

# Your Future Solihull

Chelmsley Wood  
15-Minute Neighbourhood





# Understanding the Local Community



## Foreword

Solihull is at an exciting time in its journey towards becoming a net carbon zero borough by 2041. SMBC's proposals for the 'Chelmsley Wood 15-Minute Neighbourhood' not only support a reduction in greenhouse gas emissions but will meet the need for a just transition – moving us towards net zero without leaving anyone behind. I'm really proud of what we are proposing with our 15-Minute approach and how it will benefit the residents of Chelmsley Wood.

C40 cities, a network of world leading cities, highlights that a 15-Minute Neighbourhood is about providing equal access to core services and opportunities, with everyone able to meet their basic needs within a short walk or bike ride from home. It means ensuring that the activities that make urban life liveable and enjoyable are available to all, not just concentrated in central or wealthy neighbourhoods.







**Councillor Andy Mackiewicz**  
Cabinet Portfolio Holder –  
Climate Change, Planning and  
Housing

Given the current cost of living crisis, benefiting the whole community is a vital aspect of our 15-Minute Neighbourhood Plan. Chelmsley Wood is already a focus of regeneration with its Town Centre Masterplan and Simon Digby housing development forming two key components of this. However, in contrast to much of the borough, Chelmsley Wood 15-Minute Neighbourhood is largely within the 9% most deprived neighbourhoods in the country.

Our plan for the Chelmsley Wood 15-Minute Neighbourhood seeks to capitalise on the momentum of existing projects with the layering of new interventions, all whilst ensuring resources are directed to the neighbourhood. Our net zero neighbourhood has five key projects focusing on:

- Housing
- Transport
- Natural Environment
- Behaviour Change; and
- Community

At the core of our plan is the retrofit of housing, ensuring that over the lifetime of the project we offer the whole community a chance to benefit from warmer and greener homes. We will do this by directing external funding streams towards Chelmsley Wood, taking a place-based approach to retrofit and building on what we have learned from the Sustainable Warmth initiative in Elmdon. Nearly 12% of homes within North Solihull are in fuel poverty and within the 15-Minute Neighbourhood 76% of homes are estimated to be at an EPC rating of D or below – around 5050 homes. This is our motivation for making this approach the cornerstone of our plans.

In addition to drawing in funding for the retrofit of homes within Chelmsley Wood, we want to create a cohort of exemplar homes that really demonstrate the potential of living in a net zero home, allowing us to understand the costs, benefits and replicability of this approach.

Road transport is our largest single source of greenhouse gas emissions within Solihull and tackling this sector will require us to take a multifaceted approach whilst ensuring the interventions we take are inclusive for the community they serve. In addition to drawing upon existing and proposed projects we have planned a suite of measures around reducing journeys (through touch-down workspaces) and e-mobility solutions.

Linking to transport, the behaviour change element encourages active travel through a range of community based measures such as cycling, walking and scooting. We'll ensure that those who are able to participate in active travel get the support to do so.

Enhancing the natural environment can have positive impacts on physical and mental health alongside helping to tackle climate change and improve air quality. The 15-Minute Neighbourhood has some wonderful existing natural resources for example the ancient woodland of Alcott Wood. As part of our plan, we would look to enhance the natural environment within the 15-Minute Neighbourhood through schemes like tree and hedgerow planting or working on biodiversity corridors.

Last but not least, working alongside the community is absolutely core to our plans within the first phase of delivery. We want to go further than just keeping the community informed, our vision is that they'll actively co-create the 15-Minute Neighbourhood with us from the outset.

Our 15-Minute Neighbourhood seeks to blend all of these elements and draw upon funding whilst taking a co-ordinated approach to promotion of net zero. Through this approach the Chelmsley Wood 15-Minute Neighbourhood will truly support the Council's vision for Solihull "where everyone has an equal chance to be healthier, happier, safer and more prosperous through growth that creates opportunities for all" alongside our commitments to tackling climate change and protecting and enhancing our borough's natural environment.

## Introducing Chelmsley Wood 15-Minute Neighbourhood

***"Since net zero can only be achieved with decarbonisation happening in every place across the country – that's every household, community and local economy – it will require local leadership. We want to work towards building a partnership between central and local government to tackle climate change"***

Source: Local Government Association.

Solihull Metropolitan Borough Council's (SMBC) Net Zero Action Plan explores some of the key actions Solihull will need to consider to meet its ambition of becoming a net zero borough. The Council will use this work to help inform the nature and extent of future action. The plan is a key element in planning the borough's response to the Climate Emergency.

The Council proposes to introduce a 15-Minute Neighbourhood within North Solihull by creating a neighbourhood where the community can meet the majority of their everyday needs within

a 15 minute walk or cycle ride from their home. This will be a neighbourhood that can capitalise on the ongoing master planning of Chelmsley Wood town centre with the explicit aim of transforming it to become a people friendly centre, with safe and carbon neutral connectivity at the forefront, including walking, quality public transport and new cycling infrastructure.

The proposed transformation of the northern quadrant of the town centre will become the heart of the 15-Minute Neighbourhood and will support the wider ambitions of SMBC

and West Midlands Combined Authority (WMCA) including the transition to net zero.

Chelmsley Wood town centre is the main retail hub for North Solihull and whilst it has a vibrant and proud community, it suffers from higher levels of deprivation when compared with the rest of the borough.

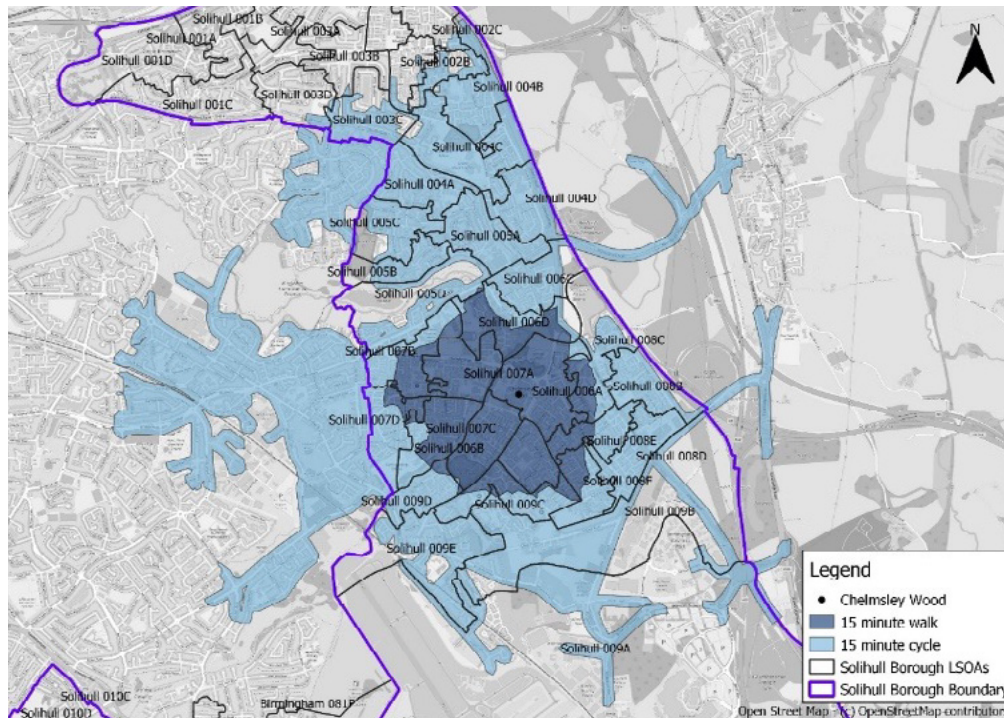
In addition to supporting the wider ambitions of SMBC and WMCA, initial consultation with the community indicates support of the transformation of the area and the development of the Chelmsley Wood 15-Minute Neighbourhood.

**A survey undertaken by SMBC asking residents for their opinions on the 15-Minute Neighbourhood received a number of positive responses:**

**||** *It is something we need to 'invest' in for a greener future."*

**||** *I really hope Chelmsley Wood gets this opportunity. It could have an amazing impact on an amazing place I love to call home. And give us pride as a community. It would be such an advantage for a lot of people on lower incomes."*

**||** *A scheme like this would benefit us all and perhaps give some level of feeling more involved in the borough's plans."*



The location of the neighbourhood provides an opportunity for layering of decarbonisation measures to promote a 15-minute approach, whilst providing an opportunity to understand the interdependencies on existing and planned infrastructure.

Solihull is challenged by a prosperity gap, with performance indicators in North Solihull, framed by the wards of Chelmsley Wood, Kingshurst & Fordbridge and Smith's Wood significantly lagging the rest of the borough.

One of the core principles in the Net Zero Action Plan (NZAP) is transitioning to net zero without leaving anyone behind. North Solihull is therefore a perfect area to concentrate funding in and pave the way forward for net zero in Solihull, not only understanding the transition, enabling KPI's and creating a catalyst in the area for both behaviour change and reduced carbon emissions, but also supporting residents with the ever-increasing cost of living. The proposals will also increase living standards and reduce fuel poverty to those in the borough with the greatest need.

Alongside the need to improve the lives of residents in North Solihull, one of the key reasons for choosing this neighbourhood is the tenure mix. The Council has a degree of influence within the vicinity of the neighbourhood with a greater number of residential properties being managed by Solihull Community Housing (SCH) (the Council's Arms-Length Management Organisation) than the borough average and with the ownership and occupancy of commercial property within this area including North Solihull Leisure Centre, Chelmsley Wood Library, SMBC Offices and a Job Centre.

The average net annual income in the Chelmsley Wood 15-Minute Neighbourhood is

**£22,583**

24.2% below the average for the borough

4 in 10 of the residents live in a flat, and 5 in 10 live in social rented accommodation.

The 2011 Census revealed that; over 1 in 10 residents have had or very bad health.

A Net Zero Neighbourhood appeals to

**79%**

of people who answered the survey.

**75%**

of people who answered the survey would like to see the first Net Zero Neighbourhood in Solihull in Chelmsley Wood.

**82%**

of people who answered the survey think that more energy efficient homes are very important for the Net Zero Neighbourhood to look at.

Chelmsley Wood 15-Minute Neighbourhood is identified as within the **top 9%** of the most deprived areas in England

(2019 Index of Multiple Deprivation)

**2,956**

households in North Solihull are classified as being in fuel poverty. (At 11.8% of all households in the locality, this is above both the Solihull (10.6%) and England (11%) rates)

## North Solihull Demographics

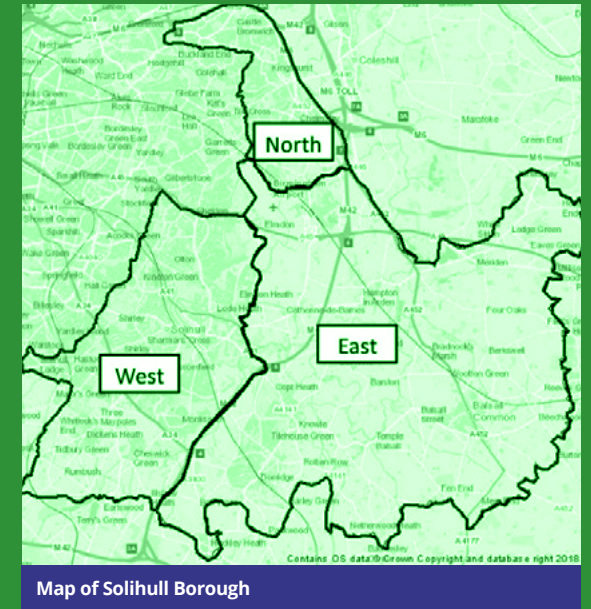
Solihull is divided into three localities; north, east and west. Chelmsley Wood, Kinghurst & Fordbridge and Smiths Wood are located in the north of the borough and are the three most densely populated northern wards. They are a focus for redevelopment and neighbourhood improvement. The socioeconomic indicators reflect this status with all measures less favourable than the Solihull average.

Both Kinghurst & Fordbridge and Smith's Wood have already seen investment for regeneration projects. The council have submitted a levelling-up fund bid to support the regeneration of Kinghurst Village Centre, which totals £6.35m. Smith's Wood village centre has also been regenerated.

The regeneration investment seeks to bring about long-term sustainable benefits for residents through changes to the tenure mix and types of housing available to local people

and improvements to schools, community facilities, retail, leisure and employment services, whilst at the same time maximising the key strengths of the wards.

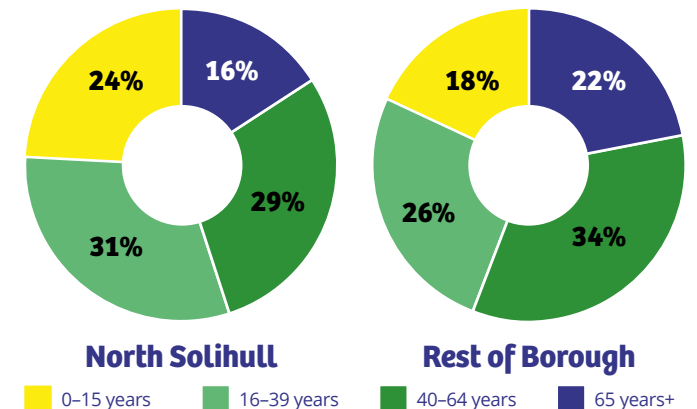
Chelmsley Wood is yet to receive any funding for the regeneration of the area. However, there are plans to redevelop the town centre in Chelmsley wood, as part of an ambitious major regeneration scheme. SMBC is also seeking a development partner for the Simon Digby site within the 15-Minute Neighbourhood.



## People and Place – North Solihull

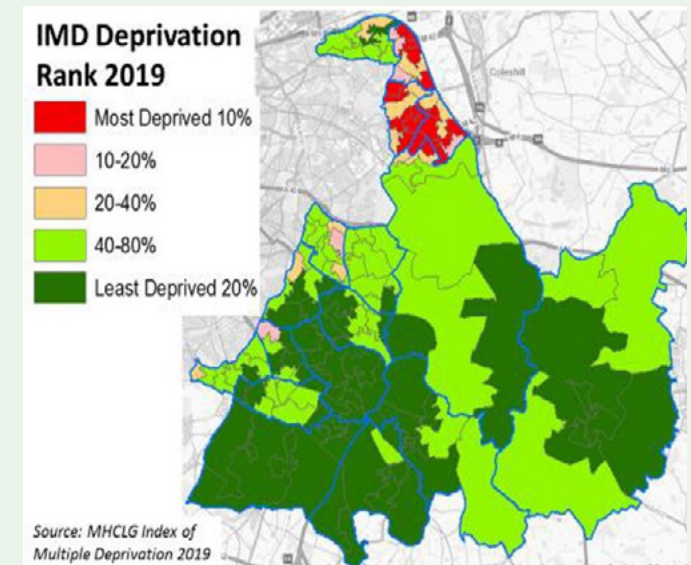
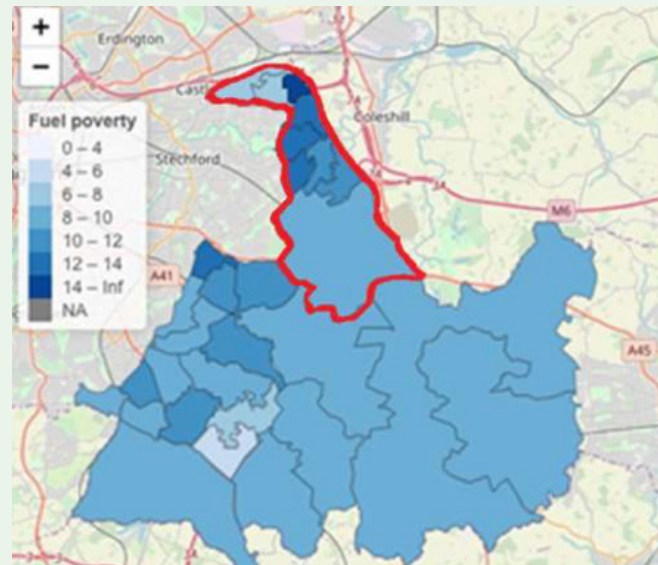
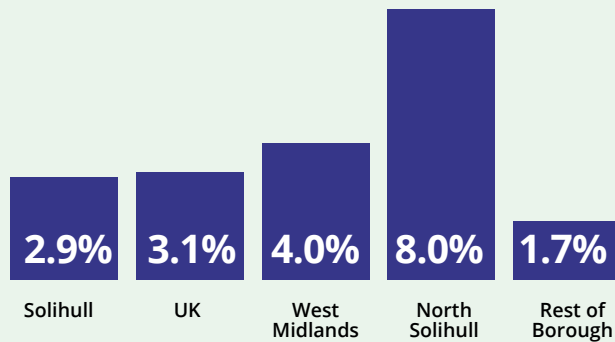
In 2016, the population of North Solihull was 58,919 (Smith's Wood: 12,455, Kinghurst & Fordbridge: 12,755, Chelmsley Wood 12,453). Combined, the three areas of regeneration make up 64% of the population of North Solihull.

North Solihull is home to the youngest population in the borough, with 40% of residents aged under 30 years old. There is a relatively small (but growing) 65+ age group. The following figure shows the breakdown of the population by age in both North Solihull compared to the rest of the borough.





Claimant Unemployment Rates



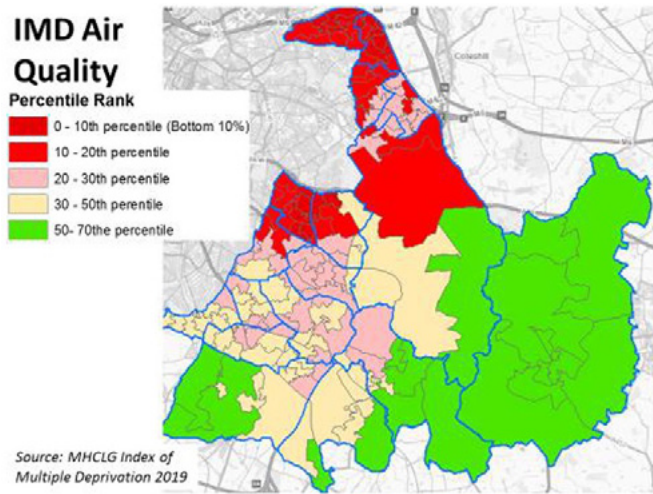
In addition to its young population, 28% of children live in a household claiming out of work benefits. North Solihull residents are more likely than elsewhere in the borough to be dependent on an out of work benefit.

North Solihull has a claimant unemployment rate nearly 5 times higher than the rest of the borough, totalling 8% as of March 2020. This figure is represented and compared with the UK, West Midlands, Solihull and the rest of the borough in the figure above.

With the rising energy costs, fuel poverty is becoming increasingly prevalent. Data shows that 2,956 households in North Solihull are classified as being in fuel poverty. At 11.8% of all households in the locality, this is above both the Solihull (10.6%) and England (11%) averages. Within North Solihull, the percentage of the population who live in fuel poverty ranges from 14% in parts of Smith's Wood, to less than 10% in Castle Bromwich. The image above highlights how North Solihull compares with the rest of the borough when it comes to fuel poverty.

To gauge an overall view of the housing tenure mix the proportion of socially rented houses has been researched. Data shows that 65% of Solihull's socially rented households are in North Solihull. However, in some neighbourhoods in the regeneration wards, research indicates that 50% of all households are socially rented.

20 of the 39 Lower Super Output Areas (LSOAs) in North Solihull are among the most deprived 20% of neighbourhoods in England, with 16 of these in the bottom 10% and eight amongst the most deprived 5%. The index of multiple deprivation for North Solihull are represented above. The picture above highlights the disparity between North Solihull and the rest of the borough.



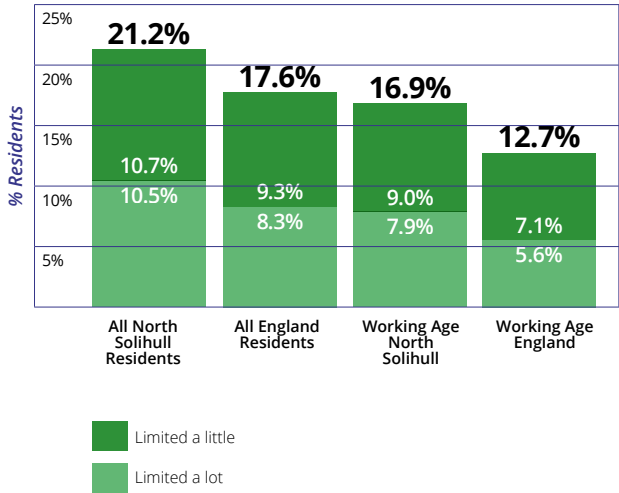
Net annual incomes vary across the borough and are on average nearly £7,500 (22%) per year lower in North Solihull than the average across the whole borough. The differential in average incomes is even wider when housing costs are taken into account, with those in North Solihull being 31% lower than the average across the borough, further indicating the disparity between North Solihull and the rest of the borough.

Whilst Solihull generally benefits from good air quality, North Solihull is shown to have the worst air quality in the borough. Reducing greenhouse gas emissions (such as carbon dioxide) can have the co-benefit of improving air quality. An example of this would be reducing car journeys; this reduces greenhouse gas emissions from vehicles whilst also reducing local pollutants such as nitrogen oxides and particulate matter which are harmful to people’s health. Air quality is shown in the figure above.

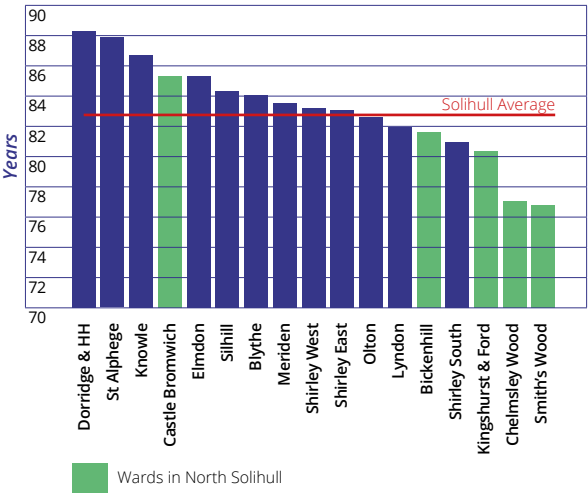
## Health

Protecting and improving the health of both children and adults is of fundamental importance. Over 21% of the North Solihull population say that their day-to-day activities are limited by long-term illness or disability, compared with the England average of just under 18%. A similar differential is evident among those of working age (17% compared to 13%).

Chelmsley Wood, Smith’s Wood and Kingshurst & Fordbridge experience a life expectancy below the Solihull and the national average of 83 years old, this data is presented below. This indicates that the overall health is poorer in the wards of North Solihull compared to the rest of the borough.



