



Smithfield

BIRMINGHAM

Smithfield Birmingham
Hybrid Planning Application

Statement of Community Involvement

Lendlease Smithfield Development LLP

DEC 2022
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SMITHFIELD BIRMINGHAM

Hybrid Planning Application

1. Planning Statement
2. Development Specification
3. Statement of Community Involvement
4. CIL Additional Information Form
5. Design and Access Statement Volume 1: The Smithfield Context
6. Design and Access Statement Volume 2: The Illustrative Masterplan and Outline Proposal
7. Design and Access Statement Volume 3: The Detailed Area
8. Design Code
9. Masterplan Drawings
10. Plot 1D Drawings
11. Plot 3A Drawings
12. Plot 4A1 Drawings
13. Plot 5 Drawings
14. Detailed Area Public Realm Drawings
15. Fire Safety Report
16. Transport Assessment including Delivery and Servicing Management Plan and Travel Plans
17. Energy Statement
18. Sustainability Statement
19. Arboricultural Impact Assessment
20. Biodiversity Net Gain Report
21. Ventilation and Extraction Statement
22. Mineral Deposits Investigation
23. Daylight and Sunlight Assessment
24. Waste Management Plan
25. Health Impact Assessment
26. Utilities Statement
27. Flood Risk Assessment and Drainage and SuDS Strategy
28. Preliminary Risk Assessment
29. Environmental Statement Volume 1: Main Environmental Statement
30. Environmental Statement Volume 2: Built Heritage, Townscape and Visual Impact Assessment
31. Environmental Statement Volume 3: Technical Appendices
32. Environmental Statement Non-Technical Summary
33. Viability Assessment



1. Contents

2. Executive summary	4
3. Introduction	7
4. The consultation process	10
Consultation approach – summary.....	10
Promotional activity.....	13
Early engagement – helping to shape the vision for Smithfield.....	16
Pre-application stakeholder engagement.....	19
Community consultation events.....	23
Focused and thematic engagement.....	28
5. The community’s response to the plans	34
Shaping the future of the markets.....	35
• Baseline assessment.....	35
• Immersive market engagement programme.....	36
• Existing and future market customer engagement.....	40
Pre-application consultation feedback.....	47
• Smithfield Outline Development consultation feedback.....	47
• Smithfield Detailed Area consultation feedback.....	51
• Accessibility workshop.....	61
• Market design workshops.....	65
• Youth Panel findings.....	69
Summary of consultation feedback.....	83
6. Responding to feedback	88
7. Conclusion	99



2. Executive summary

- 2.1 Smithfield Birmingham is a landmark £1.9bn, 17-hectare regeneration scheme in the heart of Birmingham which will create a wealth of opportunities for the region. Smithfield will provide a new home for the city's historic Bull Ring markets, outstanding new leisure and cultural spaces, offices and workspace, integrated public transport, and thousands of new homes alongside community facilities.
- 2.2 The Applicant has conducted a comprehensive programme of engagement to invite community feedback on its proposals, ahead of the submission of this hybrid planning application for the Outline Development and Detailed Area.
- 2.3 Throughout consultation and engagement, Lendlease's aim was to capture the views of people from across the city reflecting Birmingham's diverse population – particularly ensuring that hard to reach groups and individuals had the opportunity to have their say.

This included:

- Public engagement on the Outline Development and Detailed Area proposals, with drop-in exhibition events hosted over two rounds in March/April 2022 and June 2022 attended by **over 300 people**
- All consultation materials and plans being made available on a **project website, which was visited by over 13,000 unique users** during the consultation period
- **Over 200 written feedback forms** were submitted across the various stages of consultation, via in person events as well as through the project website
- A programme of engagement with **market traders, customers and operations staff**
- Direct and targeted **thematic consultation** throughout the pre-application period
- Establishing a dedicated **Youth Panel** to invite comment from Birmingham's young, diverse population

A range of online and offline channels were deployed to promote the emerging proposals at Smithfield and maximise opportunities for feedback.

- 2.4 Key stakeholders who were contacted and engaged about the proposals include but are not limited to:
 - Elected representatives at Birmingham City Council, including members of the Cabinet and Planning Committee
 - St Martin's Church
 - CityPark4Brum



- LGBTQ+ community, including Birmingham PRIDE
- Chinese community, including Chinese Community Centre
- Irish community, including Irish Community Centre
- Southside BID
- Bordesley & Highgate community ward forum
- Homes England
- West Midlands Combined Authority
- Local Members of Parliament
- Greater Birmingham and Solihull LEP, Greater Birmingham Chambers of Commerce, CBI and key members of the Birmingham developer community
- Key transport stakeholders including Transport for West Midlands, National Express and Network Rail
- Residential groups including Digbeth Residents' Association
- Accessibility organisations including Ideal for All and Disability Resource Centre
- Environment and heritage groups including Wildlife Trust, Natural England and the Conservation Volunteers, as well as Birmingham Botanical Gardens
- Local faith groups including Birmingham Churches Together and Muslim Women's Network UK
- Youth groups including St Basils and UK Youth Parliament
- Architecture and historic groups including Victorian Society and Twentieth Century Society
- Sports groups including Aston Athletics Basketball Club and local gyms
- Arts and culture groups including Arts Council and Symphony Hall
- Local schools and universities close to the Smithfield site and further afield, including Joseph Chamberlain Sixth Form College, Heartlands Academy and Aston University

2.5 A high-level summary of the main feedback points raised during consultation is provided below, with detailed analysis of the feedback and how this was considered within the plans provided in **Section 5 and 6** of this document.

2.5.1 Outline Development, including public realm and residential

- There was a strong appetite for community uses and events, albeit with some concerns about noise, with enthusiasm for outdoor event spaces including at Festival Square that will suit a range of activities of different scales.
- Feedback included calls for Smithfield to reflect the unique history and character of Birmingham through the designs of the public realm and buildings, including the new markets.
- People were keen to ensure that the residential areas as well as public realm across the Site would be fully accessible.



- Some asked to ensure there was sufficient housing provision to meet Birmingham's growing need, including sufficient affordable housing, while the health and wellbeing focus in the proposals was welcomed.
- Consultation participants were supportive of the proposed connectivity across Smithfield and the plans to integrate public transport while minimising car travel, to prioritise the experience of pedestrians over vehicles.

2.5.2 **Markets**

- Proposals for the new destination market were welcomed, with enthusiasm about the design of the new market building from traders and customers – especially the rooftop garden and dining hall.
- Respondents to the consultation called for a variety of stalls and an increasingly diverse range of products to cater for the culturally and ethnically diverse population of Birmingham.
- There were reminders not to exclude or alienate current traders or customers, as well as to encourage younger people in particular to visit, shop and work at the markets.

2.5.3 **Green space and sustainability**

- Environmental sustainability was seen as the most important factor in terms of how Smithfield will benefit Birmingham overall. The introduction of greenery at all scales is a central tenet of the Smithfield designs, along with ensuring sustainability and biodiversity throughout.
- It was suggested that Smithfield Gardens should be extended, with the designs seeking to maximise the size of the public park and ensuring the public realm has as much landscaping as possible.
- There was positivity about the proposed volume of trees, with questions asked about the balance of public and private green spaces.
- The emphasis on active, green travel was welcomed – although there were some calls for more parking.



3. Introduction

3.1 This Statement of Community Involvement (SCI) supports the planning application by Lendlease Smithfield Development LLP (hereafter referred to as 'Lendlease' or the 'Applicant') for the regeneration of Smithfield.

3.2 This SCI supports a hybrid planning application submitted to the Local Planning Authority comprising:

Outline application with all matters reserved for the demolition of any existing buildings and the creation in phases of a new mixed-use development, including residential floorspace (Class C3); and non-residential floorspace comprising co-living (Sui Generis), Hotel (C1); Retail and food and beverage (E(a,b,c)); flexible commercial (Class E); Office and workspace (Class E (g)); Education(Class F1(a)); Local Community (Class F2(b)); Public House / bar (Sui Generis); Indoor sport / recreation (Class E(d)); Leisure and evening entertainment (Sui Generis); Cultural uses (Class F1(b,c,d,e)); and refurbishment and change of use of the existing indoor market floorspace to flexible Market (Sui Generis) / Commercial (Class E(a,b,c,d,g)); with access, open space and public realm works with matters of layout, scale, appearance, landscaping and access within the site reserved for subsequent approval; and

Full Application for the demolition of any existing buildings and the creation of residential floorspace (Class C3); and non-residential floorspace comprising retail and food and beverage (E(a,b,c)); Public House / bar (Sui Generis); Indoor sport / recreation (Class E(d)); flexible commercial (Class E); Office and workspace (Class E (g)); Theatre / cinema (sui generis); Market (sui generis); Workshops / studios (Class E (c, g); Event space (Class F1 (e) / F2 (b)) together with landscape, public realm and open space, vehicular access, pedestrian and cycle infrastructure, drainage infrastructure, lighting and other associated development.”

3.3 This document describes Lendlease and its team's approach to pre-application community engagement, the feedback received from the local community and how the team has responded to this feedback.

3.4 The planning application, and all consultation and engagement activity that has supported it, has built upon the community engagement that was undertaken by Birmingham City Council (BCC) as landowner and Lendlease prior to the joint venture contract being finalised in June 2021.

The site



Figure 1: Aerial photograph showing the Smithfield site boundary

3.5 The Smithfield site today houses the Rag Market, the Open Market and the Indoor Market. The area behind the Markets is largely empty, with the demolition of the wholesale markets and car parks. The southern part of the Outline Development houses small scale industrial warehouses. The relationship between the Markets and the Church is deteriorated and the historic street pattern lost. The site has been closed off to the general public since the days of the Wholesale Market. This vacant site provides a tremendous opportunity to deliver a thriving mixed-use area close to the city centre. The site is located immediately south of the Bullring Shopping Centre and in close proximity to New Street Station and Moor Street Station.

The site is bounded by:

- Edgbaston Street in the northwest
- Digbeth High Street (B4100) in the northeast
- Digbeth Coach Station, Mill Lane and Bradford Street along its eastern boundary
- Rea Street in the south and southeast
- Warehouses accessed off Barford Street and Rea Street in the south
- Sherlock Street in the southwest
- Pershore Street, residential development (The Forum, True Student Living) and a hotel (Travelodge) in the west



The Site includes the Bull Ring Open Market, Rag Market, and Indoor Market. However, Dean House is excluded from the Site. Several streets pass through the site, including Upper Dean Street in the north, Bradford Street in the northeast and Barford Street in the southeast.

4. The consultation process

- 4.1 National and local planning policy has guided Lendlease's approach to pre-application public consultation and community engagement for this application. This guidance encourages proactive communication between applicants, local planning authorities and local communities to help facilitate better planning decisions and outcomes.

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community."

"Although this is not mandatory or a legal requirement, the Council recognises that for large or locally significant developments, it is important for developers to engage with local communities prior to the submission of a formal planning application. The process enables communities and stakeholders to have early input into planning proposals and help to identify improvements and overcome objections at a later stage."

"The City Council welcomes and encourages pre-application consultation where it is appropriate and beneficial. It is recognised that the parties involved at the pre-application stage will vary on each proposal, and the level of engagement needs to be proportionate to the nature and scale of a proposed development..."

"The Local Planning Authority (LPA) would encourage developers to have discussions with local residents regarding future options for a site through pre-application consultation to establish if a relevant proposal might enhance social value i.e. by improving the economic, social and environmental well-being of the relevant site/area and how it might act with a view to securing that improvement."

"The details of pre-application consultations with the Council, local community and statutory consultees, should form the basis of a Statement of Community Involvement at Pre-Application, which is submitted with the planning application."

Consultation approach – summary

- 4.2 The approach to pre-application consultation has exceeded the guidance provided within the NPPF and the LPA's SCI. Lendlease has committed to and is actively engaging with local communities and stakeholders.
- 4.3 Many local people were already aware of plans to redevelop the site, which provided a strong starting point for further engagement and consultation on the plans. Lendlease's approach to engagement built on the lessons learned during earlier engagement which had been led by BCC.
- 4.4 Throughout consultation and engagement, Lendlease's aim was to capture the views of people from across the city reflecting Birmingham's diverse population – particularly ensuring that hard



to reach groups and individuals had the opportunity to have their say. This included but was not limited to:

- Current and future market traders, staff and customers
- Site neighbours, including residents and businesses
- Residents from across Birmingham's ten districts/constituencies
- People with disabilities and/or special educational needs, including school pupils
- Minority ethnic groups and people who do not speak English as a first language
- Older residents
- Those who are typically less engaged in consultations of this nature, such as teenagers and young adults.

Where possible, Lendlease captured demographic data to better understand the range of audiences engaged, their level of support for the proposals and their preferences. Detail on demographics of those consulted can be found in **Appendices 7 and 8**.

4.5 The overarching approach to engagement was to establish long-term relationships and communications channels (both new and existing) with key stakeholders and members of the local community. It was clearly set out what was being consulted on at each stage to gain feedback on elements that formed part of this hybrid planning application.

Consideration was given to prioritising direct engagement with those groups and individuals who would be most impacted by the proposals, while also providing opportunities for the wider community to provide feedback. This was reflected in the chosen methods of consultation and engagement as well as the specific activities that took place.

4.6 The consultation was broken down into four key workstreams:

4.6.1 A **public engagement** workstream focused on inviting views on the Smithfield Outline Development and initial designs for the Detailed Area, ahead of submitting a hybrid planning application. Given the location of the site, a key consideration was engaging with site neighbours in the city centre and Digbeth, together with people who live, work and spend leisure time in the city centre. This was supported by a range of publicity to invite views from across Birmingham's districts including those who may otherwise not have engaged in the process.

4.6.2 A **market engagement** workstream ran throughout the pre-submission programme, to provide regular updates on the emerging proposals and capture the needs and aspirations of current and future market traders, staff



and customers. This activity recognised that the proposals for a vibrant new home for the Bull Ring Markets is a key aspiration for the Applicant, given its historic and future significance for the city. The engagement strategy for the Bull Ring Markets was led by Eastside Projects, a local artist-led group who are working with David Kohn Architects (DKA) on plans for the new market. Eastside Projects maintained a physical presence in the markets from October 2021 – June 2022 and established productive relationships with traders and customers.

4.6.3 Direct and targeted **thematic consultation** took place throughout the pre-application period, including workshops and direct engagement with priority stakeholders and stakeholder groups. This included discussions with CityPark4Brum about green landscape provision at Smithfield, as well as representatives from the Chinese and Irish communities in Birmingham and the Southside District where the site is located.

4.6.4 A **Youth Panel** was established and coordinated by Beatfreeks, a Birmingham-based insight and engagement agency specialising in young and diverse audiences, with 26 young people from across the city's diverse population. Candidates were selected via an application process to ensure an engaged and diverse group that would provide more detailed input throughout the programme of workshops, in addition to wider consultation opportunities open to everyone to participate in during the pre-application period.

Promotional activity

4.7 A range of online and offline channels were deployed to promote the emerging proposals at Smithfield and maximise opportunities for feedback. Details and examples of the publicity materials produced for the two key stages of public consultation can be accessed in **Appendices 3 (Outline Development consultation) and 5 (Detailed Area consultation)**. These included:

- A dedicated Smithfield website to host emerging proposals and digital consultation feedback forms, complete with a contact form and the opportunity to subscribe to a newsletter. Over 13,000 users have visited and engaged with the site to date. The website can be accessed via www.smithfieldbirmingham.co.uk (see **Appendix 9** for screenshots).
- Regular email newsletters to a database of over 175 opted-in subscribers, providing updates and inviting consultation feedback
- Printed materials distributed to 20,000 local residents and businesses within the red line boundary and neighbouring the Smithfield site in the Bordesley & Highgate ward (see distribution area below)



Figure 2: Distribution area for promotional flyers

- Press releases for regional media which resulted in wide-ranging media coverage of the plans and consultation

- Social media posts on Twitter, Instagram and Facebook, as well as targeting relevant third parties (e.g. *Its YourBuild*) to amplify social media content with engaged audiences



Figure 3: Examples of media coverage including advertorial for Outline Development consultation

- Invitation letters and flyers, as well as posters placed in high footfall locations
- Advertisements and advertorial content posted in *Birmingham Live*, *Birmingham Post* and *Birmingham Mail*



Figure 4: Examples of print advert, poster and e-newsletter

- A consultation phone line (**0800 860 6258**) and email inbox for enquiries throughout the pre-application phase (hello@smithfieldbirmingham.co.uk)
- Direct engagement in person via events, meetings, workshops, briefings and on-street surveys as outlined above.



Figure 5: Examples of media coverage and promotional materials for Detailed Area consultation

All channels of communication were maintained throughout the consultation programme and will remain open as the scheme progresses.

4.8 This community engagement programme was separate from, and in addition to, the pre-application dialogue with the LPA, councillors and key stakeholders. Details of meetings and discussions with political stakeholders can be found later in this chapter, while discussions with other relevant bodies and organisations can also be found in the technical documents submitted with the planning application.



Early engagement – helping to shape the vision for Smithfield

4.9 Before undertaking wider community engagement and consultation, Lendlease first focused on meeting and working with directly affected and interested stakeholders from an early stage. The key components of this activity are described below.

Initial engagement and learning from the community

4.10 The hybrid planning application has been defined by the criteria set out and consulted upon by Birmingham City Council in the Big City Plan, Birmingham Smithfield Visioning Document and Birmingham Smithfield Masterplan.

In April 2019, Lendlease and Birmingham City Council hosted a stakeholder 'Big Ideas' event at The Old Icon Gallery, Birmingham. The purpose of this session was to develop ideas to help inform the stakeholder and community engagement strategy for Birmingham Smithfield, ensuring that it was inclusive and focused at driving tangible engagement to positively shape the direction of Smithfield.

Immersion in the markets

4.11 In August 2021, market consultancy Market Place Europe was appointed by Lendlease to deliver the following outputs designed to engage market traders throughout the pre-application consultation and engagement for Smithfield:

- A comprehensive three-month business needs assessment of the Bull Ring Market traders, covering their current economic position, future direction, potential risks and opportunities.
- Gathering baseline data on traders including their business profile and understanding their business needs and requirements.
- A complete evaluation report that included an analysis of the business needs assessment, a summary of key findings and a series of detailed recommendations that can be used to aid the development of a business support programme for traders.

4.12 This analysis was complemented by a programme of engagement by Eastside Projects. Eastside's team established a presence across the Bull Ring Markets throughout the pre-application period. This consisted of several phases as outlined below:

4.12.1 **October-December 2021:**

- Shadowing traders – engaging in one-to-one conversations to understand traders’ needs and aspirations. This stage did not involve sharing information about the Smithfield development; the purpose was solely to listen and absorb information about life in the market historically and today.



- ‘Trolley phase’ – establishing a mobile presence across all three Bull Ring Markets to engage with traders and customers. This included using a flexible, mobile and visible structure to create a temporary and hospitable space, with printed materials and refreshments.

4.12.2 **January-March 2022:**

- Establishing stalls in the Indoor, Rag and Open Markets as static hubs to integrate with the life of the market and engage with traders and customers.

- **January 2022:** Indoor Market
- **February 2022:** Rag Market
- **March 2022:** Open Market



4.13 Prior to submission of the planning application, Eastside Projects summarised its findings including traders’ ideas for the new market and how these have been reviewed and / or incorporated within the plans. Details of these findings can be found in **Section 5.11**.

4.14 This activity was supported by several rounds of street canvassing and surveys with current and future market customers. This included:

- One full day of drop-in sessions in the Indoor, Rag and Open Markets on Tuesday 17 May 2022 to share emerging proposals for the new market and invite customers’ views.
- This was followed by an evening drop-in session on the same day at St Martin’s Church on Edgbaston Street, which was promoted throughout the day via word of mouth.
- Street surveys in high footfall areas throughout the city centre including Victoria Square and St Paul’s Square.



