecture
- Haworth Tompkins and Minesh Patel Architects
- RCKa and Intervention Architecture

Members of the design team will on hand to answer questions and listen to comments at the event. All proposals shared at the event will be published online with the opportunity to provide feedback via the website, and ten libraries across Birmingham will also have hard copy consultation materials and feedback forms available.

Following consultation with the local community, a planning application for the masterplan and phase one will be submitted to Birmingham City Council.



Appendix 5F

Media coverage report – Smithfield Detailed Area



Smithfield Birmingham

Public consultation round 2 (phase 1 plots): coverage report June 2022



Publication	Type	Headline	Date published	Media	Circulation / monthly unique browsers
<i>ItsYourBuild – Birmingham</i>	Twitter	Plans for the first phase of the hotly anticipated Birmingham Smithfield will go on display 14 June, 3pm-8pm @ St Martin's Church, Edgbaston Street	03 June 2022	Trade	N/A
<i>Business Live</i>	Online	New designs for Birmingham's £1.9bn Smithfield scheme to be revealed	07 June 2022	Trade	175,460
<i>The Business Desk</i>	Online	Initial designs for first phase of £1.9bn Smithfield scheme to be unveiled	07 June 2022	Trade	104,406
<i>Building Brum</i>	Online	Initial designs for first phase of Smithfield Birmingham set to be unveiled	08 June 2022	Trade	N/A
<i>Insider Media</i>	Online	Initial Smithfield Birmingham designs to be unveiled	08 June 2022	Trade	N/A
<i>Birmingham Mail (p.27)</i>	Print – Advert	Help Shape The Future Of Birmingham	09 June 2022	Regional	8,628
<i>The Birmingham Post (p.37)</i>	Print – Advert	Help Shape The Future Of Birmingham	09 June 2022	Regional	3,362
<i>The Birmingham Post</i>	Print	Major consultation event for city's ambitious Smithfield plans	09 June 2022	Regional	3,362
<i>Birmingham Live</i>	Online	An exclusive look at the first five years of Smithfield Birmingham	10 June 2022	Regional	N/A
<i>ItsYourBuild – Birmingham</i>	Twitter	SMITHFIELD: Here are the latest, albeit very early, draft plans for PHASE 1 of #Birmingham Smithfield.	14 June 2022	Trade	N/A

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Press cutting service



Client Lendlease Smithfield

Publication / Date *ItsYourBuild - Birmingham / 03 June 22*

Frequency / Circulation Online / N/A

Online https://twitter.com/BuildsWeAre/status/1532704266791575552?s=20&t=BjAmFMUvMhIrtwTYqCF_bQ



ItsYourBuild - Birmingham @BuildsWeAre · Jun 3
Plans for the first phase of the hotly anticipated **Birmingham Smithfield** will go on display on 14 June, 3pm - 8pm @ St Martin's Church, Edgbaston Street.

This includes plans for a vibrant new home for the city's historic Bull Ring markets.



smithfieldbirmingham.co.uk
Smithfield Birmingham public consultation drop-in...
Meet the design team for Smithfield Birmingham,
and look at our first phase proposals at our next ...



↻ 3

♥ 11



Client Lendlease Smithfield

Publication / Date *Business Live* / 07 June 22

Frequency / Circulation Online / 175,460

URL <https://www.business-live.co.uk/commercial-property/new-designs-birminghams-19bn-smithfield-24167723>



New designs for Birmingham's £1.9bn Smithfield scheme to be revealed

Latest consultation event will showcase the first phase of the project containing a home for the historic Bull Ring Markets, house and commercial space

16:45, 7 JUN 2022



Aerial view of the Smithfield regeneration site in Birmingham city centre

The latest phase of consultation for Birmingham's **£1.9 billion Smithfield scheme** will be held next week.

The event will discuss emerging designs for phase one of the project off Upper Dean Street which is due for completion by 2027.

This will house the new home for the city's historic Bull Ring Markets as well as offices, homes, public realm and a festival square surrounded by cafés, restaurants and bars.

This latest event follows a consultation on the wider Smithfield masterplan earlier this year.

Over the coming months, the project team will be working with partners to explore a range of subjects from green space and wellbeing to leisure, culture and events to determine what they want to see from Smithfield.

The overall project, which is focused on 42 acres of land at the former Wholesale Markets site near Bullring, could eventually have 3,000 new houses, a new landscaped park and other business space such as a hotel. It is estimated that around 8,000 jobs could be created.

Following the consultation, a planning application for phase one and the wider masterplan will be submitted to Birmingham City Council.

Australian construction group Lendlease is leading the development work in partnership with Birmingham City Council.

Development director James Amos said: "We would like to thank everyone who responded to our masterplan consultation earlier this year.

"We've seen first hand people's passion for the city and their desire for Smithfield to deliver a long-lasting legacy.

"Our team of international and local architects have been hard at work developing innovative proposals for the first phase of development and this next consultation provides an opportunity for people to view and comment on initial designs."

Birmingham City Council leader Cllr Ian Ward added: "Smithfield Birmingham is a real once-in-a-lifetime opportunity to create a new community in the heart of our city and we are really excited to be working with Lendlease.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham."

The design team working on Smithfield includes Prior+Partners, David Kohn Architects, dRMM, Intervention Architecture, Haworth Tompkins, Minesh Patel Architects and RCKa.

Tweet:



BusinessLive West Midlands
@BusinessLiveWM



Next consultation event coming for Smithfield
Birmingham @Lendlease @BhamCityCouncil
[#propertynews](#)



business-live.co.uk
New designs for Birmingham's £1.9bn Smithfield scheme to...
Latest consultation event will showcase the first phase of the
project containing a home for the historic Bull Ring Markets...

5:05 PM · Jun 7, 2022 · TweetDeck

Client Lendlease Smithfield

Publication / Date *The Business Desk* / 07 June 22

Frequency / Circulation Online / 104,406

URL <https://www.thebusinessdesk.com/westmidlands/news/2064510-initial-designs-for-first-phase-of-1.9bn-smithfield-scheme-to-be-unveiled>

TheBusinessDesk .COM

Initial designs for first phase of £1.9bn Smithfield scheme to be unveiled



June 07 2022
Rachel Covill

Emerging designs for Smithfield Birmingham are set to be unveiled as part of the next phase of public consultation on the £1.9bn landmark regeneration project.

People from across Birmingham are being asked to have their say on proposals for the first phase of the site at a public drop-in event on Tuesday 14 June (3-8pm) at St Martin's Church, Edgbaston Street, Birmingham.

The event will provide a first look at initial designs for the new home for the historic Bull Ring Markets as well as sustainable and modern offices and homes in a green setting, along with a new public realm including a festival square surrounded by cafés, restaurants and bars.

The initial phase is earmarked for completion by 2027.

Following consultation on the Smithfield masterplan earlier this year, the public drop-in event forms part of a programme of consultation with market traders, local communities and businesses.

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Cllr Ian Ward, leader of Birmingham City Council, said: "Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city – and we are really excited to be working with Lendlease Europe, who have an internationally proven track record for bringing forward major developments like this.

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham. We're keen that this scheme also celebrates our heritage and the historic Bull Ring Markets will be central to this development."

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Following consultation with the local community, a planning application for the masterplan and phase one will be submitted to Birmingham City Council.

Newsletter:

Subject: Today's West Midlands News: 500 jobs to be created through HS2 contract



500 jobs to be created through HS2 contract

Fortel Group is now set to support a 60 mile stretch of the line



Initial designs for first phase of £1.9bn Smithfield scheme to be unveiled

People from across Birmingham are being asked to have their say



The Midlands Leadership Conference - your chance to meet inspirational leaders

Our forthcoming event will bring together some of the most inspirational figures from across the Midlands



Assets of stricken data centre firm sold

Sungard went into administration in March, blaming soaring energy costs and a refusal by its landlords to lower rents



Telecoms business acquired by Birmingham IT group

Family firm acquired by ambitious service provider



The Birmingham Mixer - Bringing together West Midland's young professionals

Your chance to get together with your peers

Mackrell. is an award-winning, full service law firm, with a truly global reach since 1845.



Midlands set to brace itself against biggest rail strike since 1989

Unions vow to 'shut down network' as 50,000 staff to walk out



Construction firm set to build for growth after buying 10,000 sq ft office

New jobs created at Birmingham business



Rubbish row rumbles on as city's bin drivers extend strike

They have been on all out-strike since January in a dispute over pay

Client Lendlease Smithfield

Publication / Date *Building Brum* / 08 June 2022

Frequency / Circulation Online / N/A

URL <https://www.buildingbrum.co.uk/smithfield-designs>



Building Brum

5,509 followers

Initial designs for first phase of Smithfield Birmingham set to be unveiled



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People from across Birmingham are being asked to come along and have their say on proposals for the first phase of the site at a public drop-in event on **Tuesday 14 June (3-8pm)** at **St Martin's Church, Edgbaston Street, Birmingham, B5 5BB**. The draft plans and opportunities to provide feedback will also be available on the [proposals web page](#).

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Alongside this will be business and leisure space, including hotels, cafés, restaurants and bars, helping to create a range of new employment and training opportunities including an estimated 8,000 jobs.

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and Smithfield Park, which will improve wellbeing and biodiversity. Major improvements to accessibility will stitch the area into the wider city, including the creation of new and improved walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.

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Following consultation with the local community, a planning application for the masterplan and phase one will be submitted to Birmingham City Council.




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Emerging designs for the city's £1.9bn Smithfield Birmingham regeneration project are set to be unveiled as part of the next phase of public consultation taking place on Tuesday 14 June (3-8pm) at St Martin's Church, Edgbaston Street, Birr ...see more



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Client Lendlease Smithfield

Publication / Date *Insider Media* / 08 June 2022

Frequency / Circulation Online / N/A

URL <https://www.insidermedia.com/news/midlands/initial-smithfield-birmingham-designs-to-be-unveiled>



Adam Beech
Digital Staff Writer



INITIAL SMITHFIELD BIRMINGHAM DESIGNS TO BE UNVEILED

🕒 8 Jun 2022 📍 Midlands 🏠 Property



Initial designs for Smithfield Birmingham are set to be unveiled as part of the next phase of public consultation on the £1.9bn regeneration project.

A drop-in event taking place on 14 June will provide the public with a first look of the new home for the historic Bull Ring Markets, as well as sustainable offices, residences and a public realm featuring a festival square surrounded by cafés, restaurants and bars.

Following consultation on the Smithfield masterplan earlier this year, the public drop-in event forms part of a programme of consultation with market traders, communities and businesses.

Proposals for Smithfield are being prepared by Birmingham City Council's appointed partner on the scheme, Lendlease, an international real estate and investment group.




The wider project will help to create an estimated 8,000 jobs.

James Amos, development director at Lendlease, said: "We would like to thank everyone who responded to our masterplan consultation earlier this year. We've seen first-hand people's passion for the city and their desire for Smithfield to deliver a long-lasting legacy.


"Our team of international and local architects have been hard at work developing innovative proposals for the first phase of development, and this next phase of consultation provides an opportunity for people to view and comment on initial designs."

Councillor Ian Ward, leader of Birmingham City Council, added: "Smithfield Birmingham is a real once in a lifetime opportunity to create a new community in the heart of our city."

"This £1.9bn development means jobs, homes and opportunities for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham."



TAGS
Lendlease / Smithfield Birmingham /

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Newsletter:

West Midlands

Wednesday 8 June 2022

insidernews

'NEW NORMAL' FUNDING
THAT'S FAR FROM EVERYDAY



THINCATS
Helping the
mid-sized
thrive

PROPERTY

Developer relocates with Lloyds Bank support

A Birmingham firm which specialises in the construction of bridges and tunnels has invested in a new premises with the support of a loan from Lloyds Bank.
[Read More](#)

Labour supplier wins HS2 contract

A supplier of labour to the construction industry has won a contract with HS2 which is expected to create hundreds of jobs.
[Read More](#)

Australian firm to launch UK production hub

An Australian ecommerce company which makes personalised gifts for children has agreed a deal for its first UK production hub in Leamington Spa.
[Read More](#)

Initial Smithfield Birmingham designs to be unveiled

Initial designs for Smithfield Birmingham are set to be unveiled as part of the next phase of public consultation on the £1.9bn regeneration project.
[Read More](#)

Contractor named for major Nuneaton project

A construction, facilities management and property developer has been confirmed as the contractor for the first phase of Nuneaton town centre's Abbey Street project.
[Read More](#)

Trio of deals at One Temple Row

A trio of office lettings have been completed at prominent Birmingham office building One Temple Row.
[Read More](#)

MetroPM appointed to ground rent portfolio

MetroPM has been appointed by a Birmingham-based family property firm to collect and manage the leases of 1,500 ground rent units.
[Read More](#)

Press cutting service

Camargue

Client

Lendlease Smithfield

Publication / Date

Birmingham Mail / 09 June 2022

Frequency / Circulation

Print p27 / 8,628



HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Come and view the plans and have your say at one of our public consultation drop-in events about proposals for Smithfield Birmingham.

- A vibrant new home for the city's historic Indoor, Open and Rag markets
- A dynamic and exciting mix of leisure uses including cafés, restaurants and bars
- New public spaces including a festival square and landscaped park
- Delivering new employment opportunities to support an estimated 8,000 jobs
- Over 3,000 much needed new homes

Please join us to share your views and have your say on the future of Smithfield – a major opportunity to transform Birmingham's city centre.

Proposals for the area are currently being prepared by Birmingham City Council's appointed partner Lendlease.

We want Smithfield to be shaped by the hands of local people from across Birmingham's diverse communities.

To find out more please:

Call us on: **0800 860 6258**

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



Public drop-in events will be held on:

**SATURDAY 26 MARCH,
10AM-4PM**
St Martin's Church,
Edgbaston Street, B5 5BB

**TUESDAY 29 MARCH,
1PM-7PM**
St Martin's Church,
Edgbaston Street, B5 5BB

**MONDAY 4 APRIL,
3PM-8PM**
Birmingham Hippodrome,
Hurst Street, B5 4TB



Client

Lendlease Smithfield

Publication / Date

The Birmingham Post / 09 June 2022

Frequency / Circulation

Print p37 / 3,362

BIRMINGHAM POST

BIRMINGHAM POST THURSDAY, JUNE 9, 2022

37

Food & Drink

BEETROOT CEVICHE WITH TARRAGON AND BLOOD ORANGE (Serves 6 as a starter or fewer as part of a light meal)

INGREDIENTS:

4 medium beetroot; 2½tbsp olive oil; 30g sunflower seeds; 1 avocado; 1½tbsp lime juice; 2tbsp chopped coriander stalks plus small handful of roughly chopped coriander leaves; 3 radishes; 2 spring onions, finely chopped; small handful of roughly chopped tarragon leaves; fine sea salt; cress or pea shoots, to garnish (optional)

For the dressing: 1 Scotch bonnet chilli (or a bird's eye); 1 small garlic clove, unpeeled; ¼tsp cumin seeds; 1tsp caster sugar; 2tbsp lime juice; 7tbsp extra-virgin olive oil; juice of ½ orange (blood or otherwise); salt

METHOD

1. Preheat the oven to 200°C/180°C fan/400°F/gas 6.
2. Rub the beetroot with 1tbsp of olive oil, followed by a little fine sea salt, pop into a baking tin and cover with foil. Roast for 1hr or until tender when pierced with a

knife.

3. Toast sunflower seeds in a dry frying pan (skillet) until golden. Remove and set aside. To make the dressing, put chilli and garlic in the pan and toast on both sides until blackened all over (5-7mins). Toast cumin seeds for 30 seconds in the same pan.

4. De-seed the chilli, cut into quarters and peel the garlic. Pound ¼ of the chilli to a paste in a pestle with the garlic and several pinches of salt, the cumin and the sugar. Work in the lime juice and finally pour in the olive oil and orange juice and stir to combine.

5. Blitz the avocado with the lime juice, 1½tbsp of water and the remaining oil. Add coriander stalks and 2-3 large pinches of salt and blitz again to a smooth, thick cream.

6. When the beetroot is cooked, allow to cool for five minutes, then pop on a pair of washing-up gloves and rub away the

beetroot's skin. Slice into rounds about 3mm. Arrange in overlapping circles on a large serving plate and dress with the dressing while still warm.

7. Slice the radishes to paper-thin discs. Scatter over the spring onions, coriander and tarragon leaves and the seeds and dot with the avocado cream.

8. Serve at once with the cress or pea shoots.



MANGO AND CHOCOLATE PALETAS (Makes 10-12)

INGREDIENTS:

For the mango dipped in chili salt version:

2 small ripe mangoes (220g); zest and juice of 1 lime (40ml); 2-3tbsp light agave nectar

For the chilli-lime salt:

10g piquin chillies or Urfa chilli flakes; 10g fine sea salt; 100g caster sugar; zest of 1 lime
For the Mexican chocolate version: 400ml almond or whole milk; few pinches of ground cinnamon; 55g dark chocolate, chopped; 55g milk chocolate, chopped; 1-2tbsp golden syrup; 90g white chocolate; 50g almonds (flaked/silvered)

METHOD

1. To make the mango paletas, skin and stone the mangoes and add the flesh (and as much juice as you can) into a blender. Add the lime zest and juice and agave with 300ml water and

blend to combine.

2. Taste the mixture and add more agave if needed, remembering to sweeten more than you think necessary, as much of the sweetness disappears once frozen. Pour into lolly moulds and freeze for at least eight hours.

3. To make the chilli salt, blitz the chillies with the salt in a spice grinder or small food processor, then stir in the sugar and lime zest. Serve the mango paleta dipped into the chilli-lime-salt.

4. To make the Mexican chocolate paleta, add the milk to a heavy-bottomed saucepan and warm over a low heat with the cinnamon and golden syrup. Take the milk off the heat and stir through the chocolate until completely melted. Leave to cool, then pour into lolly moulds. Freeze for at least eight hours.

5. To decorate, melt and drizzle on the white chocolate. Toast almonds and sprinkle them over.

HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield
BIRMINGHAM

Meet the design team for Smithfield Birmingham, and look at our first phase proposals at our next public consultation drop-in event.

At the event you'll find out about:

- our plans for a vibrant new market
- our innovative building and landscape designs
- dynamic new homes, offices and leisure spaces
- how health, wellbeing and green space are being incorporated into the proposals



Come along to meet the teams, ask questions and share your views.

Public drop-in event

TUESDAY 14 JUNE, 3PM-8PM

St Martin's Church, Edgbaston Street B5 5BB

To find out more, please:

Call us on: 0800 860 6258

Email: hello@smithfieldbirmingham.co.uk

Visit our website and sign up to our newsletter:

www.smithfieldbirmingham.co.uk

or scan the QR code:



Birmingham
City Council



Client Lendlease Smithfield

Publication / Date *The Birmingham Post* / 09 June 2022

Frequency / Circulation Print p3 / 3,362

BIRMINGHAM POST

Major consultation event for city's ambitious Smithfield plans

THE latest phase of consultation for Birmingham's £1.9 billion Smithfield scheme will be held next week.

The event will discuss emerging designs for phase one of the project off Upper Dean Street which is due for completion by 2027.

This will house the new home for the city's historic Bull Ring Markets as well as offices, homes, public realm and a festival square surrounded by cafés, restaurants and bars.

This latest event follows a consultation on the wider Smithfield masterplan earlier this year.

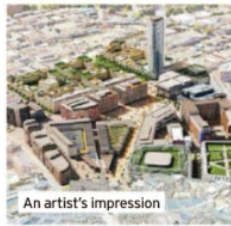
Over the coming months, the project team will be working with partners to explore a range of subjects

from green space and wellbeing to leisure, culture and events to determine what they want to see from Smithfield.

The overall project, which is focused on 42 acres of land at the former Wholesale Markets site near Bullring, could eventually have 3,000 new houses, a new landscaped park and other business space such as a hotel. It is estimated that around 8,000 jobs could be created.

Following the consultation, a planning application for phase one and the masterplan will be submitted to Birmingham City Council.

Australian construction group Lendlease is leading the development work.



An artist's impression

Development director James Amos said: "We would like to thank everyone who responded to our masterplan consultation earlier this

year. We've seen first hand people's passion for the city and their desire for Smithfield to deliver a long-lasting legacy.

"Our team of international and local architects have been hard at work developing innovative proposals for the first phase of development and this next consultation provides an opportunity for people to view and comment on initial designs."

Birmingham City Council leader Cllr Ian Ward added: "Smithfield Birmingham is a real once-in-a-lifetime opportunity to create a new community in the heart of our city and we are really excited to be working with Lendlease. This £1.9bn development means jobs, homes and opportuni-

ties for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham."

The design team working on Smithfield includes Prior+Partners, David Kohn Architects, dRMM, Intervention Architecture, Haworth Tompkins, Minesh Patel Architects and RCKa.

Members of the design team will be on hand to answer questions at the event which runs from 3pm to 8pm at St Martin's Church next to the Bullring on Tuesday, June 14. The draft plans will also be available online at www.smithfieldbirmingham.co.uk

Cannon ball from Wars of Roses fished out of river

'Magnet fisherman' believes he has found relic of 1471 Midland battle



Wars of the Roses reenactors play out the Battle of Tewkesbury with a recreation of a Medieval falconet cannon

ALISON BRINKWORTH
News Reporter

IT was a major Midland battle which proved a turning point in the Wars of the Roses that ravaged the country in the 15th century.

Now amateur Birmingham historians believe they have found a crucial relic from the 1471 Battle of Tewkesbury - thanks to a bit of lucky magnet fishing.

'Freaky Dippers' member Glen Collins has discovered what he believes to be a rare Medieval cannon ball while trawling Tewkesbury's River Avon, which runs besides the town centre and ancient battlefield.

The battle, on May 4, 1471, was one of the pivotal confrontations between the Yorkists and Lancastrians in the Wars of the Roses.

It sealed the power of King Edward IV and the Yorkists for 14 years before the climactic Battle of Bosworth in 1485 saw the crown won back by Henry Tudor.

Mr Collins, from Sutton Coldfield, only started magnet fishing in 2018 and the 551-year-old discovery was from his first trip to Tewkesbury.

He fished the treasure out of the water close to Healing's Mill in the town centre.

He said that it was "the best thing he had found" since starting the hobby and that it was a "truly memorable experience".

"I know it's a cannon ball," added



A depiction of the Battle of Tewkesbury

Mr Collins. "I've found many of them before. I couldn't believe it. I 99.9 per cent know that it's come from that historic event. For that not to be part of the battle would be very shocking."

"The ball is only a few inches in size and, Mr Collins says, would have been fired by a falconet, a light cannon developed in the late 15th century.



Glen Collins with the cannon ball

THE BATTLE OF TEWKESBURY - 1471

The Battle of Tewkesbury on May 4, 1471 proved to be one of the most decisive encounters in the Wars of the Roses.

Following their defeat at the Battle of Barnet the previous month, the 6,000-strong Lancastrian army under the command of the Duke of Somerset were seeking to cross the River Severn into Wales to join forces with Jasper Tudor.

Learning of the Lancastrian manoeuvres, King Edward IV set off with 5,000 Yorkists to intercept and confront his enemy.

The Lancastrians arrived at Tewkesbury on May 3. However, rather than risk getting caught attempting the difficult river crossing, Somerset chose to give battle to the pursuing Yorkists. And so, the following morning the Lancastrians

took up a defensive position a mile south of the town.

Due to the terrain, the Yorkists found it difficult to advance on the Lancastrian position in any sort of order, and so showered the defenders with arrow and shot.

Although Somerset led a counter attack, Edward's men managed to hold them, slowly beating the Lancastrians back along the hedges and banks. The end was in sight when the Lancastrian ranks broke and most were cut down as they fled the field down to the river, an area still known today as the Bloody Meadow.

The Lancastrian Queen Margaret, who was taking refuge nearby, was captured and imprisoned, whilst her husband King Henry VI died shortly afterwards - believed to have been executed by the Yorkists.

He is now offering the item to Tewkesbury Museum because he felt it should remain in the place where it was fired.

The Battle of Tewkesbury took place on fields close to the Gloucestershire town during a major fight for the English crown over decades.

King Edward IV and his forces loyal to the House of York defeated rivals from the House of Lancaster.

Fields near the river are still known as Bloody Meadow today after the bloodshed there.

Mr Collins' wife, Marie, who is also a member of the Dippers, said the cannon ball find had been "unbelievable". She added that donating it to the museum would be the right thing to do as it would "preserve the history for our future generations".

Major consultation event for city's ambitious Smithfield plans

THE latest phase of consultation for Birmingham's £1.9 billion Smithfield scheme will be held next week.

The event will discuss emerging designs for phase one of the project off Upper Dean Street which is due for completion by 2027.

This will house the new home for the city's historic Bull Ring Markets as well as offices, homes, public realm and a festival square surrounded by cafes, restaurants and bars.

This latest event follows a consultation on the wider Smithfield masterplan earlier this year.

Over the coming months, the project team will be working with partners to explore a range of subjects

from green space and wellbeing to leisure, culture and events to determine what they want to see from Smithfield.

The overall project, which is focused on 42 acres of land at the former Wholesale Markets site near Bullring, could eventually have 3,000 new houses, a new landscaped park and other business space such as a hotel. It is estimated that around 8,000 jobs could be created.

Following the consultation, a planning application for phase one and the masterplan will be submitted to Birmingham City Council.

Australian construction group Lendlease is leading the development work.



An artist's impression

Development director James Amos said: "We would like to thank everyone who responded to our masterplan consultation earlier this

year. We've seen first hand people's passion for the city and their desire for Smithfield to deliver a long-lasting legacy."

"Our team of international and local architects have been hard at work developing innovative proposals for the first phase of development and this next consultation provides an opportunity for people to view and comment on initial designs."

Birmingham City Council leader Cllr Ian Ward added: "Smithfield Birmingham is a real once-in-a-lifetime opportunity to create a new community in the heart of our city and we are really excited to be working with Lendlease. This £1.9bn development means jobs, homes and opportuni-

ties for people across this city and Smithfield Birmingham will become a shining example of inclusive economic growth that will create a real legacy in the heart of Birmingham."

The design team working on Smithfield includes Prior+Partners, David Kohn Architects, DRMM, Intervention Architecture, Haworth Tompkins, Minesh Patel Architects and WCKA.

Members of the design team will be on hand to answer questions at the event which runs from 3pm to 8pm at St Martin's Church next to the Bullring on Tuesday, June 14. The draft plans will also be available online at www.smithfieldbirmingham.co.uk

Client Lendlease Smithfield

Publication / Date *Birmingham Live* / 10 June 22

Frequency / Circulation Online / N/A

URL <https://www.birminghammail.co.uk/special-features/first-five-years-smithfield-birmingham-24185209>



An exclusive look at the first five years of Smithfield Birmingham

...and how to get involved in the plans

By **Sarah Brazendale**
17:16, 10 JUN 2022



Smithfield will celebrate Birmingham's rich culture, music and art

From a new destination market to a vibrant festival square, the £1.9 billion Smithfield regeneration is set to transform Birmingham city centre.

After sharing proposals for the whole site and inviting feedback at a series of public drop-in events earlier this year, the design team are back to unveil their initial plans for the first phase of development.

Find out more and [get involved](#) at the next event on Tuesday, June 14, 2022, (from 3pm to 8pm) at St Martin's Church, Edgbaston Street, B5 5BB.

A fresh look for the historic Bull Ring Markets

Smithfield's markets have a deep history as part of Birmingham's city centre, charting back all the way to the twelfth century.

The new market building being created will celebrate Birmingham's roots as the 'city of a thousand trades' and form an iconic new centrepiece. It will represent the unique character of the city, with an inclusive experience that excites the senses.

With proposals including unique green outdoor spaces and room for live performances and events, the market will bring local people together and put Birmingham firmly on the map as an international destination.

New experiences, new work, new leisure

The plans for Smithfield also include dynamic public spaces including a festival square with something for everyone – celebrating Birmingham's rich culture, music and art.

There will be a wide range of independent retail alongside small, growing and large businesses as part of a modern 'five minute high street' – meaning you'll find great shops, leisure facilities and cultural attractions all within easy reach.

Modern homes in a green setting

The first five years will see the creation of 600 sustainable and modern homes in a green setting – with a total 3,000 homes planned for the whole site over the coming years. Community facilities are being carefully designed to improve wellbeing and boost biodiversity.

This residential community will be stitched into the city centre through the amenities, services and infrastructure that future residents need. Pleasant green streets will reconnect the site to Digbeth, Southside and the rest of Birmingham.

Cleaner, greener ways to get around

New and improved walking and cycle routes will mean you can easily get from A to B across Smithfield and into the wider city centre.

This will include a wide, green pedestrian boulevard running through the centre of Smithfield towards the Bull Ring and Central Birmingham as well as Highgate Park.

Supporting physical and mental wellbeing

Among the bustle of Birmingham, a new health and wellbeing hub will allow you to unwind and keep fit in the heart of the city.

Next to the new market and accessed via the new green boulevard, this immersive environment will encourage healthy living and create a sense of belonging in the community.

Help shape the future of Smithfield Birmingham

The next public consultation drop-in event on Tuesday, June 14, 2022, (from 3pm to 8pm) at St Martin's Church, Edgbaston Street, B5 5BB is your chance to view the first phase plans, speak to the international and local architects working on the scheme and share your views.

Press cutting service

Client Lendlease Smithfield - Birmingham

Publication / Date *ItsYourBuild - Birmingham* / 14 June 22

Frequency / Circulation Twitter / N/A

URL <https://twitter.com/BuildsWeAre/status/1536729652697382914?s=20&t=3h3KhSOYAi5V-cu-7surQ>



ItsYourBuild - Birmingham
@BuildsWeAre

...

📍 SMITHFIELD: Here are the latest, albeit very early, draft plans for PHASE 1 of [#Birmingham](#) Smithfield.

- A new market destination [1]
- 375 homes across 4 builds [2]
- Health & Wellbeing Hub [3]
- Retail/Business/Resi build [4]
- A Festival Square
- Heights of 5 to 16fl



👤 Birmingham's Official #1 Page and 9 others

4:17 PM · Jun 14, 2022 · Twitter Web App

4 Retweets 1 Quote Tweet 26 Likes



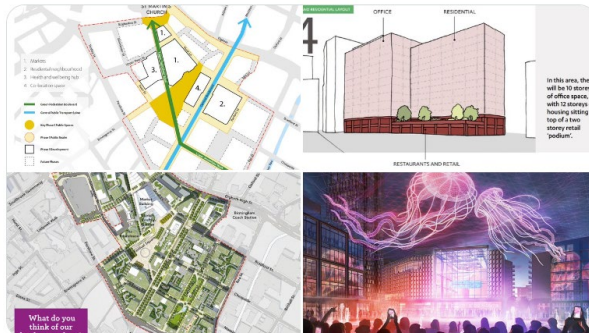
ItsYourBuild - Birmingham @BuildsWeAre · 23h

...

Replying to [@BuildsWeAre](#)

Here are the individual plots, with the heavily planned landscaping, & further phases.

👉 An application for PHASE ONE, in more thorough detail, is expected before the end of the year, along with a community update. A lot to take in here, but it'll be worth the wait.



7





Appendix 5G

Smithfield eDM newsletter – Detailed Area consultation

Smithfield

BIRMINGHAM



Meet the design team for Smithfield Birmingham

Hi Toby, come meet the design team and have your say on our first phase proposals at our next public consultation drop-in event. The drop-in event will be held on:

Tuesday 14 June, 3PM-8PM
St Martin's Church, Edgbaston Street, B5 5BB

About the event

We'll be sharing more details about the building designs and landscaping for the first phase of the scheme, including plans for a vibrant new home for the city's historic Bull Ring markets.

You'll also find out about the new homes and business space as well as how health, wellbeing and green space are being incorporated into the proposals.

[More details](#)

An update on our progress



Public consultation drop-in events

We recently held our first round of public consultation drop-in events for Smithfield Birmingham – thank you if you attended or shared feedback. We're using the feedback we received to further develop [our proposals](#) for the masterplan of the whole site and phase one, covering the first five years.

Shaping the future of the markets

In May, we hosted a series of detailed market design workshops and drop-in feedback sessions with traders and customers to discuss the plans for the new market building. There's still time to have your say on the future of the markets via our [short survey](#).

What's coming up

Over the coming months, we're working with our recently appointed youth panel to explore what young people across Birmingham's diverse communities want to see from Smithfield – from green space and wellbeing to leisure, culture and events.

Any questions?

Please contact us if you have any queries about Smithfield.

[Get in touch](#)

[Smithfield Birmingham](#)

Disclaimer: All images used are for illustrative purposes only. Individual features such as windows, brick and other materials colours may vary. These particulars should not be relied upon as accurately describing any of the specific matters described by any order under the Consumer Protection from Unfair Trading Regulations 2008 and the Business Protection from Unfair Trading Regulations 2008. This information including images and dimensions is not intended to form part of or constitute a contract or warranty. November 2022.

20 Triton Street, Regent's Place, London NW1 3BF



[Update Profile](#) - [Unsubscribe](#)



Appendix 5H

Smithfield eDM newsletter – final call for feedback

Smithfield

BIRMINGHAM



Have your say on the first phase of Smithfield by 31 July

Over the past few months we've held a series of drop-in events about Smithfield, part of a major programme of consultation with Birmingham's communities about the future of the city centre.

Don't worry if you weren't able to join our last drop-in event or haven't yet been able to share feedback – you still have time to complete a feedback form about plans for the first phase of development at Smithfield ahead of the 31 July deadline.

We want your views on our proposals for Smithfield to ensure we deliver benefits for everyone.

[Have your say on the first phase](#)



Our proposals

Our proposals include a new home for the Indoor Market, Rag Market, Open Market, a vibrant public realm including Festival Square, and around 600 sustainable and modern homes in a green setting.

There will also be new business and leisure spaces – including cafés, restaurants and bars – and major accessibility improvements to stitch the area into the wider city.

[View the proposals](#)

What do you want to see at the new market?

The new home for the iconic Indoor, Open and Rag markets is central to our plans at Smithfield. We want to hear your views on what you'd like to see from the new market.

[Comment on the market](#)



[Smithfield Birmingham Website](#)

Disclaimer: All images used are for illustrative purposes only. Individual features such as windows, brick and other materials colours may vary. These particulars should not be relied upon as accurately describing any of the specific matters described by any order under the Consumer Protection from Unfair Trading Regulations 2008 and the Business Protection from Unfair Trading Regulations 2008. This information including images and dimensions is not intended to form part of or constitute a contract or warranty. November 2022.

20 Triton Street, Regent's Place, London NW1 3BF



[Update Profile](#) - [Unsubscribe](#)



Appendix 5I

Smithfield eDM newsletter results – Detailed Area consultation

Smithfield eDM results – Detailed Area consultation, June 2022

Open rate	Click through rate	Click to open rate	Unsubscribe rate
57%	27%	48%	0%

Link	Unique click through rate
More details button	63%
Our proposals text link	17%
Short survey text link	4%
Get in touch button	2%

Our vision for Smithfield

Celebrating the history of Birmingham and its roots as the 'city of a thousand trades', Smithfield will include a new home for the city's historic Indoor, Open and Rag markets as its centrepiece. This will sit alongside outstanding new leisure and cultural spaces, a new Festival Square and landscaped park, integrated public transport, thousands of much needed new homes, as well as community facilities.

It will be a dynamic place with something for everyone, including space to bring Birmingham's musical and artistic communities together, and business and leisure spaces that will create an estimated 8,000 jobs.

We want to maintain an ongoing and open dialogue with all stakeholders and site neighbours as the plans are developed.

Please do let us know should you have any queries or if you would like to set up a discussion about the proposals.

Yours sincerely,

James Amos

Development Director, Lendlease



Smithfield
BIRMINGHAM

Appendix 5J

**Summary report Reach plc – Smithfield paid
for advertising Detailed Area consultation**



content marketing.

campaign report.





Birmingham Smithfield

Birmingham Live

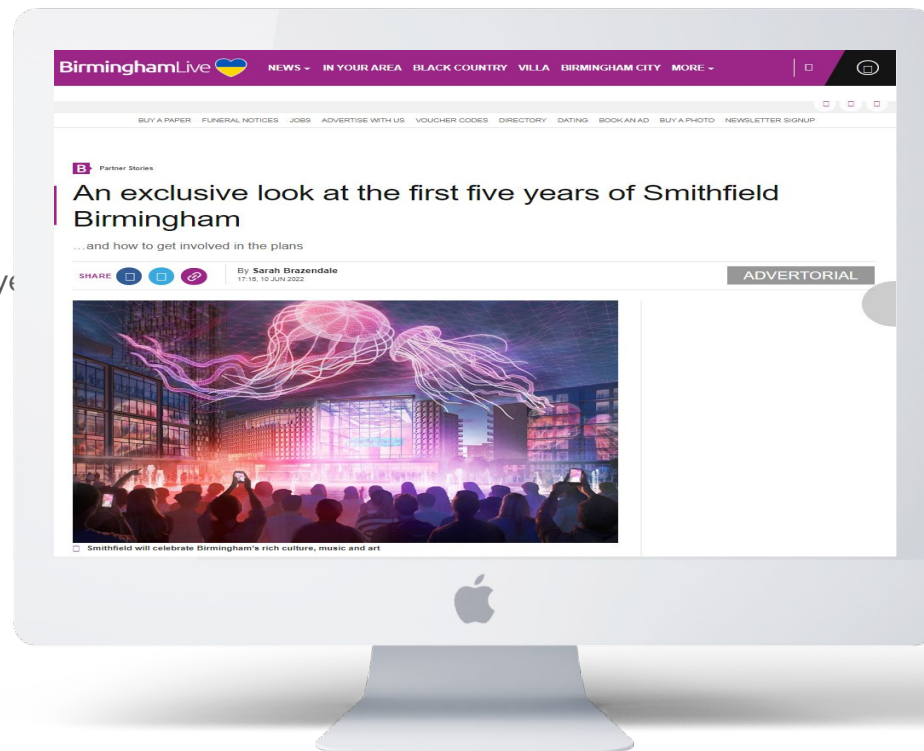
10th June 2022

objectives.

An exclusive look at the first five years of Smithfield Birmingham.

solutions.

Content Marketing
Social Media



the stats.

article.

959

article page views.

936

article users.

facebook boosted post.

23,623

social reach.

129

social engagement.

122

social post links.



B Birmingham Live Partners with Birmingham City Council.
Published by Sarah Brazendale · Paid Partnership · June 14 at 8:23 AM ·

Find out more and get involved at the next event on Tuesday, June 14, 2022.



BIRMINGHAMMAIL.CO.UK

An exclusive look at the first five years of Smithfield Birmingham
...and how to get involved in the plans



IYA.

campaign report.



2,655

Times people saw your content marketing

5,288

Times your content marketing was shown

9

Content marketing clicks

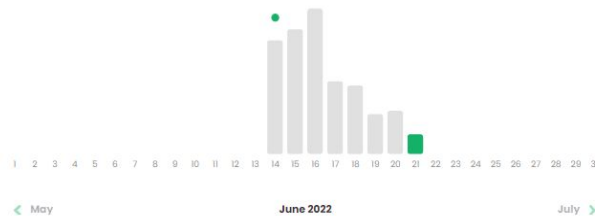
0.34%

Viewable click-through-rate

14 Jun 2022 – 11 Jul 2022

An exclusive look at the first five years of Smithfield BirminghamContent Marketing by **BIRMINGHAM MAILBOX MANAGEMENT LTD**

...and how to get involved in the plans

[Read More](#)**Content marketing clicks****Times your content marketing was shown**



Appendix 6

Round 2 Detailed Area consultation – exhibition materials



Appendix 6A

Smithfield Detailed Area feedback form

HAVE YOUR SAY

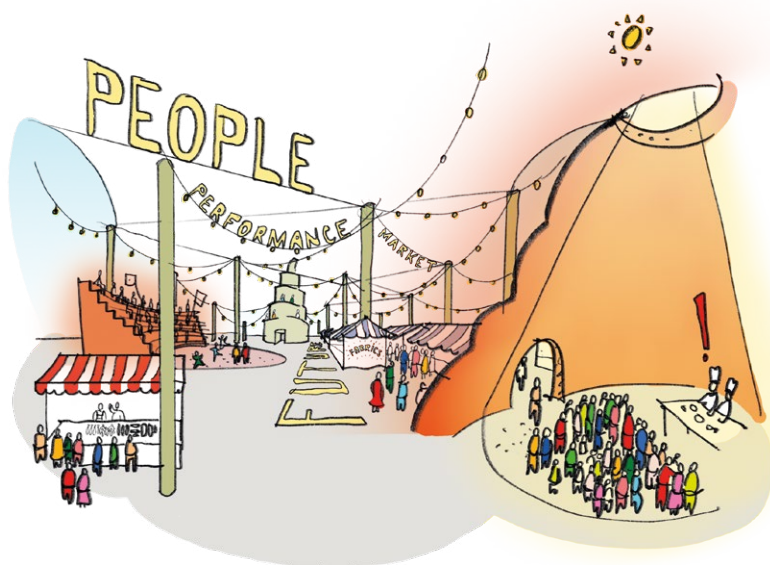
HELP SHAPE THE FIRST FIVE YEARS OF SMITHFIELD BIRMINGHAM

Smithfield
BIRMINGHAM

Smithfield Birmingham is a once in a generation opportunity in the heart of the city, which will define and celebrate the next chapter in Birmingham's transformation.

Smithfield is a new innovative and sustainable development in the city centre. The proposals for the first phase of the site include:

- A new home for the city's **historic Bull Ring Markets**
- New **public outdoor space** including a **festival square**
- Around **600 sustainable and modern homes** in a green setting
- New **business and leisure space**, including cafés, restaurants and bars
- New **pedestrian and cycle routes**, and better access to public transport



To help us shape our plans for Smithfield, we want to hear from you about what you'd like to see from the first phase of the development.

The deadline for submitting feedback is 5 July 2022.

Please fill in this form and put it in the feedback box at our drop-in event, or send it to:

Smithfield Birmingham, c/o Camargue,
11 Waterloo Street, Birmingham, B2 5TB

Alternatively, you can email it to us at:
hello@smithfieldbirmingham.co.uk

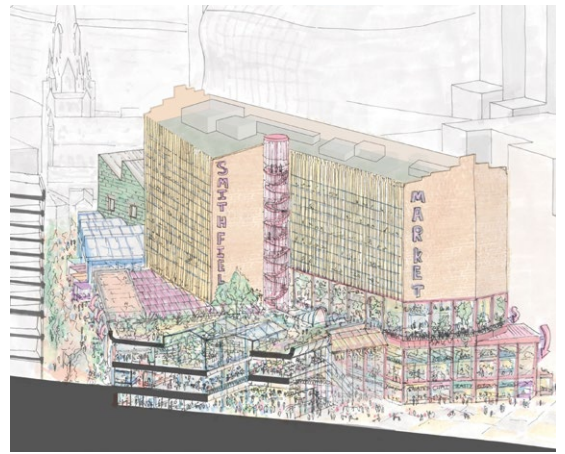
or submit feedback online via the project website.
www.smithfieldbirmingham.co.uk

01 Please tick one box that most accurately reflects your views:

- I/we **fully support** the proposals for phase one of Smithfield Birmingham
- I/we **broadly support** the proposals for phase one of Smithfield Birmingham
- I/we **do not support** the proposals for phase one of Smithfield Birmingham
- I/we **are undecided** about the proposals for phase one of Smithfield Birmingham

02 What do you think about the plans for the new market which will become a new home for the Indoor, Open and Rag Markets?

(For example, tell us what you think about its proposed location, the plans for a rooftop garden, space for live performances and events, and the inclusion of places to eat and drink)



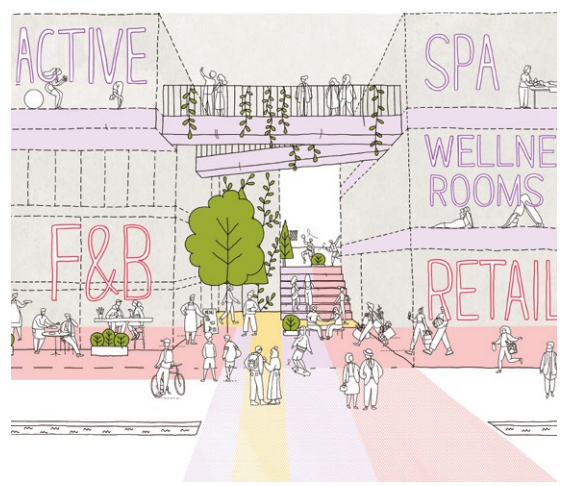
03 What do you think about our plans for the first residential neighbourhood at Smithfield?