Source: ONS Census



Source: SMBC

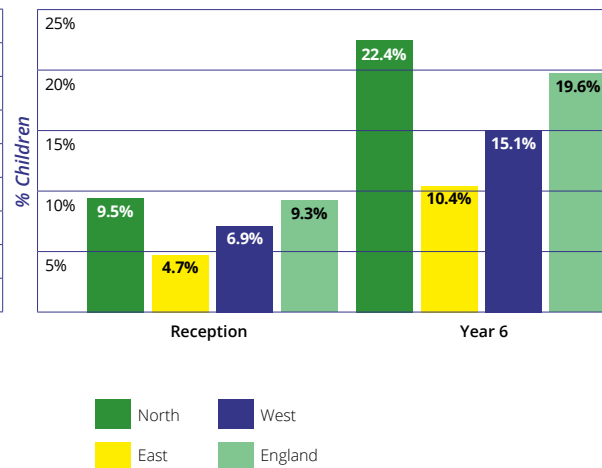
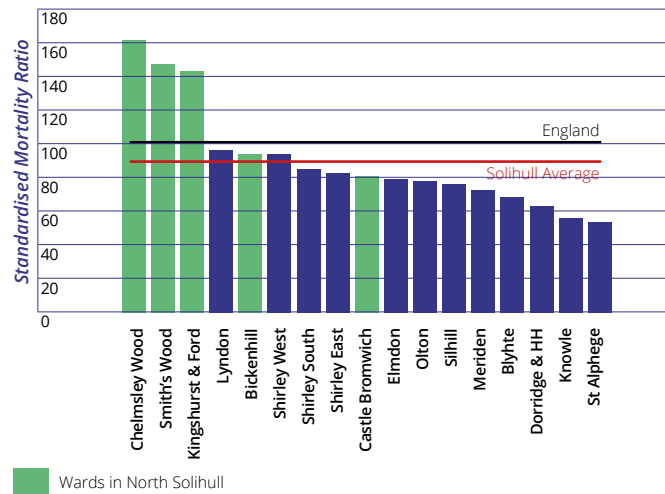


Deaths under the age of 75 are more common in North Solihull, this pattern applies to early deaths from cancer, circulatory diseases and coronary heart disease. Premature Mortality has been presented in the graph below, these rates are significantly higher in North Solihull than in the rest of the borough.

Over the past several decades we have seen obesity rates in children increase. This has become increasingly evident in more deprived areas. The graph below shows the percentage of children classified as obese in the north, east and west Solihull, compared to the England average. This data shows that North Solihull has considerably more children in Reception and Year 6 that are classified as obese compared to the rest of the borough and the average for England. Approximately 22.4% of children in year 6 are obese.

Obesity is not strictly down to diet but can be a combination of diet, lack of exercise, and socioeconomic factors. Improving the public realm and incorporating behavioural changes which promote active travel can help to reduce obesity levels. Creating a 15-Minute Neighbourhood in which children and adults alike can feel safe to walk / cycle could be the start of the wider efforts of creating a healthier environment in which carbon emissions are reduced, igniting the movement toward net zero carbon.

Alongside below-average income levels, North Solihull is also notable for a relatively higher population density, less green space per head and a substantially greater proportion of socially rented housing.



Source: Public Health England

## Chelmsley Wood 15-Minute Neighbourhood Demographics and Characteristics

The chosen 15-Minute Neighbourhood is located within North Solihull which is an area prioritised for regeneration.

The Chelmsley Wood 15-Minute Neighbourhood is comprised of 12 Lower Layer Super Output Areas (LSOA's) these are:

- Alcott Hall
- Low Brook
- Chelmsley Wood Town Centre
- Yorkminster
- Alcott Wood
- Craig Croft South
- Coleshill Heath North
- St Anne's
- Bluebell
- Bennet's Well
- Hatchford
- Chapelhouse

### Town Centre

Chelmsley Wood Town Centre (CWTC) is the main shopping and civic centre of North Solihull, and lies at the heart of a large post-war local authority housing development, surrounded by generally low/mid density 'Radburn' era estates, comprising mostly low-rise housing with some mid-rise tower blocks and maisonette blocks closer to the town centre.

Located on the fringe of the West Midlands conurbation, the town was built by Birmingham City Council in the late 1960s and early 1970s. Along with Fordbridge and Smithswood, Chelmsley Wood became part of the Metropolitan Borough of Solihull in 1974.

### Economy

With the decline in manufacturing industries in the area and difficulties in developing the skills required to access new jobs, unemployment increased. As a result, the area has suffered from physical, social and economic deprivation.

The impacts of this are felt across a broad range of outcomes including educational attainment, employment, crime and health.

The area of the 15-Minute Neighbourhood is in the 9% most deprived in England and the average annual income within the Chelmsley Wood 15-Minute Neighbourhood is £22,583, which is 24.2% lower than the Solihull average of £29,788.

## Alcott Wood: Focus Area

The northern part of Alcott Wood has been chosen as the focal point for the 15-Minute Neighbourhood, this area has been selected owing to its good mix of tenure types and proximity to the town centre making it an excellent choice to enable the layering of interventions.

The area is bordered by Bosworth Drive to the North, Moorend Avenue to the east and it includes Winchester Drive to the South and East.

Key Information about the Focus Area:

- There are 372 homes within the focus area, 130 are managed by Solihull Community Housing.
- The area is served by bus stops to the north and east along Bosworth Drive and Moorend Avenue.
- Chelmsley Wood Town Centre is directly north of the focus area with the Asda supermarket the other side of Bosworth Drive to the focus area. Asda is a maximum of 0.5 mile walk from any home within the focus area.



- The Local Nature Reserve of Alcott Woods is around 0.1 miles south of the focus area and is an area of ancient woodland. Kingshurt Brook runs a similar distance to the west, Meriden Park is the closest park and is around half a mile north.
- The Colebridge Trust operate the Chapelhouse Community Centre directly to the west of the focus area and Citizen Advice are located directly to the north west.
- The nearest medical centre is Bosworth Medical Centre around 0.6 miles away from the focus area.
- The area is within the catchment areas for Coleshill Heath School (Primary) and Grace Academy (Secondary), and is within 1 mile of a total of 7 primary schools and 3 secondary schools.
- Marston Green Infant and Junior Schools (which are 0.8 and 0.9 miles from the centre of the focus area) are both part of the School Streets initiative which seeks to encourage walking and cycling to school by restricting motorised traffic at school pick up and drop off times. This also imposes a 20 mile per hour speed limit on the roads around the schools at all times.
- The Parish Council for the area is Chelmsley Wood Town Centre.

### Typical House Type in Chelmsley Wood 15-Minute Neighbourhood

A large proportion of housing in Chelmsley Wood was constructed using the Wimpey no-fines construction method, which was a cheap mass production construction method used by many Local Authorities from the late 1940's-1970s to quickly build new housing. This type of housing includes traditional strip foundations, walls cast in-situ concrete with fine aggregate left out, with brickwork or render finish. This style of housing is old and inefficient.

The original buildings and homes were designed to:

*“evoke some sense of unity and harmony by obtaining good proportions and a simple use of materials”.*

High-rise flats were developed with pockets of open space. Housing densities were high, but a uniform system of development evolved, lacking in character, identity and diversity.



Images showing typical house types in the Alcott Wood focus area

# Community Survey

**During the development of the 15-Minute Neighbourhood Plan SMBC conducted a survey to develop an understanding of the community's perceptions of a 'Net Zero Neighbourhood'. The survey consisted of a series of questions regarding net zero neighbourhoods.**

Of the 152 people answering the survey, 50% have a postcode in B37 and a further 21% in B36 (Chelmsley Wood and close neighbouring areas). 79% of those that responded said that the idea of a Net Zero Neighbourhood appeals to them.

**"We need to take more action towards a greener future."**

**"It is the only way forward."**

## Housing

**83%** of people think that more energy-efficient homes are an important element to look at when considering a Net Zero Neighbourhood. The 17% that disagree believe that other elements are more important to look at, such as the environment and transport.

**80%** of people who answered the survey think that reducing energy costs for residents is very important for the Net Zero Neighbourhood.

**84%** of people who answered the survey are very concerned about energy costs and having a warm home.

**67%** of respondents said they are very motivated to reduce energy use in their homes, showing that the community is mostly willing to change its behaviours around the way they use energy at home.

## Energy

**50%** thought that it was important, with 50% also thinking renewable generation at home to be very important.

**51%** of people who answered the survey believed that renewable energy generation in the wider community is important for net zero neighbourhoods to look at.

## Transport

**70%** believed that personal safety issues whilst travelling around are a very important element for the Net Zero Neighbourhood to look at.

**49%** of respondents believe that better cycling and walking routes should be incorporated into the net zero neighbourhood.

**57%** of the people who answered the survey think that there is a need for more inclusive and accessible transport.

## Environment

**57%** of survey respondents are very motivated to improve the local natural environment.

**72%** of people think that it is very important to improve green space as part of what a Net Zero Neighbourhood should look at.

**63%** of people believe it is important to be planting more native species, this, in turn, can lead to greater biodiversity net gain and benefit carbon capture within the area.

**It is clear from the survey responses that energy costs and living expenses are a cause for concern within the community, reducing energy costs through the introduction of the Chelmsley Wood 15-Minute Neighbourhood is an inviting prospect for the majority of the survey respondents.**

**//** Cutting costs for residents is life improving."

**//** Fuel and heating prices are increasing but wages and benefits are not."

**//** I want to have a warmer house."

## Survey Conclusions

The respondents to the survey believe that reducing energy costs and creating more energy-efficient homes is the most important element to consider on the housing aspects of the Net Zero Neighbourhood, with alternative energy methods including the movement away from fossil fuels being less well received with approximately half the respondents believing that this is important.

The importance of better transport connections is made clear through the survey, highlighting the desire for a safer and more inclusive transport environment and better cycle/footpath provision, with residents indicating that access needs to be improved as part of a net zero neighbourhood.

The survey respondents feel there is also an importance to improve the environment, creating better quality green spaces and enhancing biodiversity through planting trees/native species.

An important take away from this survey is the importance of designing out crime, as this will encourage people out of their homes and promote a more active lifestyle.

**75%** of the people who answered the survey would like to see the first Net Zero Neighbourhood in Solihull in Chelmsley Wood.

Overall, there were four key factors from the survey:

- 1. Reducing energy use in the home.**
- 2. Improve the local natural environment.**
- 3. Ensure the right equipment and infrastructure.**
- 4. Improving advice on the environment.**

***"Educating the community is a priority but in a way in which they respond to and with community groups that they can trust. The delivery of community based green projects is a must"***

*Survey Respondent*



## Community Workshop

**SMBC held a Net Zero Neighbourhood Community Workshop in May 2022. This workshop included a small cohort of community groups such as Warwickshire Wildlife Trust, Three Trees Community Centre, Citizens Advice and 'the B37 project'. As discussed in the Community Engagement Plan, these organisations are key in delivering the 15-Minute Neighbourhood:**

- Warwickshire Wildlife Trust are involved in various environmental projects within the Chelmsley Wood area;
- Three Trees Community Centre is a vital part of the local community, and is a community centre owned and run by the community;
- Citizens Advice provides advice to local residents; and
- The B37 Project supports and develops community based projects around food and the environment in the local area.

The community groups were first introduced to the idea of a 15-Minute Neighbourhood and why Chelmsley Wood, followed by discussions on the priorities for the neighbourhood in which B37 project suggested that the initial survey only represents a small portion of Chelmsley Wood's overall population, and it is therefore important to consider the fact that the survey may not be representative to the population as a whole.

Citizens Advice further noted that they could support community engagement through their email contact list of 1000 people in the local area.

In continuation from this, the community groups were introduced to key ideas for local projects, including possible funding partnerships. B37 projects mentioned 'growing together' which supplies plant growing kits, and free plants, which serves 570 people in North Solihull, trying to get the community to grow together in food gardens and swap food and plants.

Further discussion highlighted the importance of good transport systems, with vulnerable people relying on taxis due to the bus services not being frequent or reliable enough. It is further reiterated that walking is not an option for a lot of people so public transport is the only beneficial option.







# Chelmsley Wood 15-Minute Neighbourhood Strategic Alignment

## Solihull Context

**Chelmsley Wood 15-Minute Neighbourhood is supported by a strong local policy context, and the Council targets to be net zero as a borough by 2041 and as a council by 2030.**

### Council Plan

The Solihull Council Plan is where we set out the overall strategic direction for the Council. In particular, it sets our strategy and our contribution to the delivery of SMBC's Vision-Solihull: where everyone has an equal chance to be healthier, happier, safer, and more prosperous.

Both Inclusive growth and decarbonisation are core parts of the council plan.

One of the three areas of intended outcomes of the Council Plan is:

### Actioning our Climate Change Declaration

- The council is net zero carbon by 2030
- The borough is net zero carbon by 2041
- An enhanced, well connected natural environment
- More people walking, cycling and using public transport
- Air quality has improved by 2025

### Climate Emergency Statement of Intent and Climate Change Prospectus

On 8th October 2019 Members of Solihull Metropolitan Borough Council unanimously agreed with a statement of intent to protect the environment.

The statement acknowledges the climate emergency and sets out how the Council will implement the statement of intent it includes nine areas of implementation which includes:

- Setting an ambition for the Council to be net zero in our own operations by 2030;
- Identifying a borough wide net zero ambition for 2041;
- Raising awareness of actions individuals can take;
- Working to deliver a just transition;
- Establishing a Climate Change Commission;
- Engage with businesses, schools and the wider community; and
- Producing the Net Zero Action Plan to drive decarbonisation across the borough.

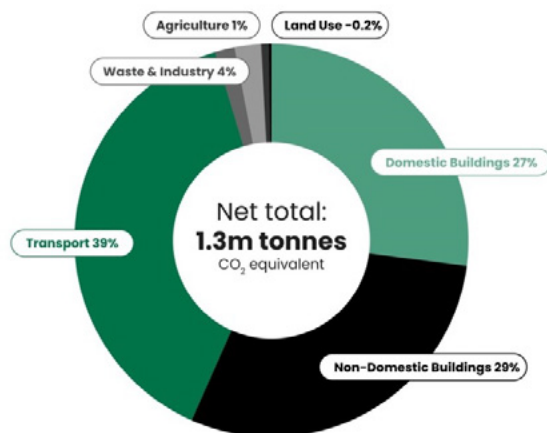
The Climate Change Prospectus is the roadmap that Solihull are using to guide our approach to sustainability: it sets out Council goals and actions and how it will achieve them. The roadmap is annually reviewed and updated, with achieved actions dropping off and new/emerging issues replacing them.

## Solihull Net Zero Action Plan

A key element in planning the borough's response to the Climate Emergency is Solihull's Net Zero Action Plan (NZAP) which was agreed by Cabinet in November 2021. The NZAP sets out the actions we can take to meet the aim to be a net zero borough by 2041.

The NZAP's primary focus is on actions that have an impact on the borough's greenhouse gas emissions, however, the plan is underpinned by the need to maximise the co-benefits from the transition to net zero and to ensure a just transition.

In Solihull we emit around 1.3 million tonnes of CO<sub>2</sub> equivalent per annum, this is roughly equivalent to driving a diesel car around the world 200,000 times. SMBC's emissions are split as follows:



The NZAP contains 203 actions which reflect the emissions that need to be reduced in order to reach net zero. In alignment with this, the 15-Minute Neighbourhood focusses on actions to do with buildings, transport and energy, to reduce emissions and deliver natural capital for carbon sequestration.

## Local Plan

The Draft Local Plan Review identifies Solihull as part of the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP), a partnership made up of key businesses and Local Authorities to drive sustainable growth and job creation. Solihull is also a constituent member of the newly formed West Midlands Combined Authority (WMCA).

The four priorities of the WMCA are:

1. To make it easier and more desirable to move around the West Midlands;
2. To make it easier and more enjoyable to be outdoors in green and blue spaces and urban environments;
3. To improve how it feels to live in the area's streets and community;
4. To improve people's life chances, wellbeing, employability and access to work.

The Draft Local Plan splits Solihull into several distinct areas, under the brand and vision of 'UK Central', which has been established to unlock the long-term economic potential of these four areas for the borough as a whole. These are:

**Zone 1 is the UK Central Hub;**  
**Zone 2 is North Solihull;**  
**Zone 3 is Solihull town centre; and**  
**Zone 4 is Blythe Valley Park.**

## North Solihull Regeneration Area (NSRA)

The NSRA covers three wards including Chelmsley Wood, Kingshurst and Fordbridge and Smith's Wood to the north of the A45, as well as some adjoining neighbourhoods in the north of Bickenhill ward.

The Draft Local Plan's view on the NSRA outlines that:

***'The regeneration programme commenced in 2005 and has delivered approx. 1,350 new homes, new schools and colleges, improved green spaces and improvements to CWTC. A large proportion of the new homes have been built for social rent, with the remainder for home ownership.'***

The adopted Local Plan Spatial Strategy is fundamentally the same as the draft Local Plan Review spatial strategy, with the addition of the newly identified UK Central Hub Growth Area (previously known as the M42 Economic Gateway) and the confirmed HS2 Rail station at Arden Cross.

## Other Policies

In addition to the policies and documents above there are many other areas where the Council's policy and strategy supports the 15-Minute Neighbourhood approach:

- Solihull Connected: Transport Strategy: Due to be reviewed
- Solihull's Economic Strategy

The Council is developing an Economic Strategy to cover the ten years to 2032. The success of the strategy will be measured not only on economic growth but also on the achievement of inclusive growth and carbon reduction. The strategy will aim to develop an inclusive, net zero carbon economy that reflects the ambitions of the Council and its local and regional partners and to:

- Establish a refreshed and compelling vision and 'place' narrative for the borough
- Focus on opportunity and have an emphasis on action
- Take an inclusive approach to growth, including maximising the impact of the social economy
- Shape the council's approach to marketing the borough's appeal to investors
- Align with and contribute to the council's Climate Change Prospectus and Net Zero Action Plan.

## Setting the Scene for inclusive growth

*“Solihull aims to reach net zero by 2041, in line with the regional target. This is a realistic but challenging target, and one which has the potential to create a better quality of life and shared prosperity for people in Chelmsley Wood.”*

*Inclusive Growth in Chelmsley Wood  
Art Of The Possible WMCA*

*Inclusive growth is about judging an economy not just by its activity, but by what that activity does to deliver what people need to thrive: good health, purpose, power, connectivity, creativity, and a resilient, regenerative environment. Locally, our working definition is that inclusive growth describes how we make sure that everyone in the borough has a fair and equal opportunity to contribute to and benefit from economic growth.*

*Solihull Council Plan 2022/2023 Update*

The Chelmsley Wood 15-Minute Neighbourhood has inclusive growth at its core, we have used the WMCA ‘Art of the Possible’ report for Chelmsley Wood as a reference point in developing our proposals for the 15-Minute Neighbourhood. In this report the WMCA identified several areas of opportunity and support for inclusive growth in the area, many of these align with the interventions and aims of the 15-Minute Neighbourhood including:

- Retrofit programme,
- Community energy,
- Decarbonisation of heating,
- Joining up green corridors,
- Creating employment pathways.
- A carbon neutral Chelmsley Wood: Especially relating to new buildings (such as Simon Digby and Town Centre redevelopment)
- Active travel,
- Collaboration with residents,
- Starting and supporting social enterprise,
- 20-minute neighbourhood test,
- Safety on public transport.

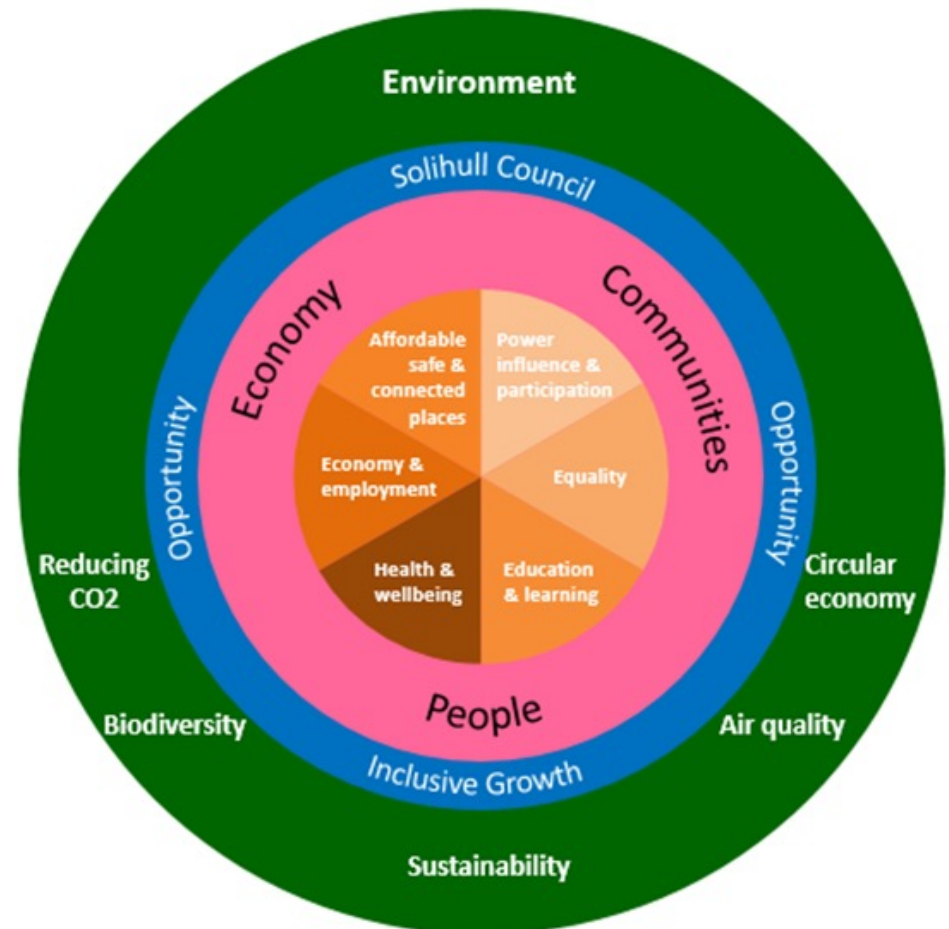
We have discussed key opportunities below and throughout the Net Zero Neighbourhood Plan (NZNP).

Inclusive growth is a core part of Solihull Council’s Plan with the Council acknowledging our role as an employer, procurer, service provider and system influencer in driving the inclusive growth agenda across the borough.

### Solihull’s Inclusive Growth Outcomes Framework

The diagram on this page is a representation of Solihull’s inclusive growth framework.

We have applied this to the 15-Minute Neighbourhood to identify the inclusive growth framework, co-benefits and alignment to the inclusive growth agenda.



## Applying the Inclusive Growth Outcomes Framework for Chelmsley Wood 15-Minute Neighbourhood

### Outcomes

#### People & Communities

- My children have the best start in life
- My family and I feel safe
- I am active and healthy and look forward to many years in good health
- I have control over my life and know where to seek help
- I have a good quality of life
- I am able to influence local decisions about the things that matter to me
- I feel connected to my local community

#### Economy

- I have a good secure job and can afford what I need to thrive
- I am able to learn new skills that are connected to local opportunities
- I have career aspirations
- I can access transport to work, retail and leisure activities
- Business have access to a skilled and healthy workforce
- The local economy is more resilient to economic shocks

#### Environment

- I live in a healthy environment resilient to the impacts of a changing climate
- I do not have to worry about pollution
- I am able to contribute to improving the environment in my day to day life
- I can access clean energy
- I like where I live
- Businesses are aware of and addressing their environmental impact



### What does this mean in practice?

The following table sets out how these outcomes can be driven forward by the Chelmsley Wood 15-Minute Neighbourhood approach.