A full summary of the feedback from market customers received is included later in this document in **Section 5: The community's response to the plans.**



Pre-application stakeholder engagement

4.15 The draft proposals for the Smithfield Outline Development were launched to the local community in March 2022, at which point key local stakeholders and elected members were contacted with an introduction to the proposals and details about the consultation events (see **Appendix 3**).

Engaging local politicians

4.16 The Applicant undertook the following engagement with key political stakeholders in Birmingham during the pre-application period.

Birmingham City Council

4.17 Lendlease briefed Birmingham City Council's Cabinet on 23 February 2022 to present the key principles of the Smithfield Outline Development and summarise the consultation approach. This was followed by a similar briefing with members of the Planning Committee in March 2022. Details of the members present during each briefing are outlined below (N.B. membership of both groups has changed in the intervening period).

4.17.1 Informal Cabinet briefing – February 2022:

Name	Responsibility
Cllr Ian Ward (Shard End)	Leader
Cllr Brigid Jones (Bournbrook & Selly Park)	Deputy Leader
Cllr Jayne Francis (Harborne)	Education, Skills and Culture
Cllr Waseem Zaffar (Lozells)	Transport and Environment
Cllr John O'Shea (Acocks Green)	Street Scene and Parks
Cllr Paulette Hamilton (Holyhead)	Health and Social Care
Cllr Shabrana Hussain (Sparkbrook & Balsall Heath)	Homes and Neighbourhoods
Cllr Sharon Thompson (North Edgbaston)	Vulnerable Children and Families
Cllr Tristan Chatfield (Weoley & Selly Oak)	Finance and Resources
Cllr John Cotton (Glebe Farm & Tile Cross)	Social Inclusion, Community Safety and Equalities

4.17.2 Planning Committee briefing – March 2022:

Cllr Karen McCarthy (Chair), Bournbrook & Selly Park; Cllr Julie Johnson-White (Deputy Chair), Weoley & Selly Oak; Cllr Bob Beauchamp, Perry Common; Cllr Maureen Cornish, Sutton Four Oaks; Cllr Diane Donaldson, Bromford & Hodge Hill; Cllr Peter Griffiths, King's Norton South; Cllr Mohammed Idrees, Alum Rock; Cllr Saddak Miah, Garretts Green; Cllr Gareth Moore, Erdington; Cllr Kath Scott, Sutton Vesey; Cllr Saima Suleman, Hall Green North; Cllr Dominic Stanford, Quinton; Cllr Martin Straker Welds, Moseley; Cllr Mike Ward, Sheldon



- 4.18 Updates on the public consultation were presented to senior Birmingham City Council officers within the Inclusive Growth Team in May and June 2022, to outline feedback received on the Outline Proposals and Detailed Proposals.
- 4.19 A further briefing was delivered to Cabinet Members in September 2022 (with the members listed below present), where more detailed proposals for the Outline Development and Detailed Area were shared following the public consultation events.

Name	Responsibility
Cllr Ian Ward (Shard End)	Leader
Cllr Brigid Jones (Bournbrook & Selly Park)	Deputy Leader
Cllr Jayne Francis (Harborne)	Digital Culture, Heritage and Tourism
Cllr Majid Mahmood (Bromford & Hodge Hill)	Environment
Cllr Liz Clements	Transport
Cllr Mariam Khan (Alum Rock)	Health and Social Care
Cllr Sharon Thompson (North Edgbaston)	Housing and Homelessness
Cllr Karen McCarthy (Bournbrook & Selly Park)	Children, Young People and Families
Cllr Yvonne Mosquito (Bordesley & Highgate)	Finance and Resources
Cllr John Cotton (Glebe Farm & Tile Cross)	Social Inclusion, Community Safety and Equalities

- 4.20 The Planning Committee were provided another briefing ahead of the planning submission on 10 November 2022, which included a recap of the scheme and an update on the designs for the Detailed Proposals. Membership of the committee at this time included:

Cllr Martin Brooks (Chair), Harborne; Cllr Akhlaq Ahmed, Hall Green North; Cllr David Barrie, Sutton Walmley & Minworth; Cllr Jack Deakin, Allens Cross; Cllr Diane Donaldson, Bromford & Hodge Hill; Cllr Colin Green, Sheldon; Cllr Mahmood Hussain, Birchfield; Cllr Mumtaz Hussain, Aston; Cllr Jane Jones, Stockland Green; Cllr Lee Marsham, Nechells; Cllr Shehla Moledina, Balsall Heath West; Cllr Gareth Moore, Erdington; Cllr Rick Payne, Kingstanding; Cllr Lauren Rainbow, Quinton.

- 4.21 In addition to this engagement, Lendlease wrote to the Chair of the Economy & Skills Overview & Scrutiny Committee Councillor Saima Suleman, to Councillor Yvonne Mosquito as ward member for Bordesley & Highgate, where the Site is located, and to all neighbouring ward members in March 2022 in line with the Outline Development consultation. All contacted stakeholders were informed of the public consultation for Smithfield and invited to attend a detailed briefing.



Councillor Mosquito, site ward member, agreed to a briefing at the Bordesley & Highgate ward forum, which took place on 15 November 2022.

Ward members approached in March 2022:

Cllr Yvonne Mosquito, Bordesley & Highgate (site ward member); Cllr Shafique Shah, Heartlands; Cllr Chauhdry Rashid, Bordesley Green (since replaced by Cllr Raqeeb Aziz); Cllr Mohammed Azim, Sparkbrook & Balsall Heath East (since replaced by Cllr Shabrana Hussain); Cllr Kerry Jenkins, Moseley; Cllr Martin Straker Welds, Moseley (since replaced by Cllr Izzy Knowles BEM); Cllr Deirdre Alden, Edgbaston; Cllr Matt Bennett, Edgbaston; Cllr Sir Albert Bore, Ladywood; Cllr Kath Hartley, Ladywood; Cllr Mohammed Idrees, Alum Rock

Parliamentary engagement

4.22 Lendlease wrote to Shabana Mahmood, Member of Parliament for the Ladywood constituency that is home to Smithfield, as well as MPs in all other Birmingham constituencies bordering the site in March 2022 to invite feedback on the Smithfield Outline Development proposals. All MPs (see below) were offered a briefing with the Lendlease team.

MPs approached in March 2022:

- Shabana Mahmood MP, Ladywood (site constituency)
- Tahir Ali MP, Hall Green
- Preet Kaur Gill MP, Edgbaston
- Liam Byrne MP, Hodge Hill
- Jess Phillips MP, Yardley
- Paulette Hamilton MP, Erdington (former BCC Cabinet member for Health and Social Care, attended Smithfield Informal Cabinet briefing in February 2022)
- Khalid Mahmood MP, Perry Barr
- John Spellar MP, Warley

Briefing key local stakeholders

4.23 Direct and targeted thematic consultation took place throughout the pre-application period, including through briefings and engagement with priority stakeholders and stakeholder groups. This included:

- Ongoing engagement with **St Martin's Church** throughout consultation, which included regularly returning to the church's facilities for public exhibitions. Lendlease



held several briefings and discussions with Reverend Jeremy Allcock during the Outline Development and Detailed Area consultations to share emerging proposals and discuss the church's access requirements.

- Engagement with communities identified as priorities for engagement following an Equalities Impact Assessment including the **LGBT, Chinese and Irish communities**. A meeting was held with the director of **Birmingham PRIDE** on 20 September 2022.
- A meeting with the **Southside BID Board** on 2 November 2022 to discuss the emerging proposals for Smithfield and invite input from the professional community.
- A briefing presentation to **Greater Birmingham and Solihull LEP** on the Outline Development proposals on 26 May 2022.

Other business and community stakeholders contacted include:

- West Midlands Combined Authority
- Homes England (who were invited to tour the site)
- Birmingham Chambers of Commerce, CBI and key members of the Birmingham developer community
- Key transport stakeholders including Transport for West Midlands, National Express and Network Rail
- All five of Birmingham's city centre Business Improvement Districts
- Residential groups including Digbeth Residents' Association
- Accessibility organisations including Ideal for All and Disability Resource Centre
- Environment and heritage groups including Wildlife Trust, Natural England and the Conservation Volunteers, as well as Birmingham Botanical Gardens
- Local faith groups including Birmingham Churches Together and Muslim Women's Network UK
- Youth groups including St Basils and UK Youth Parliament
- Architecture and historic groups including Victorian Society and Twentieth Century Society
- Sports groups including Aston Athletics Basketball Club and local gyms
- Arts and culture groups including Arts Council and Symphony Hall

- Local schools and universities close to the Smithfield site and further afield, including South & City College, Joseph Chamberlain Sixth Form College, Heartlands Academy and Aston University

A full matrix of stakeholders engaged, by interest and influence, is provided in the Stakeholder Engagement Management and Communications Action Plan (see **Appendix 2**). This includes further details of when each stakeholder was engaged.

Community consultation events

The Outline Development consultation

4.24 The Applicant held three public consultation events in the centre of Birmingham throughout March and early April 2022, at St Martin's Church (Saturday 26 March, 10am – 4pm and Tuesday 29 March, 1pm – 7pm) and Birmingham Hippodrome (Monday 4 April, 3pm – 8pm). Event times were chosen to maximise attendance from a diverse audience, falling on weekends, after market-trading hours and after standard office hours. St Martin's Church was selected as a venue due to its nature as a well-known landmark and its proximity to the Site. Birmingham Hippodrome was selected so that proposals could be taken to key areas of the city (i.e. Chinese Quarter, Gay Village) neighbouring the site while retaining high footfall.



Figure 6: Outline Development public exhibition event held at St Martin's Church

4.25 The events offered a chance to view the emerging proposals for Smithfield, including the markets and other key aspects of the development. Members of the Lendlease team were present to speak to attendees along with professional team representatives from Prior + Partners (masterplanners), WSP (transport consultants), DP9 (planning consultants), David Kohn Architects (lead consultant and architects on market design) and Camargue (communications consultant – media relations, stakeholder and community engagement, public consultation).

- 4.26 Materials provided included ten display panels and several A3 information packs containing the Outline Development proposals (see **Appendix 4**).



Figure 7: Outline Development public exhibition event held at Birmingham Hippodrome

- 4.27 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 and made available on the project website, while attendees were informed that they could also take hard copies of the form away and return via post.
- 4.28 The series of events was followed up with static exhibitions in libraries across each of Birmingham's ten districts, which included all proposals shared at the main exhibition, contact details and access to feedback forms.



Figure 8: Example of library information pack at Sutton Coldfield Library

4.29 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 named Edward Chitham, directly to the 'Hello Smithfield' email inbox. A summary of responses is included later in this report.

The Detailed Area consultation

4.30 Following the success of using St Martin's Church for the first round of public consultation, the decision was taken to return to this venue for the second round of consultation.

This round of engagement focused on the initial designs for each of the plots contained within the Detailed Area, while reinforcing the key principles of the Outline Development underpinning these. There were 13 display panels produced for the event with information about each of the Detailed Area plots (see **Appendix 6**).

4.31 Approximately 85 people attended the public drop-in event held on Tuesday 14 June, 3pm – 8pm at St Martin's Church.



Figure 9: Detailed Area consultation event at St Martin's Church with display panels showing initial design sketches and details of key features from each of the detailed plots, information on the broader context, landscape plans for and information about the overall Outline Development.

4.32 The Project Team in attendance consisted of the respective plot leads from Lendlease, together with the architects working on each of the plots – dRMM (Plot 1D), Intervention Architecture (Plot 1D and 4A1), RCKa (Plot 4A1), Haworth Tompkins, Minesh Patel Architects (Plot 3A), and David Kohn Architects (Plot 5 – market) – and Camargue. This allowed attendees to speak in depth with the people working on different parts of the Detailed Area designs.



Figure 10: Detailed Area public exhibition event at St Martin's Church

4.33 This was once again supplemented with static exhibitions in libraries across each of Birmingham's ten districts. This time, the materials included introductory display banners in

addition to the full A3 information packs presented at the St Martin's Church exhibition, to draw attention to the consultation materials, provide high-level context and supply contact details.



Figure 11: Example of library display banners from Weoley Castle Library

4.34 In total, 45 written responses were submitted. This comprised:

- 15 feedback forms completed in person / via post
- 30 feedback forms completed online

A summary of responses is included later in this report.

4.35 At all of the events across both phases of the consultation, attendees were invited to voluntarily provide information including their postcodes. This data has been mapped below, indicating the extent of Birmingham-wide engagement with the consultation.



Figure 12: Consultation event attendees mapped by postcode

Focused and thematic engagement

Accessibility

- 4.36 Lendlease, Camargue and WSP 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 Site is visible from Calthorpe’s grounds, and the emerging proposals had generated interest among teaching staff and learners prior to the workshop.

- 4.37 The workshop provided an opportunity for a group of Calthorpe’s students aged 16-19 to share their views on the proposals and how their personal requirements and preferences could be catered to, particularly from an accessibility perspective. The group contained a variety of individuals from wheelchair users to children with reading disabilities. The teaching staff were on hand to assist with tailoring activities to meet individual requirements.

Also in attendance were several teachers who are parents to children with accessibility needs, who engaged in the conversation.

- 4.38 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 plans of the Outline Development of the Site to give a better idea of what the emerging proposals include, before moving into a series of questions developed with guidance and review from the Calthorpe team.

Iconographic representations were prepared for some of the questions for those with lower reading abilities.



The outputs from the workshop are summarised in **Section 5: The community’s response to the plans.**



Green space and public realm

- 4.39 Lendlease and officers from Birmingham City Council met twice with local campaign group CityPark4Brum in July and August 2022. CityPark4Brum are campaigning for an extensive centrepiece public park for Birmingham at Smithfield, making the case that public green space provision should be larger within the Smithfield proposals.
- 4.40 Following public calls from Birmingham Pride for a permanent home at Smithfield, and extensive engagement from BCC on this topic, Lendlease and BCC met Lawrence Barton, Director of Birmingham Pride, in September 2022. At the meeting the future plans for the festival were discussed and Pride's leadership was invited to work together on a plan that would allow Pride to host activities on Festival Square.

The future of the markets

- 4.41 Lendlease hosted four meetings with the chairs of the Indoor, Rag and Open markets with support from Marketplace Europe. The market chairs meetings were held in September 2021, February 2022, September 2022 and November 2022. At each stage this consultation preceded direct engagement with other market traders and wider public engagement, to 'preview' plans with the market chairs and recognise their importance as central stakeholders to the development.
- 4.42 To support the Outline Development consultation, Camargue, DKA and Eastside Projects coordinated a series of three market design workshops with traders. Topics were as follows:

4.42.1 **Workshop 1, Tuesday 17 May 2022: Market life**

The content of this workshop included the following topics and questions:

- Markets' shapes – an introduction to three markets together with a food hall
- Market stall types – covering each type of trade: fish, meat, dry goods/rag, outdoor (What do you need in your stall? What type of provision, e.g. lighting, signage would you find useful?)
- Market identities – What should the identity of each market be like (lighting, signage, flooring, finishes)?
- Stall layout for outdoor market – What type of layout? What type of stalls ?
- Market wellbeing:
 - Performance, entertainment, art (What would you like to see?)
 - Nature, composting, roof garden, play area
 - Faith, meditation (What space do you require for your spiritual wellbeing?)
 - Education, gallery, workspace (for information)
 - Food, food hall, night-time economy (for information)
 - Promotion/destination (How would you promote the market?)
- Market servicing – operations

4.42.2 **Workshop 2, Friday 27 May 2022: Transport and connectivity**

This workshop was designed to help traders understand the transport connectivity strategy for the Outline Development and the benefits to the market. The session was clear on what aspects of transportation are not within the scope of Lendlease's plans or could be influenced by the consultation. The second half of the session was designed to discuss market servicing and access. Points discussed included:

- Site context and proposed transport access explained
 - The Outline Development and wider context
 - Customer access and transportation
 - Q&A with attendees
- Market access to storage and servicing
 - Access to market storage
 - Future servicing strategy
 - Discussion with attendees

4.42.3 **Workshop 3, Friday 10 June 2022: We listened to your feedback**

This was the final session for traders to 'close the consultation loop' and understand design proposals which were subsequently shared at the Detailed Area public consultation event. There was opportunity for customers to see / comment on the emerging proposals at the consultation event. Points discussed included:

- Design proposals informed by feedback and consultation
- What the name of the future market should be (*Smithfield Market / Birmingham Market / Birmingham Markets / Bullring Market / St Martins Market / Indoor Outdoor Rag Market*)

Youth Panel

4.43 To meet Lendlease's commitment to a Young Persons Group, the Project Team set out to engage with a group of diverse people who represent the city of Birmingham. It was decided that the most effective way to achieve this was to work with a partner who has a trusted and authentic relationship with young people in the city.

4.44 The chosen partner was Beatfreeks, a growing community of young creatives. Beatfreeks works with brands, governments and funders to offer youth insight and engagement. This helps businesses and policymakers become more relevant with diverse talent, ideas and innovation that keep them ahead.

By partnering with Beatfreeks, the Applicant's team aimed to ensure young people were heard and that the experience was valuable and empowering for those involved, as well as supporting the redevelopment work to really consider the views of young people as it moves forward.

4.45 Beatfrees convened a Youth Panel comprising 26 young people, aged 16-24 ('generation Z') who have met on a regular basis to discuss the plans for Smithfield and provide feedback.

4.46 The Panel's membership was recruited 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 be visited by people from across the whole city region.

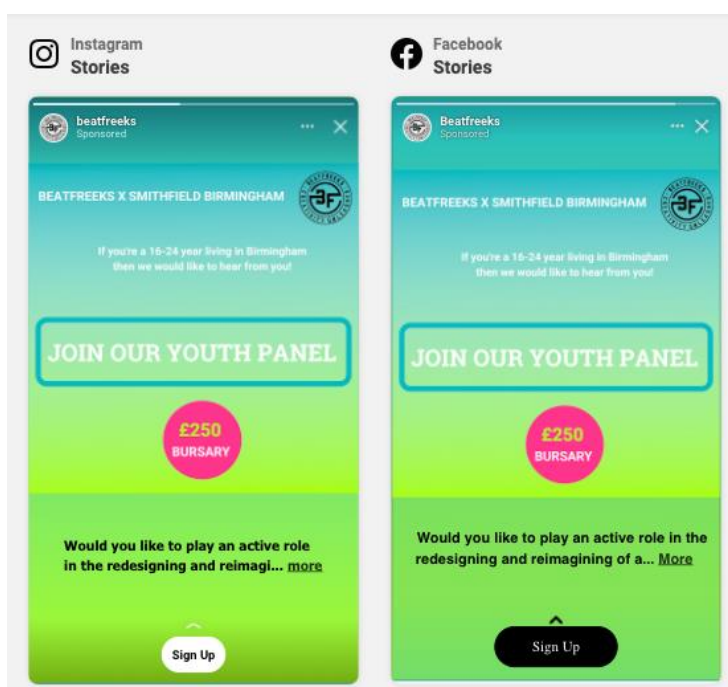
Recruitment of the Panel was managed by Beatfrees, and included support from Birmingham City Council's youth services Representation from the RISE Youth Forum and Homelessness Youth Group St Basils was included, following a specific request from Councillor Sharon Thompson (Cabinet Member for Vulnerable Children and Families) that the Rise Youth Forum is engaged in the design of open public spaces to ensure that the plans consider the needs of children and young people with special needs.

Postcode data was captured. The application form was also cross-referenced with BCC's equalities monitoring form to make sure all categories were reflected.

4.47 The opportunity to become a member was advertised by Beatfrees using the following methods:

- Facebook ads – to connect with vulnerable and disenfranchised young people, who may not otherwise have engaged.
- Young market traders (through a connection within the Beatfrees network).
- Contacting The RISE Youth Forum and homelessness youth group St Basils.
- Reaching out to the Expressions of Interest list collected by BCC when the Youth Panel was first considered.
- Engaging with the student unions at Birmingham City University, Aston University and the University of Birmingham – with the application shared within student newsletters and societies.
- Emailing the application to Beatfrees' network of young people in Birmingham.