(For example, what do you think about the initial building designs, the planned outdoor spaces and residents' facilities?)



04 Do you have any comments about the plans for a health and wellbeing hub?

(For example, do you have any views on plans for a basketball court, a fitness garden, gym and spa, and rooftop gardens?)



05 What do you think about the proposed co-location space that will bring together offices, homes and retail in one central area?

(Is there anything else that could improve the working and living experience in this part of the site?)



06 Do you have any other comments you'd like to share about the plans for phase one?

About you (optional)

Age: Under 18 18-29 30-45 46-65 65+ Prefer not to say

How would you best describe your gender?

Male Female Non-binary Intersex Prefer not to say

Other (please specify)

How would you best describe your ethnicity?

Arab Any other African East Asian British/Irish Traveller White European
 East African Black British South Asian Indigenous Other White group
 North African Caribbean British Asian Latina/o/x Other group
 West African Any other Black group Any other Asian Romani Prefer not to say
 Southern African Central Asian Pacific Islander White British Mixed Heritage

Religion / faith

Do you consider yourself to have a hidden and/or visible disability?

Yes (please provide details if you would like to) No Prefer not to say

Postcode:

I would like to receive news and events from Smithfield Birmingham This is the best way to stay up to date. You can unsubscribe at any time.

I agree to Lendlease's Privacy Policy and Terms and Conditions (see below)

Please provide your contact details, if you'd like us to stay in touch with you.

Your data will be kept private in line with our data privacy notice and policies which can be viewed below and online.

Email:

Data Privacy Notice

Lendlease companies and our consultants including Camargue will only contact you regarding the Smithfield Birmingham consultation (Consultation) and in accordance with our Privacy Policy and Terms and Conditions. We will not share your data with anyone else.

How we will use your personal data in relation to the Consultation

We may process information that you provide to us. This data may include the following:

- Your name;
- Your address;
- Your telephone number;
- Your email address;
- Your employer or any group on whose behalf you are authorised to respond;
- Your feedback in response to the Consultation; and
- Your IP address (online only).

IP addresses are collected automatically if you contact us online. Apart from that, we only collect the information you choose to give us

We will use your personal data for the following purposes in relation to the Consultation

- To record accurately and analyse any questions you raise during the Consultation or feedback you have provided in response to the Consultation.
- To report on our Consultation, detailing what issues have been raised and how we have responded to that feedback (please note that the information contained in the Consultation report will be aggregated and will not identify specific individuals).
- To personalise communications with individuals we are required to contact as part of future consultation or communications.

The legal basis for processing this data is that it is necessary for our legitimate interest, namely for the purpose of ensuring the Consultation process, analysis and reporting are accurate and comprehensive.

In addition to the specific purposes for which we may process your personal data set out above, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject

Retaining and deleting personal data in relation to the Consultation

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose.

Unless we contact you and obtain your consent for us to retain your personal data for a longer period, we will delete your personal data as soon as practicable following the outcome of the planning application relating to the Consultation or any appeal of such decision.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

Your rights in relation to the Consultation

The rights you have in relation to your personal information under data protection law are:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability; and
- The right to complain to a supervisory authority.

You may exercise any of your rights in relation to your personal data by writing to us using the details below.

You can contact us in relation to the Consultation:

- Using our website contact form at www.smithfieldbirmingham.co.uk/contact
- By post, using the postal address: Smithfield Birmingham, c/o Camargue, 11 Waterloo St, Birmingham B2 5TB
- By telephone, using the number: 0800 860 6258 or
- By email, using the email address: hello@smithfieldbirmingham.co.uk

Lendlease Privacy Policy: www.lendlease.com/uk/privacy
Lendlease Terms and Conditions: www.lendlease.com/uk/terms-of-use



Appendix 6B

Smithfield Detailed Area exhibition panels

WELCOME

Smithfield Birmingham is a once in a generation opportunity in the heart of the city. We want your input and views on our ideas for the area to ensure it delivers benefits for everyone.

Earlier this year we revealed initial designs for the overall masterplan. As we continue to develop our proposals, we're now sharing designs for the first phase, which we plan to complete by 2027.

Smithfield (the site) is the area formerly occupied by the wholesale markets (now demolished) and where the Indoor, Rag and Open Markets currently operate. Sitting just to the south of the Bull Ring Shopping Centre, Smithfield connects with the city centre, Digbeth and Eastside.

Acting on Birmingham's feedback

At our last round of public consultation drop-in events, feedback included:

- Enthusiasm for the **cultural and heritage** sights at Smithfield.
- Interest in proposals for **green space and environmental sustainability**.
- Requests for **local produce and new product ranges** at the market.
- Calls for Smithfield to **celebrate local heritage** and the stories of local people.
- Encouraging the creation of **space to relax and meet friends and family**.

We have been considering your feedback as our plans evolve before we submit a planning application to Birmingham City Council. Your feedback has also been useful as we plan for meanwhile uses at Smithfield, before construction begins.



AERIAL PHOTOGRAPH SHOWING THE SMITHFIELD SITE

What is Smithfield Birmingham?

Smithfield is a new innovative and sustainable development in the city centre. The masterplan for the site includes:

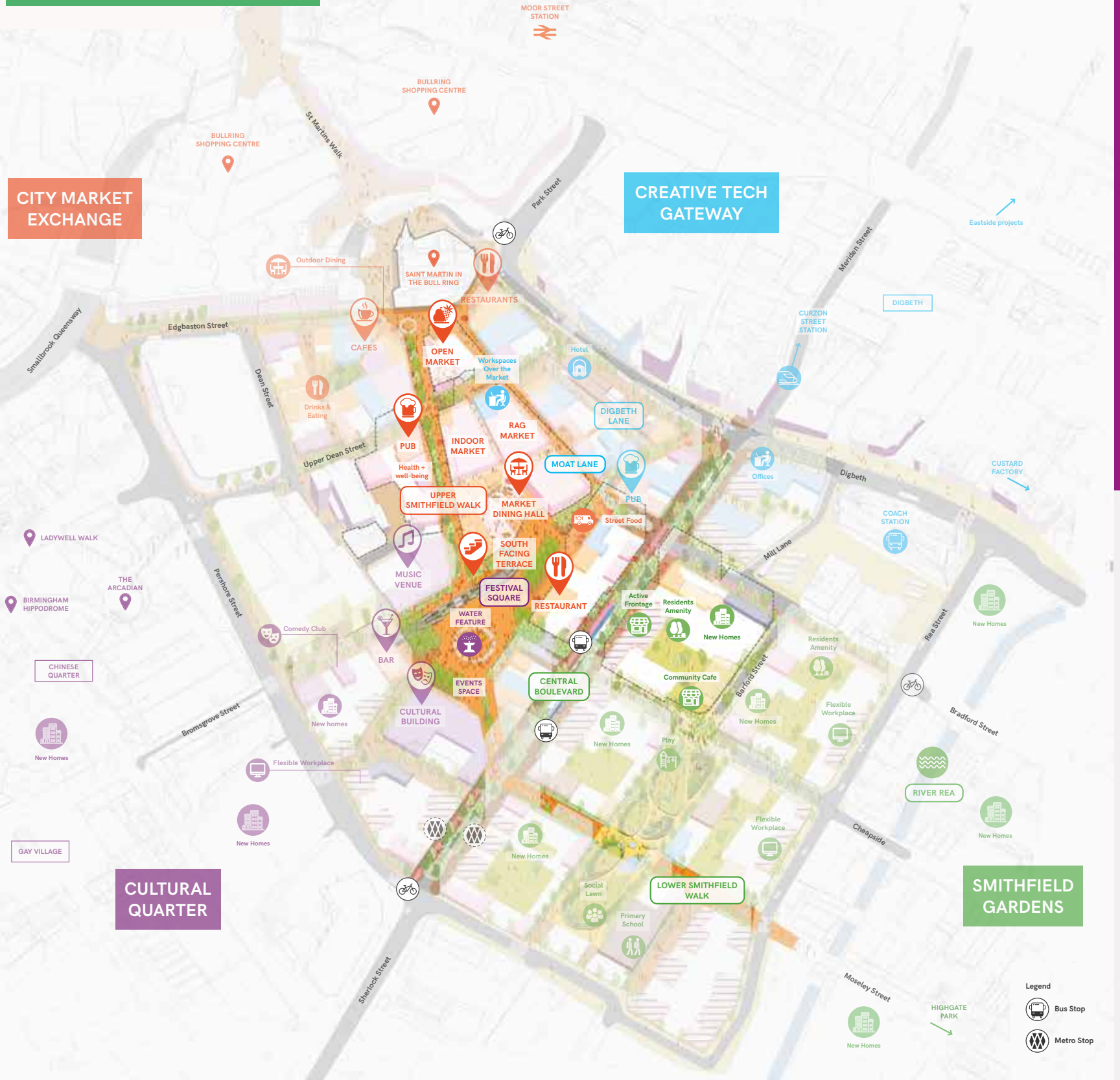
- A **vibrant new market** attracting domestic and international visitors and creating a new home for the Indoor, Rag and Open Markets.
- Around **3,000 new homes including affordable homes**
- Around **1 million square feet of offices / workspace**.
- New **world-class cultural, leisure and recreational spaces** and buildings to create an international destination, including a music venue, hotel, art gallery, artists' spaces, family entertainment, and health and wellbeing offers.
- A **network of new public squares and green spaces** including Festival Square and Smithfield Park, together with a new green boulevard.
- **Community facilities** to support a city centre residential neighbourhood, including a primary school and/or creche.



THE MASTERPLAN

Our current ideas for the overall Smithfield Birmingham masterplan are shown here. We want Smithfield to be a place to visit, meet, enjoy and celebrate everything that Birmingham has to offer.

OUR IDEAS FOR THE WHOLE SMITHFIELD SITE



The masterplan has been designed by Prior+Partners and will include buildings ranging in height from two to 32 storeys.



A GREEN, INCLUSIVE DEVELOPMENT

With a strategy that defines public and residential areas, we are planning a lushly and thoughtfully planted site at Smithfield, with over 500 trees and a range of vegetation suited to the Birmingham climate.

OUR GREEN LANDSCAPE PLANS



What do you think of our landscape plans?

Enriching Birmingham's ecology

Most of the streets at Smithfield will be lined with trees, providing shade in increasingly hot summers and nesting branches for local bird populations. This new tree planting will considerably increase the greenery in this quarter of the city.

It will be complemented by lush vegetation and generous raingardens throughout the site. Strips of planting between roads and footpaths will be incorporated

wherever possible, creating green streets that can absorb rainwater and contribute to ecological health.

Habitats including small birdhouses, insect hotels and bat boxes will be integrated to create healthy environments not just for local people but animals too. This integrated approach supports Birmingham's Big City Plan and the UK's commitment to urban ecological health.



THE FIRST FIVE YEARS

Smithfield Birmingham is a large and complex development, which will be designed and built in multiple phases. We're currently developing our first planning application, with outline proposals for the whole site and detailed proposals for the first phase of development. We'll bring forward further detailed planning applications over the next few years.

Phase one

The plans for phase one include:

- **A new home for the Indoor Market, Rag Market and Open Market** - celebrating the history of Birmingham as the 'city of a thousand trades', and keeping Smithfield at the heart of innovation and city commerce.
- **New vibrant public realm including Festival Square** - a dynamic place with something for everyone, allowing Birmingham's musical and artistic communities to come together.
- **Around 600 sustainable and modern homes in a green setting** - supported by community facilities to improve wellbeing and biodiversity.
- **New business and leisure spaces, including cafés, restaurants and bars** - helping to create new jobs, plus training and apprenticeship opportunities.
- **Major accessibility improvements to stitch the area into the wider city** - including an integrated public transport network (Metro and Spring

Bus) and new and improved walking and cycling routes, which will help to connect Smithfield and the wider Rea Valley with the Bull Ring and the rest of the city.

These plans will be delivered across four key areas, each of which has been designed by a dedicated team, including expert architects and landscape designers, working together to form the first phase of Smithfield Birmingham. Each of the four areas labelled 1-4 on the plan below is outlined on the next panels.

OUR PHASE ONE PLANS



1: VIBRANT MARKETS

The new market is being designed by:

The rich trading history of the Indoor, Open and Rag Markets is central to our plans to create a vibrant new market at Smithfield.

David Kohn Architects Eastside Projects



Design principles

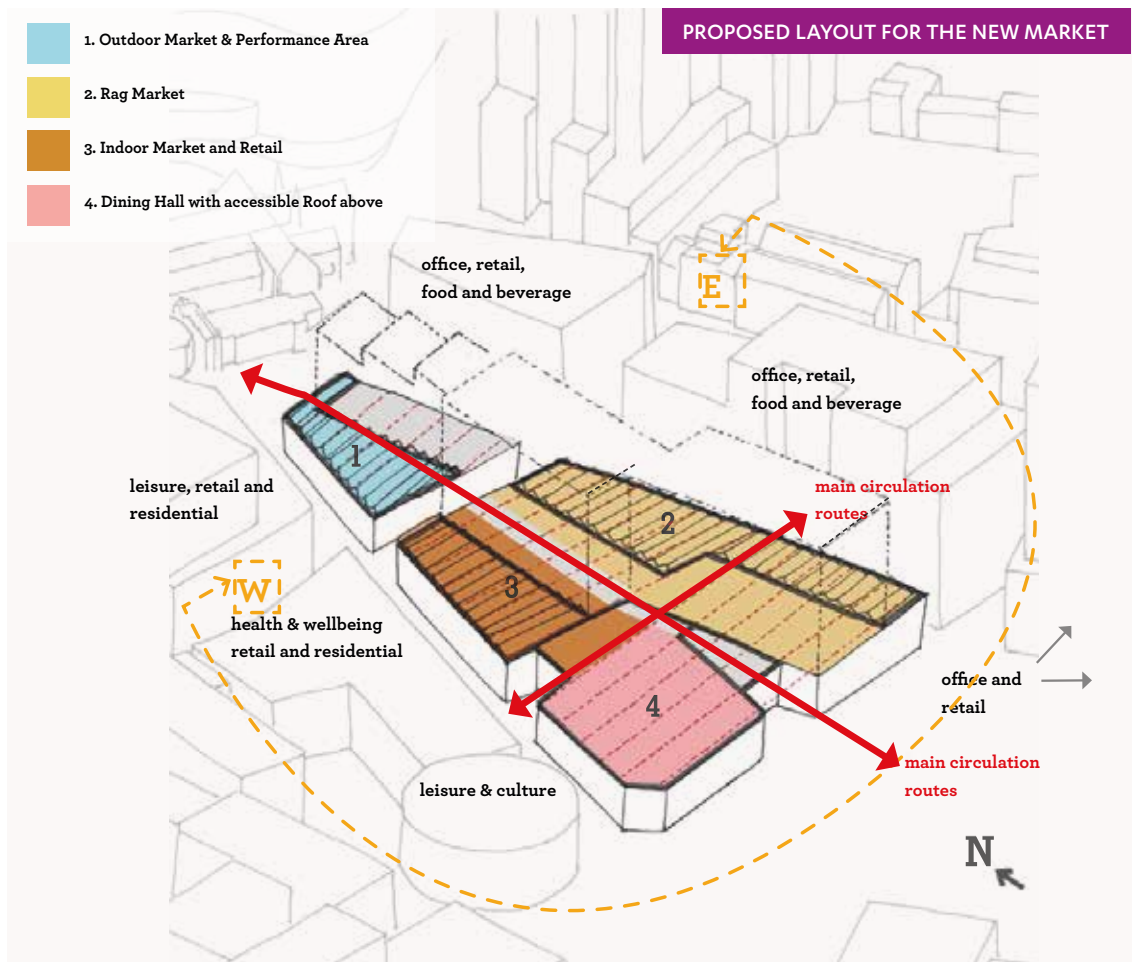
The new market will be:

- In a prominent location, so that it benefits from natural footfall and forms part of a seamlessly connected, vibrant area.
- A low carbon market, through solar power, natural light and ventilation, supported by rooftop biodiversity and ecology.
- Supportive of flexible uses to ensure a bustling and lively local economy.

We are designing an iconic new centrepiece for the city – an international creative and cultural destination that will serve local needs and draw people together.

Smithfield’s markets have a deep history as part of Birmingham’s city centre, charting back to the twelfth century. After the original Smithfield market was partially destroyed during World War II, the markets were relocated to where they are today.

The new Smithfield market will be full of character unique to Birmingham, with inclusive access for all and a visitor experience that will excite the senses. It will balance the needs of existing market stall holders and customers with those of aspiring future businesses and users.

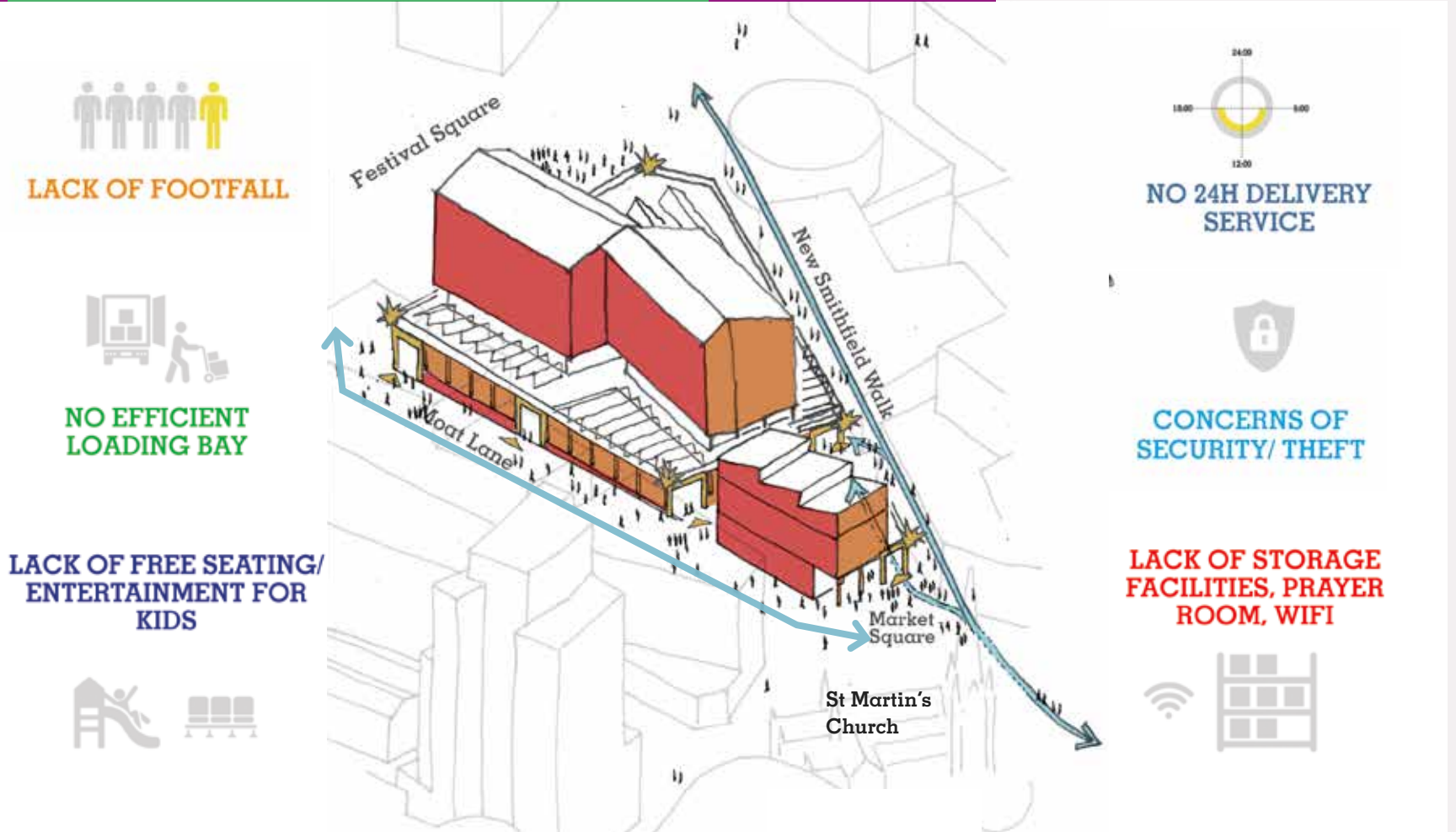


1: VIBRANT MARKETS

While retaining the distinctive character of today's markets, we have taken inspiration from markets around the world to consider what innovative design we can bring to Smithfield.

Working with Digbeth-based Eastside Projects, we have been speaking to and shadowing market traders, staff and customers to understand their needs and aspirations for the future market.

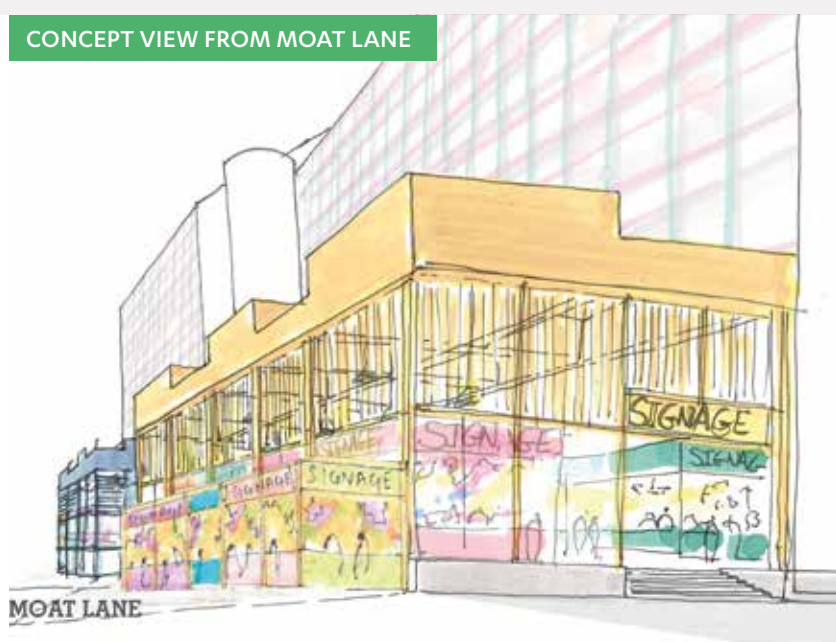
FINDINGS FROM ENGAGEMENT WITH MARKET TRADERS, STAFF AND CUSTOMERS



Key features

These findings have helped inform the draft plans, which include:

- A **new market building** bringing together the current Indoor and Rag Markets, complemented by an outdoor market space on the site of the Open Market.
- A new **rooftop garden** with spectacular views over Festival Square, plus planting space and garden stalls to promote biodiversity and wellbeing.
- Space for **live performances and events**, day and night – celebrating the city's rich cultural, musical and artistic diversity.
- **Places to eat, drink and socialise** with friends and family including a new dining hall.



2: RESIDENTIAL NEIGHBOURHOOD

The first residential neighbourhood
is being designed by:

Smithfield will provide high-quality city living for families, starting with its first residential neighbourhood across phase one.



OUR VISION FOR THE RESIDENTIAL NEIGHBOURHOOD



Sitting on the edge of the new planned green space for the Smithfield masterplan, this area is directly opposite Central Boulevard and will seamlessly connect with the new public realm and the rest of the city centre via new walking, cycling and public transport routes.

Design principles:

The area will be **welcoming for residents and visitors alike**, capitalising on natural light and maximising green space.

- Centred around a central **residents' courtyard**, lower building levels to the south will maximise daylight into homes and the courtyard.

- This will be supported by an **open corner to the south-east** which will open up views of Smithfield Gardens once developed.



2: RESIDENTIAL NEIGHBOURHOOD

The first residential neighbourhood is being designed by:

The design for the first residential neighbourhood is inspired by the history of brick buildings in the areas surrounding the site.



CONCEPT VIEW FROM CENTRAL BOULEVARD



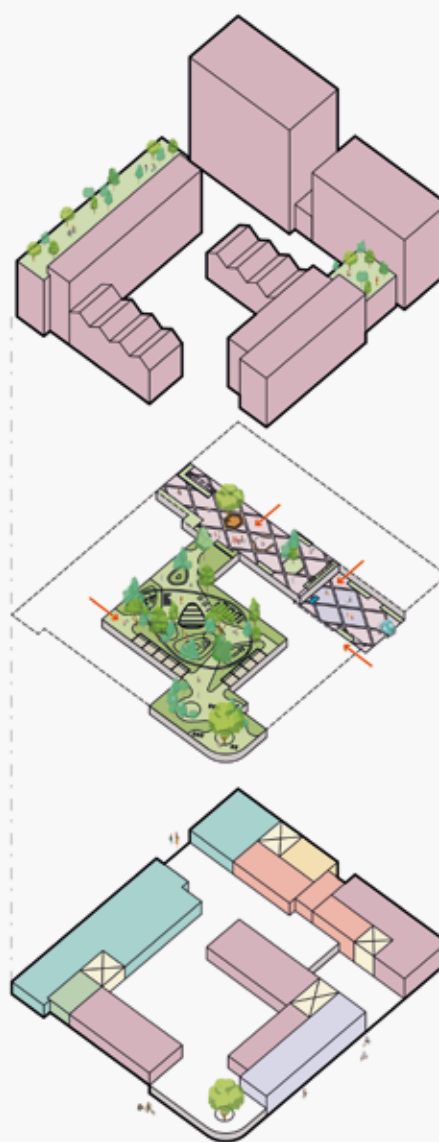
KEY FEATURES

We want to create a fantastic place for people to live in the city centre and have designed a variety of homes to rent and buy for a diverse community, with many facilities on their doorstep.

Key features:

The draft plans for this area include:

- Around **375 high-quality homes**.
- A **central residents' courtyard** maximising natural light, and including 'grow gardens', an outdoor kitchen and private breakaway spaces.
- An **upper yard** with breakout spaces for play and work.
- An **open corner** with spectacular views across Smithfield Gardens.
- **Roof terraces** with planting and outdoor seating.
- A **residents' lounge, workspace and gym**.
- Around **13,000 square feet of leisure and retail space** including a community café on Central Boulevard.



Key

- Commercial
- Indicative plant
- Residential lobbies and circulation
- Residential units
- Refuse Storage
- Car park and bike storage

What do you think of our residential neighbourhood plans?

Buildings in this area will range from five to 16 storeys in height, with four main residential buildings.



3: HEALTH AND WELLBEING HUB

The health and wellbeing
hub is being designed by:

We are developing Smithfield as a mixed-use community with something for everyone. Among the bustle of the city centre, the health and wellbeing hub will allow people to relax without leaving the heart of the city.

RCKa **A**
Intervention
Architecture

VISION FOR HEALTH & WELLBEING HUB



Next to the new market and connected to the rest of Smithfield via a new green pedestrian boulevard, the health and wellbeing hub communicates a vision of wellbeing for the rest of Birmingham.

This area will bring people together, providing spaces for activity and social interaction that encourage healthy lifestyles and promote communal wellbeing.

What do you
think of our plans
for a health and
wellbeing hub?

Design principles:

At the heart of this area is a welcoming wellbeing hub that will bring people together for a range of purposes.

- Visitors will be able to access a range of retail and leisure facilities including food and beverage offerings, a gym, spa and associated rooftop gardens.
- Apartments are being carefully designed to support residential wellbeing – from shared spaces filled with natural daylight to generous apartments with views across Birmingham.



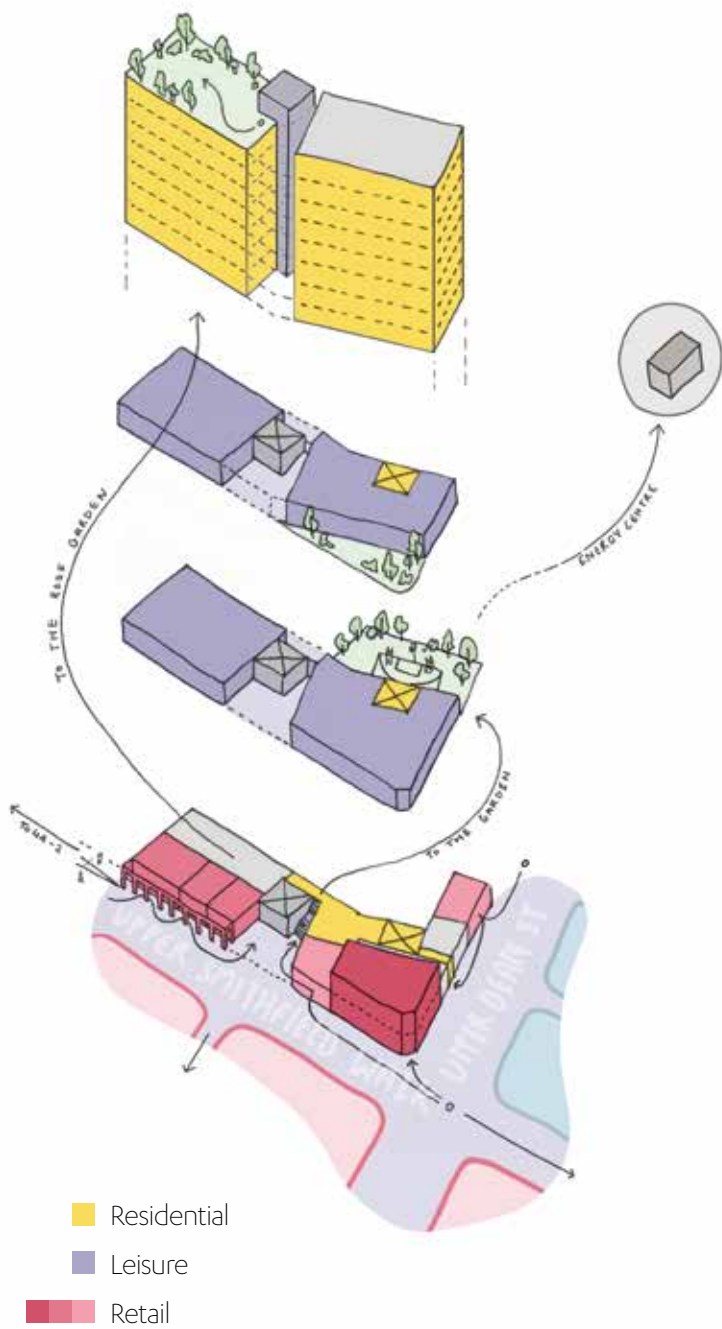
3: HEALTH AND WELLBEING HUB

The health and wellbeing hub is being designed by:

A unique destination building whose function and character cultivates a sense of wellbeing for visitors and residents alike.

RCKA **A**
Intervention
Architecture

KEY FEATURES



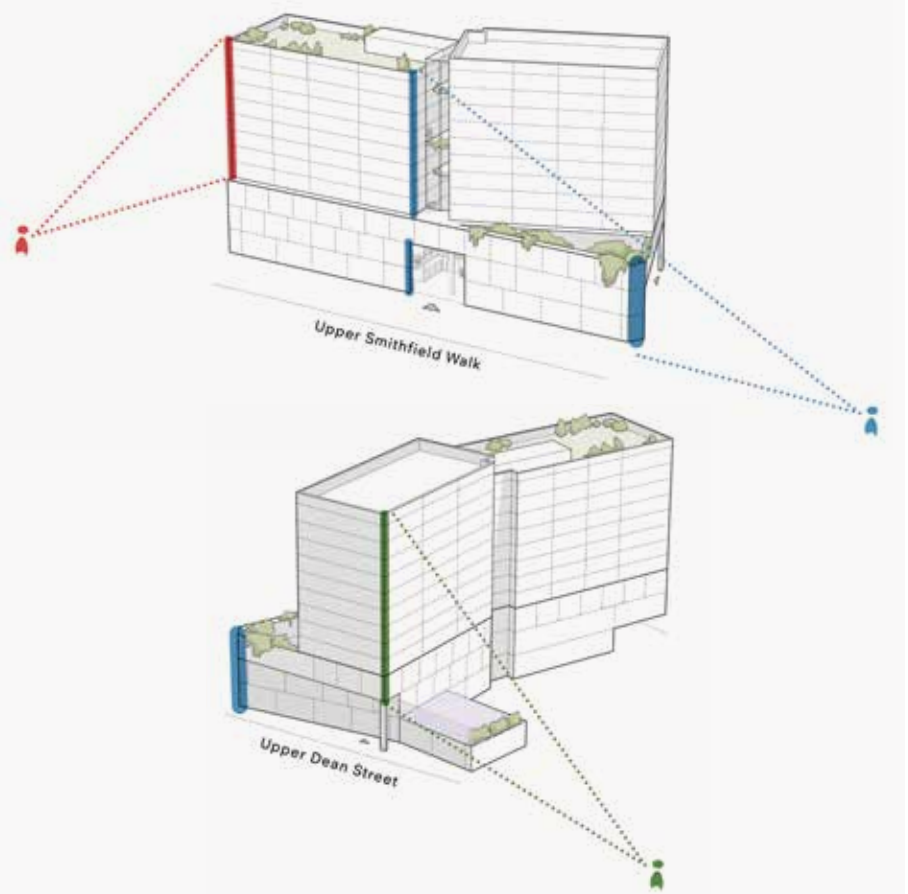
Key features:

The draft plans for this area include:

- A first floor gym and fitness garden with a multi-use court.
- A second floor spa with a garden terrace as a retreat from the bustle of the city.
- An 11th floor resident garden and communal space with spectacular views across Smithfield
- A district heating centre building providing efficient energy across the first phase of Smithfield.
- Around 52,000 square feet of leisure and retail space including cafés, restaurants and a pub for residents and visitors.
- Around 127 generous apartments with views across Birmingham, ranging in size from one to three bedrooms.

Buildings in this area will range from five to 16 storeys in height, with four main residential buildings.

CONCEPT VIEW FROM UPPER SMITHFIELD WALK & UPPER DEAN STREET



4: CO-LOCATION IN THE HEART OF THE CITY

This area is being
designed by:

HaworthTompkins

**MINESH
PATEL
ARCHITECTS**

Bridging the gap between Festival Square and the green heart of Smithfield, this modern co-location space will bring a rich array of office space and retail together in one central area.

CONCEPT VIEW FROM FESTIVAL SQUARE



What do you
think of our
plans to co-locate
office, retail and
residential?

CONCEPT VIEW FROM CENTRAL BOULEVARD



We will create new space for independent retail and small, growing and large businesses as part of a 'five minute high street' where key local facilities are all within easy reach.

This will complement neighbouring homes, bringing modern work and living together supported by shared social and leisure space.

The building will sit in a prominent location on Festival Square and Central Boulevard, in the bustling heart of Smithfield – benefitting from natural footfall and forming part of a vibrant new city centre area.

Design principles

- **Office space** for a range of businesses – from small start-ups to large corporations – will benefit from external amenity spaces and direct access from Festival Square and the new market opposite.
- Careful consideration of **natural ventilation and daylight** will ensure spaces that are enjoyable to work and live in.



4: CO-LOCATION IN THE HEART OF THE CITY

This area is being
designed by:

HaworthTompkins

**MINESH
PATEL
ARCHITECTS**

The design draws upon Birmingham's rich industrial architecture, found in nearby Digbeth – with a gridded façade to frame the work and residential space.



In this area, there will be 10 storeys of office space, with 12 storeys of housing sitting on top of a two storey retail 'podium'.



- RESIDENTIAL
- OFFICE
- F&B/ RETAIL COMMERCIAL
- BOH SERVICES/ PARKING

Key features:

The draft plans for this area include:

- **Over 183,000 square feet of office space** with direct access from Festival Square and the new market.
- **Exciting new retail and café/restaurant spaces on the ground floor**, contributing to a lively area and active local economy.
- **A variety of outdoor spaces for socialising and relaxing** while enjoying views across the city.
- **Around 100 new homes** with dynamic views over Festival Square and direct access from new public transport stops on Central Boulevard.



SUMMARY & NEXT STEPS

Thank you for considering our designs for phase one of Smithfield Birmingham. Please fill in a feedback form at our event or on our website. There will be more consultation and opportunities

to get involved before we submit a planning application for the masterplan and phase one - please visit our website, sign up for our newsletter or contact us for the latest information.



OUR VISION FOR FESTIVAL SQUARE

Indicative timeline (phase one)





Contact us

Have a question or want to get involved? Get in touch:

 hello@smithfieldbirmingham.co.uk

 smithfieldbirmingham.co.uk

 Smithfield c/o Camargue, 11 Waterloo Street, Birmingham B2 5TB

 0800 860 6258





Appendix 6C

Smithfield exhibition panels for public libraries

ABOUT THE PROJECT

Smithfield Birmingham is a once in a generation opportunity in the heart of the city. We want your input and views on our ideas for the area to ensure it delivers benefits for everyone.

Earlier this year we revealed initial designs for the overall masterplan. As we continue to develop our proposals, we're now sharing designs for the first phase, which we plan to complete by 2027.

Smithfield (the site) is the area formerly occupied by the wholesale markets (now demolished) and where the Indoor, Rag and Open Markets currently operate. Sitting just to the south of the Bull Ring Shopping Centre, Smithfield connects with the city centre, Digbeth and Eastside.



AERIAL PHOTOGRAPH SHOWING THE SMITHFIELD SITE



What is Smithfield Birmingham?


Smithfield is a new innovative and sustainable development in the city centre. The masterplan for the site includes:


- A **vibrant new market** attracting domestic and international visitors and creating a new home for the Indoor, Rag and Open Markets.
- Around **3,000 new homes including affordable homes**.
- Around **1 million square feet of offices / workspace**.
- New **world-class cultural, leisure and recreational spaces** and buildings to create an international destination, including a music venue, hotel, art gallery, artists' spaces, family entertainment, and health and wellbeing offers.
- A **network of new public squares and green spaces** including Festival Square and Smithfield Park, together with a new green boulevard.
- **Community facilities** to support a city centre residential neighbourhood, including a primary school and/or creche.


Contact us

Have a question or want to get involved? Get in touch:

 hello@smithfieldbirmingham.co.uk

 smithfieldbirmingham.co.uk

 **Smithfield c/o Camargue,
11 Waterloo Street,
Birmingham B2 5TB**

 **0800 860 6258**



THE FIRST FIVE YEARS

Smithfield Birmingham is a large and complex development, which will be designed and built in multiple phases. We're currently developing our first planning application, with outline proposals for the whole site and detailed proposals for the first phase of development. We'll bring forward further detailed planning applications over the next few years.

Phase one

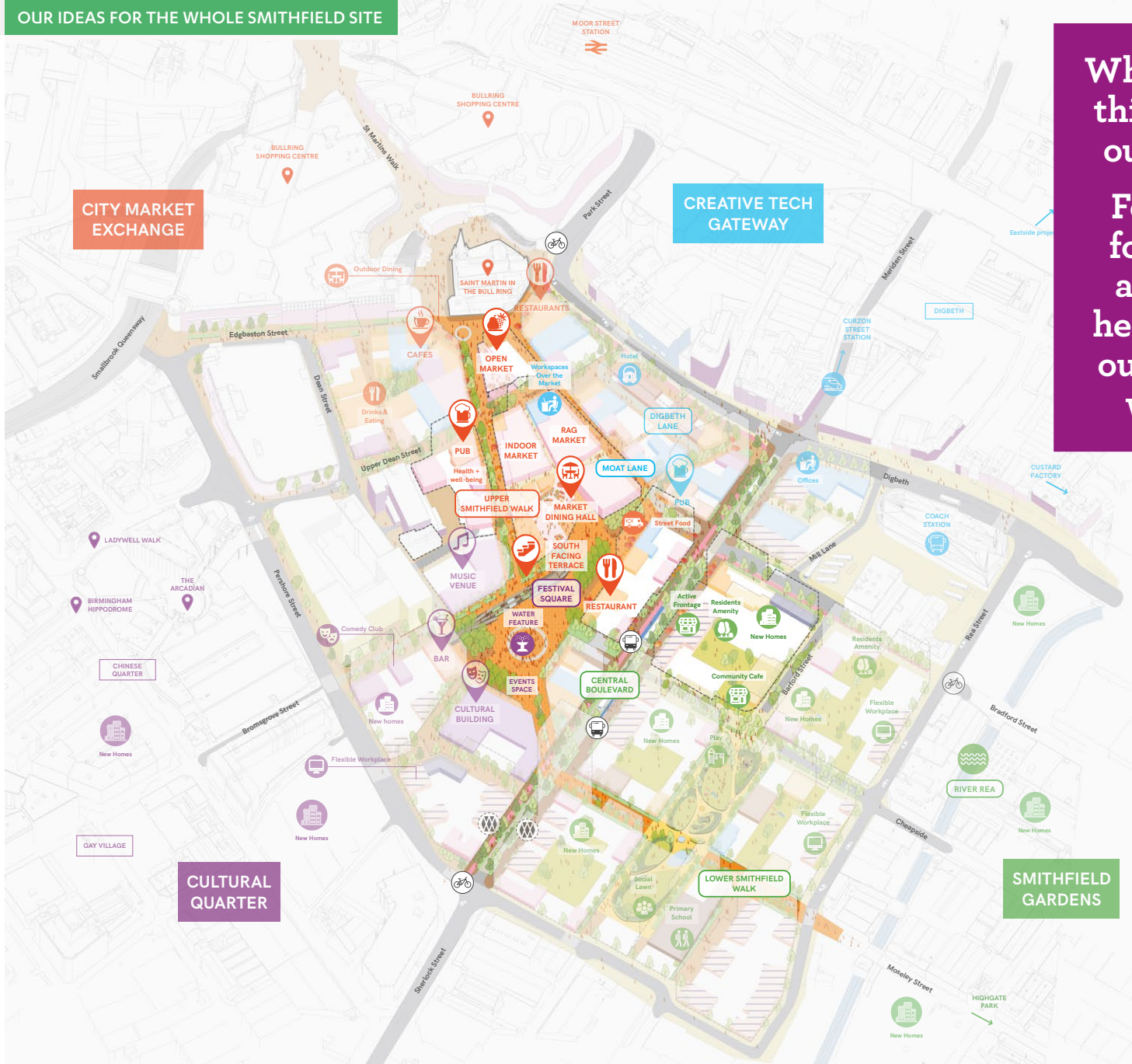
The plans for phase one include:

- **A new home for the Indoor Market, Rag Market and Open Market** - celebrating the history of Birmingham as the 'city of a thousand trades', and keeping Smithfield at the heart of innovation and city commerce.
- **New vibrant public realm including Festival Square** - a dynamic place with something for everyone, allowing Birmingham's musical and artistic communities to come together.
- **Around 600 sustainable and modern homes in a green setting** - supported by community facilities to improve wellbeing and biodiversity.
- **New business and leisure spaces, including cafés, restaurants and bars** - helping to create new jobs, plus training and apprenticeship opportunities.
- **Major accessibility improvements to stitch the area into the wider city** - including an integrated public

transport network (Metro and Spring Bus) and new and improved walking and cycling routes, which will help to connect Smithfield and the wider Rea Valley with the Bull Ring and the rest of the city.

These plans will be delivered across four key areas, each of which has been designed by a dedicated team, including expert architects and landscape designers, working together to form the first phase of Smithfield Birmingham.

OUR IDEAS FOR THE WHOLE SMITHFIELD SITE



What do you think about our plans? Feedback forms are available here and on our project website





Appendix 7

Focused and thematic engagement



Appendix 7A

Calthorpe Academy workshop findings

Smithfield Birmingham – accessibility workshop at Calthorpe Academy: findings

Context and purpose

Lendlease, Camargue and WSP (see details below) attended an in-person accessibility workshop with learners and parents at Calthorpe Academy on **Monday 18 July 2022**.

Calthorpe Academy is an age 2-19 special needs school in the centre of Birmingham, with an aim to help learners develop the '*skills they need for the life they want*'. The Smithfield site is visible from Calthorpe's grounds, and proposals had already generated interest among teaching staff and learners prior to the workshop.

