

WHY CHANGE?

Building an idea with the local people to transform East Birmingham...

PROJECT AMBITION

THE SPORTS QUARTER IS GUIDED BY A WIDER STRATEGIC VISION, BROADER THAN A STADIUM. IT IS ABOUT CREATING:



New jobs and economic opportunities



Skills and education pathways

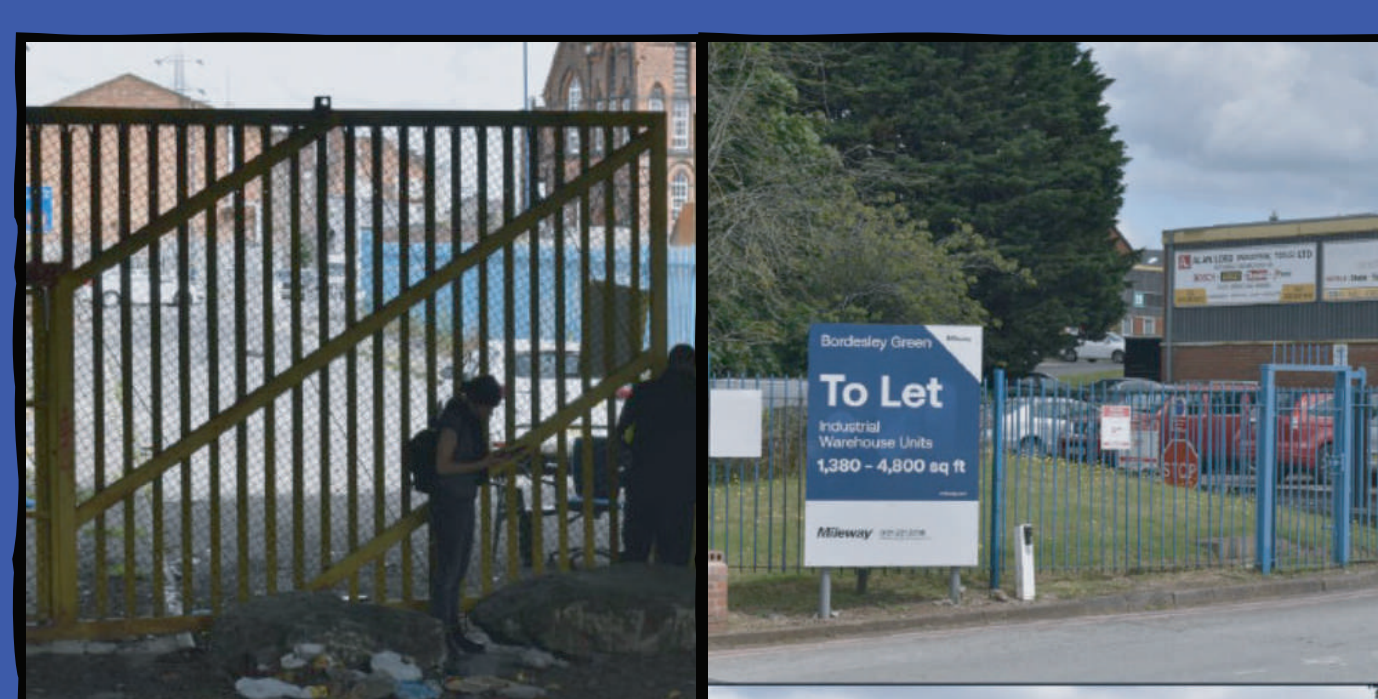


Accessible sports and activity spaces



Community, cultural and social spaces

TRANSFORMING AN UNWELCOMING AREA...



Limited access through the site



A noisy and unhealthy environment



Busy and unsafe walking routes for people travelling around the area



Difficult to walk around with limited access



Limited community benefit to the East Birmingham community

USING THE POWER OF SPORT TO CREATE JOBS AND LIFE OPPORTUNITIES



VIBRANT



WORK



SPORT & PLAY



LEARN



EVERYDAY



SAFE



GREEN

WHAT PEOPLE HAVE SAID

PEOPLE TOLD US EAST BIRMINGHAM HAS HUGE STRENGTHS, BUT HASN'T ALWAYS RECEIVED THE INVESTMENT IT DESERVES.

MANY PEOPLE WANT THE SPORTS QUARTER TO IMPROVE EVERYDAY LIFE, CREATING OPPORTUNITIES FOR LOCAL PEOPLE ALONGSIDE NEW FACILITIES.



PEOPLE SPOKE ABOUT WANTING A PLACE THAT IS WELCOMING, SAFE AND ACTIVE THROUGHOUT THE DAY AND INTO THE EVENING.



MAKE SURE LOCAL PEOPLE CAN HELP SHAPE THE PROJECT AS IT DEVELOPS.

WHAT DO YOU THINK OF THIS BIG IDEA?

WHO'S MAKING IT HAPPEN

KNIGHTHEAD AND BCFC (THE OWNER)

- **Driving** the ambition and investment
- **Birmingham City Foundation** are championing the ambition for community partnership and bringing their expert knowledge of working with East Birmingham's communities to shape the project.

EAST BIRMINGHAM'S COMMUNITIES

- **Inspiring** the project with East Birmingham culture and identity
- **Shaping** the creation of a place that will benefit local people drawing on **local expertise and knowledge**

DESIGN TEAM

- **Deloitte** leading the masterplan design team
- **Support by experts in the build environment industry**, to develop proposals for a new piece of city