Postcodes of each applicant were captured to ensure a mix of geographic representation and recruitment was carried out in line with BCC's equalities monitoring standards. Beatfrees interviewed and shortlisted 20 people for the panel, which the project team approved.





4.48 The Smithfield Birmingham Youth Panel attended six co-creation sessions from Tuesday 19 July to Friday 15 August 2022. The sessions were hosted virtually via Zoom and Beatfrees used digital collaboration tools (Jamboards and Mentimetre) to capture insights from the panellists. The sessions were recorded (for internal reference only) and the data captured was analysed thematically.

Each session ran for two hours and featured guest speakers from key stakeholders in the Smithfield Project Team. The sessions were carefully crafted to:

- Create a safe space for young people to share their experiences of living, working and/or growing up in Birmingham.
- Introduce the Youth Panel to the Smithfield project team and 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 Site.
- Encourage young people to become ambassadors for the project – sharing their experience and showing the ongoing consultation work happening through the development of the proposals.
- Nurture valuable skills and confidence, with opportunities to support the young people with their personal and professional development.

4.49 The programme consisted of the following thematic sessions. Findings from each of these co-creation workshops can be found in **Section 5.22**.

<p>Session 1: Introductory session (Tuesday 19 July 2022)</p>	<p>Guest speakers: Jessica Payne (Lendlease), Matt Sutton, Catherine Grindley (both Camargue)</p> <ul style="list-style-type: none"> • Outline Development – key principles • Meanwhile uses • Social value
<p>Session 2: The world and Smithfield in 2040 – people, pride, past and possibilities (Friday 29 July 2022)</p>	<p>Guest speakers: Catherine Grindley (Camargue), Amy Daroukakis, Wing Chak (both from futurologists Yard Creative)</p> <ul style="list-style-type: none"> • Leisure, culture and events at Smithfield – future trends • Questions on the Smithfield digital strategy
<p>Session 3: Health and wellbeing (Monday 1 August 2022)</p>	<p>Guest speakers: Catherine Grindley (Camargue), Anna Parker (Intervention Architecture), Victoria Hale (dRMM), Russell Curtis (RCKa)</p> <ul style="list-style-type: none"> • Living at Smithfield
<p>Session 4: Market of the future (Friday 5 August 2022)</p>	<p>Guest speakers: Marcus Emblem (Lendlease), Catherine Grindley (Camargue), James Houston, Grace Quah (both David Kohn Architects)</p>



Session 5: Future workplaces (Monday 8 August 2022)	Guest speakers: Rachel Edwards, Abi Phillips (both Lendlease), Catherine Grindley (Camargue), Minesh Patel (Minesh Patel Architects), Harriet Mulcahy (Haworth Tompkins)
Session 6: Green space and 3D public realm / landscaping (Monday 15 August 2022)	Guest speakers: Catherine Grindley (Camargue), Tess McCann (James Corner Field Operations), Lara Velasco Carrera (WSP) <ul style="list-style-type: none"> Connecting Smithfield – pedestrian and cycle routes, taxi, e-scooter, bus, tram, etc.

What are your thoughts, feelings & expectations for the Masterplan? Mentimeter

Looking at target demographics of the cultural development is it more performative and annual events or short term, what capacity does Birmingham have to increase youth engagement

Ring and ride from the cleanair zone

Worried about all the developments works happening simultaneously and disrupting the lives of people who live in the city centre while the development works are happening

Manchester does a ring and ride for free etc

Questioning how realistic/possible it is to have events in other areas of the site while development works are happening in other parts of the site - unsure how attractive this will be to artists/performers/businesses

it would be useful to add a tram line there

If you do work change the buses than make them wait in traffic

Ensuring pedestrian access across the site and throughout the site, connecting the site to the surrounding neighbourhood in an accessible and intuitive way

Yes regeneration is possible but to what extent is stakeholders going to be prioritised over the youth and future generations

9

Figure 13: Mentimeter screen grab from one of the Youth Panel co-creation workshops



5. The community's response to the plans

- 5.1 Lendlease's initial plans build on BCC's vision for Smithfield and early engagement undertaken pre-2022 (as described in the preceding sections of this report).
- 5.2 The 2022 pre-application consultation period was designed as an opportunity draw wider input, feedback and ideas from Birmingham's communities.
- 5.3 Members of the community were invited to provide feedback on Lendlease's evolving plans for Smithfield between March 2021 and August 2022. They could do this using various physical feedback forms, digital forms or directly via face-to-face / online engagement or via contact details shared on the Smithfield website.
- 5.4 Feedback forms asked respondents a range of questions about the revised plans for Smithfield. The responses to each of these forms are listed below.
- 5.5 Feedback was also collected via a range of methods across other engagement workstreams including meetings, workshops and verbal conversations.
- 5.6 Feedback for each of the key stages of consultation is captured below.



Shaping the future of the markets

5.7 The following feedback was captured through early engagement with market traders and immersion in the markets, led by Marketplace Europe and Eastside Projects respectively.

Baseline assessment

5.8 The 'baseline assessment' carried out by Market Place Europe was conducted to understand views on the existing Bull Ring markets and what could be improved in the future market building. A summary of key findings is provided below.

Theme	Findings
Length of trade	The majority of traders have traded at Birmingham markets for less than 10 years (Rag: 45 per cent, Indoor: 43 per cent and Open: 69 per cent). This is potentially due to several food produce stalls being assigned/transferred in ownership during this period. There is, however, still a strong core of traders, with a core of traders from the Rag (24 per cent), Indoor (20 per cent) and Open (15 per cent) having traded for over 25 years.
Future trade	The largest and most overwhelming response was received when traders were asked if they wanted to trade in the future market with Rag (94 per cent), Indoor (100 per cent) and Open (95 per cent) responses saying yes. This provides an excellent foundation of traders with which to build although as a caveat a large percentage of traders questioned whether they would still be successfully trading in the current market to take advantage of the new market opening in 2027.
Footfall	Rag (80 per cent), Indoor (85 per cent) and Open (67 per cent) traders all cited the lack of footfall as the major challenge while security was also consistently mentioned. Traders at the Open Market also raised the issue of theft (17 per cent). Traders from the Rag (79 per cent) and Indoor (69 per cent) Markets believed that more on-site promotions/events and better advertising would increase footfall. The Open Market responded differently, with traders highlighting better customer parking (58 per cent) as their top priority. However, 34 per cent did say better advertising was needed. Traders at the Rag (15 per cent) and Indoor (19 per cent) Markets suggested a food court would increase footfall.
Facilities	When asking traders what additional facilities they would like to see that would enable more effective trade, a much wider and more diverse response was received. Traders from each individual market clearly responded to their own individual and topical needs. 24 per cent of the Rag Market wanted a better heating facility while better advertising, Wi-Fi and a prayer room all scored 18 per cent. The Indoor Market cited better trading facilities and back of house (29 per cent). This included more accessible loading/unloading facilities, closer



	<p>storage, chilling room facilities and potentially a 24-hour secure area to receive goods overnight. There was also an even spread of security (24 per cent), Wi-Fi and footfall (19 per cent).</p> <p>The Open Market had different priorities, suggesting better lighting (46 per cent), lockable units (36 per cent) and security (18 per cent).</p>
Waste management	<p>The majority of traders across all markets appeared to be content with current waste management practices (Rag 55 per cent, Indoor 74 per cent and Open 82 per cent), with the remaining highlighting better recycling facilities. Such a response is not uncommon amongst traders who may not have been exposed to alternative cleaning regimes.</p>
Loading / unloading	<p>There was mixed response to what an effective unloading / loading system look like in a new market.</p> <p>Rag (41 per cent), Indoor (39 per cent) and Open (34 per cent) traders requested a centralised but more effective dedicated loading unloading area. Traders at the Rag (37 per cent), Indoor (52 per cent) and Open (33 per cent) Markets suggested the current facilities were satisfactory while Rag (22 per cent), Indoor (9 per cent) and Open (20 per cent) traders all highlighted the need for better parking facilities.</p> <p>Open Market traders (13 per cent) also highlighted the congestion charge as an issue.</p>

Immersive market engagement programme

- 5.10 Across 20 weeks of immersion in the markets – via shadowing and establishing mobile presences across all three Bull Ring Markets – Eastside Projects captured the following feedback which has fed into design work on the new market.
- 5.11 Key feedback points are streamlined into overall topics with more context provided below – including the total number of times each topic was raised. Documents detailing week by week feedback from this engagement can be found in **Appendix 1**.

Summary of 20 weeks of findings gathered by Eastside Projects			
Item	Topic	Number of times raised (x/20)	Description
1	Accessibility	7	Traders and customers want the market to meet diverse access needs, catering for people with restricted mobility, families with young children – e.g. ramps in place of steps, accessible toilets to cater for the needs of disabled people and young children.
2	Play area	17 – Play area / children's facilities	Call for the new market to have play facilities for children, to be a family-friendly space (with suitable toilets, breastfeeding areas). Play areas situated in proximity of cafés, allowing for combining play and relaxation. Facilities for breastfeeding mothers who do not breastfeed in public due to cultural/religious restrictions.

3	All markets together	~15-20	<p>Traders want reassurance that there is a space for them in the new market. The majority of Rag traders and some dry goods sellers are cautious to be under the same roof with fish and meat traders due to current problems with the smell contamination.</p> <p>Strong feeling of unity among some traders and calls for all traders to 'move together' to the new market.</p>
4	Amenities	7 – Prayer room	<p>Calls for access to mobile phone charging points, well-maintained toilets for staff as well as the public, ATMs (or card payments throughout), reliable Wi-Fi and a prayer room that can serve both women and men (as in some religions, gender separation is enforced).</p>
5	Artworks embedded into the building and preserving the market's history	~15-20	<p>Customers and traders want to see more art, artists, musicians, performers and other forms of creativity at the market. Championing the market as a creative space in a state of flux and happening.</p> <p>Interest in preserving fragments of the old markets in the new, for example the Rag Market traders would like to move the owl sculpture to the new building.</p>
6	Gallery (market support) building	~15-20	<p>A call for programming of events and a place where traders can receive business support. Many traders themselves have talents that could be nurtured in the building and in the programming of events.</p> <p>Traders want better, transparent communication with management and for ethics and principles to be agreed and considered. Traders want to encourage young people to join as traders and for market trading to remain a respectable occupation.</p> <p>Customers want products directly from makers, more arts and crafts and for independent artists to be represented in the market.</p>
7	Festival Square / performance	29 – Entertainment / attractions	<p>Traders and customers want the market to host frequent and diverse attractions, and for the market to be an ongoing performance space. Music, performances, dance, singing, acting, magic shows, fairs, cultural celebrations were all mentioned as ways to get the attention of visitors and entice diverse and younger crowds. Traders want the market to be a day out.</p>
8	Market wellbeing	14 – Light	<p>Calls for the market to be a space where people feel welcome, for the space to feel attractive, airy and bright. Current market is frequently described as dull and dark with inadequate amounts of natural light.</p>
9	Deliveries	7 – Deliveries	<p>Traders asked for a robust system that allows for on-time deliveries, minimum waiting time at drop-off points, no queues for lifts and smooth exit from the deliveries area.</p> <p>Solution to get the goods (inclusive of heavy, fragile, oversized) from the delivery vehicles to the stalls with ease. Ample amount of space to be available around the stalls to allow multiple deliveries to the stalls to take place simultaneously.</p> <p>Deliveries not to be affected by pedestrian crossings or pedestrian access. 24 hour access 7 days a week.</p>

10	Food hall & seating areas	24 – Seats 40 – Variety	<p>Traders and customers are in favour of a food hall providing free seating areas. A call for a variety of stalls and diverse cuisine that caters for the culturally and ethnically diverse population of Birmingham as well as providing food that is suitable for vegans and people suffering from gluten, dairy, nut allergies.</p> <p>Need for seating that is not just for food consumption but also to relax and break the shopping day.</p> <p>Call for artisan products such as sourdough bread and posh coffee to coexist next to cheaper alternatives.</p>
11	Maintenance (ventilation / cleanliness)	10 – Smell 29 – Hygiene	<p>Users of the market called for frequent quality control of goods and services. Some traders consider some of the current practices (like selling by a bowl) illegal but there is recognition that this system works for people with limited English and those who are struggling financially.</p> <p>The smell of the current market puts many users, new and old, off visiting and staying. The need for a properly ventilated building is fundamental for the longevity of the future market building.</p> <p>Surfaces of the building to be easy to clean and general upkeep to be kept on top of, as cleanliness alongside high quality, promotes confidence and assurance.</p>
12	Separation of goods	8 – Separate fish and meat	<p>There is an ongoing issue with the smell of the current Indoor Market where the fish and meat stalls are under the same roof with dry goods. Traders who sell dry goods do not want to be next to the fish and meat as it could spoil their product as well as the shopping atmosphere and environment.</p> <p>Each market has a separate identity and this is in part due to the type of goods sold. Some people suggested separation / controlled environment of the fish and meat from other goods, for example using PVC strip curtains.</p>
13	Operations	22 – Management 19 – Promotion / advertising 17 – Rent	<p>Mixed views on change/extension of opening days and hours to include Sundays. Some think this will dilute audiences, some think that the extension will attract people after work and families at the weekends.</p> <p>Multiple calls for rent and service charges to be lower, for the management to be in hands of specialists in the field and promotion of the market diverse and widespread.</p>
14	Roof garden – green spaces	~15-20	<p>Traders have suggested planters / green areas in the entrances to foster a sense of wellbeing. There is also a desire for more flowers and plants to be sold in the market, for their smell, colour and vibrancy they bring.</p> <p>Parklets have been suggested as areas in the vicinity where people can go to relax – green spaces are very much wanted.</p>
15	Security	17 – Security	<p>The market currently doesn't always feel safe; there is lack of security and frequent instances of anti-social behaviour in the Open Market. Problem is enhanced by the Bullring security chasing the troublesome customers of theirs to the outskirts of the Open Market.</p>

			Traders suggested a first aid centre and/or a designated area to go to in case of emergencies.
16	Stalls & flexible outdoor area	~15-20	<p>Traders are keen to have simple stall structures that can be personalised and are flexible to their specific needs. They want protection and shelter from the elements, lockable stalls so their goods can be protected and structures that are able to open and close easily.</p> <p>Current outdoor area suffers from bad flooring and water pooling in some areas; traders are keen for that to be avoided. They complained about wind tunnels that in winter make the current Open Market an unpleasant place to be. Current Open Market has a large population of starlings that feed off scraps from the stalls but also defecate on stalls/products. The new design to consider birds' population.</p> <p>Many users of the market have suggested monthly / bi-weekly events to take place when the main market is closed (opening for antique markets / fairs). Some traders want seating around them, in particular shellfish bars.</p>
17	Transport & market connectivity	27 – Parking 9 – Clean Air Zone 3 – Congestion charge 6 – Tram	<p>A widely shared belief of the decline of the current markets is the transport issues and changes – the buses don't stop outside the market, parking is too expensive, and the introduction of the Clean Air Zone.</p> <p>Suggestions to put publicly accessible scooters and bikes outside the market.</p>
18	Wayfinding & signage	9 – Signage	<p>People get lost in the current market due to confusing layout and wayfinding.</p> <p>Call for clear signage and colour-coded maps, suggestion of large signposts and arrows.</p>

5.12 The following feedback was also received via Eastside Projects' direct engagement and a formal meeting BCC's market operations staff on 31 August 2022:

Theme	Feedback
Identity	Concerns that the new market will become a tourist attraction and will be geared towards passing trade instead of regular visitors (like Covent Garden); at the same time, a call for attractions / shows / performances that appeal to the Birmingham crowd and make people come and shop.
Variety	Concerns over lack of variety / need for more diverse stalls to be present and how to attract people to them, although aware they don't want to alienate current clients that tend to be from lower socioeconomic backgrounds while wanting to introduce offers that appeal to a broader demographic



Young people / future	It was viewed as key to tackle the issue of how to create a market that young people want to trade and shop at.
Anti-social behaviour	Reduced security staff makes it difficult to create a secure environment for the market.

Existing and future market customer engagement

5.13 Between May and July 2022, Camargue and Eastside Projects conducted a programme of surveys to capture the views of existing market customers and potential future customers, understanding their aspirations and expectations for the new market.

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.

A summary of feedback received is provided below, with a full report provided in **Appendix 8**:

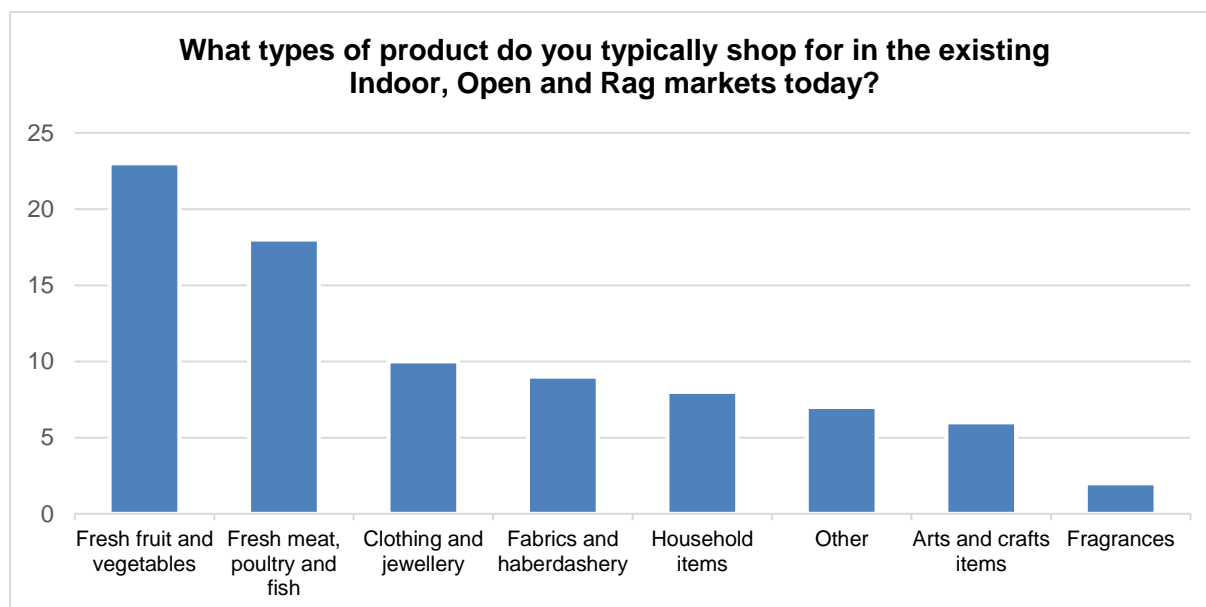
5.13.1 Product preferences – existing markets

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. 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.*”



5.13.2 Product preferences – new market

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.