Company	Team member
Lendlease	Jessica Payne
Camargue	Neil Cahill
WSP	Kay Nyakpo

The workshop provided an opportunity for a group of Calthorpe's learners aged 16-19 to share their views on the Smithfield proposals and how their personal requirements and preferences could be catered to – especially from an accessibility perspective. The group contained a variety of needs from wheelchair use to reading disabilities, with teaching staff assisting to tailor activities to individual requirements.

Also in attendance were several teachers who are parents to children with accessibility needs, who engaged in the conversation.

Format

Camargue brought a range of pop-up banners and a collection of A3 display folders (as seen at the phase one plots consultation event) to prompt learners' thinking. This was supported by materials produced by Calthorpe Academy staff, including iconographic representations of questions for those with lower reading abilities.

The learners were split group into tables of five, with each table including one member of staff and at least one member of the masterplan team to provide information and ask questions.

The session began by introducing a graphic of where Calthorpe Academy sits in relation to the Smithfield site, and asking if the learners had heard about the scheme.

Learners were then shown the masterplan for the site to give a feel for what the Smithfield proposals include, before moving into a series of questions developed with guidance and review from the Calthorpe team – while allowing a level of flexibility in the topics discussed.

Questions

General questions:

1. What do you like to do in your spare time?

2. Think about an area in Birmingham city centre or close to your home which you often visit in your spare time. What do you like about this area? Is there anything you would change to make the area more enjoyable or accessible to you?
3. What attractions would you like to see at Smithfield?

Environment:

1. The proposals for Smithfield include a new public park. Describe your ideal park to visit.
 - a. What would it include?
 - b. How crowded or quiet would it be?
2. The proposals also include trees and some rooftop gardens. Are there any other environmental features you would like to see?



Events / things to do:

1. Think about an event (e.g. music gig, festival, sport) you have been to recently. What did you like about it? Is there anything you would change to make the event more enjoyable or accessible to you?
2. What kind of events would you like to see at Smithfield?
3. What leisure facilities/activities would you like?

Wellbeing:

1. What do you like to do when you want to relax?
2. Do you prefer to be alone or with others when relaxing?
3. What could Smithfield include that would help with your physical or mental health?

Findings

General:

There was a wide range of answers to the general questions on the day, with a mixture of interest in exercise, visual entertainment and shopping, eating and dining. Many of the answers revealed an interest in outdoor spaces to meet and relax. There was a lot of positivity from learners toward the masterplan as currently presented.

- Among the most common answers, learners reported back that they like to **exercise, shop, read, play video games, play sports, eat and listen to music** in their spare time.
- Learners shared that they like visiting parks to enjoy **open space** with lots of trees and flowers, the cinema for the visuals and the gym to stay healthy.
- In terms of sports activities they like to take part in, the majority mentioned basketball, tennis and football.
- Learners stated that they like to go shopping and they enjoy eating out when they go shopping, particularly stopping for coffee and cake.
- Participants discussed the **current level of anti-social behaviour in the city centre which makes it 'depressing' – litter and homelessness were raised as specific issues.**
- Learners broadly agreed that they would like a place within the site with job opportunities for them, a place that they could also spend time with friends / family which is inclusive.
- There were requests for a waterpark, play area, cinema, gym, and library at Smithfield. Some even said they would like to see an **outdoor gym.**
- Elsewhere, there were requests for an **open air cinema.**
- Some asked for shops as well, specifically those that sell clothing and jewellery.
- Several learners asked for an **outdoor, quiet bench** where they can sit and read.
- There were lots of calls for **restaurants and cafés with outside space.**
- **All in all, the learners liked that fact that majority of the places enjoy going to were already included in the Smithfield masterplan.**

Environment:

There were lots of useful suggestions for features that could enhance the environmental and sustainability credentials of Smithfield, and learners welcomed the provision of green space as part of the plans.

- Learners like places where there are lots of trees, flowers (colourful ones) and where they can move freely.
- There was a common theme that **they don't like places with a lot of cars.**
- There was approximately a 50/50 split on preference of crowded areas versus quiet space.
- **In terms of features that could be incorporated into the Smithfield to help learners, the staff mentioned areas with sensory and tactile features, as well as colourful (bright colours) visuals and visual signage.**
- **The idea of kinetic walkways was discussed as a way to power lights and other electrical equipment within the site (or power a stage) sustainably.**
- Learners called for plenty of water fountains to refill bottles during the day, along with recycling stations.

- There were many requests for water features including fountains, and ‘water play’ including a water park.
- Other suggestions included **allotments or a mini farm**.

Events / things to do:

Participants welcomed the Festival Square aspect of the proposals, with lots of excitement in the room about potential uses. While some learners were interested in live events, others would prefer quieter leisure spaces / things to do.

- Lots of the learners advised that they like dance and music events.
- Other interests were eating out, watching TV, exercising and taking part in sports activities.
- There was lots of interest in festivals being hosted at the site, and calls for a funfair.
- **Several of the learners pointed out that they would like to see a venue that could hold large numbers (‘big’ being between 1,000-3,000 people) with big names and YouTuber events.**
- **Learners would like the venue to include sensory lighting – no ‘flashy’ lights.**
- There were other calls for new sculptures and art, high quality graffiti, recycled art and environmental sculptures.
- Some would like a **sensory/tactile walkway** – possibly with wooden instruments for play/learning.
- Some of the more reserved learners shared that they would like a **cinema with smaller rooms or a quiet room** where they could go for some space.
- A number of learners wanted to see a park with play equipment with an affordable café nearby. They would also like the park to include quiet space to sit and relax, with one participant suggesting a ‘reading corner’.
- **Meanwhile use suggestions were provided including somewhere to get food / have a drink, tennis courts, and outdoor cinemas.**

Wellbeing:

The wellbeing provision planned for Smithfield was largely seen as a positive, with suggestions provided of how learners like to relax and what kind of environment they like to be in to relax effectively.

- **Many of the attendees stated that they like to be alone when relaxing.** They like to watch TV and go to the park in order to do so.
- Some learners called for space for **counselling / therapy rooms** to be included.

- Others called for a wellness centre including quiet meditation space, plus a spa for massages and facials
- One attendee requested barbers / hairdressers in the area.
- Some wanted to see space for football, basketball and racket sports, while others would like the site to include a swimming pool.

Accessibility:

A summary of suggestions provided by learners to maximise accessibility at Smithfield is provided below. Further suggestions are included in the 'Feedback from parents' section following this.

- Learners would like bus stops in close proximity to the site to prevent extra travel onward from where they disembark.
- **Participants asked for it to be ensured that there are plenty of elevators and ramps for wheelchair users.**
- **Learners would like the signage within the site to be easy to read and include images where possible.**
- Many learners pointed out that they would like to see **supported living homes** within the site, with affordable rent and within walking distance to shops and their places of work. One commented that they would like their home to be within walking distance of their workplace.

Feedback from parents:

Those members of staff who are parents provided a number of useful insights and suggestions throughout the session, both as contributions to table discussions and aside from the main engagement activity.

- Many of the parents pointed out that they would like to see **more sensory, tactile and visual features.**
- Parents wanted to see plenty of open spaces with trees and flowers, and less vehicle movement.
- There were calls for a **youth centre** to be provided, where kids can be integrated into society by spending time with other kids who face similar challenges. It was noted that there is a lack of this provision in the city currently.
- It was mentioned that the learners mainly travel by bus or are dropped off by parents, and parents and staff would like to see public transport modes improved to accommodate those who have accessibility requirements. **This could include clearer signage and catering to those who are not travel trained and therefore struggle to access public transport on their own.**
- One parent commented that they like to use Birmingham Hippodrome near the site however they don't usually stay around to go for food/drinks. This person also commented that they bring their elderly mother with them and struggle with parking including blue badge parking in

the area. **They suggested that a free shuttle bus for people using cultural facilities would be really useful as many can't afford the parking fees in the city.** They tend to shop at out of town shopping centres currently as there's free parking.

- Some were not enthusiastic about Birmingham city centre as it stands. They said that they used to enjoy using the markets, as this was a place to meet friends and everyone used them, but it doesn't appeal to them anymore due to the lack of choice – they think the market needs to be a nicer environment but it must remain affordable.
- Many commented on the need for inclusive jobs/apprenticeships within the site; they said it's really important for the young people to have places to work.
- Parents would like to see bigger food shops, more than just 'express' shops. They would also like to see independent cafés.



Appendix 7B

Summary report – Smithfield Youth Panel

The Smithfield Birmingham Youth Panel Report

August 2022

1 Introduction

2 Methodology

3 Findings

3.1 Session 1

3.1.1 The Masterplan

3.1.2 Social value

3.1.3 Temporary uses

3.2 Session 2

3.2.1 The Yard Creative

3.2.2 Leisure, culture and events

3.3 Session 3

3.3.1 Health and wellbeing

3.3.2 Living at Smithfields

3.4 Session 4

3.4.1 DKA and The New Markets

3.5 Session 5

3.5.1 Initial thoughts

3.5.2 Designing Future Workspaces

3.5.3 Careers part 1

3.5.4 Careers part 2

3.6 Session 6

3.6.1 Public Realm and Connectivity

3.6.2 Connecting to the wider city

4 Conclusion

1 Introduction

Birmingham City Council and Lendlease are keen to hear from diverse people who represent the city of Birmingham as part of the Masterplan consultation phase for the Smithfield redevelopment. One particular group that was identified was young people who live, work, study and spend time in the city. To this end, Beatfrecks was commissioned by Camargue to recruit and facilitate The Smithfield Birmingham Youth Panel:

- A Youth Panel comprising 15 young people, aged 16-24 (generation Z) who meet on a regular basis to discuss the plans for Smithfield and provide feedback.
- The Panel's membership aimed to be as diverse as possible across religion, sexuality, ethnicity, employment / education status and gender. Membership was

weighted towards people who live, work, study or spend time locally but also reflected how Smithfield will service the whole city region.

- Members were given a £250 bursary (plus expenses where meetings are in person) given that they are being asked to attend six sessions and perhaps wouldn't engage with the consultation otherwise, as they are not directly affected.
- Members also benefited from pastoral care from Beatfrees and training – in the form of connections and skills. Lendlease and Beatfrees will consider opportunities for members to benefit from the wider project team, e.g. architects, as part of the plans.

2 Methodology

2.1 Recruitment and Application Process

The recruitment and application process was designed and implemented by the Beatfrees team. Beatfrees worked closely with key stakeholders from Lendlease, Camargue and Birmingham City Council (BCC) to develop the recruitment application form and Facebook ad asset and copy variations (for AB testing). BCC requested that postcodes were captured. The application form was also cross-referenced with BBC's equalities monitoring form to make sure all categories were reflected.

Beatfrees received applications via the following:

- Facebook ads - to connect with vulnerable and disenfranchised young people; who we may have not previously engaged with.
- Young market traders (through a connection within the Beatfrees network)
- Beatfrees contacted The RISE Youth Forum and Homelessness Youth Group St Basils.
- Beatfrees reached out to the Expressions of Interest list collected by BCC when the Youth Panel was first considered
- Beatfrees engaged with the student unions of Birmingham City University, Aston University and the University of Birmingham - the application was shared within their student newsletters and their Societies.
- Beatfrees emailed the application to their network of young people in Birmingham.

2.1.1 Demographic Data

The demographic data collected from the 32 applicants was reflective of the population of young people in Birmingham. The following details were collected from: Age, Location, Ethnic Background, Religion, Gender Identity, Sexuality, Educational Background, Employment Status, and Disability Data. Here's a detailed breakdown of the numbers and figures:

Location

Location	First half of postcode
Birmingham	B1
Birmingham	B10
Birmingham	B10
Birmingham	B11
Birmingham	B12
Birmingham	B12
Kingsheath	B13
Birmingham	B14
Kings Heath	B14
Hockley, Birmingham	B18
Birmingham	B18
Birmingham	B19
Birmingham	B20
Birmingham	B20
Birmingham	B20
Birmingham	B21
Erdington	B24
Birmingham	B28
Birmingham	B29
Birmingham - Northfield / Selly Oak	B31 / B29
Birmingham	B36
Birmingham	B36
Birmingham	B4
birmingham	B44
Birmingham	B6
Bromsgrove	B60
Walsall / Birmingham	B60
Birmingham	B8 / B19
Solihull	B91

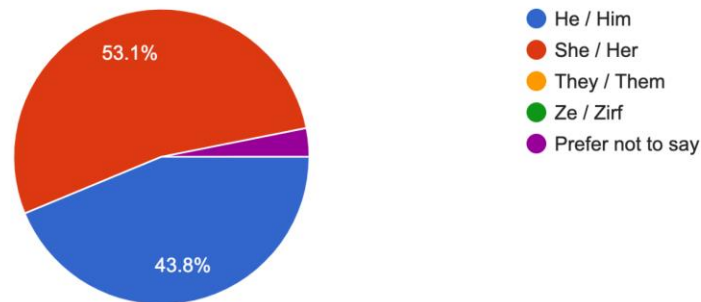
Bristol (recently moved from Birmingham, but still have family in Harborne & Edgbaston!)	BS5
Newport	PO30
Telford	TF1

Gender Identity

Of the 32 applicants fourteen (14) persons (43.8%) identified with the masculine pronouns 'He/Him', while seventeen (17) persons (43.8%) identified with female pronouns 'She/Her' and one (1) individual (3.1%) selected 'Prefer not to say'.

What are your pronouns?

32 responses



Sexual Orientation

All applicants were asked 'How would you describe your sexuality?'. The results are captured in the table below:

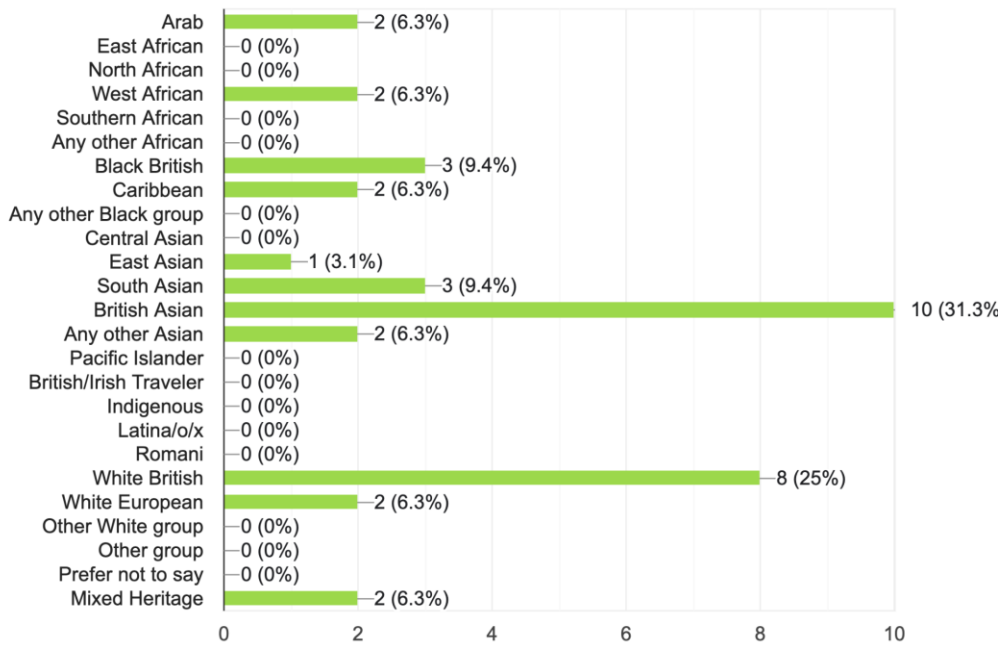
Sexual Orientation	No. of Respondents	Percentage of Respondents (%)
Heterosexual	20	62.50%
Bisexual	5	15.62%
Pansexual	2	6.25%
Asexual	1	3.13%
Queer	1	3.13%
Male	1	3.13%
Prefer not to say	2	6.25%

Ethnic Background

All respondents were asked to indicate their ethnicity. The results are captured below:

How would you best describe your ethnicity?

32 responses



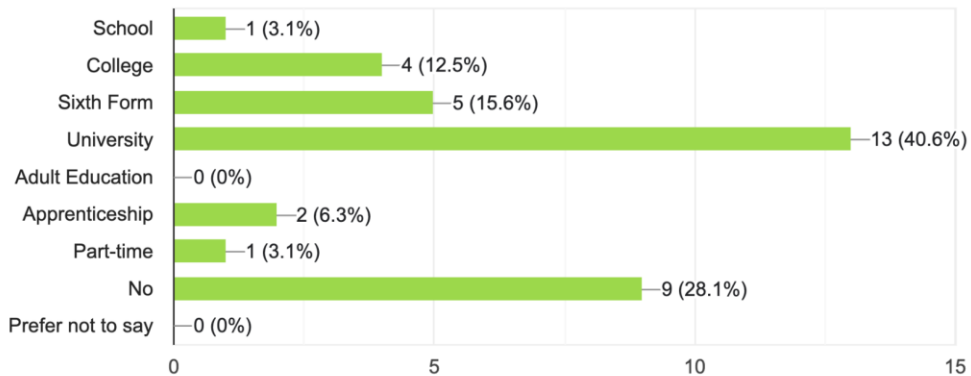
To note: In accordance with the Beatfrees methodology of demographic data collection, applicants were told to, 'please tick all heritages which apply to you/that you identify with. If you are from mixed heritages, then please also tick 'mixed heritages' as well as your other selections.'

Educational Background

All respondents were asked to indicate their educational status. The results are captured below:

Are you in education?

32 responses



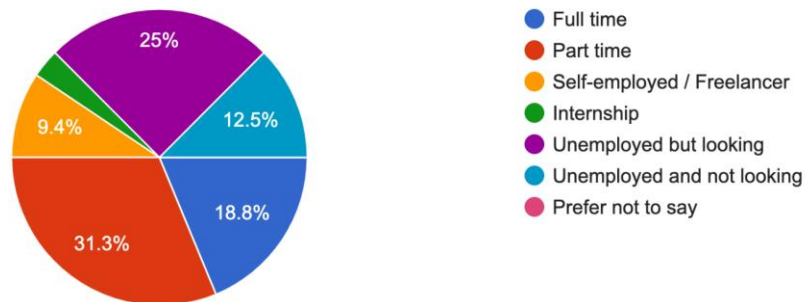
To note: In accordance with the Beatfrees methodology of demographic data collection, applicants were advised that *'if several apply, then please tick more than one box.'*

Employment Status

All respondents were asked to indicate their employment status. Of the 32 respondents, ten (10) applicants (31.3%) selected 'Part time', eight (8) applicants (25%) selected 'Unemployed but looking', six (6) applicants (18.8%) selected 'Full time', four (4) applicants selected 'Unemployed and not looking', three (3) applicants (9.4%) selected 'Self-employed / Freelancer' and one (1) applicant selected 'Internship'.

Are you in work?

32 responses



Religion

All respondents were asked to indicate their religious background. The results are captured below:

Religion	No. of Respondents	Percentage of Respondents (%)
Agnostic	2	6.25%
Atheist	3	9.38%

Catholic	1	3.13%
Christian	6	18.75%
Christian Orthodox	1	3.13%
Islam / Muslim	10	31.25%.
None	3	9.38%
Prefer not to say	6	18.75%

Disability Data

Applicants were asked, 'Do you consider yourself to have a hidden and/or visible disability?', to which twenty one (21) applicants 65.62% responded 'No/None', three (3) applicants (9.38%) responded 'Prefer not to say', two (2) applicants (6.25%) responded 'Yes'. The remaining applicants responded with the following:

- Yes learning disability currently being diagnosed (3.13%)
- Yes - Mental Health Conditions (3.13%)
- Yes - Schizoaffective disorder (3.13%)
- Yes - autistic, dyspraxic, Dyslexic, anxiety. I'm on the waitlist for ADHD. AFRID - (very picky eating) - I wear glasses. Migraine suffer. (3.13%)
- Autism (3.13%)
- both: chronic pain with walking disabilities. (3.13%)

2.1.2 The Final Panellists

Beatfrecks interviewed applicants and provided a shortlist of 20 people to Lendlease, Camargue and BCC with a recommendation for who the 15 members should be. At this stage, identifiable data was anonymised. The original shortlist can be found in the following excel sheet: [External: BF x Smithfield Masterplan: Youth Panel Application \(Shortlist\)](#) (candidates highlighted in green were Beatfreck's original suggested 15).

With the approval of Lendlease and BCC, the successful applicants for the Smithfield Youth Panel were contacted by Beatfrecks Facilitators, who provided pastoral care throughout the project. Shortly after, they received their welcome packs and contracts - which included key dates and times, the Beatfrecks bursary claim procedure and a confidentiality clause (in addition to the Beatfrecks standard young person's agreement terms).

Due to unforeseen circumstances, some panellists had to withdraw from the programme. In response, Beatfrecks recruited additional panellists and provided them with additional briefings and pastoral support where needed. The applications of the final panellists can be found here: [External: BF x Lendlease: Youth Panel Final](#) (candidates highlighted in blue attended three or more out of the six sessions).

2.3 Session Format

The Smithfield Birmingham Youth Panel attended six virtual co-creation sessions from Tuesday 19th July to Friday 15th August. The sessions were hosted virtually via Zoom; Beatfreaks utilised Jamboards and Mentimeter to capture insights from the panellists. The sessions were recorded (for internal reference only) and the data captured has been analysed thematically.

Each Session ran for two hours and featured guest speakers from key stakeholders in the Smithfield Master plan. Each session was carefully crafted to::

- Create a safe space for young people to share their experiences living, working and/or growing up in Birmingham.
- Introduce the Youth Panel to the team behind the Smithfield Masterplan, including guest appearances from key stakeholders.
- Allow young people to engage with each other and collaborate on ideas
- Give young people the opportunity to have a real and direct impact on the design of the Smithfield Birmingham Masterplan.
- Encourage young people to become ambassadors for the project - sharing the experience with friends and others in their communities to show the city the brilliant consultation work that is happening as part of the master plan development.
- Nurture valuable skills and confidence development opportunities that will support the young people with their personal and professional development.

Beatfreaks provided a headline update after each session to Lendlease and Camargue, including a summary of the session, the number of attendees, and the raw data (captured via Mentimeter, Jamboards and the Zoom chat). The data captured has been analysed thematically:

- **Session 1:** An introductory session which introduced the key values of the masterplan, social values, and temporary uses of the Smithfield space.
 - **Guest Speakers:** Jessica Payne (Assistant Development Manager, Lendlease), Matt Sutton (Director, Camargue) and Catherine Grindley (Associate Director, Camargue).
- **Session 2:** The world and Smithfield in 2040 - place, people, pride, past and possibilities, and leisure, culture and events at Smithfield.
 - **Guest Speakers:** Catherine Grindley (Camargue), and Amy Daroukakis and Wing Chak of The Yard Creative.
- **Session 3:** Discussed health and wellbeing, and living at Smithfield.
 - **Guest Speakers:** Catherine Grindley (Camargue), Anna Parker (Intervention Architecture), Victoria Hale (dRMM) and Russell Curtis (RCKa).
- **Session 4:** The new plans for the markets, what should be kept and changed and what they could look like as part of Smithfield.

- **Guest Speakers:** Catherine Grindley (Camargue), James Houston and Grace Quah from David Kohn Architects, and Marcus Emblem (Lendlease).
- **Session 5:** Explored future workspaces and careers in Smithfield, and what they could look like.
 - **Guest Speakers:** Catherine Grindley (Camargue), Minesh Patel (Minesh Patel Architects), Rachel Edwards (Lendlease), Abi Phillips (Lendlease) and Harriet Mulcahy (Haworth Tompkins)
- **Session 6:** Considered the public realm and connectivity and factors concerning connecting to the wider city.
 - **Guest Speakers:** Catherine Grindley (Camargue), Tess McCann (JCFO) and Lara Velasco Carrera (WSP).

3 Findings

The following insight has been gathered from the six sessions conducted with a panel of young people.

3.1 Session 1

Topic:

- Introduction to the Smithfield Plan

The introductory session (one) took place on Tuesday 19th July between 6pm and 8pm. The key focus of this session was to give The Smithfield Birmingham Youth Panel the opportunity to meet and build connections with one another, in addition to introducing them to the team behind Smithfield and the key components of the plans. Lendlease and Camargue gave an overview of the masterplan including Smithfield's location, size, expected timescales and key components of the proposals from the building uses to social value commitments.

3.1.1 The Masterplan

Firstly, participants were asked to discuss their thoughts, feelings & expectations for the Masterplan. The broad themes identified were:

- **Positive impact:** There was a comment on feeling "*optimistic*" while being "*excited to be involved and hear things about the development project that aren't necessarily in the public realm yet*".
- **City development impact:** Comments were made around provisions for any future problems, individuals' financial situations and how disruptive the developments may be as "*concerns over viewing development in isolation. Many large redevelopments sites tend to focus solely on the area which is being redeveloped that it forgets about the identity of the wider area. Especially true on this site given barrier road layout.*"
- **Youth impact:** Insight suggests that participants are keen to understand the impact

and opportunities for young people and youth engagement as *“most people under 30 in Europe so be careful with things for under the age”*. It is important to ensure developments are future-proof as: *“regeneration is possible but to what extent is stakeholders going to be prioritised over the youth and future generations”*.

- **Travel impact:** There was comment and concern about travel issues related to the developments. To improve this insight suggests there should be sustainable links to the site and additional provisions: *“Ring and ride from the cleanair zone”*; *“it would be useful to add a tram line there”*; *“Ensuring pedestrian access across the site and throughout the site, connecting the site to the surrounding neighbourhood in an accessible and intuitive way”*; *“More Stations for Renting E-Bikes. E-Scooters and E-Vehicles to make travel around town easier - Copenhagen is a good example”*

3.1.2 Social value

Secondly, participants were asked to share what ‘social value’ they would like to see achieved by Smithfield. Broad themes include:

- **Community impact:** Insight suggests the developments should focus on ways to create a sense of cohesiveness and reduce loneliness - *“Places to come together - help loneliness”*. There was a particular focus on rough sleepers - *“community centre space with AC/warmth for rough sleepers”*; *“Make sure places to sit down aren’t made so homeless people can’t use them - they deserve to lie down”*.
- **Safety Concerns:** Feeling safe is of key importance as *“safety would be a big issue because all sorts of people would be there and I wanted to know how the city would plan to make it safer for all especially if a school would be in the area”*. To support this, having provisions readily available and accessible *“First aid place everyone can use - otherwise only city hospital and QE - if in city centre may need help now etc.”*
- **Accessibility:** Navigating to and within Smithfield is of key importance. As previously discussed, travel links are important *“accessibility of the area with other parts of Birmingham by ensuring public transport is connected to other parts of Birmingham”* while considering specific developments *“right and loud is good but think about people with sensory issues - (thoughts on commonwealth)”*.
- **Green spaces:** It is important to consider *“recycling and green spaces should be a focus of the redevelopment works”*. These could include community gardens, which are accessible to local schools, while also providing opportunities for health and wellbeing provision (*“e.g. Open air gym equipment for public use (commonly found in parks and green spaces in Brussels and Athens)”*).
- **Business developments:** There should be provisions made for *“at least one shop in the green place - ice cream etc or something”*. This should provide opportunities for employment *“new work opportunities for graduates”* and local businesses *“Helping & Inviting Local Start Ups with Funding and Mentoring”*.

3.1.3 Temporary uses

Finally, insight was gathered on how the space could be used temporarily before construction begins:

- **Events:** There was a consistent comment on using the space for hosting events. There was a broad range suggested including: *“seasonal carnivals and festivals that change over the seasons/months”*; *“Comedy, performing arts festivals”*; *“Fringe theatre - having smithfield as the heart and spreading to independent venues across the city to get involved”*; *“concerts, festival, large public art festivals, horticultural shows, outdoor cinemas”*; *“temporary picnic sites, youth sports events, carnivals, fun fairs, basically anything the NEC can do there is no reason why this also can't be here.”*
- **Celebrating Birmingham:** The space could be utilised to advance the profile of Birmingham - *“celebrating what makes Birmingham Birmingham - what is it that makes it unique?”*. This includes *“Using Birmingham best assets - it's geography (centrally located and close and accessible to most of the UK) and it's diverse ethnic population (and all the fantastic food that comes with that)”* and the city's identity: *“Celebrating that in a way that makes Birmingham a destination that people will travel to and spend time in. Putting it on the map so people know what it means to be a 'brummie' - strong urban identity”*. Ultimately allowing Birmingham to *“Get known for its own vibe”*.
- **Community engagement:** It would be beneficial to utilise the space for business opportunities such as stalls *“Niche/Bespoke Food Trucks & Pop-Up Food Stands! From all Cultures”*; provide wellness opportunities *“Have an outdoor pop up gym / fixed equipment”*, and/or run community events *“Space for competitive sports for youth? Every first saturday of the month?”*.

Ultimately when working on these developments it is key to ensure accessibility for all. For example - *“make it sensory okay - make it so blind people can use everything”*.

3.2 Session 2

Topic:

- The world and Smithfield in 2040 - place, people, pride, past and possibilities.
- Leisure, culture and events at Smithfield – future trends.

The second session (2) took place on Friday 29th July between 6pm and 8pm. The key focus of this session was to give The Smithfield Birmingham Youth Panel an introduction to The Yard Creative, and their vision for the area in 2040.

Firstly, the panellists were asked to share something Birmingham is known for; could be a landmark, a symbol, a recognised phrase etc. Responses could broadly be split into the following:

- **City related:** There was comment on the nature across Birmingham *“More canals than Venice”*; *“More trees than Paris”*; *“pigeon park”* alongside key attributes of the city *“Good food places”* *“Maccies on the ramp”*; *“Fast Evolving”*; *“Can get to the whole of the UK in under 5 hours (pretty sure!)*. To further this, *“The university's”*; accessibility *“Decent cost of living for a city”* and things to do *“Loads of Gyms”*; *“Nightlife”*; *“Shoppingggggg”*.

- **Community related:** The culture and diversity of Birmingham were key attributes shared about Birmingham. This relates to the *“100 languages spoken - food, creativity”*; *“How it's between the North and South so everyone is friendly enough to speak to but not too friendly”*; *“The sense of community”* and *“The unity - seen with the commonwealth”*. There was also comment on the population - *“40% of population under 25”* and the *“Youngest Population In Birmingham”*.

3.2.1 The Yard Creative

Having heard from futurologists Yard Creative, who have been commissioned by Lendlease to advise on Smithfield in 2040, panellists were encouraged to consider what the future of Smithfield might look like and how they might engage with the space in 2040:

- **Activities/Space:** There is a general theme that there should be activities and a space for adults to use. This would include: *“Parks, pubs”* and *“I would like a space for people who aren't extremely social or into nightlife to have a space to read and relax. It would have a space for sitting either on the floor or on an elevated place to sit and read and enjoy the day. It would have a shield to”*. There should be provisions in place as *“being an adult and having a full time job - we will need things for adults to do in the evenings”* alongside *“Lots of nice gyms pleaseeee”*.
- **Weather considerations:** There should be plans for varying weather conditions as *“we have no extreme weather provisions built into our community”*. There was consistent feedback on having air conditioning across the space, alongside having protection in the outdoor space for when it's too hot and cold. Related to this, *There are no trees and green space is very limited. The future of Smithfield will need more green space and a way to combat Global Warming. Overheating is a very current issue and is only going to get worse. Smithfield should be carbon negative!”*
- **Community:** Birmingham is celebrated and championed for its diversity. This should be maintained within Smithfield - *“Love the diversity of Birmingham - would like the diversity to continue. People of all races can be found in Birmingham”*. There should be a sense of community to ensure *“the resistance to the effect of commercialism - similar to London - being able to walk around a community knowing the barber, shopkeeper etc”*.
- **Key considerations:** The following were shared in relation to the look and feel of Smithfield.
 - **Littering:** *“More bins that are cleared regularly”*; *“Cleaner streets”*
 - **Housing:** *“More available shelters for homeless people.”*
 - **Aesthetique:** *“More cool graffiti art”*; *“Although this will be a new modern space, it would be great to have the architecture of the site to reflect the industrial history of Birmingham”*

3.2.1.1 Thinking of the Future

When asked how the new neighbourhood could be a place of welcome the following themes emerged. To ensure it's a place of welcome - *"Do not have too many police - they are important if there is a big event, but over-policing causes more tension, which ultimately leads to more arrests and people feel less safe"*.

- **Shared space:** having a communal shared space, or green space which is welcoming for those living in the area should - *"Bring like minded people who wouldn't have met otherwise together"*. Relatedly, there could be a range of activities that bring people to the area such as leisure centres, gyms and swimming.
- **Amenities:** There should be *"Transport , toilets , food"* and it should be kept clean. There could be design considerations such as *"Graffiti can be arty (like Digbeth), but name tags and littering is the opposite of welcoming."*

When asked what family looks like to you and what it may look like in the future. Broadly this is related to feelings of:

- **Togetherness:** Family relates to a feeling of *"community"* and when cultures come together - *"More interracial families"; "LGBTQ etc more accepting"*.
- **People:** Family also relates to the people you can count on, feel comfortable with and those who have something in common with - *"People who are with you no matter what - bad or good"*.
- **Safety:** *"A safe space with others, not necessarily blood relations"*.

When asked what to share about the identifiable aspects of Birmingham, the following were shared:

- **History of Birmingham:** *"Unique - Key during the Industrial Revolution"*; alongside more recent developments *"Birmingham has a high level of hyperlocal identity. Bc of history (e.g gun quarter, jewellery quarter etc.) walking around feels like you're visiting multiple cities at once"*.
- **Population and culture:** Birmingham is celebrated for *"So many young people, our culture"* as *"a place for arty people"*. Alongside *"cultural diversity within the food industry, essentially is tourism with how the industry attracts others into the city."*
- **Travel:** There was insight on the structure of the city centre roads *"Brum city centre has been brutalised more than most cities by ring roads. Centre is totally cut off from the rest of the city, almost impossible to get there other than driving"* and *"Road works"*. While there are amenities such as *"Rental E-Cars parked on various roads like Copenhagen."*

3.2.1.2 Let's go Retro

When the panellists shared what they think 'Retro' hobbies will look like in the future, common responses included:

- **Rollerblading**
- **Pokemon**
- **Fashion:** *"Vintage kilo sales"; "Bold makeup"; "Thrifting" "wearing headphones"*

In relation to trending 'Retro hobbies of the future,

- **Fashion:** *“wearing a mask”; “making clothes to fit”*
- **Technology:** *“Owning an iPod”; “Vines”; “Vintage headphones”; “AirPods”; “Decent size phones”*
- **Social media:** *“TikTok”; “Reels”*

3.2.2 Leisure, culture and events

Finally, the panellists were asked what future trends they predict/see in regards to leisure, culture and events at Smithfield.

- **Fitness-related:** It was shared that there should be *“big gyms”*. *In particular there should be “Private Swimming Pools”* with a particular comment on *“Women's Only Swimming Pools”* and *“More pools having female only sessions”*.
- **Food related:** there should be *“local markets”* and which aim to *“Give a sense of ownership: Staple food places that are popular within brum”*.
- **Accessibility:** The provisions should be *“more inclusive and affordable”* with *“affordable prices as everything seems overpriced just because it's new”* with *“better signage and advertising socially”*.
- **Activities:** There should be activities including local arts, music events, game cafes, electric go karting or bumper cars, bowling, lazerquest, fun fairs, arcade and paintballing. There was particular reference to cinema experiences such as *“rent a Cinema Room”; “rent a big room and choose a movie - your netflix even or whatever”; “outdoor cinemas”*. A particularly unique idea would be to have - *“Hollywood Golden Stars Paving Slab Equivalent.”*
- **Spaces:** It was suggested that having spaces like *“non-commercial meeting places, like a coffee shop without the coffee”* or *“spaces to promote hobbies (e.g. pottery studios, rollerblading rinks, etc)”* or *“to plant your own tree”*

3.3 Session 3

Topic:

- Health and wellbeing
- Living at Smithfield

Session three took place on 1st August 2022, between 6pm and 8pm. The key focus of this session was to discuss health and wellbeing and living at Smithfield a.

3.3.1 Health and wellbeing

3.3.1.1 What does health and wellbeing mean to you?

Broadly health and wellbeing was described by internal and external feelings.

- **Person centred:** included comments around feeling comfortable within yourself, having time for yourself while setting boundaries and being true to yourself. This is related to mental and physical health and having a good work/life balance, while feeling safe and secure.
- **Community:** This relates to “socialising” and “being able to share your best self with those around you.”

Related to this was “not having any physical limitations in day to day life” while engaging in detoxes by having “days off technology and screens”.

When considering the future, health and wellbeing this was broadly described as:

- **Work life/balance:** There should be accommodations made to ensure a work/life balance such as flexible working “Allowing people to stay at home for work”; “hybrid working”, alongside improvements such as “More days off”; “Better sick pay” and “Facilities in offices to accommodate mental health”.
- **Managing lifestyle and detoxing:** Engaging in and “building healthy habits and attitudes into your lifestyle, normalising these and making them second nature”. This may involve finding strategies such as taking breaks, taking digital detoxes and connecting with nature (i.e. “retreat to Nature”).

The panellists shared that places that encourage healthy living can be created by focusing on the ‘space’ itself, this should include:

- “Plenty of sporting facilities”
- “more greenery”
- “Communal and inviting spaces to encourage socialising and working”
- “walkable cities!”
- “Positive Architecture”
- “Sleeping pods, greenery, open roof top”
- “outside spaces, bright open inside spaces”
- “Clean Air, Well Maintained Accommodation, Net Zero Pollution, Pedestrianised Zones”
- “Safe and clean outdoor space which makes people want to leave their personal space”

3.3.1.2 What are your thoughts about the health and wellbeing hub?

The panellists were asked about their initial thoughts about the prospect of the health and wellbeing hub following a presentation from RCKa, dRMM and Intervention Architecture who together are designing the first residential areas and health and wellbeing hub in the masterplan..

There were positive comments such as “love the idea overall” and “I love the idea of it” , with broad themes of:

- **Development opportunities:** Specific development would relate to having more ecology in the space (i.e. *“Would be good to bring some sort of nature back to the centre - maybe a fish pond?”*), green spaces (*“Would there be options for residents to have small garden space? As someone who lives in a residential building without access to a garden, it can really affect your mental wellbeing.”*) alongside social/communal spaces and events. Related to this a *“Good sized Multi-faith room is a must”*.
- **Accessibility:** It is important to ensure that the space is affordable and accessible to all - *“Have you thought about disabled people”; “should be targeted to everybody!”; “make sure it is accessible for all - think about ramps if there are steps, parking for disabled people nearby, no flashing lights or bright lights for hidden disabilities”*. Alongside this, considering individuals who have pets - *“Are residents allowed to keep pets in the residential area? If not, why not as pets are known to be beneficial to health and wellbeing in numerous circumstances?”*.
- **Business and finance:** Affordability was a key concern - *“Seems a bit pricey”; “More High End Gyms that have an offering of Affordable entry at fixed times or days?”; “Mortgages”*. Related to this were business and employment respectively- *“Will the area support small business first before large chains?”* and *“What type of work opportunities will the residential building open up for the public?”*
- **Travel:** There were mixed views on the vehicle-related plans - *“No cars?”*, while *“100% agree that there should not be car parks. less cars means boosting local transit ridership which will increase the quality. Better for physical and mental health and better for the planet - definitely the future!”*.
- **Development specific:** There was comment on the development of the apartments relating to size (*“What are the range of apartment sizes available (in terms of bedrooms)”*), layout (*“Will accommodation be a mixture of layouts? Like studios, 2-beds, etc. Or will it be all the same layout?”*), working spaces (*“Working from home is only going to get more common. Building flats with healthy well-designed desk space, and usable, varied co-working spaces across multiple floors, is crucial”*) and scope for semi-private outdoor areas for socialising. Alongside, there could be *“Calming art installations by local artists in the area”* alongside *“Muted colours and ambient lighting at night to not interfere with any residential areas.”*

Further to this, there were suggestions for provisions such as libraries, communal study space, garden to grow food, drop in therapy areas, soundproof pods, resident health and wellbeing wardens, bike storage and cycle lanes and ensuring there are cafes and bars nearby. Alongside this, *“a pharmacy in the area would be great so that people have ease of access to important medication and they don't have to travel really far out to get essential healthcare.”*

3.3.2 Living at Smithfield

When the panellists were asked how they feel about where they currently live and where they would like to live in the future, the broad themes relate to:

- **Travel:** There is a preference to be nearer to a train station, have easier bus routes, ease of access to big travel routes. The place should be welcoming and have more clear signposting and directions.
- **Opportunities/spaces:** There should be opportunities in the area for young people, and scope to work with local business and people to create new opportunities. There should be “*24/7 convenience shops*” and being near ‘*water*’ and ‘*wildlife parks*’ is of key interest. Related to this, have access to spaces such as “*Green spaces that are quiet, clean and well-lit at night for safety.*”.
- **Family-friendly:** It is of key importance to have a child/family friendly environment. This relates to feeling safe, creating accommodation spaces for families to grow in the city, living near open spaces and affordable restaurants which are healthy and accommodate dietary requirements.
- **Accommodation:** This should be affordable, have garden space, be family friendly, pet-friendly, allow deliveries. Related to this, having good lighting, wifi network and offering bursaries for residents was of interest.

3.4 Session 4

Topic: Market of the future

Session four took place on Friday 5th August 2022, between 6pm and 8pm. The key focus of this session was to discuss the new plans for the markets, what should be kept and changed and what they could look like as part of Smithfield.

The panellists were asked about how frequently they visit the Birmingham Markets and what the purpose of their last visit was (If they haven’t visited recently/ever - why?). Broadly responses suggest it is either:

- **Rarely visited:** The majority have not recently visited, this is due to home working, living out of Birmingham, having the same amenities in convenient shops and limited knowledge of the markets themselves.
- **Frequently visited:** In comparison, there was a small number of respondents who visit more often - this is “*4 times a week and for work*” and “*Usually once a week I love looking around the rag market there’s also a sushi place in the fish market that I really want to try*”.

3.4.1 DKA and The New Markets

Following a presentation from DKA, the architects for the new markets,, the panellists were asked to share their initial thoughts on the plans for the new markets in Smithfield Birmingham. This was structured into things they’d like to keep about the markets (*The Present*), what would attract people to the markets (*Attraction*) and what the future of the markets could look like (*The Future*).

3.4.1.1 The present

In relation to the things to keep about the markets, the panellists are excited about the design and food and like the rooftop idea. Alongside this the panellists broadly shared:

- **Community:** Ensuring that there is a feeling of collectivism, authenticity and preserving its history and atmosphere. There should be a local community involved, and the *“markets need to stay community run. The appeal of the markets over any supermarket is the supporting local people and the more ‘trinketty’ nature of the goods”*.
- **Business related:** It is important to consider, *“Local businesses - things you can only get in Birmingham.”* There was concern regarding the market being taken over by big corporations while maintaining *“the fact it’s not a set price”* and the prices (*“cheap”*).
- **Improvements:** there needs to be *“more storage for traders”, “better air circulation for seasonal use”*. To support developments *“if there is a big dining hall that would be amazing. places to sit and eat”, “more appeal over convenience usage”, “Night lighting like German markets”* as *“currently needs better facilities to encourage more footfall”*.

3.4.1.2 Attraction

Considering what would attract young people to the markets. The following themes emerged:

- **Events/Activities:** Overall comments include having live music, entertainment, supporting local acts, diversity in the choices of entertainment. There should be scope for board games, opportunity to add more public art, pop up stores, and a games room. Having alcohol, a dessert place and somewhere to hire out for engaging events and a rooftop bar.
- **Social media:** would be key these developments to - *“make it Instagramable”* and *“advertising on social media”*.
- **Audience:** It would be key to target specific populations - *“make sure you tap into students”*. Suggestions include discounts, platforms for a student band/university radio and hiring the space for university societies and schools to use. To further this, having study and revision spaces with laptop friendly cafes, selling vintage/second hand clothing and books.
- **Accessibility:** *“People with mobility scooters need the space”* and *“Transport to the markets directly”*.
- **Amenities:** Having a *‘Lidl equivalent’*, with a discount day highlighting *“Lidl Vs market prices”*. It would also be effective to have *“Eco credentials - zero waste shops like the clean kilo are really popular. Utilise this in the market”*.