\*  
 CR Climate Resilience,  
 AS Affordable and Safe Places,  
 CC Connected Communities,  
 EL Education and Learning,  
 HW Health and Wellbeing,  
 E Equality,  
 IE Inclusive Economy,  
 P Power Influence and Participation

Area	Outcomes	Narrative	Fundamental Area *
People and Communities	<ol style="list-style-type: none"> <li>1. My children have the best start in life.</li> <li>2. My family and I feel safe.</li> <li>3. I am active and healthy and look forward to many years in good health.</li> <li>4. I have control over my life and know where to seek help.</li> <li>5. I have a good quality of life.</li> <li>6. I am able to influence local decisions about the things that matter to me.</li> <li>7. I feel connected to my local community.</li> </ol>	<p>The 15-Minute Neighbourhood places people and community at its core and focusses on benefiting the wider community in the 15-Minute Neighbourhood area. Taking a focussed place-based approach will use the 15-Minute Neighbourhood as a catalyst for the improvement of housing in the wider area aiming to reducing fuel poverty and ensure warmer homes and to maximise associated health benefits.</p> <p>The cost-of-living crisis means that resilience to future increases in energy and transport costs is a vital driver for the Community, in the survey we conducted 84.2% of respondents said they were concerned about energy costs and having a warm home and 57.2% of people said they were concerned about transport options or the cost of transport. The potential for energy efficiency measures to reduce demand, diversifying the energy use through renewable energy and reducing the need to travel or moving to more sustainable travel methods can all play an essential role.</p> <p>Chelmsley Wood 15-Minute Neighbourhood places an emphasis on the layering of the interventions to maximise benefits to the community, this will include promotion of active travel with associated health and air quality benefits.</p> <p>It is important to acknowledge the health inequalities between North Solihull and Solihull as a whole, the proposed measures in Chelmsley Wood could have a significant positive impact on the health of members of the community with improvements in comfort levels, indoor and outdoor air quality, promotion of behaviour change measures such as active travel, and enhancing the natural leading to benefits on physical and mental health.</p> <p>Where possible we must ensure that the interventions, we propose are inclusive and accessible, this is particularly important in relation to the transport elements of the plan.</p> <p>A key focus in delivering the 15-Minute Neighbourhood will be meaningful engagement with the community so that residents, community groups and other stakeholders can influence the direction of the planned interventions, this will include working with community organisations to promote the 15-Minute Neighbourhood, identifying and supporting community-based projects that contribute to the aims of the plan. This is an opportunity to enable the community to understand the options for low carbon services and technologies that they can benefit from and enable the community to feel invested in our transition to net zero.</p>	CR, AS, CC, EL, HW, P



Area	Outcomes	Narrative	Fundamental Area *
<b>Economy</b>	<ol style="list-style-type: none"> <li>1. I have a good secure job and can afford what I need to thrive.</li> <li>2. I am able to learn new skills that are connected to local opportunities.</li> <li>3. I can access transport to work, retail and leisure activities.</li> <li>4. Business have access to a skilled and healthy workforce.</li> </ol>	<p>One of the core principles of Solihull's approach to decarbonisation is to support the just transition to net zero, to do this we will need to ensure that we provide opportunities for the community and businesses to benefit economically from the transition to net zero. We will seek to maximise the economic benefits of the 15-Minute Neighbourhood.</p> <p>This approach may include specific interventions which will focus on access to transport, such as, e-mopeds, e-cargo bikes and car clubs. We will investigate the opportunity for drop in work-spaces, limiting dependence on fossil fuel vehicles and improving access to work, leisure and retail activities. This package of measures is aimed to have a positive impact on transport poverty.</p> <p>Currently there is a gap of qualified and skilled people in delivering retrofit solutions, this is something that SMBC and more widely WMCA are looking at, there is the potential to benefit the local community by promoting development of skills and opportunities in this area.</p> <p>As part of the 15-Minute Neighbourhood approach there is the potential to investigate sustainability skills and knowledge share including as part of the Community learning adult education budget.</p> <p>Increasing awareness of energy and understanding the costs and benefits of energy use can lead to behaviour change, both in energy use and in economic behaviours.</p>	AS, EL, HW, E, IE, P
<b>Environment</b>	<ol style="list-style-type: none"> <li>1. I live in a healthy environment resilient to the impacts of a changing climate.</li> <li>2. I do not have to worry about pollution.</li> <li>3. I am able to contribute to improving the environment in my day to day life.</li> <li>4. I can access clean energy.</li> <li>5. I like where I live.</li> <li>6. Businesses are aware of and addressing their environmental impact.</li> </ol>	<p>The primary goal of Chelmsley Wood 15-Minute Neighbourhood is to provide a demonstrator of a low carbon neighbourhood reducing emissions of greenhouse gasses and gaining associated benefits for the community and wider environment including cleaner air, access to clean energy and empowering people to make sustainable choices.</p> <p>The 15-Minute Neighbourhood will reduce household emissions through retrofit measures, reducing reliance on fossil fuels and helping to reduce the impact of fuel poverty.</p> <p>In the first phase of the 15-Minute Neighbourhood we will seek to create a cohort of exemplar net zero homes, demonstrating the benefits and approaches required for net zero homes, removing fossil fuels can also improve air quality within the home.</p> <p>Chelmsley Wood 15-Minute Neighbourhood hopes to achieve a range of environmental benefits from the approach to layering of actions and projects in order to benefit the community as a whole, this will include future mobility, engagement and behaviour change and natural environment measures.</p> <p>Whilst we know that large scale renewable energy development is not possible within the 15-Minute Neighbourhood and that there is not enough capacity outside of the town centre for a heat network, we will investigate local opportunities for locally generated renewable energy and community energy.</p> <p>The plan seeks to link to existing and proposed council schemes to amplify the benefits to the environment and the community it serves.</p>	AS, EL, HW, E, IE, P

# Our Vision











**SMBC's Net Zero Action Plan identifies the pathway to net zero for Solihull borough as a whole, the 15-Minute Neighbourhood focusses on the priority areas of retrofit, new developments, active travel, future mobility and the natural environment all of which have a key role to play in ensuring Solihull is able to move towards net zero. The Chelmsley Wood 15-Minute Neighbourhood supports the core principles within the NZAP of maximising the co-benefits of decarbonisation and ensuring a 'just transition' to a net zero Solihull.**

Our vision for the NZNP is to take a critical next step to ensure that the transition to net zero for our existing neighbourhoods takes place. The 15-Minute Neighbourhood approach provides unique opportunities to accelerate this process. The neighbourhood has been chosen as it offers a number of projects that will create an opportunity to define the pathway to net zero for Solihull as a borough.

The proposed approach is people focused, providing a neighbourhood with clean construction, green buildings and energy, green nature solutions, and sustainable interventions that create a connected place for everyone.

The ambitious development plans in Chelmsley Wood Town Centre mean that it is a great place to form the heart of the neighbourhood. Alongside this the Zero-Carbon Strategy for the proposed new build housing at Simon Digby, proposed transport innovations and new cycleways and infrastructure proposed in North Solihull.

Arup's Ten Approaches detailed in their recent C40 cities, Green and Thriving Neighbourhoods, indicate that a successful 15-minute approach requires a number of elements:

- |  |   |
|--|---|
|  <b><u>1. Complete neighbourhood</u></b>  |  <b><u>6. Green buildings &amp; energy</u></b>       |
|  <b><u>2. People-centred mobility</u></b> |  <b><u>7. Circular resources</u></b>                 |
|  <b><u>3. Connected place</u></b>         |  <b><u>8. Green &amp; nature-based solutions</u></b> |
|  <b><u>4. Place for everyone</u></b>      |  <b><u>9. Sustainable lifestyles</u></b>             |
|  <b><u>5. Clean construction</u></b>      |  <b><u>10. Green economy</u></b>                     |

*Source Green & Thriving Neighbourhoods, C40 Cities, Arup, July 2021*

The area chosen by SMBC for the ambitious 15-Minute Neighbourhood already incorporates a number of these elements and if successful the NZNP will give SMBC an opportunity to accelerate the process, reduce carbon emissions, and monitor the initial steps across both existing projects and an additional exemplar scheme to improve the lives of the community, whilst mitigating against some of the increased living costs that the community are experiencing.

It is envisioned that over the lifetime of the project and beyond, lessons learned can be transferred throughout other neighbourhoods within North Solihull and the wider West Midlands. Especially where communities are reliant on a complete neighbourhood and stakeholder approach to ensure they do not get left behind in the transition to net zero.

SMBC's Capital Investment Plan begins to expand on the areas above and how they can contribute to the 'Next Steps' for creating a neighbourhood that thrives on everyone being included.

## Summary

Chelmsley Wood 15-Minute Neighbourhood is located in North Solihull, with Chelmsley Wood town centre at its heart. We believe that this area is ideal for the interventions that a net zero neighbourhood could bring.

Chelmsley Wood is a busy centre, and its surrounding area houses a proud community not without challenges; the 15-Minute Neighbourhood is within the 9% most deprived areas in England with 11.8% of residents in the wider area being fuel poor and more than one in ten residents experiencing poor health.

Further engagement is required to really get to grips with the needs and desires of residents for the 15-Minute Neighbourhood, however, the survey we conducted indicates that the local community is largely positive about the prospect of a net zero neighbourhood in their area, with 79% finding the neighbourhood appealing.

Community groups and organisations are a vital part of this area, these groups would be key in the successful delivery of the 15-Minute Neighbourhood.

Chelmsley Wood 15-Minute Neighbourhood includes Chelmsley Wood Town Centre. SMBC has ambitious plans for redevelopment of the town centre and the SMBC owned Simon Digby site. This alongside ownership and occupancy of several key assets within the neighbourhood, combined with higher than the Solihull average for SCH properties means that Solihull Council has a high degree of influence in this area.

The northern part of Alcott Wood ward has been identified as the focal area for retrofit, it hosts 372 homes and over 1/3rd of properties are managed by SCH. The area has a tenure mix that is representative of the wider Chelmsley Wood area and beyond, with a mixture of social housing, rented properties and privately owned homes ensuring replicability. The area is made up of homes built in the post war era, and are largely Wimpey no-fines in construction which were built by Birmingham City Council before the area became part of Solihull Borough in the 1970s.

The 15-Minute Neighbourhood sits within a supportive strategy and policy context with the principles and ambitions of Solihull's Council Plan, the Net Zero Action Plan and Solihull's inclusive growth framework being pivotal in developing the 15-Minute Neighbourhood approach.







# Capital Investment Plan



# Introduction

## Working towards a net zero future where no one is left behind.

*“A neighbourhood is both a place and its people. As a place, the neighbourhood includes the infrastructure and buildings, the public and green spaces. The people include residents, workers and visitors of all ages, genders, races and abilities, and with different needs.*

*A neighbourhood will often have a unique identity that enables it to be recognised not only geographically but also through its people, character, and brand.*

*This identity, along with the scale of the neighbourhood, means that decisions made within its boundary can directly raise ambition and change behaviours. This is why neighbourhoods provide a great opportunity to deliver net zero outcomes and create resilient, people-centred places”*

Source: *Green & Thriving Neighbourhoods, C40 Cities, Arup, July 2021.*

A neighbourhood targeting a net zero future should be designed and operated to reduce and minimise emissions throughout the development lifecycle. It can achieve this by meeting the needs of residents, workers and visitors, and providing a high-quality and resilient environment that enables the community to thrive.

But what happens when that neighbourhood suffers from high fuel poverty, low incomes and the majority of homes were built in the post-war era and in a rush, in order to provide homes at a time when net zero hadn't even been considered?

Changing the perception and behaviours of long-established communities whose priorities have been more about healthcare, education and reducing poverty is the first challenge, but whilst families are feeling the pinch of ever-increasing energy prices, now is an ideal time to accelerate the journey to net zero for North Solihull.





## What Makes People change their behaviour?

*“Government, local or central, cannot change people’s behaviour even if it wanted to. People change their behaviour in response to other changes in the world around them, in their understanding of the world and their perceptions - including their perceptions of themselves. To be successful in enabling change new behaviours should seem:*

- **More advantageous** – e.g. perceptions of costs and benefits change
- **More ‘me’** – behaviour fits in with perceptions of self or aspirations
- **More prevalent** – increased awareness of who else is doing it
- **More doable** – increased confidence in the ability to change
- **OR make their old behaviour seem less of any of the above”.**

*Source: DfT Enabling Behaviour Change – Information Pack*

A green and thriving neighbourhood for North Solihull is defined by two key areas, addressing both the emissions imperative and promoting quality of life at the neighbourhood scale.

However, the 15-Minute Neighbourhood in North Solihull will not only demonstrate meaningful emissions reduction in practice. It will provide an opportunity to assess the retrofit of both private and social homes, create meaningful KPI's to measure the success of behaviour change and stand out as a front-runner for other neighbourhoods to follow.

Preparation of this plan has already united key partners in the Chelmsley Wood area. Solihull Community Housing are working with Solihull Metropolitan Borough Council (SMBC) and are committed to ensuring a successful future for the area.

The initial three year plan will be key to understanding the pathway to net zero for North Solihull and the wider borough. The projects submitted focus on three key areas; Housing, Transport and Other Infrastructure areas which are considered instrumental to the success of the 15-Minute Neighbourhood:

- **Project 1** Housing – Retrofit as a Priority
- **Project 2** Transport – Future Mobility
- **Project 3** Transport – Sustainable Transport and Behaviour Change
- **Project 4** Other Infrastructure – Nature Based
- **Project 5** Other Infrastructure Community Project – Draw Down Facility

The requested funding for each of the projects is listed subsequently and this Capital investment Plan will expand further on the initiatives already in place supporting each of the following: Housing, Transport, Green Infrastructure, Community Inclusion and Behaviour change in line with WMCA's NZNP Specification.

Prioritising net zero for the community in North Solihull could be perceived to be challenging. A large number of households are experiencing fuel poverty, alongside the increased cost of living, whilst average incomes are lower than the wider Solihull borough. The burden of net zero measures will fall upon members of the community whose income is just over the threshold for Government funds to be available to them and therefore has the potential to lead to inequality throughout the borough, in a community that is already facing many challenges.

### Alcott Wood and Retrofit

Alcott Wood has been chosen as a focus area to begin to understand some of the success factors for realising the ambition for retrofit of existing homes.

There are 372 homes in the focus area excluding high rise flats. SMBC's analysis indicates that up to 76% of homes could have an EPC rating of D or below. Initial analysis indicates that circa 130 of housing in the focus area is social housing.

This area has been identified as having the most comprehensive EPC data whilst representing the typical tenure and housing type within the wider 15-Minute Neighbourhood. The mix and tenure of housing in the area ensures that a broad range of analysis can be undertaken to test take up rates and the technical solutions proposed whilst capturing synergies between public and private sector approaches and establish the requirements to bring forward solutions to meet net zero targets throughout the UK, with a particular focus on retrofit. The focus area provides an opportunity to transfer solutions through the north of the borough and beyond.

The focus area and its community have overcome some significant issues that affected the area and, as a whole, continue to have a high level of pride in the neighbourhood. This is recognised by the significant amount of investment from, and participation in, local community groups in the neighbourhood.

The current plan, therefore, presents the opportunity to support a community that does not have the resources to push forward the net zero carbon agenda alone, but with some intervention, knowledge and assistance provided by this fund, an opportunity is created to see a community come together to change the shape of the future for not just the current generation but for future generations.

The opportunity to fund these transformational projects will kickstart the direction towards net zero for a community that prides itself on working together and leaving no one behind, it will bolster the economy and unlock private-sector investment. These projects will therefore help to guarantee a sustainable future for Chelmsley Wood 15-Minute Neighbourhood for years to come, establishing a range of net zero Initiatives and supporting the community to continue with the success that this initial fund will propel forward.



## **Net Zero Neighbourhood Plan (NZNP) Objectives**

This project has the capability of supporting Solihull's Net Zero Action Plan (NZAP) by establishing:

- 1** A clear path to all homes achieving an EPC Rating of C or above.
- 2** An exemplar scheme which retrofit as close to net zero as possible.
- 3** The opportunity to learn from the exemplar scheme and have a full understanding of the benefits and constraints of aiming for net zero on retrofit and the impacts it has on the life expectancy of homes of this nature.
- 4** Change the perception of Chelmsley Wood to an area where the community can live, work, play and shop to reduce long term levels of carbon emissions.
- 5** Create long-term behaviour change, which enhances and takes opportunity from the community's already strong sense of pride in the neighbourhood.
- 6** The opportunity to impact people's daily lives so they not only feel the benefit of net zero actions but also take ownership and accountability for their neighbourhood's contribution to reducing carbon dioxide emissions.
- 7** Build on the success of the existing planned regeneration projects within the area to ensure the net zero agenda is a priority.
- 8** Maximise co-benefits and deliver against our inclusive, growth agenda by focussing on people and community, economy and environmental takes benefits.

Without intervention, not only are these opportunities lost but it is likely, despite best efforts, that Chelmsley Wood will leave behind several members of the community from its net zero ambitions. This would include those whose current priorities are ensuring their families survive one of the highest costs of living increases the UK has experienced. SMBC's NZNP works towards finding a solution to ensure that no members of the community are left behind and the prosperity gap does not continue to widen as Solihull works towards net zero.

Overall funding requested from the Neighbourhood Partnership Framework:

**Currently expected to be £1.65m.**

# A Summary of the Proposal

**The 15-Minute Neighbourhood aspires to build on its strength of community. It is acknowledged that there has been a negative perception of the North Solihull area for some time, however, the majority of residents have a sense of pride and belonging in their locality.**

The new 15-Minute Neighbourhood will have social inclusivity, cohesive communities, promote community engagement and strive for equality across the neighbourhood.

To ensure the above is achievable SMBC and stakeholders have already commenced engagement with community groups across North Solihull.

SMBC's Net Zero Action Plan (NZAP) sets out the actions needed to help the borough achieve its net zero aims. In considering the Net Zero Neighbourhood Plan (NZNP) a key element is to expand upon the areas identified in the NZAP to begin to make the critical changes that can have long term improvements for the whole borough.

Domestic buildings and Transport account for a significant amount of the carbon emissions in the borough, 57.3% and 38.9% respectively. The NZNP will look to assess the retrofit of existing domestic building as a priority, alongside the transformative projects coming forward in the neighbourhood including promoting low carbon new build development and significant transport improvements.

It is crucial that the plan works alongside the existing projects for a collaborative approach so the neighbourhood can realise the full potential for the journey to net zero.

The aspects considered critical to the success of the neighbourhood are as follows:

- **The Heart of the Neighbourhood** has been chosen as Chelmsley Wood Town Centre, which already serves the community well but has experienced a significant decline due to the ever-increasing market failures in the retail economy. SMBC is responding to this with a transformational project that is anticipated to see over £60M of Public and Private Sector Investment.
- **Solihull Community Housing (SCH)** has already committed to ensuring that all social homes have an Energy Performance Certificate (EPC) rating C or above by 2031.
- **New build** developments within the proposed Neighbourhood are already leading the way with net zero targets and the Council is committed to delivering new homes where net zero targets will be met.
- **Existing Homes – Retrofit as a Priority** SMBC are paving the way with the Sustainable Warmth programme after receiving grant funding from the Government to help communities of all housing tenure and types to be able to move toward net zero.
- **Transport** – Solihull Connected, The Bus Services Improvement Plan (BSIP), Demand Responsive Transport, East Birmingham / North Solihull study
- **EV Charging Demand**
- **Tree Planting**

Each of the projects are either situated within the boundary of the proposed 15-Minute Neighbourhood or directly impact the neighbourhood (i.e. Wider Transport Projects).

This is a unique opportunity to incorporate the findings of a number of projects whilst creating a Neighbourhood and people focused approach. The 15-Minute Neighbourhood will create the potential to capture insights in the behaviour change that neighbourhoods experience when a place based approach is adopted.

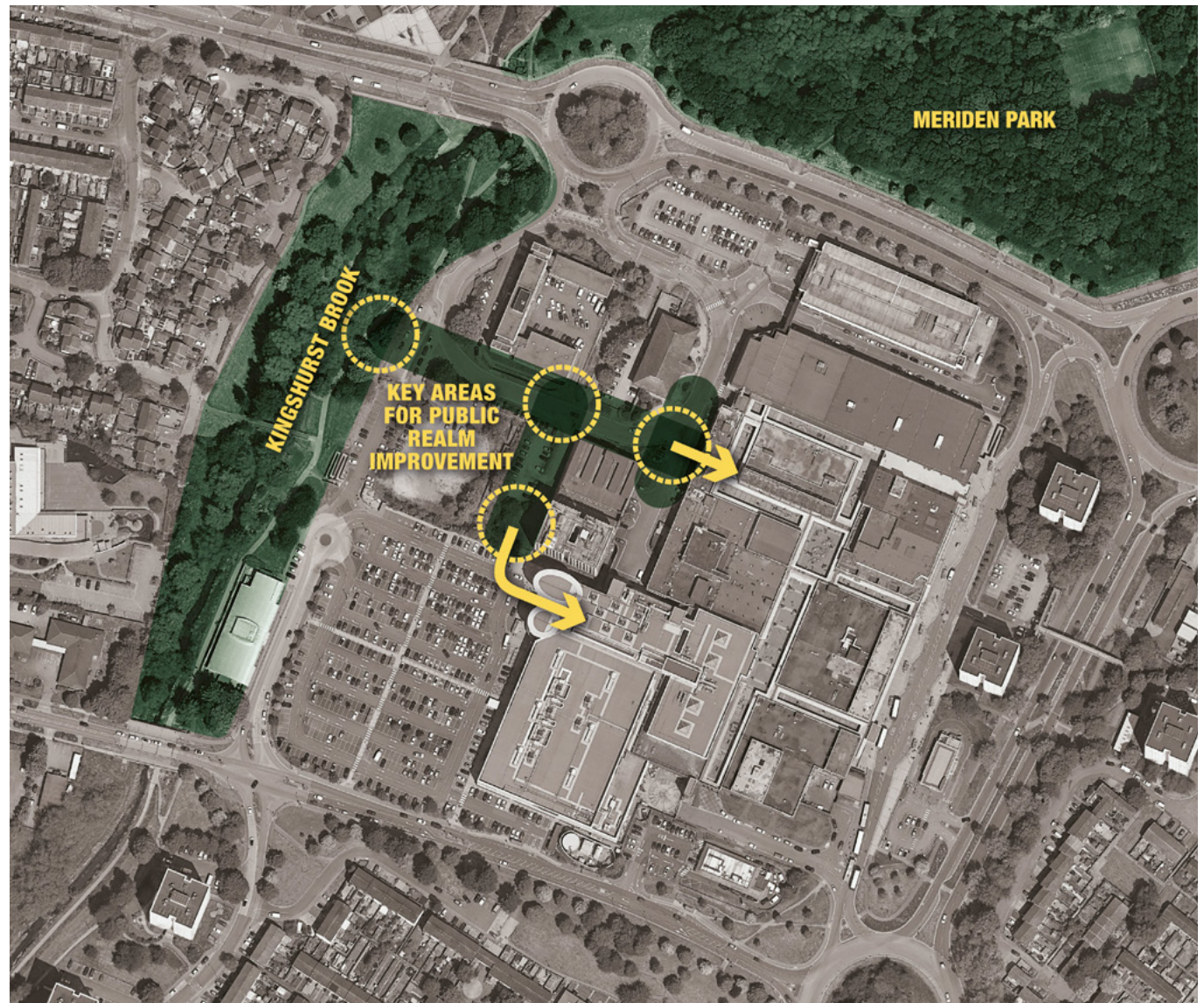
The proposed projects will seek to establish a number of best practise principles that can be transferred across the borough in existing similar neighbourhoods and throughout the wider West Midlands, including being able to clarify the best practise procedures for the retrofit of existing post war homes, understanding how much a fabric first approach can achieve against the lifespan of the homes, understanding the behaviour change impacts of a neighbourhood style approach and look to change the perception of an area and enhance on its existing community.





## The Heart of the Neighbourhood

Chelmsley Wood Town Centre forms the heart of the new 15-Minute Neighbourhood. Opened in 1970, the town centre is dominated by a large shopping centre precinct, accommodating a range of shops and services including an ASDA superstore, council library and services, and job centre. Typical of its era, the shopping precinct is inward-looking, pedestrianised and separated from the surrounding residential neighbourhoods by major highways. Like many High Streets, the town centre has experienced a significant decline in recent years due to the pressures on the retail economy and the impact of COVID-19 restrictions. Nevertheless, it is well-used by residents as it provides a strong 'value-shopping' offer to a relatively deprived community who are keen to see it revitalised and improved to better meet their needs and aspirations.