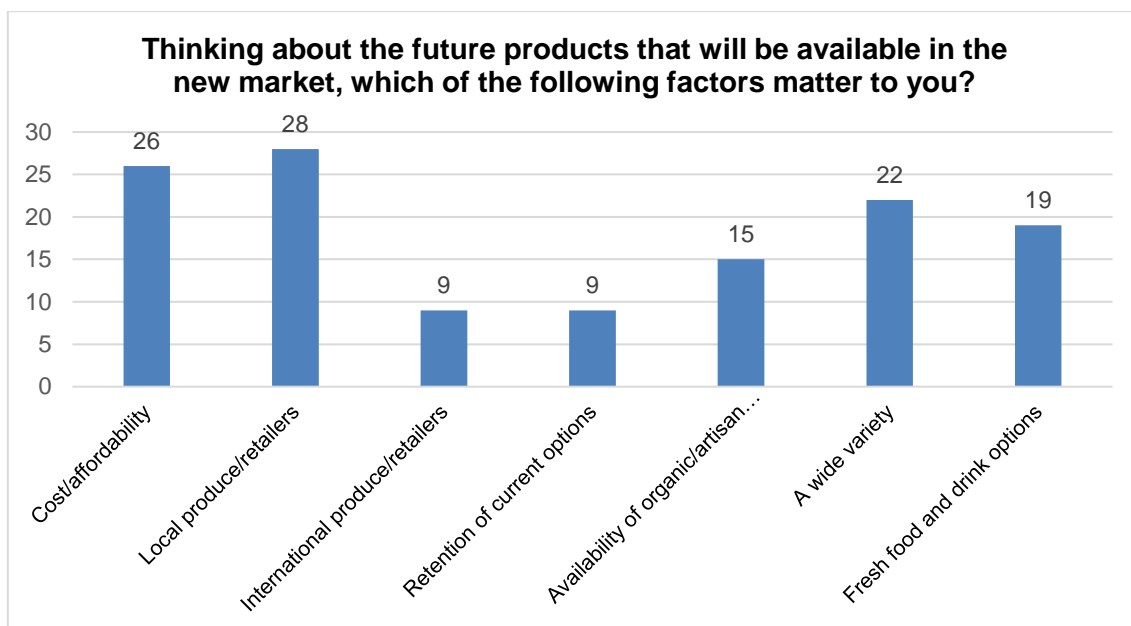
- *“Quirky and unique products which aren’t available elsewhere.”*
- *“Fresh food, especially fish, sushi and vegetables.”*
- *“Higher quality products, which aren’t tacky.”*
- *“A range of foods sold which reflect the diverse community of Birmingham.”*
- *“More day to day supermarket products, such 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.”*

Respondents were also asked to select the factors that matter most to them when it comes to produce in the new market:

- **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**.



5.13.3 Visitor experience and atmosphere

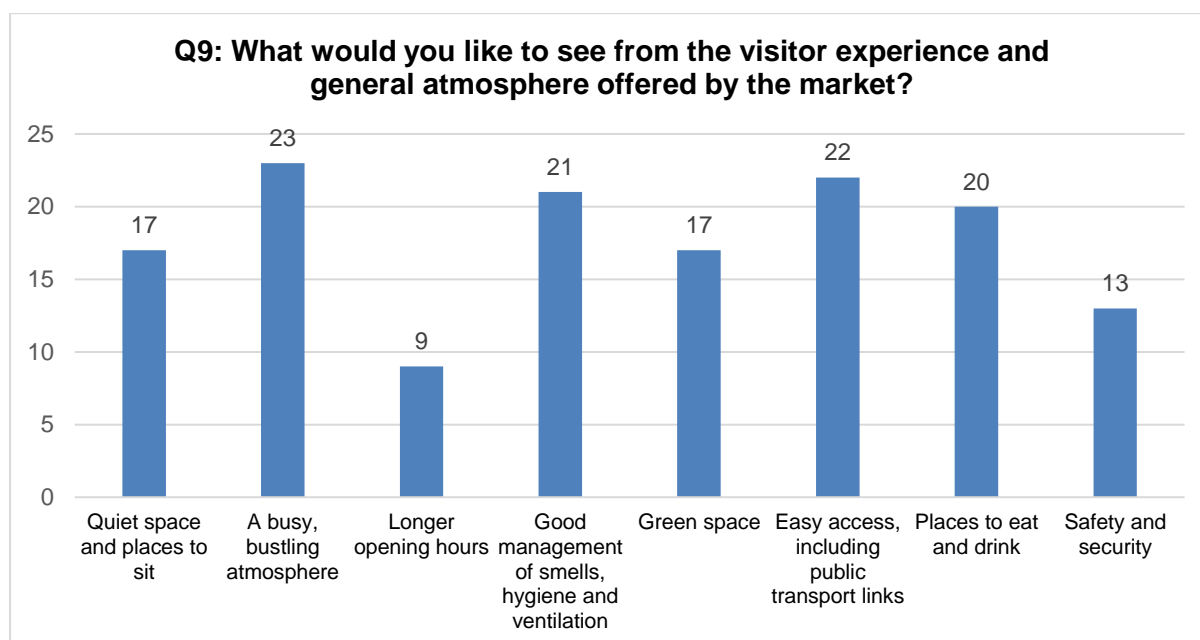
People were given nine preferences to choose from in terms of the visitor experience and atmosphere of a new market and the opportunity to select all sections which apply to them.

- 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 per cent) 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.”



5.13.4 Performance and events

Respondents were given nine preferences to choose from in terms of performance and events options at a new market 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 per cent) 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:

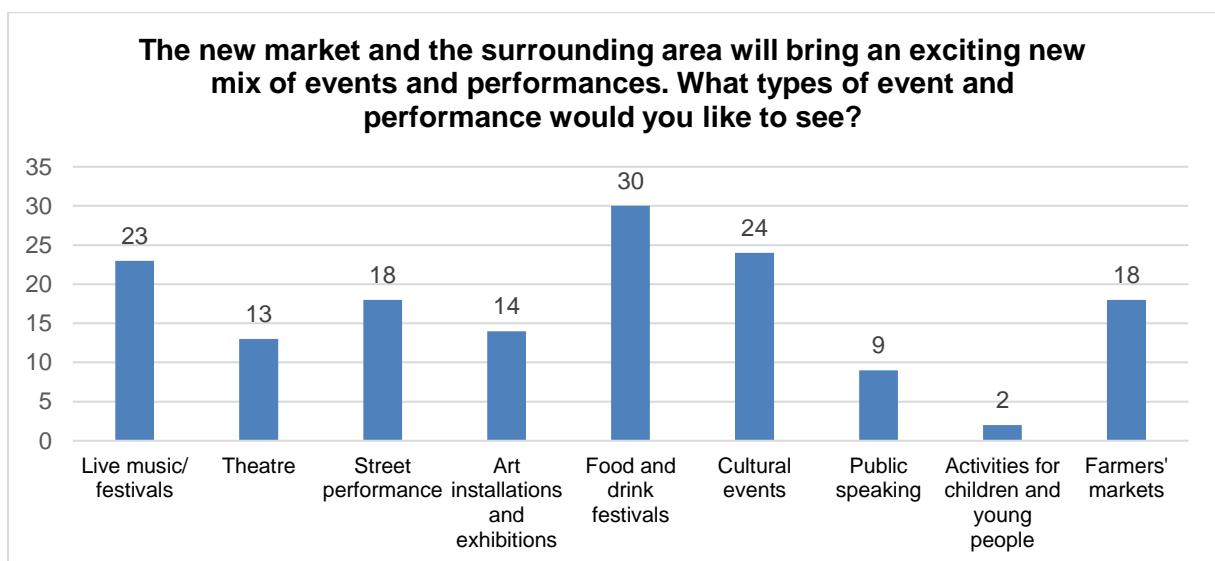
- “Local drama schools.”



- *“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.”*



5.13.5 Market building design

Respondents were given the opportunity to provide open 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:

Theme	Sample feedback
Accessibility	<ul style="list-style-type: none"> • <i>“Easy access and facilities, accessibility.”</i> • <i>“Access and transport. Somewhere you can go and not have to shop. Cut through routes for local residents.”</i> • <i>“Classic modern combination, easy to access and navigate. Directional signage.”</i> • <i>“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.”</i> • <i>“Easy access, local market traders, activities for children and families.”</i> • <i>“Easy access is key - good public transport and bus connections is important.”</i>
Open, airy and light spaces	<ul style="list-style-type: none"> • <i>“Lots of natural light and open spaces so it doesn’t feel cramped.”</i> • <i>“Larger, more choice. Light & airy.”</i> • <i>“Better movement around the space, i.e. less crowded, and something that looks less grubby over time.”</i> • <i>“Bright and airy, plenty of space.”</i> • <i>“Light & airy. Not a 'tin' roof.”</i>
Clean environment	<ul style="list-style-type: none"> • <i>“Good sanitation.”</i> • <i>“A clean and friendly atmosphere, which has well looked after facilities.”</i> • <i>“A clean and well managed environment.”</i>

5.13.6 Other comments

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:



Theme	Sample feedback
Parking	<ul style="list-style-type: none"> • <i>“On site parking [is needed]”</i> • <i>“Affordable parking.”</i>
Market design and heritage	<ul style="list-style-type: none"> • <i>“Modernise it.”</i> • <i>“Take inspiration from Victoria Square.”</i> • <i>“Retain current old school, but also smarten up.”</i> • <i>“Needs to move forward while keeping tradition.”</i>
Green space and wellbeing	<ul style="list-style-type: none"> • <i>“Not interested in market - make it green.”</i> • <i>“Sport/wellbeing important.”</i> • <i>“No more flats but green spaces. This place is desperate for them. Trees, parks, benches, fresh air.”</i>
Other	<ul style="list-style-type: none"> • <i>“Retain the original mix of stalls and ensure traders are not lost with raising rents.”</i> • <i>“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.”</i> • <i>“Multi purposes/longevity, placemaking.”</i>

Pre-application consultation feedback

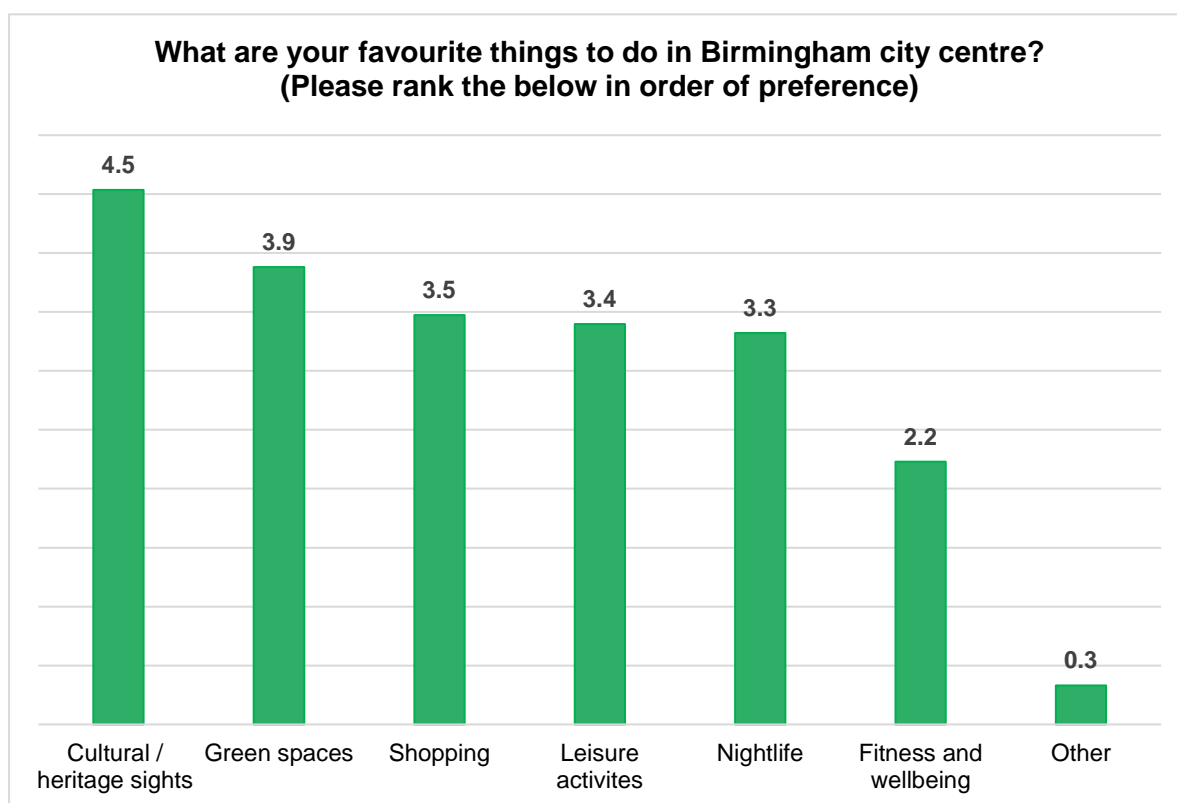
5.14 The following section provides a summary of written feedback received via the public Outline Development consultation phase carried out throughout March and April 2022. A full report can be found in **Appendix 8**.

Smithfield Outline Development consultation feedback (March-April 2022)

5.15 Quantitative answers

Responses to each of the quantitative questions included in the consultation are set out below as charts, indicating the most popular answers.

5.15.1 Activities people enjoy doing in Birmingham city centre



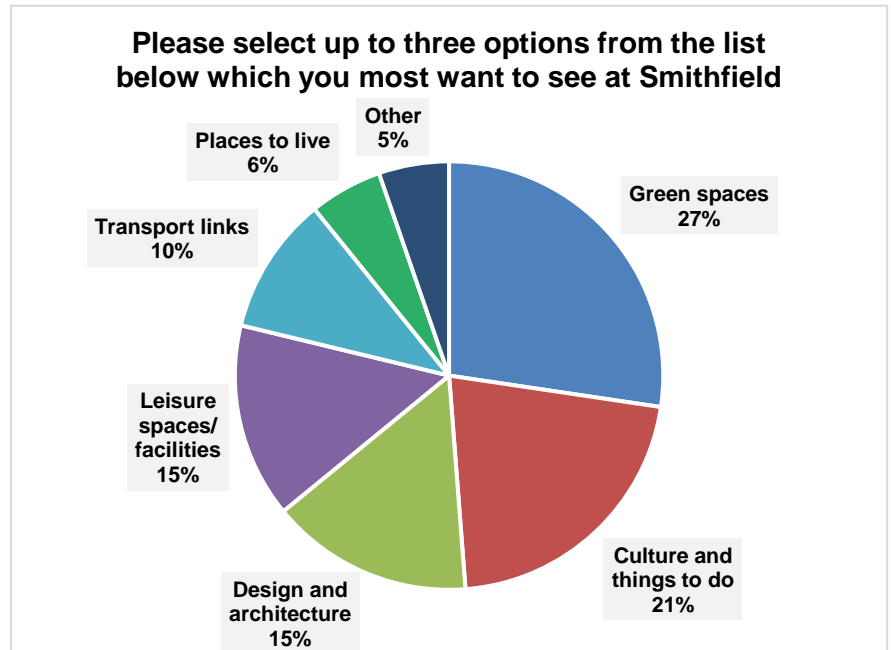
'Visiting cultural/heritage sites' emerged as, on average, the highest ranking option from the list – followed by 'Visiting green spaces such as parks'. 'Fitness and wellbeing activities' was the lowest ranking of the specified options. Examples given for 'Other' are provided below.

- "Going to the markets"
- "Eating, living"
- "Faith and work"
- "Concerts, walking around areas"

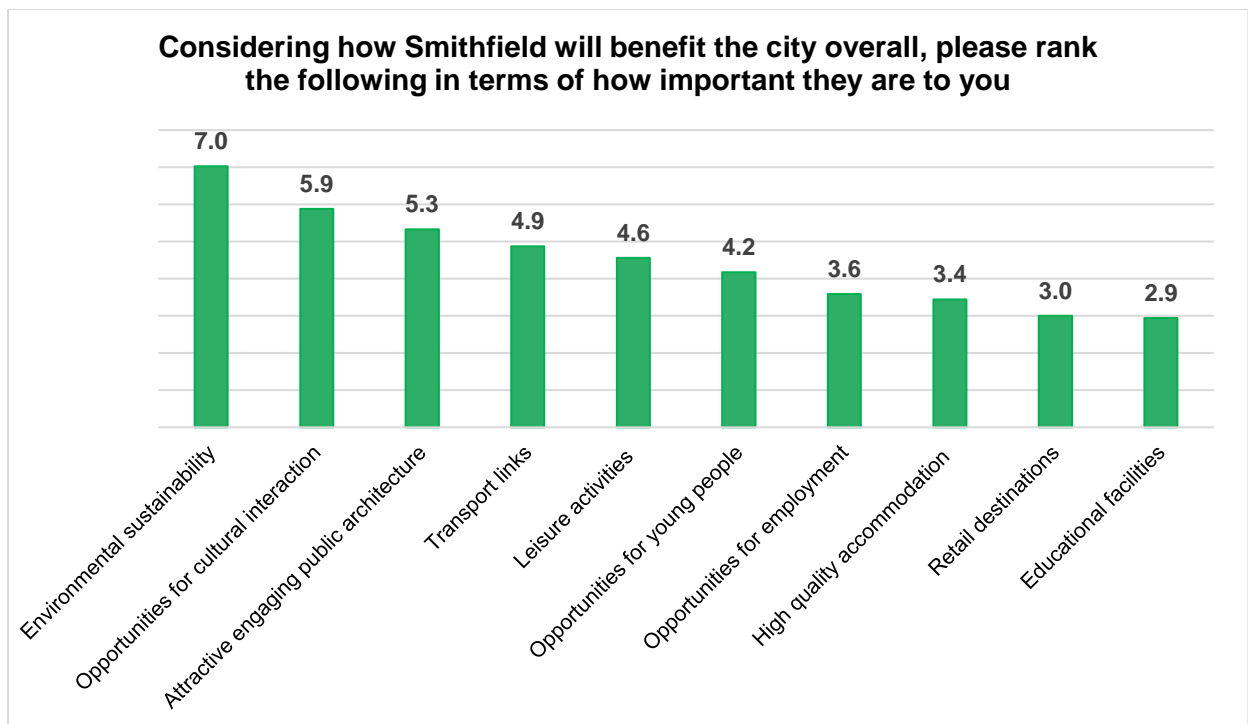


5.15.2 What people most want to see at Smithfield

The two most commonly selected answers were 'Green spaces' (27 per cent) and 'Culture and things to do' (22 per cent). 'Places to live' was the least popular of the specified options (6 per cent).



5.15.3 Preferred benefits of Smithfield





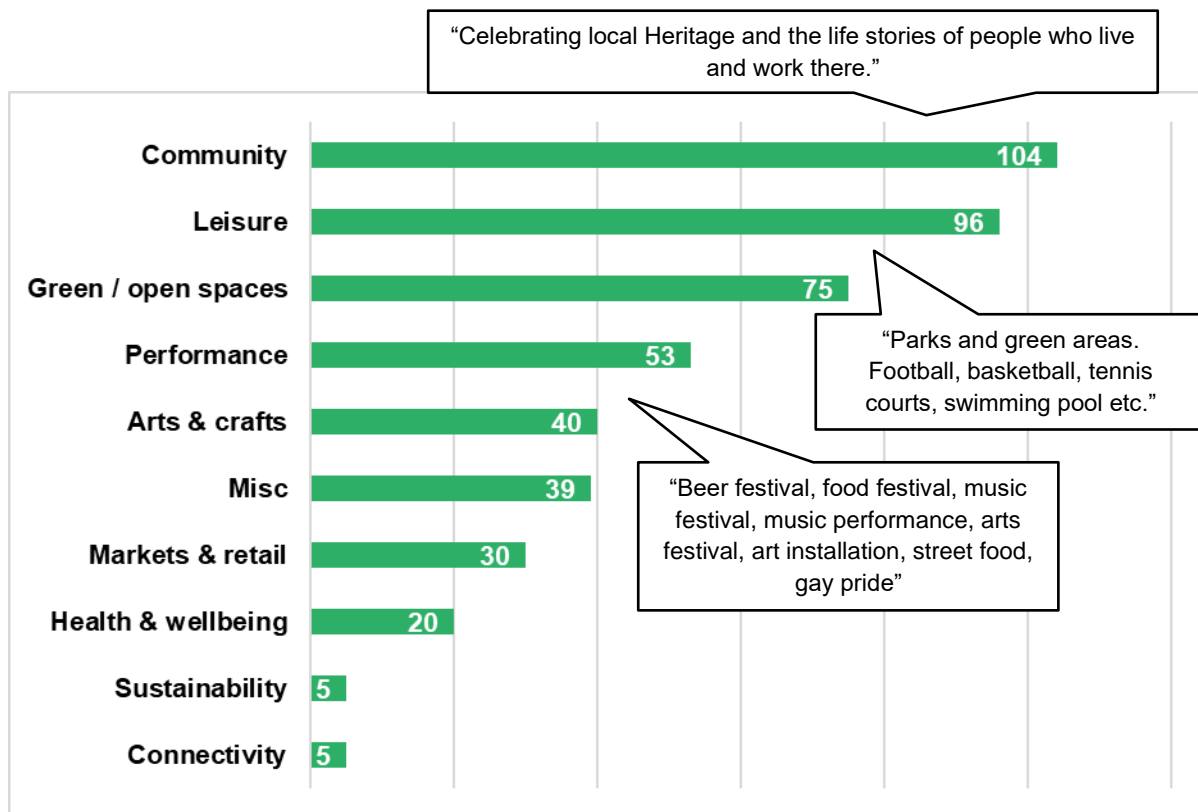
'Environmental sustainability' was on average the most important consideration for respondents, followed by 'Opportunities for cultural interaction – such as festivals, parades, religious events, art exhibitions'. The least important considerations according to respondents were 'Retail destinations' and 'Educational facilities'.