3.4.1.3 The Future

When asked to share what they envision for the future of the markets, the panellists shared:

- **Design:** This should be “modern” and “eco-friendly”. There was comment on having a Digbeth inspired vibe - *“Red bricks and fairy lights - mirror the popular digbeth aesthetic”* and *“Yesss digbeth dinning club”* ultimately to it *“Keep it brummy”*.
- **Amenities:** Inspiration was taken from other places as *“Do things like the hubs in Birmingham - the farth whale or icentrum - gymshark”*; *“more food stalls where food is made fresh like in London and the falafel stand”* and *“Improved and specialised pavements/pathways like Carnaby Street, London”*. Alongside fresh food, there is interest in *“Second hand clothes shopping, environmentally friendly food and produce shopping, busy bustling atmosphere”*.
- **Networking:** There is interest in creating a support network/hub for small businesses, pop-up shops, entrepreneurs, local residents and tourists.

3.5 Session 5

Topic - Future workplaces

3.5.1 Initial thoughts

Session five took place on Monday 8th August 2022, between 6pm and 8pm. The key focus of this session was to discuss future workplaces in Smithfield, and what they could look like. Haworth Tompkins and Minesh Patel presented plans for the workplaces proposed as part of phase one, and Rachel Edwards, future workplaces lead at Lendlease, presented research and ideas around future careers and workplaces that Lendlease is delivering as a business, including the Loneliness Lab and research related to neurodiversity.

In relation to the panellists' initial thoughts on the plans, they were mainly positive:

- **Positives:** There was acknowledgement that *“It's nice”*. Alongside, *“I like that she cared about accessibility”*; *“I like the green things”*; *“I like that it'll be social”*. There was also good feedback on the shared working spaces and spaces to take a break from work.
- **Accessibility:** There was discussion of being more considerate of individuals with introvert and extrovert personalities. Related to - *“I'd like a space to read, a space for introverts who would like to be around people but not be overwhelmed”*.
- **Considerations:** It is of interest to have *“healthy and affordable foot outlets and coffee shops - locals not chains!”* and *“Busking/ street performing area outside the office”*.

3.5.2 Designing Future Workspaces

When exploring the design of future workplaces, the panellists shared:

- **Additions:** There was comment on adding new developments such as “*Water Foundations*”; “*Ponds and pools*” while ensuring it is “*Environment friendly*”. There should be “*healthy and affordable lunch and cafe options*”; “*Recycling and good bins*” with “*Bikes to borrow*”.
- **Work considerations:** There should be flexible working spaces which accommodate for different meeting sizes (i.e, 1:1, team meetings) and working practices (i.e. video calls). Alongside this, a space to rest and “*retreat to if you need a moment away from what you've been doing just to destress*” whilst “*given time to actually socialise*”.
- **Financial:** In relation to incentives “*I want to be paid well*”.

3.5.3 Careers part 1

When asked what industries you are interested in working in, the panellists shared that they are interested in working in areas such as “*construction industry*”; “*Tech or aerospace*”; “*marketing*”; “*investment banking*”; “*ESG*”; “*sport*”; “*start ups*”; “*charity / third sector*”. Related to this was an interest in ‘*degree apprenticeships*’.

3.5.4 Careers part 2

3.5.4.1 What does the term smart city mean to you?

The panellists shared that the term ‘smart city’ broadly relates to:

- **Technology advancements:** This links to a “*tech run city*” with “*computers everywhere*” and “*cameras- internet on everything*”. There will be technological advancements to support efficient management of traffic and air pollution, with data to help improve the quality of living and “*make more sustainable city decisions*”. Ultimately for “*technology to make life easier*”.
- **City developments:** There would be “*Unreal infrastructure*”, with “*low emissions, sustainable*” with “*Interconnected amenities*”. This will be “*centred around well-being of residents*”.

3.5.4.2 How do you think developers could support social mobility and good jobs?

In relation to supporting social mobility and good jobs, the panellists suggested a range of provisions that may be beneficial for this:

- **Provisions:**
 - *Allow people to have chairs*
 - *high quality workplace with open spaces, green spaces, natural light*
 - *Free passport*
 - *Make sure everything is accessible and things*
 - *The UK skill gap - you can get job seekers in to these roles*
 - *Alternate pathways to employment beyond university dependency*

- You need to give poor people laptops and internet for free so they can do there jobs (if not especially kids)
- Give employers greater stake in the development of people they recruit rather than seeing employees as interchangeable or temporary
- Accessibility - for example, education is often at the forefront towards a high paid job. Maintaining access to education means people can contribute to their respective society
- UK skills gaps - degrees apprenticeships, apprenticeships that pay good - money talks
- Combing education into a 'smart city' meaning the students have ACCESS to modern technology prepares them for the future, engages with the different learning styles each student has and can ultimately lead to students working alongside each other
- Give people free travel for work - paid from the time they travel so you click your watch or phone and able to start etc
- Well paid Degree apprenticeships are the future - the degree course needs to be improved though - maybe it should be industry led instead of university lead - most lecturers left the industry in like 1850

Related to this was having “social events within and around the workplace” and more networking opportunities to facilitate collaboration and sharing of skills.

3.6 Session 6

Topic - Green space and 3D public realm/landscaping Connecting Smithfield (pedestrian and cycle routes, taxi, e-scooter, bus, tram etc)

Session six took place on Monday 15th August 2022, between 6pm and 8pm. The key focus of this session was to discuss green space and the public realm, as well as connectivity and how the development links with public transport, cycle and pedestrian routes.

To begin the session, the panellists were asked to take part in an energiser activity. They were asked three questions regarding their engagement with the city:

- **Brings you into the city centre:**
 - Common responses included: *shopping, food, work, travel*
- **Where do you usually hang out:**
 - Most popular places were: *places to drink/eat, inside/outside the bullring, millennium point, the exchange, the university campus*
- **What catches your eye when you're in the city:**
 - *Graffiti, Bullring, Grand centre, the random stalls, the market, chinatown, Religious preachers, Victorian buildings, Shops, Restaurants, custard factory area, sales lol, pool or snooker places, China Town, The Business Quarter, Trams*

3.6.1 Public Realm and Connectivity

JCFO explained proposals for public realm at Smithfield, including Festival Square, and WSP set out how the plans will link into the local area for pedestrians, cyclists, e-scooters, buses,

trams and train stations. Firstly, the panellists were shown plans for steps that had a LED feature, where there may be an opportunity to display lyrics and quotes for Birmingham-bred musicians. When asked to share a name of a Birmingham musician/band who you'd like to see referenced on the steps the responses in the zoom chat were:

- *“idk but you Collab with Bimm or access creative college cuz young musical artists”*
- *“apache Indian boom shak-a-lak Jess stefflon don #womanempowerment”*
- *“music - need jorja smith and mahalia on those steps”*
- *“depends how close to Brum we are doing - cuz west midlands area there is loads”*

3.6.1.1 Greenspace, landscaping and public realm

Secondly, the panellists were asked to share their initial thoughts about the proposed plans for landscaping and the public realm. Generally, this was positive with comments on amenities that could be added:

- **Positives:** There was positive feedback on the green spaces, transport, and food offerings with a particular interest in the water features - *“water idea is amazing - very peaceful, fun, relaxing. I love it”*; *“Water features are amazing and looking forward!!”*.
- **Additions:** There was interest in having *“Free Usb charging benches”*; *“Rentable charging lockers”*; *“Recycling points”*; *“Charging points”*.

Further to this, it was of keen interest to understand what will happen when it rains, the price of things nearby and lighting considerations in the evening time.

3.6.1.2 The space between buildings

In relation to the space between buildings, there were suggestions for things that could be added to the space:

- **Additions:** The space should be a *clean, welcoming environment* which is *open with good lighting*. There should be *toilets, charging points with clear signposts and directions*. The key to this is a *friendly atmosphere which feels safe, fun and ‘really pretty’*. There could be *‘public cultural events’* or a *‘boost juice bar’*.
- **Travel:** There should be considerations made for travel to ensure *“Easy access to main town all the time”* this could be achieved by “buses” as *“Ubers and taxis are too expensive”*.

3.6.2 Connecting to the wider city

In relation to understanding how the panellists feel about travelling around the city (in particular at night time), mainly there were challenges with some comments on how to improve this:

- **Challenges:** There are generally feelings of unsafety. It was suggested that it's better to travel in a car, or by train as buses feel unsafe and scary. There was a comment - *"Taking a bus late at night I always make sure I carry a defensive weapon"*. In relation to getting an uber or taxi it *"is really awkward to find the pick up spots around the city, if you're from out of the city"* and they are *"too expensive"*.

Considering Birmingham as a city it "doesn't have a bus station like most other cities, you have to walk across town to get another bus - at night it's creepy" and there are not enough signposts so you can easily get lost without a phone. There was also a comment that - *"It's uncomfortable to be a woman in the city centre"*.

- **Improvements:** To support these feelings, the following could be considered
 - *Free bus and ride (Manchester has it)*
 - *Night services that are discounted would be great.*
 - *at night there's very less buses running - we need more*
 - *Trams should have a wider focus, I can only think of the one tram line that goes to Wolverhampton, what if it went to solihull, the fort, Sutton Coldfield etc*
 - *Needs well-lit areas that you can get discounted travel from.*
 - *Unsafe - needs more opening welcoming spaces for women to walk through and there's lots of nighttime drinking*
 - *Pedestrianisation is great and bus only roads are lovely but Birmingham massively lacks places to people in cars to just dump their people without disrupting traffic flow or dumping people into the street. There is New street station & no where else*
 - *More train stations, there are literally very few and irregular trains and train stations!*

4 Conclusion

In conclusion, the topics of the six sessions are summarised below:

- **Session 1:** this was an introductory session which explored the masterplan, social value and temporary uses of the Smithfield space.
- **Session 2:** explored leisure, culture and events.
- **Session 3:** discussed health and wellbeing and living at Smithfields
- **Session 4:** concerned the new markets
- **Session 5:** explored future workspaces and careers
- **Session 6:** considered the public realm and connectivity and factors concerning connecting to the wider city.

At the end of the final session, we asked the panellists how they felt about the Smithfield Birmingham Masterplan now that they had completed the programme, and how they would like to be kept informed about its progress moving forward.



Appendix 8

Consultation feedback



Appendix 8A

Summary report – Smithfield Masterplan consultation

Summary of feedback received

March / April 2022 public consultation on the Smithfield Birmingham masterplan

This document has been produced by Camargue as a review of the feedback received during Lendlease's first round of consultation for Smithfield Birmingham. It summarises the forms submitted at the public exhibition, held on 26 March, 29 March and 4 April, along with those submitted via the online feedback form and by post during the consultation period, which lasted until Sunday 24 April 2022.

Overview

Lendlease held three public consultation events in the centre of Birmingham throughout March and early April 2022, at St Martin's Church (Saturday 26 March and Tuesday 29 March) and Birmingham Hippodrome (Monday 4 April).

The events offered a chance to view the latest plans for the Smithfield masterplan, market building and other key aspects of the development, and to discuss them with members of the project team.

A feedback form was available at the exhibition for attendees to provide comments on the plans. An online version of the form was also advertised as available on the project website (www.smithfieldbirmingham.co.uk) and attendees were informed that they could also take a form away and return it via post.

Over **250 people** attended the public exhibitions over the three days, with the vast majority of attendees speaking to at least one member of the project team.

In total, **163 written responses** were submitted. This comprised:

- **50** feedback forms completed in person / via post
- **113** feedback forms completed online

Representations were also submitted by West Midlands Police and a local historian, directly to the Hello Smithfield email inbox. This feedback has been considered separately, and is not included in the quantitative analysis presented below. Both submissions are included as appendices at the back of the report.

The feedback received is analysed on the pages overleaf.

Quantitative feedback

Questions

The feedback form posed the following discrete (multiple choice) questions:

“Q1: What are your favourite things to do in Birmingham city centre? (Please rank the below in order of preference)”

- *Nightlife*
- *Visiting cultural/heritage sites (e.g. museums)*
- *Shopping*
- *Visiting green spaces such as parks*
- *Fitness and wellbeing activities*
- *Leisure activities*
- *Other (please specify)*

“Q2: Please select up to three options from the list below which you most want to see at Smithfield.”

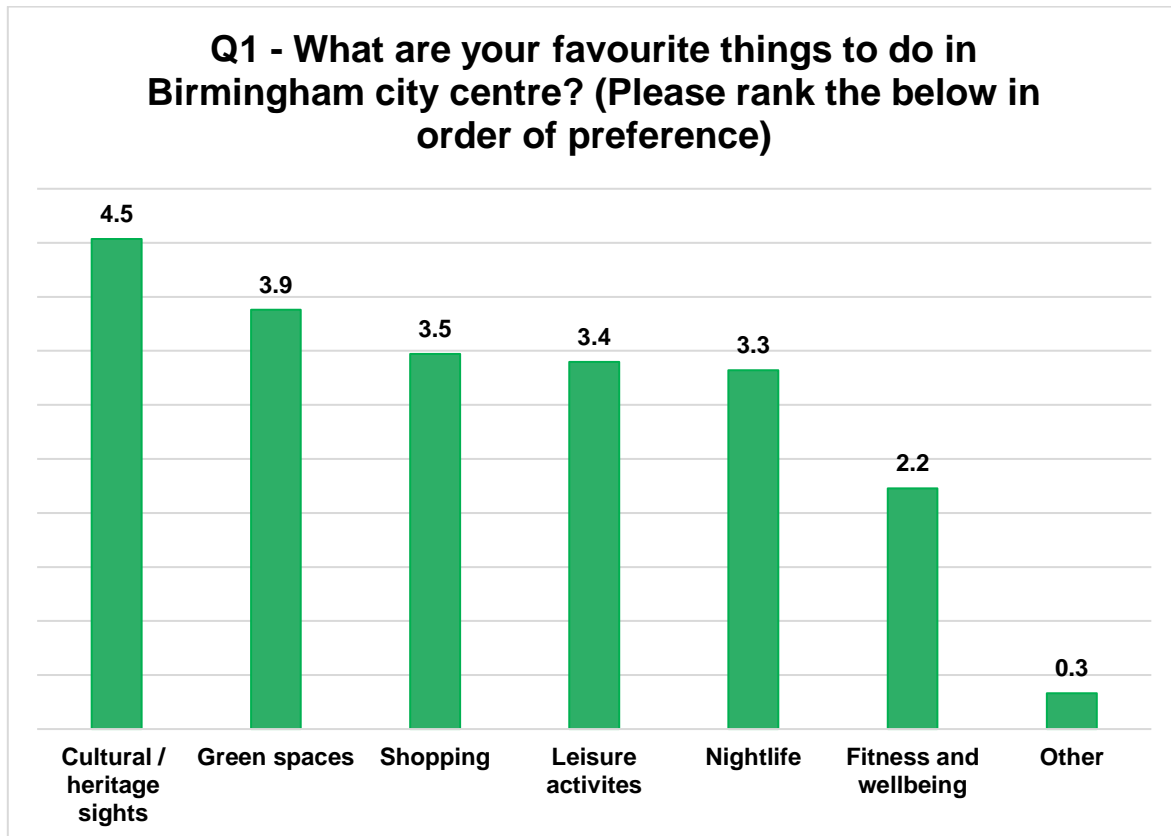
- *Design and architecture*
- *Green spaces*
- *Leisure spaces/facilities*
- *Transport links*
- *Culture and things to do*
- *Places to live*
- *Other (please specify)*

“Q5: Considering how Smithfield will benefit the city overall, please rank the following in terms of how important they are to you.”

- *Environmental sustainability*
- *High quality accommodation*
- *Leisure venues*
- *Retail destinations*
- *Transport links*
- *Opportunities for high quality, well-paid employment*
- *Educational facilities*
- *Opportunities for young people*
- *Attractive and engaging public architecture*
- *Opportunities for cultural interaction – such as festivals, parades, religious events, art exhibitions*

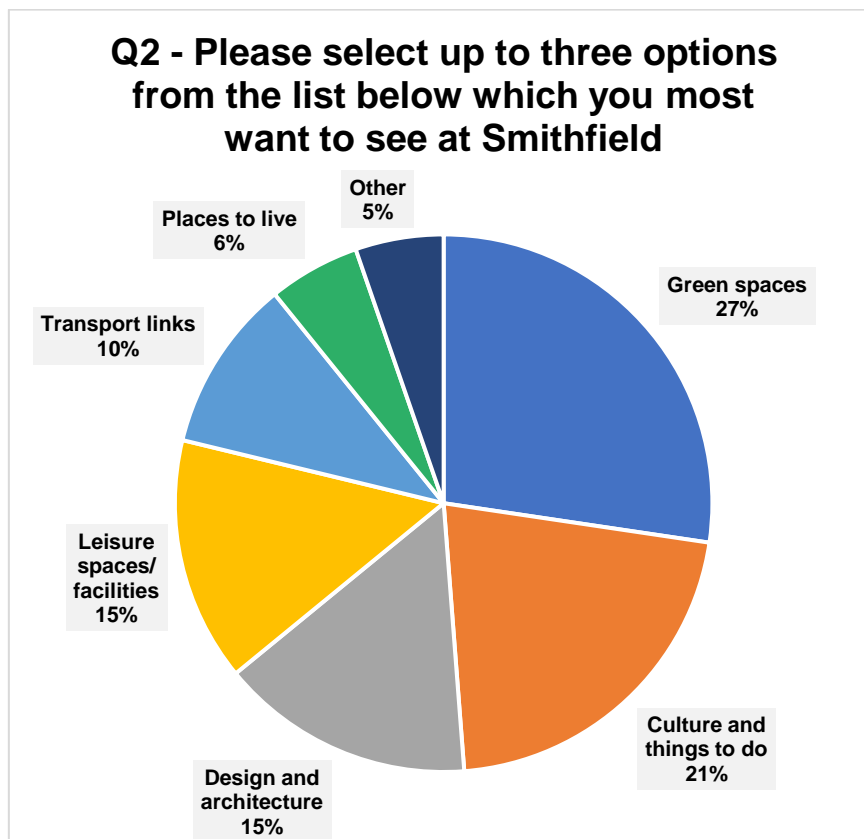
Responses

The responses to each of the questions are set out below as charts, indicating the most popular answers.



'Visiting cultural/heritage sites' emerged as, on average, the highest ranking option from the list – followed by 'Visiting green spaces such as parks'. 'Fitness and wellbeing activities' was the lowest ranking of the specified options. Examples given for 'Other' are provided below.

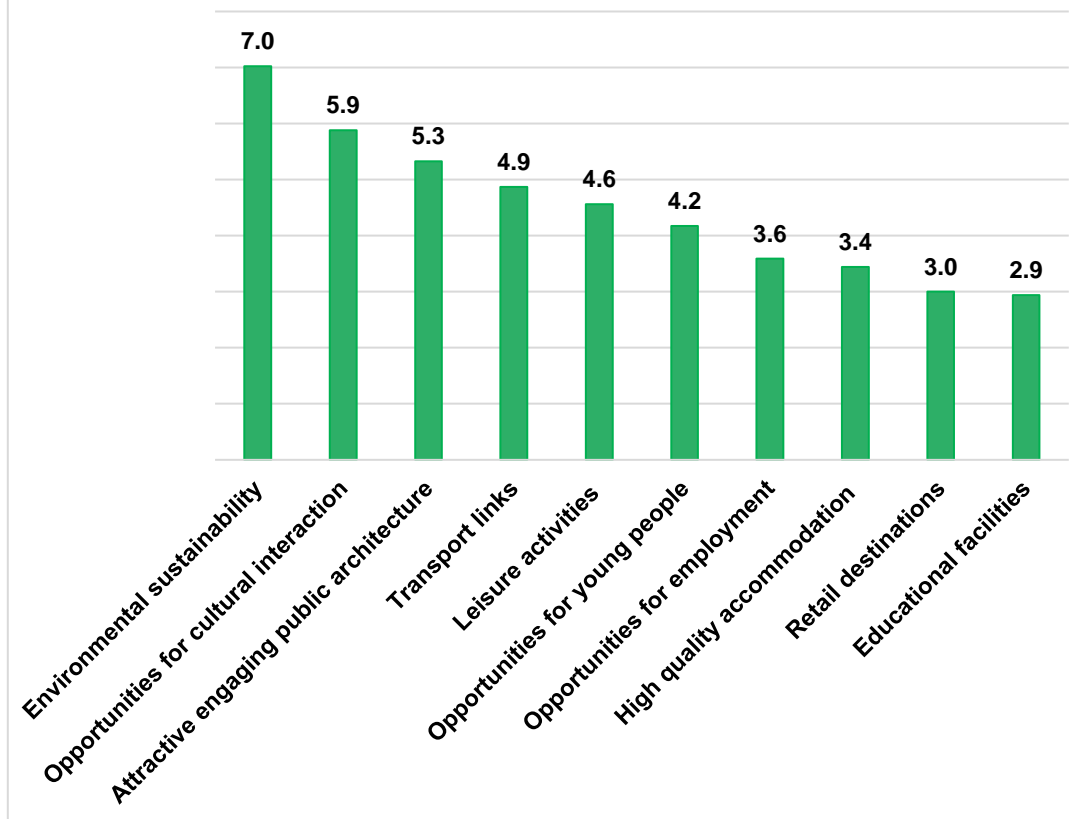
- *"Going to the markets"*
- *"Eating, living"*
- *"Faith and work"*
- *"Concerts, walking around areas"*



The two most commonly selected answers were ‘Green spaces’ (27%) and ‘Culture and things to do’ (22%). ‘Places to live’ was the least popular of the specified options (6%). Examples given for ‘Other’ are provided below.

- *“Natural woodlands space would be nice”*
- *“Velodrome”*
- *“50m Swimming pool”*
- *“Ice rink”*
- *“Homes for the homeless, Museum of Modern Art, a Cultural Centre akin to ‘Home’ in Manchester”*
- *“Better provisions for segregated cycling”*

Q5 - Considering how Smithfield will benefit the city overall, please rank the following in terms of how important they are to you



'Environmental sustainability' was on average the most important consideration for respondents, followed by 'Opportunities for cultural interaction – such as festivals, parades, religious events, art exhibitions'. The least important considerations according to respondents were 'Retail destinations' and 'Educational facilities'.

Qualitative feedback

The feedback form also posed the following free text questions:

“Q3: Our plans for Smithfield include new leisure facilities and a public square which will be open for a range of events and community uses. What would you like to see from these spaces?”

(Think about the kind of events/activities you enjoy, and how we could facilitate these with our designs – for instance festivals, art exhibitions, shopping, dining, meeting friends, relaxing, children’s play areas, health and wellbeing, etc.)”

“Q4: We will also be developing a new building to house the current Indoor, Open and Rag markets. What would you like to see from this?”

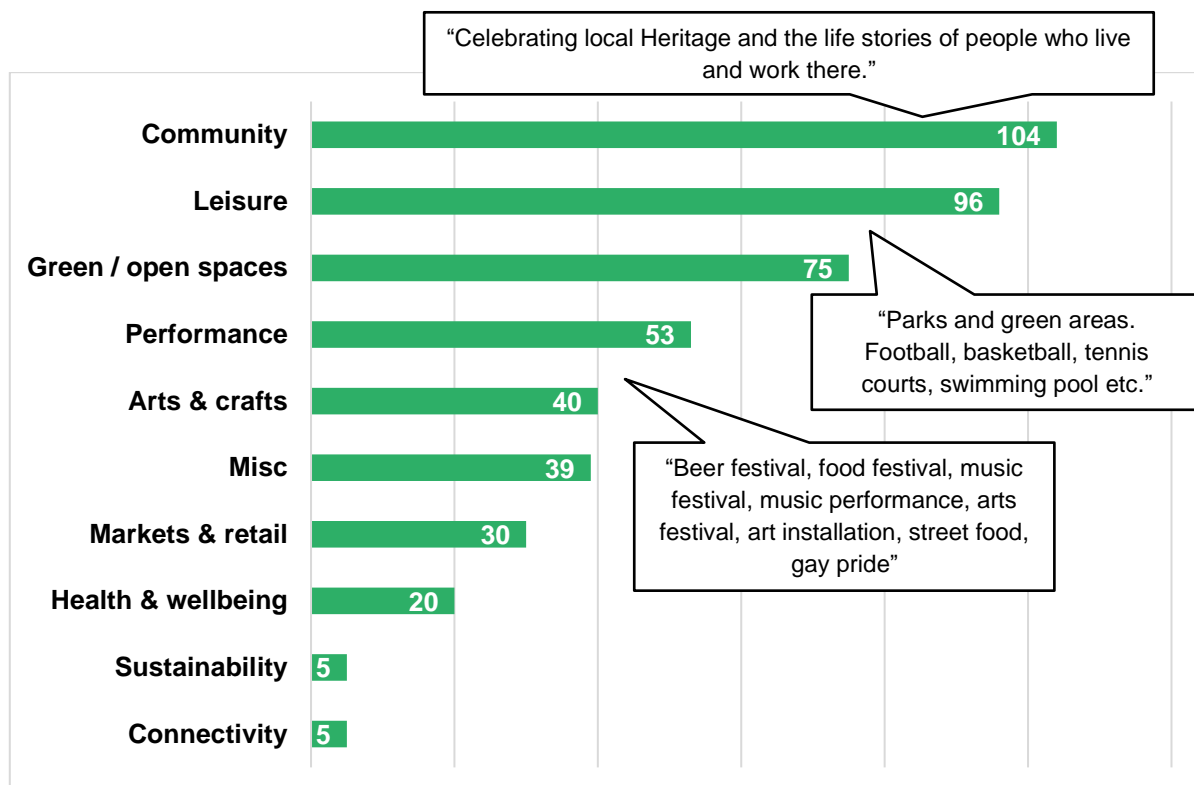
(For example, do you want more local produce, a range of food, clothing and jewellery stalls, and high-quality artisan products? Do you want lots of space, longer opening hours and a busy, vibrant environment, or quiet spaces with room to sit?)”

“Q6: Do you have any other comments you’d like to share?”

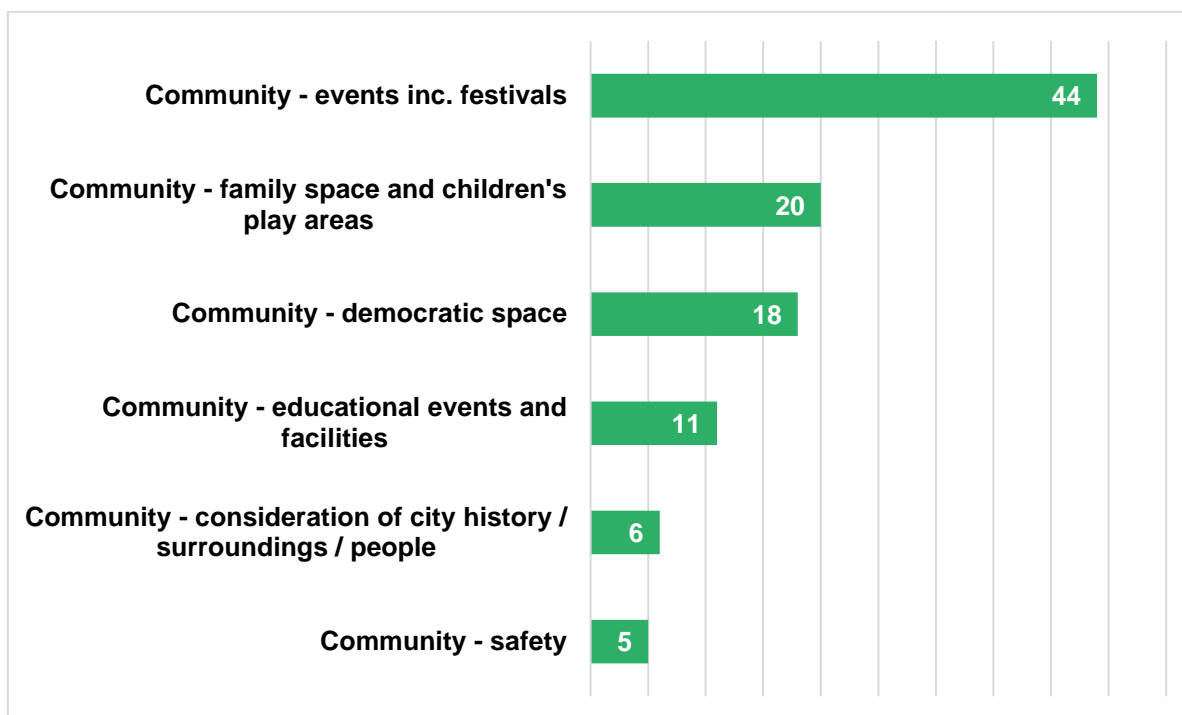
Responses

The common themes/asks emerging from responses are summarised below.

Q3: Our plans for Smithfield include new leisure facilities and a public square which will be open for a range of events and community uses. What would you like to see from these spaces?

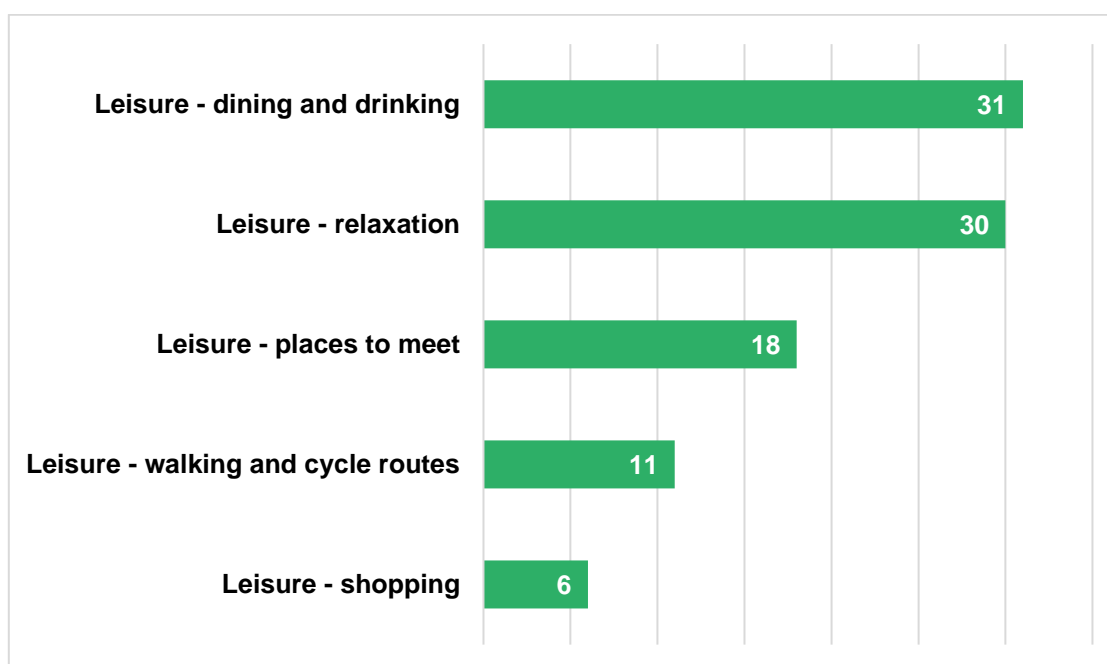


- 104 respondents gave answers about **community uses / events**. A more detailed breakdown of these is provided below:



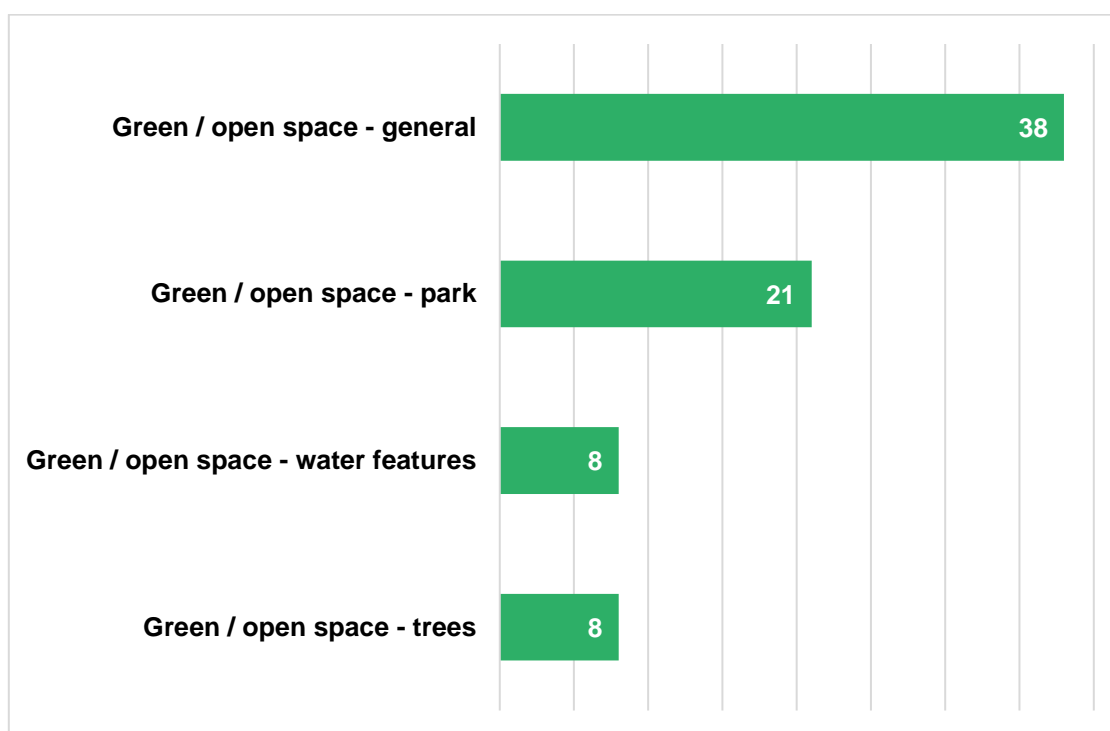
- The most common request was for **community events including festivals** (44), with an emphasis on bringing diverse cultures and communities together in a single space:
 - *“Festivals, community events, cultural exhibitions”*
 - *“Festivals, performances, community use, a beautiful place to sit/relax/meet and enjoy, some water”*
 - *“Jamaica Independence in the Square and other different cultural events where people can express their different cultures e.g. Shieh festivals. Art exhibitions, fashion shows, Sunday market, showcase jewellery. Mini fairs during sessional periods such as Bonfire night. Family orientated spaces, social spaces for friends and family, crazy golf, trampoline, rocking, boxing, gaming entertainment, casino and new innovative leisure activities.”*
- 20 respondents asked for **family space and children’s play areas**:
 - *“Outdoor theatre and music performances, art exhibitions, niche shopping brands not currently present in the city. All day dining offers and public squares and green space to relax with friends and family”*
 - *“There's a complete lack of children's playgrounds in the city centre. Most European cities have an amazing playground to give younger children / families something to do that isn't just about shopping. e.g. Parc Gulliver in Valencia or Hexenspielplatz in Berlin. Our kids really enjoyed juegos para niños Park and Parque de la Paloma in Benalmadena. They can still have cafes around them.”*

- A further 18 respondents requested **democratic space** to bring the ideas and creativity of local communities together:
 - *“I would like to see genuine open & democratic spaces that are flexible, adaptable, innovative and multi-functional. The key question here is how these spaces are programmed and by who and how they are sustained over the long term. Also at question is how Smithfield is stitched into the existing and emerging creative and cultural offers. Replication of facilities may be redundant and threaten existing orgs so understanding and actively engaging with the sector will be important. Smithfield should see it's position at the centre of a number of communities as a key strength, a gateway that speaks of and to the city, its communities and to those who visit us.”*
 - *“Speaker Corner as in London, restaurant on the edge of the greenspace (great view of the skyline)”*
- 96 respondents gave answers about **leisure provision** – see breakdown below:



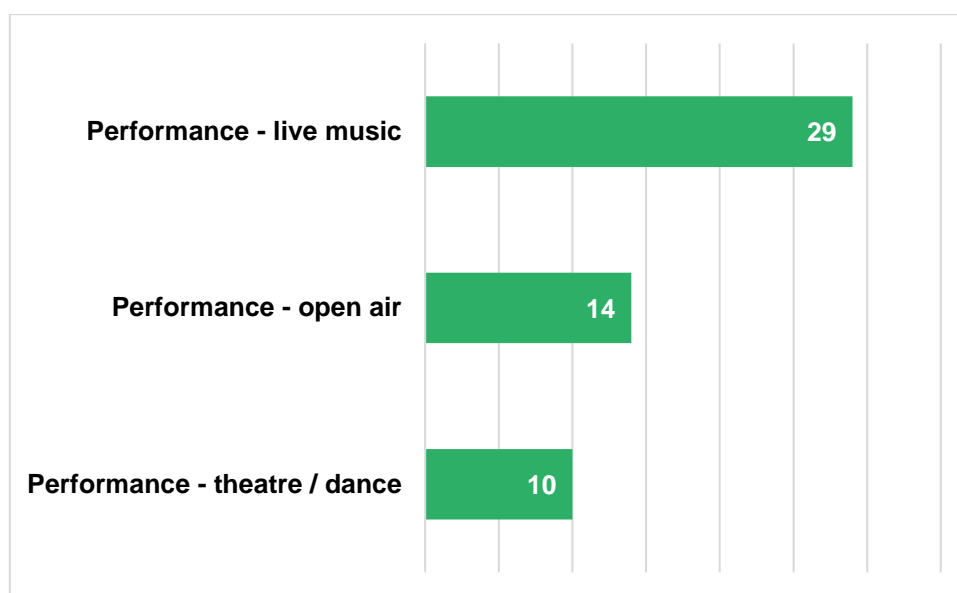
- The most frequent leisure request was for **places to dine and drink** (31), including food / drink festivals:
 - *“Food and drink festivals, outdoor cinema, dining”*
 - *“Farmers market, food stall events, open air performances, gardening shows, activities for kids, activities for single adults, mental health awareness/hubs”*
- This was closely followed by **relaxation** opportunities (30) including quiet space and places to sit:
 - *“Parks and green areas. Football, basketball, tennis courts, swimming pool etc. Dining, and outdoor relaxation areas”*

- *“Festivals, performances, community use, a beautiful place to sit/relax/meet and enjoy, some water”*
- 18 respondents wanted to see **places to meet** and socialise:
 - *“Festivals, meeting friends, health and wellbeing, exhibitions, music”*
 - *“Shopping places/ commercial areas, festivals and cultural gardens, meeting areas/ point at green spaces. Restaurants, bars, pubs and places where people can socialise outdoors or indoors”*
- 75 respondents gave answers about **green / open space** – see detailed breakdown below:



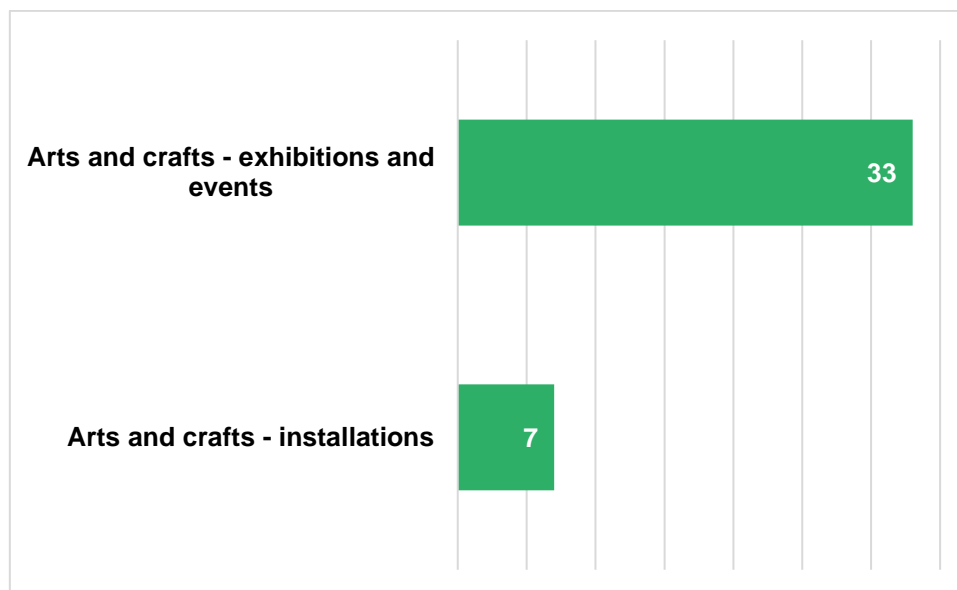
- The majority of these were **general comments** (38) about requiring green space and the benefits this would bring:
 - *“I would like to see a better use of the space to create green spaces such as allotments/community gardens and truly green spaces to relax in. I want to see better cycle lanes and less cars and certainly less taxis as there are too many in Birmingham.”*
 - *“Innovative green space of international standard unique and special taking forward the latest ideas maybe not static ? Evolving and producing food, urban forest, fun for kids contemplative space, so thing for everyone the beating green heart of the city”*

- Alongside these, there were calls for greater provision of green space in the plans with an emphasis on **Smithfield Park** (21):
 - *“Exhibition of quality sculpture/ arts/ not simple basic ones. Modern art/ galleries/ glass buildings, green parks can sit, children ground with modern facilities, paths for dog owners. More important: more green area, big fountain - Brum signature spot. Water + music - lively. Make modern park that can attract young and old”*
 - *“Please include a much needed huge green space for the people of this city to enjoy, to have a break from less visually appealing surroundings, the park should be well designed and maintained with routes good for running/cycling, whilst enjoying more nature within the park, please look to other famous parks across the world for inspiration such as Central Park in NYC, or Greenwich Park in London as to what makes a good park, It should be unique but also spacious, not small so that people from all over the city and beyond can come and enjoy it.”*
 - *“The green space needs to be at least as big as the Cathedral square to be a meaningful green space in the city centre”*
- 53 respondents gave answers about **performance** including live music (29). A breakdown of these responses is included below:



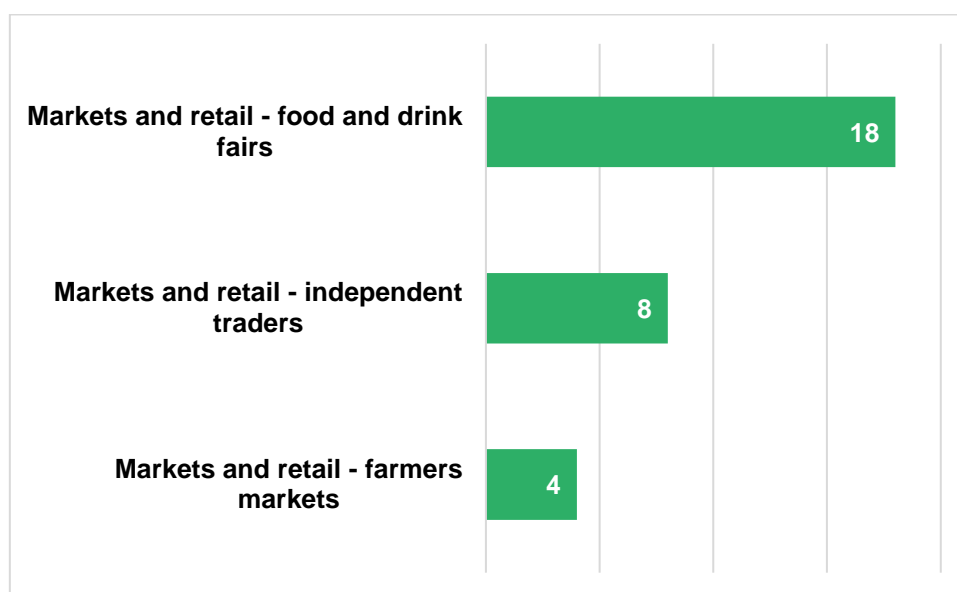
- The most popular request was for **live music** (29), including gigs and festivals:
 - *“Music festivals, art exhibitions.”*
 - *“Food festivals and events, linked to the markets; concerts/live music, not just established artists but up and coming ones, school bands, buskers, etc; events focused on young people, giving them a voice, an opportunity to express themselves.”*

- 14 respondents requested **open air performance** including busking and shows:
 - *“Farmers market, food stall events, open air performances, gardening shows, activities for kids, activities for single adults, mental health awareness/hubs”*
 - *“Quality public realm to host open air theatre & music events, niche shopping”*
- 10 respondents wanted to see live **theatre and dance** at Smithfield:
 - *“Outdoor theatre and music performances, art exhibitions, niche shopping brands not currently present in the city. All day dining offers and public squares and green space to relax with friends and family”*
 - *“Events I would like to see include food fairs (like the Colmore area food event that was in Victoria Square) and cultural events i.e. food and dance from, for example, South Asian community”*
- 40 respondents gave answers relating to **arts and crafts** – see breakdown below:



- The majority of these (33) wanted to see arts and crafts **exhibitions and events**:
 - *“An art exhibition space, a dining opportunities”*
 - *“Independent food and craft market similar to Edgbaston or Moseley, temporary street art/exhibitions, street furniture and items integrated in the wider landscaping scheme that can be multifunctional and used for children's independent play rather than designated playground, informal areas to socialise, outdoor dining space/street food carts (think Digbeth Dining Club style)”*
- 7 respondents requested art **installations** / features as part of the Smithfield landscape:
 - *“Beer festival, food festival, music festival, music performance, arts festival, art installation, street food, gay pride”*

- 30 respondents gave answers relating to **markets and retail** opportunities, as displayed in the breakdown below:

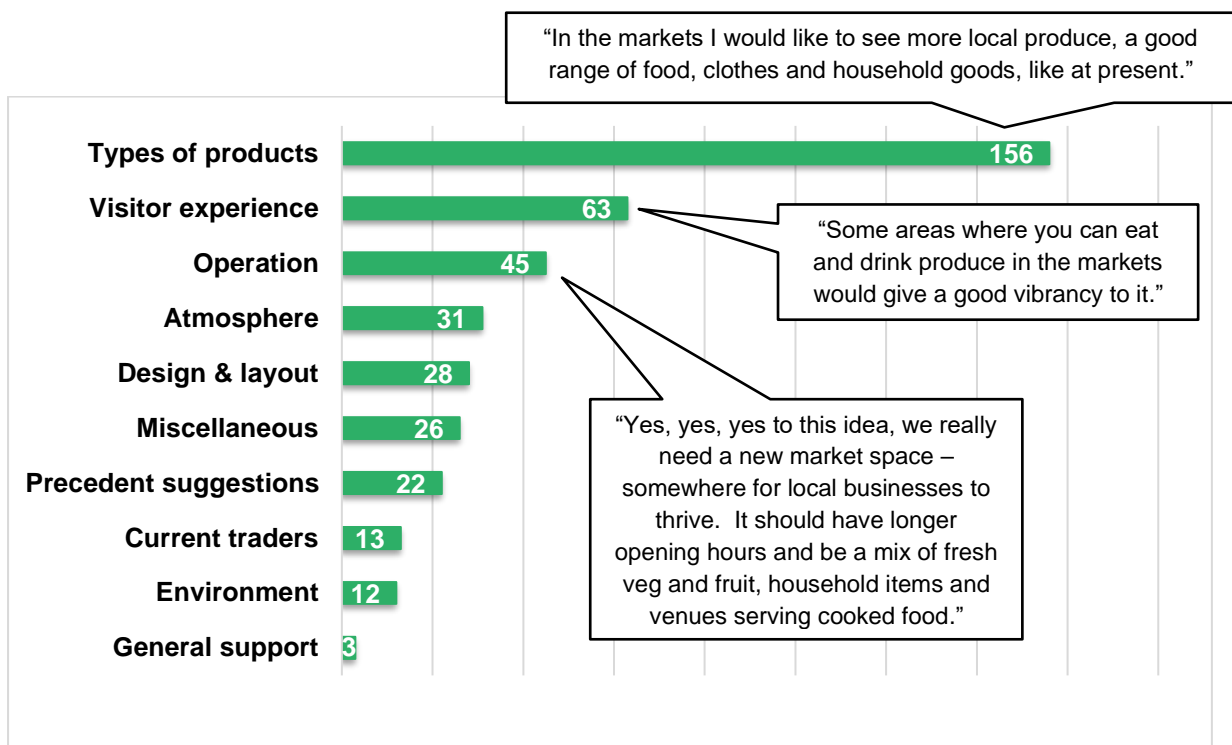


- Among these were clear calls for **food and drink fairs** / festivals (18), requests that **independent traders** are prioritised (8) and recommendations for **farmers' markets** (4):
 - *“Food festivals, language exchanges to help those in the city learn new languages and share English with others, pop-up farmers markets, outdoor seating”*
 - *“The focus needs to be on creating something that is different from the rest of the city and that is unique in the country. Shopping is well-catered for in the rest of the city. Any shopping needs to focus on independent shops that offer something different. I think it is imperative that the architecture is imaginative and attractive and an attraction in itself. One very tall iconic building that acts as a beacon is imperative. The higher, the better (preferably 200+metres), thus freeing up space for more focus on meeting places and particularly green spaces. What can't happen is Smithfield just becomes a nondescript district which is no different from the core area of the city centre. A national museum (music/arts etc.) would be a real draw. Smithfield has to attract people from near and afar. The best way to do that is to have something which is unique and is worth visiting and isn't a carbon copy of somewhere else. A brilliant example of this would be Fremont Street in Las Vegas. Although it is important to have people living in Smithfield, I don't think this should be the overriding emphasis. There are massive developments planned for Southside and Digbeth; those people need somewhere to relax and enjoy themselves; Smithfield should be an attraction for them. It should also be attracting different people at different times of the day. During the daytime, families need to be attracted there with family-friendly world-class leisure and entertainment facilities. At night time the emphasis should obviously change to entertainment and food etc.”*
- Elsewhere, 20 respondents gave answers to **health and wellbeing** provision including fitness facilities such as gyms, fitness classes and events, and mental health hubs.