Key areas for public realm improvements in Chelmsley Wood Town Centre





Aerial view of Chelmsley Wood Town Centre

As a focus of the North Solihull Regeneration Programme, and to respond to the need to secure a prosperous and sustainable future for Chelmsley Wood, SMBC commissioned a master plan study in 2018 to outline a long-term vision for the transformation of the town centre. This initial study identified the Northwest Quarter of the town centre, which is currently underutilised and not fulfilling its potential, as key to the wider regeneration of the town centre. The Council is working to develop a plan for the regeneration of this area of the town centre which will steer both public and private sector investment and deliver a wide range of benefits for the town centre and surrounding community.

Having tested and consulted on several masterplan options, a preferred option for the Northwest Quarter of the town centre was identified in June 2022, which outlines a programme for the comprehensive redevelopment of the town centre in a phased and deliverable way that also supports Solihull's net zero ambitions. The preferred option masterplan is illustrated on page 49 and seeks to introduce a range of new uses into this area of the town centre, including a new food store, a public sector office hub, commercial units for additional retail and/or food and beverage offer, a potential community diagnostics facility, and residential units (both affordable housing and extra-care).

The introduction of new uses will complement the existing town centre offer and provide additional opportunities for town centre living, as well as bringing new job opportunities into the local area through the introduction of new office and commercial uses. Critically, the mix of uses and improvements to the public realm that are proposed through the master plan will encourage more people into the town centre at all times of day, creating an open and safe environment.

A key driver behind the preferred option masterplan is the desire to create an attractive and welcoming town centre, encouraging footfall through the introduction of new uses and enhanced connectivity – both within the town centre and to its surroundings. The transport strategy underpinning the masterplan seeks to reduce the dominance of motor vehicles within the town centre and prioritise walking and cycling ('active travel') both within and around the town centre to create a healthy, sustainable, and inclusive town centre for all. As part of the Proposals approximately 100 new build homes will be delivered. Enhanced routes and public realm improvements, such as the use of shared surfaces, will contribute to creating an environment where people feel safe and comfortable walking and cycling.

As the primary landowner within the Northwest Quarter, SMBC will be integral to the delivery of all phases of development and as such, is uniquely placed to ensure that any new development is built to meet high environmental standards, embedding net zero carbon ambitions in building and public realm designs and ensuring the long-term sustainability of the town centre.

It is estimated that the regeneration of the Northern Quadrant will include nearly £60Million of private and public Investment



Cllr Eric Collins, former mayor of Solihull



# Housing



## Let's Look at Housing

In considering the way forward for the 15-Minute Neighbourhood, SMBC has considered a number of elements relating to housing, these include:

- **Social Housing**
- **New Build Housing**
- **Existing Housing**

### Social Housing

**Solihull Community Housing (SCH)** – Solihull Community Housing has recently developed an Energy and Environmental Sustainability Strategy. One of the primary objectives of the strategy is to; *'Reduce fuel poverty and invest in our communities and the local economy'*.

SCH is currently participating in the Green Homes LADS2 scheme and Wave 1 of the Social Housing Decarbonisation Fund to help deliver these objectives.

SCH will assist and advise local communities in relation to fuel poverty, energy efficiency and new technologies such as renewable heating. In addition, they will provide support for vulnerable households and work with expert partners to enhance energy advice services.

SCH also has extensive experience in undertaking investment in low carbon works and will ensure that such works are supported by a programme of information and education for households to ensure benefits are maximised.

SCH has set a strategy to achieve net zero carbon emissions across the social housing stock by 2041. Within this there is a transitional target to get all homes to EPC Band C by 2030, focusing on the worst-performing properties first. In line with best practice and guidance, a fabric-first approach has been agreed although there will be flexibility to ensure opportunities are not closed off for future technology development. Given the diversity of the portfolio, SCH has set a short-term objective to develop a programme for its non-traditional homes

The aim in the short term is to support fabric improvements with renewables/storage and smart data technologies, subject to funding availability. Decarbonisation of heat will gradually be adopted to allow time for markets and systems to develop.

Data will be key to SCH's strategy, it is intended to develop the one stock data systems to enhance the quality of information held and put themselves in a more advantageous investment position. In addition, it is intended to support improvement works with data monitoring systems in order to test and evaluate the performance and impact of improvement measures.

SCH has provisionally allocated around £40m within its 10-year outline capital programme towards energy and carbon reduction initiatives.



**Solihull**  
Community Housing

Shaping our neighbourhoods



## New Build Homes – Simon Digby Site

The proposed masterplan at Simon Digby comprises a total of 177 dwellings, ranging from 1-bed maisonettes to 2 to 4-bed houses. The masterplan scheme is currently at the feasibility stage with illustrative block and site plans prepared and technical studies carried out. Detailed designs for the development will be brought forward by the prospective developers of the site. SMBC are the landowner of the site.

A feasibility study has been carried out to evaluate the possibility of achieving zero regulated operational carbon on site. The proposed measures within the Energy Hierarchy to achieve Zero-Carbon includes passive design, fabric and systems efficiency, the implementation of air source heat pumps, and roof-mounted PV arrays. The feasibility study shows that the proposed scheme at Simon Digby has the potential to achieve zero regulated operational carbon onsite, against a Part L 2013 compliant scheme with SAP10.2 emission factors.

The Zero-Carbon Strategy for the Simon Digby development has been developed in line with Solihull Metropolitan Borough Council's energy and carbon performance aspirations, and prospective energy planning policies.



*“There is currently a climate emergency caused by greenhouse gases being released into the atmosphere and we emit huge amounts of carbon dioxide by heating and using hot water in our homes. What may not be as obvious is that our existing homes are by far the worst polluters in the housing sector. Of all the operational emissions that come from buildings in the UK, 69% come from energy use in the domestic stock which alone is responsible for 18% of our annual national emissions. However, retrofit isn’t just about reducing carbon emissions, a best practice retrofit should reduce fuel bills and also improve health and wellbeing. Retrofit at scale would also generate significant employment opportunities”*

Source: LETI Climate Emergency Retrofit Guide

## Existing Homes – Retrofit as a Priority

Initial analysis indicates that within the 15-Minute Neighbourhood, 76% of Homes (5,046) have an EPC rating of D or below.

The existing properties generally include a gas fired boiler for space heating and domestic hot water, this is served via incoming mains natural gas from the national gas (Cadent) network.

Based on the household profiles and income profiles of the area, it is considered that those homes, although owner-occupied, are very unlikely to be in a position to improve their situation alone.

With the average income of households in the area being 7% lower than the wider Solihull borough and the increased cost of living that the UK is experiencing as a whole, finding the near £30,000 to improve the energy efficiency of their homes is out of reach for most residents.

Retrofitting homes to reduce carbon emissions is a priority not just for Local Authorities but for residents who are currently experiencing increasing energy prices.

To be successful a whole neighbourhood approach is required and the benefits include:



Source: LETI Climate Emergency Retrofit Guide

The task is large and cannot be completed by just Central Government, West Midlands Combined Authority (WMCA) or SMBC but with a combined community approach that includes Solihull Community Housing, the community and its wide range of community groups already making a big difference in the neighbourhood

## Retrofit Funding Schemes

Eligible households in Solihull can now benefit from a range of energy efficiency measures through available funding. The 15-Minute Neighbourhood will seek to draw on complementary funding for retrofit, this blended finance approach may comprise of:

### Existing funds:

- Sustainable Warmth Competition (SWC) is comprised of:
  - Local Authority Delivery Phase 3 (LAD 3)
  - Home Upgrade Grant (HUG) (this is unlikely to apply in Chelmsley Wood as few properties are off the gas grid)
- Boiler upgrade scheme (BUS), however, we believe it is unlikely that uptake of BUS will be high in the area owing to the cost impact to the homeowner.

### Future Funding:

- Social Housing De-carbonisation fund (SHDF) Wave 2 starting in March 2023
- Energy Company Obligation 4 (ECO 4)

The Schemes have different eligibility criteria, these are shown below:

Tenure and Income							
	Tenure			Income			
	Owner Occupier	Private Rented sector	Social Housing	Fuel Poor	<£30k income	Benefits, any	Benefits Means tested
SWC – LAD Phase 3	*	*	*	*	*	*	*
SHDF Wave 2			*	*	*	*	*
ECO 4	*			*	*		*

## Sustainable Warmth Competition

The Sustainable Warmth Competition (SWC) awards funding to Local Authorities to help them upgrade energy inefficient homes of low-income households.

The purpose of both the LADS 3 and HUGS schemes is to raise the energy efficiency rating of owner occupier and private rented low-income and low EPC homes (E, F or G being prioritised and band Ds will be capped at 30%).

Funding available under SWC is for households with an income of less than £30,000 and varies according to the tenure type with £10,000 per owner-occupier home and a £5,000 grant for landlords (including social housing). The landlords must pay 1/3 of the cost. SWC projects must be complete by 31st March 2023.

SMBC is taking a place-based approach to the delivery of SWC, as part of our plan for the 15-Minute Neighbourhood. Chelmsley Wood has been identified as one of two areas (the other being Elmdon) as a focus of the fund at the bid stage. This is part of the blended finance approach established to deliver the 15-Minute Neighbourhood

Solihull was awarded £1.265 million through as part of the SWC consortium led by the Midlands Net Zero Hub (MNZH). From this up to £500,000 can be made available for Chelmsley Wood. Under SWC, whole postcodes can be considered eligible for funding without means-testing. Within Chelmsley Wood, the homes in the eligible postcodes account for around 97% of homes. This leaves only 218 homes that are not automatically eligible.

Of the remaining 218 homes, 71% have an up-to-date EPC rating and only 23% (51) of those are D or below. With that in mind we estimate that there may be as few as 13 homes in the 15-Minute Neighbourhood that are not eligible for sustainable warmth funding.

Within our sustainable warmth funding the following measures can be included, however all heating measures must be accompanied by a fabric measure:

- Windows
- Doors
- Solar PV
- External Wall isolation
- Loft insulation
- Cavity wall insulation
- LED Lighting
- Underfloor heating
- Solar Thermal
- Draught proofing
- Air Source Heat Pumps
- Ground Source Heat Pumps
- Other / Ventilation

## Energy Companies Obligation 4 (ECO4)

ECO 4 is a £4 billion per year scheme that will be delivered by energy companies. Phase 4 of ECO is due to launch later in 2022 and will run to March 2026. This scheme could form part of our NZNP blended finance approach. SMBC has already had conversations with energy companies to understand how this may work in practice. We understand that ECO 4 is likely to cover:

- Owner Occupier homes energy efficiency EPC band D–G homes.
- Social housing and private rented accommodation bands EPC E–G only.
- The scheme has no cost limit per property, but the home must move up two EPC bands (unless it is D rated then it must move to a C rating).
- Eligibility criteria for ECO 4 are based on the household receiving means-tested benefits, however, up to 50% of delivery can come from ECO FLEX, this is an income-based eligibility criterion (£30,000 for the household).
- The scheme has the flexibility to allow for infills, which are households that don't need to meet the eligibility criteria the ratio of eligible homes to infills is 4:1.

## Future Funding

Throughout the lifetime of the 15-Minute Neighbourhood scheme we would seek to draw on available funds and we have assumed that funding will be available throughout the life of the scheme, we believe this may include:

- LADS 4
- Continued ECO scheme
- Sustainable Warmth
- SHDF Additional waves



**Within the WMCA's planning for the Trailblazer Devolution Deal (TDD) includes a proposed retrofit commissioning framework, SMBC support this approach and would seek to utilise this approach to support our net zero neighbourhood including in the investment in local supply chains and SMEs.**

### Base Data to determine the level of need in the 15-Minute area:

To understand the full extent of the requirements, an analysis has been undertaken of as the north section of the Lower Super Output Area (LSOA) for Alcott Wood. This area has been identified as having the most comprehensive EPC data whilst representing the typical tenure and housing type within the 15-Minute Neighbourhood. The Alcott Wood analysis represents the most likely situation the Neighbourhood is dealing with. As part of the Outline Business Case the data will be enhanced.

The following assumptions have been identified:

Alcott Wood Analysis Results:

- There are 370 properties (not including flats).
- 54% of properties have an EPC (circa 200 properties)
- 76% of those properties with an EPC are rated D or below (157 properties)
- Of the 200 properties with an EPC 34% are rated D or below and have the potential to move up at least two EPC bands

### Cost of retrofitting Homes

As part of the NZNP, SMBC and their consultants have begun work analysing the costs of retrofitting the homes in Chelmsley Wood based on typical house types.

RLB Cost Consultants have prepared estimated costs of the measures required to improve energy efficiency within the homes as follows:

Fabric First measures are estimated to be in the region of £31,900 based on the information above. Carrying out a fabric first approach improves an EPC score by nine points.

MEASURE			EPC Score Improvement		Cost £	Cost/Score
<b>Fabric</b>						
<b>Floor Insulation</b>			2		£4,000	£2,000
<b>Roof Insulation</b>			1		£400	£400
<b>Wall Insulation</b>			4		£18,200	£4,550
<b>Triple Glazing</b>			2		£9,300	£4,650
<b>No Regrets</b>						
<b>Lighting</b>			1		£50	£50
<b>PV</b>			10		£4,600	£460
<b>ASHP</b>			5		£11,400	£2,280
<b>Other</b>						
<b>Boiler</b>			3		£2,500	£833
<b>Htg Controls</b>			2		£400	£200



## Project 1 – Housing: Retrofit as a Priority

This project will establish the best practise initiatives for retrofitting the homes within the neighbourhood which is estimated to cost up to £180M over the next ten years.

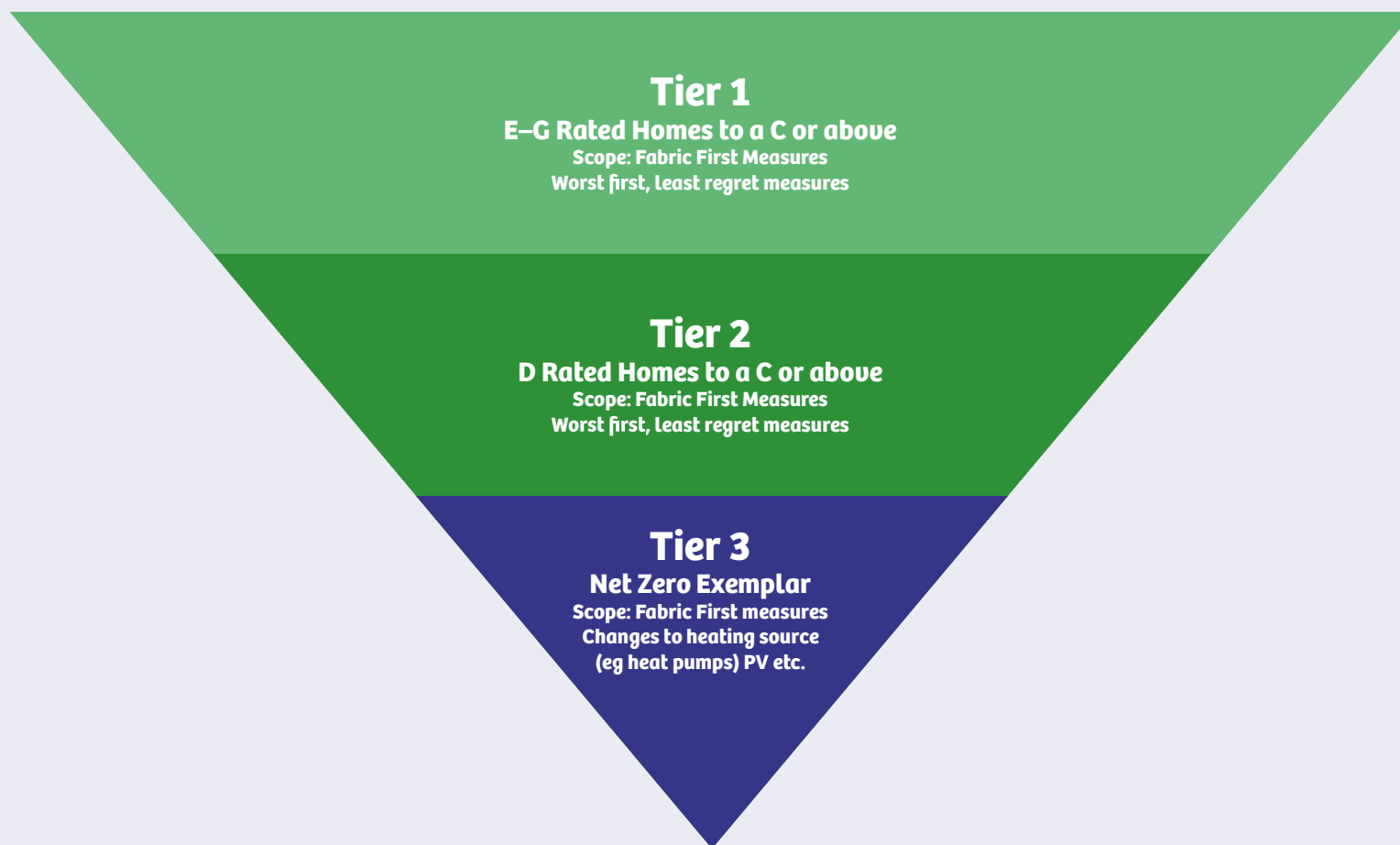
It will place SMBC and SCH in a position to quantify the funding requirements to net zero, not just for the neighbourhood but for the wider borough, with the data that is captured as part of the project.

SMBC's aim is to not only support these households and introduce an additional fund that can go some way to meeting the costs of tackling both fuel poverty and our net zero ambitions but to provide a service which helps our community consider the best options for not only improving their living situation and reducing bills but taking ownership of their journey to a net zero future and start to realise the benefits of net zero.

Within the 15-Minute Neighbourhood 5,047 homes have an EPC rating of D or below. SCH have an ambitious target to ensure all of their homes in the area have an EPC rating of C or above by 2031.

A three tier approach to retrofit has been selected to ensure SMBC can use the funding to gain the maximum understanding for their net zero ambitions and ensure the future programs are financed and funded to maximum efficiency.

There are 370 properties within the focus area within Alcott Wood; 23 of these homes will be selected from Tier 1, three from Tier 2 and four from Tier 3.



### Tier 1 and 2 Homes

The initial analysis for the NZNP indicates that of the 6,640 homes within the 15-Minute Neighbourhood, 5,046 homes have an EPC rating of D or below. Of these 5,046 homes approximately 3,230 are rated E or below.

In order to understand the scale of the costs associated with improving the energy efficiency of these, as part of this plan, an initial cost analyses has been completed and it is considered that costs are likely to fall within the following ranges:

Property Type	Current EPC		Target EPC		EPC Score Increase	Cost Each	Fabric First				Least Regret			Other	
							Floor Insulation	Roof Insulation	Wall Insulation	Triple Glazing	Lighting	PV	ASHP	Boiler	Htg Controls
<b>Tier One</b>	<b>E-G</b>	<b>29</b>	<b>E</b>	<b>54</b>											
Good	E	47	C	72	25	£47,950	x	x	x	x	x	x	x		
Average	F	30	D	55	25	£47,950	x	x	x	x	x	x	x		
Poor	G	10	F	35	25	£47,950	x	x	x	x	x	x	x		
<b>Tier Two (average)</b>	<b>D</b>	<b>62</b>	<b>C</b>	<b>73</b>		<b>£9,950</b>									
Good	D	65	C	71	6	£4,850	x	x			x				x
Average	D	61	C	74	13	£9,000	x	x				x			
Poor (apartment)	D	59	C	74	15	£16,000						x	x		
<b>Tier Three</b>															
Exemplar	C	70	A	95	25	£47,950	x	x	x	x	x	x	x		

During the OBC stage a number of assumptions will need to be tested and whilst the above figures have been provided by a cost consultant, the range of measures associated with each property is likely to become more bespoke.

- Initial energy efficiency improvement analysis indicates that the cost difference between ASHP and Boiler replacement could be circa £9,000. – The fund will seek to ensure where possible improvements include ASHP instead of boiler replacement
- The assessment to move properties up by two bandings on EPC rating indicates that for those properties

currently rated G, a number of interventions are required and the improved energy rating could still fall short of the 2041 targets.

Both of these areas will be assessed during OBC/FBC to ensure the targets can still be met or adapted during the project cycle.

To further assess the impact, a sample of data from Alcott Wood has been utilised to understand the extent of properties which fall into the above tiers.

	Tier 2 Homes	Tier 1 Homes	Total
Solihull Community Housing	778	1382	2160
Average Cost Per Tier	£9,950.00	£49,883	
Total Cost Requirement	£7,741,100	£66,266,900	£74,008,000
Owner Occupier/Investor	1039	1847	2887
Average Cost Per Tier	£9,950.00	£49,883	
Total Cost Requirement	£10,339,589	£92,153,777	£102,493,366
<b>Total Costs</b>			<b>£176,501,366</b>

The above analysis indicates that moving all D rated properties up to a C band is likely to cost in the region of £18M.

However, the least efficient homes with E,F & G ratings (3,230 homes in the neighbourhood), are likely to require circa £160M in order to improve their energy efficiency rating by two EPC bands.

To get to an understanding of those homes which won't have all the funding required to meet the above criteria we have undertaken the following analyses:

Total Number of Homes	Total Homes	Eligible	Eligible +1 (4+1 approach)	Remainder
Eco 4	(Total EFG rated Homed) 3230	2,584	3,101	129
Eligible for SW	1817	1804		13

Whilst the majority of households within the neighbourhood qualify for the SWC, the SWC grant is capped at £10,000 per owner occupier and £5,000 per investment property.

The ECO 4 scheme has no spending cap and will move the worst rated properties up by two bands; however, this is a means tested fund, with the exception that, for every four homes that qualify, one unqualifying home will get the same benefit. Through its Statement of Intent (SOI) SMBC is also able to determine the priorities and eligibility for households to qualify for ECO 4 funding. SMBC will be updating its SOI during 2022/23.

Based on the research undertaken for North Solihull, we have made an assumption that 80% of the Neighbourhood qualify under the means testing cap. The refresh of the SOI may increase that eligibility if other factors such as health conditions and household vulnerability are considered.

This potentially means that a number of households will either not qualify at all or will only qualify for an amount up to £10,000 or potentially only qualify for replacement boilers and not ASHP which has a £9,000 uplift.

SMBC's initial analysis is based on the proposed income thresholds for the ECO 4 initiative and whilst these thresholds might change, it is unlikely that they will include an uplift to ASHP over boilers.

On this basis we consider there are a number of homes in Tiers 1 and 2 which either won't receive funding or will require top up funding. The OBC/FBC stage will confirm the extent of this gap in further detail.

Not Eligible for Eco 4 but Eligible for SW129  
Not Eligible for either fund13

On the basis of the assumption that all of those homes not qualifying for ECO 4 would qualify for SWC based on their postcode qualification we have made an analysis of Gap funding requirements for housing within the Neighbourhood as follows:

	EPC Rating	No of Homes	Average Cost of Works	Funding potential	Gap per House	Total Gap
Not Eligible for Eco 4 but Eligible for SW	E, F and G	129	£49,883	£10,000	£39,883	£5,144,95
Not Eligible for either fund		13	£9,950	0	£9,950	£129,350
Total						£5,274,300

Based on the income profile, fuel poverty analysis and demographics of the area it is considered that the majority of households are unlikely to be able to find funding to bridge the above gap.

The project will aim to identify these homes which fall outside of qualification and propose a target of 15% take up to begin to bridge the funding gap to ensure both properties in Tier 1 and 2 can work towards net zero targets alongside their community.