5.16 Qualitative answers

For the open questions asked in the consultation, a breakdown of the common themes emerging is provided below, along with some sample responses.

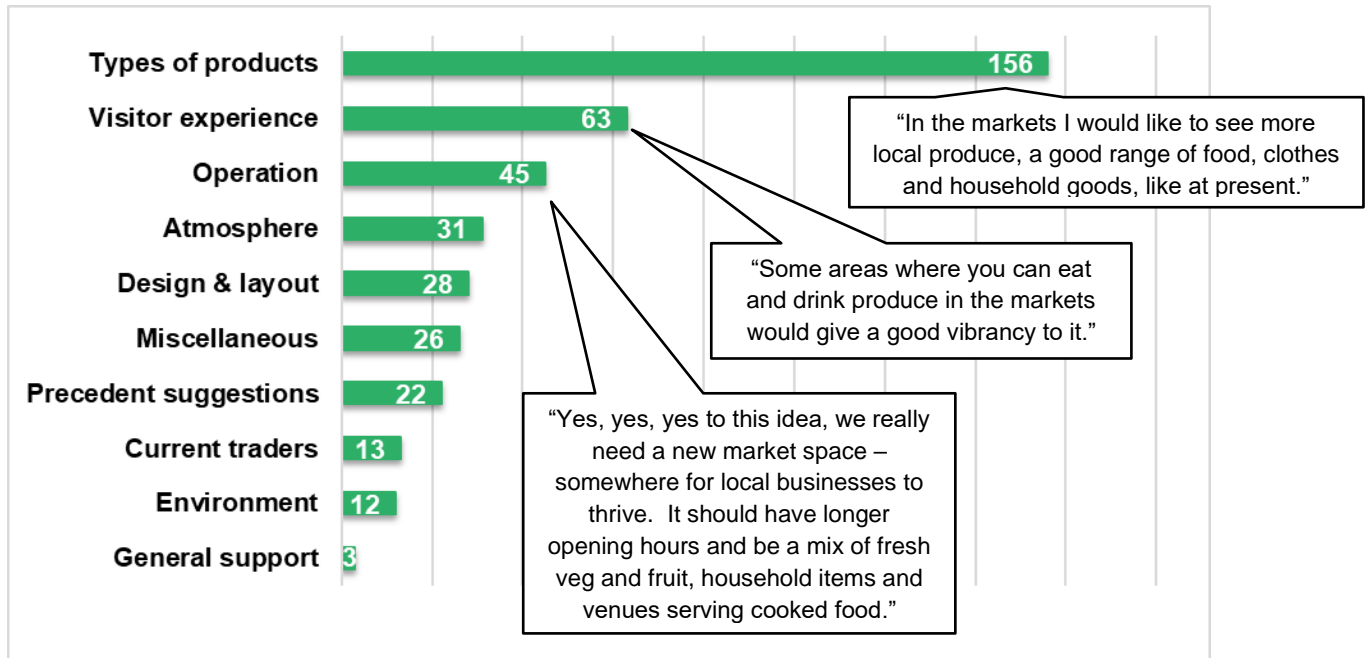
5.16.1 Public realm

When asked what they wanted to see from the new public realm at Smithfield, respondents' answers most commonly related to the following.



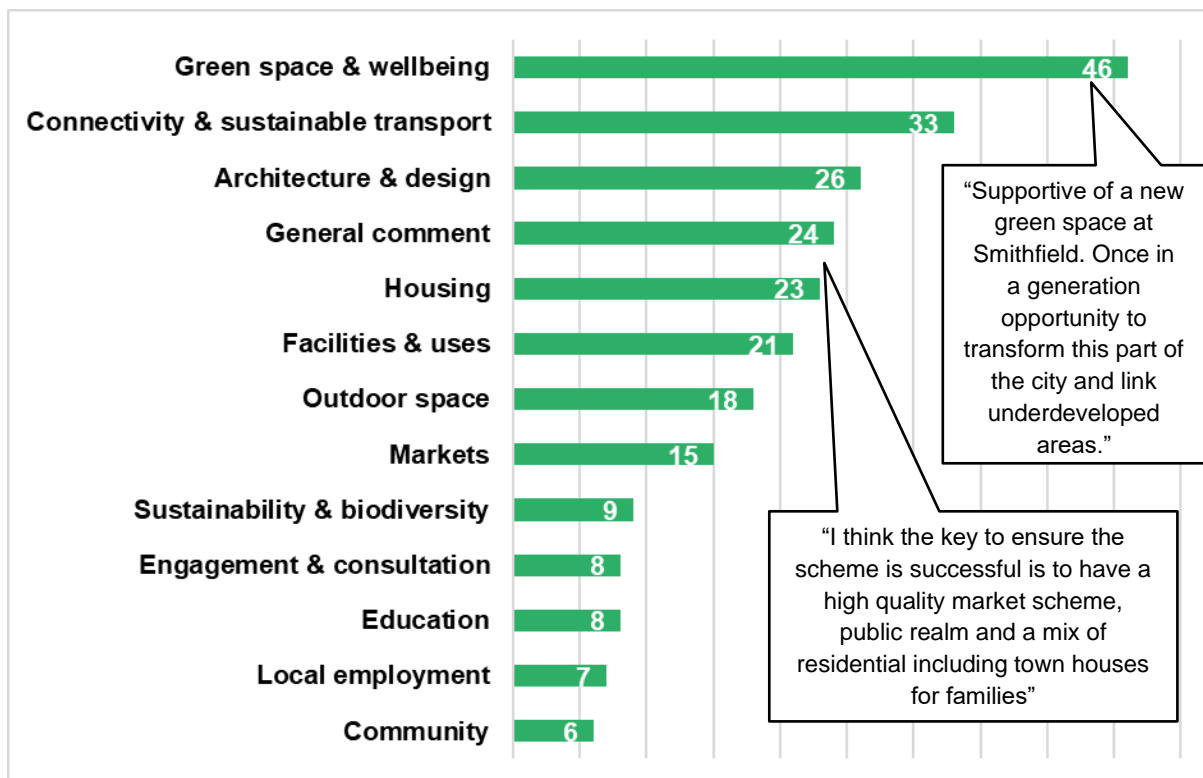
5.16.2 New market

When asked what they wanted to see from the new public realm at Smithfield, respondents' answers most commonly related to the following.



5.16.3 Other comments

Other comments provided when respondents were given the opportunity for any final miscellaneous feedback are provided below.





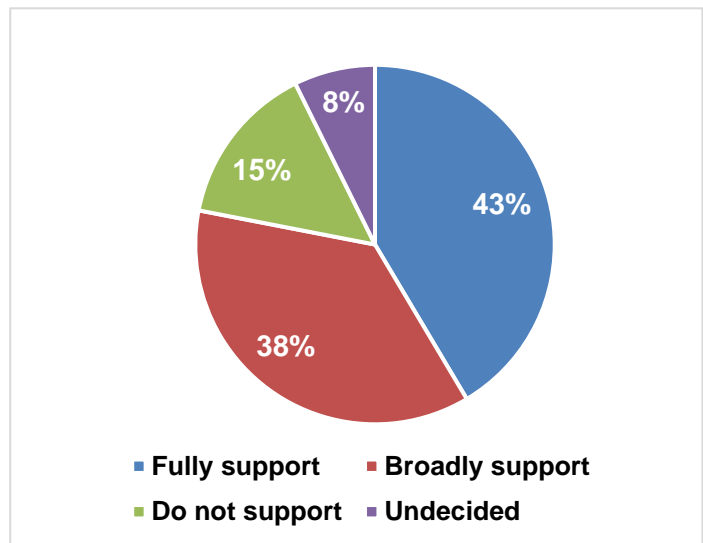
Smithfield Detailed Area consultation feedback (June-July 2022)

5.17 The following section provides a summary of written feedback received via the Detailed Area consultation carried out throughout June and July 2022. A full report can be found in **Appendix 8**.

5.17.1 General sentiment

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.

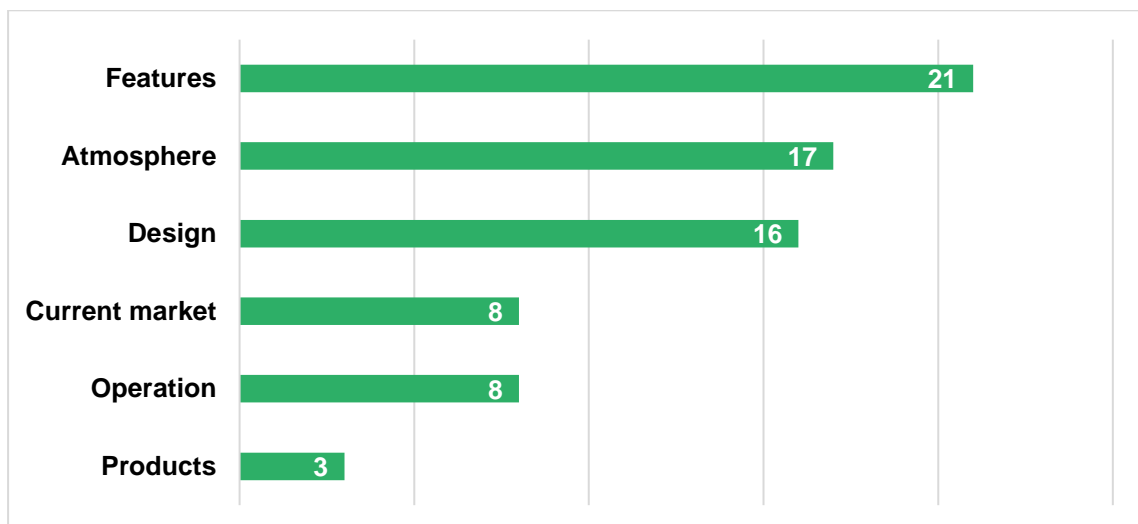
- Findings from written feedback showed that 81 per cent of respondents were either fully (43 per cent) or broadly (38 per cent) supportive.
- Of the remainder, 15 per cent indicated they were not supportive of the plans for Smithfield, and 8 per cent suggested they remained undecided at this stage.



5.17.2 New market proposals

23 people 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.



Theme	Sample feedback
Features	<p>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:</p> <p><i>“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”</i></p> <p><i>“As much outdoor space as possible to relax, eat/drink and have city views...”</i></p> <p><i>“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”</i></p>
Atmosphere	<p>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:</p> <p><i>“Logical place for this and works well with the rest of the environment. It’s valued and diverse”</i></p> <p><i>“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.”</i></p> <p><i>“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.”</i></p>
Design	<p>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:</p> <p><i>“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”</i></p> <p><i>“Really like the look of the proposed location and things inside! Rooftop garden especially.”</i></p>

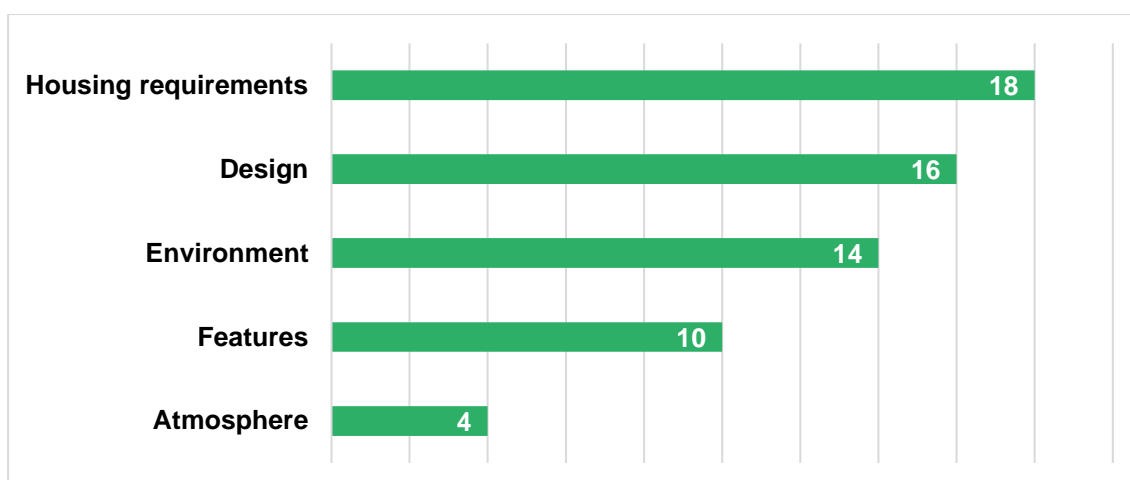


	<i>"I personally dislike this whole podium type of style. This was tried and failed in the sixties and seventies Birmingham. I prefer the buildings to occupy the whole footprint."</i>
Current market	<p>8 respondents made comparisons to the existing markets, including recognition that the proposals would be a significant improvement, but also commenting on the need to support existing traders through the transition:</p> <p><i>"Very innovative and much needed. Current markets are drab and have no atmosphere."</i></p> <p><i>"The open market must be large enough to accommodate all current traders and should be just that, an open market as now"</i></p>
Operation and products	<p>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:</p> <p><i>"Pleased to hear that markets may be open until 10pm. All markets in one building will benefit traders"</i></p> <p><i>"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."</i></p>

5.17.3 Residential area proposals

18 people showed general support for the residential area proposals, with just **8 sharing negative comments**.

A breakdown of the key themes emerging from comments is provided below.





Theme	Sample feedback
Housing requirements	<p>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.</p> <p><i>“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></p> <p><i>“I oppose key/ build to rent. I would like to accommodation suitable for long term family living to create genuine communication.”</i></p> <p><i>“We need affordable housing in the city centre. We need more open space in the city centre too.”</i></p>
Design	<p>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.</p> <p><i>“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></p> <p><i>“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></p> <p><i>“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.”</i></p>
Environment	<p>14 respondents commented on environmental aspects, including calls for communal green space, larger park areas and places for families:</p> <p><i>“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”</i></p> <p><i>“The proposed green spaces should be bigger - like moonlit park.”</i></p>
Features and atmosphere	<p>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:</p> <p><i>“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.”</i></p>

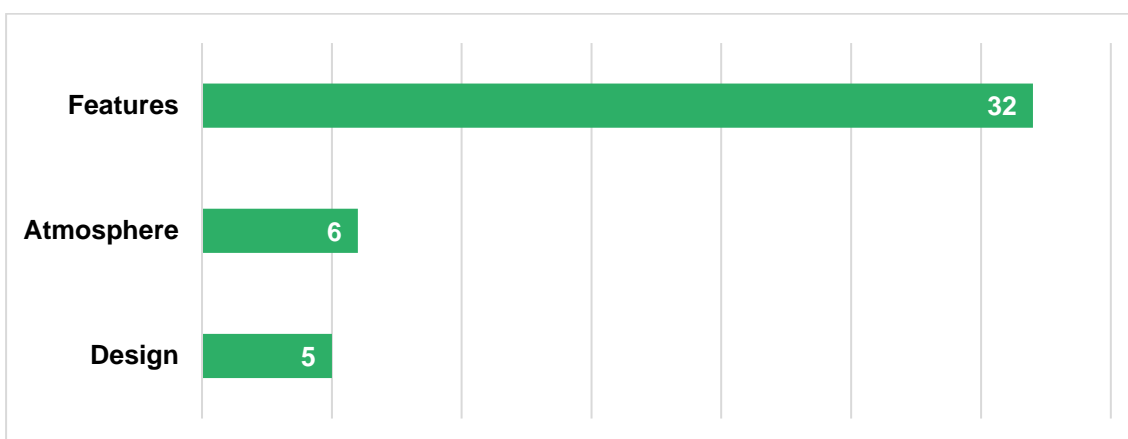


	<p><i>“Facilities are a must and emphasis should be places on creating co-working space as well as homes fit for use when WFH.”</i></p> <p><i>“Fully support new housing and the designs as long as noise complaints do not impact on the established and future night-time economy, particularly the Gay Village bars and clubs. Residents need to understand this is a city centre and will be noisy!”</i></p> <p><i>“Residential buildings are too close to music venue and festival space which will cause issues.”</i></p>
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5.17.4 Health and wellbeing hub proposals

21 people 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.



Theme	Sample feedback
Features	<p>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 rank, pool, public baths and swimming pool among others:</p> <p><i>“There are no GP practices within walking distance of Digbeth/Eastside; any inclusion of one would be incredibly popular amongst local residents.”</i></p> <p><i>“Rooftop gardens sound good. I’d like there to be a few sky bars.”</i></p> <p><i>“This is a great idea. More gardens and water features on the ground level please.”</i></p>

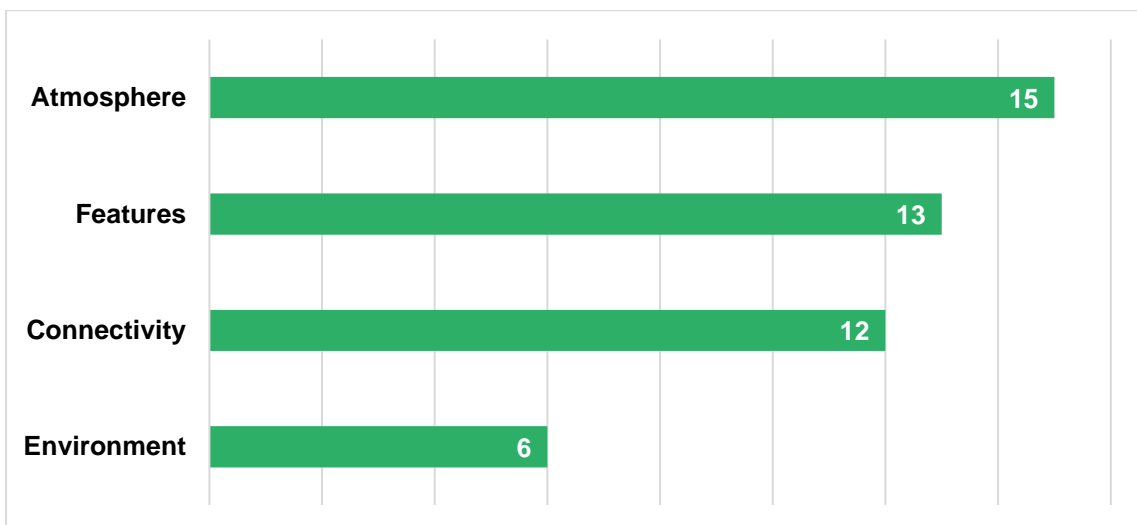


	<p><i>“A swimming pool or water park with the well-being hub would be much more inspired and bring visitors to the area. See the water park in central Coventry for what can be achieved with limited space”</i></p> <p><i>“Spa should be luxury (Therme Bucharest / Bath Thermae etc.) something to travel to, special treat outdoor/ rooftop”</i></p>
<p>Atmosphere and design</p>	<p>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.</p> <p><i>“Largely in favour providing the facilities are for the people and are priced reasonably. Please ensure that community involvement and engagement are paramount.”</i></p> <p><i>“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.”</i></p> <p><i>“Sensible times for basketball court due to noise levels”</i></p> <p><i>“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”</i></p> <p><i>“No walkways period. That looks like some sixties rubbish! Otherwise OK”</i></p>

5.17.5 **Co-location space proposals**

21 people showed general support for the proposals, with just **one sharing negative comments**.

A breakdown of the key themes emerging from comments is provided below.