- 5 respondents gave answers relating to **sustainability and circular economy**, through key recycling plans and use of sustainable materials.
- 5 respondents gave answers relating to **connectivity issues**, including concerns about adequate car parking, requests for public transport links, and calls for reduced road traffic.

Q4: We will also be developing a new building to house the current Indoor, Open and Rag markets. What would you like to see from this?

Question 4 drew a range of responses relating to thoughts on the new market building at Smithfield, predominantly relating to the types of product available, the experience for visitors and operation of the market.

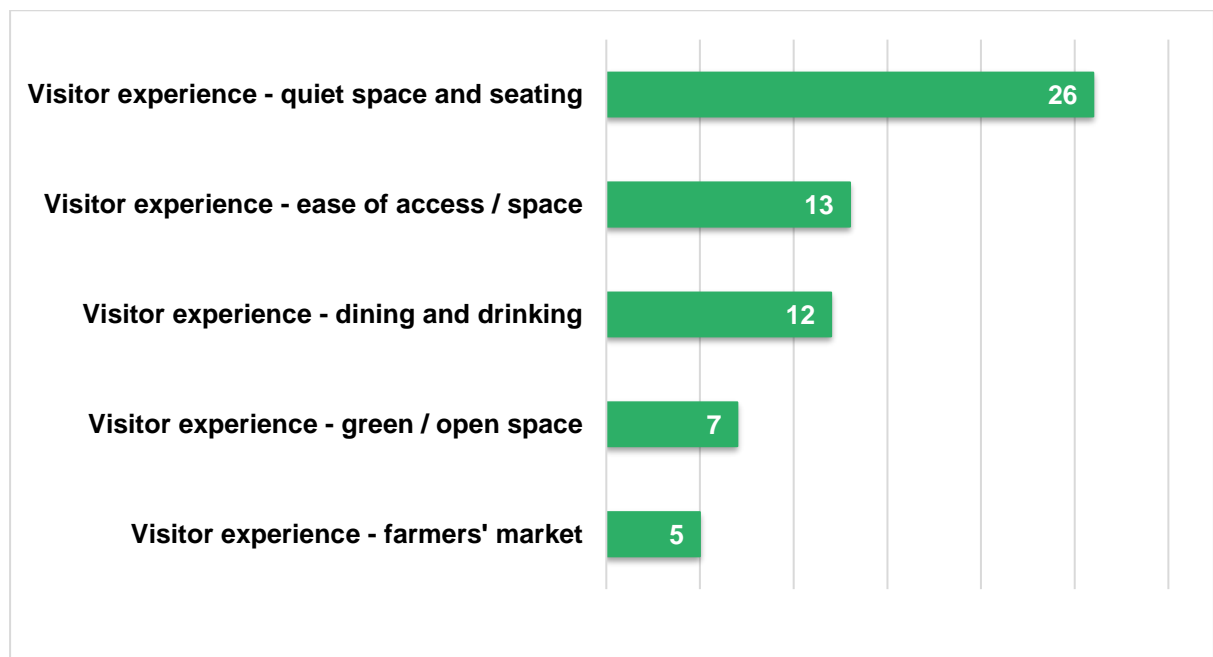


- 156 respondents gave answers about **choice of products** – a more detailed breakdown of these is provided below:



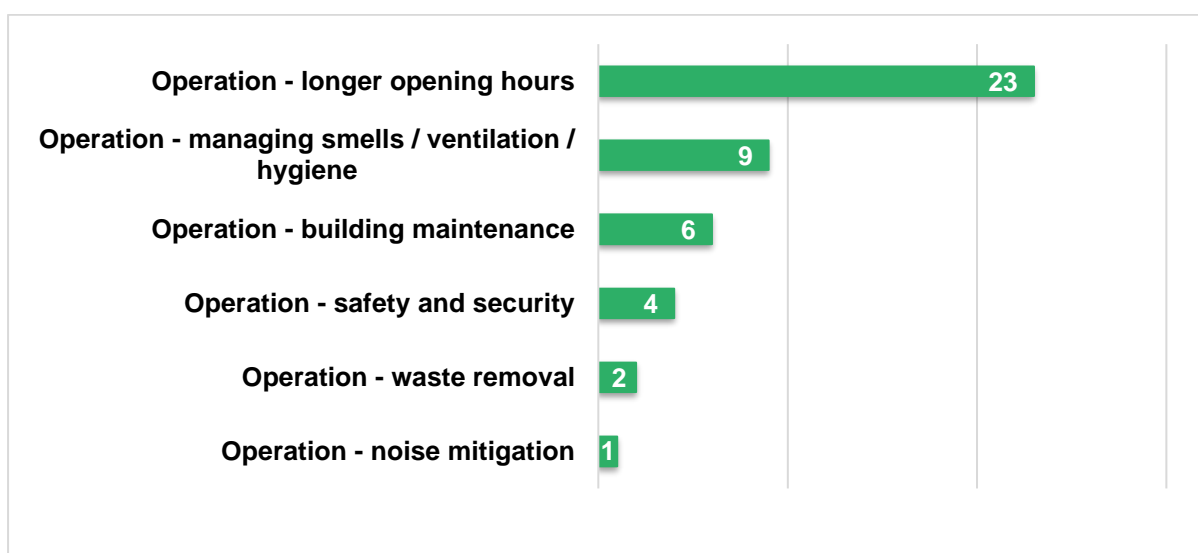
- The most common request was for more **local produce** (45), with people increasingly being mindful of the sustainability of their products as well as wanting to support local businesses and suppliers:
 - *“I think the market needs to be higher quality and variety. It needs to be a place where foodies go for quality produce and where families go for a bargain too... It could have a place for products made in Birmingham and the wider region.”*
 - *“The focus should be on produce made in Birmingham, The Black Country and the wider Midlands. Make it unique!”*
- There were 22 respondents who commented on their desire to have a good range of quality **fresh food and drink**:
 - *“In the markets I would like to see more local produce, a good range of food (the range of food in existing markets tends to be limited and much of a oneness).”*
 - *“A busy market place dedicated to good food drink and from Birmingham.”*
- There was a relatively even split between respondents asking for more **organic/artisan** (21) and **high-quality** (18) products with those emphasising the importance of having produce available that provides **value for money/affordability** (21):
 - *“There needs to be lots of stalls selling high end quality products like artisan cheese, bread, coffee etc. which should come from all over the country and the world, but there could be more of it from the West Midlands Shire counties.”*
 - *“I think the market needs to be higher quality and variety. It needs to be a place where foodies go for quality produce and where families go for a bargain too.”*

- "...[There should be] products for all incomes and not pricing out existing customers that are from poor households or the elderly."
 - "The markets need to be somewhere where people with not much money can go and buy the things that they need. Not artisan stuff."
- 63 respondents provided comments about the ways they would like to see **visitor and user experience** improved in the new market building – see breakdown below:



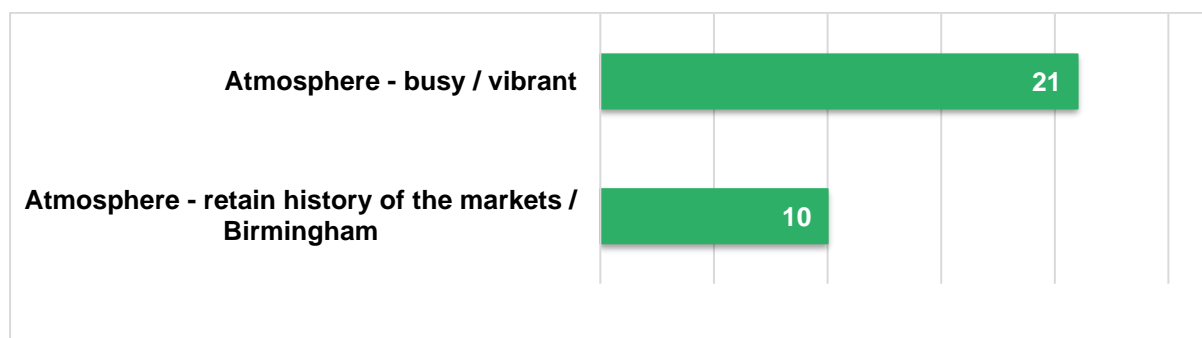
- The most common requests were for **quiet spaces and seating** (26), with some respondents noting that the current markets do not offer this type of provision where people can drink and/or dine:
 - "Some areas where you can eat and drink produce in the markets would give a good vibrancy to it."
 - "Spaces to sit and relax with family and friends whilst enjoying great food and drink."
 - "A seating area among the stalls would be great too – I like to people watch, it makes me happy seeing all races together."
- A total of 13 respondents explained that they wanted the new market be **spacious and provide better ease of access**:
 - "I would prefer a vibrant environment which encourages visitors to enter the building and have a look around. Hallways and walkways should be wider and the layout and ventilation should be better."
 - "Stalls to be arranged around a square with high quality paving. [The] market should be spacious to move around and innovative using a modern design never used before."

- *“The markets should be zoned so that some existing stall holders are retained whilst creating opportunities for new stalls. Clear signage about what areas of the market exist and what they offer.”*
- There were 12 respondents who proposed that **dining and drinking provision** should be a main part of the offer for the new building to boost visitor experience:
 - *“There should be bars and restaurants and cafes in and around the market. It should be a pleasant place the tourists want to visit.”*
 - *“High quality food, a place with a buzzy atmosphere, somewhere to browse, somewhere to eat with friends.”*
- 45 respondents gave answers and opinions about the general **operation of the market**.



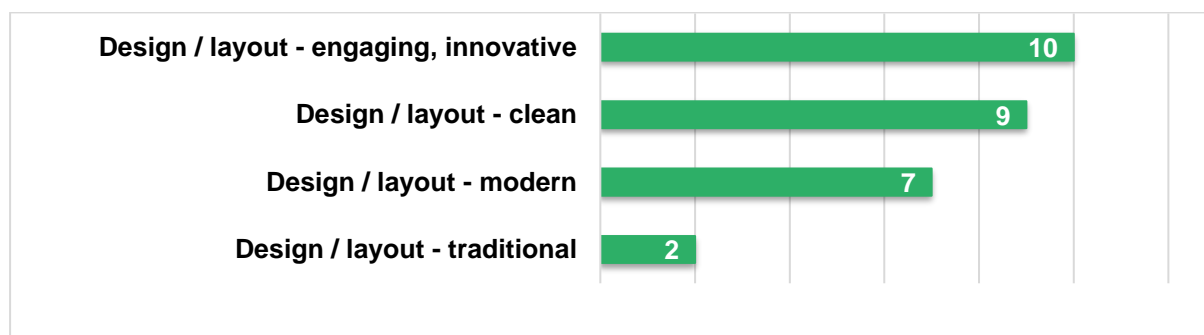
- Of these responses, the most common request was for **longer opening hours** (23) that would see the market building open and operational further into the evenings:
 - *“Food hall selling local produce, like Borough Markets, open and accessible until later in the evening to create a real buzz.”*
 - *“With the current food market, once it closes for the evening the area is completely dead, cafes/restaurants need to be positioned on the outside of the market building too, so that there is life after 6pm.”*
- Other operational issues raised included a wish to see **smells, ventilation and hygiene well managed** in the new building (9):
 - *“[I want to see] appropriate waste removal and storage, appropriate plant and machinery to mitigate noise, appropriate extraction and odour control methods to mitigate smell and odour impacts.”*
 - *“Should contain a mixture of busy areas and quieter areas and have places to eat and enjoy food comfortably – any strong smelling raw meats and fish should be strategically placed in a separate area.”*

- 31 respondents gave answers sharing their thoughts about the **general atmosphere** of the market.



- A total of 21 respondents put an emphasis on maintaining and creating a **busy and vibrant environment** that would deliver a place people would enjoy shopping and visiting:
 - *“A vibrant and bustling space, similar to markets in London (Spitalfields) where food and drink is available, [and] local produce is important in supporting and exhibiting local people.”*
 - *“Vibrant environment, inspiring architecture, easier to navigate.”*
 - *“I’d like to see the familiar faces and bustling atmosphere of the existing market, but even more so!”*
- There were 10 respondents who explained that they wanted any new development to **retain the distinctive character and history of the markets** in Birmingham:
 - *“The market needs to be of outstanding architectural design, open welcoming and thriving whilst remaining true to their roots; a market where working class communities feel welcome and are able to purchase fresh fruit and vegetables.”*
 - *“Brum’s rag market has iconic status, this must be perpetuated!”*

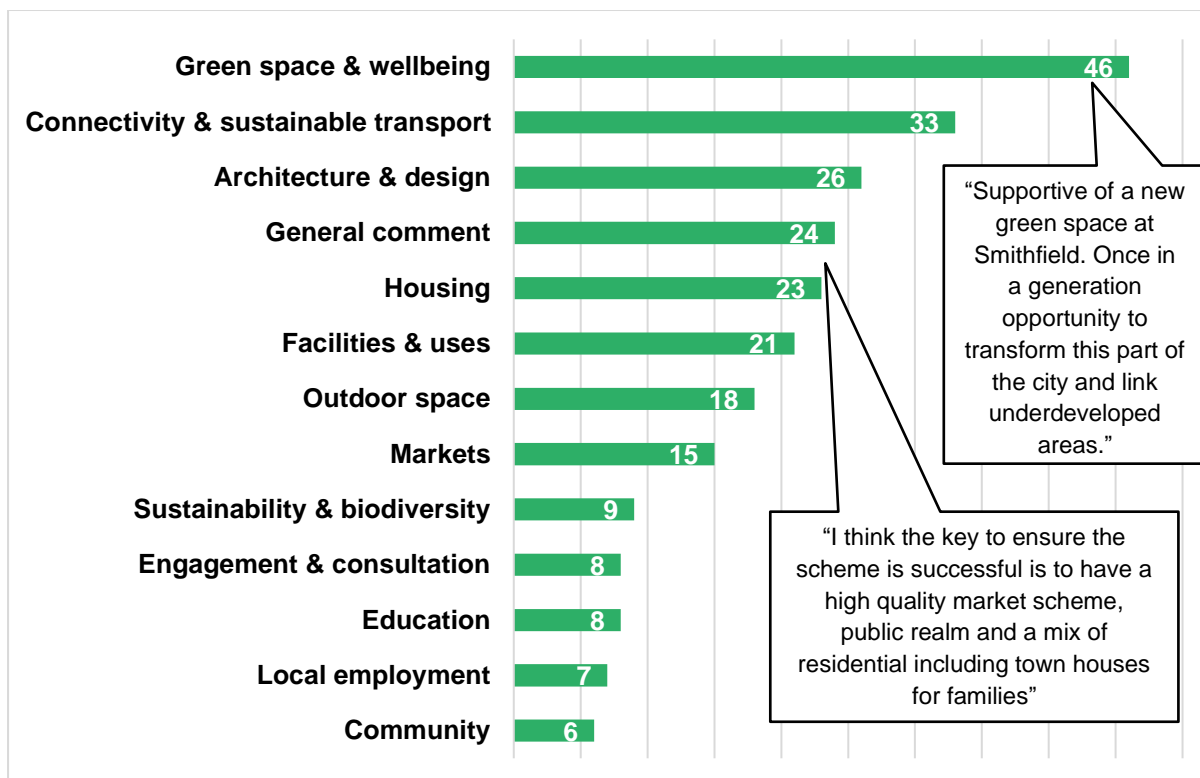
- 28 respondents contributed answers about their preferences for the **market design / layout**.



- Of these, 10 people put an emphasis on having a new market space that feels **engaging, innovative and aesthetic**:
 - *“The building itself should be of high quality ... Also, the management of the building is critical to ensure the environment remains attractive for use by the general public.”*

- *“This should be bold, innovative, flexible... Yes busy [and] vibrant but... something for everyone [and] truly special.”*
- There were 9 people who commented that that the new building should be **kept clean** consistently.
 - *“A market that listens to its traders and its public... standards of hygiene and maintenance of building to be top quality.”*
 - *“Higher quality control, more open and inviting space, better cleanliness, presentation and control of litter and smells.”*
- Elsewhere, 22 respondents gave **examples of precedent markets** they liked elsewhere and which they felt Smithfield should draw inspiration from, including Time Out Market (Lisbon), Borough and Spitalfields Markets (London), Leeds Kirkgate, Red Brick Market (Digbeth) and Santa Caterina Market (Barcelona).
- 13 respondents stressed the need to **retain / support current market traders** through the transition.
- 12 respondents provided comments covering **environmental considerations**, including ensuring sufficient natural light in the building, deploying sustainable design / materials, and ensuring circular economy principles are embraced through appropriate and well-embedded routes to recycling.

Q6: Do you have any other comments you'd like to share?



Appendix A: Representations to the Smithfield Birmingham consultation from West Midlands Police



Planning and Architecture | advice | applications | drawings

Our ref. 8976 SFV2 HRW

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21st April 2022

Dear Sir/Madam

Smithfield Birmingham Consultation: Formal Representations on behalf of the Chief Constable of West Midlands Police (CCWMP)

We act for the Chief Constable of West Midlands Police (CCWMP) and are instructed to make representations on the current consultation in respect of Smithfield Birmingham.

Representations were previously submitted in response to the Masterplan Document consultation, prior to its adoption by the City Council on 20th September 2016. Our previous representations sought further consideration be given to the need for reference in the Masterplan Document to measures to increase safety and security during an extended business/leisure day; crime prevention measures; provision of 'Park Mark' standard safe parking and Secured by Design standard cycle parking; ensuring safe movement and connectivity in a safer environment; long-term maintenance and management of developments; and working in partnership and consulting with the CCWMP.

These objectives continue to be priorities for the CCWMP in the redevelopment of Smithfield area, with recognition of the importance of crime reduction and the need for development proposals to design out crime with timely and effective liaison with Design Out Crime Officers (DOCO). In addition, and in accordance with the requirements of the National Planning Policy Framework (NPPF), the CCWMP also wish to highlight the need to ensure the timely and effective engagement of the police and other emergency services in relation to Counter-Terrorism matters. For example, Counter Terrorism Security Advisors (CTSAs) can give appropriate advice concerning proactive security measures to help mitigate against the full range of terrorist attack

methodologies. This is of particular importance in areas such as in Smithfield, where large numbers of people are encouraged to congregate.

The 'Delivery' section of the adopted Smithfield Masterplan Document acknowledges that '*Strong partnerships and the participation of stakeholders and the community will be key to the long term success of the site*' and the 'Design' section requires that new development should be inclusive and safe with security measures integrated and designed as part of the architecture and public realm.

We would therefore invite you to consider our further representations on behalf of the CCWMP to ensure the importance of these issues is taken fully into account in the preparation of the first (and future) application/s and to ensure they are fully addressed in the development of the proposals. We also request a firm commitment to engagement and consultation with the CCWMP, DOCOs and CTSA's throughout the development and implementation of the Smithfield Masterplan, pre-application discussions and planning applications.

This letter includes detailed justification and explanations for the need for, and importance of, appropriate crime prevention and safety policies, including:

- Recognising the community need for securing safe environments with crime reduction made a priority;
- Recognising the importance of crime reduction and the need for development proposals to design out crime with timely and effective liaison with Design Out Crime Officers;
- Requiring developers to demonstrate how proposals address community safety and crime prevention in Design & Access Statements, or other relevant planning application documents;
- Promoting a safe and secure entertainment, leisure and evening economy;
- Ensuring the timely and effective engagement of the police and other emergency services to ensure effective delivery of infrastructure projects required as a result of development growth with the recognition that the police are a social infrastructure delivery agency;
- In appropriate cases, seeking financial contributions towards the additional expenditure burden placed on the CCWMP as a consequence of development proposals and growth;
- Ensuring the timely and effective engagement of the police and other emergency services in the planning processes in relation to matters likely to affect crime and fear of crime;
- Ensuring the timely and effective engagement of the police and other emergency services in relation to Counter-Terrorism matters. For example, Counter Terrorism Security Advisors can give appropriate advice concerning Vehicle-Borne Improvised Explosive Device (VBIED) and Person-Borne Improvised Explosive Device (PBIED) mitigation and the Crowded Place agenda (particularly in relation to shopping areas, glass/glazing in crowded places and the night-time economy);
-

- Engagement with Counter Terrorism Security Advisors who can give appropriate advice concerning proactive security measures to help mitigate against the full range of terrorist attack methodologies; and
- Police infrastructure to be included as a ‘key infrastructure requirement’ for the proposed developments.

In addition, you will appreciate that CCWMP has a number of properties across the West

Midlands area and new development proposals should not impact upon their operational functionality.

Section 17 of the Crime and Disorder Act 1998 states, ‘Without prejudice to any other obligation imposed on it, it shall be the duty of each authority to which this section applies to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area’.

The CCWMP clearly has a statutory duty to secure the maintenance of an efficient and effective police force for its area and, of course, the Council is also statutorily required to consider crime and disorder and community safety in the exercise of its duties with the aim of achieving a reduction in crime.

In planning terms, these are matters to which weight must be afforded in accordance with Section 70(2) of The Town and Country Planning Act and Section 38(6) of the Planning and Compulsory Purchase Act 2004. In this respect, the relevant planning policy background and material considerations are set out in **Appendix 1**.

In light of this, and the continued need for community safety, the CCWMP would wish to make the representations set out in the following paragraphs, many of which are a repetition of the general themes and areas of concerns previously raised in respect of the Smithfield Masterplan.

Detailed comments on behalf of CCWMP in relation to the Smithfield Birmingham Consultation

1. Connectivity

- 1.1 The CCWMP requests that new cycle parking should be required to meet Secured by Design standards which should be referred to in the Masterplan document. Ideally cycles should be stored away from public view in a lockable room or container. However, most cycle storage facilities will be external. Therefore, it is important that they are located in view of habitable rooms of offices/dwelling/shops etc.
- 1.2 With regard to the need for integrated transport, the CCWMP seeks consultation both at an early stage in the transport and connectivity improvement process and on an on-going basis. This is vital to ensure that any potential policing issues for the Smithfield Masterplan area or on specific sites subject to development proposals can be taken fully into consideration, for example in respect of investment in all extended/improved public transport provision and networks.

- 1.3 It is important that CCWMP is consulted about transport routes, to ensure that crime and fear of crime is minimised. For example, the siting of bus shelters is vitally important, as is the design, style and materials used. Passengers awaiting their bus should be able to feel safe and be visible, as well as being able to shelter from the elements. The siting of bus shelters is important to ensure they are placed in the most appropriate locations for the local community, to prevent people taking shortcuts through poorly-lit areas, and the shelter should be well-lit so people feel safe while waiting for the bus during the hours of darkness.
- 1.4 Consideration of safe cycle and pedestrian routes, including routes between transport hubs, are important especially when any large-scale development is being planned. For example, when a bus route is diverted, or major roadworks have resulted in a road closure. People need safe access to transport routes to, for example, work and home.
- 1.5 The CCWMP believe it is important for the Police to be consulted on major developments/schemes. All large-scale developments have a major impact on both transport and connectivity. From a connectivity point of view, if roads are closed for months (and sometimes years) during the build phase, it is important for CCWMP to consider how emergency service vehicles will navigate their route through the city to reach the destination and subsequent person in need.
- 1.6 Plant and equipment are a general risk, not just for use in criminality. During large-scale developments CCWMP can offer advice regarding the safe storage of plant machinery (e.g., JCBs, boom-arm JCBs, diggers etc). If the machinery is left at the side of the road, it will become a target for thieves. Plant material is often stolen and shipped abroad or used to commit other crimes (e.g. stolen JCB used to rip an ATM out of a wall at a bank or shop). Construction Crime is an issue that has prompted SBD to issue the following advice:
https://www.securedbydesign.com/images/CONSTRUCTION_SITE_SECURITY_GUIDE_A4_8pp.pdf
- 1.7 It is important to ensure any development proposals within the Smithfield Masterplan area do not have an adverse effect on the Police's ability to respond to calls for the Police service's attendance. For these reasons it is important to have a system in place which ensures the CCWMP is consulted and to help inform more detailed proposals as planning applications come forward.
- 1.8 The CCWMP also request that any new, rationalised, or retro-fitted/redevelopments of car parks, are encouraged to achieve the Police Crime Prevention Initiatives 'Park Mark' award/accreditation (please see www.parkmark.co.uk). By achieving the Park Mark standard, the car parks must achieve a much higher standard of security which means that both crime and the fear of crime should be reduced. Car drivers using Park Mark car parks are able to leave their vehicles safe in the knowledge that they are considerably less likely to become a victim of crime. This strategy would accord with the aims of the Masterplan.

2. Activity

- 2.1 The CCWMP requests that detailed consideration is given to the need to create an environment where people can feel safe, with reduced crime and a reduction in the fear of crime. This is of particular importance when considering proposals to extend the evening economy. Evening specific issues include: if crime, or the fear of crime

increases, people will not feel safe, are unlikely to use the entertainment/night-time facilities, with the potential of an economic spiral of decline. In the medium to longer-term, this can result in the closure of bars, restaurants and shops, less-people being attracted to the area, leading to the closure of more premises and companies going out of business. Issues to consider include for example:

- Access to and from the facilities (e.g., nearby public transport network, access to taxis and private-hire vehicles).
- Safe and reasonably-priced parking facilities (well-lit, accessible car parks where people feel safe, with CCTV and good access control) meeting the standards set in the Police Park Mark accreditation scheme.
- Well-run premises, with qualified/licensed door-staff, who are able to deal with the conflict and problems associated with such premises, as well as presenting a welcoming 'customer-service' approach to people visiting the city and the premises concerned.
- CCTV facilities within bars, clubs and restaurants.
- Licensed premises and 'change of use' planning applications.
- Hot food takeaways/late-night refreshment houses are often the flashpoint for violence after the pubs and clubs close.
- Late opening off-licences and small retail stores (that sell alcohol) tend to be 'honey pots', i.e. areas where people linger for longer than they would normally do so and attract increased levels of anti-social behaviour.
- Position of Automated Teller Machines (ATM) both 'hole in the wall' and 'stand-alone'. These are often situated in night time economy areas. These become 'crimegenerators' (drunk/intoxicated people using cash machines are vulnerable to becoming victim).
- ATMs and ATM replenishments. 'Cash van in transit' robberies' (CVIT - where cash vans are attacked, either entering or leaving a bank with cash bags, or replenishing ATMs) are an ever-present risk, including physical attacks on ATMs, and the use of gas.
- Due to attacks on ATMs, there is a real concern where 'Hole in the Wall' ATMs are installed in retail premises, where an apartment or dwelling is above the shop. In the last 12 months the gas attacks on ATMs across the UK have become more sophisticated and serious, therefore there is a fear that residents will be injured or killed if this practice continues. The CCWMP requests that the Police Design Out Crime Officer (DOCO) be consulted before any ATM installation.

2.2 The CCWMP therefore emphasises the need to promote management of both the daytime and evening economy to create safe and accessible environments where crime, antisocial behaviour, disorder and the fear of crime, do not undermine quality of life or community cohesion. Measures might include promoting natural surveillance, active street frontages, improved lighting or CCTV coverage where appropriate.

Facilities which appeal to a cross-section of the community in terms of age range and social groups are supported and an overconcentration of facilities which attract a narrow age range or social group would be resisted.

- 2.3 In line with national planning guidance, anticipating and addressing possible malicious threats and natural hazards is vital, especially given that this is a location where large numbers of people are expected to congregate. Policies in the Smithfield Masterplan and the layout and design of developments should be informed by the most up-to-date information available from the police and CTSA about the nature of potential threats and their implications. This includes ensuring that appropriate and proportionate steps are incorporated into the masterplan and development proposals to reduce vulnerability, increase resilience and ensure public safety and security.
- 2.4 In this respect, the Home Office are currently preparing a paper to put before Parliament entitled 'Public Accessible Locations' (PALs) which will place the onus on those holding responsibility for that location to provide effective security that will include contingency and evacuation planning, protective security measures et al which will be subject of legislation. The exact details are still to be published as the Home Office has only finished the consultation period. However, the Government response document can be viewed via the following [link](#).

3. Design

- 3.1 The CCWMP fully supports the inclusion of the following sentence on page 44 of the Masterplan: '...The new development will need to become inclusive and safe with security measures integrated and designed as part of the architecture and public realm...' The creation of safe environments that design out crime through carefully considered site layouts, building designs, open spaces etc. will promote positive social interaction and natural surveillance. In this respect, the cost for any retro fitting of protective security measures has been assessed as being up to 30% more than had they been installed during the initial build. The CCWMP requests that he, together with DOCOs, are consulted at the pre-application and planning application stage.

4. Maintenance and Management

- 4.1 The CCWMP welcomes the recognition on page 26 of the Masterplan that investment will be vital for the long-term maintenance and management of public realm throughout the site. The CCWMP also believes it is important that there is a requirement included in the Masterplan for investment in the long-term maintenance and management to include all new developments. This should include a comprehensive maintenance programme to offer sustainability for buildings once they have been constructed, which might include, for example:
- The regular pruning and trimming of trees and bushes to encourage surveillance and prevent concealment (subject to the requirements arising from regulations in respect of trees in Conservation Areas or subject to Tree Preservation Orders);
 - The removal of graffiti and signs of vandalism (Broken Windows Theory - links disorder and incivility within a community to subsequent occurrences of serious crime); and
 - Regular litter and waste patrols.

- 4.2 The CCWMP has evidence that in many cases two or three years after large-scale developments are operational, there are signs of graffiti and damage due to a lack of effective maintenance. This can quickly lead into the spiral of decline/neglect if not maintained quickly and effectively.
- 4.3 Measures should be sought to create and maintain environments that design out crime and create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion. The need to design out crime and ensure its continued maintenance in all new developments and redevelopments is a cornerstone to successful sustainable communities.

5. Delivery

- 5.1 The CCWMP formally requests that the Police are included within any list of bodies that are intended to work in partnership to ensure that essential infrastructure is provided, the issues of crime and safety are taken fully into account and an appropriate level of community infrastructure is maintained.
- 5.2 The Masterplan anticipates a significant scale of development designed to maximise Smithfield's potential as a leisure and community facility for the local population but also for visitors. The infrastructure demands for the redevelopment in the area are likely to be significant. The associated implications for the future policing of this mixed-use facility, which is designed to be regionally important, must be included in the infrastructure requirements.
- 5.3 As increases in local population and the number of households do not lead directly to an increase in funding from central government, it is imperative to secure S.106 contributions/CIL funding for infrastructure due to the direct link between the demand for policing services and changes in the physical environment arising from housing and economic growth, which have permanent impacts on policing.
- 5.4 Securing contributions towards policing enables the same level of service to be provided to residents and visitors of new developments, without compromising the existing level of service for existing communities and frontline services. The consequence of no additional funding is that existing infrastructure will become stretched, with the consequent adverse and severe impact on the quality of the service that WMP are able to deliver.
- 5.5 To ensure that existing levels of service can be maintained for existing and future residents as the growth takes place, developer contributions through the mechanism of S.106 obligations or CIL for Police infrastructure identified by WMP, will be essential.
- 5.6 Planning and Section 78 Appeal decisions have long recognised that the infrastructure requirements of the Police are eligible for consideration and can be allocated financial contributions through S.106 Obligations which accompany qualifying planning permissions for major development. In PINS appeal reference APP/X2410/A12/2173673, the Planning Inspector stated:

“Adequate policing is so fundamental to the concept of sustainable communities that I can see no reason, in principle, why it should be excluded from purview of S.106 financial contributions....” (emphasis added).

5.7 We will be happy to provide full details of the likely financial implications in respect of Police infrastructure relating to development of the scale proposed in this location, if required. Please let us know if/when you would like this information to be provided.

6. Protecting Future Operational Requirements for the CCWMP

6.1 It is imperative that the growth and development/redevelopment proposals and initiatives within the Masterplan do not prevent the CCWMP undertaking their statutory obligations in respect of community safety and security. It is important to ensure that the CCWMP are able to undertake any works at their own sites deemed necessary to meet evolving operational requirements. Clearly there may be a requirement for the functions carried out at an individual site or premises in the control of the CCWMP to change or intensify as a result of new initiatives, consolidation of resources and/or in response to the growth levels anticipated in the BDP. It is therefore requested that the CCWMP are consulted on any policies or proposals which might impact on any of their sites and premises.

7. Summary

7.1 The CCWMP has a statutory duty to secure the maintenance of an efficient and effective police force for its area and, of course, the City Council is also statutorily required to consider crime and disorder and community safety in the exercise of its duties.

7.2 The CCWMP is keen that the theme of community safety and crime prevention is given prominence in the implementation of the Smithfield Masterplan. Accordingly, the CCWMP welcomes the requirement that new development will need to become inclusive and safe with security measures integrated and designed as part of the architecture and public realm.

7.3 The CCWMP request that further consideration be given to the above comments and the need to incorporate measures in the Smithfield Masterplan, for example to:

- increase safety and security during an extended business/leisure day;
- require provision of 'Park Mark' standard safe parking and Secured by Design standard cycle parking;
- ensure safe movement and connectivity in a safer environment;
- require the long-term maintenance and management of developments;
- anticipate and address possible malicious threats and natural hazards; and
- work in partnership and consult with the CCWMP, DOCOs and CTSA's.

Our client would be grateful if you could take these representations into account when developing proposals for the implementation of the Smithfield Masterplan. We would be delighted to meet with you to discuss our Client's representations, if considered necessary.

We should be grateful if you would acknowledge receipt of this letter of representation.

Yours faithfully,



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Appendix 1: Planning Policy Background

National Planning Policy Framework, July 2021

The National Planning Policy Framework (NPPF), July 2021, paragraph 2 confirms that planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The NPPF is a material consideration in plan making and planning decisions. Planning policies and decisions must also reflect relevant international obligations and statutory requirements.

Paragraph 7 explains that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 8 identifies three overarching objectives for the planning system which are interdependent and need to be pursued in mutually supportive ways: an economic, social and an environmental objective. These objectives include identifying and coordinating the provision of infrastructure and fostering a well-designed and safe built environment to support inter alia, communities' social wellbeing. Paragraph 9 states that these objectives should be delivered through the preparation and implementation of plans.

Paragraph 16 of the NPPF confirms that Plans should be prepared with the objective of achieving sustainable development and should be shaped by effective engagement between plan-makers and local organisations and statutory consultees.

Paragraph 20 (b) states that Strategic Policies should set out an overall strategy for the pattern and scale of development and make sufficient provision for infrastructure for security.

Paragraph 28 of the NPPF deals with non-strategic policies and states that these should set out more detailed policies for example, allocating sites, the provision of infrastructure and community facilities at a local level, establishing design principles, conserving and enhancing the natural and historic environment and setting out other development management policies.

As far as development contributions are concerned, paragraph 34 of the NPPF provides that plans should set out the contributions expected from development. This should include setting out the levels and types of affordable housing provision required, along with other infrastructure. Such policies should not undermine the deliverability of the plan.

Chapter 8 'Promoting healthy and safe communities' identifies at paragraph 92 that planning policies and decisions should aim to achieve healthy, inclusive and safe places, which are safe and accessible, so that crime and disorder and the fear of crime do not undermine the quality of life or community cohesion.

Paragraph 97 states that planning policies and decisions should promote public safety and take into account the wider security and defence requirements. This should be achieved by:

- a) Anticipating and addressing possible malicious threats and natural hazards, especially in locations where large numbers of people are expected to congregate. Policies for relevant areas (such as town centre and regeneration frameworks), and the layout and design of developments, should be informed by the most up-to-date information available from the police and other agencies about the nature of potential threats and their implications. This includes appropriate and proportionate steps that can be taken to reduce vulnerability, increase resilience and ensure public safety and security; and
- b) recognising and supporting development required for operational defence and security purposes and ensuring that operational sites are not affected adversely by the impact of other development proposed in the area.

Paragraph 130(f) states that planning policies and decisions should ensure that developments create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Planning Practice Guidance

The national 'Planning Practice Guidance' (PPG) is updated on a rolling piecemeal basis to reflect policy and legislative changes. In the context of design, the PPG, revised October 2019, Paragraph:001 reference ID: 26-001-20191001 states that well-designed places can be achieved by taking a proactive and collaborative approach at all stages of the planning process. To be read alongside this guidance, The National Design Guide sets out the characteristics of well-designed places and highlights in the section entitled 'Public Spaces' that well-designed places should feel safe and help overcome crime and the fear of crime.

Paragraph: 001 Reference ID: 26-001-20191001 reiterates that paragraph 130 (renumbered to paragraph 134) of the NPPF sets out that permission should be refused for development of poor design that fails to take the opportunity of promoting healthy and safe communities.

Paragraph: 004 Reference ID: 26-004-20191001 confirms that non-strategic policies can be used to establish more local and/or design principles for an area, including design requirements for site specific allocations.

The PPG also includes a section entitled 'Healthy and Safe Communities', which emphasises that planning provides an important opportunity to consider the security of the built environment, those that live and work in it and the services it provides.

Paragraph 009 (Reference ID: 53-009-20190722 Revision date: 22 07 2019) is sub-titled 'What is the role of planning in preventing crime and malicious threats?'. It states planning provides an important opportunity to consider the security of the built environment, those that live and work in it and the services it provides. [Section 17 of the Crime and Disorder Act 1998 \(as amended\)](#) requires all local, joint and combined

authorities (as well as National Parks, the Broads Authority and the Greater London Authority) to exercise their functions with due regard to their likely effect on crime and disorder, and to do all they reasonably can to prevent crime and disorder. Crime for these purposes includes terrorism.

Paragraph 010 Reference ID:53-010-20190722 (Revision date 22 07 2019) sub-titled 'How can planning help to achieve resilient places?' explains that good design that considers security as an intrinsic part of a masterplan or individual development can help achieve places that are safe as well as attractive, which function well, and which do not need subsequent work to achieve or improve resilience. However good security is not only about physical measures and design; it requires risks and mitigation to be considered in a holistic way. The PPG suggests that local authorities may find it helpful (either through decision taking or plan-making) to undertake a [Security Considerations Assessment \(SCA\)](#) process or take into account a SCA process undertaken by developers and other applicants as part of the design, construction and management of new developments or assembling a masterplan. SCA provides a mechanism by which organisations can demonstrate, through a fully documented process, that potential security-related vulnerabilities have been identified, assessed and, where necessary, addressed in a manner that is appropriate and proportionate.