The funding requirements are as follows:

		No of Homes	Gap Funding	Total Gap Funding
Not Eligible for Eco 4 but Eligible for SW	Take up @17.5%	23	£39,883	£917,317
Not Eligible for either fund	Take up @17.5%	3	£9,950.00	£29,850
Total Funding Request				£947,167

The project will consist of a number of initiatives to propel the 15-Minute Neighbourhood's transition to net zero forward by:

- Supporting every member of the community to come froward and gain understanding of the measures they can take to begin their net zero journey, SMBC will utilise and promote their existing channels through Act on Energy..
- Introducing an additional fund, with a take up target of 15% for household with a total income of £40,000 per annum.
- Explore opportunities for synergies between the Social Housing Providing and owner occupiers to ensure maximum cost savings when carrying out the work
- Analyse the data of the measures and their costs to ensure the most efficient and cost-effective route to net zero is undertaken
- Create a pathway for similar communities across the UK by undertaking data analyses and community behaviour change by the proposed measures.
- Use the funding to gain maximum understanding for their net zero ambitions and ensure the future programs are financed and funded to maximum efficiency, as well becoming a pathfinder for other authorities to follow

The Outline Business Case would explore the most efficient route to carrying out the work. Initial research could determine if using SCH's delivery programme as a means to create cost efficiencies on delivery within Tiers 1 & 2 is a route worth pursuing.

### Tier 3 Homes

Alongside the above critical measures to tackle fuel poverty immediately, this proposal also seeks to identify four homes to participate in an exemplar net zero scheme.

The exemplar scheme will identify three existing C rated homes owned by Solihull Community Housing and start to understand the measures required to bring these homes up to an A rated Efficiency or as close to a net zero target as possible.

The purpose of the project is to meet a number of objective:

- To gain an understanding of the costs involved in taking a retrofit property to net zero/A Rating
- To understand and assess the true requirements for net zero in retrofit.
- Undertake a costs/benefits analysis to understand if there is 'tipping point' for retrofitting post war housing.
- Gather data and showcase the properties as an exemplar scheme to the neighbourhood so they can understand and see the benefits of retrofitting their properties.

This part of the project indicates that the cost and measures for this are as follows:

Property Type	Current EPC		Target EPC		EPC Score Increase	Cost Each	Fabric First				Least Regret			Other	
							Floor Insulation	Roof Insulation	Wall Insulation	Triple Glazing	Lighting	PV	ASHP	Boiler	Htg Controls
<b>Tier Three</b>															
Exemplar	C	70	A	95	25	£47,950	x	x	x	x	x	x	x		

On this basis the funding requirement equates to £191,800 for the four properties.

Description	Type	No Of Homes	Gap per Homes	Total Gap
Tier 1	E, F & G Rated	23	£39,883	£917,317
Tier 2	D Rated Homes	3	£9,950	£29,850.00
Tier 3	Exemplar Homes	4	£47,950	£191,800.00
Funding Request				£1,138,967.00
OBC/FBC Requirement			7.5%	£85,423
Project Management			11%	£125,286
Engagement			5%	£256,948
<b>Total Funding Request</b>				<b>£1,406,624.25</b>

### Match Funding

<b>NZN funding requested for this project</b>	<b>£1.338M</b>					
<b>Total value of project</b>	<b>£180M</b>					
<b>Co-funding/match funding identified</b>	Total amount from private sources			Total amount from public sources		
<b>- In £million, insert number only</b>	<b>£161M From Energy Companies under ECO 4</b>			<b>£18M</b>		
<b>Financial profile for NZN</b>	22/23	23/24	25/26	27/28	28/29	29/30
		<b>£0.669M</b>	<b>£0.669M</b>	<b>£1.4M</b>	<b>£1.4M</b>	<b>£1.4M</b>

Estimated outputs	Output 1	Objectives met	Quantity
		1, 6, 8	Improve 3,230 Homes currently rated E,F or G by a minimum of 2 EPC bands
	Output 2	Objectives met	Quantity
		1, 6, 8	Improve 1,817 D rated Homes to an EPC rating of C
	Output 3	Objectives met	Quantity
		2, 3, 5, 8	Improve four Homes as part of an exemplar scheme







## What about Connectivity?

***“While a green and thriving neighbourhood should focus on building a viable local lifestyle, it is also critical to ensure strong physical and digital connectivity with other parts of the city and beyond. High-quality digital infrastructure and well-integrated public transport networks are essential to improving social and economic links across the city and to enable more flexible working practices.***

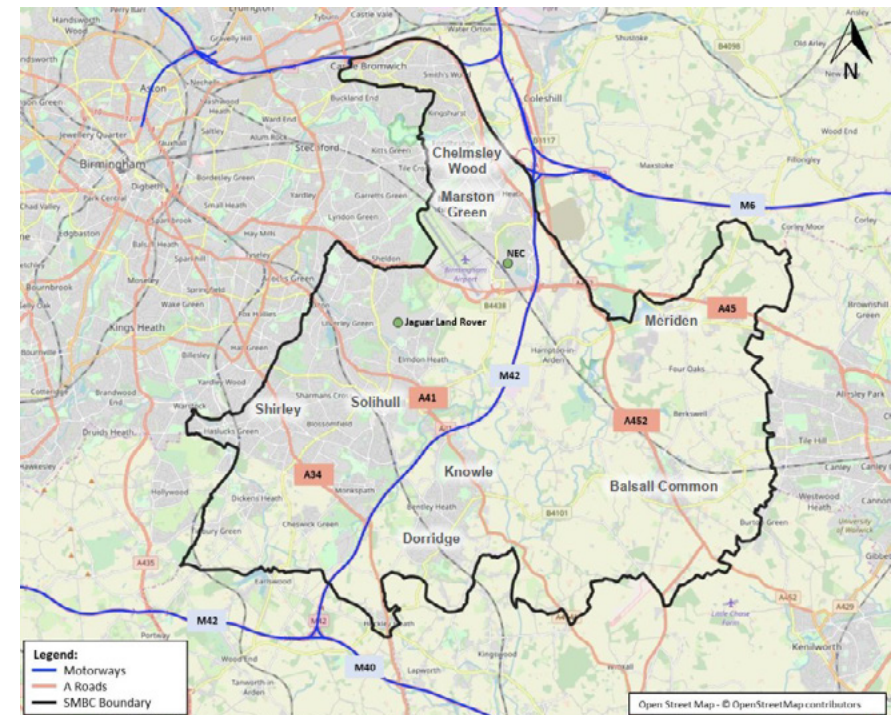
***Together, these approaches will both avoid unnecessary travel and ensure that mass transit is the go-to mode for longer journeys, helping to reduce transport emissions. Digital solutions will also be important to improve the efficiency of infrastructure and services across all sectors”***

Source: *Green & Thriving Neighbourhoods, C40 Cities, Arup, July 2021.*

### Physical Connectivity

The proposed 15-Minute Neighbourhood needs to operate as part of the wider infrastructure networks across the borough and the West Midlands. Connectivity between the neighbourhood and the wider area should be planned to ensure the easy movement of people and goods whilst promoting zero-emissions services.

The creation of new links for existing transport and stations is a priority for Solihull as a borough and is highlighted in the following map with some of the existing and proposed projects:



Overview of Solihull Borough

### Where is Solihull?

Solihull Metropolitan Borough is located on the southern edge of the West Midlands Conurbation, between Birmingham in the west and Coventry to the east. It is bound to the north by the rural area of North Warwickshire and to the south, by rural Bromsgrove, Stratford and Warwick.

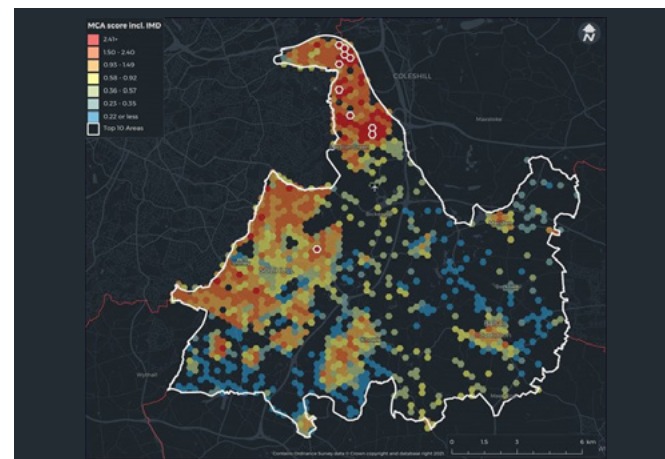
Due to its strategic location, Solihull has direct access to both the national rail network and the Strategic Road Network (SRN) with direct rail services to London and Birmingham. The M42 provides Solihull with access to other regions within the UK via links to the M6 at the northern boundary of the borough and the M40 to the south.

## Overview of Solihull Borough

In June 2020 a detailed data analysis exercise was undertaken that segmented the borough across a number of data sets in order to identify the areas with highest density of residential movement, to help us best target areas for mobility intervention, the datasets used were:

- Population density
- School age children
- Propensity to drive to work
- Propensity to shop online (receive deliveries)
- Indices of Multiple Deprivation

The exercise identified Chelmsley Wood amongst the top ten areas in the borough, illustrated in the map below.



Highest areas of residential movement

## Chelmsley Wood Town Centre

### Background

The town centre is bound by Chelmsley Road to the north, Moorend Avenue to the west, Bosworth Drive to the south and Kingshurst Brook to the east. However, the Northwest Quarter of the town centre is currently underused with poor pedestrian facilities and limited connections between Kingshurst Brook/Meriden Park and the town centre.

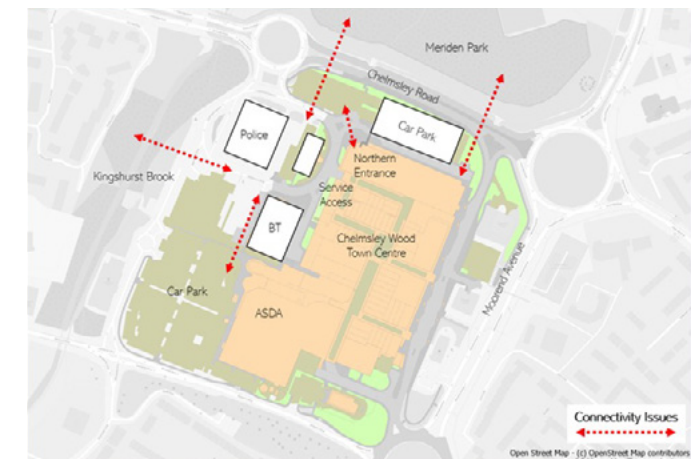


Chelmsley Wood Town Centre

## What are the existing transport Issues?

### Walking and Cycling Infrastructure

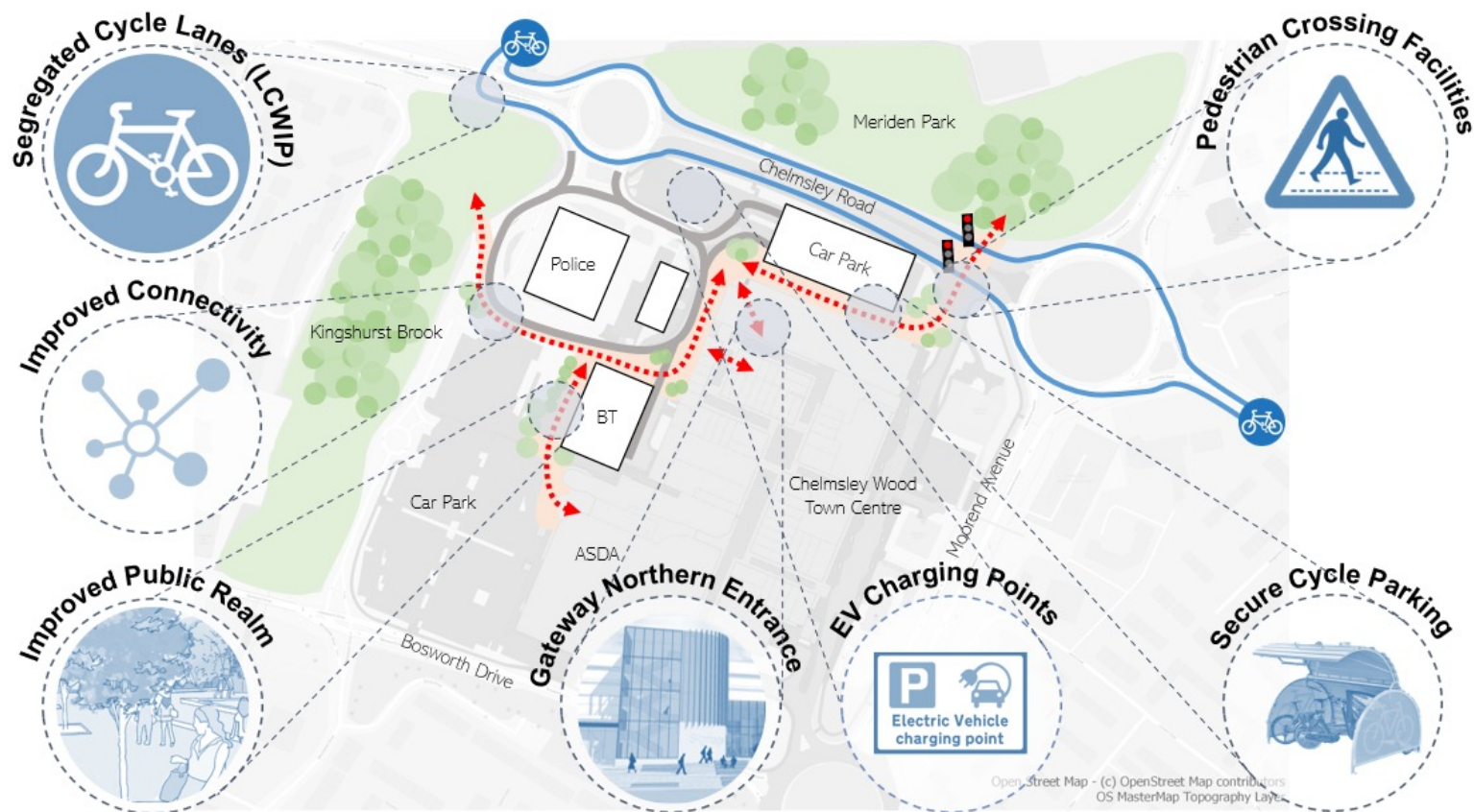
The Northwest Quarter of the town centre is currently underused with poor walking and cycling facilities and limited connections between Kingshurst Brook/Meriden Park and the town centre. The Northwest Quarter is currently occupied by the West Midlands Police Building, the Job Centre, BT Telephone Exchange and the former Royal Mail sorting facility in addition to the Chelmsley Wood Shopping Centre Car Park and service access. The existing land uses, in addition to the Shopping Centre car park and service access, reduces the permeability through the town centre whilst the existing highway network restricts connectivity from the surrounding areas.



Overview of Chelmsley Wood Northwest Quarter



## What are the opportunities?



### Improved Public Realm

- Create strong pedestrian links with clear wayfinding through the Northern Quarter whilst creating a public realm designed to promote pedestrian movement and reduce conflict between people and cars.
- Create a safe and attractive environment allowing people to move through the town centre from one side to the other.
- Create a new gateway Northern Entrance with improved connections between Kingshurst Brook/Meriden Park and the town centre car park.
- Review the existing Service Access and consider opportunities to reduce conflict between people and delivery vehicles.

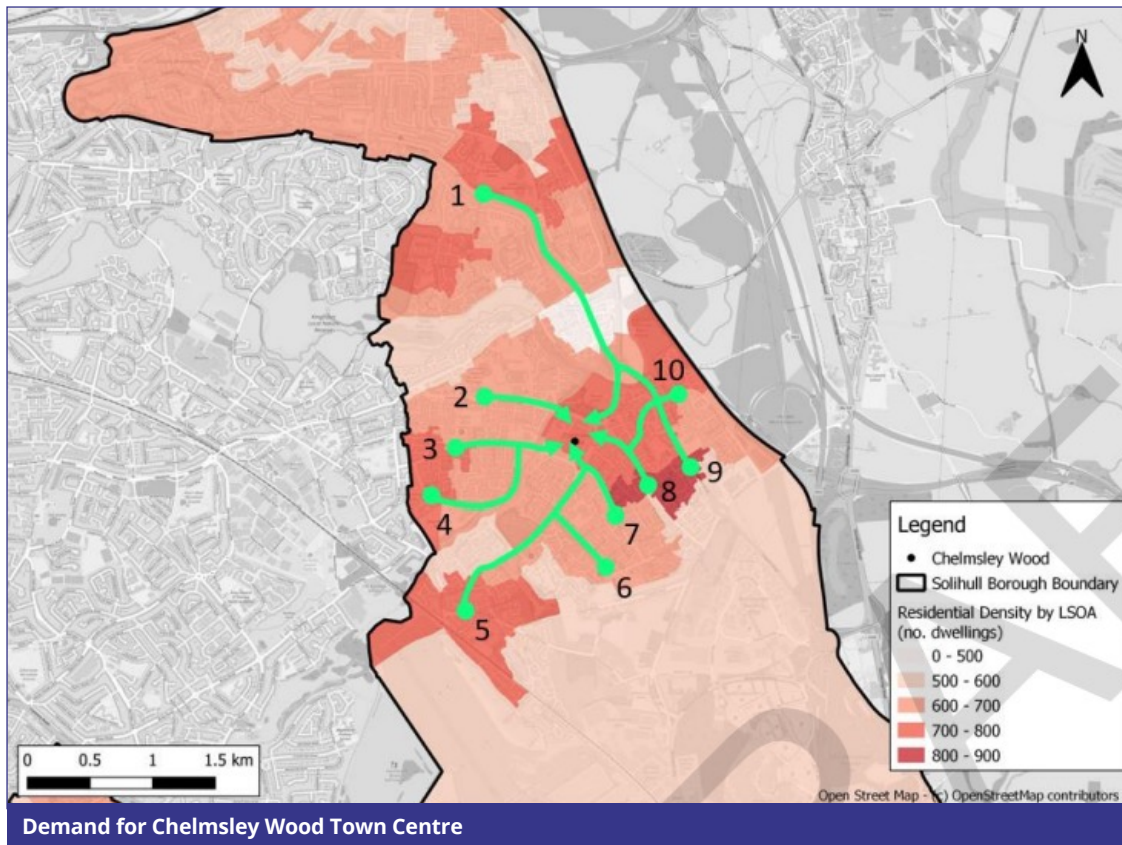
### Promote walking and cycling

- Provide additional pedestrian crossing facilities along key desired lines to help reduce the severance caused by the existing highway network.
- Provide simple wayfinding/signage to support walkers and cyclists understanding distance and journey time.
- Raising awareness of 15 min Neighbourhood
- Provide improved lighting to improve safety.
- Remove existing street furniture along main pedestrian routes (including advertising boards, bins, and traffic signs) which create obstacles for pedestrians.
- Provide secure cycle parking facilities.
- Consider the introduction of a mobile Cycle Hub for bike repairs/maintenance.
- Provide and promote bike hire/bike loan schemes.
- Provide Cycle Confidence Training

### Support the Local Cycling and Walking Infrastructure

#### Plan (LSWIP)

- The Chelmsley Wood to NEC route is identified as a priority within the West Midlands LCWIP. According to the LCWIP, this route has a high propensity for short-distance cycle trips along the route, prompting the case for cycle infrastructure investment.
- Due to the high propensity for short-distance cycle trips along the route. The provision of segregated cycle lanes should be considered, particularly on the roads adjacent to the town centre.



1. Smith's Wood to Chelmsley Wood Town Centre via the Chester Road and Moorend Avenue.
2. Cooks Lane to Chelmsley Wood Town Centre via Chelmsley Road.
3. Tile Cross to Chelmsley Wood Town Centre via Bosworth Drive.
4. Chapelhouse Road to Chelmsley Wood Town Centre via Bosworth Drive.
5. Marston Green to Chelmsley Wood Town Centre via Moorend Avenue.
6. Berwicks Lane to Chelmsley Wood Town Centre via Moorend Avenue.
7. Greenlands Road to Chelmsley Wood Town Centre.
8. Coleshill Heath Road to Chelmsley Wood Town Centre via Chelmsley Road.
9. Chelmund's Cross to Chelmsley Wood Town Centre via the Chester Road and Moorend Avenue.
10. Chelmund's Cross to Chelmsley Wood Town Centre via Yorkminster Drive.

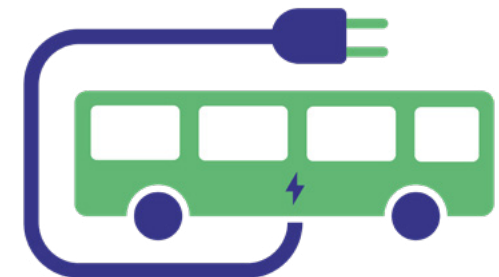
## What are the wider connectivity issues?

In addition to the existing transport issues and opportunities within each of the Local Centres, it is important to consider the wider connectivity to understand if the existing infrastructure supports the 15-Minute Neighbourhood concept.

In summary, the provision of safe walking and cycling infrastructure and access to frequent and reliable public transport is what makes the 15-Minute Neighbourhood concept work. Therefore, it is important to understand if the existing infrastructure provides suitable opportunities to access each of the Local Centres. If the existing infrastructure is not sufficient, it is important to identify which sections of the existing transport network need to be considered in more detail.

## Where is the demand for Neighbourhood?

As outlined above, the 15-Minute Neighbourhood concept relies on the provision of safe walking and cycling infrastructure and access to frequent and reliable public transport. However, it is important to understand where the demand for active travel and sustainable transport is coming from. Based on the existing residential density within the Solihull borough, the demand has been identified on the map above. Considering the existing highway network, key routes have been identified between areas with high residential density and the town centre.