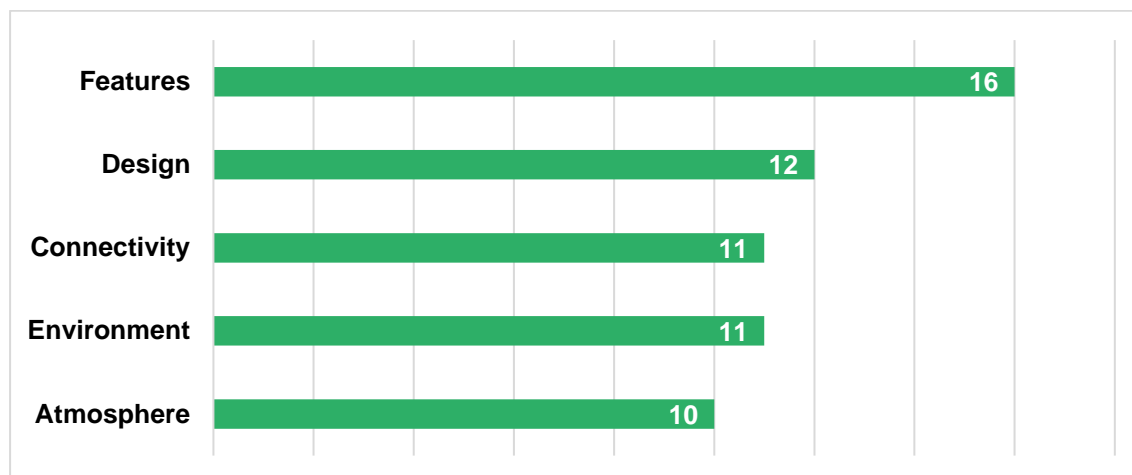


Theme	Sample feedback
Atmosphere	<p>15 respondents focused on atmosphere including support for mixed uses but also some concerns about noise / antisocial behaviour:</p> <p><i>“No issues providing the balance is right and that ordinary folk are not excluded, by physical or monetary barriers..”</i></p> <p><i>“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)”</i></p> <p><i>“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.”</i></p>
Features	<p>13 respondents commented on key features, including suggestions for play areas, more seating space, places to eat and drink and publicly accessible roof terraces:</p> <p><i>“Maybe a small cinema or more entertainment options for residents and visitors.”</i></p> <p><i>“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”</i></p> <p><i>“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.”</i></p>
Connectivity	<p>12 respondents made comments relating to connectivity, with strong support for active travel connections in the proposals:</p> <p><i>“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.”</i></p> <p><i>“This feeds into the five minute city agenda perfectly.”</i></p> <p><i>“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!”</i></p>
Environment	<p>All comments about environment (6) were very supportive of approaches to biodiversity and urban greening, as per the below example.</p> <p><i>“Nature surveillance is good and seems like it has been incorporated”</i></p>

5.17.6 Other comments

When respondents were given the opportunity for any final miscellaneous comments, 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.



Theme	Sample feedback
Features	<p>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:</p> <p><i>“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'.”</i></p> <p><i>“Plenty of trees, cycle routes, parks, play areas. Public art. Secure cycle parking/ hub/ with showers within the development”</i></p> <p><i>“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.”</i></p> <p><i>“Maybe an ice rink or basketball arena. Doesn’t have to be huge but could again give something to the city that’s lacking”</i></p> <p><i>“You should include a place for the Commonwealth bull somewhere.”</i></p>
Design	<p>12 respondents commented on design, including mixed opinions about Festival Square and an emphasis on design reflecting the city’s history and surrounding areas.</p>

	<p><i>“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.”</i></p> <p><i>“Having it as an event space works very well so this element is very important”</i></p> <p><i>“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”</i></p> <p><i>“Give each building a unique character, ensure that there are museums and places of cultural interest rather than mediocre buildings that look the same.”</i></p>
Connectivity	<p>11 respondents provided comments about connectivity, which were mostly positive about provision included in the plans. Examples are provided below.</p> <p><i>“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.”</i></p> <p><i>“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.”</i></p> <p><i>“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.”</i></p>
Environment	<p>11 respondents provided comments about environment (11) including several calls for a larger park and/or suggestions that green space provision is insufficient.</p> <p><i>“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.”</i></p> <p><i>“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.”</i></p>



Atmosphere	<p>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.</p> <p><i>“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></p> <p><i>“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.”</i></p> <p><i>“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.”</i></p>
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Accessibility workshop – Calthorpe Academy

5.18 The following findings were captured during the workshop with learners and parents at Calthorpe Academy, broken down by theme. A full report can be found in **Appendix 7**.

Theme	Feedback
General	<p>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 Outline Development as currently presented.</p> <ul style="list-style-type: none"> • 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 shopping and enjoy eating out when they go, particularly stopping for coffee and cake. Some asked for shops that sell clothing and jewellery. • 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. Some even said they would like to see an outdoor gym. • Elsewhere, there were requests for an open air cinema. • 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. • Overall, learners liked that the majority of the places they enjoy going to were already included in the Smithfield proposals.
Environment	<p>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.</p> <ul style="list-style-type: none"> • Learners like places where there are lots of trees and flowers (colourful ones) and where they can move freely.

	<ul style="list-style-type: none"> • 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.
<p>Events / things to do</p>	<p>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.</p> <ul style="list-style-type: none"> • 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'.

	<ul style="list-style-type: none"> • Meanwhile use suggestions were provided including somewhere to get food / have a drink, tennis courts, and outdoor cinemas.
Wellbeing	<p>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.</p> <ul style="list-style-type: none"> • 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	<p>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.</p> <ul style="list-style-type: none"> • 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	<p>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.</p> <ul style="list-style-type: none"> • 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



	<p>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.</p> <ul style="list-style-type: none">• 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.
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Market design workshops

5.21 Across three structured market design workshops, Camargue, Eastside Projects and DKA gathered the following information from market traders in attendance. Comments from attendees at each workshop are summarised below, broken down by theme.

5.21.1 Workshop 1: Market life – 17 May 2022

The following feedback was captured when attendees were asked about their preferred identity for a new market at Smithfield.

Theme	Top three responses	Commentary
Atmosphere	Cheerful (6); Welcoming (6); Bold & lively (6)	11 people left their own description and four of those put the emphasis on music / soundscape in the background and lively atmosphere of the new market.
Entrances / façade	Inviting and draws you in (12); Attractive (9); Accessible (8)	N/A
Lighting	Bright (16); Natural (12); Spotlights at each stall (8)	7 people (and 5 of them traders) left their own description and put the emphasis on their diverse needs for lighting to be adaptable to the type of products they sell.
Signage	A map (16); Multi-lingual (8); Big (5); So it is easy to find services/areas (5)	6 people left their own descriptions (5 of them traders) and put emphasis on using signs/colours differentiating the markets.
Flooring	Flat – NO SLOPE (12); Accessible (8); Easy to clean (9)	8 people left their own descriptions (7 of them traders) and offered diverse ideas ranging from 'not slippery' to 'Something that increases the warmth of the building'.
Finishes	Locally made and/or specific to Birmingham (8); Environmentally sound (5); Wood (5)	N/A
Performance and events	Multi-cultural festivities (8); Food festival e.g. vegan (8); Arts and crafts workshops (7)	15 people suggested their own ideas ranging from car boot sales and farmers' markets to live music presenting a mix of styles. A couple of people were not in favour of any live events, as they want it 'Quiet, so you can hear customers'.

Roof garden	A café (14); Play area (11); A place to sit and relax (11)	9 people suggested their own ideas ranging from restaurant and music to outdoor gym, sculptures, water collection and composting.
Wellbeing	A quiet room to pray / meditate (7); One that is open to the public (6); One that is open just to the traders (6)	Two people challenged the need for a prayer room within the market saying that churches, temples, etc. exist in the city and offer space for spirituality.
Promoting the market	On the television (12); Social media (12); On the radio (7)	9 people suggested their own ideas ranging from cleaning the market (the existing one) to leaflets in local schools, colleges, libraries, town guides and adverts on public transport.

The following feedback was captured in relation to **preferred stall layouts** at the new market, broken down by traders representing the Indoor, Rag and Open markets respectively.

Market	Feedback
Indoor Market – <i>all dry goods traders (food and gifts)</i>	<ul style="list-style-type: none"> • Good, environmentally friendly lighting should be used, and stalls made from sustainable, recyclable materials. Plenty of power sockets should be available and accessible. • There is a need for better ventilation and air circulation. Refrigeration and storage room behind the stalls should be available to avoid going up and down lifts. A point was raised about lifts breaking down often.
Rag Market – <i>traders selling fabrics, cosmetics, homeware, hardware, jewellery, clothes and shoes</i>	<ul style="list-style-type: none"> • Traders favour storage at the stall but not overhead (inaccessible to some traders and blocks the light). • Some traders favour tall stalls as height is important for displays of fabrics sold by metre. • The majority of traders are in favour of bright light and natural light but some want strong artificial light – need for flexibility within the stalls to be adapted for the type of goods sold. • A solution is needed to be able to close and lock up the stall quickly and efficiently; not in favour of metal shutters. • There is a need for many electrical points. • Stalls should be zoned based on how many hours they are open for.
Open Market – <i>all dry goods traders</i>	<ul style="list-style-type: none"> • There is a need for a lockable unit with shelving. • There is a need for better shielding from the weather. Current market is exposed to the elements – cold and with water seeping through the roof.

5.21.2 Workshop 2: Transport and connectivity – 27 May 2022

Key findings and observations from this workshop are captured below:

Theme	Feedback
Connectivity and access	<ul style="list-style-type: none"> Traders dislike BCC's city segments initiative and stressed that they believe this will act as a deterrent to customers entering the city centre. There were calls for improved public transport, a new park and ride facility and more car parks. Traders said that they want more car parks closer to the market. It was argued that Upper Dean Street requires bus provision within the Outline Development. The Open Market traders highlighted the importance of access to Edgbaston Street during the morning and evenings. However, they indicated that apart from two traders who transport goods from the wholesale market all other fruit and veg traders rely on lorry deliveries on Edgbaston Street rather than transporting products in their vans. The discussion indicated 70-80 per cent of fruit and veg traders received deliveries from wholesale although Edgbaston Street at 7:45 was still very congested. During the evening, Open Market traders noted that they use their vans or personal cars to load unsold produce or stall equipment. They have access to Edgbaston Street from 4:30pm and the last traders have vacated by 6:00pm.
Market building	<ul style="list-style-type: none"> There was scepticism about the future of the existing Indoor Market building. Comments were made about the potential loss of the car park.
Storage	<ul style="list-style-type: none"> Open Market traders noted that they also have access to storage under the Rag Market. They stated that this is around 2 x 4m and equates to around 4 pallets per trader. Those in attendance stated that storage requirements varied significantly and some traders may need one pallet's worth of storage. On viewing the F/V storage facility later, approximately two thirds of storage appeared unused. It was estimated that only 30 per cent of the Rag Market traders would require storage, and noted that basement storage would be dictated by what stall storage would be provided by Lendlease.
Signage and wayfinding	<ul style="list-style-type: none"> It was suggested that the market site needs to be visually prominent from the Bullring steps with better signage.

5.21.3 Workshop 3: We listened to your feedback – 10 June 2022

Key findings and observations from this workshop are captured below:

Theme	Feedback
Stalls	<ul style="list-style-type: none"> Some traders asked again about the balance of wet and dry goods, particularly asking about ventilation and how the smell from the fish

	<p>market will be prevented from carrying across into the Rag market and the textiles/fabrics for example.</p> <ul style="list-style-type: none"> • Questions were asked about where the stall holders would be located within the new building and asking for extra clarity about this. It was explained there would be a mix of stalls around the whole space, next to bars/eateries etc. • Some asked about the types of stalls, whether they would be fixed or dismantled – there was a suggestion for ‘container’ stalls on the outside of the buildings as these are currently on trend. Some said they needed to have the option of closing and locking their stall at the end of their day. • There were concerns about fish and meat smell permeating to non-food stalls
Operations	<ul style="list-style-type: none"> • Several traders asked about the extended opening hours and late night trading, asking if they would be expected to open the whole time. • Traders all agreed they wanted information sooner rather than later on operations and understanding what will happen.
Design	<ul style="list-style-type: none"> • Roof garden – some traders wanted to be involved in the design of this space given their personal interests and background. • One trader was very positive about the designs – noting he was very glad to have come along to the event as now had a much better understanding of the plans now that they are happening and coming to life. • Traders liked the reassurance that footfall will be much higher as a result of the designs to help drive trade to their stalls. • Traders liked the idea of the offices above as it brought more people to the area.
Connectivity	<ul style="list-style-type: none"> • Questions were raised about public transport and the importance of having bus stops near to the market for those that travel and bring goods with them to the stall. Some said it was essential the metro link was included in the plans, it couldn’t be simply an option. • There were requests for greater car park stops near the market, the tram to run near the market and a nearby car park.
Signage, lighting and wayfinding	<ul style="list-style-type: none"> • There was a general request for better signage, not just within the market but across the city directing people towards the building. • It was queried whether the market could be signposted on the office block so that it can be seen from the Bullring. It was also requested that the market be signed via fingerposting throughout the city. • People were very keen on having extra / better lighting and had a strong preference to include as much natural light as possible.



Youth Panel findings

5.22 The following findings were captured from the Youth Panel programme led by Beatfrees, across six virtual sessions. The full report can be found in **Appendix 7**.

5.22.1 Session 1: Introduction to the Smithfield plan

The introductory session took place on Tuesday 19 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 Outline Development including Smithfield’s location, size, expected timescales and key components of the proposals from the building uses to social value commitments.

The Outline Development:

Firstly, participants were asked to discuss their thoughts, feelings & expectations for the Outline Development. The broad themes identified from participants’ feedback were:

Theme	Feedback
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, citing: “concerns over viewing development in isolation. Many large redevelopment sites tend to focus solely on the area which is being redeveloped that it forgets about the identity of the wider area”.
Youth impact	Participants were 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 was flagged as important to ensure developments are futureproofed: “regeneration is possible but to what extent are stakeholders going to be prioritised over the youth and future generations?”.
Travel impact	There were comments and concerns about travel issues related to the development. To improve this insight, it was suggested that there should be sustainable links to the site and additional provisions: “Ring and ride from the Clean Air 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”.

Secondly, participants were asked to share what ‘social value’ they would like to see achieved by Smithfield. Broad themes included:

Theme	Feedback
Community impact	It was suggested that the development should focus on ways to create a sense of cohesiveness and reduce loneliness. There was a particular focus on rough sleepers – “community centre space with A/C / 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 is key: “First aid places everyone can use – otherwise only city hospital and QE”.
Accessibility	Navigating to and within Smithfield is crucial, including travel links: “accessibility of the area with other parts of Birmingham by ensuring public transport is connected to other parts of Birmingham”, while considering specific developments – “bright and loud is good but think about people with sensory issues”.
Green space	“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”).
Business development	There should be provisions made for “at least one shop in the green place”. This should provide opportunities for employment (“new work opportunities for graduates”) and local businesses (“helping and inviting local start-ups with funding and mentoring”).

Temporary uses:

Finally, insight was gathered on how the space could be used temporarily before construction begins:

Theme	Feedback
Events	There was a consistent comment on using the space for hosting events, 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’s best assets – its geography and its diverse ethnic population” 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”.
Community engagement	It would be beneficial to utilise the space for business opportunities: “Niche/bespoke food trucks & pop-up food stands! From all cultures”; providing health/wellness opportunities (“Have an outdoor pop up gym / fixed equipment”), and/or community events: “Space for competitive sports for youth? Every first Saturday of the month?”.

5.22.2 **Session 2: The world and Smithfield in 2040 – place, people, pride, past and possibilities**

The second session took place on Friday 29 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; this could be a landmark, a symbol, a recognised phrase, etc. Responses could broadly be split into the following:

Theme	Feedback
City related	There was comment on Birmingham’s environment (“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”; “The universities”; “Accessibility”; “Decent cost of living for a city”), and things to do (“Loads of gyms”; “Nightlife”; “Shopping”).
Community related	The culture and diversity of Birmingham were key themes shared about Birmingham. Comments covered 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 were also comments on the local population – “40% of population under 25”.

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:

Theme	Feedback
Activities / space	There was 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”. There were comments that provisions should be in place as “we will need things for adults to do in the evenings” alongside “lots of nice gyms please”.
Weather considerations	There should be plans for varying 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 or cold. Related to this, there was a comment that “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.”
Community	Birmingham is celebrated and championed for its diversity, and participants advised that 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. <ul style="list-style-type: none"> • Littering: “More bins that are cleared regularly”; “Cleaner streets” • Housing: “More available shelters for homeless people” • Aesthetics: “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”

Thinking of the future

When asked how the new neighbourhood could be a place of welcome the following themes emerged:

Theme	Feedback
A place of welcome	“Don’t 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”. There were also suggestions

	that 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 them and what it may look like in the future, participants expressed the following:

Theme	Feedback
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 reflections on the identifiable aspects of Birmingham, the following views were shared:

Theme	Feedback
History of Birmingham	Birmingham was described as “unique – key during the Industrial Revolution”, alongside flagging more recent developments: “Birmingham has a high level of hyperlocal identity. Because of history (e.g. Gun Quarter, Jewellery Quarter, etc.), walking around feels like you’re visiting multiple cities at once”.
Population and culture	Participants pointed out that Birmingham is celebrated for “so many young people, our culture” and as “a place for arty people”. Others pointed out the “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”.

Leisure, culture and events:

Finally, the panellists were asked what future trends they predict/see in regards to leisure, culture and events at Smithfield, revealing the following trends:

Theme	Feedback
Fitness	It was suggested that there should be “big gyms”. In particular there should be “private swimming pools” with a particular comment on “women’s only swimming pools” with “female only sessions”.
Food	It was suggested that there should be “local markets” 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 cafés, electric go karting or bumper cars, bowling, laser quest, 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 was to have a “Hollywood Golden Stars Paving Slab Equivalent”.
Spaces	It was suggested that Smithfield should have 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”.

5.22.3 Session 3: Health and wellbeing

Session three took place on 1 August 2022, between 6pm and 8pm. The key focus of this session was to discuss health and wellbeing and living at Smithfield. Broadly, health and wellbeing was described by participants in relation to internal and external feelings.

Theme	Feedback
Person centred	Comments around feeling comfortable within yourself, having time for yourself while setting boundaries and being true to yourself. This related to mental and physical health and having a good work/life balance, while feeling safe and secure.
Community	This related to “socialising” and “being able to share your best self with those around you”.
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”).
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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 rooftop”
- “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”

Health and wellbeing hub:

The panellists were asked about their initial thoughts on 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 first phase of development.

Positive comments were received including around the broad themes of:

Theme	Feedback
Development opportunities	Specific development would relate to having more ecology in the space (“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 a 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. It was also raised that a “good sized multi-faith room is a must”.
Accessibility	It is important that the space is affordable and accessible to all: “Have you thought about disabled people?”; “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”.
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?”. Related to this were business and employment: “Will the area support

	small business first before large chains?"; "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?"; "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 were comments on the development of the apartments relating to size and 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 this, 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".

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 following broad themes raised were:

Theme	Feedback
Travel	There was a preference to be nearer to a train station, have easier bus routes, and ease of access to big travel routes. The area 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 was of key interest. Related to this, people should 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	Panellists felt this should be affordable, have garden space, be family-friendly, pet-friendly, and allow deliveries. Having good lighting, Wi-Fi networks and offering bursaries for residents were also of interest.



5.22.4 Session 4: Market of the future

Session four took place on Friday 5 August 2022, between 6pm and 8pm. The key focus of this session was to discuss the plans for the new market, what should be kept and changed from the existing markets and what the new facility could look like as part of Smithfield.