Paragraph 010 concludes that good design means a wide range of crimes from theft to terrorism are less likely to happen by making committing those crimes more difficult. It helps create safer places, infrastructure and buildings that are less vulnerable to terrorist attack and, should an attack take place, where people are better protected from its impacts. It can also reduce the cost and impact of security measures by avoiding retrospective works and enable mitigating measures to be blended into the environment.

Paragraph 011 Reference ID:53-011-20190722 (revision date 22 07 2019) sub-titled 'How can potential malicious threats in crowded places be addressed?' suggests that for all locations which will generate crowds in public places, applicants and local planning authorities should consider appropriate security measures in the design of buildings and spaces. Good counter-terrorism protective security can also support wider crime prevention. The PPG highlights a number of sources of guidance available including:

- Protecting Crowded Places: Design and Technical Issues
- National Counter Terrorism Security Office (NaCTSO) crowded places guidance
- Centre for the Protection of National Infrastructure (CPNI) – built environment guidance

Paragraph 012 Reference ID:53-012-20190722 (revision date 22 07 2019), sub-titled 'Where can local authorities and others go to for further advice on measures which provide appropriate security and resilience?' directs local planning authorities to receive guidance from local police Counter Terrorism Security Advisors (CTSAs) and Designing Out Crime Officers (DOCOs) who have training and experience of advising on security, are independent in their advice and have further access to more specialist resources where required, including the National Counter Terrorism Security Office (NaCTSO) and the Centre for the Protection of National Infrastructure (CPNI). Local planning authorities should consider referring appropriate planning applications for

public access buildings and spaces to the police who will determine the appropriate specialist input.

In terms of Plan making, Paragraph 042 reference ID: 61-042-20190315 (Revision date: 15 03 2019) provides that in gathering evidence to plan for defence, national security, counter-terrorism and resilience, strategic policy-making authorities should, where appropriate:

- work with the police and other relevant security agencies to develop and implement a local strategy to guide proposals for appropriate security measures at public buildings and spaces;
- work with local police Counter-Terrorism Security Advisers, Crime Prevention Design Advisers, Designing Out Crime Officers, and Architectural Liaison Officers where appropriate, to ensure that they inform them of planning applications concerning the development of crowded places, transport hubs and critical infrastructure;
- involve police and appropriate design advisers in the preparation of site allocations in emerging plans; and
- work with the Ministry of Defence's [Defence Infrastructure Organisation](#) to ensure that they have and take into account the most up-to-date information about defence and security needs in their area.

National Policy also provides that Charging authorities should seek early engagement with infrastructure providers when preparing their charging schedules (Paragraph 014 reference ID: 25-014-20150323).

Chief Planning Officer letter, July 2017

On the 12th July 2017, a letter from the Chief Planning Officer was published by the Department of Communities and Local Government to remind local planning authorities of the important role the planning system plays in ensuring appropriate measures are in place in relation to counter-terrorist and crime prevention security. It encourages, where appropriate, pre-application discussions between planning officers and security advisors, such as Counter Terrorism Security Advisors and Design Out Crime Officers, to ensure that authorities and applicants share an understanding right at the beginning of the design process, of the level of risk and the sort of measures available to mitigate the risk in a proportionate and well-designed manner. In addition to the need for reference to be made to the requirements in the NPPF and the PPG, the letter also states that reference should be made to the guidance 'protecting crowded places: design and technical issues'.

'Protecting crowded places: design and technical issues', April 2014

'Protecting crowded places: design and technical issues', updated in April 2014, is aimed at everyone involved in the planning, design and development of the built environment to give advice about counter-terrorism protective security design.

Birmingham Development Plan (BDP) January 2017

At a local level, Birmingham Development Plan (BDP) adopted January 2017, provides in [Policy PG3 'Place making'](#) that all new development will be expected to demonstrate high quality design, contributing to a strong sense of place. New development should,

amongst meeting other criteria, create safe environments that design out crime and make provision for people with disabilities through carefully considered site layouts, building design and open spaces that promote positive social interaction and natural surveillance.

Policy TP11 'Sports facilities' supports and promotes the provision of sports facilities. The Policy provides inter alia, that facilities for participation sports which attract large numbers of visitors and incorporate elements of entertainment, retail or leisure uses which operate for many hours of the day should be located in highly accessible locations. The City Council recognises that sport and physical activity provides positive activity and helps to reduce anti-social behaviour and crime.

BDP Policy TP37 'Health' states that the City Council is committed to reducing health inequalities, increasing life expectancy and improving quality of life by undertaking a number of objectives, including providing safe residential environments and addressing the fear of crime.

BDP Policy PG3 Place Making requires all new development to demonstrate high design quality, contributing to a strong sense of place. New development should:

- Reinforce or create a positive sense of place and local distinctiveness, with design that responds to site conditions and the local area context, including heritage assets and appropriate use of innovation in design.
- Create safe environments that design out crime and make provision for people with disabilities through carefully considered site layouts, designing buildings and open spaces that promote positive social interaction and natural surveillance.
- Provide attractive environments that encourage people to move around by cycling and walking.
- Ensure that private external spaces, streets and public spaces are attractive, functional, inclusive and able to be managed for the long term.
- Take opportunities to make sustainable design integral to development, such as green infrastructure, sustainable drainage and energy generating features.
- Support the creation of sustainable neighbourhoods (Policy TP27).
- Make best use of existing buildings and efficient use of land in support of the overall development strategy.

Policy TP27 of the BDP relates to sustainable neighbourhoods and provides that they are characterised by inter alia, attractive, safe and multifunctional public spaces and the effective long-term management of buildings and public spaces.

BDP Policy TP47 'Developer Contributions' states that development will be expected to provide or contribute towards the provision of:

Measures to directly mitigate its impact and make it acceptable in planning terms. Physical, social and green infrastructure to meet the needs associated with the development.

The supporting text for the policy, paragraph 10.27 states, 'The BDP is supported by an Infrastructure Delivery Plan (IDP) and Site Delivery Plan which provide detail of the infrastructure necessary to enable growth to occur and delivery issues in relation to

key proposals.’ The West Midlands Police are included in the IDP 2014, in the list of different forms of infrastructure provision and potential delivery partners.

Development Management Development Planning Document

Policy DM2 ‘Amenity’ of the Development Management DPD 2021 states:
All development will need to be appropriate to its location and not result in unacceptable adverse impacts on the amenity of occupiers and neighbours. In assessing the impact of development on amenity, the following will be considered:

- a. Visual privacy and overlooking.
- b. Sunlight, daylight and overshadowing.
- c. Aspect and outlook.
- d. Access to high quality and useable amenity space.
- e. Noise, vibration, odour, fumes, dust, air or artificial light pollution.
- f. Safety considerations, crime, fear of crime and anti-social behaviour.
- g. Compatibility of adjacent uses.
- h. The individual and cumulative impacts of development proposals in the vicinity on amenity.

Infrastructure Delivery Plan (IDP) 2014

The IDP 2014 identifies the key infrastructure projects necessary to support the City’s growth aspirations. Paragraph 1.2.1 (page 5) expressly acknowledges that delivering the ambitious proposals for the growth of the City will require appropriate supporting infrastructure to be put in place.

Table 1 of the IDP identifies ‘emergency services’ including the police as types of infrastructure provision.

Section 2 of the IDP highlights City-wide infrastructure issues and under the heading ‘Emergency Services’ (pages 49- 50), identifies West Midlands Police as a lead agency, referring to the impact of growth proposals on infrastructure requirements. This section of the IDP confirms that the BDP recognises the importance of emergency services, which *‘represent a key form of social infrastructure and it needs to be ensured that such provision is sufficient to support population growth. The City Council will continue to engage with the emergency services in seeking to ensure that future infrastructure is delivered in the most appropriate locations’* (emphasis added).

Further, the IDP provides (page 50) that Policy PG3 in the BDP refers to the need to create well designed and high-quality new developments, which incorporate security and crime reduction measures that design out crime through carefully considered interventions. In the context of infrastructure provision, the IDP expressly states that these measures will need to be considered by applicants when preparing development proposals.

Supplementary Planning Documents (SPD)

There are also a number of adopted SPDs that are of relevance, including Places for All, November 2001, which confirms part of the approach to general design guidance as places being safe and attractive with a clear division between public and private space.

Paragraph 5.20A Public Open Space in New Residential Development SPD (2007):

The design of new residential developments should incorporate crime reduction measures. 'Places for Living', the City Council's Supplementary Planning Guidance on new residential development provides details of the crime reduction measures which should be incorporated into new residential schemes.

The emerging Birmingham Design Guide, November 2020, sets out the design aspirations of the city. This comprises a suite of design principles and guidance on all elements of development, framed around the following five themes:

- The Birmingham ID
- Streets and Spaces
- Landscape and Green Infrastructure
- Healthy Living and Working Places
- Efficient and Future-ready

with sections also covering, Fulfilling Design Quality and Submitting a Development Proposal.

The draft document includes a number of references to the need to create safe places to work, live and travel through. This includes a requirement at:

- Design Principle 9 that all public open spaces should be multi-functional, safe and attractive;
- Design Principle 21 which requires development adjacent to water assets to enable and enhance safe public and private access to the waterside and wider route network;
- Design Principle 23 that development should apply external lighting designs that ensure public spaces remain safe during non-daylight hours; and
- Design Principle 24 that developments located within the city centre's retail core and those that overlook city centre primary streets; large public spaces; sports and leisure destinations; or transport hubs must introduce measures that help protect occupants and enhance the city's resistance to terror activity.

Once approved, the document will be used to assess and guide the design of development across the city.

The Birmingham Parking SPD, adopted November 2021, sets out updated parking standards for development and promotes sustainable modes of travel and efficient use of land, whilst seeking to provide sufficient safe parking of a scale and form appropriate to the location.

Birmingham Community Safety Partnership Strategic Assessment 2019 (SA)

The purpose of the SA is to assess future threats and trends that are likely to have an impact on community safety over the next year. The Community Safety Partnership approved three priorities for its new 3-year community strategy 2019-2022 which includes Crime, Anti-Social Behaviour and the Community.

The key findings of the SA disclose that Birmingham has a crime rate of 92.433 crimes per 1,000 residents. West Midlands Force has a crime rate of 84.398. Birmingham is

above the West Midlands average. For 'Most Similar Groups' on iQuanta, the average crime rate is 123.252 per 1,000 residents. Birmingham is below the Most Similar Group average.

Since 2015 there has been a steady trajectory of total recorded crime increasing each month in Birmingham, a pattern mirrored across the force and most similar groups. Total Recorded Crime for Birmingham between the 1st of October 2017 and 30th of September 2018 was 104,974 crimes.

Birmingham remains the 'least' safe borough/city within the West Midlands Force Area with the highest number of crimes per 1,000 residents. Compared to the same period ending September 2017 Total Recorded Crime has increased by 8,116 crimes (8%). Data taken from the West Midlands Police Performance Portal shows increases in crime have been seen in burglary, public place violence with injury, robbery, business crime, most serious violence, violence with injury, gun crime and knife crime.

Appendix B: Consultation comments from a local historian

Thank you for inviting comments on the proposals for the Smithfield site. I am a local historian who has published a number of books and articles on the West Midlands. There is much to say about this site, but I will try to select the most important.

The northern part of the site has stone remnants of the Manor House under it. This was the residence of the Lord of the Manor, Peter de Birmingham, and his successors for centuries. Peter was a wily entrepreneur, who moved the status of Birmingham from a village to a market town by getting a charter in 1166 to open a market here (there are Medieval tombs of this family in St Martin's church). All the marks of a town were set up: a borough court, even a jail. The term 'borough' was used and the church rebuilt expensively. 'Burgages' (specially built rows of houses) were let out for incomers, and trademen and craftsmen occupied them. By 1327 Birmingham was the third largest town in Warwickshire. The development of our town (later city) was not in the nineteenth century, or even the sixteenth, but in the 12th to 14th centuries. So the Manor House site is absolutely fundamental to the development of Birmingham, with Peter de Birmingham its clear founder, in 1166. His elegant residence was excavated in 1975. The large stone wall courses were reburied.

What should happen as we develop Smithfield?

The fact that this was the foundation of Birmingham should be celebrated. Compared to the whole Smithfield site, this is quite a small area. Little land would be lost in revealing the remains of the Manor House. If the developers would help to finance it, a small museum could be built on or near the old foundations. If that's not possible, at least the site should not have new buildings on it (as seems to be shown in the web-site illustrations).

In general, we should begin to realise and trumpet our Medieval roots, for example, rescuing the wreck of the Golden Lion from Cannon Hill Park and perhaps erecting it back where it belongs, just beyond the Rea river in Deritend.

The development of Smithfield gives us a great opportunity to emphasise the place where Birmingham was founded: not our fine Town Hall, nor iconic Rotunda, well designed Cathedral, nor the superb promised HS 2 station, but Birmingham's real centre, Peter de Birmingham's Manor House.

References: Dugdale Society Occasional Paper No 30 (1985), 'The Early History of the Town of Birmingham 1166-1600', by Richard Holt.

Lorna Watts, 'Birmingham Moat', B'ham Archaeological Society, Vol. 89 (1978-9) pp. 1-79.

Westley's 1731 map; Bradford's Plan of Birmingham, 1751.

Yours, Edward Chitham.



Appendix 8B

Summary report – Smithfield Detailed Area consultation

Summary of feedback received

June-July 2022 public consultation – Smithfield Birmingham first phase

This document has been produced by Camargue as a review of the feedback received during Lendlease's consultation on the first phase of Smithfield Birmingham.

It summarises the forms submitted at the public exhibition, held on 14 June, along with those submitted via the online feedback form up until the extended 31 July deadline.

During this period static exhibitions also took place in 10 libraries across all of Birmingham's constituencies to extend the consultation beyond the face-to-face exhibition. Links to the consultation materials hosted on the project website were further publicised via Birmingham City Council's social media channels as well as via an e-newsletter issued to subscribers.

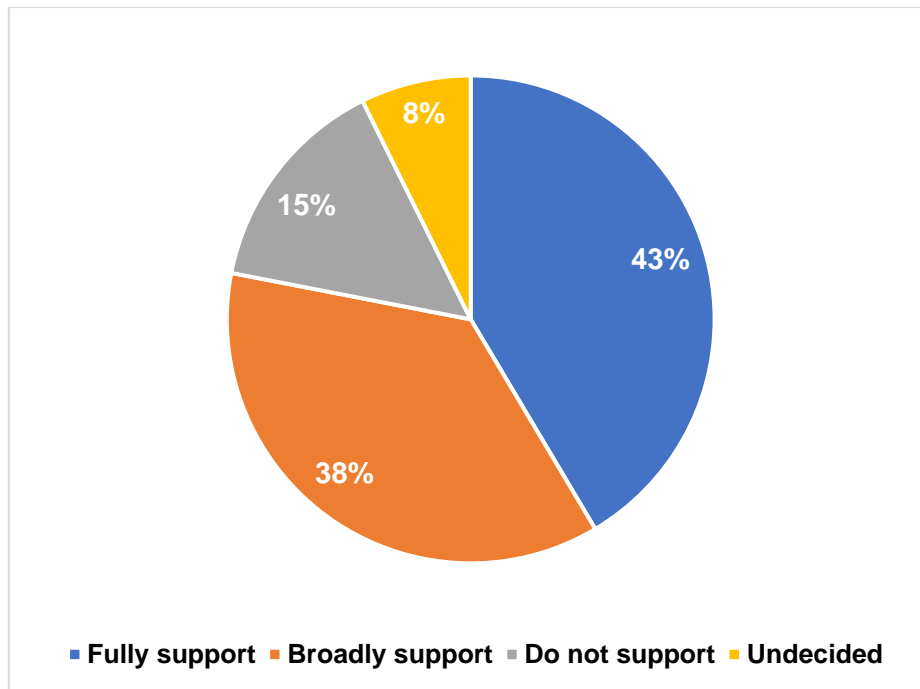
Overview

- A total of approximately 85 people attended the public drop-in event held on Tuesday 14 June at St Martin's Church.
- There were 45 feedback forms submitted via hard copy and online, capturing the formal feedback received prior to the consultation window closing 31 July.
- A summary and analysis of the findings from submissions of written feedback is provided below, together with an overview of the anecdotal feedback received during the public event.
- Also included is a breakdown of demographic data from those respondents who were willing to disclose this information.
- All written feedback in full can be viewed in a corresponding Excel attachment.

Feedback analysis

Q1: General sentiment – *Please tick one box that most accurately reflects your views*

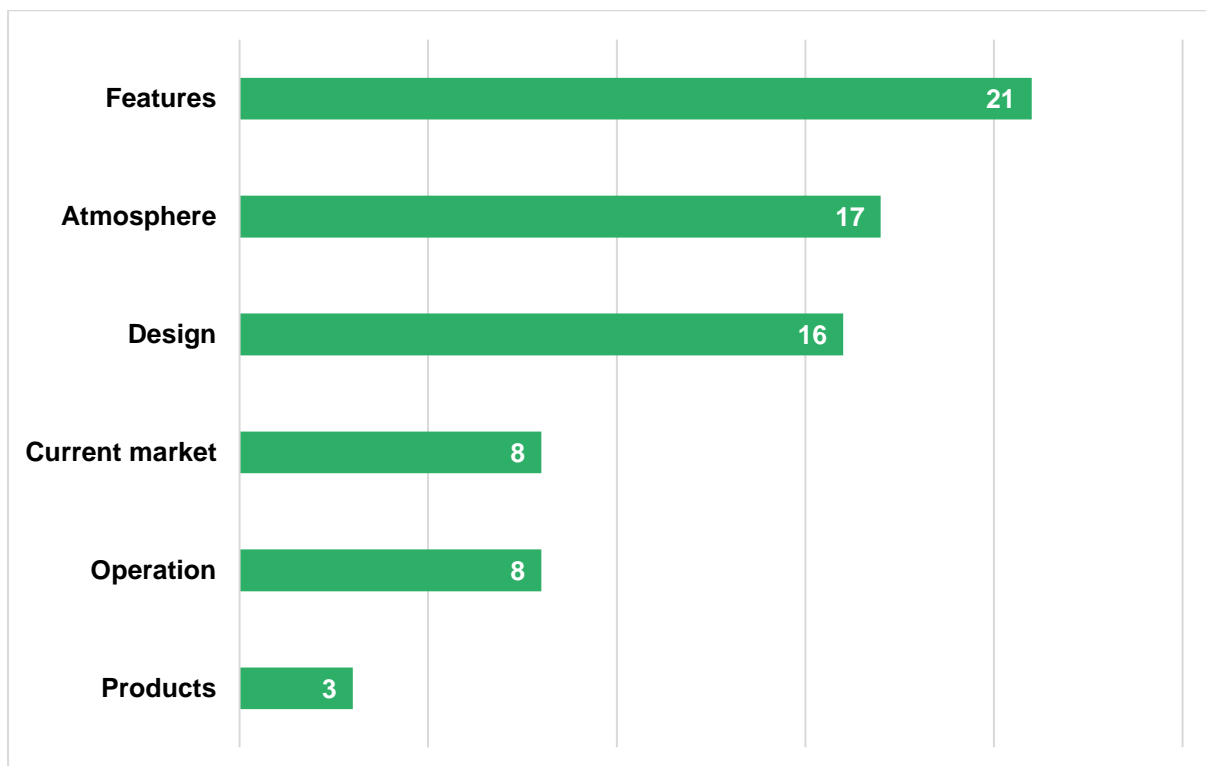
- There was a strong level of participation during the consultation event, with those who attended on the day engaging in generally in depth and positive conversations and indicating support for the proposals.
- Findings from written feedback showed that 81 per cent of respondents were either fully (43 per cent) or broadly (38 per cent) supportive.
- Of the remainder, 15 per cent indicated they were not supportive of the plans for Smithfield, and 8 per cent suggested they remained undecided at this stage.



Q2: Markets – What do you think about the plans for the new market which will become a new home for the Indoor, Open and Rag Markets?

Of those who responded to this question, **23 showed general support** for the market proposals, with just **7 sharing negative comments**.

A breakdown of the key themes emerging from comments is provided below.



- 21 respondents commented on the **proposed features for the market**, including several shows of support for a rooftop garden and calls for more green/outdoor space. Elsewhere

there was support for the planned event space and a very small number of negative comments about event space and its impact on the surrounding area. Example comments are provided below:

- *“Really like the look of the proposed location and things inside! Rooftop garden especially. Unsure how ‘finalised’ this sketch is but hoping it’ll be really sleek looking - don’t love the idea of it being super crazy colourful”*
 - *“As much outdoor space as possible to relax, eat/drink and have city views...”*
 - *“Festival space is not fit for purpose. Too small. Surrounded by trees which will impact lines of sight and way too small for any festival”*
- 17 respondents provided comments relating to the **atmosphere of the market**, including those that welcomed the presence of a new ‘destination market’, the incorporation of new office space, and positive opinions about how well the proposed new building connects to the rest of the site. Some respondents were concerned about the potential for noise and antisocial behaviour relating to events space. Example comments are provided below:
 - *“Logical place for this and works well with the rest of the environment. It’s valued and diverse”*
 - *“The new market feels well positioned at the heart of the site. A dining hall is a great addition to the market and could hopefully attract top quality food vendors in a way similar to Digbeth Dining Club and as in Asian foodhalls.”*
 - *“The space for live performances day and night will increase noise for existing city centre residents like us who are already struggling with excessive noise and anti-social behaviour in the city centre.”*
 - 16 respondents made comments about **design** – some were very enthusiastic about the look of the building, while there was a negative comment about the ‘podium’ style:
 - *“The massing and layout look good, though I hope the finished design looks better than the sketches. I definitely don’t like the blank walls/gable ends (apart from the signage), especially as this elevation will face the new Festival Square”*
 - *“Really like the look of the proposed location and things inside! Rooftop garden especially.”*
 - *“I personally dislike this whole podium type of style. This was tried and failed in the sixties and seventies Birmingham. I prefer the buildings to occupy the whole footprint.”*
 - 8 respondents made **comparisons to the existing markets**, including recognition that the proposals would be a significant improvement, but also commenting on the need to support existing traders through the transition:
 - *“Very innovative and much needed. Current markets are drab and have no atmosphere.”*
 - *“The open market must be large enough to accommodate all current traders and should be just that, an open market as now”*
 - Elsewhere, there were comments about the **operation of the market (8)** and its **products (2)**, including support for longer opening hours and asks for affordable, quality food:

- *“Pleased to hear that markets may be open until 10pm. All markets in one building will benefit traders”*
- *“I like the idea of a bustling food market but I think it has to cater for multiple audiences to be successful. So more niche things you won’t find in supermarkets, fine local produce as well as offering other shoppers good value.”*

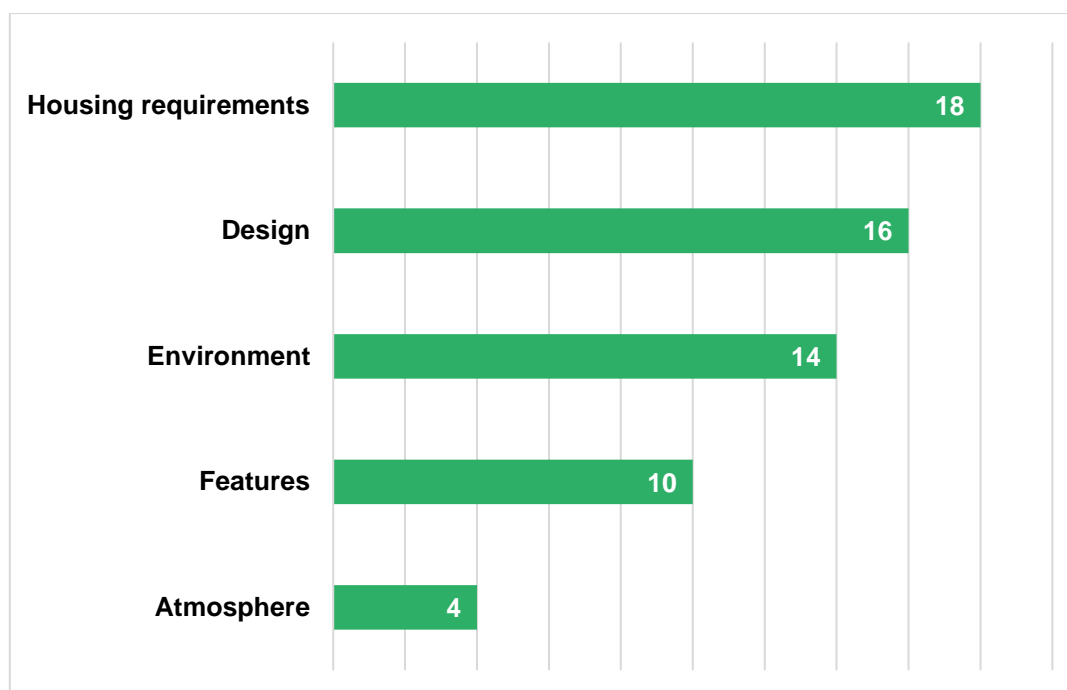
Other anecdotal feedback received:

- The sketch image was very well received by people at the public exhibition – they liked the vision, benefits of one building, the roof garden and the look of the design.
- No one raised any specific issue with the office component. There was an understanding that this makes sense and will drive footfall. Market trader attendance was relatively low (around four traders who had not previously engaged in the consultation).
- There were questions from the church and members of the CityPark4Brum group about the height of the building including office component. The church did not have an issue with the height and the reverend was particularly pleased to hear about the importance of the view of the church from Upper Smithfield Walk. There was no specific comment on height from CityPark4Brum after the height was clarified.
- As at the first round of consultation events, a handful of people raised the issue of not alienating the current customer base. There were positive comments about the commitment to low carbon and natural daylight from some customers.
- A trader from the Open market who attended was pleased to see the amenities including toilets and security.
- No one raised transport and public transport connectivity in terms of the market, although there were several further questions and comments about connectivity and how the masterplan would generally integrate public transport services including trams and buses as well as taxi drop off and pick up points.
- There was general agreement that having a new destination market as the centrepiece of phase one will ensure people will be drawn into Smithfield and make it a success from day one. Attendees were particularly positive about the addition of a dining hall.

Q3: Residential (1d) – *What do you think about our plans for the first residential neighbourhood at Smithfield?*

Of those who responded in writing to this question, **18 showed general support** for the market proposals, with just **8 sharing negative comments**.

A breakdown of the key themes emerging from comments is provided overleaf.



- 18 respondents focused on the specific **housing requirements** for the area, including questions about affordable housing and some specific views about build-to-rent provision versus homes for sale.
 - *“So long as social housing (e.g. Council and housing association) is provided as there is a huge shortage. Pleased that it’s not high rise and is of human scale”*
 - *“I oppose key/ build to rent. I would like to accommodation suitable for long term family living to create genuine communication.”*
 - *“We need affordable housing in the city centre. We need more open space in the city centre too.”*

- 16 respondents commented on aspects of **design**, including support for balconies and integration into the wider area. Some commented that they would like greater density of accommodation, while there were a few comments that the designs could be more creative.
 - *“Very pleased that housing will be delivered as part of phase 1. Happy with the design and the inclusion of townhouses and some private residential spaces.”*
 - *“I think it should be higher density to be honest. I would build it higher density and free up more space for a grand Central Park with plenty of space for a large play area and community events”*
 - *“I hope the final plans are both bold and ambitious enough for this most prominent site. Some taller and individual looking builds would look better than a boring all similar height and style build. This would be more in keeping, with the many new proposals that surround site. They need to link into and complement this site not overshadow it.”*

- 14 respondents commented on **environmental aspects**, including calls for communal green space, larger park areas and places for families:
 - *“Seems good – the more houses for families the better. Needs plenty of balconies, communal gardens / green spaces - play areas? Things for all ages - family friendly”*
 - *“The proposed green spaces should be bigger - like moonlit park.”*

- There were further comments about **key features (10)** of the space and **atmosphere (4)**, with calls to ensure there are play areas and some concerns about noise / antisocial behaviour:
 - *“As someone who lives a few minutes’ walk away from the proposed development, I think it’s very important to include amenities that are convenient for people living in the area, such as shops and parks.”*
 - *“Facilities are a must and emphasis should be places on creating co-working space as well as homes fit for use when WFH.”*
 - *“Fully support new housing and the designs as long as noise complaints do not impact on the established and future night-time economy, particularly the Gay Village bars and clubs. Residents need to understand this is a city centre and will be noisy!”*
 - *“Residential buildings are too close to music venue and festival space which will cause issues.”*

Other anecdotal feedback received:

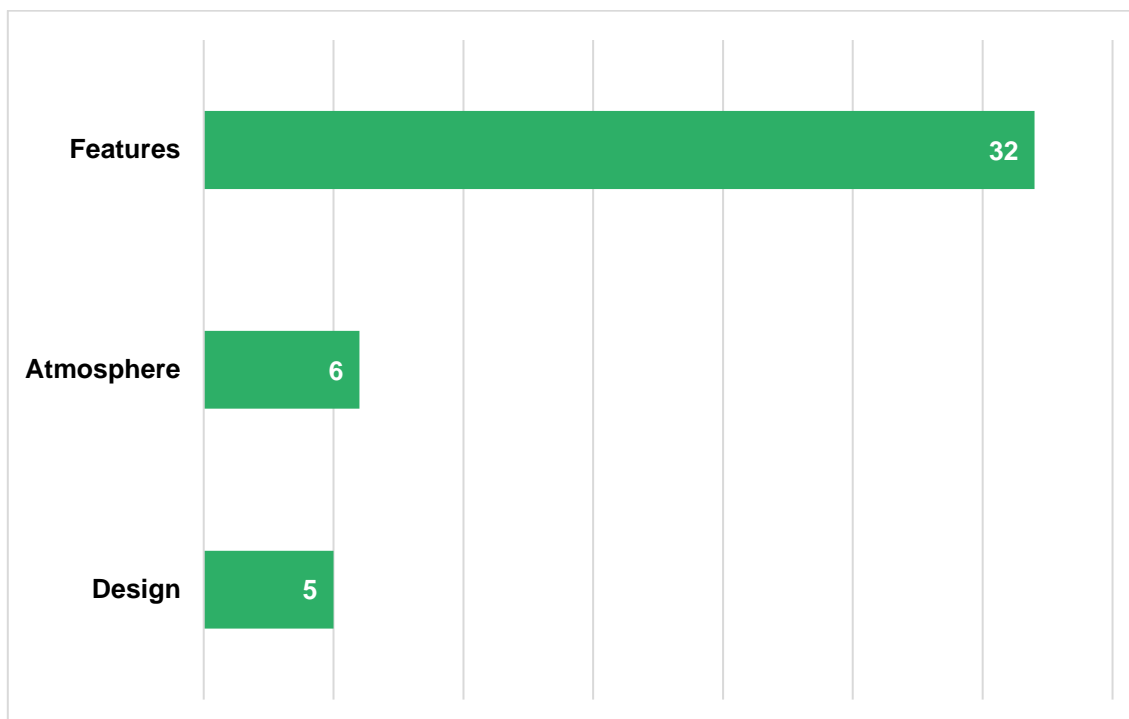
- At the public exhibition there was a generally positive reaction to the designs and sketches being presented for the residential neighbourhood.
- Some questions were asked about the affordability of homes, with some people asking about how local people would be able to locate to Smithfield and what proportion would be affordable housing.
- There was a mix of comments about the height of buildings, some people preferred more storeys to ensure better densities, others suggesting heights should be lower. People liked the access to green space and balconies being incorporated for the apartments.
- There were comments about ensuring availability of town housing for families, not just one or two bedroom apartments. Some commented that the family housing should be well separated from the noisier parts of the site and provision of play areas etc.

Q4: Health & wellbeing hub (4a1) – Do you have any comments about the plans for a health and wellbeing hub?

Findings from written feedback submissions:

Of those who responded to this question, **21 showed general support** for the market proposals, with just **one sharing negative comments**.

A breakdown of the key themes emerging from comments is provided below.



- 32 respondents commented on **key features** within the proposals, with support for the basketball courts and rooftop gardens, and suggestions for other features including an ice rink, pool, public baths and swimming pool among others:
 - *“There are no GP practices within walking distance of Digbeth/Eastside; any inclusion of one would be incredibly popular amongst local residents.”*
 - *“Rooftop gardens sound good. I’d like there to be a few sky bars.”*
 - *“This is a great idea. More gardens and water features on the ground level please.”*
 - *“A swimming pool or water park with the well-being hub would be much more inspired and bring visitors to the area. See the water park in central Coventry for what can be achieved with limited space”*
 - *“Spa should be luxury (Therme Bucharest / Bath Thermae etc.) something to travel to, special treat outdoor/ rooftop”*

- 11 respondents commented on elements of **atmosphere (6)** and/or **design (5)**, including concerns about noise / antisocial behaviour and catering to older people, and a request more details on the façade.
 - *“Largely in favour providing the facilities are for the people and are priced reasonably. Please ensure that community involvement and engagement are paramount.”*

- *“I think they're all really nice ideas but can imagine them being under-used and the hub becoming another empty site. If you are trying to draw people into the area then better utilisation of the outdoor space might help.”*
- *“Sensible times for basketball court due to noise levels”*
- *“The idea of the shared core between the two buildings is quite unique, it would be beneficial if you could share more details about the façade”*
- *“No walkways period. That looks like some sixties rubbish! Otherwise OK”*

Other anecdotal feedback received:

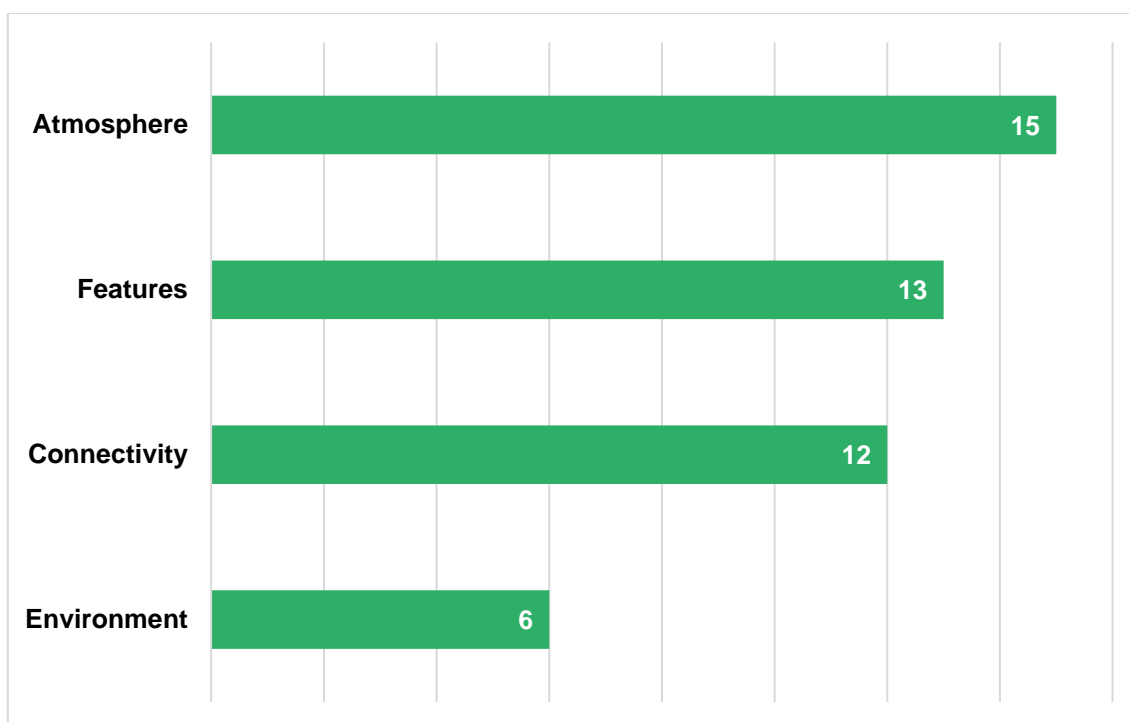
- There was a strong favourable response to the proposals for the health and wellbeing hub, with many people noting this was an innovative approach and were keen to have these kinds of facilities available in the city centre.
- Some questions were asked about how the space would balance access to facilities for members of the public and private local residents. People were keen to understand details about gyms and spas, and whether a swimming pool could be included.
- Positive feedback was provided about the concept of integrating rooftop gardens, some asked for more green space and water features included at ground level.
- The basketball court was flagged as a good attraction for younger people to help them stay active. However, one person suggested that the designs looked like they were designed to cater for a younger audience and did not accommodate the needs of older people.

Q5: Co-location space (3a/b) – *What do you think about the proposed co-location space that will bring together offices, homes and retail in one central area?*

Findings from written feedback submissions:

Of those who responded to this question, **21 showed general support** for the proposals, with just **one sharing negative comments**.

A breakdown of the key themes emerging from comments is provided overleaf.



- 15 respondents focused on **atmosphere** including support for mixed uses but also some concerns about noise / antisocial behaviour:
 - *“No issues providing the balance is right and that ordinary folk are not excluded, by physical or monetary barriers..”*
 - *“The co-habitation of business and culture is a good idea as it means that everyone, families and corporate office workers can enjoy a nice space, increasing the standard of living for all (keeps Brum from becoming cold and clinical, promoting its artistic nature)”*
 - *“If this is the communal space/ festival space: 1) Abatement of noise/ wind tunnels should be made 2) The licensing of outdoor events is opaque and doesn't allow local residents to contribute 3) It is impossible to contact the council on a weekend re enforcement of licenses 4) Fully support proposals for significant greening - there is not enough in central Birmingham.”*
- 13 respondents commented on **key features**, including suggestions for play areas, more seating space, places to eat and drink and publicly accessible roof terraces:
 - *“Maybe a small cinema or more entertainment options for residents and visitors.”*
 - *“It is important that this area feels like a community, and therefore needs things like a pub/ park/ corner shop to go alongside the residential / offices”*
 - *“Sounds good. Lots of coffee shops please! Somewhere similar that has the same vibe is New Islington in Manchester. A great mix of green space, cafes, some retail and residential. Would love something like that.”*
- 12 respondents made comments relating to **connectivity**, with strong support for active travel connections in the proposals:

- “Good idea as amenities will be in walking distance of new homes. Therefore no need for residents to have areas to access. Proximity of housing should encourage more walking and cycling.”
 - “This feeds into the five minute city agenda perfectly.”
 - “It needs a tram line running directly through it from Digbeth High Street, it also needs a dedicated bicycle lane and maybe a bus lane. NO CARS!”
- All comments about **environment (6)** were very supportive of approaches to biodiversity and urban greening, as per the below example.
 - “Nature surveillance is good and seems like it has been incorporated”

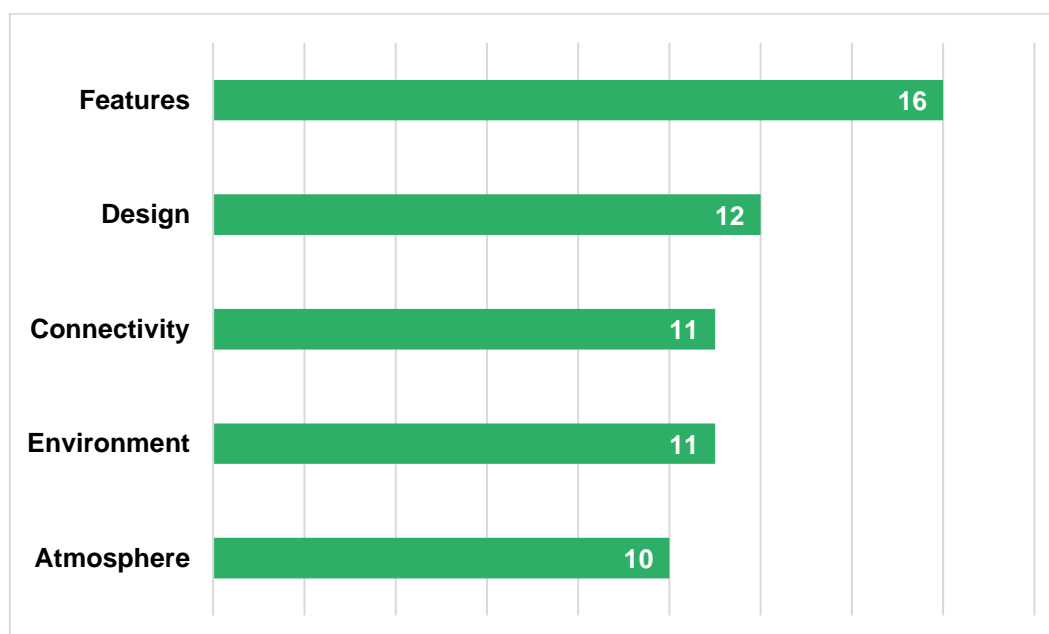
Other anecdotal feedback received:

- People were interested in the types of business that may be drawn to use the office space, including the provision to accommodate larger corporations and start-ups side-by-side.
- Some commented positively about the ‘five minute high street’ concept and option to have amenities within easy walking distance of the residences.
- People were upbeat about the mix of green space and having a range of retail offers and coffee shops nearby – wanting to ensure that the space had a ‘community feel’ and good balance of culture and space for business.
- Some concerns were raised about the proximity of the plot to Festival Square and how activity and events could impact on residents and workers.

Q6: Other comments – Do you have any other comments you’d like to share about the plans for phase one?

For the final question, there were a further **16 shows of general support** and just **3 negative comments**.

A breakdown of the key themes emerging from comments is provided below.



- 16 respondents commented on **key features** across the proposals, such as calls for plenty of dining and cafes, an arts and crafts area, an ice rink and public art. There was also a request to incorporate the Commonwealth Games bull:
 - *“There are no supermarkets within easy reach of this part of town - the inclusion of one would be incredibly popular with existing residents, and vital to ensure it becomes a true 'residential area'.”*
 - *“Plenty of trees, cycle routes, parks, play areas. Public art. Secure cycle parking/ hub/ with showers within the development”*
 - *“I would support only health and wellbeing and large park and cafes and restaurants. Where will visitors park - this is already one issue in the area. Arts and crafts area - quitter hobbies. Larger park needed please.”*
 - *“Maybe an ice rink or basketball arena. Doesn't have to be huge but could again give something to the city that's lacking”*
 - *“You should include a place for the Commonwealth bull somewhere.”*

- 12 respondents commented on **design**, including mixed opinions about Festival Square and an emphasis on design reflecting the city's history and surrounding areas.
 - *“It would be nice to see some use of timber within the design as this seems to be an underused material in Birmingham architecture at the moment.”*
 - *“Having it as an event space works very well so this element is very important”*
 - *“Birmingham city centre relies on Birmingham Pride which brings in over £10M revenue into city every year. Chinese new year is a longstanding festival. Neither could be accommodated on Festival Square”*
 - *“Give each building a unique character, ensure that there are museums and places of cultural interest rather than mediocre buildings that look the same.”*

- 11 respondents provided comments about **connectivity**, which were mostly positive about provision included in the plans. Examples are provided below.
 - *“Very promising. I like the public transport and how accessible the markets are. More footfall to the area which will help connect Digbeth to the city.”*
 - *“Bear in mind the city's active travel ambitions! We don't want to attract more cars to the city centre. No need for parking provision as part of this scheme given the abundance of pay/ displays around Bullring/ Chinese quarter/ Digbeth.”*
 - *“Smithfield is the single most important site in Birmingham City Centre period. It has all the ingredients for a successful redevelopment. Long straight streets on a grid pattern. Moor St. station and Metro close by. A river and canals close by in Digbeth and with some fine buildings dotted around in the greater Digbeth area.”*

- 11 respondents provided comments about **environment (11)** including several calls for a larger park and/or suggestions that green space provision is insufficient.
 - *“I've seen in the plans that there is plans for a park however it needs to be a significant size being in a central location.”*
 - *“We understand that this first phase does not include the planned park shown on the Lendlease plans but nevertheless its landscaping is crucial for what comes next and we suggest more can be done now to include better and larger areas of open and green space for this phase. In fact we contend that the proposed buildings could be*

seen as being placed within a much larger park area, in which there are market buildings within and alongside green space to the north of the site, which then connects to Festival square, with the open and green space then continuing towards the south and east. At the moment this green connection appears to be through Smithfield Walk alone.”