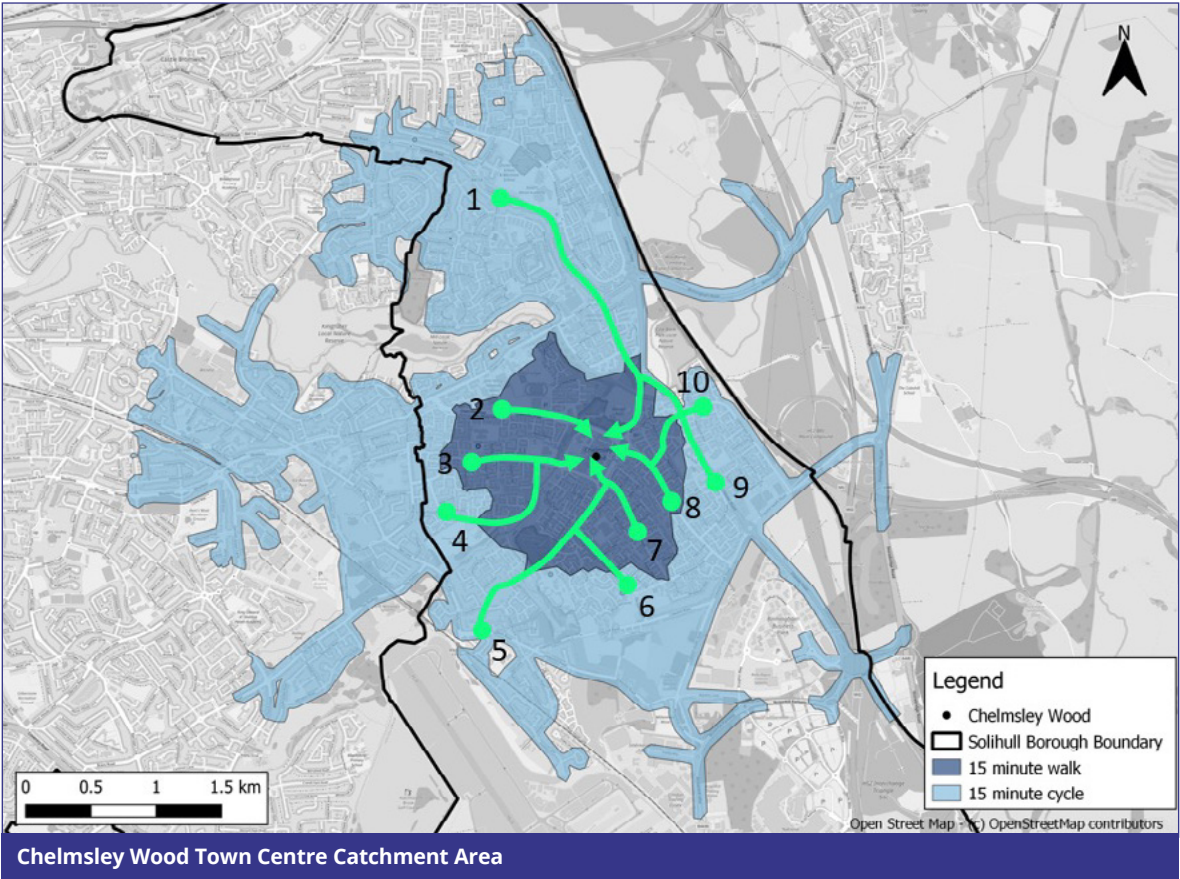




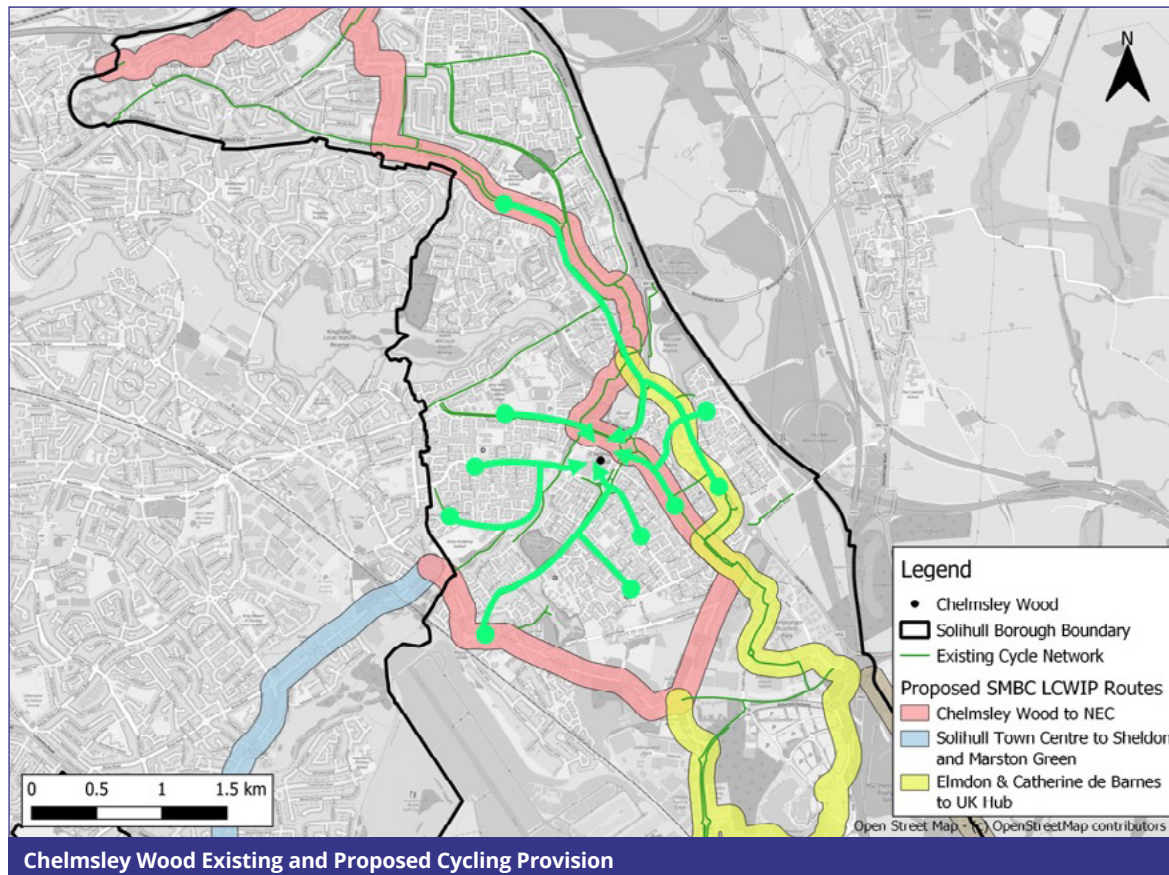
What is the catchment area for Chelmsley Wood Town Centre?

A 15-Minute Neighbourhood provides residents with access to most, if not all, of their needs within a short walk or bike ride from their homes. Developed as a principle of urban planning, the concept of 15-Minute Neighbourhoods centres around transport with the fundamental principles relying on active travel and public transport to reduce the average journey length, improve air quality and reduce car dependency. Therefore, it is important to determine if the key routes identified above are located within a 15-minute walk or cycle of the town centre.

The key routes identified based on residential density within Solihull borough have been compared to walking and cycling isochrones from Chelmsley Wood Town Centre on the following map. This demonstrates which of the key routes are located within a 15-minute walk or cycle of the town centre. The analysis demonstrates that all of the key routes are located within a 15-minute walk or cycle, however, some of the destinations are only accessible via bicycle.



Route	Percentage of route which can be walked in 15-minutes or less	Percentage of route which can be cycled in 15-minutes or less
1	38%	100%
2	100%	100%
3	100%	100%
4	75%	100%
5	60%	100%
6	86%	100%
7	100%	100%
8	100%	100%
9	33%	100%
10	71%	100%



## Where is the existing and proposed cycling infrastructure?

The 2020 Solihull Local Cycling and Walking Infrastructure Plan (LCWIP) identified key cycle corridors which will form the basis of a long-term Cycling Network Plan for the borough. As part of the LCWIP, a review of the existing cycling infrastructure across the borough was also undertaken. The review identified several issues with the existing cycle infrastructure

around Chelmsley Wood, most notably the lack of coherent cycling routes and high-quality dedicated cycling provision which fails to protect cyclists at key junctions/side roads.

The 10 key routes identified based on residential density have been compared to the key cycle corridors proposed as part of the LCWIP and the existing cycling infrastructure. A summary of the analysis has been listed.

1. Majority of the route is covered by the proposed 'Chelmsley Wood to NEC' LCWIP route.
2. The whole route has existing cycling infrastructure, but the provision could be improved to provide further segregation.
3. There is no existing cycling infrastructure or proposed LCWIP routes along Bosworth Drive.
4. There is limited cycling infrastructure along Chapelhouse Road but it is low quality and intermittent.
5. There is limited cycling infrastructure along Moorend Avenue but it is low quality and intermittent.
6. There is no existing cycling infrastructure or proposed LCWIP routes along Berwicks Lane.
7. There is no existing cycling infrastructure or proposed LCWIP routes along Greenlands Road.
8. Majority of the route is covered by the proposed 'Chelmsley Wood to NEC' LCWIP route.
9. Majority of the route is covered by the proposed 'Elmdon & Catherine de Barnes to UK Hub' LCWIP route.
10. There is no existing cycling infrastructure or proposed LCWIP routes along Yorkminster Drive.

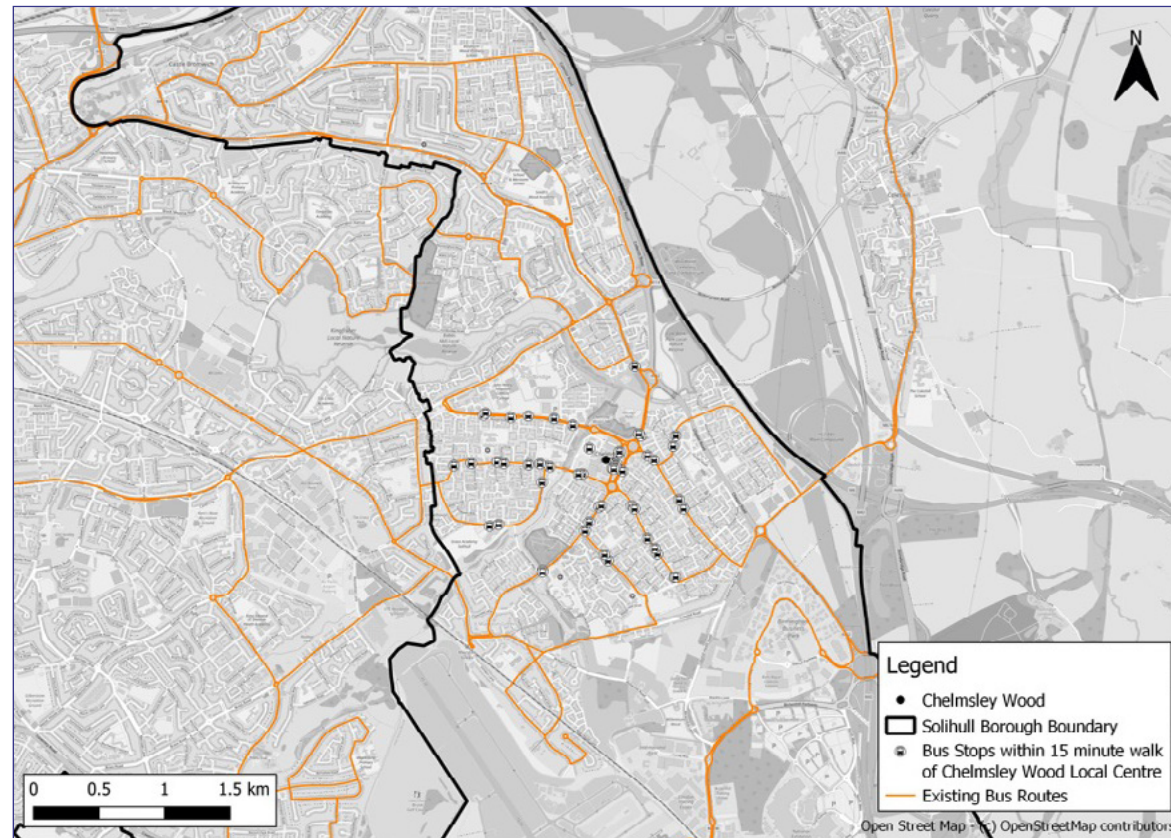




## What is the existing public transport infrastructure like?

The existing bus stops are located within a 15-minute walk of Chelmsley Wood Town Centre and the existing bus routes have been outlined on the following map. The analysis demonstrates that there is an active bus route located along each of the routes identified based on residential density except for Route 9 along Chester Road near Chelmonds Cross.

1. This route is served by the 94/96 services and has a departure approximately every 10 mins.
2. The route is served by the 71/94A/X12 Platinum services and has a departure approximately every 10 mins.
3. The route is served by the 97 service and has a departure approximately every 10 mins.
4. The route is served by the 14 service and has a departure approximately every 10 mins.
5. The route is served by the 72/891 services and has a departure approximately every 10 mins.
6. The route is served by the 72A/A10 services and has a departure approximately every 60 mins.
7. The route is served by the 97 service and has a departure approximately every 10 mins.
8. The route is served by the X13/X12 Platinum services and has a departure approximately every 20 mins.
9. There are no existing bus routes along the Chester Road near Chelmonds Cross.
10. The route is served by the 14 service and has a departure approximately every 10 mins.



## Summary

A summary of the key routes identified between areas with high residential density and the town centre is provided in the following table.

SMBC and other parties are working hard to ensure the Transport elements in the borough are working towards net zero by 2041 with the following projects already in progress:

	Description	Committed Funding
<b>Solihull Connected</b>	<ul style="list-style-type: none"> <li>Solihull Connected is the Transport Strategy for Solihull. It was adopted in 2016 and the aim was to deliver a transport strategy that enabled the borough to explain what transport infrastructure was needed, where and to give a justification for our case.</li> <li>In 2022, Solihull Metropolitan Borough Council took the decision to refresh the document to reflect the changes that have taken place around us affecting everything from our lifestyles to our economies and our town centres.</li> </ul>	<b>SMBC Funding 22/23</b>
<b>The Bus Services Improvement Plan (BSIP)</b>	<ul style="list-style-type: none"> <li>The Bus Services Improvement Plan (BSIP) sets out the West Midlands Combined Authority's proposed programme of bus investment, designed to meet the ambitions set out in the Vision for Bus and the Local Transport Plan for a greener, more active, fairer, and economically successful West Midlands, whilst taking strides towards our 2041 carbon-neutral target and delivering on the objectives of the National Bus Strategy.</li> <li>In April Department for Transport offered an indicative funding allocation of up to £87,857,760 to commence delivery of the West Midlands BSIP over the period from April 2022 to March 2025.</li> </ul>	<b>£87,857,760</b>
<b>Demand Responsive Transport</b>	<ul style="list-style-type: none"> <li>The West Midlands City Region Sustainable Transport Settlement contains £10million for further expansion of the West Midlands Bus on Demand. No announcement has been made of the locations for this but as part of the NZNP Chelmsley Wood and surrounding area would be prioritised.</li> </ul>	<b>£10,000,000</b>
<b>East Birmingham/ North Solihull study</b>	<ul style="list-style-type: none"> <li>Solihull MBC, Birmingham City Council and Transport for West Midlands have been seeking to review and identify the most appropriate, short to medium-term options for transport enhancements in East Birmingham, Chelmsley Wood and UKC Hub corridor recognising that the proposed Metro route would have a price tag of over £1billion and is a very long-term transport solution for the area.</li> </ul>	<b>£1,000,000,000</b>

EV Charging Demand

The 15-Minute Neighbourhood area has a significantly higher than average proportion of households that cannot have EV chargers installed on the property. As a result, the reliance on public EV charging infrastructure is higher here than any other part of Solihull, with projected EV charging infrastructure demand forming ~20% of the total public charging demand required across the borough despite the 15-Minute Neighbourhood having less than 5% of the total population.



The following summarises the 2030 EV demand modelling output for the EV Demand Zones which fall wholly or partly within the proposed 15-Minute Neighbourhood area:

<b>Total Households</b>
<b>On-street Households</b>
On-street means without access to a garage or driveway on the property, or the space to realistically install one, i.e. this is the households that will rely most heavily on public EV chargers.
<b>% On-street Households</b>
<b>Primary (ultra-rapid) EV Chargers Required</b>
Primary here means chargers where charging a vehicle is the primary reason for visiting the location. These are expected to be delivered on existing petrol forecourts/private land.
<b>Destination (fast – rapid) EV Chargers Required</b>
‘Destination’ generally correlates with car parks, e.g. North Solihull Sports Centre Car Park, ASDA Car Park, Chelmsley Wood Shopping Centre Car Park, but can also apply to recessed parking bays e.g. outside shopping parades.
<b>Nearby (Standard – fast) EV Chargers Required</b>
Nearby means close to where residents live, e.g. on the public highway, or shared parking area within a five minute walk of home.

By 2041 approximately three times this number of chargers will be needed, although this may be offset to some extent by further provision of workplace and out of zone destination charging, and by technological advances in battery technology making charging faster and or batteries higher capacity.

In the short term, there are 14 slow and standard EV chargers within the 15-Minute Neighbourhood area. ASDA have a national contract with BP Pulse and are expected to install EV Charging in their car park by 2025 (numbers unknown at this point). BP Pulse also operate the petrol station just to the north of the 15-Minute Neighbourhood area and are currently considering plans to install ultra-rapid primary EV chargers on their existing forecourt space. Planning permission has been granted for a 32 space ultra-rapid charging hub at the NEC to the south, within reasonable driving distance for the 15-Minute Neighbourhood residents and this is expected to be commissioned in late 2022. Further ultra-rapid transit charging is also likely to come forward in or around the UK Central Hub by 2025 with support from the WMCA EV-CATS project.

North Solihull Sports Centre has been identified as a candidate location for a Community EV Charging Hub with 50+ standard/fast EV chargers that would serve customers during the day and residents overnight. This forms part of an existing bid to the Government’s Local Electric Vehicle Infrastructure (LEVI) pilot fund. Additional funding could be used here to support the cost of proposed Solar PV canopies over a proportion of the parking spaces, and to provide support for the cost of additional security measures to ensure adequate lighting/signage/CCTV coverage etc, which would require a local communications campaign.



### The community charging hub includes:

- 32 7kW EV spaces (incl. three disabled spaces)
- Around 100kWp Solar PV + battery
- Under this proposal all parking spaces are retained  
Disabled bays open for Blue Badge holders regardless of charging status and 7kW spaces initially open to all vehicles regardless of charge point use.
- Should this bid be unsuccessful SMBC would still see this as a priority area for applying for future funding.
- c. £400k as part of a WMCA led £8.4 million regional project

Further on-street EV chargers are likely to be proposed in 2023 for installation by 2025/26 to ensure the 247 total chargers required by 2030 are delivered ahead of the projected demand in order to stimulate early EV uptake. Liaison with the community and wider stakeholders has indicated that several projects could improve on the already extensively planned transport solutions for the borough:

- EV Charging and Car Clubs
- e-Bikes and Mopeds
- Parcel Lockers and Office Space
- Autonomous Vehicle
- On-Demand Services
- Cycling and Walking Infrastructure
- Inclusive and sustainable Transport Options

Prioritising the above elements will ensure that the NZNP contributes to people-centred streets and improved mobility. The above projects will act as a catalyst to begin to reduce reliance on motorised vehicles, which in the long term can enable the community to reduce the space allocated to them. The use of private cars will begin to be discouraged and begin the process of minimising vehicular emissions



## Project 2 – e-Mobility

Solihull MBC and its partners have a number of targeted interventions to improve transport within North Solihull as outlined above.

Liaison with the community and wider stakeholders has indicated that several projects could improve on the already extensively planned transport solutions for the borough – these projects are noted below:

- EV Charging and Car Clubs
- e-Bikes and Mopeds
- Parcel Lockers and Office Space
- Autonomous Vehicle
- On-Demand Services
- Cycling and Walking Infrastructure
- Inclusive and sustainable Transport Options

Prioritising the above elements will ensure that the NZNP contributes to people-centred streets and mobility. The above projects will act as a catalyst to begin to reduce reliance on privately owned vehicles, which in the long term can enable the community to reduce the space allocated to them. The use of private cars will begin to be discouraged which will in turn begin the process of reducing vehicular emissions.

## Existing Interventions

The following are funded schemes that we would seek to direct towards the 15-Minute Neighbourhood as part of the scheme:

- **e-car club** current funding for up to £100,000 for a hybrid e-car club/try-before-you-buy (aimed at SMEs) scheme. We expect that this will fund up to four vehicles for a three-year period, inc. EV infrastructure. We would seek to place vehicle(s) in the 15-Minute Neighbourhood area as part of our match funding:  
**Match Funding – Directly related to 15-Minute Neighbourhood £50,000**
- **e-cargo bike** Similar to the e-moped scheme in terms of desired outcomes, we have got c. £14,000 to purchase two e-cargo bikes to then loan directly to schools and/or businesses so they can try the right form of transport for their trip, rather than just jumping in the car. We can incorporate this offer into the 15-Minute Neighbourhood.  
**Match Funding – Directly related to 15-Minute Neighbourhood £14,000**
- **Parcel lockers:** SMBC has been working with Quadient who have got a national roll out of parcel lockers planned for this year. They come with a fully funded model; The lockers reduce delivery vehicle miles/keeps delivery vehicles out of residential areas. Each locker will make around £600 pae.g. four parcel lockers at two each  
**Match Funding – Directly related to 15-Minute Neighbourhood £4,800**
- **Autonomy:** A 6-week trial deployment of the UK Central Connected Autonomous Vehicle could be used to demonstrate how transport can be reimagined for the future and to promote the 15-Minute Neighbourhood.  
**Match Funding – Directly related to 15-Minute Neighbourhood circa £20,000**

## Proposed Interventions

- **Touch Down Office Space**  
A central tenet of reducing transport demand is to bring trip generating destinations closer to residential communities, so driven trips can be avoided as it is easier to walk or cycle. To support this as part of this project, flexible workspace will be introduced SMBC are starting a trial of touch down office space at Dickens Heath library. This will cost £45,000 for a six-month trial this includes all costs relating to set-up and staffing. As part of the 15-Minute Neighbourhood model SMBC would seek to investigate if this is possible in the neighbourhood, initially looking at existing council-run buildings such as the Chelmsley Wood library. The idea here is that it brings 'trip generators' closer to residential areas and therefore removed the need for car journeys as trips can be made by bike or foot. This project is currently funded by WMCA users of the service will be charged to use the space the rates at Dickins Heath are:

£5 for 1 Hour  
£20 for half a day  
£30 for a full day

The project is forecast to be cost neutral with the cost being covered by the income generated:  
Total Cost £45,000

- **e-Moped**  
It is recognised that simple access to shared e-Mobility is one area that could immediately contribute to the NZNP. Alongside existing innovations, this project aims to build upon initial positive outcomes relating to providing access to e-mopeds. It is recognised that cars are hugely flexible mobility solutions, but often they are not the most suitable vehicle for trips, such as middle-distance single occupancy journeys. Following successful trials this project will seek to provide access to four e-mopeds for the duration of the funding period, at a cost of £24,000. This will be through a procured service that offers a 'turn-key solution', including pick-up and drop off of a bike, all admin, insurance, vehicle tracking and reporting.

Project Description	Type	Total Gap
e-Moped		£24,000
Office Space		£45,000
<b>Funding Request</b>		<b>£69,000</b>

OBC/FBC requirement	7.5%	£5,175
Project Management	11%	£7,590
Engagement	5%	£3,450
<b>Total Funding Request</b>		<b>£85,215.00</b>

NZN funding requested for this project	£85,215					
Total value of project	£201,000					
Co-funding/match funding secured	Total amount from private sources			Total amount from public sources		
- In £million, insert number only	£201,000					
Financial profile for NZN	22/23	23/24	25/26	27/28	28/29	29/30
	£0.009M	£0.039M	£0.037M			
Estimated outputs	Output 1	Objectives met		Output		
		1, 6, 8		Introduction of 2 e-Scooters		
	Output 2	Objectives met		Output		
		4,5 6		Touch Down Office Space		

Project 3 – Sustainable Transport and Behaviour Change

The Sustainable Travel Team deliver a number of initiatives supporting schools, businesses and the public to encourage mode shift from travelling by car. These include Cycle Training, Travel plans (business/school/residential), Sustainable Travel events, Independent Travel Training, School Streets.