DESIGN TEAM

Prior & Partners
Masterplanners

AFL Architects
Architects

Arcadis & WSP
Engineering

Greengage
Ecology Specialists

Grayling
Communications

Buro Happold
Sustainability

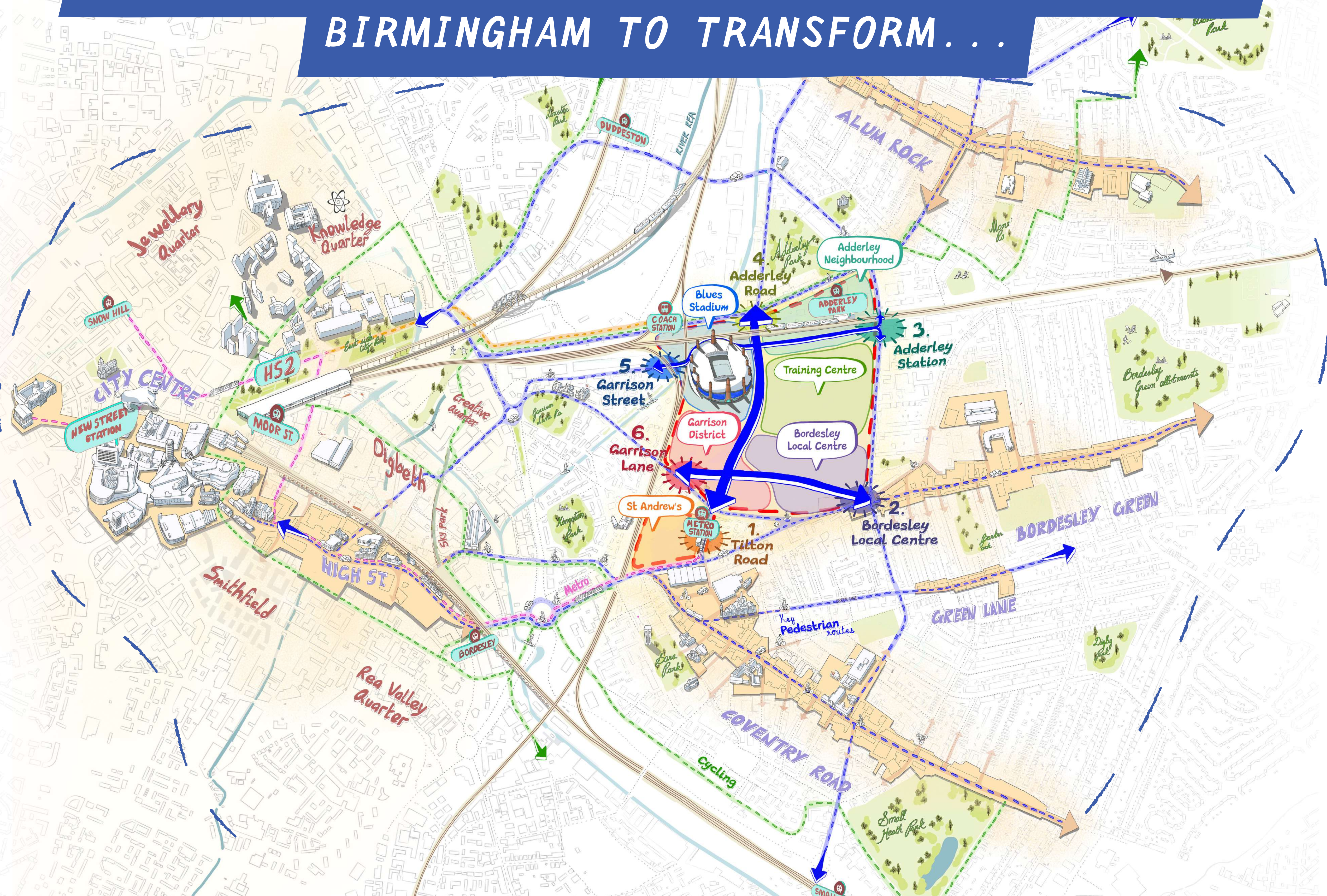
Filed Operations
Specialists Landscape

Something Collective
Community Engagemnt

WSP
Transport

WHAT WE HAVE LEARNT ABOUT THE AREA AND WHAT EXISTS

BUILDING AN IDEA WITH THE PEOPLE OF EAST BIRMINGHAM TO TRANSFORM...



LOCAL PEOPLE HAVE BEEN TELLING US ABOUT EAST BIRMINGHAM AND THE GREAT THINGS THAT EXIST HERE!

WE'VE BEEN WORKING WITH THE COMMUNITY TO SHAPE THE SPORTS QUARTER AND WILL CONTINUE TO DO SO AS THE PROJECT COMES TO LIFE.

EVERYONE FROM COMMUNITY LEADERS, LOCAL RESIDENTS, AND YOUNG PEOPLE HAVE BEEN HELPING US TO BUILD A PICTURE OF HOW THE SPORTS QUARTER COULD BECOME A PART OF EAST BIRMINGHAM.

WE ARE JUST AT THE BEGINNING WITH LOTS OF TIME AND COLLABORATION TO GO. TODAY WE ARE SHARING WHAT WE HAVE LEARNED SO FAR AND SOME OF THE IDEAS THAT HAVE BEEN DISCUSSED.