The panellists were asked about how frequently they visit the Bull Ring Markets and what the purpose of their last visit was (if they hadn't visited recently/ever, they were asked why). Responses broadly included the following:

- **Rarely visited:** The majority of panellists had not recently visited the markets, due to home working, living outside Birmingham, having the same amenities in convenient shops or limited knowledge of the markets themselves.
- **Frequently visited:** In comparison, there were a small number of respondents who visit more often – “4 times a week and for work” and “Usually once a week, I love looking around the Rag Market and there's also a sushi place in the fish market that I really want to try”.

David Kohn Architects and the new market:

Following a presentation from DKA, panellists were asked to share their initial thoughts on the outline proposals. This was structured into things they'd like to keep about the existing markets (The present), what would attract people to the markets (Attraction) and what the future of the new market could look like (The future).

The present:

Panellists shared comments on elements of the existing markets they would like to see in the new markets, including:

Theme	Feedback
Community	Ensuring that there is a feeling of collectivism, authenticity and preserving the markets' history and atmosphere were seen as key by panellists. There should be local community involvement, and the “markets need to stay community-run. The appeal of the markets over any supermarket is supporting local people.”
Business	It was seen as 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” and “better air circulation for seasonal use”. To support the new market development, participants commented: “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”; “Currently needs better facilities to encourage more footfall”.
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Attraction:

Considering what would attract young people to the markets, the following themes emerged from panellists:

Theme	Feedback
Events / activities	Overall comments included providing live music and entertainment, supporting local acts, and ensuring 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 would all be welcomed.
Social media	It was seen as key to “make it [the market] Instagramable” and include “advertising on social media”.
Audience	It was considered key to target specific populations – “make sure you tap into students”. Suggestions included discounts, platforms for a student band / university radio and hiring the space for university societies and schools to use. To further this, participants suggested having study and revision spaces with laptop friendly cafés, and selling vintage / second hand clothing and books.
Accessibility	“People with mobility scooters need the space”; “Transport to the markets directly”.
Amenities	Having a “Lidl equivalent” was suggested, with a discount day highlighting “Lidl vs. market prices”. It would also be seen as effective to have “eco credentials – zero waste shops like the clean kilo are really popular. Utilise this in the market”.

The future:

When asked to share what they envision for the future of the markets, panellists shared the following:

Theme	Feedback
Design	The design should be “modern” and “eco-friendly”. There was a comment on having a Digbeth-inspired atmosphere – “Red bricks and fairy lights – mirror the popular Digbeth aesthetic”. There was a suggestion for an equivalent to Digbeth Dining Club, and a general request to “keep it Brummy”.



Amenities	Inspiration was taken from other places as “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 was interest in “second hand clothes shopping, environmentally friendly food and produce shopping, busy bustling atmosphere”.
Networking	There was interest in creating a support network / hub for small businesses, pop-up shops, entrepreneurs, local residents and tourists.

5.22.5 Session 5: Future workplaces

Session five took place on Monday 8 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 Architects presented plans for the workplaces proposed as part of the Detailed Area and Rachel Edwards, future workplaces lead at Lendlease, presented research and ideas around future careers and workplaces that Lendlease is delivering including the Loneliness Lab and research related to neurodiversity.

Initial thoughts:

Panellists initial thoughts on the plans were mainly positive:

- **Positives:** Supportive comments included: “It’s nice”; “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 introverted and extroverted personalities: “I’d like a space to read, a space for introverts who would like to be around people but not be overwhelmed”.
- **Considerations:** Panellists were interested in seeing “healthy and affordable food outlets and coffee shops – locals not chains!” and a “busking / street performing area outside the office”.

Designing future workspaces:

When exploring the design of future workplaces, the panellists shared the following:

- **Additions:** There were comments on adding new developments such as “water foundations”, “ponds and pools” while ensuring the scheme is “environment friendly”. There should be “healthy and affordable lunch and café options”, “recycling and good bins” with “bikes to borrow”.
- **Work considerations:** Panellists suggested there should be flexible working spaces which accommodate different meeting sizes (i.e. 1:1, team meetings) and working practices (i.e. video calls). Alongside this, there should be a space to rest and “retreat



to if you need a moment away from what you've been doing just to destress" and people should be "given time to actually socialise".

- **Financial:** One panellist stressed, "I want to be paid well".

Careers:

When asked what industries they were interested in working in, panellists shared that they were interested in working in areas such as the "construction industry"; "tech or aerospace"; "marketing"; "investment banking"; "ESG"; "sport"; "start-ups"; "charity / third sector". There was also some interest in degree apprenticeships.

Panellists were asked what the term 'smart city' means to them. Responses broadly included:

- **Technology advancements:** Panellists discussed the idea of a "tech-run city" with "computers everywhere" and "cameras – internet on everything". There would 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 panellists wanted "technology to make life easier".
- **City developments:** Panellists talked about "unreal infrastructure" which is "low emissions, sustainable" with "interconnected amenities". This would be "centred around wellbeing of residents".

When asked about how Smithfield could support social mobility and good jobs, the panellists suggested a range of provisions that may be beneficial for this:

- Allow people to have chairs
- High quality workplaces with open spaces, green spaces, natural light
- Free passports
- Make sure everything is accessible
- Addressing the UK skills gap – getting jobseekers into new roles, degree apprenticeships, apprenticeships that pay well
- Alternate pathways to employment beyond university dependency
- Giving deprived communities laptops and internet for free so they can do their jobs (especially children)
- Give employers a 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 of achieving a well paid job. Maintaining access to education means people can contribute to their respective society
- Combing education into a 'smart city', meaning the students have access to modern technology to prepare them for the future, engage with different learning styles and help students work alongside each other
- Give people free travel for work – paid from the time they travel, at the click of a button

Panellists also wanted to see "social events within and around the workplace" and more networking opportunities to facilitate collaboration and sharing of skills.

5.22.6 Session 6: Green space and 3D public realm / landscaping

Session six took place on Monday 15 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:

- What brings you into the city centre?
 - Common responses included: shopping, food, work, travel
- Where do you usually hang out?
 - The 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?
 - Popular responses included: graffiti, Bullring, Grand Central, the market, Chinese Quarter, religious preachers, Victorian buildings, shops, restaurants, Custard Factory area, shops, pool or snooker venues, the business quarter, trams

Public realm and connectivity:

James Corner Field Operations explained proposals for the public realm at Smithfield, including Festival Square. 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 an LED feature, where there may be an opportunity to display lyrics and quotes for Birmingham-bred musicians. When asked to share the 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"

Green space, 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, the response was positive with comments on amenities that could be added:

- **Positives:** There was positive feedback on the green space proposals, 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".



Panellists were also interested in understanding what will happen when it rains, the price of things nearby and lighting considerations in the evening.

The space between buildings:

In relation to the space between buildings, there were suggestions for things that could be added to this space:

- **Additions:** Panellists stressed that 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:** Panellists pointed out that 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”.

Connecting to the wider city:

Panellists expressed how they felt about travelling around the city (in particular at night time), pointing out some challenges with some comments on how these could be mitigated:

- **Challenges:** There were general feelings among the group that there is a lack of safety in Birmingham city centre. It was suggested that it's better to travel in a car, or by train as buses feel unsafe and scary. There was one comment that “taking a bus late at night I always make sure I carry a defensive weapon”. In relation to getting an Uber or taxi it was seen as “really awkward to find the pick-up spots around the city, if you're from out of the city” and it was pointed out that they are “too expensive”.

One person pointed out Birmingham “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 it was flagged there are not enough signposts, making it easy to get lost without a phone. There was a comment that “it's uncomfortable to be a woman in the city centre”.

- **Improvements:** Panellists suggested that the following options should be considered to mitigate the challenges raised above:
 - Free park and ride – Manchester cited as a precedent
 - Night services that are discounted
 - More night time buses (lacking currently)
 - Trams should have a wider focus – for instance taking passengers to Wolverhampton, Solihull, The Fort, Sutton Coldfield etc.
 - Well lit areas
 - More open, welcoming spaces for women to walk through
 - One panellist pointed out that there should be more places for drivers to drop off without disrupting traffic flow or dropping people into the street
 - More train stations

Summary of consultation feedback

5.23 The table below provides an aggregated summary of the key points raised by all consultation respondents from across each of the workstreams combined. **Section 6: Responding to feedback** provides a summary of how Lendlease’s design team has considered and acted upon the feedback received from the community.

Feedback theme	Description of comments
Outline Development	
Public realm and leisure	<ul style="list-style-type: none"> • There was a strong appetite for live music and open air performance in the new public spaces. • Respondents to the consultation also expressed preferences for leisure provision to include places to eat, drink and relax. • There was a keen interest in public space being used for community uses including events, family space and democratic space.
Celebrating Birmingham	<ul style="list-style-type: none"> • Feedback included calls for Smithfield to reflect the unique history and character of Birmingham. • This included requests for a permanent home to be found at Smithfield for the Commonwealth Games Bull.
Safety and noise	<ul style="list-style-type: none"> • Safety was a key concern especially for young people taking part in the consultation. It was seen as critical that robust provisions should be put in place to keep residents and visitors safe. • There were some comments during consultation about the potential for noise issues from the public realm, particularly for those living in new accommodation. People want to understand how this will be mitigated.
Accessibility	<ul style="list-style-type: none"> • Sensory and tactile features, together with colourful, visual signage was seen as key to ensure good accessibility for the many future users groups at Smithfield. • There were calls for plenty of ramps and elevators for wheelchair users.
Green space and sustainability	<ul style="list-style-type: none"> • Green space emerged as the topic respondents most wanted to see at Smithfield during the Outline Development consultation. • Environmental sustainability was considered as one of the most important factors in terms of how Smithfield will benefit Birmingham overall during the Outline Development consultation.
Connectivity	<ul style="list-style-type: none"> • Consultation participants were broadly supportive of plans to minimise car travel at Smithfield, though there were some calls to ensure sufficient parking especially for deliveries, drop-offs, collection.
Modern working and living	<ul style="list-style-type: none"> • Younger participants in the consultation expressed a strong preference for a healthy work-life balance and were interested in how Smithfield could support this. • This included provision for wellbeing in new residential spaces, and modern office design principles in workspaces – as well as support for the idea of health and wellbeing facilities.



Markets – general engagement and comments on detailed area proposals	
Market identity and atmosphere	<ul style="list-style-type: none"> • Many people do not want the area becoming too 'gentrified' and alienating current market traders and customers. Footfall was identified by current traders as the greatest issue with the existing Bull Ring Markets, and traders want to see more on-site events and promotion to address this. • Traders want better, more transparent communication with management and for ethics and principles to be agreed and considered. Traders want to encourage young people to join as traders and shop as customers, and for market trading to remain a respectable occupation. • Customers and traders broadly wanted to see a busy, vibrant and bustling atmosphere at the new market. However lots of customers also wanted to see provision of seating and quiet places to relax in and around the market. Some traders also want seating around them, in particular shellfish bars. • Respondents welcomed the presence of a new 'destination market', the incorporation of new office space, and how well the proposed new building connects to the rest of the site. There was lots of enthusiasm about the design of the new market building.
Products	<ul style="list-style-type: none"> • Variety was identified as one of the main things customers want to see from products at the market. There were calls for a variety of stalls and diverse cuisine to cater for the culturally and ethnically diverse population of Birmingham as well as providing food that is suitable for vegans and people suffering from gluten, dairy, nut and other allergies. • There were clear calls to ensure that products being sold are of a high quality. • People wanted to see a place for local produce and local traders at the market, celebrating Birmingham and its heritage. At the same time as supporting local produce and business, people welcomed the concept of an influx of international produce. • Artisan products (with examples cited as sourdough bread and upmarket coffee) should coexist next to cheaper alternatives.
Connectivity	<ul style="list-style-type: none"> • The sustainable transport plans for Smithfield were broadly welcomed, with enthusiasm for the markets being well connected to local bus and tram services. Some nevertheless wanted to see sufficient customer car parking at the new market. • Traders asked for a robust system that allows for on-time deliveries, minimum waiting time at drop-off points, no queues for lifts and smooth exit from the deliveries area. They requested that ample space is available around the stalls to allow multiple deliveries to take place simultaneously. • It was requested that deliveries should not be affected by pedestrian crossings or pedestrian access.

	<ul style="list-style-type: none"> • A widely shared belief was the ‘decline’ of the current markets is due to transport issues and changes – buses don't stop outside the market, parking is too expensive, and the introduction of the Clean Air Zone discourages others from travelling to the city centre. • There were also suggestions to put publicly accessible scooters and bikes outside the market.
Accessibility	<ul style="list-style-type: none"> • It was highlighted that people can get lost in the current market due to confusing layout and wayfinding. There were calls for clear signage and colour-coded maps, plus large signposts and arrows. • Traders and customers want the market to meet all access needs, catering for people with restricted mobility, families with young children – e.g. through ramps in place of steps and accessible toilets to meet the needs of disabled people and young children.
Amenities	<ul style="list-style-type: none"> • Traders and customers are in favour of a food hall which can also provide free seating areas. • The need for seating that is not just for food consumption but also to relax and break the shopping day was raised.
Performance, leisure and wellbeing	<ul style="list-style-type: none"> • Traders and customers want the market to host regular and diverse attractions, and for the market to be an ongoing performance space. Music, performances, dance, singing, acting, magic shows, fairs, cultural celebrations were all mentioned as ways to get the attention of visitors and entice diverse and younger crowds. Traders want the market to be a highlight of a ‘day out’. • Many users of the market suggested monthly / bi-weekly events to take place when the main market is closed (opening for antique markets / fairs).
Market operation – general	<ul style="list-style-type: none"> • Users of the market called for frequent quality control of goods and services. Some traders have questioned the legality of some of the current practices but there is recognition that these systems work for people with limited English and those who are struggling financially. • The smell of the current Indoor market puts many users, new and old, off visiting and staying. The need for a properly ventilated building is fundamental for the longevity of the future market building. Traders who sell dry goods do not want to be next to the fish and meat as it could spoil their product as well as the shopping atmosphere and environment. Some people suggested separation / controlled environment of the fish and meat from other goods. • Many respondents and customers were keen to see changes to/extensions of opening days and hours to include Sundays, noting this may attract people after work and families at the weekends. Some traders were more cautious, and considered this may dilute audiences and that extensions to opening hours may be hard to staff. • Some traders asked for rent and service charges to be lower, for the management to be in hands of specialists in the field and for the promotion of the market to be diverse and widespread.

Market operation – security	<ul style="list-style-type: none"> • The market currently doesn't always feel safe according to traders; more security would help to control instances of anti-social behaviour in the Open Market. • Traders suggested a first aid centre and/or a safe designated area for them to go to in case of emergencies.
Market operation – stalls and structures	<ul style="list-style-type: none"> • Traders are keen to have simple stall structures that can be personalised and are flexible to their specific needs. They want protection and shelter from the elements, lockable stalls so their goods can be protected and structures that are able to open and close easily. • The current outdoor area suffers from bad flooring and water pooling in some areas; traders are keen for that to be avoided. They complained about wind tunnels that in winter make the current Open Market an unpleasant place to be. The current Open Market has a large population of starlings and traders ask that the new design should consider bird populations.
Rooftop garden and green space / features	<ul style="list-style-type: none"> • There were several shows of support for a rooftop garden and calls for more green/outdoor space. • Traders suggested planters / green areas in the entrances to foster a sense of wellbeing. There is also a desire for more flowers and plants to be sold in the market, for the smell, colour and vibrancy they bring. • 'Parklets' have been suggested as areas where people can go to relax – green spaces are very much wanted.
Detailed Area proposals	
Residential plots	<ul style="list-style-type: none"> • Some respondents focused on the specific housing requirements for the area, including questions about how much affordable housing will be provided and challenges on the build-to-rent provision versus homes for sale. • There was 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 even more creative. • There were calls for communal green space, larger park areas and places for families. • There were with calls to ensure there are play areas and some concerns about noise / antisocial behaviour.
Health & wellbeing hub	<ul style="list-style-type: none"> • Respondents broadly supported the basketball courts and rooftop gardens, and suggestions for other features included an ice rink, pool, public baths and swimming pool among others. • There were concerns about noise / antisocial behaviour and catering to older people, and a request more details on the façade.
Co-location (office / residential proposals)	<ul style="list-style-type: none"> • There was general support for mixed uses but there were also some concerns about noise / antisocial behaviour.



	<ul style="list-style-type: none">• There were suggestions for play areas, more seating space, places to eat and drink and publicly accessible roof terraces.• Respondents strongly supported active travel connections in the proposals.• All comments about environment were very supportive of approaches to biodiversity and urban greening.
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6. Responding to feedback

6.1 The table below captures the Smithfield design team's input into how feedback received via public consultation has been incorporated into the designs ahead of planning submission. It provides a summary of the key changes made to the Outline Development and Detailed Area plots following the programme of public consultation.

Theme	Description of comments	Response to feedback
Masterplan		
Public realm and leisure	<p>Visiting cultural and heritage sights ranked as respondents' favourite thing to do during the Smithfield Outline Development consultation.</p> <p>There was a strong appetite for live music and open air performance in the new public spaces.</p> <p>There was a strong interest in public space being used for community uses including events, family space and democratic space.</p> <p>Respondents to the consultation also expressed preferences for leisure provision to include places to eat, drink and relax.</p>	<p>The Applicant is pleased the cultural and leisure aspects of the plans have been welcomed, including the creation of outdoor event space that suits a range of activities of different scales.</p> <p>Festival Square, Market Square, Upper Smithfield Walk and Moat Lane are seen as a 'Festival Canvas' where large and small events can be held within the public realm. Festival Square and Market Square both feature places for informal gatherings around buskers, etc. as well as more structured events and concerts.</p> <p>The plans include proposals for a pub on the junction of Upper Smithfield Walk and Upper Dean Street, alongside other cafés, bars and restaurants proposed as part of the Outline Development.</p> <p>Within the Outline Area, additional public realm is proposed in the form of Smithfield Park and an extensive pedestrian and cycle network.</p>
Celebrating Birmingham	<p>Feedback included calls for Smithfield to reflect the unique history and character of Birmingham.</p> <p>This included requests for a permanent home to be found at Smithfield for the Commonwealth Games Bull.</p>	<p>The Applicant is putting the 800-year old Birmingham Markets at the heart of the development and central to the main 'Festival Canvas' public realm.</p> <p>The public art seeks to celebrate the history of the moat on the site, as well as the cultural history of the markets as the heart of the city.</p> <p>The relationship between St. Martin's church and the market building has been re-established. Some of the historic, framed views to the church spire will be re-established and existing views and settings improved.</p>



		The public realm materials celebrate the industrial heritage of Birmingham, and tie into existing materials palettes in the city through using dark bricks and rich metals
Safety and noise	<p>Safety was a key concern especially for young people taking part in the consultation. It was seen as critical for robust provisions should be put in place to keep residents and visitors safe.</p> <p>There were some comments during consultation about the potential for noise issues from the public realm, particularly for those living in new accommodation. People want to understand how this will be mitigated.</p>	<p>All residential plots are designed to meet secure by design principles, including effective lighting at night and natural surveillance from active street frontage and residential buildings.</p> <p>Potential noise has been assessed as part of the planning application – details can be found in the relevant part of the planning application.</p> <p>All residential plots are all designed meet and exceed building regulations requirements on acoustic design of facades to minimise noise transfer from public realm to residential apartments.</p>
Accessibility	<p>Sensory and tactile features, together with colourful, visual signage was seen as key to ensure good accessibility for as many users of Smithfield as possible.</p> <p>There were calls for plenty of ramps and elevators for wheelchair users.</p>	<p>The Outline Development proposals have been reviewed by an accessibility consultant to ensure that the requirements of users with mobility impairment are included.</p> <p>The public realm complies with accessibility regulations and recommendations in terms of gradients. The steps that form part of Festival Square have integrated gentle slopes to allow movement across the levels. Within the new Market building there will be public escalators and ramps that are fully accessible.</p>
Green space and sustainability	<p>Green space emerged as the topic respondents most wanted to see at Smithfield during the Outline Development consultation, including the size of the park and scale of planting.</p> <p>Environmental sustainability was seen as the most important factor in terms of how Smithfield will benefit Birmingham overall during the Outline Development consultation.</p>	<p>Introducing greenery at all scales is a central tenet of Smithfield, along with ensuring sustainability and biodiversity throughout.</p> <p>The Applicant's plans have:</p> <ul style="list-style-type: none"> • Sought to maximise the size of the park within the Outline Development • Ensured Festival Square features as many trees and as much landscaping as possible, while balancing the requirements for both small and larger-scale events • Proposed over 1,000 trees in and around the Smithfield site, as well as extensive planting, rain gardens, flower gardens, and lawns, to ensure