- Community Sustainable Travel Promotion and 'Try Out' Events £1k per event:**  
The proposal is to run 1–2 events per year over a 5-year period (5 to 10 events £5,000–£10,000) – at a central location, for example Meriden Park (more practical promotion) and Chelmsley Wood Town Centre (more general promotion/behaviour change). Funding would be required to cover staff time, giveaways such as puncture repair kits, cycle training, cycle security marking, Dr Bike/Health checks, cycle/walking bubble maps
- Safe on pavement scooting for children**  
Funding required would be around £7,500 for 68 sessions targeting Years 1–4, Delivery within the 2023–2024 academic year  
Approximate cost £7,500
- Cycling**  
Purchase of 15 bikes age 10/11 to increase participation in L1/2 cycle training in the area—£5,000.
- Adult Cycle Training**  
20 trainees a year over five years training from N Solihull Leisure Centre. £7,500 (based on 1hr sessions 1–2–1)
- Anti-Idling Community 15-Minute Neighbourhood Zone**  
Production and implementation of whole area community campaign = £10,000

Funding Requirements

Description	Type	Total gap
Community Sustainable Travel Promotion and 'Try Out' Events:		£5,000
Safe on pavement scooting for children		£7,500
Cycling		£5,000
Adult Cycle training		£7,500
Anti-Idling		£10,000
Funding Request		£35,000

OBC/FBC requirement	7.5%	£2,625
Project Management	1.1%	£3,850
Engagement	5%	£1,750
Total Funding request		£43,225.00

NZN funding requested for this project	£43,225					
Total value of project	£86,450					
Co-funding/match funding secured	Total amount from private sources			Total amount from public sources		
- In £million, insert number only	£86,450					
Financial profile for NZN	22/23	23/24	25/26	27/28	28/29	29/30
	£0.05M	£0.02M	£0.019M			
Estimated outputs	Output 1	Objectives met		Output		
		4,5,6,7				

Future phases

The following interventions will be considered for future phases during the development of outline business case:

School Streets:

Prohibiting movement of traffic around schools during start and end of day.  
Introduction of one new scheme per year or more in one year, dependant on suitability of the location.  
Approximately £15,000 per school over five years = £75,000

Cycle storage:

Information states that four in ten live in a flat. Secure cycle storage in high density living areas could encourage people to travel actively









# Other Infrastructure



# 15-Minute Neighbourhood and the Natural Environment

## The Importance of Nature and Green Infrastructure within the Urban Environment

The provision of nature and green infrastructure within the built environment is a vital component for combating climate change, enhancing climate resilience, and reducing carbon emissions. Green infrastructure practices are an integral component of sustainable communities because they can assist communities in protecting the environment and human health while providing other social and economic benefits, allowing communities to achieve more for their money.

Discussions around the benefits of nature and green infrastructure are often framed around the ecosystem services approach. Ecosystem services are the many and varied benefits to humans provided by the natural environment and are especially important in urban areas where the benefits of nature have been depleted through construction. Benefits include, for example:

- Improved air and water quality
- Carbon sequestration and storage
- Enhanced flood and temperature regulation
- Noise reduction
- Improved resource efficiency
- Improved biodiversity and pollination opportunities
- Amenity and recreational opportunities

As well as contributing to human and ecosystem health and wellbeing and promoting climate resilience, these services also have carbon benefits, as detailed within this section.

Some of the key services provided by nature /green infrastructure, which are relevant and applicable to the Chelmsley Wood 15-Minute Neighbourhood development, including their benefits and high-level opportunities for interventions are summarised in the table overleaf. Whilst biodiversity is not explicitly mentioned within the table, it underpins each service, and will subsequently also be enhanced because of additional green infrastructure provision.

Green infrastructure opportunities that will be considered for the 15-Minute Neighbourhood, and to deliver these services and emissions reduction, include:

- Parks and pocket parks with appropriate planting. Depending on the site, this could include trees, amenity grassland, wildflower meadows, and mixed height shrubs.
- Nature based Sustainable Urban Drainage Systems (SuDs) solutions such as swales and rain gardens
- Street trees
- Community growing spaces and edible landscapes
- Living walls and roofs

2041



Ecosystem service	Benefits	Carbon-specific benefits
<b>Water regulation (surface water runoff and water quality)</b>	<ul style="list-style-type: none"> <li>Nature based SuDS such as swales, rain gardens and green roofs increase the infiltration and slow the removal of rainfall and pollutants into the drainage system, reducing the risk of surface water flooding and improving water quality which will improve baseflow to local streams.</li> <li>Green infrastructure can mitigate flood risk by slowing and reducing stormwater discharges.</li> <li>In certain instances, green roofs can absorb up to 100% of incident rainfall, dependent on conditions.</li> </ul>	<ul style="list-style-type: none"> <li>The movement and treatment of water is an energy intensive process, resulting in an estimated 2.4m tCO<sub>2</sub>e/annum. Reducing volume and filtration requirements will reduce this.</li> <li>Nature based SuDS sequester carbon and negate the embodied carbon associated with alternative sustainable drainage options such as permeable paving, attenuation tanks and rainwater harvesting.</li> </ul>
<b>Cooling effects</b>	<ul style="list-style-type: none"> <li>Studies have demonstrated that trees positioned next to buildings can lower internal summer temperatures by 4°C and raise winter temperatures by 6°C compared to a 'no tree' scenario, with a corresponding decrease in energy consumption of 26%.</li> <li>Increasing the current area of green infrastructure by 10% (in areas with little or no green cover) could result in a cooling of up to 2.5°C under a high emissions world compared with a 'no action' scenario.</li> <li>Green roofs retrofitted to existing buildings can reduce surface temperatures.</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in heating and cooling related emissions. This will have subsequent cost savings and potentially lessen the fuel poverty burden of the area.</li> </ul>
<b>Improving air quality</b>	<ul style="list-style-type: none"> <li>Green infrastructure, particularly trees, can improve urban air quality in some situations. Hedges between roads and pedestrians, green walls in street canyons, and 'green oases' (without internal pollution sources) are all noted as 'win-win' air pollution measures.</li> <li>Trees can slow down or prevent the dispersion of traffic pollutants and emit compounds that react in the air to form ozone.</li> <li>The long-term benefits of trees in urban areas, in terms of health benefits from removing air pollutants, cooling, and carbon storage benefits, have been calculated to be more than twice their planting and maintenance costs.</li> <li>In addition to trees there should be a consideration of species rich grasslands. 'Grasslands are extraordinary ecosystems, with diverse wild plants and fungi at their core – not just essential for carbon storage, they also slow floodwaters, buffer extreme weather, boost pollinators and stop soil erosion – all essential ingredients to tackling and adapting to climate change.' (source: Plantlife website)</li> <li>Grassland is particularly important in this area, there is a lot of open grassland in the neighbourhood, and much of it has been enhanced already by the ERDF schemes, there is the opportunity to investigate further enhancements of this important resource.</li> </ul>	<ul style="list-style-type: none"> <li>Improving local air quality improves health and wellbeing, reducing impacts and emissions associated with healthcare facilities, including transport and treatments.</li> </ul>
<b>Accessing greenspace and improving health</b>	<ul style="list-style-type: none"> <li>Improved physical health through the provision of recreational opportunities.</li> <li>Benefits to mental health through increases in physical activity and contact with nature.</li> <li>Access to green space and views of nature can increase property prices.</li> </ul>	<ul style="list-style-type: none"> <li>Reductions in impacts and emissions associated with healthcare facilities, including transport and treatments.</li> <li>Reduced transport emissions (i.e. residents would not need to travel to access parks etc.)</li> </ul>
<b>Cultural and recreational value</b>	<ul style="list-style-type: none"> <li>High quality (well maintained) greenspace leads to a greater attachment to the community, while untidy or poorly kept green space is associated with increased anxiety caused by fear of crime.</li> </ul>	<ul style="list-style-type: none"> <li>Reductions in impacts and emissions associated with healthcare facilities, including transport and treatments.</li> <li>Reduced crime rates, namely vandalism, will reduce the need for material repairs, subsequently reducing embodied emissions associated with new materials.</li> </ul>
<b>Carbon storage</b>	<ul style="list-style-type: none"> <li>Green infrastructure sequesters and stores carbon. A study of four neighbourhoods in Merseyside found that one with 10.7% tree cover stored around 17 tonnes of carbon per hectare, compared to another at 0.3% tree cover only storing 0.5 tonnes per hectare. Trees were identified to be a particularly important green infrastructure component for carbon storage.</li> </ul>	<ul style="list-style-type: none"> <li>Offsets impact of energy use in households on CO<sub>2</sub> emissions.</li> </ul>

(Table adapted from <https://www.imperial.ac.uk/media/imperial-college/grantham-institute/public/publications/briefing-papers/Integrating-green-and-blue-spaces-into-our-cities---Making-it-happen-.pdf>)

\*Source: Whitford, V., Ennos, A.R. and Handley, J.F (2001) 'City form and natural processes' – indicators for the ecological performance of urban areas and their application to Merseyside, UK. *Landscape and Urban Planning* 57 (2001) 91–103.

## Examples and case studies

There are numerous case studies demonstrating the successful application of green infrastructure and opportunities for nature, and subsequent ecosystem services provision within the UK. A selection of these applications have been illustrated as follows:

### Mell Street Pocket Park and Community Garden Space, London

Situated on a corner between two council housing blocks, the proposals included an improved streetscape for pedestrians and cyclists and a community garden space, where residents and local people can grow food and be involved in the maintenance of the garden. The garden features a green-roofed tool store which includes a water supply and community notice board.



Figure 1: Mell Street pocket park and community growing space (source: [www.susdrain.org](http://www.susdrain.org))

### Prestwich High Street, Bury and Howard Street, Salford

As part of the wider Manchester City of Trees Initiative, street trees planted across Greater Manchester have used specially designed tree pits to channel rainwater; irrigating the trees, providing water filtration, and draining excess water to reduce the need to pump and treat surface flooding. London Plane trees were planted in Howard Street, Salford, using an innovative modular system called Silva Cell; a 3-layer system filled with Bioretention soil provided by British Sugar. The Soil Cell system uses crates installed under the pavement which are high

load-bearing structures that can accommodate uncompacted soil, allowing water and oxygen to the tree roots. At Prestwich High Street in Bury, the planting was part of a planned road regeneration scheme.

Reported benefits included attenuation of highway runoff, water filtration, improved air quality, urban cooling, improved biodiversity and ecological connectivity, improved aesthetic appeal and creation of sense and pride of place, and potential increases in revenue for businesses.



Figure 2: Howard Street, Salford (source: [www.cityoftrees.org.uk](http://www.cityoftrees.org.uk))



## Existing Interventions

### Wildlife Ways – SMBC

Wildlife Ways is a £16.8 million programme of works to make Solihull greener by opening up and improving existing routes, so allowing wildlife to flourish. It is part-funded by the European Regional Development Fund (ERDF). Work in the Chelmsley Wood area includes the planting of almost 100 semi-mature trees and over 260,000 crocus, snowdrop and primrose bulbs.

There has also been the laying and seeding of over 23,000 square metres of wildflower seeds and turf.

Works also included a new, wider footpath for pedestrians and cyclists between Cooks Lane and Chester Road with a new pedestrian crossing on Cooks Lane and improvements to Meriden Lake.



### Kingfisher Country Park

Chelmsley Wood Town Centre abuts Kingfisher Country Park (formally Project Kingfisher). Kingfisher Country Park is a significant multi-functional green infrastructure asset for the local area. It connects Solihull to Birmingham to the west and to North Warwickshire to the east. It provides an accessible green corridor to employment sites, shops, education, housing, sport and recreation facilities. Including access to areas of future growth for the region around the UK Central Hub and Arden Cross – a global destination for innovation, business, commerce, learning and living. The UK Central Hib and Arden Cross will ensure that the Midlands and the entire country compete on the international stage by increasing the amount of high value products, jobs and skills we create and share with the world.

Within Kingfisher Country Park are several local nature reserves. These include Yorks Wood Local Nature Reserve, which was declared a local nature reserve by Solihull MBC in the 1990s. Other nature reserves include Babbs Mill Local Nature Reserve, Chelmsley Wood LNR.

### Tame Valley Wetlands Nature Improvement Area Partnership

In 2017, the Tame Valley Wetlands became the first Nature Improvement Area (NIA) to be designated in Warwickshire, Coventry and Solihull, which includes the four wards of Castle Bromwich, Smiths Wood, Chelmsley Wood, Kingshurst and Fordbridge in North Solihull.

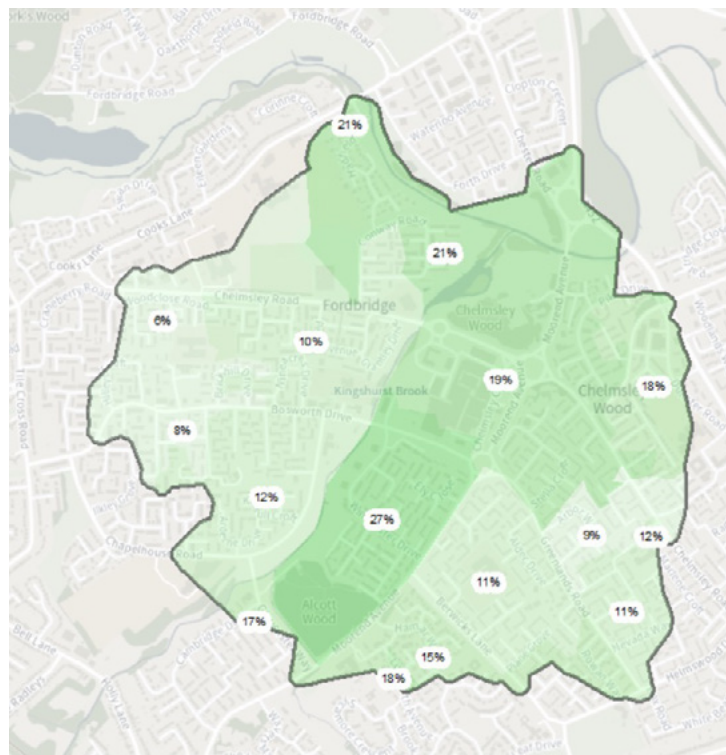
Tame Valley Wetlands NIA Partnership were successful in a partnership bid to the Green Recovery Challenge Fund for £705,000 which undertook a range of improvements and training along with the River Cole. Other TVW partners involved included SMBC, North Warwickshire Borough Council and the Environment Agency. More information can be found at <http://www.tamevalleywetlands.co.uk/lyric-green-recovery/>

## Urban Forest Planning

Within the 15-minute walk radius there are pockets of very dense tree cover and areas that are extremely devoid of canopy cover. The average canopy cover for the area is 13% which is lower than the average for Solihull. Connecting and addressing the canopy inequity with the area is an important part of the planting strategy at a borough level but also at the sub ward level.

Work is in progress to compile a complete tree inventory of all SMBC owned trees including species, condition and size class to assist with determining the value of the ecosystem services derived from the urban forest. The data collected will include estimated carbon sequestered (lb), energy saved (kwh) and air pollution removed.

Information on species diversity is being used to inform selection of replacement tree planting species at a sub ward level.

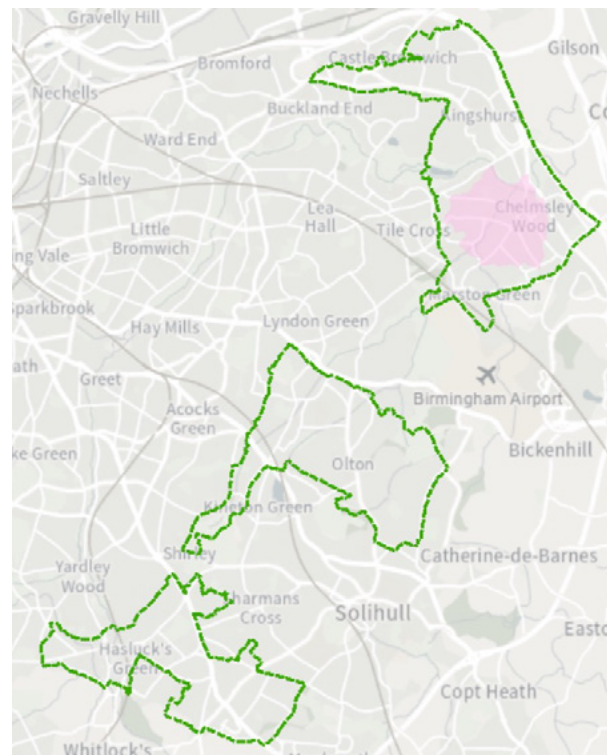


## Tree Planting

SMBC has committed to planting 250,000 trees across the borough over the next ten years as part of the 'Planting Our Future Programme'. 25,000 trees have already been planted as part of this scheme. Solihull borough has been awarded 'Tree City of the World' status in recognition of its urban tree planting programme. It is one of just 19 areas in the UK to have this international award. The awards are given by the Arbor Day Foundation and the Food

and Agriculture Organization of the United Nations with the intention of creating an international network of towns and cities dedicated to fostering the best urban forestry practices

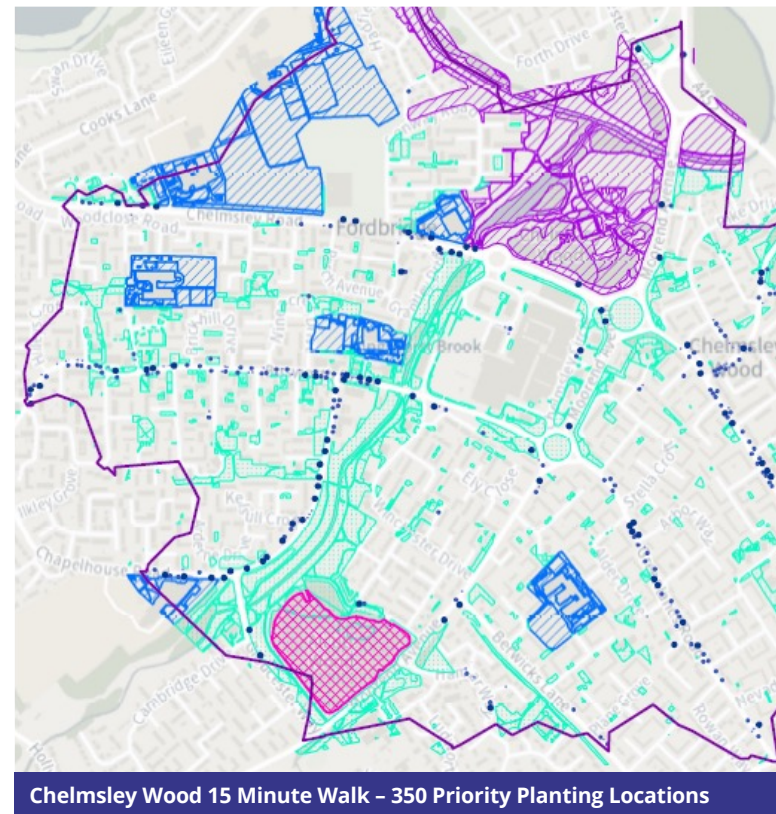
A priority area for tree planting has been established and is being used to inform where there is inequity in the services that the urban forest provides. New tree planting that has taken place in these areas will help address the imbalance into the future. Chelmsley Wood 15-minute walk is within this area.



Within the 15-Minute Neighbourhood there is potential for tree planting which will be investigated as part of OBC/FBC, SMBC would look to connect existing pockets of high canopy cover with each other and the urban centre and provide a network between ancient woodland, parkland and multiple schools along transport corridors to provide maximum ecological, environmental and social benefits provided by trees.

SMBC have identified 350 potential sites for trees in areas with less than 10% canopy cover and planting areas of land that have the least number of conflicts present first by filling gaps in available highway land.

Further information on potential tree planting locations can be found in Appendix 1.



#### Legend

- ChelmsleyWood\_15minutewalk
- Tree Size**
  - Very Small
  - Small
  - Medium
  - Large
- Ancient\_Woodland\_England\_Intersect
- Amenity - Residential Or Business
- Public Park Or Garden
- School Grounds

## Proposed Interventions

We acknowledge the high level of community engagement required to deliver meaningful nature based interventions as such the options for delivery of natural environment interventions will be further streamlined during the first phase of delivery, these may include:

### Providing biodiversity corridors:

Understanding the opportunity for connectivity of existing natural capital for example the to Connect existing pocket of high canopy cover with each other and the urban centre.

- Developing a network between ancient woodland, parkland and multiple schools along transport corridors to provide maximum ecological, environmental and social benefits provided by trees.
- Prioritise planting 350 potential sites are in areas with less than 10% canopy cover.
- Focus planting areas of land that have the least number of conflicts present first by filling gaps in available highway land
- Investigate the opportunities for rain gardens
- Identify opportunities for potential funding gaps for river restoration



Project 4 – Nature Based

We acknowledge the high level of community engagement and information gathering required to deliver meaningful nature-based interventions. As such the options for delivery of natural environment interventions will be further streamlined during the first phase of delivery, these may include:

- **Providing biodiversity corridors:** Understanding the opportunity for connectivity of existing natural capital for example to connect the existing pockets of high canopy cover with each other and the urban centre.
- **Developing a network** between ancient woodland, parkland and multiple schools along transport corridors to provide maximum ecological, environmental and social benefits provided by trees.
- **Prioritise planting** – 350 potential sites are in areas with less than 10% canopy cover.
- **Focus planting** areas of land that have the least number of conflicts present first by filling gaps in available highway land
- **Rain gardens** – working with SMBC Drainage team to replace road gulleys with rain gardens/SUDs tree pits. This could be in prominent areas and could establish large growing feature tree(s)
- **Re-naturalising** sections of the River Cole and its tributaries, this would help biodiversity and drainage issues. It could also involve community planting events following the main works.
- **Hedgerow planting** at road junctions/near schools/outdoor recreation spaces etc. to help reduce air pollution
- **Identify opportunities** for potential funding gaps for river restoration and other nature-based enhancements.

The proposed project requires £70,000, which would be split as follows:

- £55,000 for tree planting (170 trees),
- £15,000 for green screens (e.g. around schools) and hedgerows

Tree planting costs are set out as follows:

Item	Cost per unit	Number required	Subtotal
Supply of tree	170	130	22100
Planting/contractor costs	86,292	130	11217.96
Sundries (double stakes/ties/watering tubes etc)	90	130	11700
Wire mesh/Cage	30	130	3900
Watering	3.24	1820	5896.8
			54814.76

Description	Type	Total gap
Tree Planting		£55,000
Green Screens		£15,000
Funding Request		£70,000
OBC/FBC requirement	7.5%	£5,250
Project Management	11%	£7,700
Engagement	5%	£3,500
Total Funding Request		£86,450.00

NZN funding requested for this project	£86,450					
Total value of project	£86,450					
Co-funding/match funding secured	Total amount from private sources			Total amount from public sources		
- In £million, insert number only						
Financial profile for NZN	22/23	23/24	25/26	27/28	28/29	29/30
	£0.01M	£0.039M	£0.038M			
Estimated outputs	Output 1	Objectives met		Output		
		4,5,6,7		170 Trees + Green Screens		

## Project 5 – Community Project

The community is of critical importance to the success of the project, as identified previously there is already a fantastic amount of work going on with local community organisations, groups and networks. We would like to support and enhance this work through our 15-Minute Neighbourhood approach. This modest amount of funding would be used to accelerate and support community led and owned projects that link to the net zero agenda. These would primarily be about community engagement, nudging, influencing and behaviour change.

This Community Fund will play an essential role in enabling the community to take ownership and progress projects supporting the objectives of the 15-Minute Neighbourhood. Fund recognises the potential of community groups to play a key role in strengthening the 15-Minute Neighbourhoods ambitions to become a thriving community who live work and play in Chelmsley Wood and play an active role in reducing carbon emissions.

The scheme will provide match funded grants of between £1 - £5,000 for investment into Carbon Reduction and Green Infrastructure for eligible organisations in support of growth and development. The Fund will consider applications for improvements to existing facilities, community gardens, sustainable community transport options and green infrastructure. Investment will support environmentally sustainable projects and projects that ensure maximum independent access for disabled people - promoting engagement with younger and older demographics. The Fund will support community resilience and growth.

Approval and distribution of the Fund will be overseen by the NZNP Board. It is proposed that a Panel of Board members will be established to agree the detailed design of the Fund, and who will also oversee the assessment of applications and selection of successful funding recipients. The Panel will make recommendations to the Board for approval. Solihull Metropolitan Borough Council will be the accountable body for the administration of the funds.