45



YOUNG PEOPLE TOOK PART IN WORKSHOPS

45



COMMUNITY ORGANISATIONS JOINED THE COMMUNITY DESIGN PANEL

85



RESIDENTS AT DESIGN WORKSHOPS

15



YOUTH AMBASSADORS WHO ARE LEARNING SKILLS AND CARRYING OUT ENGAGEMENT

OVER 200



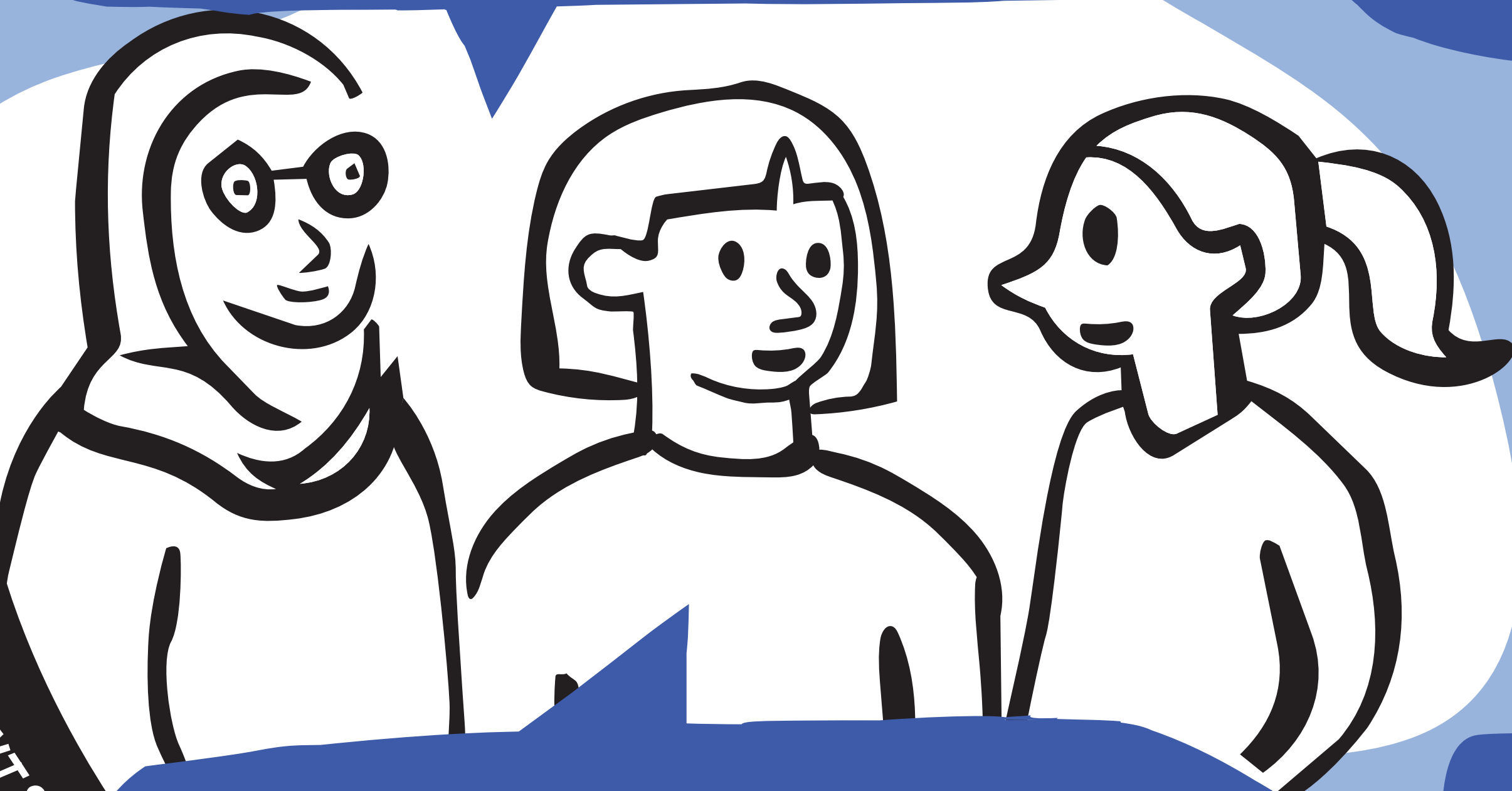
EXHIBITION SURVEY RESPONSES

WHAT PEOPLE HAVE SAID

PEOPLE TOLD US THEY WANT THE SPORTS QUARTER TO BECOME A PLACE THAT WORKS FOR LOCAL PEOPLE EVERY DAY, NOT JUST ON MATCHDAYS.

COMMUNITY MEMBERS WANTED THE SPORTS QUARTER TO CONNECT NEIGHBOURHOODS, CELEBRATE EAST BIRMINGHAM AND CREATE OPPORTUNITIES FOR FUTURE GENERATIONS.

RESIDENTS



PEOPLE SHARED IDEAS ABOUT EVERYTHING FROM JOBS AND LOCAL BUSINESSES TO PARKS, SPORT, CULTURE, TRANSPORT AND SAFER STREETS.

YOUNG PEOPLE



MANY PEOPLE SAID THEY WANT TO STAY INVOLVED AS THE IDEAS DEVELOP AND HELP SHAPE THE FUTURE OF THE SPORTS QUARTER.

WHAT DO YOU THINK OF THIS BIG IDEA?

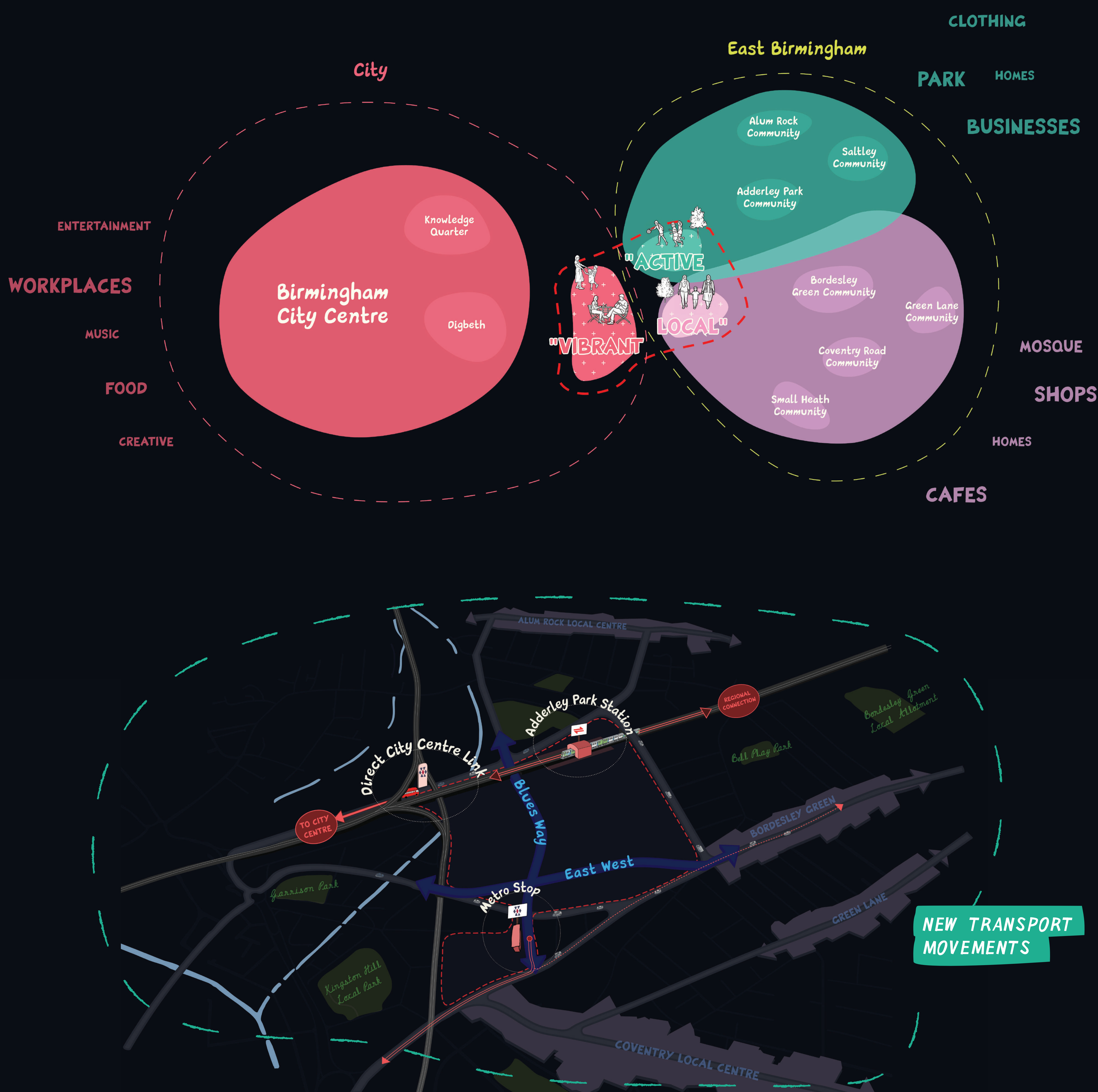
CREATING NEW OPPORTUNITIES FOR EAST BIRMINGHAM

CONNECTING TO THE CITY

Transport

TRANSPORT IS A BIG PART OF OUR STORY

EAST WEST - BRINGING EAST BIRMINGHAM AND THE CITY TOGETHER THROUGH NEW TRANSPORT LINKS
NORTH SOUTH - CONNECTING NEIGHBOURHOODS THROUGH NEW WALKING ROUTES



WHAT PEOPLE HAVE SAID

PEOPLE TOLD US EAST BIRMINGHAM CAN FEEL DISCONNECTED FROM THE CITY DESPITE BEING SO CLOSE.

MANY PEOPLE SAID BETTER PUBLIC TRANSPORT WOULD MAKE IT EASIER TO ACCESS JOBS, EDUCATION AND OPPORTUNITIES.