		<p>there are green spaces throughout the site that allow residents and visitors to come into contact with nature</p> <ul style="list-style-type: none"> • Designed Festival Square, Smithfield Gardens, Market Square and other landscaped spaces to be inclusive and accessible to all • Provided connections to other areas of open and green space within the Outline Development and outside it, such as Highgate Park and the River Rea • Included a rooftop garden in the market buildings to support biodiversity, creating habitats for fauna and insects <p>The Applicant is committed to delivering one of the most sustainable inner-city districts in the UK with:</p> <ul style="list-style-type: none"> • A heat network powered by renewable energy • A 25% reduction in water usage • A 70% reduction in onsite carbon and an aspiration to be net positive • A 'low carbon Smithfield' policy to be put in place for residents and tenants • Support for 500 people in fuel poverty through a Smithfield Carbon Fund • Exploring the living building certification, the world's most ambitious standard
<p>Connectivity</p>	<p>Consultation participants were broadly supportive of plans to minimise car travel at Smithfield, though there were some calls to ensure sufficient parking especially for deliveries, drop-offs, collection.</p>	<p>Smithfield's public realm has been designed to prioritise the experience of pedestrians and cyclists, rather than vehicles. To support this, another key priority has been integrating public transport, ensuring easy access to train stations, bus stops and cycle routes across the city, as well as new connections for surrounding areas through Smithfield. The plans allow for a future extension to the tram network through Central Boulevard.</p> <p>Building maintenance, servicing and deliveries have been fully considered as part of the detailed plans with designated areas designed into each building.</p>
<p>Modern working and living</p>	<p>Younger participants in the consultation expressed a strong preference for a healthy work-life balance and were interested in how Smithfield could support this.</p>	<p>To help support health and wellbeing, green space – as well as spaces to gather and meet with friends – have been incorporated throughout the public realm of the</p>



	<p>This included provision for wellbeing in new residential spaces, and modern office design principles in workspaces – as well as support for the idea of health and wellbeing facilities.</p>	<p>Smithfield site, including around office entrances and places of work.</p> <p>Lendlease co-founded The Loneliness Lab that helps to design connection into the places where we live, work and play – these principles have been applied to the Smithfield proposals.</p> <p>Detailed areas include amenity for residents such as lounges and roof gardens to assist in providing wellbeing and workspace outside of the homes themselves.</p>
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Markets – general engagement and comments on detailed area proposals

<p>Market identity and atmosphere</p>	<p>Many people do not want the area becoming too ‘gentrified’ and alienating current market traders and customers. Footfall was identified by current traders as the greatest issue with the existing Bull Ring Markets, and traders want to see more on-site events and promotion to address this.</p> <p>Traders want better, more transparent communication with management and for ethics and principles to be agreed and considered. Traders want to encourage young people to join as traders and shop as customers, and for market trading to remain a respectable occupation.</p> <p>Customers and traders broadly wanted to see a busy, vibrant and bustling atmosphere at the new market. However lots of customers also wanted to see provision of seating and quiet places to relax in and around the market. Some traders also want seating around them, in particular shellfish bars.</p> <p>Respondents welcomed the presence of a new ‘destination market’, the incorporation of new office space, and how well the proposed new building connects to the rest of the site. There was lots of enthusiasm about the design of the new market building.</p>	<p>The Applicant has worked with specialist leisure and market operators to ensure the new market design is a success. The new market will accommodate existing traders as well as attracting new operators to the city centre. The introduction of a dining hall and cafés / bars / restaurants in the market will attract a wider audience, as well as extending operating hours into the evening. Events, art and performances within the building will act as a further draw for new and existing visitors.</p> <p>The market is set within ‘the Festival Canvas’ public realm that will have streets lined with new shops, bars and cafés at ground floor. Alongside the market and new leisure and cultural facilities, this will attract visitors to Smithfield. New workplaces and homes around the Festival Canvas and above the market will ensure a new daytime and evening time population near the market, driving additional footfall.</p> <p>There will be new areas for visitors to gather, relax and enjoy the market atmosphere including:</p> <ul style="list-style-type: none"> • Seating around the edges of the market along Upper Smithfield Walk, facing out onto Festival Square to allow “spill out” in the warmer months • Seating among the greenery on the publicly-accessible roof garden • Enclosed seating interspersed throughout the market floor • Dedicated seating areas in the dining hall
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		<p>The market trading floor is at the same level as Market Square and leads south down to the dining hall to ensure easy customer journeys. Due to the topography of the site, the dining hall, office entrance and Moat Lane shops are at the same level as Festival Square level, which is 4m lower than the trading floor. Escalators, lifts and stairs connect these floors with clear signage. Each market zone has a primary entrance with secondary entrances dotted around the market building to increase permeability, access and visibility inside the market.</p> <p>Overall the design of the market building will ensure views to St Martin's Church are maintained and enhanced, from the new Festival Square.</p>
<p>Products</p>	<p>Variety was identified as one of the main things customers want to see from products at the market. There were calls for a variety of stalls and diverse cuisine to cater for the culturally and ethnically diverse population of Birmingham as well as providing food that is suitable for vegans and people suffering from gluten, dairy, nut and other allergies.</p> <p>There were clear calls to ensure that products being sold are of a high quality.</p> <p>People wanted to see a place for local produce and local traders at the market, celebrating Birmingham and its heritage. At the same time as supporting local produce and business, people welcomed the concept of an influx of international produce.</p> <p>Artisan products such as sourdough bread and upmarket coffee should coexist next to cheaper alternatives.</p>	<p>A range of stall sizes and facilities will be available to ensure variety in stallholders and the types of goods they sell, delivering a consistently vibrant offer to Birmingham.</p> <p>The market will be zoned into four areas to separate types of goods, but still encourage customers to explore. Products such as fruit, vegetables, flowers and dry goods are likely to be offered under the canopy, with fish/shellfish, meat and dairy products in the centre of the market. Fabric, clothing, craft and rag stalls will be based alongside Moat Lane with a variety of cafés, bars and restaurants in the dining hall fronting onto Festival Square.</p> <p>The dining hall and restaurants will increase footfall and encourage customers to spend more time in the market. A collection of stalls selling a wide variety of cuisines from local and some national traders will be offered in the new dining hall.</p> <p>The building has been designed to facilitate flexibility on trading floor for the future to ensure continued success.</p>
<p>Connectivity</p>	<p>The sustainable transport plans for Smithfield were broadly welcomed, with enthusiasm for the markets being well connected to local bus and tram services. Some nevertheless wanted to see sufficient customer car parking at the new market.</p>	<p>In line with the city council's vision to reduce car movements in the city centre, the Smithfield Market will not be providing customer parking. Existing car parks near to the site will continue to be available, including the Edgbaston Street car park above the current Indoor Market, though the wider aspiration is to improve the</p>



	<p>Traders asked for a robust system that allows for on-time deliveries, minimum waiting time at drop-off points, no queues for lifts and smooth exit from the deliveries area. They requested that ample space is available around the stalls to allow multiple deliveries to take place simultaneously.</p> <p>It was requested that deliveries should not be affected by pedestrian crossings or pedestrian access.</p> <p>A widely shared belief was the 'decline' of the current markets is due to transport issues and changes – buses don't stop outside the market, parking is too expensive, and the introduction of the Clean Air Zone discourages others from travelling to the city centre.</p> <p>There were also suggestions to put publicly accessible scooters and bikes outside the market.</p>	<p>desirability and accessibility of sustainable transport modes.</p> <p>Multiple loading bays are incorporated in the service yard directly under the market building with on street loading bays incorporated in the public realm on Moat Lane. Multiple goods lifts are included in the service yard and exit on the trading floor to minimise distances for traders to travel with produce. A delivery booking system will be incorporated to help make deliveries as efficient as possible.</p> <p>The bus stop provision on Upper Dean Street will be re-located, with additional bus stops provided on Central Boulevard and on the west side of Digbeth (within 100m of the new Markets buildings) to provide an improvement in the overall public transport provision serving the relocated and enhanced market areas.</p>
<p>Accessibility</p>	<p>It was highlighted that people got lost in the current market due to confusing layout and wayfinding. There were calls for clear signage and colour-coded maps, plus large signposts and arrows.</p> <p>Traders and customers want the market to meet all access needs, catering for people with restricted mobility, families with young children – e.g. through ramps in place of steps and accessible toilets to meet the needs of disabled people and young children.</p>	<p>The new market building will meet accessibility requirements, to ensure easy access for everyone including wheelchair users and others with accessibility needs.</p> <p>The market is zoned into four areas to enable customers to orientate themselves within the market, while also encouraging them to explore. An initial wayfinding signage strategy has been developed to feed into the market zones and direct customers while maintaining the excitement of exploring the variety of goods on offer in the market.</p> <p>The topography of the site means there are a series of level changes, and the design team has carefully considered how to provide step-free access to all facilities.</p> <p>Primary routes for the general public into the indoor market from Festival Square on the lower ground floor and Upper Dean Street on the upper ground floor are step-</p>



		<p>free. The design incorporates lifts and escalators available for public use to access the roof garden and restaurants.</p> <p>The market floor is located at the same level as Market Square. As there is a 4m difference between to the lower levels of the dining hall and Festival Square, escalators and passenger lifts have been incorporated in the design.</p> <p>New seating will be provided in the main market hall, roof garden, dining hall and public realm creating spaces to relax and soak in the market atmosphere. Children's play equipment is planned as part of the publicly-accessible roof garden.</p>
<p>Amenities</p>	<p>Traders and customers are in favour of a food hall providing free seating areas.</p> <p>The need for seating that is not just for food consumption but also to relax and break the shopping day was raised.</p> <p>Other amenities such as a prayer room were requested.</p>	<p>See 'market identity and atmosphere' section above for more details on the seating provided as part of the market.</p> <p>Alongside the supporting retail, cafés, restaurants and roof garden, additional amenities such as trader and staff facilities, [toilets, a prayer room, etc] will be provided.</p>
<p>Performance, leisure and wellbeing</p>	<p>Traders and customers want the market to host frequent and diverse attractions, and for the market to be an ongoing performance space. Music, performances, dance, singing, acting, magic shows, fairs, cultural celebrations were all mentioned as ways to get the attention of visitors and entice diverse and younger crowds. Traders want the market to be a highlight of a 'day out'.</p> <p>Many users of the market suggested monthly / bi-weekly events to take place when the main market is closed (opening for antique markets / fairs).</p>	<p>The new market will include informal and formal space for buskers, musicians, events, performances, relaxation and activities. Areas of the market will be open later to capture the evening audiences and opening up opportunities for traders outside their current trading hours.</p> <p>The proposed demountable / moveable stalls under the canopy of the outdoor market will be stored and locked away in the evenings where the space will also be able to house smaller events / activities, ensuring a lively atmosphere during the day and in the evening.</p> <p>Additional large-scale events will be held in the adjacent Festival Square attracting thousands of people to the area.</p> <p>The Applicant is looking to implement programmed events within the Market and offer space for weekend or travelling markets.</p>



<p>Market operation – general</p>	<p>Users of the market called for frequent quality control of goods and services. Some traders have questioned the legality of some of the current practices but there is recognition that these systems work for people with limited English and those who are struggling financially.</p> <p>The smell of the current market puts many users, new and old, off visiting and staying. The need for a properly ventilated building is fundamental for the longevity of the future market building. Traders who sell dry goods do not want to be next to the fish and meat as it could spoil their product as well as the shopping atmosphere and environment. Some people suggested separation / controlled environment of the fish and meat from other goods, for example using PVC strip curtains.</p> <p>Many respondents and customers were keen to see changes to/extensions of opening days and hours to include Sundays, noting this may attract people after work and families at the weekends. Some traders were more cautious, and considered this may dilute audiences.</p> <p>Multiple calls were raised for rent and service charges to be lower, for the management to be in hands of specialists in the field and promotion of the market to be diverse and widespread.</p>	<p>The new market will comply with trading standards. The quality of goods and products on offer will pass through quality control checks carried out by the future market management team.</p> <p>The market building has been designed to be permeable with cross ventilation across the market. High ceilings and ventilation extracts for the fish and meat stalls will help address any odours. The nature of the market design dividing goods into separate zones will also help.</p> <p>The Applicant's intention is to open the market six days a week with the dining hall and retail open seven days a week. There will be new offices, apartments, retail and leisure uses opening around the markets to increase footfall from Monday – Sunday.</p> <p>The intention is for the market to be operated by a market management company with extensive experience and a proven track record in successfully managing markets. The Applicant has sought through the design to keep service charge at affordable levels – the efficiency of the design and service yard should also help achieve this.</p>
<p>Market operation – security</p>	<p>The market currently doesn't always feel safe according to traders; there is lack of security and frequent instances of anti-social behaviour in the Open Market.</p> <p>Traders suggested a first aid centre and/or a designated area to go to in case of emergencies.</p>	<p>Smithfield will have a security operation throughout the day and night, as part of a wider safety and security strategy.</p> <p>Ancillary, operational support and trader/ staff amenity spaces are being included in the market design and a protocol will be put in place for emergencies.</p>



<p>Market operation – stalls and structures</p>	<p>Traders are keen to have simple stall structures that can be personalised and are flexible to their specific needs. They want protection and shelter from the elements, lockable stalls so their goods can be protected and structures that are able to open and close easily.</p> <p>The current outdoor area suffers from bad flooring and water pooling in some areas; traders are keen for that to be avoided. They complained about wind tunnels that in winter make the current Open Market an unpleasant place to be. The current Open Market has a large population of starlings and traders ask that the new design should consider bird populations.</p>	<p>It is the Applicant's intention to provide stalls fit for purpose for traders and it would welcome more detailed, focused workshops/ feedback sessions on stall design/provision post-planning and prior to operation.</p> <p>Benchmarking visits were undertaken by the design team to other markets in the UK to understand their design successes and failures. This included looking at the floor surfaces used and how they were maintained. The proposed floor within the market is designed to be robust, easy to clean and drainage details are to be developed at the next stage.</p> <p>As part of the planning application wind model testing was carried out to understand the design's impact on the microclimate in the public realm which showed that it contributed positively. The interior of the market is designed to be naturally ventilated. For this, the facade features metal mesh panels which allow the free passage of air while limiting wind.</p> <p>The new roof garden is designed to increase the net biodiversity of the site. As part of this, it targets an increase in invertebrate species to help attract local birds away from market stalls. The new management strategy will carefully consider how to mitigate birds negatively affecting market trading, in line with successful markets elsewhere.</p>
<p>Rooftop garden and green space / features</p>	<p>There were several shows of support for a rooftop garden and calls for more green / outdoor space.</p> <p>Traders suggested planters / green areas in the entrances to foster a sense of wellbeing. There is also a desire for more flowers and plants to be sold in the market, for the smell, colour and vibrancy they bring.</p> <p>'Parklets' have been suggested as areas where people can go to relax – green spaces are very much wanted.</p>	<p>The new publicly accessible roof garden is located on the roof of the dining hall and can be accessed from inside the market trading floor or via the main market entrance from Festival Square. This will provide an area in which customers can relax and socialise – and from which, customers can look down into an urban farm or across to other green spaces located around the Smithfield scheme (see 'green space' section above for details of the other green spaces).</p> <p>The intention is to attract a variety of both traders - which would include flower traders – and customers to enhance the vibrancy, colour and variety on offer at the market.</p>

Residential plot – comments on detailed area proposals		
Housing requirements	Some respondents focused on the specific housing requirements for the area, including questions about how much affordable housing will be provided and challenges on the build-to-rent provision versus homes for sale.	The proposals for the detailed area include homes for sale with a mix of unit types. The Site will include a mix of housing types and tenures particularly in the residential neighbourhood at Smithfield Gardens.
Design	There was 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.	Balconies have been included in the residential design that forms part of the Detailed Area on suitable facades where possible. All homes will however have access to communal outdoor amenity space in the form of private courtyards / roof top gardens, as well as the more public wider green spaces open to everyone.
Environment	There were calls for communal green space, larger park areas and places for families.	All the homes have access to communal private courtyard gardens or rooftop gardens for residents to enjoy. Smithfield Park has been designed to surround the residential plots in future phases.
Features and atmosphere	There were with calls to ensure there are play areas and some concerns about noise / antisocial behaviour.	All residential plots are designed to meet secure by design principles. Pavilion corner will have a play area for public use. Some homes will also have access to additional play equipment in residents' gardens.
Health & wellbeing hub – comments on detailed area proposals		
Features	Respondents broadly supported the basketball courts and rooftop gardens, and suggestions for other features included an ice rink, pool, public baths and swimming pool among others.	The Applicant is pleased that the health and wellbeing facilities have been welcomed as part of the feedback. It has not been possible to include wet leisure facilities (e.g. swimming pools) in the limited space available within the health and wellbeing hub. It is intended that a spa operator will occupy the leisure space and may provide sauna / steam room facilities.
Atmosphere and design	There were concerns about noise / antisocial behaviour and catering to older people, and a request more details on the façade.	All areas have been designed to meet secure by design principles and noise has been assessed as part of the planning application. Further details on the façade have been provided in the planning documents, though the underpinning rationale has been to maximise the distribution of active facades and natural surveillance.
Co-location (office / residential proposals) – comments on detailed area proposals		
Atmosphere	There was general support for mixed uses but there were also some concerns about noise / antisocial behaviour.	Although the proposed residential element has been removed from this plot, the building will contain a mix of uses including office space alongside retail, cafés and restaurants by providing flexible spaces on the ground floor. This mix of uses will provide active street frontages facing onto Festival Square helping to improve footfall



		and create a safer environment. The wider Site still features a mix of office and residential, alongside other uses, throughout.
Features	There were suggestions for play areas, more seating space, places to eat and drink and publicly accessible roof terraces.	The proposals include space for potential food and beverage outlets adding to the mix of activity on Festival Square and Central Boulevard. A large publicly-accessible roof terrace is provided within the new market building alongside spaces to sit and relax on Festival Square and the newly pedestrianised walkways along Upper and Lower Smithfield Walk.
Connectivity	Respondents strongly supported active travel connections in the proposals.	This plot will include cycle storage to encourage active transport. It is also immediately adjacent to the improved transport route along Central Boulevard
Environment	All comments about environment were very supportive of approaches to biodiversity and urban greening.	The building will provide green roofs and will strive to provide planting on terraces contributing to a wider landscape-led development. More detail on sustainability in relation to the overall site is provided above.



7. Conclusion

- 7.1 This SCI demonstrates that the Applicant and Project Team have conducted a thorough programme of pre-application engagement and public consultation with the aim of spreading awareness of the Proposed Development at Smithfield. The Applicant sought to provide opportunities for the community to input into the Outline Proposals and Detailed Proposals.
- 7.2 Consultation and engagement around the planning applications received participation from across Birmingham's diverse communities, as part of a city-wide conversation about the proposals..
- 7.3 The Project Team has considered and responded to the feedback received by incorporating changes where possible to the plans, by ensuring that the issues and concerns raised have been fully addressed in its planning application, or by identifying the appropriate mechanism to address issues during detailed plans for future phases, the construction process, or in planning for the operational phase once the Proposed Development is complete.
- 7.4 Overall, the local community that has engaged in the consultation for the Proposed Development at Smithfield has been supportive of the redevelopment of the Site.
- 7.5 Lendlease will maintain an open dialogue with the local community as its proposals for the regeneration of Smithfield progress and future phases are brought forward. Updates to the project website will reflect the planning application submission and the consultation telephone line and email address will remain active so that local people are able to keep up to date with the development's progress.