- 10 respondents commented on **general atmosphere** including several further noise / antisocial behaviour concerns, but elsewhere support for the focus on wellbeing included in the proposals.
 - *“Please do not make Digbeth like Bradford Street, this is where I live and should not be turned into a club/ events areas/ pubs.”*
 - *“I am disappointed the first phase festival space is so open onto Pershore Street. This provides no noise abatement to existing residents in Southside/ Bromsgrove Street etc.”*
 - *“Good to see wellbeing is a major focus, as well as the confirmed emphasis on keeping a place for the markets but re-energising the area.”*

Other anecdotal feedback received related to the plans for Festival Square, as well as comments about the green infrastructure plan which was presented as part of the materials on display.

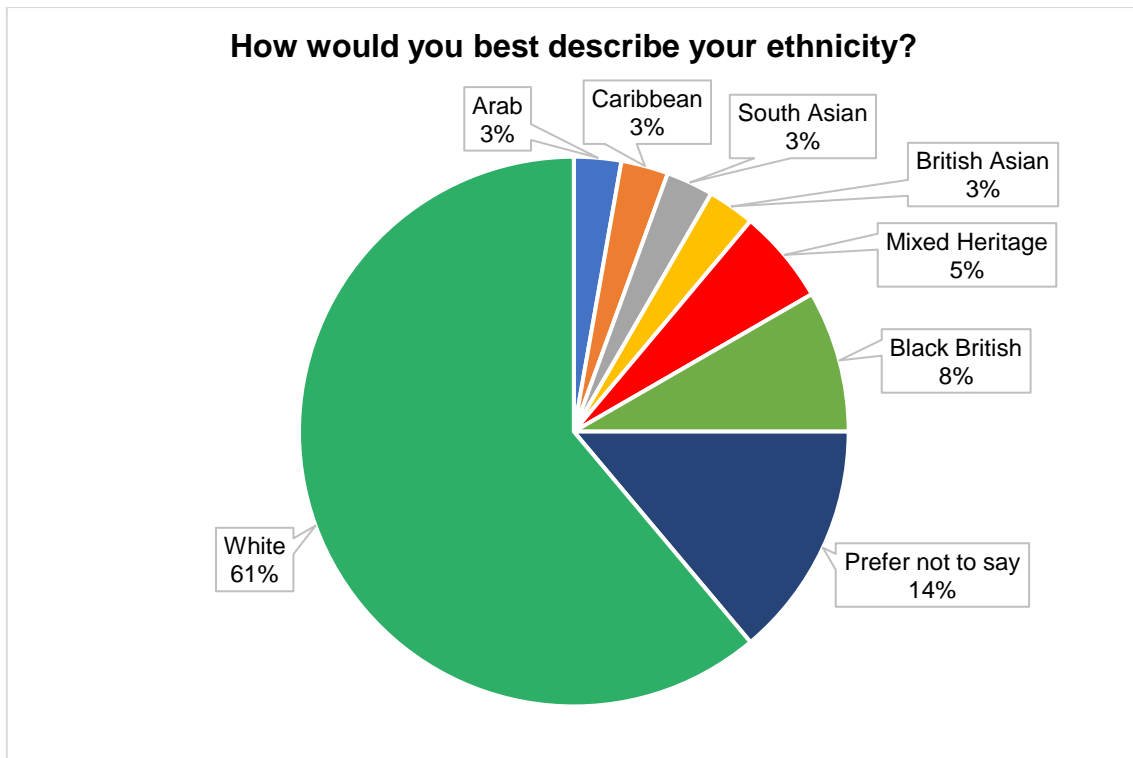
- A small number of people raised concerns about live events taking place here and creating noise for both existing and future residents. This was often recounted as part of their own experiences living in the city centre. Further comments about this can be found in subsequent examples of responses to individual questions on plots.
- There was some discussion about whether there could be more green infrastructure at Festival Square.
- Two people attended representing CityPark4Brum. They believe that Smithfield Gardens remains too small and want to an extension of the park on the nearby plot. They are interested in density and continued to ask about building heights. They asked whether Smithfield Gardens was a residents’ park or one that all members of the public can use. They were generally pleased to see the volumes of trees across the site.

Demographics

In addition to the questions about the project, respondents were also asked to anonymously provide some information about themselves. Below is a breakdown of demographic data from those respondents who were willing to disclose this information.

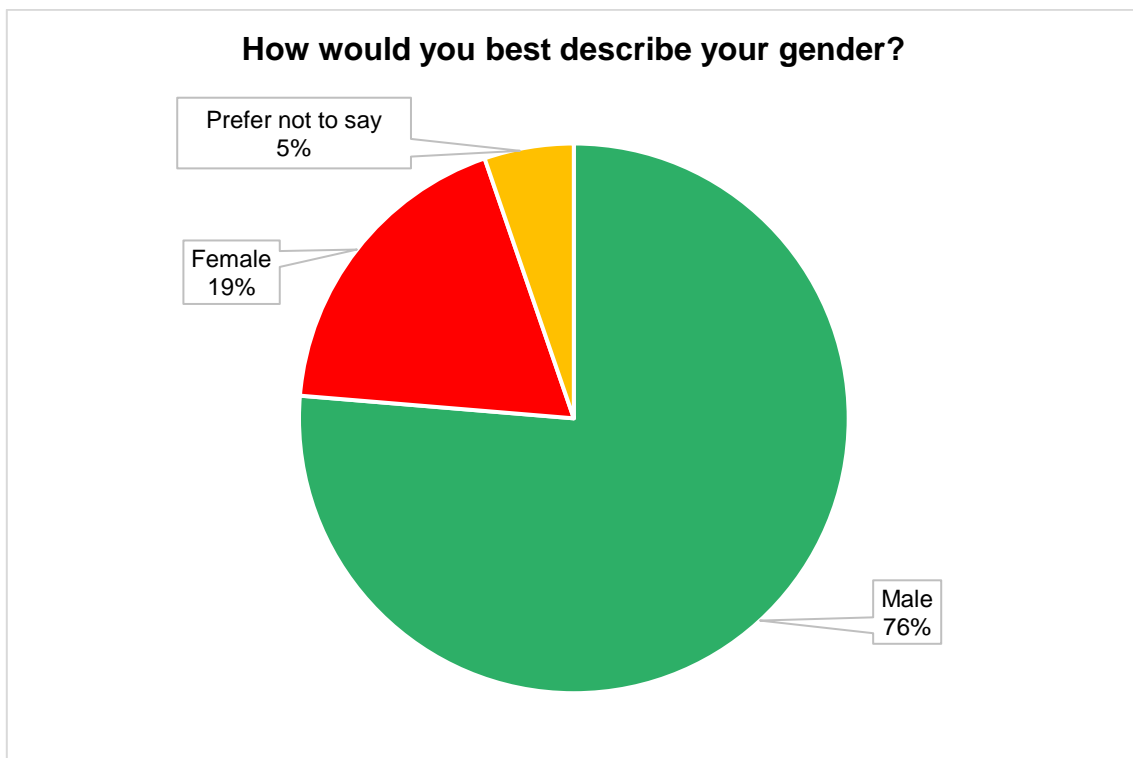
How would you best describe your ethnicity?

- Of the 45 people surveyed, 36 provided their ethnicity. Of these, 22 (61 per cent) identified themselves as white, with 3 (8 per cent) identifying themselves as Black British.
- 5 (14 per cent) said they preferred not to provide information about their ethnicity.



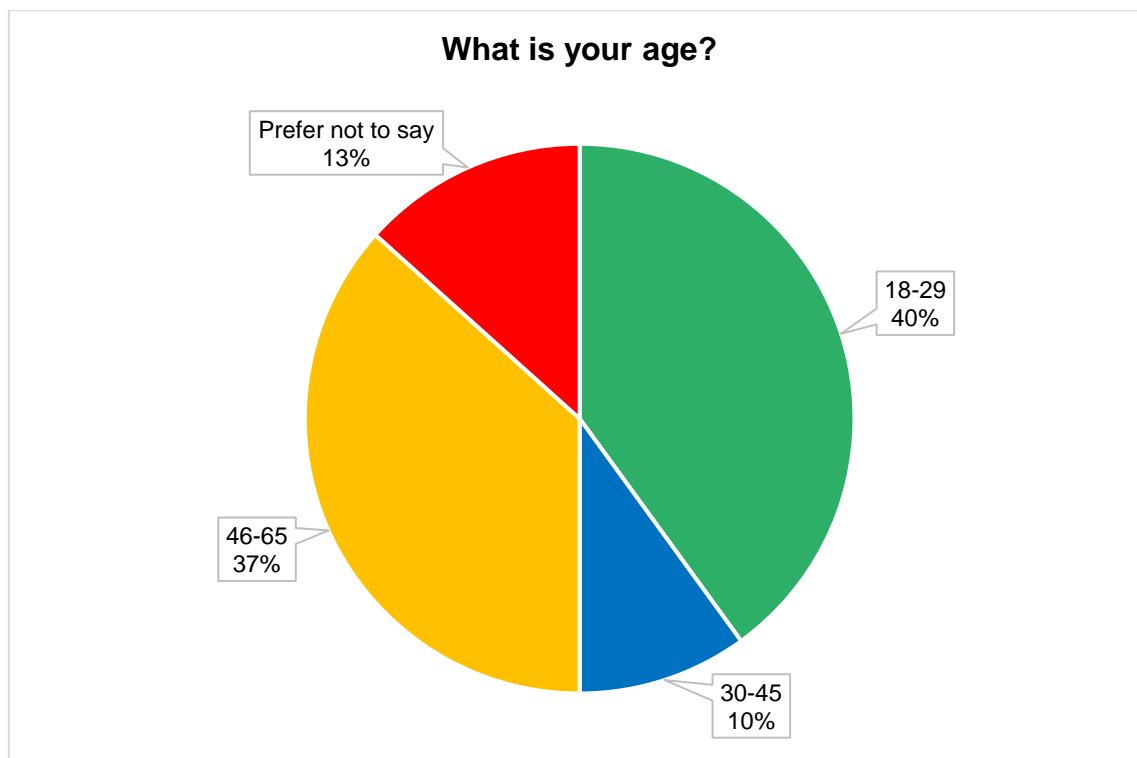
How best would you describe your gender?

- Of the 45 people surveyed, 38 provided their gender.
- Of these, 29 (76 per cent) identify as a male and 7 (19 per cent) best described their gender as female. 2 respondents (5 per cent) preferred not to say what their gender is.



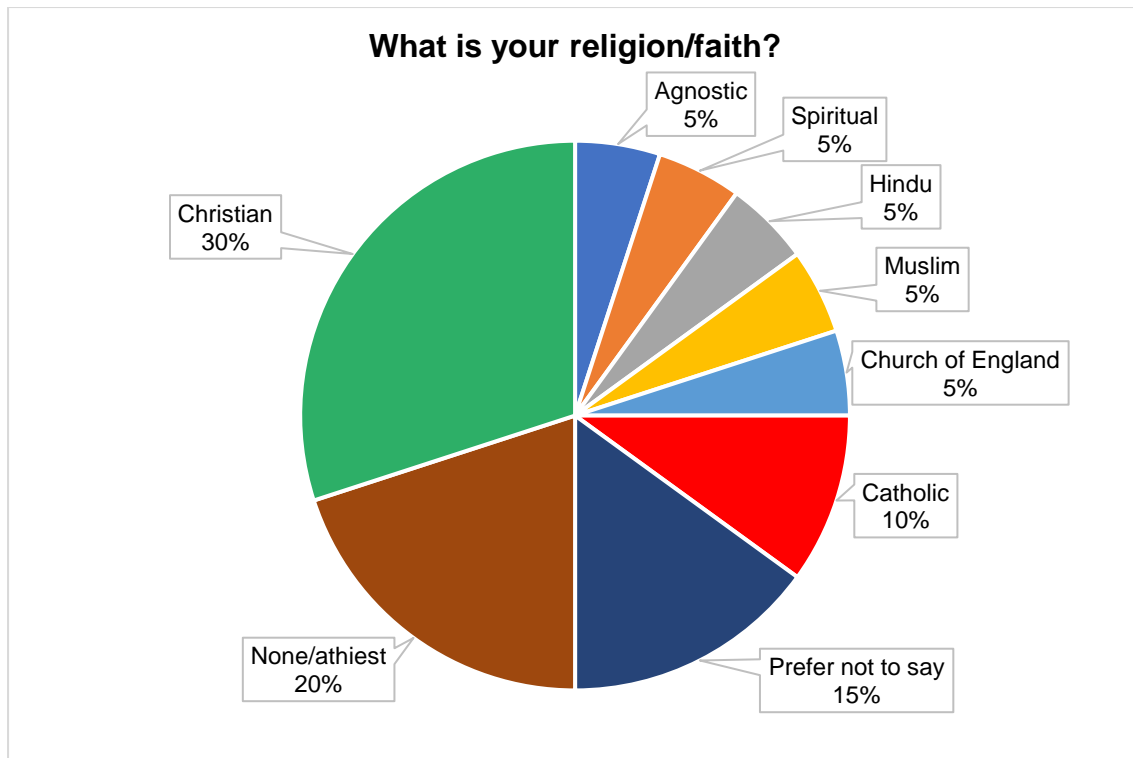
What is your age?

- Of the 45 people surveyed, 30 provided their age.
- Of these, 12 (40 per cent) were 18-29, 11 (37 per cent) aged between 46-65, 3 (10 per cent) aged 30-45 and 4 (13 per cent) preferred not to say. No people listed their age as over 65, or under 18.



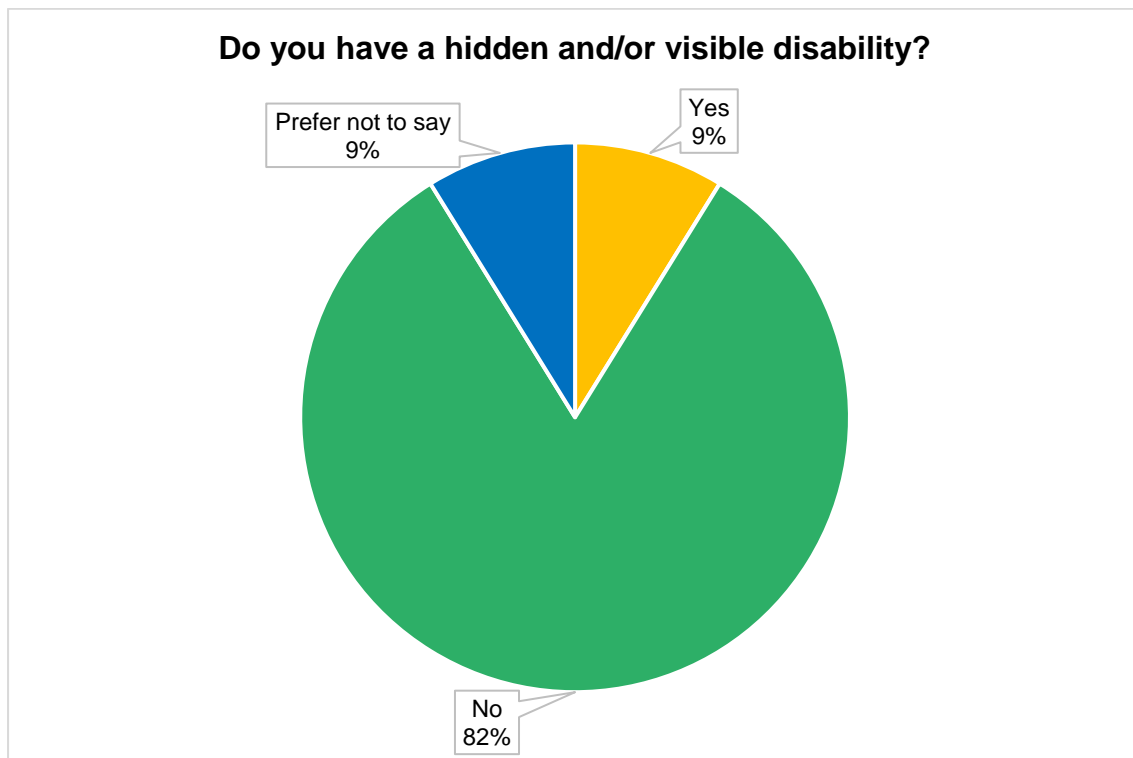
What is your religion/faith?

- Of the 45 people surveyed, 20 disclosed their religious belief or faith.
- Of these, 6 (30 per cent) said they were Christian, 4 (20 per cent) atheist or had no religion, 2 (10 per cent) were Catholic, and one each (5 per cent) were listed Church of England, Muslim, Hindu, spiritual and agnostic.
- 3 respondents (15 per cent) preferred not to disclose their religion or faith.



Q5: Do you have a hidden and/or visible disability?

- Of the 45 people surveyed, 34 disclosed whether they had a hidden/and or visible disability.
- Of the 34, 28 (82 per cent) said they did not have a hidden and/or visible disability, while 3 (9 per cent) said they did. 3 (9 per cent) respondents preferred not to reveal whether they had and/or visible disability.





Smithfield
BIRMINGHAM

Appendix 8C

Summary report – Smithfield market customer survey

Summary of feedback received

Summer 2022 public consultation – Smithfield Birmingham market customer research

This document has been produced by Camargue as a review of the feedback received as part of Lendlease's consultation on the proposals for the market building at Smithfield Birmingham.

It summarises results from a questionnaire which was carried out via face-to-face surveys as well as being available online via the project website during summer 2022 up until 31 July 2022.

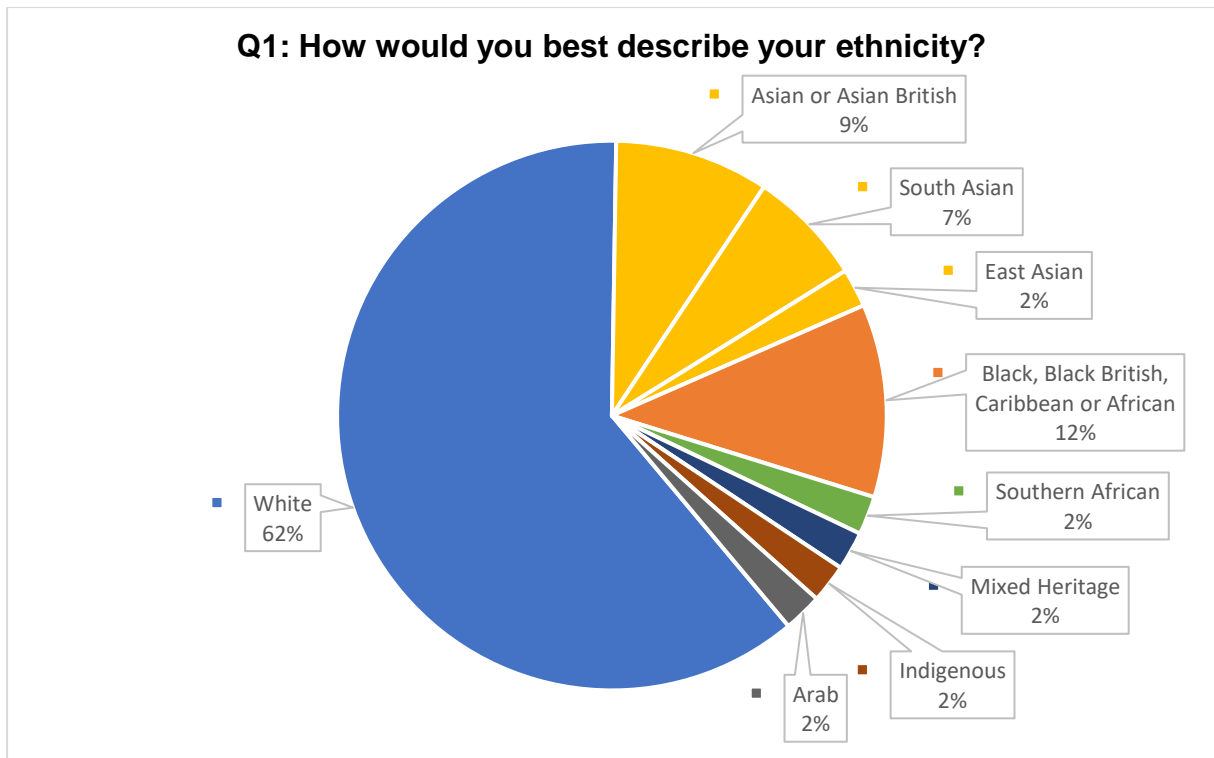
Overview

- A total of 48 people provided written feedback responses, who were surveyed across three separate methods. These included conversations with customers in the current markets, a street survey of potential future market customers in high-footfall locations in central Birmingham including in St Paul's Square and Victoria Square, as well as via an online form available on the project website.
- The surveys asked people a series of questions on the markets at Smithfield Birmingham, with questions ranging from what types of product they would like to see in the new market to the types of events they would like to see taking place in the new market building.
- Alongside this, it also gave respondents an opportunity to provide details on their age, gender, ethnicity, religion/faith and whether they have a disability.

Feedback analysis – demographic data

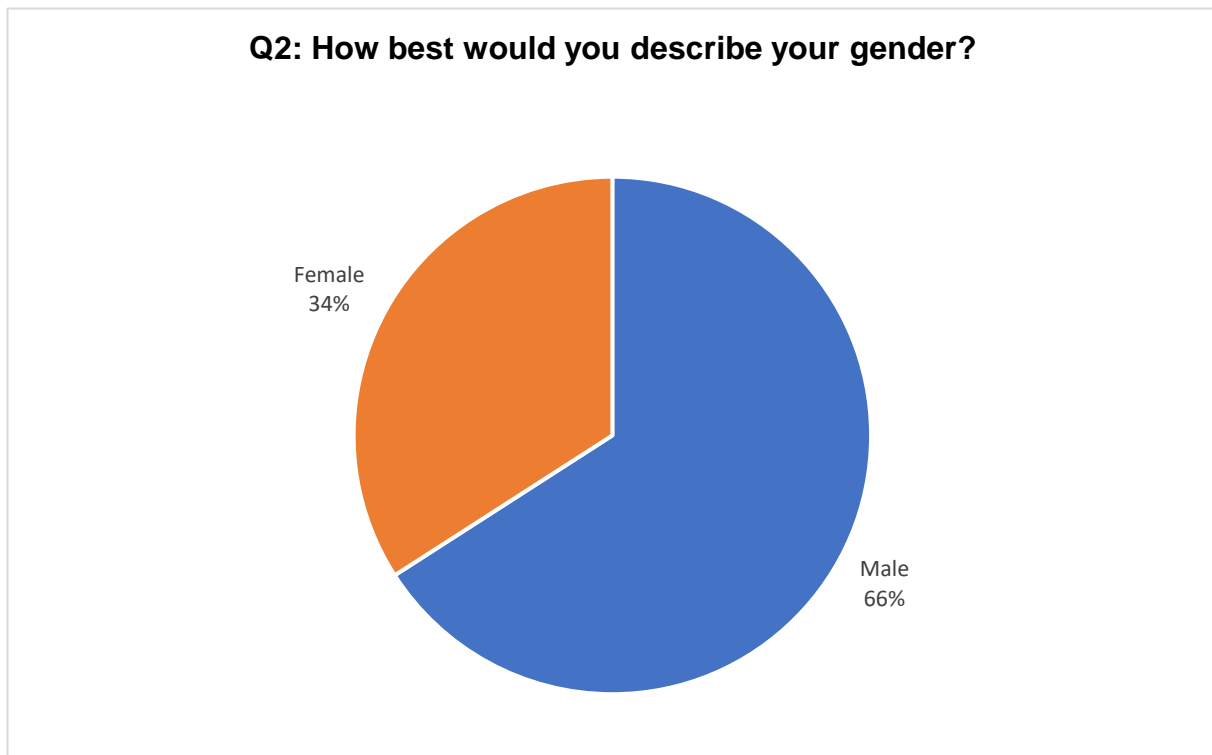
Q1: How would you best describe your ethnicity?

- Of the 48 people surveyed, 44 provided their ethnicity.
- Of these, 62% identified themselves as White, and 18% of those surveyed described their ethnicity as Asian (broken down as 9% identifying as Asian British, 7% as South Asian and 2% as East Asian).
- Of the remainder, 11% identified themselves as Black, Black British, Caribbean or African, with a further 2% who took part in the survey each stating that they were Southern African, Mixed Heritage, Indigenous and Arab.



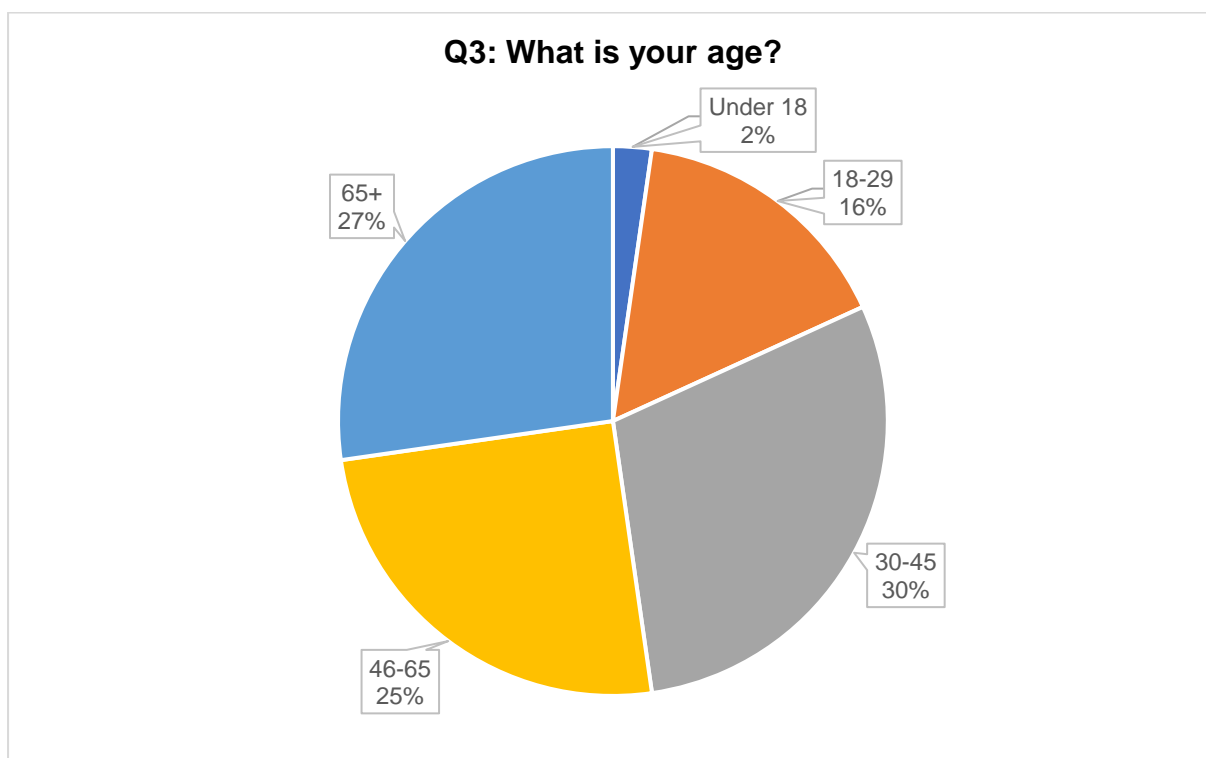
Q2: How best would you describe your gender?

- Of the 48 people surveyed, 44 provided their gender.
- Of these, 66% identified as a male, whilst 34% best described their gender as female.



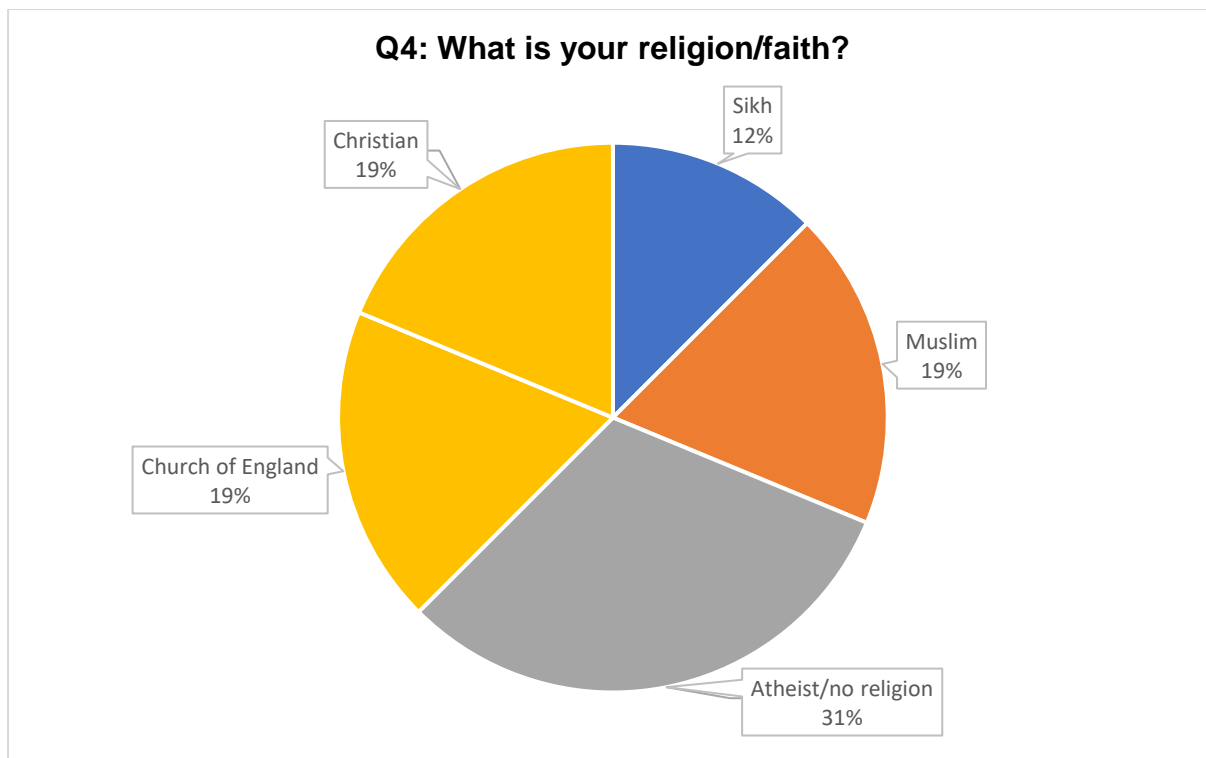
Q3: What is your age?

- Of the 48 people surveyed, 44 provided their gender.
- Among these, 27% stated they were 65 or over, 25% aged between 46-65, 30% aged 30-45, 16% aged 18-29 and 2% of respondents said they were under 18.



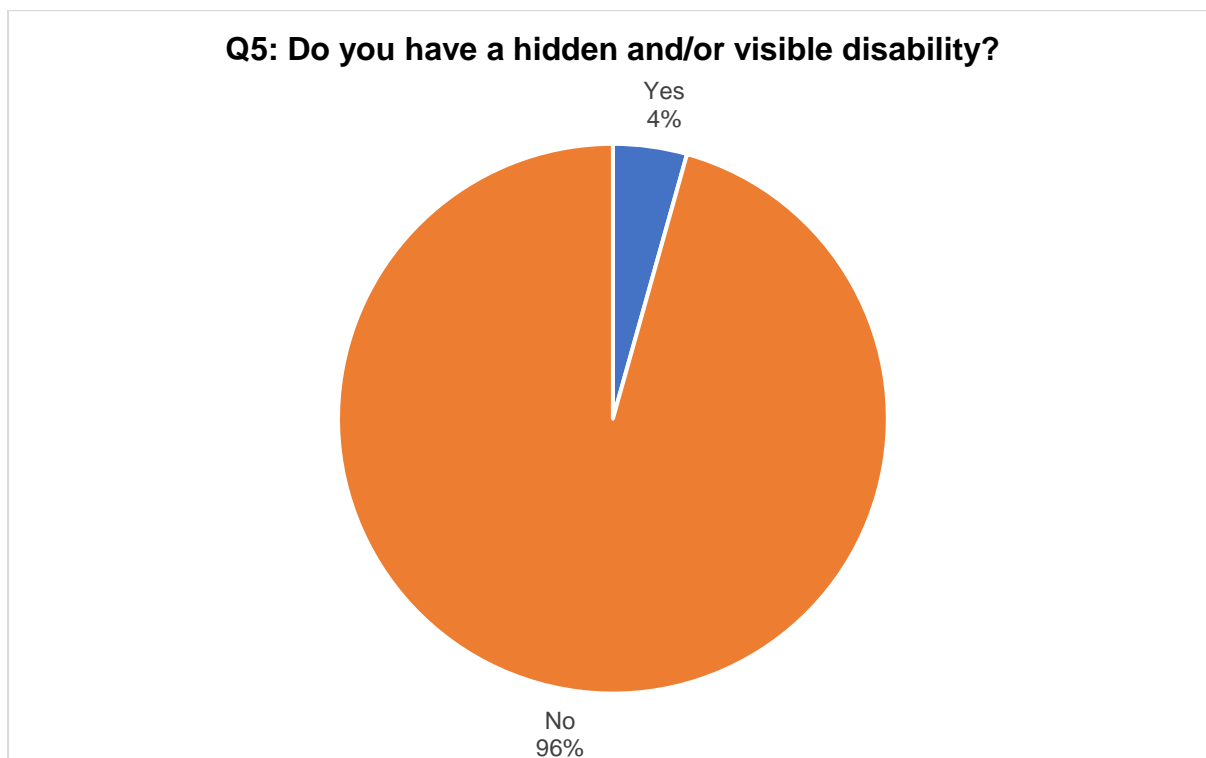
Q4: What is your religion/faith?

- Of the 48 people surveyed, 16 disclosed their religious beliefs or faith.
- Of these, 38% they were Christian (19%) or Church of England (19%).
- There were 31% of respondents who said they were either atheist or had no religion.
- 19% of respondents noted they were Muslim, 12% were Sikh.



Q5: Do you have a hidden and/or visible disability?

- Of the 48 people surveyed, 23 disclosed whether that a hidden/and or visible disability.
- Of these 23 individuals, 96% said they did not have a hidden and/or visible disability, whilst 4% said they did.



Feedback analysis – market questionnaire

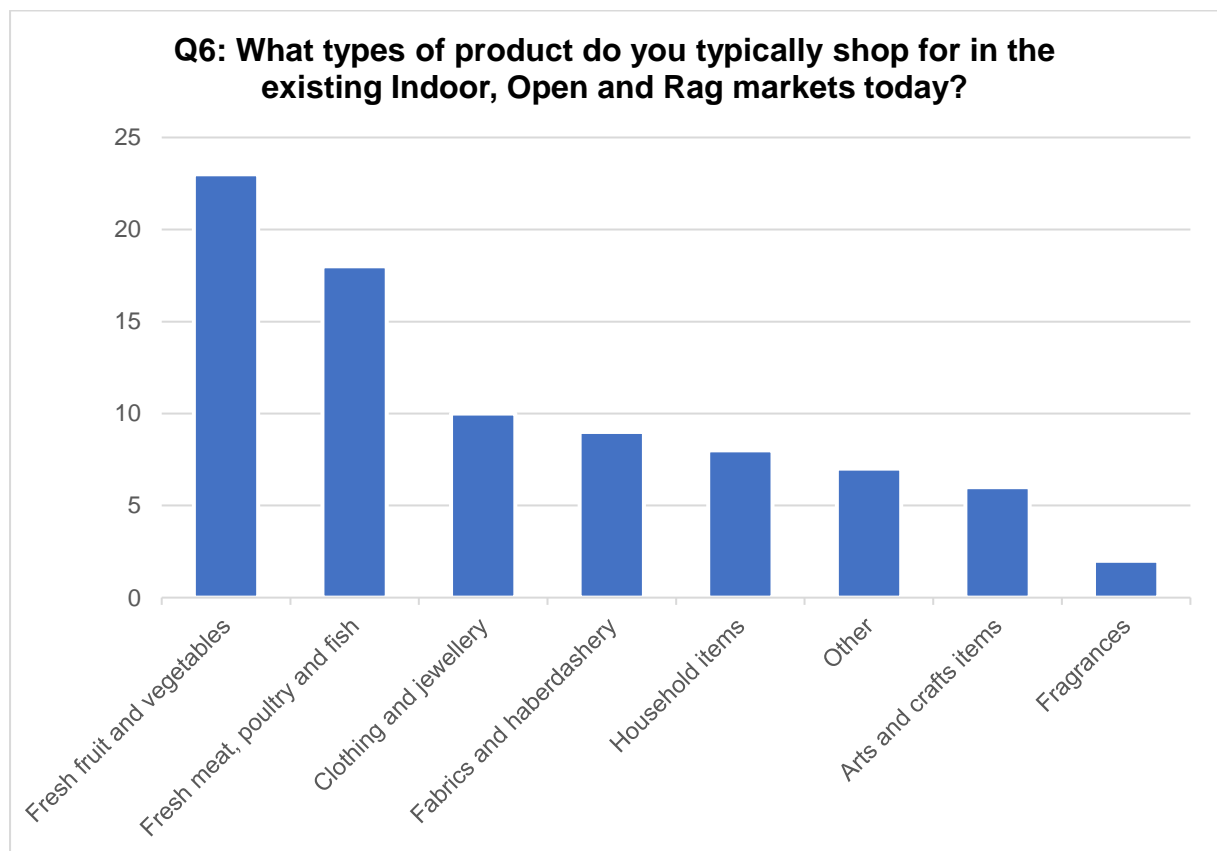
Q6: What types of products do you typically shop for in the existing Indoor, Open and Rag markets today?

Respondents were given seven broad types of products/items to choose from and the opportunity to select all which apply to them, as well as an additional column where they could note any products not already mentioned in the original list.

- Of the 48 people surveyed, the most popular product typically shopped for in the existing markets was **fresh fruit and vegetables**, with 23 responses.
- The second most popular product shopped for currently was **fresh meat, poultry and fish** with 18 responses, followed by **clothing and jewellery** (10 responses).
- Amongst the **'other'** option, one respondent noted that they use the existing Indoor, Open and Rag markets to shop for *"seasonal items or bric a brac."*

Respondents were also given the opportunity to indicate if they don't shop in the markets, to briefly explain why. Amongst the answers included:

- *"The produce there doesn't appeal to me."*
- *"Used to go but stopped because of hygiene concerns."*
- *"Don't use it much but used to go in the 1970s."*



Q7: What types of products would you like to see in the new market? Is there anything you would make a special trip to buy?

This question provided an open field in which respondents were given the opportunity to mention or list the types of new products they would like to see in the new market which might not be necessarily available now.

Themes that were frequently raised here included a desire for a better range of fresh food including fruit, vegetables, meat and fish. People were generally keen to see a greater variety of products across the different market stalls, with some stating they wanted the market to serve as an alternative to a supermarket shop.

- *“Quirky and unique products which aren’t available elsewhere.”*
- *“Fresh food, especially fish, sushi and vegetables.”*
- *“Higher quality products, which aren’t tacky.”*
- *“A range of foods sold which reflect the diverse community of Birmingham.”*
- *“More day to day supermarket products, such as milk or household goods.”*
- *“More up to date items for younger age group, at this time the market seems to cater for older types.”*

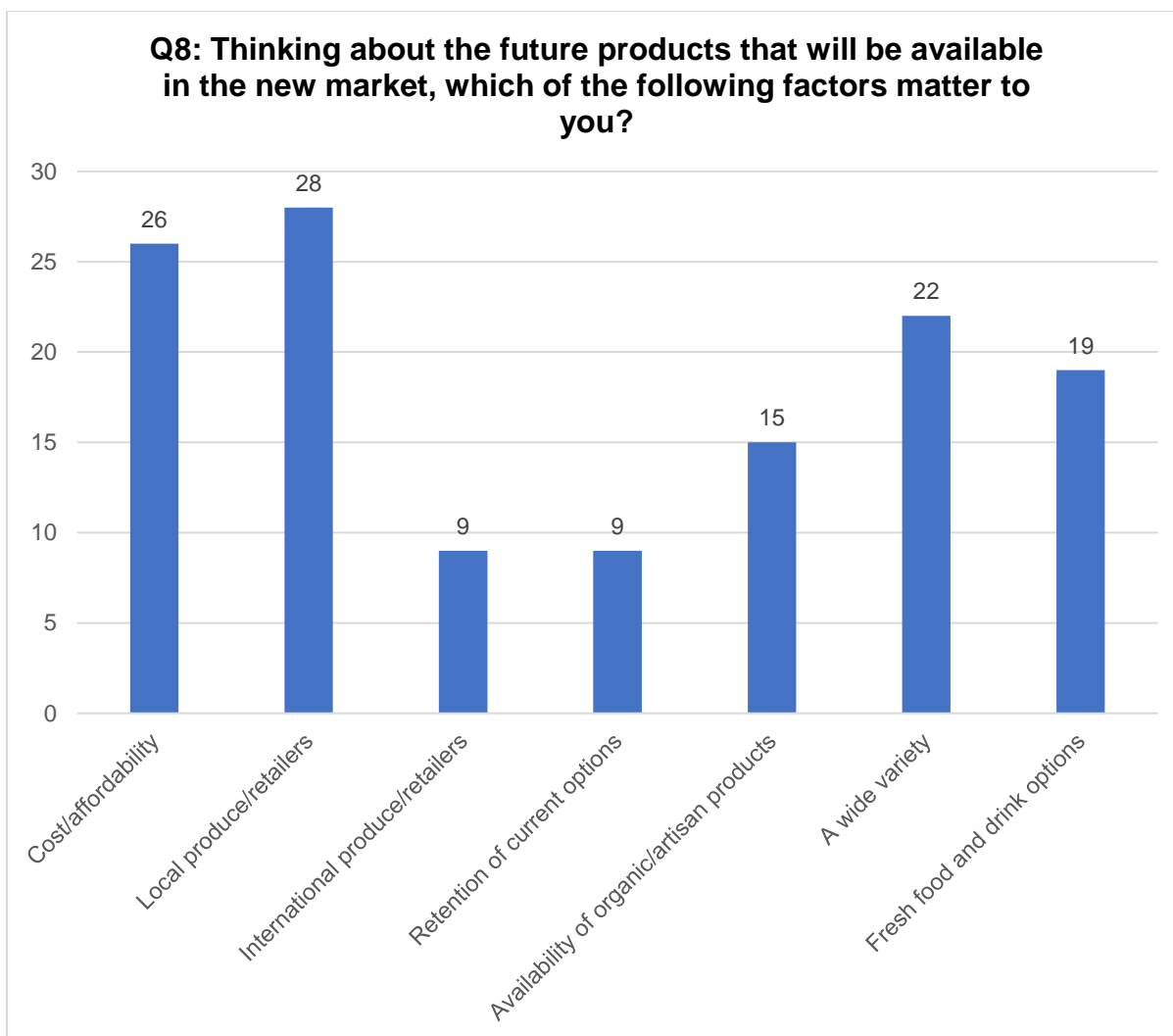
Some people used this question as an opportunity to discuss the market building and facilities themselves, which would influence their decision whether to shop there in the future.

- *“A more modern setting, which is pleasant looking.”*
- *“Clean facilities and somewhere to sit down to have tea/coffee.”*
- *“More pleasant looking, needs to be more modern.”*

Q8: Thinking about the future products that will be available in the new market, which of the following factors matter to you?

Respondents were given seven options to choose from and the opportunity to select all which applied to them.

- **Local produce/retailers** and **cost/affordability** were the most commonly selected with 28 and 26 of respondents noting their importance for the new market respectively.
- A **wide variety of options** as well as **fresh food and drink** were selected by just less than half of all respondents, being selected 22 and 19 times each.
- The least selected options were the **retention of current options** and a wider representation of **international produce/retailers**.



Q9: What would you like to see from the visitor experience and general atmosphere offered by the market?