PEOPLE WANTED THE SPORTS QUARTER TO BECOME A DESTINATION THAT ATTRACTS VISITORS WHILE BENEFITING LOCAL COMMUNITIES.



THERE WAS SUPPORT FOR MAKING WALKING, CYCLING AND PUBLIC TRANSPORT EASIER, QUICKER AND BETTER CONNECTED.

WHAT DO YOU THINK OF THIS BIG IDEA?

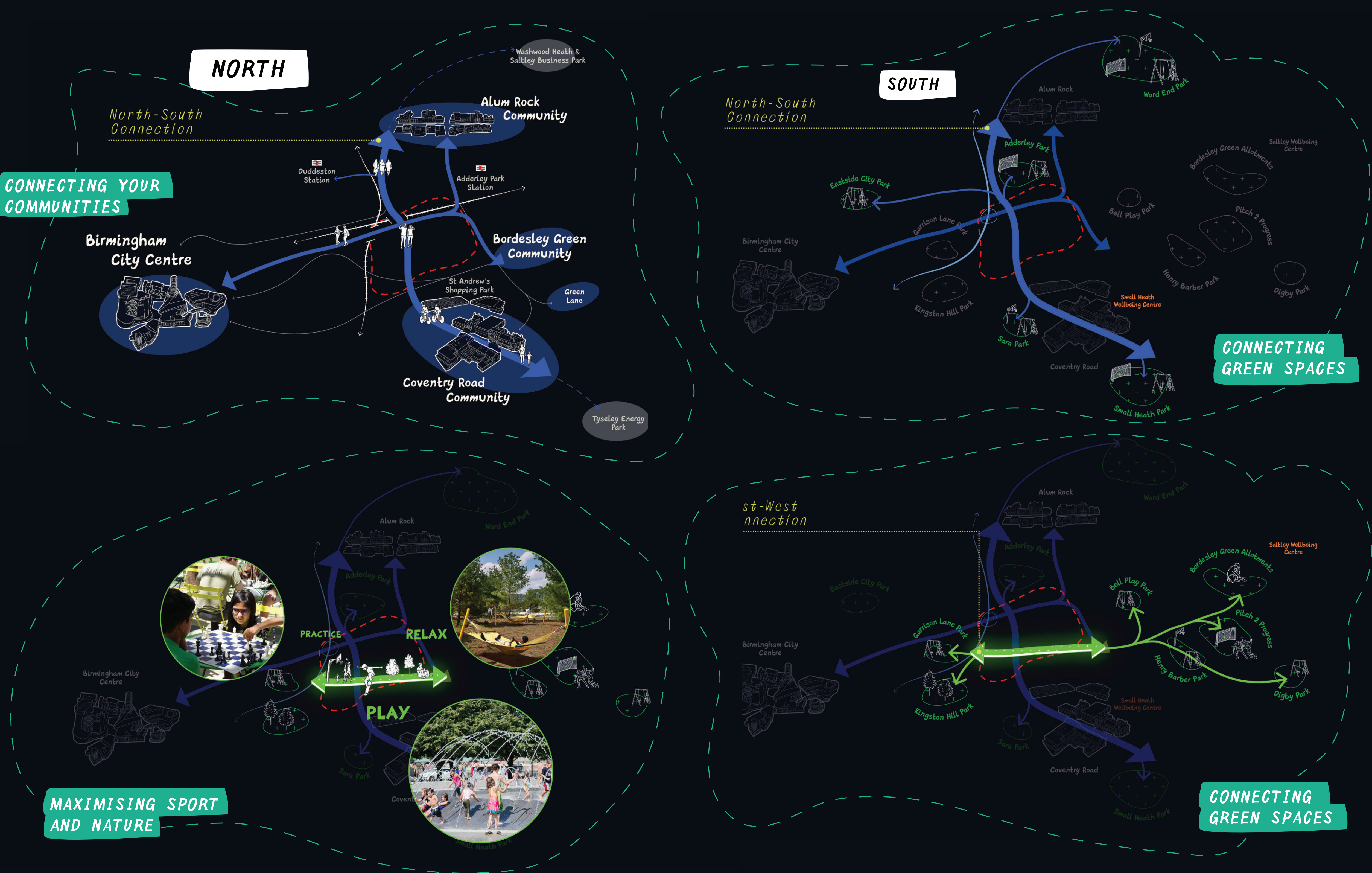
CONNECTING EAST BIRMINGHAM TO THE CITY

CONNECTING NEIGHBOURHOODS

Walking

CONNECTING NEIGHBOURHOODS

BY INTRODUCING NEW WALKING ROUTES WE WANT TO BRING NEIGHBOURHOODS CLOSER TOGETHER AND MAKE SURE THE SPORTS QUARTER FEELS PART OF EAST BIRMINGHAM



WHAT PEOPLE HAVE SAID

PEOPLE WANTED ROUTES THAT ARE MORE THAN SHORTCUTS — PLACES TO STOP, MEET AND SPEND TIME.

PEOPLE SAID NEIGHBOURHOODS CAN FEEL CUT OFF FROM ONE ANOTHER BY BUSY ROADS AND RAIL LINES.

RESIDENTS

MANY PEOPLE WANTED WALKING AND CYCLING TO FEEL SAFER, GREENER AND MORE ENJOYABLE.

YOUNG PEOPLE

THERE WAS STRONG SUPPORT FOR MAKING IT EASIER FOR PEOPLE OF ALL AGES AND ABILITIES TO GET AROUND.

WHAT DO YOU THINK OF THIS BIG IDEA?

GETTING IN AND GETTING AROUND



THE SPORTS QUARTER

Life and activity

A MASTERPLAN FULL OF NEW USES

A PLACE WITH SOMETHING FOR EVERYONE

EACH AREA PROVIDING
A NEW GATEWAY TO
AND FROM EAST
BIRMINGHAM

5 GATEWAYS, ALL
CONNECTING THE SPORTS
QUARTER TO THE LOCAL AREA
AND INVITING PEOPLE IN



A CELEBRATION OF LOCAL IDENTITY AND HISTORY AS WELL AS LOTS OF
INSPIRING NEW PLACES FOR ACTIVITY

WHAT PEOPLE HAVE SAID

EACH PART OF THE SPORTS QUARTER SHOULD
HAVE ITS OWN CHARACTER WHILE FEELING
CONNECTED TO EAST BIRMINGHAM.

THE ENTRANCES SHOULD
CELEBRATE THE CULTURE,
HISTORY AND IDENTITY OF
EAST BIRMINGHAM AND
PLATFORM LOCAL TALENT
AND ARTISTS.

RESIDENTS

THE SPORTS QUARTER SHOULD
FEEL WELCOMING TO LOCAL
PEOPLE EVERY DAY OF THE YEAR,
NOT JUST ON MATCHDAYS.

YOUNG PEOPLE

CREATE PLACES THAT
ENCOURAGE PEOPLE TO EXPLORE
BEYOND THE STADIUM AND
DISCOVER THE WIDER EAST
BIRMINGHAM NEIGHBOURHOODS.

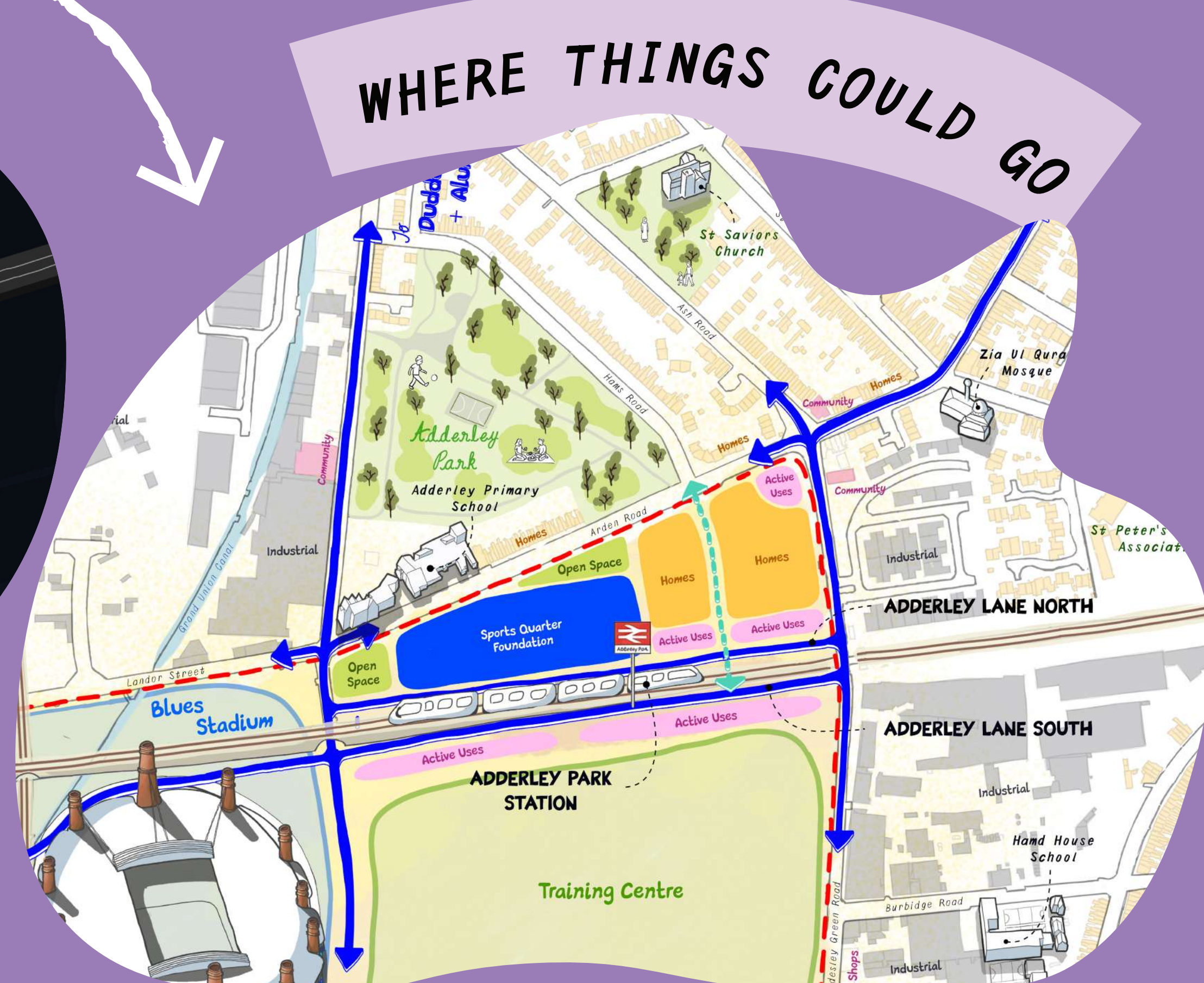
WHAT DO YOU THINK
OF THIS BIG IDEA?

GATEWAYS AND
INCLUSIVITY



Work, youth sports, and everyday life

**A CELEBRATION OF LOCAL IDENTITY AND HISTORY AS WELL AS
LOTS OF INSPIRING NEW PLACES FOR ACTIVITY**



ACTIVE USES

View towards the Stadium

Bordesley Green Road

STREET LIFE

Adderley Lane South



An illustration of three stylized figures in a discussion. On the left, a person wearing a hijab and glasses. In the center, a person with short hair. On the right, a person with a ponytail. A speech bubble points to the person on the right. A banner at the bottom left reads 'RESIDENTS'.

PEOPLE WANTED ADDERLEY PARK STATION TO BECOME MORE THAN
A TRANSPORT HUB, CREATING A LIVELY PLACE WITH SHOPS,
CAFÉS AND MARKET STALLS RUN BY LOCAL PEOPLE.

**WHAT DO YOU THINK
OF THIS BIG IDEA?**

**ADDERLEY NEIGHBOURHOOD SHOULD BE A
PLACE WHERE COMMUNITY ASPIRATION
FOR SKILLS AND WORK IS SUPPORTED
BY NEW OPPORTUNITIES**