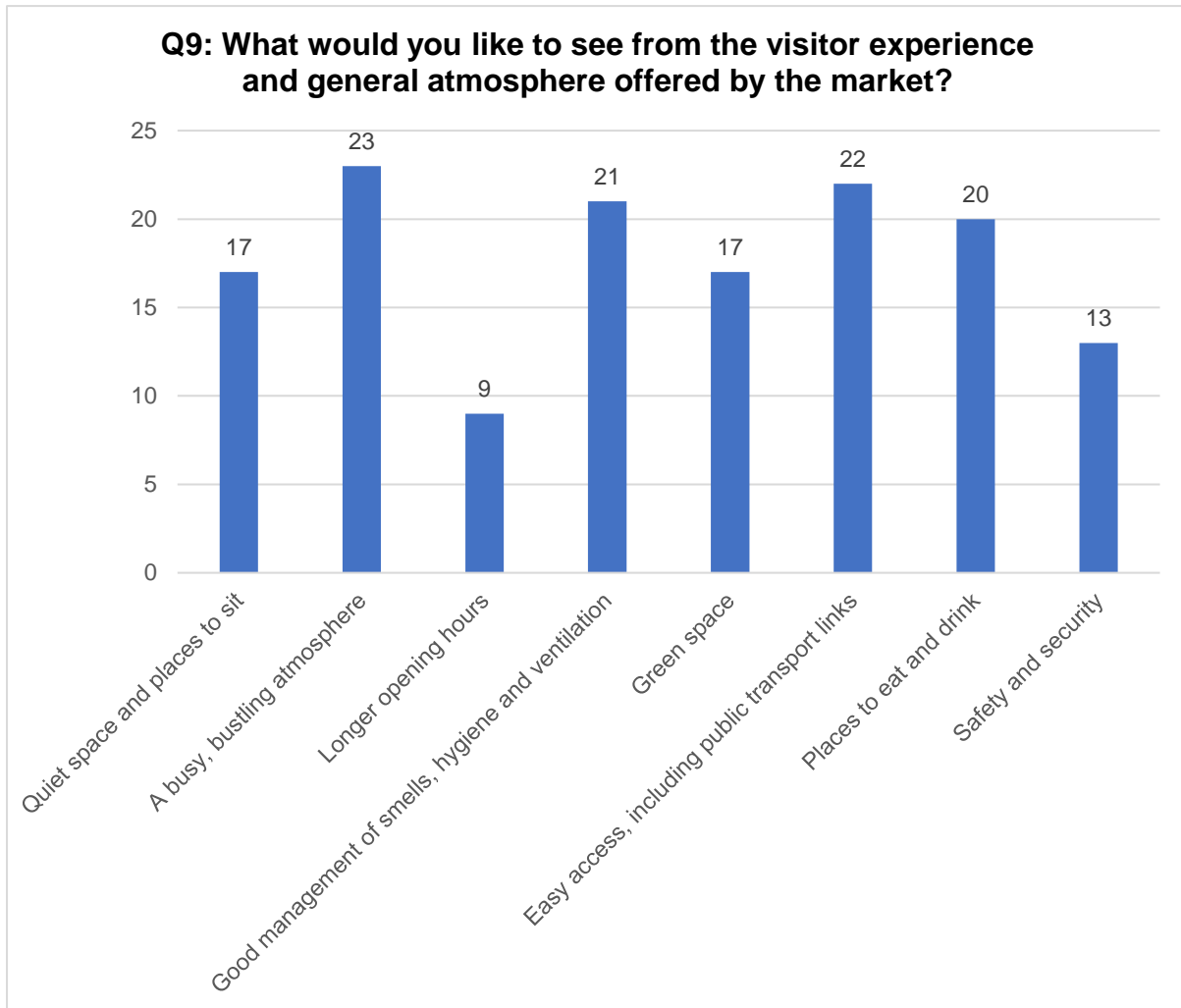
People were given nine options to choose from for this questions and the opportunity to select all sections which apply to them.

- There was a spread of results to this question, with no single category dominating the answers from the respondents. **A busy, bustling atmosphere** was the most commonly selected answer with nearly half (48%) of respondents noting its importance for the new market.
- **Easy access/public transport links** to the markets and **good management of smells, hygiene and ventilation** also scored high.

Respondents were also given the opportunity to provide any further suggestions of what they would like to see from a visitor perspective in the new market. A selection of responses from these answers is provided below:

- *“Traditional architecture and design, which is not enclosed”*
- *“A mix of comfortable benches and spaces to sit.”*
- *“The space sits at the focal point of the city and should have events/shops that match that.”*

- “I would like every stall to have an alarm or panic button.”
- “There should be a place for children to play.”
- “There needs to be good promotion of the market and what it offers. Can’t just rely on people already knowing what the market offers.”
- “I would like areas to walk, with no cars around.”



Q10: The new market and the surrounding area will bring an exciting new mix of events and performances. What types of events and performance would you like to see?

Respondents were given nine options to choose from for this question and the opportunity to select all which applied to them.

- **Food and drink festivals** was the most commonly selected answer with almost two-thirds (63%) of respondents (30) highlighting they would like to see them in the new market and surrounding area.
- **Cultural events** and **live music, including music festivals**, also scored highly, with 24 and 23 respondents selecting these options.

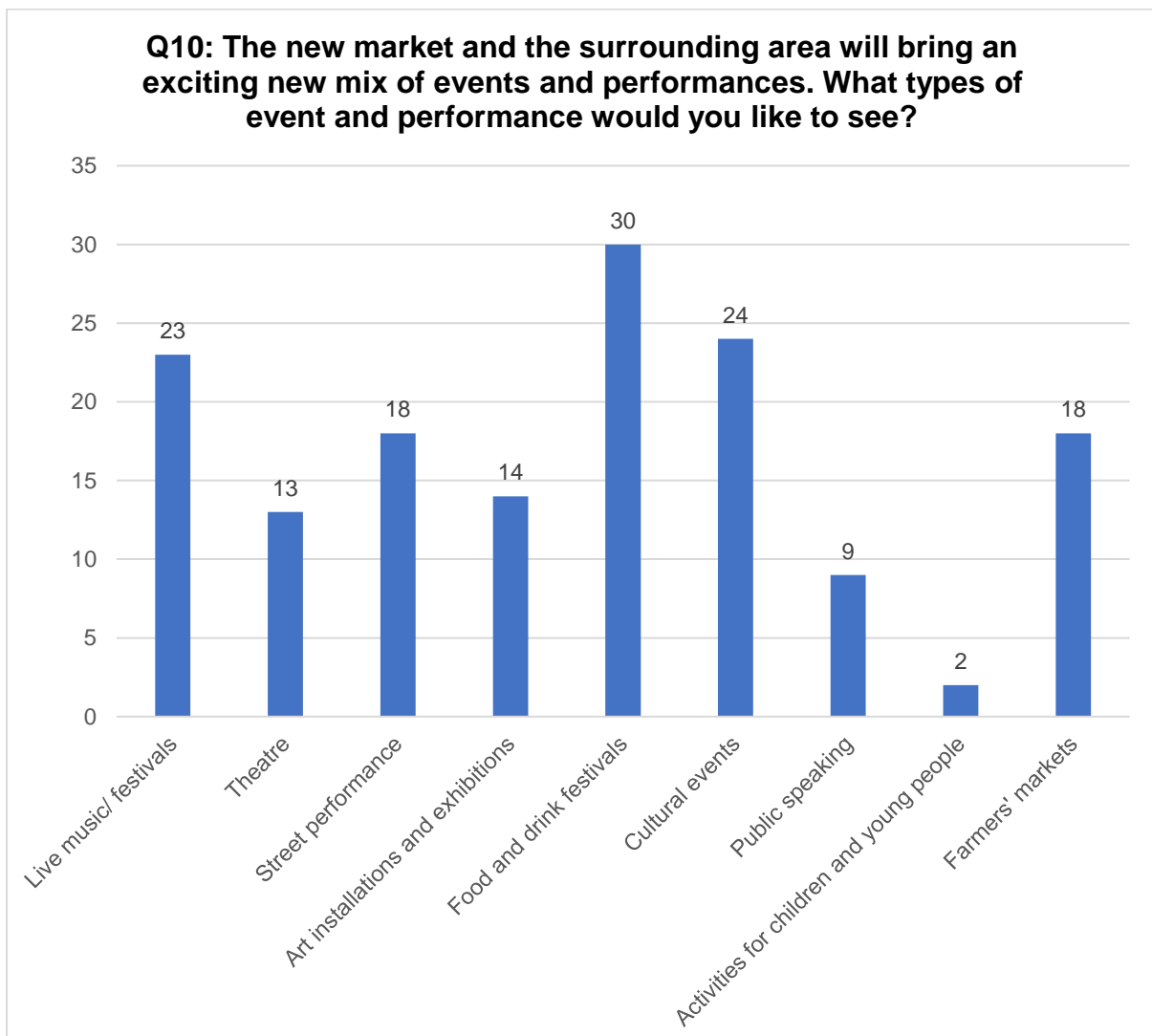
- **Street performance** and **farmers’ markets** each had 18 respondents highlighting their importance to them.

Respondents were also given the opportunity to provide any ‘other’ suggestions of events and performances they would like to see in the new market. Answers to this included:

- *“Local drama schools.”*
- *“Outdoor events.”*
- *“Laser tag and go karting. Things for younger people.”*

At the end of this question, all respondents were additionally given the opportunity to provide any further comments. Examples included:

- *“I would like to see street buskers and guitar players, with festivals to promote them.”*
- *“There should be a celebration of international days, with local music and culturally different music.”*
- *“It needs to accompany and not overwhelm the main event which is the market itself.”*



Q11: What's the most important thing you want to see considered as part of the design of the new market building?

This question provided an open field in which respondents were given the opportunity to provide comments on the design of the new market building and out of the 48 people surveyed, 26 gave responses.

A number of notable themes emerged from this question, including **accessibility**, **open and airy spaces** and a **clean environment**. Example quotes are included below:

Accessibility:

- *“Easy access and facilities, accessibility.”*
- *“Access and transport. Somewhere you can go and not have to shop. Cut through routes for local residents.”*
- *“Classic modern combination, easy to access and navigate. Directional signage.”*
- *“Accessibility in terms of public transport and accessibility for disabled visitors. Its already at a disadvantage not being in the proper centre of town so the transport needs to be good to encourage people to go in the first place.”*
- *“Easy access, local market traders, activities for children and families.”*
- *“Easy access is key - good public transport and bus connections is important.”*

Open, airy and light spaces:

- *“Lots of natural light and open spaces so it doesn't feel cramped.”*
- *“Larger, more choice. Light & airy.”*
- *“Better movement around the space, i.e. less crowded, and something that looks less grubby over time.”*
- *“Bright and airy, plenty of space.”*
- *“Light & airy. Not a 'tin' roof.”*

Clean environment:

- *“Good sanitation.”*
- *“A clean and friendly atmosphere, which has well looked after facilities.”*
- *“A clean and well managed environment.”*

Q12: Do you have any other comments you'd like to share?

Out of the 48 people surveyed, 28 provided additional remarks when asked if they had any additional thoughts or comments on any topics relevant to the survey on the new markets.

Within these responses, a number of common themes emerged related to issues such as **parking**, **market design and heritage**, and a focus on **green space**. Example illustrative comments are provided below:

Parking:

- *“On site parking [is needed]”*
- *“Affordable parking.”*

Market design and heritage:

- *“Modernise it.”*
- *“Take inspiration from Victoria Square.”*
- *“Retain current old school, but also smarten up.”*
- *“Needs to move forward while keeping tradition.”*

Green space/wellbeing:

- *“Not interested in market - make it green.”*
- *“Sport/wellbeing important.”*
- *“No more flats but green spaces. This place is desperate for them. Trees, parks, benches, fresh air.”*

Other notable comments made by respondents included:

- *“Retain the original mix of stalls and ensure traders are not lost with raising rents.”*
- *“Entertainment important, got to make success of it, got to appeal to everyone - diversity, location is key, heritage of city, quiet space to, long term thinking.”*
- *“Multi purposes/longevity, placemaking.”*



Appendix 9

Website visuals

Smithfield

BIRMINGHAM

TRANSFORMATIVE CITY MAKING

Smithfield is a once in a generation opportunity to reshape Birmingham's city centre. Located in the heart of the city, it will provide a new home for the city's historic Bull Ring markets, outstanding new leisure and cultural spaces, including a festival square and landscaped park, integrated public transport, and thousands of new homes alongside community facilities.

The site will be an international destination, created and shaped by local people – building upon a rich diversity in the city and providing a place for Birmingham's communities to come together and share experiences and new ideas.

A NEW SUSTAINABLE CITY QUARTER

WHAT IS SMITHFIELD?

Smithfield is an area in Birmingham city centre which includes the former wholesale markets, plus the current Indoor, Open and Rag markets as well as some surrounding land and buildings. It is key to unlocking the potential and growth of the city and for the long-term economic and social prosperity for the region.

The £1.9bn Smithfield regeneration will be key to the wider, long-term transformation of Birmingham.

The rich trading history and the legacy of the iconic Indoor, Open and Rag markets are central to our plans to create a new vibrant market which can thrive for years to come – celebrating the history of Birmingham and its roots as the 'city of a thousand trades'. Smithfield has long been home to innovation and a central part of city commerce. We will build on this history and support the area to keep its role at the heart of Birmingham's economy.

The new market at Smithfield will celebrate Birmingham and be an iconic new centrepiece for the city centre. We want to create an international destination that is a creative and cultural hub, serving local needs and drawing people together.

Working with Birmingham City Council, Lendlease will deliver the project in collaboration with the city's communities.

[LEARN MORE](#)

GET INVOLVED

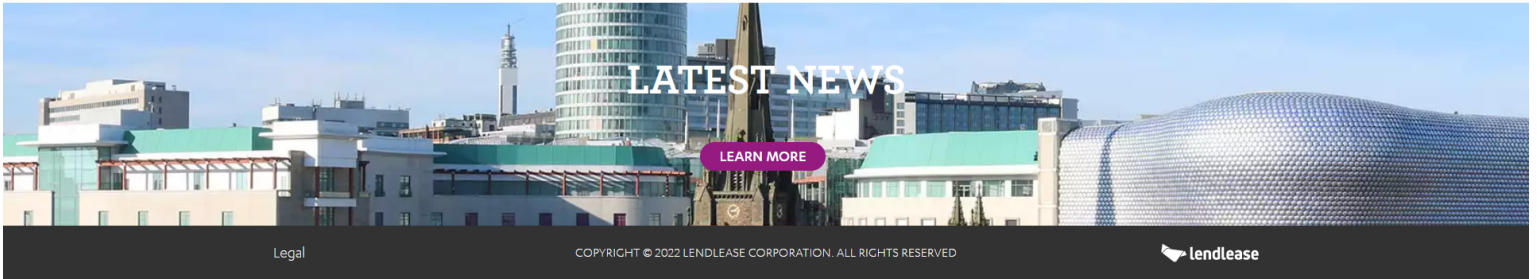
We recently held a public event about proposals for the first five years of Smithfield Birmingham. You can view the plans [here](#) as well as the plans for the masterplan [here](#).

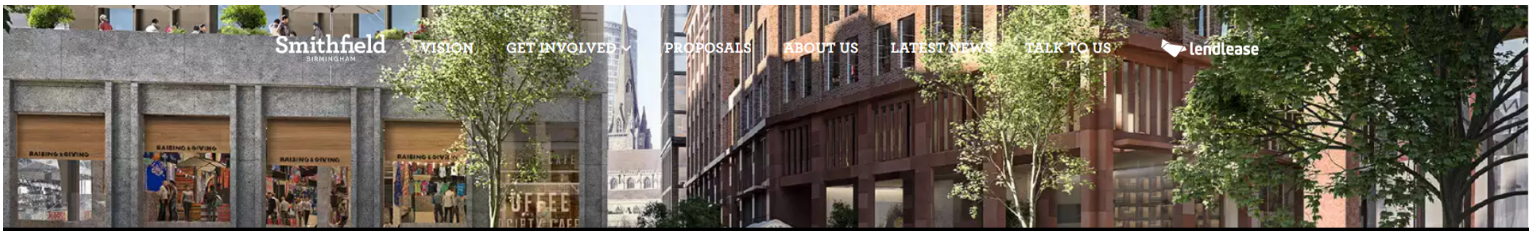
We are running a major programme of consultation with Birmingham's communities to gather views and ideas on our emerging plans. We're using the feedback we receive to develop detailed proposals for the Smithfield masterplan for the

whole site and phase one covering the first five years.

If you want to be kept up to date about the future of Smithfield and how you can get involved, [sign up](#) to receive our newsletter.

Before construction begins, we are committed to using the site for a range of cultural and sporting events to help bring the city together and support local business and trade. Learn more and give us your ideas for [future events and activities](#).





OUR VISION

Smithfield is an area in Birmingham city centre which includes the former wholesale markets, plus the current Indoor, Open and Rag markets as well as some surrounding land and buildings. It is key to unlocking the potential and growth of the city and long-term economic and social prosperity for the region.

The £1.9bn Smithfield regeneration will be pivotal in the wider, long-term transformation of Birmingham. The rich trading history and the legacy of the iconic Indoor, Open and Rag markets are central to our plans to create a new vibrant market which can thrive for years to come – celebrating the history of Birmingham and its roots as the ‘city of a thousand trades’.

Smithfield has long been home to innovation and a central part of city commerce. We will build on this history and support the area to keep its role at the heart of Birmingham’s economy.

The new market at Smithfield will celebrate Birmingham and be an iconic new centrepiece for the city centre. We want to create an international destination that is a creative and cultural hub, serving local needs and drawing people together.



OUTSTANDING LEISURE AND CULTURE

An outstanding leisure and cultural quarter, with live performances for all ages.

Smithfield will be a dynamic place with something for everyone. At its heart will be the new market alongside a festival square and new cultural spaces that will allow Birmingham’s musical and artistic communities to come together.

Alongside this will be business and leisure space, including hotels, cafés, restaurants and bars, helping to create a range of new employment opportunities with an estimated 8,000 jobs, as well as training and apprenticeship opportunities.

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and green space at Smithfield Park, which will improve wellbeing and biodiversity. Major improvements to accessibility will stitch the area into the wider city, including the creation of new and improved walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.

Working with Birmingham City Council, Lendlease will deliver the project in collaboration with the city’s communities.



GET INVOLVED

Smithfield is central to Birmingham's history and future. We want the next chapter of Smithfield to be shaped by the hands of local people.

We are running a major programme of consultation with Birmingham's communities to gather views and ideas on our emerging plans. We're using the feedback we receive to develop detailed proposals for the Smithfield masterplan for the whole site and phase one covering the first five years.

We recently held a public event about proposals for the first five years of Smithfield Birmingham. You can view the plans [here](#) as well as the plans for the masterplan [here](#).

WHAT'S ON AT SMITHFIELD?

Events

Search by Event Name

All Categories All Dates

 <p>Smithfield Birmingham public consultation drop-in: First phase plans</p> <p><input type="button" value="📅"/> Tue, 14 Jun 2022, 3pm - 8pm</p> <p><input type="button" value="📍"/> St Martin's Church, Edgbaston Street, B5 5BB</p> <p>Please join our next public drop-in event to share your views and have your say on the first phase plans for Smithfield Birmingham – a major opportunity to transform Birmingham's city centre.</p>	 <p>Public consultation drop-in: The new market</p> <p><input type="button" value="📅"/> Tue, 17 May 2022, 10am - 7pm</p> <p><input type="button" value="📍"/> Bull Ring Markets</p> <p>We'll be in the Open, Rag and Indoor Markets throughout the day to speak to customers and traders about our emerging designs for the new market.</p>	 <p>Public consultation drop-in: The masterplan</p> <p><input type="button" value="📅"/> Sat, 26 Mar 2022, 10am - Mon, 4 Apr 2022, 4pm</p> <p><input type="button" value="📍"/> Birmingham Hippodrome, Hurst Street, B5 4TB</p> <p>At our first round of public consultation drop-in events for Smithfield, we welcomed people from Birmingham to feed back on our masterplan proposals for the whole site.</p>
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Showing 3 of 3 events

The Smithfield regeneration will deliver many cultural and leisure attractions to offer a new day out in the heart of the city.

In the meantime, we are committed to using the site for a range of cultural and sporting events to help bring the city together and support local business and trade.

Summer 2022 will see some of the world's greatest athletes come to Smithfield as Birmingham hosts the Commonwealth Games. New temporary courts in Smithfield will host beach volleyball, basketball and wheelchair basketball events. We are carefully considering other potential events, activities and uses before construction begins.

We also recently appointed a youth panel to gather views from young people across Birmingham's diverse communities. Over the coming months, we'll be working with the panel to explore a range of subjects, from green space and wellbeing to leisure, culture and events to determine what they want to see from Smithfield.

We would love to hear your views and ideas about what you'd like to see at Smithfield. If you want to be involved, have some ideas or you would like to sign up to receive updates about Smithfield, [get in touch here](#).

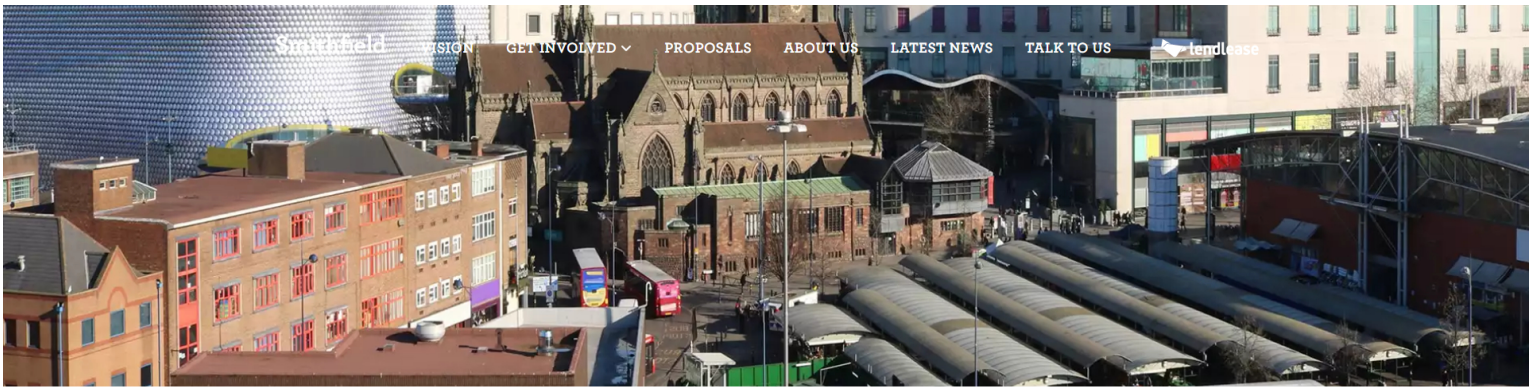
KEY DATES

We are at the early stage of plans for Smithfield. The overall development will take many years to go through the planning

and construction process and there will be many opportunities to feed in as the plans are developed.

Indicative timeline

2019	∨
2021	∨
January 2022	∨
February 2022 onwards	∨
Spring-summer 2022	∨
June 2022	∨
Late 2022	∨
2023	∨
2027 onwards	∨



Vibrant Markets

At the heart of the masterplan for Smithfield Birmingham are our plans for a vibrant new home for the historic Bull Ring markets.

Building on the city's rich trading history and its exciting future as a global destination, we want Smithfield to be shaped by local people from across the city's diverse communities. Working with Digbeth-based Eastside Projects, we have been speaking to and shadowing market traders, staff and customers to understand their needs and aspirations for the future market.

Our plans for the new market

We are designing an iconic new market for the city – an international creative and cultural destination that will serve local needs and draw people together.

The new Smithfield market will be full of character unique to Birmingham, with inclusive access for all and a visitor experience that will excite the senses. It will balance the needs of existing market stall holders and customers with those of aspiring future businesses and users.

While retaining the distinctive character of today's markets, we have taken inspiration from markets around the world to consider what innovative design we can bring to Smithfield.

The Bull Ring Markets today

Today's Bull Ring Markets are home to a rich variety of produce across three main market destinations.

The Rag Market offers a mix of the latest fashions, fabrics, haberdashery, gifts, household goods and more.

The Indoor Market is one of the UK's largest fish markets. Other specialities include fresh meat and poultry, exotic fruit and vegetables, clothing, and a variety of household goods.

The Open Market offers a huge variety of fresh fruit and vegetables, fabrics, household items and seasonal goods.

The markets are constantly evolving, with new stalls and products every day. Pop in to explore further today!

Would you like to trade at the current Bull Ring Markets?

General enquiries
marketstalls@birmingham.gov.uk
[0121 303 0208](tel:01213030208)

For more details and applying for a stall:
<https://www.birmingham.gov.uk/markets>

WELCOME

HELP SHAPE THE FUTURE OF BIRMINGHAM

Smithfield Birmingham is a once in a generation opportunity in the heart of the city. We want your input and views on our ideas for the area to ensure it delivers benefits for everyone. You can view our proposals for the whole site and first phase below.

Smithfield is a large and complex development, which will be designed and built in multiple phases. We're currently developing our first planning application, with outline proposals for the whole site and detailed proposals for the first phase of development.

[ABOUT](#)

[VISION](#)

[MASTERPLAN](#)

[EARLY PLANS](#)

[LOOKING AHEAD](#)

What is Smithfield Birmingham?

Smithfield is a new innovative and sustainable development in the city centre that will include:

- A new home for the historic Bull Ring markets
- A family destination with leisure and cultural facilities
- New offices and workspace
- New homes
- A new festival square and landscaped park
- Community facilities
- Community benefits including thousands of jobs

Lendlease



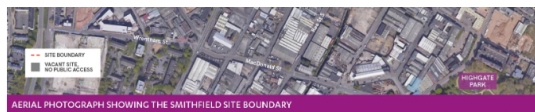
Team



THE SITE

Smithfield (the site) is the area formerly occupied by the wholesale markets (now demolished) and where the Indoor Market, Rag Market and Open Market currently operate. Sitting just to the south of the Bull Ring Shopping Centre, Smithfield connects with the city centre, Digbeth and Eastside.





Meanwhile uses

We know that our plans will take many years to complete so we are committed to using the site in the meantime.

We are carefully considering other potential events, activities and uses before construction begins. We would love to hear your views and ideas about what you'd like to see at Smithfield.

Site history

The redevelopment of the Smithfield site is part of the City Council's ambitious Big City Plan, which was launched in 2010, the Birmingham Smithfield Visioning document (2015) and the Birmingham Smithfield Masterplan (2016). It also forms part of the Birmingham Development Plan (2017).

The masterplan proposals retain and enhance the 'Big Moves' that underpin the Council's aspirations for the site, ensuring that Smithfield supports and encourages the transformation of the wider area. The 'Big Moves' are:

- Vibrant markets and leisure
- Creation of a new public square, Festival Square
- New pedestrian routes and boulevards
- Integrated public transport
- A new residential neighbourhood

KEY PRINCIPLES

Our proposals for Smithfield Birmingham are based on local context, drawing from Birmingham City Council's Big Moves principles. This has shaped our four defining place principles.

Smithfield will be:

- **an international destination** which supports the city's art and cultural ambition.
- **reflective of the character of the wider city.**
- **a mixed use community** with something for everyone, complementing and enhancing existing aspects of the city.
- **a celebration of Birmingham's heritage.**
- **reconnected with the rest of the city,** reinstating the historic street pattern to unlock disconnected parts of Birmingham - prioritising pedestrians and cyclists, and increasing access for the public.
- **home to a diverse public realm** that is walkable, accessible and inclusive.
- **a resilient, sustainable environment** that uses resources wisely to reduce its impact on climate change, and take advantage of green spaces to improve wellbeing and biodiversity
- **safe and welcoming** for residents and visitors alike.

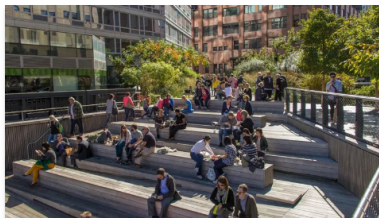
Our place principles



The birth of new life into the city

A celebration of the city's cultural heritage

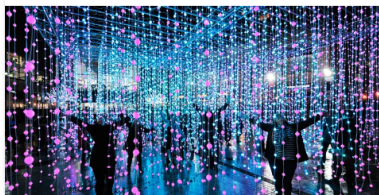
- Celebrating the city's rich cultural, musical and artistic diversity
- A place for Birmingham's communities to come together
- Taking pride in the city's birthplace



Transformative city making

The transformation of the city's future

- High quality city living for families
- A new green heart for Birmingham
- Job creation and local employment to boost economic growth



City of trade and exchange

Connecting people, place and possibilities

- Destination market - a place to exchange ideas and create stories
- Fuelled by local supply, produce and innovation
- Fostering Birmingham's digital community

Creativity and creation

Evoking feelings of happiness, positivity and choice

- A new natural family leisure destination
- Spectacular animated and immersive environment
- Inspiring young people with life-long learning opportunities



CREATING A GREAT PLACE - DYNAMIC CITY LIVING

Smithfield Birmingham will have something for everyone - from a globally recognised market district and spaces for new and existing small businesses, to sustainable city centre living and outstanding leisure and cultural spaces. This will all be stitched into the wider city through integrated transport links, creating a vibrant future for Birmingham.



City Market Exchange

We are developing a new home for the city's historical Bull Ring markets, with a new destination experience to establish Smithfield as a prestigious globally recognised market district.

Creative Tech Gateway

We will create new space for independent retail and small, growing and large businesses as part of a '5 minute high street' where key local facilities are all within easy reach. Our planned enhancements to connectivity - through public transport and pedestrian routes - will strengthen the gateway to Eastside, a growing technology and knowledge-based area.

Cultural Quarter

We are creating outstanding leisure and cultural spaces, with live performances for all ages, quality destinations for local people to belong to and come together, and diverse, engaging public art.

Smithfield Gardens

Our urban greening approach will ensure sustainable city living for residents of Smithfield, with community spaces, a new public park, squares and active play for children. Smithfield's residential offering will capitalise on natural light, maximise green space and put health and wellbeing front of mind.

Acting on Birmingham's feedback

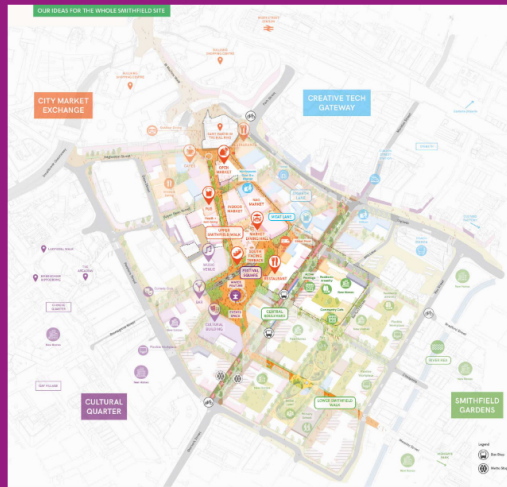
At our last round of public consultation drop-in events, feedback included:

- **Enthusiasm for the cultural and heritage sights** at Smithfield.
- **Interest in proposals for green space** and environmental sustainability.
- **Requests for local produce** and new product ranges at the market.
- **Calls for Smithfield to celebrate local heritage** and the stories of local people.
- **Encouraging the creation of space** to relax and meet friends and family.

We have been considering your feedback as our plans evolve before we submit a planning application to Birmingham City Council. Your feedback has also been useful as we plan for meanwhile uses at Smithfield, before construction begins.

THE MASTERPLAN

Our current ideas for the overall Smithfield Birmingham masterplan are shown here. We want Smithfield to be a place to visit, meet, enjoy and celebrate everything that Birmingham has to offer.



The proposals

Lendlease is proposing to redevelop the 17-hectare site and deliver:

- A vibrant new market attracting domestic and international visitors and creating a new home for the Indoor Market, Rag Market and Open Market.
- Around 3,000 new homes including affordable homes.
- Around 1 million sq ft of offices / workspace.
- New cultural, leisure and recreational spaces and buildings, including a music venue, hotel, art gallery, artists' spaces, family entertainment, and health and wellbeing offers.
- A network of new public squares and green spaces including Festival Square and Smithfield Park, together with a new green boulevard.

Community facilities to support a city centre residential neighbourhood, including a primary school and/or creche.

The Smithfield site will include buildings ranging in height, providing a rich and varied landscape.

A green, inclusive development

With a strategy that defines public and residential areas, we are planning a lushly and thoughtfully planted site at Smithfield, with over 500 trees and a range of vegetation suited to the Birmingham climate.



Enriching Birmingham's ecology

Most of the streets at Smithfield will be lined with trees, providing shade in increasingly hot summers and nesting branches for local bird populations. This new tree planting will considerably increase the greenery in this quarter of the city.

It will be complemented by lush vegetation and generous raingardens throughout the site. Strips of planting between roads and footpaths will be incorporated wherever possible, creating green streets that can absorb rainwater and contribute to ecological health.

Habitats including small birdhouses, insect hotels and bat boxes will be integrated to create healthy environments not just for local people but animals too. This integrated approach supports Birmingham's Big City Plan and the UK's commitment to urban ecological health.



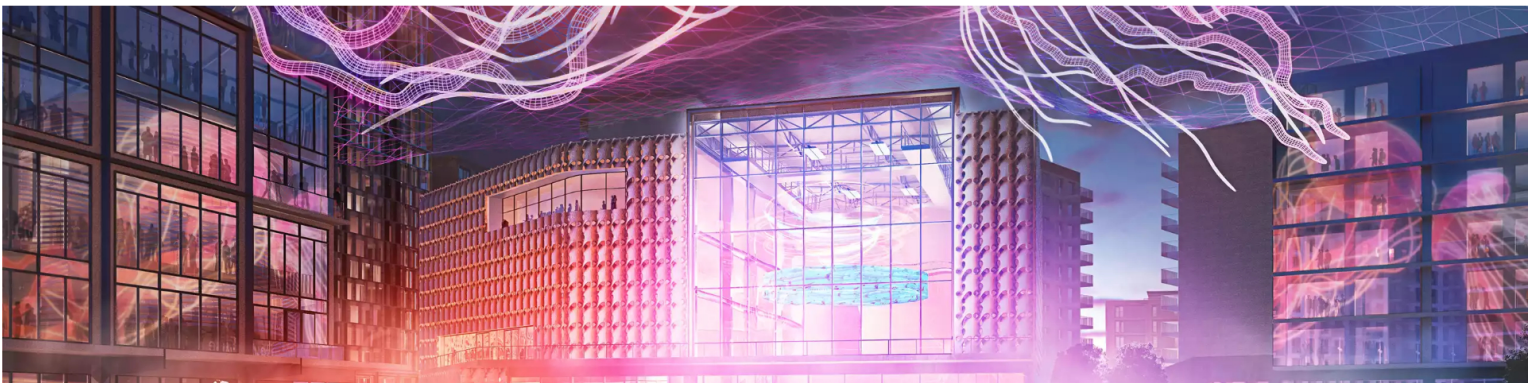
THE FIRST FIVE YEARS

Smithfield Birmingham is a large and complex development, which will be designed and built in multiple stages. We're currently developing our first planning application, with outline proposals for the whole site and detailed proposals for phase one. We'll bring forward further detailed planning applications over the next few years.

Phase one

The plans for phase one include:

- **A new home for the Indoor Market, Rag Market and Open Market** - celebrating the history of Birmingham as the 'city of a thousand trades', and keeping Smithfield at the heart of innovation and city commerce.
- **A new vibrant public realm including a festival square** - a dynamic place with something for everyone, allowing Birmingham's musical and artistic communities to come together
- **600 sustainable and modern homes in a green setting** - supported by community facilities to improve wellbeing and biodiversity.
- **New business and leisure spaces, including cafés, restaurants and bars** - helping to create new jobs, plus training and apprenticeship opportunities
- **Major accessibility improvements to stitch the area into the wider city** - new and improved walking and cycling routes will help to connect Smithfield and the wider Rea Valley with the Bull Ring and the rest of the city.



- Vibrant markets ▼
- Residential neighbourhoods ▼
- Health and wellbeing hub ▼
- Co-location in the heart of the city ▼

CONNECTIVITY

Smithfield will be a well-connected area stitched into the heart of the city centre. Delivering major improvements to accessibility, it will prioritise pedestrians and cyclists while providing links to sustainable transport connections.



A cleaner, greener city space

We are carefully designing Smithfield so that amenities, services and infrastructure are put in place to make local living possible and create a vibrant and well-connected environment.

Promoting active travel

We are creating new and improved walking and cycle routes to promote greener travel.

These will include a wide, green pedestrian boulevard running through the centre of Smithfield towards the Bull Ring and Central Birmingham as well as Highgate Park, alongside sustainable transport connections.

Sustainable public transport

Smithfield's connectivity will be further enhanced by fully integrating public transport. Transport services in dedicated corridors will provide quick and efficient ways of getting around. A short walk from New Street, Snow Hill and Moor Street railway stations, Smithfield is also just minutes from the new HS2 station being built at Curzon Street.

BENEFITTING BIRMINGHAM, DELIVERING SOCIAL VALUE

We are committed to delivering social value throughout the development of Smithfield Birmingham, and leaving a lasting legacy for the city. Our approach to delivering social value is underpinned by three key principles.



Buy Local

We have committed to:

- 40% of our spend within a 30 mile radius
- 15% of our spend within a 10 mile radius
- 60% of our spend with small to medium enterprises and
- 5% with third sector organisations

Ensuring we 'Buy Birmingham First' for Smithfield is a key part of our plans to help the city's economic growth. Birmingham has a rich heritage of manufacturing, and we're committed to partnering with local suppliers throughout construction.



Partners in Communities

We have committed to:

- 10,000 voluntary hours in the local community supporting 10 community groups
- £500,000 of community arts funding
- £500,000 of social impact funding

Throughout the Smithfield regeneration, we will be reaching out into the local area and partnering with local community organisations to provide the widest range of social benefits to all local people.

Our initiatives are designed to provide lasting value for the city. While we will provide direct funding where



Local Employment

We have committed to:

- creating 8,000 new jobs
- supporting 1,000 people back to work
- 5,000 work placement days
- 370 apprentice places engaging with 20 schools

We will boost the local economy with opportunities for innovation, creativity, new skills and employment, and help the city to grow further.

We are dedicated to understanding and creating the right support mechanisms for local people, tailoring our approach to different communities. We have

We are working closely with Birmingham City Council, the Greater Birmingham & Solihull Local Enterprise Partnership, West Midlands Construction Taskforce and the West Midlands Combined Authority to ensure we support and coordinate with other projects and activities in the city.

appropriate, our partnership approach will ensure we create initiatives that are self-sustaining in the long term.

analysed the barriers that disadvantaged communities face in accessing employment, and are using this insight to shape our plans.

1665x600 Birmingham Smithfield Hero plaza.png

Thank you for considering our designs for phase one of Smithfield Birmingham. Please fill in a feedback form at our event or on our website. There will be more consultation and opportunities to get involved before we submit a planning application for the masterplan and phase one - please visit our website, sign up for our newsletter or contact us for the latest information.

What's next?

Indicative timeline

2019	▼
2021	▼
January 2022	▼
February 2022 onwards	▼
Spring-summer 2022	▼
June 2022	▼
Late 2022	▼
2023	▼
2027 onwards	▼

Summary & next steps

Contact Us

Have a question or want to get involved? Get in touch:

hello@smithfieldbirmingham.co.uk

smithfieldbirmingham.co.uk

Smithfield c/o Camargue, 11 Waterloo Street, Birmingham B2 5TB
0800 860 6258

You can also download the plans here

[VIEW THE MASTERPLAN](#)

[VIEW PHASE ONE PLANS](#)

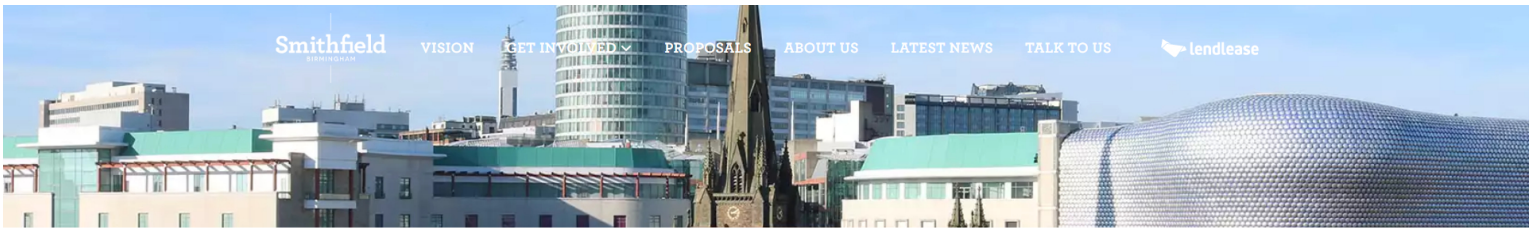
ABOUT US

In January 2019, [Birmingham City Council](#) announced [Lendlease](#) as the preferred development partner for Smithfield Birmingham.

Lendlease is a globally integrated real estate and investment group with core expertise in shaping cities and creating strong and connected communities.

Birmingham City Council and Lendlease will work in partnership to bring Smithfield Birmingham to life, demonstrating an enduring commitment to delivering a legacy for the city and creating a place where the benefits of growth and development are shared by all.

Learn more about Lendlease [here](#).



LATEST NEWS



07 Jun 2022

Initial designs for first phase of Smithfield Birmingham set to be unveiled

Emerging designs for Smithfield Birmingham are set to be unveiled as part of the next phase of public consultation on the £1.9bn landmark regeneration project.



16 Mar 2022

Help shape the future of Smithfield Birmingham

A series of public drop-in events will be held starting this month regarding proposals for the £1.9bn landmark regeneration project.



11 Feb 2022

LENLEASE SELECTS ARCHITECTS FOR SMITHFIELD BIRMINGHAM

A host of international and local architects have been appointed to help reinvigorate the heart of Birmingham.



29 Jun 2021

SMITHFIELD BIRMINGHAM MILESTONE WILL DELIVER THOUSANDS OF NEW JOBS

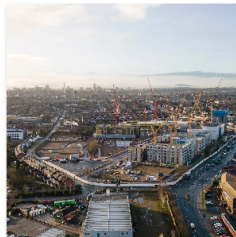
The Smithfield Birmingham development reached a significant milestone today as Lendlease and the City Council finalised a joint venture contract for the £1.9bn scheme.



20 May 2021

LENLEASE LAUNCHES WORLD-BEATING SUSTAINABILITY TARGETS

Lendlease will today launch a global campaign to promote its new sustainability targets, which are some of the most ambitious for the real estate sector globally.



19 Mar 2021

PERRY BARR RESIDENTIAL SCHEME ON COURSE TO BEAT JOBS TARGETS AS IT MEETS CONSTRUCTION MILESTONE

The Perry Barr Residential Scheme in Birmingham is well on the way to beating the targets it was set to help support the local economy and bring wider community benefits.



10 Mar 2021

LENLEASE CRACKS WORLD TOP 10 INNOVATIVE COMPANIES LIST

A dedication to innovation, coupled with a commitment to sustainability and the adoption of digital technologies, has resulted in Fast Company ranking Lendlease as one of the world's most innovative companies.



17 Jan 2020

WINNER CHOSEN TO DESIGN NEW LANDMARK MARKETS AT BIRMINGHAM SMITHFIELD

A highly energetic and collaborative team led by David Kohn Architects has been chosen to design a new home for the historic Birmingham markets in the heart of Birmingham city centre.



10 Jan 2019

BIRMINGHAM CITY COUNCIL ANNOUNCES LENLEASE AS ITS PREFERRED DEVELOPMENT PARTNER FOR THE £1.9BN (\$2.7BN)

FOR THE ENGLISH PROPERTY

BIRMINGHAM
SMITHFIELD
DEVELOPMENT

Birmingham City Council has announced Lendlease as its development partner to deliver the transformation of the 17ha Birmingham Smithfield site.



TALK TO US

Do you have a question, comment or want to sign up to hear more about Smithfield Birmingham?
You can get in touch with the team below.

First name*

Last name*

Email*

Phone*

How can we help

Follow these links to read Lendlease's [Privacy Policy](#), and [Terms and Conditions](#)

- I agree to Lendlease's Privacy Policy and Terms and Conditions.
- I would like to receive news and events from Smithfield Birmingham. This is the best way to stay up to date. You can unsubscribe at any time.

Submit

You can also reach us on 0800 860 6258 or by mail to Smithfield Birmingham, c/o Camargue, 11 Waterloo St, Birmingham B2 5TB





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