BORDESLEY

Community life and activity spaces for everyone

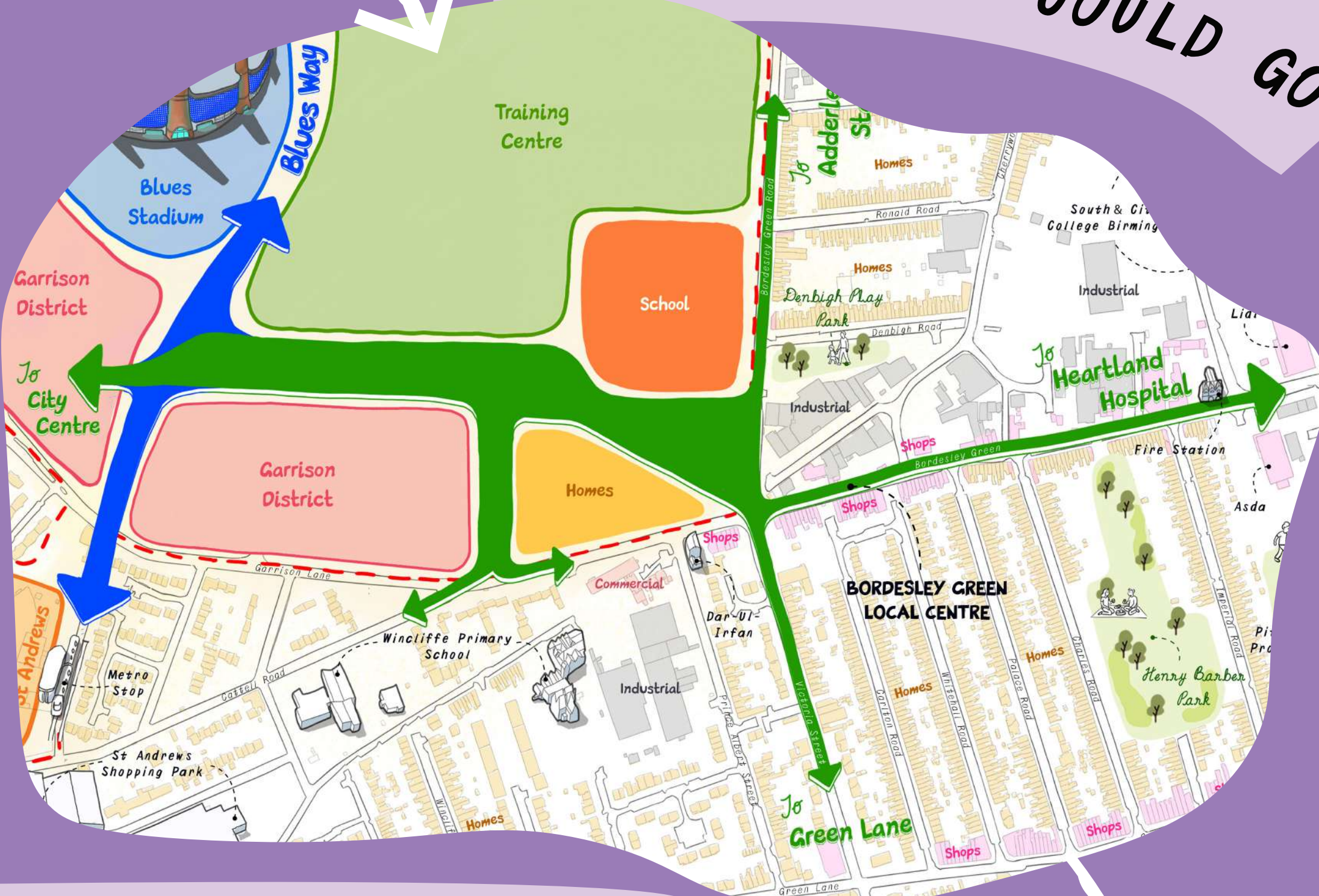
A NEW COMMUNITY CENTRE AND SPORTS CORRIDOR

A SOCIAL AND COMMUNITY HEART WITH SPORTS FOR EVERYONE AND DEDICATED AREAS FOR WOMEN

AMBITION



WHERE THINGS COULD GO



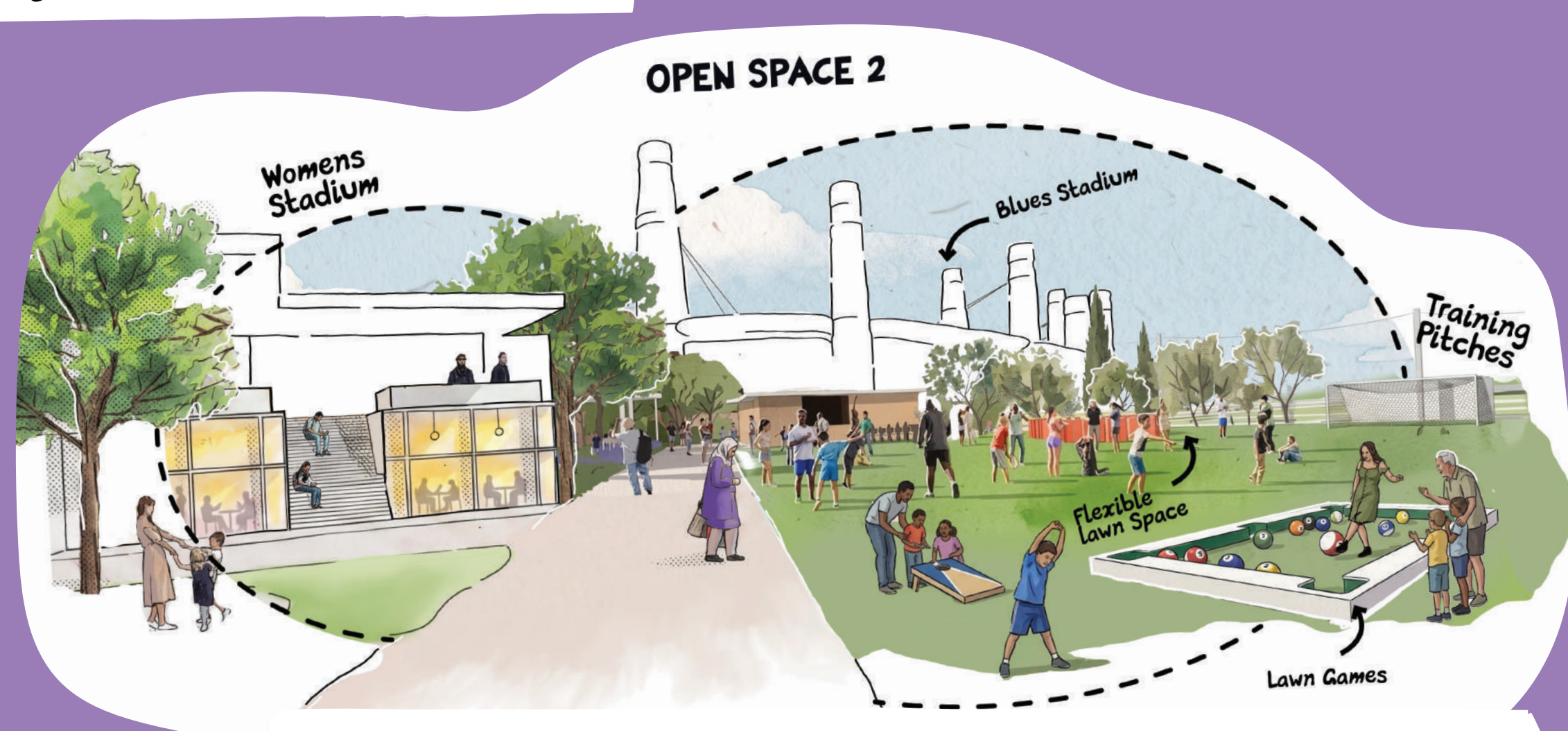
EARLY IDEAS OF HOW THINGS COULD LOOK



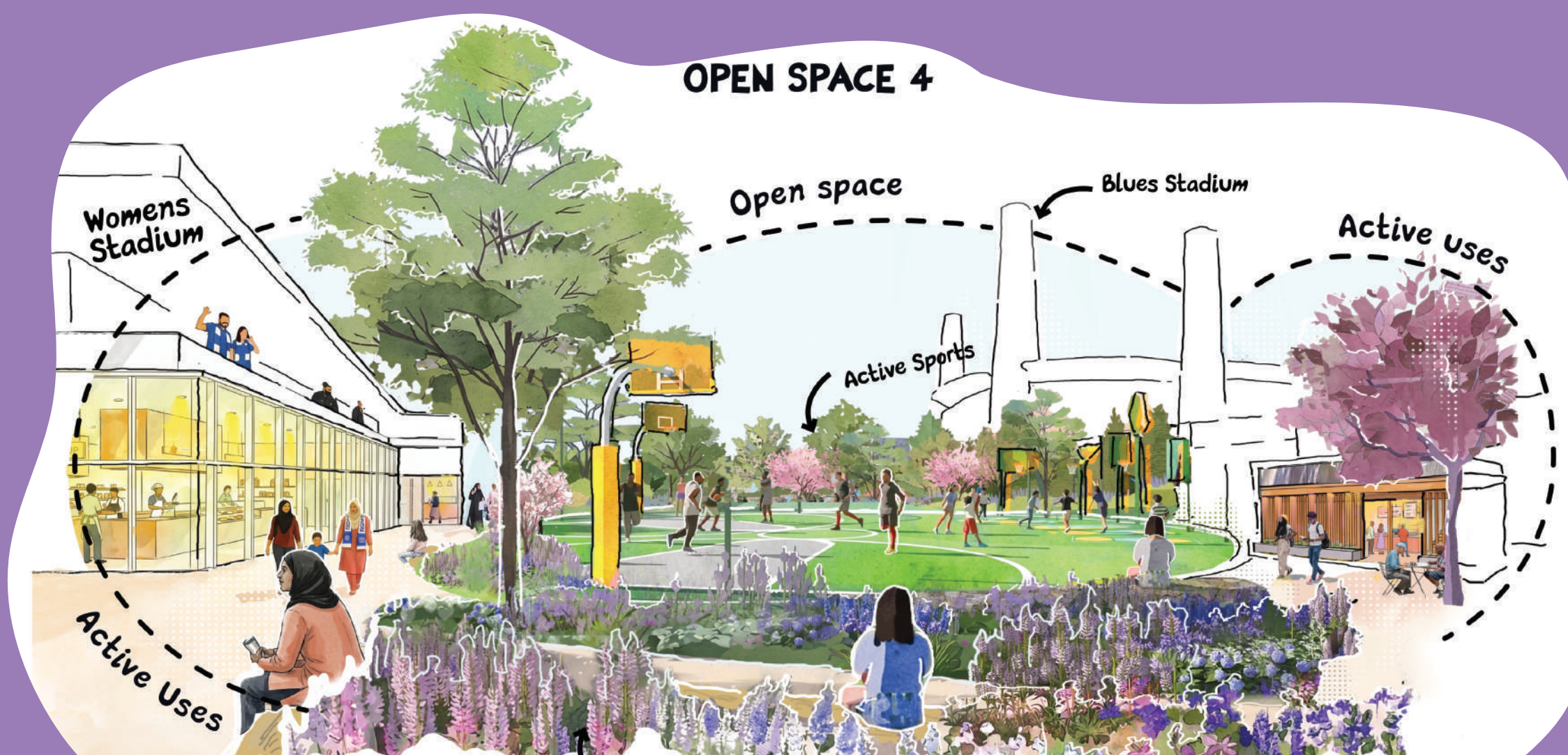
A SPACE NEXT TO A COMMUNITY CENTRE



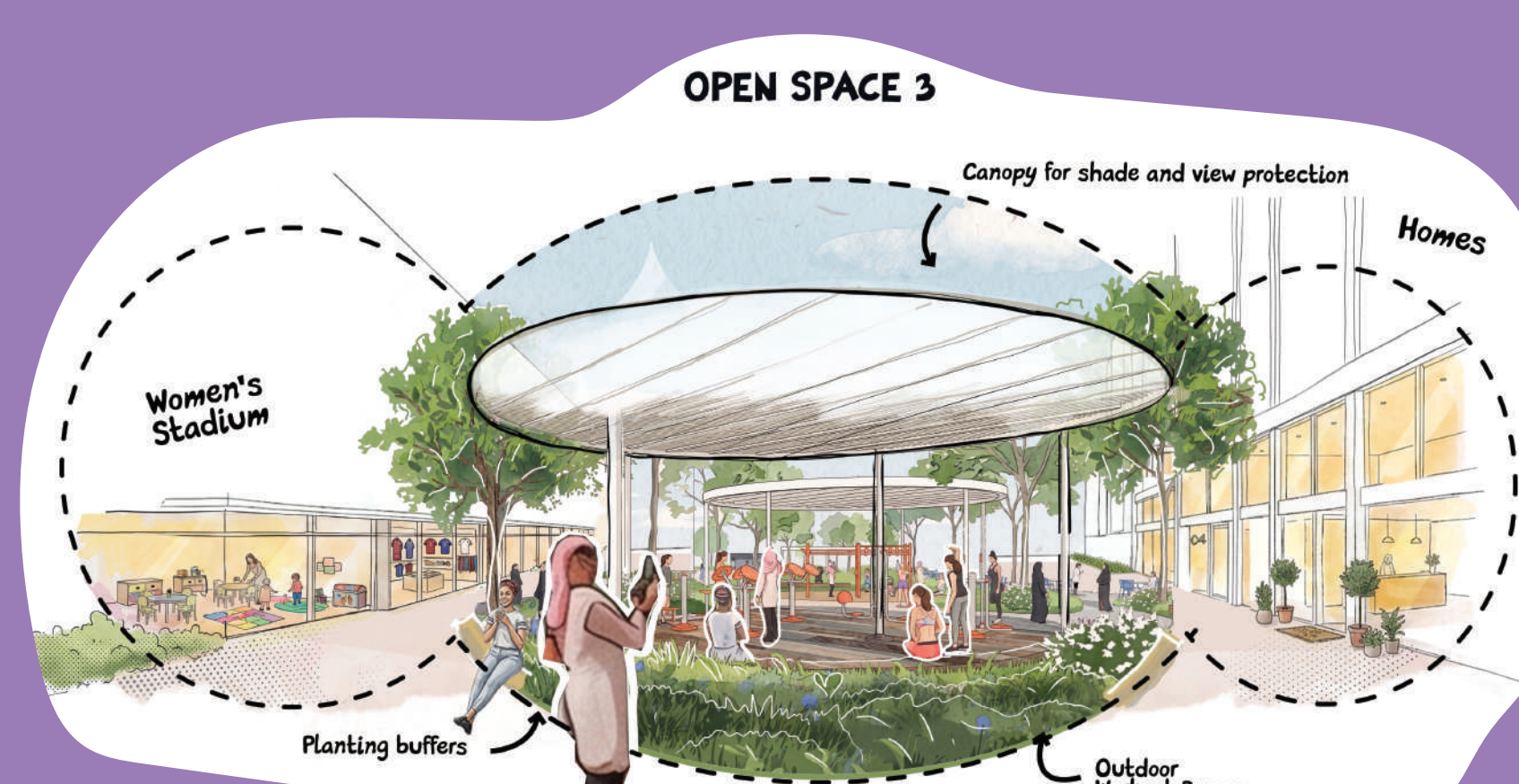
A SPACE CELEBRATION, SPORTS AND COMMUNITY



AN OUTDOOR COMMUNITY CENTRE WITH SPACES TO PLAY AND MEET



A SPACE THAT BLENDS SPORT, ACTIVITY AND SOCIALISING



A SPACE THAT IS DEDICATED TO WOMEN AND GIRLS ACTIVITY

WHAT PEOPLE HAVE SAID

CREATE A WELCOMING COMMUNITY HUB WITH SPACES FOR LOCAL GROUPS, ACTIVITIES AND EVERYDAY SERVICES, ENCOURAGING PEOPLE OF DIFFERENT BACKGROUNDS AND GENERATIONS TO SOCIALISE AND MIX.

CREATE MORE SAFE, WELCOMING SPACES FOR WOMEN AND GIRLS TO MEET, EXERCISE AND SPEND TIME.



MORE GREEN SPACES WHERE FAMILIES COULD RELAX, PLAY AND ENJOY INFORMAL SPORT.



FACILITIES THAT REFLECT THE NEEDS OF EAST BIRMINGHAM'S DIVERSE COMMUNITIES AND ARE AFFORDABLE AND ACCESSIBLE FOR EVERYONE.

WHAT DO YOU THINK OF THIS BIG IDEA?

BORDESLEY GREEN WHERE COMMUNITY LIFE, CREATIVITY AND CULTURE ARE CELEBRATED

A stadium that offers something for everyone all year round.

AT A GLANCE, WHERE THINGS COULD GO

A STADIUM THAT OFFERS
SOMETHING EVERY DAY
OF THE YEAR.



CREATE MORE FREE AND AFFORDABLE
OPPORTUNITIES TO BE ACTIVE,
INCLUDING WALKING, RUNNING, PLAY
AND INFORMAL SPORT.

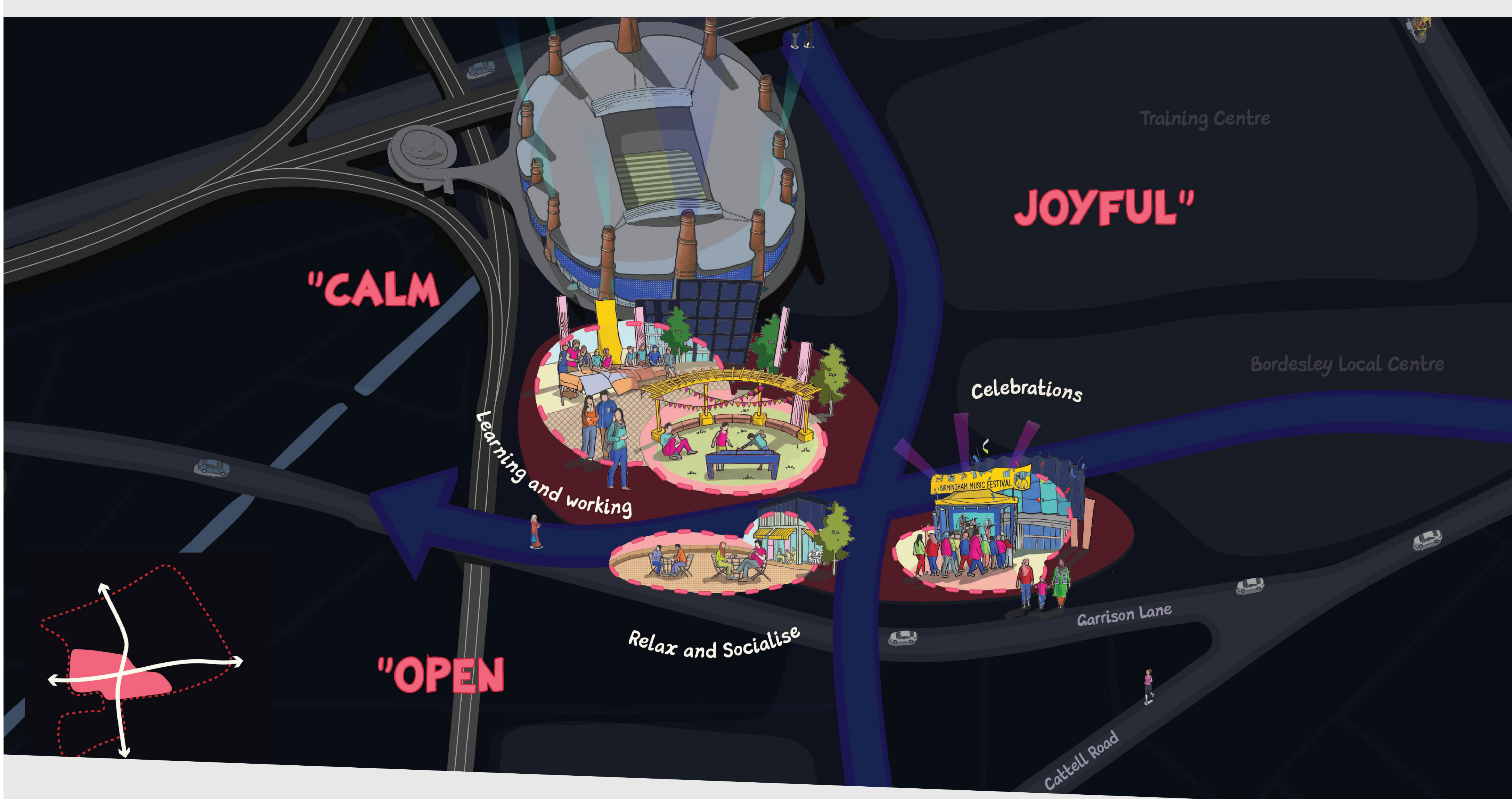


WHAT DO YOU THINK OF THIS BIG IDEA?

A STADIUM THAT BECOMES THE HEART OF
COMMUNITY LIFE, SURROUNDED BY
WELCOMING PUBLIC SPACES, EVERYDAY
ACTIVITIES AND EXPERIENCES THAT BRING
PEOPLE TOGETHER ALL YEAR ROUND.

Garrison Lane

**A NEW NEIGHBOURHOOD THAT CHAMPIONS
CULTURE, LEARNING AND CELEBRATION!**



HOTEL

LEARNING

JOBS**RETAIL**

CULTURE

LEISURE

WHAT PEOPLE HAVE SAID

THE AREA NEEDS TO FUNCTION AT ALL TIMES OF THE DAY.

FOOD FESTIVALS, COMMUNITY
FESTIVALS AND CULTURAL EVENTS
THAT SHOWCASE AND CELEBRATE
LOCAL BUSINESSES AND DIFFERENT
HOLIDAYS!

**OUTDOOR PERFORMANCES,
CONCERTS AND PLAYS.**

VISITORS SHOULD BE ENCOURAGED
TO EXPLORE AND SUPPORT THE
SURROUNDING COMMUNITIES RATHER
THAN SIMPLY COME AND GO.

**WHAT DO YOU THINK
OF THIS BIG IDEA?**