Description	Type	Total gap
Draw Down Fund		£20,000
Funding Request		£20,000
OBC/FBC requirement	7.5%	£1,500
Project Management	11%	£2,200
Engagement	5%	£1,000
<b>Total Funding Request</b>		<b>£24,700.00</b>

NZN funding requested for this project	£24,700					
Total value of project	£44,700					
Co-funding/match funding secured	Total amount from private sources			Total amount from public sources		
- In £million, insert number only	£44,700					
Financial profile for NZN	22/23	23/24	25/26	27/28	28/29	29/30
	£0.003M	£0.011M	£0.011M			
Estimated outputs	Output 1	Objectives met		Output		
		4,5,6,7,8				



# 15-Minute Neighbourhood and Energy

**In Solihull 27% of greenhouse gas emissions come from domestic buildings so it is vital that we move away from traditional fossil fuel heating and hot water systems. However, to maximise benefits to residents, reducing energy demand through focussing on a fabric first approach and improve EPC ratings is the driving principle of the 15-Minute Neighbourhood. The fabric first approach may include upgrades to existing floor, wall and roof constructions with the provision of insulation and incorporating upgraded glazing. This approach also supports decarbonisation through reducing demand on the energy network.**

To put this approach in context, heat pumps have a limited design life of 20–30 years whereas thermal improvements will last the lifetime of a property, therefore it is beneficial to implement the ‘fabric first’ approach and gain the benefits from reducing energy demand as soon as possible, this can lead to more comfortable homes that are cheaper to heat.

The 15-Minute Neighbourhood seeks to go beyond fabric first in order to demonstrate how a neighbourhood can benefit from moving towards net zero some of the measures identified include LED lighting, Photovoltaics (PV) and Air Source Heat Pumps (ASHP).

To ensure the 15-Minute Neighbourhood has the best chance of success and given the timescales involved the decision has been made to focus on implementing measures locally to each property.

## What is the potential for neighbourhood wide energy schemes?

In developing this plan an initial review was carried out to understand the feasibility of implementing larger scale neighbourhood wide energy schemes. Unfortunately, these do not appear feasible given the spatial constraints and the urban nature of the area. For example, in 2014 a GBSLEP study identified Chelmsley Wood town centre as having strong potential for a heat network. On further investigation it was concluded that this would not be a priority location due to a lack of density in demand. The 15-Minute Neighbourhood will look to review the feasibility as other opportunities develop, for example, within the town centre and other new developments come forward within the locality. There is also the potential to use the funding allocated in project 5 as a catalyst for community energy, however, this would be the choice of the local community.

The vision of the scheme is to lead by example through the development of climate resilient dwellings that support Solihull Metropolitan Borough Councils commitment to becoming net zero carbon. This will be achieved by demonstrating a contribution to the local community, wellbeing, improved operational and embodied carbon emissions, climate resilience, and the restoration and enhancement of the natural environment. The 15-Minute Neighbourhood will aim to be a catalyst for carbon reduction across the local, regional, national and international communities, aspiring to be an exemplar beacon of sustainability within the built environment.

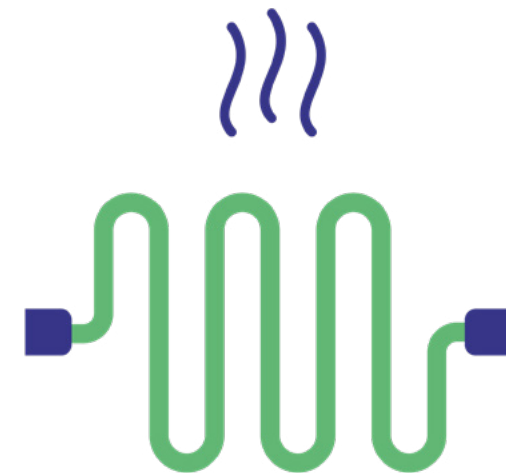
### What About the impact on Energy Infrastructure?

In terms of the local energy infrastructure, the 15-Minute Neighbourhood would reduce reliance on the local national natural gas network, with a focus through the transition to electrified low carbon technologies, most notably Air Source Heat Pumps, and electric vehicles.

This will have an impact in terms of local demand requirements placed upon the Western Power Distribution electricity network, however, from initial reviews, there appears to be good supply capacity capability within the Chelmsley Wood area. It is proposed that as the project moves to the OBC stage that further analysis be undertaken on this element, with increased engagement and liaison to be undertaken with Western Power Distribution.



Source: Western Power Distribution – Network Capacity Map Application



## NZNP – Proposals Summary

The requested funding for each of the projects is listed adjacent and this Capital investment Plan and in line with WMCA's objectives set within each of the following areas: Housing, Transport, Green Infrastructure, Community Inclusion and Behaviour change in line with WMCA's NZNP Specification.

A full breakdown of costs and assumptions can be found in Appendix 2.

### Total Funding Request for NZNP

<b>Housing</b>	<b>£1,406,624</b>
<b>Match Funding</b>	<b>£13,135,000</b>
<b>Transport</b>	<b>£128,440</b>
<b>Match Funding</b>	<b>Circa £97,000,000</b>
<b>Other Infrastructure</b>	<b>£111,150</b>
<b>Match Funding</b>	<b>£60,489,000</b>
<b>Total Funding Request</b>	<b>£1,646,214</b>

### Total Investment from all existing Projects within the 15-Minute Neighbourhood

<b>1</b>	<b>CWTC Regeneration</b>	<b>£60 Million</b>
<b>2</b>	<b>Solihull Community Housing – Phase 1 Fabric First Approach</b>	<b>£10 Million</b>
<b>3</b>	<b>Simon Digby – New Build Development</b>	<b>£3.135 Million</b>
<b>4</b>	<b>Transport Projects</b>	<b>Est £97 Million</b> (excluding East Birmingham North Solihull Study circa £1Bn)
<b>5</b>	<b>Community Charging Hub</b>	<b>£0.4 Million</b>
<b>6</b>	<b>e- Mobility</b>	<b>£0.089M</b>
<b>Total Proposed Funding</b>		<b>£170 Million</b>







# Project Delivery Plan

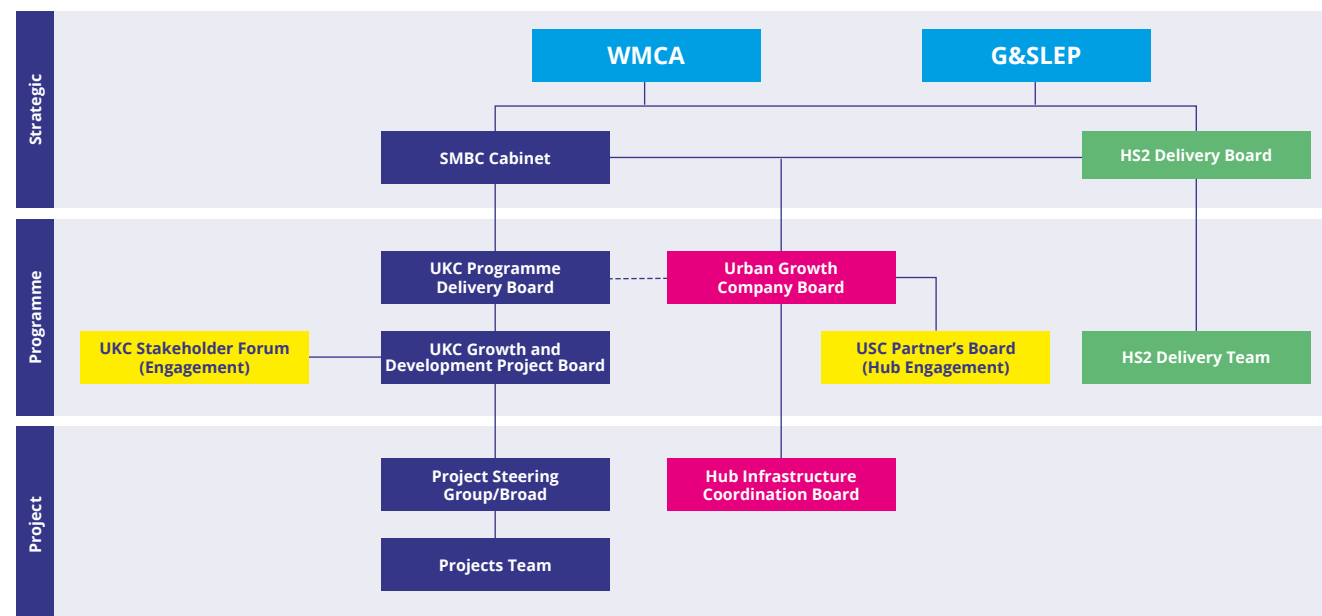


# Governance and organisational structure in team

The development and delivery of Chelmsley Wood Net Zero Neighbourhood Project will be managed in accordance with Solihull Council's robust UK Central (UKC) Project Management Framework (PMF), which is based on Association for Project Management methodology and aligned with the WMCA's Single Assurance Framework.

The Framework provides guidance on the required project assurance process, a description of the key roles and responsibilities and provides current documents, forms, policies, and templates.

This Framework includes the following project Governance structure:



The project will be overseen by its own Steering Group chaired by the Project Sponsor, **Austin Rodriguez**, Head of Stronger Communities (Housing and Communities).

The Steering Group reports to Chelmsley Wood Town Centre Project Board chaired by **Perry Wardle**, Assistant Director for Growth and Development. This Board oversees the Town Centre Masterplan Development. This Board reports through to the UKC Project and Programme Boards, the latter chaired by the SMBC's Chief Executive, **Nick Page**.

The project will adhere to the guidance within the *UKC PMF* which relates to the following key management themes:

- Project Management
- Governance Guidelines
- Cost and Resource Management
- Project Administration
- Quality Management
- Risk Management
- Stakeholder Management
- Procurement and Contract Management
- Evaluation and Approval
- Benefits Management and Realisation

- Lessons Learnt
- Health and Safety
- Training and Development

Development of the *Chelmsley Wood Net Zero Neighbourhood Plan* is being managed by **Ann-Marie Attfield** Solihull's Low Carbon Project Manager. A dedicated net zero Neighbourhood Programme Officer will be appointed to project manage delivery supported by Solihull's UK Central Programme Management Office.

To maintain effective project management, the following roles and responsibilities have been identified:

Role	Responsibility
<b>Cabinet</b>	<ul style="list-style-type: none"> <li>Approves annual budgets and project variations of significant financial, operational or reputational risk to the Council</li> <li>Accepts monies from grant giving bodies or delegated authority</li> </ul>
<b>UKC Programme Board Chair: Nick Page, CEO</b>	<ul style="list-style-type: none"> <li>Approves business cases and Gateway Reviews/Approvals – and submits to Cabinet and WMCA</li> <li>Delegated authority of Procurement Board</li> </ul>
<b>UKC Project Board Chair: Alan Smith, Head of Growth Programmes</b>	<ul style="list-style-type: none"> <li>Provides overall direction/guidance for projects and ensures projects are managed and delivered correctly</li> <li>Manages required resources</li> <li>Oversees Project Gateway Reviews/Approvals</li> <li>Reviews and approves Project Management Plans</li> <li>Resolves project issues/conflicts</li> <li>Oversees risk management</li> <li>Manages budgets</li> </ul>
<b>Project Champion (Cabinet Member Relevant to the Specific Project) Cllr Mackiewicz</b>	<ul style="list-style-type: none"> <li>Makes key decisions relating to individual projects</li> <li>Takes major lead when change of direction is needed</li> <li>Directs effective internal and external communication</li> </ul>
<b>Project Sponsor Austin Rodriguez, Head of Stronger Communities (Housing and Communities)</b>	<ul style="list-style-type: none"> <li>Accountable for ensuring that the project is governed effectively and delivers the objectives and deliverables.</li> <li>Provides leadership, strategic direction and has ultimate accountability for project success.</li> </ul>
<b>Net- zero Project Manager Ann-Marie Attfield</b>	Day-to-day management including: <ul style="list-style-type: none"> <li>Leading and motivating the project team.</li> <li>Management of the 'triple constraints' (Time, Cost and Quality).</li> <li>Developing and implementing the Project Management Plan.</li> <li>Developing the Business Case.</li> <li>Securing agreement and funding.</li> <li>Management of costs and resources, change, risk, stakeholders, procurement and contracts, and design and delivery.</li> <li>Project evaluation.</li> <li>Capturing lessons learnt.</li> <li>Benefits management and realisation.</li> </ul>
<b>Net zero Neighbourhood Programme Officer-tbc</b>	
<b>Chelmsley Wood Net Zero Neighbourhood Steering Group</b>	<ul style="list-style-type: none"> <li>Chaired by the Sponsor (or nominated representative) and consists of representatives from key departments and other stakeholders.</li> <li>Oversees all key tasks and provides strategic direction.</li> </ul>
<b>UKC Programme Manager Alexander Heath</b>	<ul style="list-style-type: none"> <li>Responsibility for delivery of the UK Central Infrastructure Programme.</li> <li>Appoints a project manager(s) and project team members and advises their responsibility.</li> </ul>
<b>Project Team Member</b>	<ul style="list-style-type: none"> <li>Support and work with the Project Manager/Officer to deliver and create project deliverables to required standards.</li> </ul>

### PPM Strategy

Through the preparation of the Outline Business Case a thorough assessment will be undertaken of the Neighbourhood, consultations will take place and with the assistance of an experienced consultancy team.

The number of projects to be identified which can transform the performance and experience of the Neighbourhood for the benefits of residents and visitors.

The project will be managed utilising UK Central project management policies in line with Association of Project Managers methodology and we set out further details below regarding the structure of the decision-making structure which will be in place to manage the successful delivery of projects.

As can be seen in this bid there are a number of projects which SMBC as the lead organisation will commission, via a Project Board which will be set up in order to oversee and take responsibility of the programme of work. The Project Board will approve:

- All key documentation, including the business case, project execution plan (Inc. programme) and the risk register.
- All plans/specifications for the outputs of the projects.
- Ensure effective communication with the corporate management of SMBC and other key stakeholders.
- Provide oversight and challenge where necessary to the Project Delivery Team.
- Sign off key decisions, particularly relating to financial expenditure, but also sign off in terms of the initiation and closure of projects.

The work of the Project Delivery Team will include the following:

- Implementing the project execution plan and programme – this will include regular reviews.
- Approving change requests where necessary.
- Provide instructions to the Project Delivery Manager.
- To maintain and review the risk register – ensure that risk identification and mitigation actions are taken.
- Preparing periodic reports to the Project Board – ensuring that progress (or otherwise) of each project is reported.
- Ensure effective dialogue with all stakeholders – via the Project Delivery Manager.
- Updating and maintaining an overview of the project execution plan and programme.

The Project Delivery Team will include a Project Delivery Manager who will have the day-to-day responsibility of moving the projects forward utilising the APMP methodology. Their role can be summarised as:

- The generation and maintenance of key project documentation, including Business Case, project execution plan and risk register.
- To keep the Project Delivery Team and Project Board informed with reports on the progress of the project.
- Ensure that the project elements are moving forwards within the agreed timeframes, budgets and specification.
- Agreeing with the Project Delivery Team any changes to the project – within agreed tolerances with the Project Board.
- Ensuring that anything out with the agreed tolerances (or excessive risk or failure) is reported to the Project Board.



## Change or risk management strategy

### Risk Management Strategy

The strategy of SMBC's strategy is to remain in full control of the NZNP fund and only allocate monies where there is control and oversight of the funds expenditure by the Council. On all construction contracts, SMBC will be the Client and have control over fund delivery, the outputs achieved, and the timescales. Ultimately, SMBC believes that this provides the best strategy to manage risk and deliver the NZNP Programme without reliance on private-sector delivery or the impact of changes in the market.

Risk management will be implemented through the regularly reviewed and up-dated Risk Register. This Risk Register will be used as a tool throughout the programme and. The Risk Register will be a live document considered utilised at all levels of the delivery structure. The Programme Manager will be the 'owner' of the Risk Register and will maintain this on a continuous basis through updating and ensuring that mitigation measures are implemented if deemed necessary. At Project Award and project mobilisation a Risk Workshop will be held by the Programme Delivery Team and all Consultants for each project. A full review of the Risk Register will be undertaken in order to ensure that a comprehensive and up-to-date Risk Register is in place at the outset of the programme. The quarterly Programme Board reviews will include updating the Risk Register to ensure that all risks are being identified and, critically, that mitigation measures are identified and undertaken.

## Change Management Strategy

With respect to Change Management, we have made provisions in terms of the SMBC Corporate Project Management Procedure to deal with the importance and complexity of the NZNP Programme:

1. The Programme Manager and Programme Delivery Team will highlight to the Project Board a potential change in workstream/scope.
2. The Programme Manager, working with consultants and colleagues, will estimate (or secure actual costings or assessments) the likely changes to budget, programme and other impacts. The risks associated with the change will also be reviewed.
3. The change, together with the information prepared by the Programme Manager, will be reported to the Project Board. The Project Board can then take the decision to agree the change, or request further information or seek approval from SMBC Cabinet, should the change be significant.
4. Once the change is fully agreed, the Programme Delivery Team will then update the relevant project documentation to ensure that the change is fully incorporated into the future work. Records of the change, why it was made and the decision will be maintained within the Project Documentation.

The following process will be included which can be used if anyone involved in the delivery of a project becomes aware of an issue which could affect the delivery of the business case/project. The process is as follows:

1. An Early Warning Notice (EWN) is issued by whoever first becomes aware of the issue.
2. An Early Warning Meeting will be held between the person who raised the EWN and representatives from the Project Delivery Team. At the meeting they will determine if the issue can be resolved with no additional cost, schedule increase or other significant impact to the project.
3. If that is not possible, the relevant contractor will investigate the issue and report back with a recommended resolution, including the estimated cost and project delay, within 48 hours.
4. It will then be determined who has the authority to agree the resolution based on the agreed delegated approvals.
5. The person or group with the correct level of authority will then review the resolution and instruct the contractor whether to implement the resolution or not.
6. The Project Delivery Team will ensure that the resolution is implemented correctly.

## Initial Risk Register

No	Author	Category	Risk Type	Risk Description and Impact	Date Raised/ Reviewed	Date Reviewed	Impact		Likelihood		Risk Severity (See Key)	Typical Mitigation Approach	Mitigation - Risk Control	Actions to Date	Responsible Person	Risk Status		
Overall Project Risks																		
1	AVL	Financial	Funding Availability	Retrofit Schemes currently show a funding gap to deliver the proposed scheme. Risk is that funding cannot be secured.	14-Jun-22		Catastrophic	5	Low	2	Medium	10	Reduce / Control or Transfer / Share	Council will evidence in Outline business case		SMBC		
2	AVL	Reputational	Political	Political support is not secured for the proposed schemes.	14-Jun-22		Significant	4	Low	2	Medium	8	Reduce / Control or Transfer / Share	MP and local Councillors will be consulted.		SMBC		
3	AVL	Operational	Project Management	Delays in decision making process may lead to inability to deliver to timescales. .	14-Jun-22		Significant	4	Low	2	Medium	8	Reduce / Control or Transfer / Share	Project delivery will be worked up with consultancy team. Council will draw on experiences from delivering other schemes		SMBC		
4	AVL	Operational	Resourcing	Procurement of legal advisory services holds up progress.	14-Jun-22		Significant	4	Low	2	Medium	8	Reduce / Control or Transfer / Share				SMBC	
5	AVL	Operational	Resourcing	Lack of resources within the council to deliver the projects	14-Jun-22		Significant	4	Medium	3	High	12	Transfer / Share or Avoid				SMBC	
6	AVL	Reputational	Political	Householders do not engage	14-Jun-22		Significant	4	Low	2	Medium	8	Reduce / Control or Transfer / Share	Building on public consultation throughout Business case. The aspects included are based on local priorities.		SMBC		
7	BDP	Operational	Technical	Retrofit solutions not technically suitable for property tyeys	30-Jun-22		Catastrophic	5	Low	2	Medium	10	Prior testing and use of established solutions	Evidence of testing / previous use		SMBC		
8	BDP	Operational	Supply	Lack of availability of materials / equipment	30-Jun-22		Significant	4	Low	2	Medium	8	Testing of supply chains	Contracts in place for supply of materials / equipment		SMBC		
9	BDP	Regulatory	Statutory approvals	Not meeting regulations/ standards, not having requisite consents in place	30-Jun-22		Significant	3	Low	2	Low	6	Identifying relevant regulations / consents	Project programme to include realistic periods for subnmissions / approvals		SMBC		
10	BDP	Operational	Access	Not securing access to non-SMBC land / property	30-Jun-22		Significant	3	Low	2	Low	6	Securing landowner consent for access	Evidence of access agreements		SMBC		
11	SMBC	Financial	Funding Availability	Not obtaining match funding for non retrofit interventions	1-Jul-22		Significant	3	Low	2	Low	6	Reduce / Control or Transfer / Share	Council will evidence in Outline business case		SMBC		
12	SMBC	Operational	Resourcing	Lack of skilled individuals and organsiations to deliver retrofit measures	1-Jul-22		Significant	4	Medium	3	High	12	Testing of supply chains	Contracts in place for supply of materials / equipment		SMBC		
13	SMBC	Operational	Technical	Lack of availability of grid capacity leads to limiting scope of NZN	1-Jul-22		Significant	3	Low	2	Low	6	Reduce / Control or Transfer / Share	Engagement with WPD to understand network capacity		SMBC		
14	SMBC	Operational	Engagemeent	Community does not engage with transport and other projects	1-Jul-22		Significant	3	Low	2	Low	6	Reduce / Control or Transfer / Share	Building on public consultation throughout Business case. The aspects included are based on local priorities.		SMBC		

## Key Milestones

Key Milestone	Deadline
Submit NZNP	6th July 2022
Development and Assurance of Business Case	February 2023–December 2023
Agree Final Projects	December 2023
Start work on Project Delivery	January 2024
Full Implementation of funded Projects	January 2024–March 2026

Ref	Project	Project Details	Objectives								Delivery Timescales						Funding Profile						Delivery Risks and Dependencies	Identified Action			
			1	2	3	4	5	6	7	8	22/23	23/24	25/26	27/28	28/29	29/30	22/23	23/24	25/26	27/28	28/29	29/30					
1	Retrofit as a Priority										OBC/FBC						£0.156										
			x	x	x				x	x	x	SW & ECO 4 Delivery					£0.64M	£0.611M	£1.4M	£1.4M	£1.4M						
2	e-Mobility										OBC/FBC																
						x	x	x				E bikes Delivery					£0.0426M	£0.0426M									
												Office Space Delivery															
3	Nature Based										OBC/FBC																
						x	x	x	x	x		NXN Tree Planting and Screen Schools					£0.020M	0.002									
4	Community Project										OBC/FBC																
						x	x	x	x	x		Draw Down Fund Timeline					£0.012M	0.012									
5	Transport -BC										OBC/FBC																
						x	x	x	x		Adult Cycle Training					£0.185	£0.185										







# Community Engagement Plan



# Chelmsley Wood 15-Minute Neighbourhood Community Engagement Plan

**Engaging the local community in a meaningful and constructive way will be key when it comes to determining the future and lasting success of the 15-Minute Neighbourhood. SMBC's proactive approach is to involve the local community in the development of the 15-Minute Neighbourhood from the very outset and continue to do so at every key decision-making stage, during implementation and beyond.**

We already have very strong engagement links with residents and key stakeholders in Chelmsley Wood. We would like to use the networks we already have in place and grow this engagement as wide as possible to ensure the successful delivery of the 15-Minute Neighbourhood.

Co-creation in this project is key and therefore engagement goes further than simply consulting with the local community and stakeholders on the concept of a 15-Minute Neighbourhood. Instead, they must be involved in different aspects of the scheme by co-designing elements and having access to shared assets. By using the knowledge, skills and experience of residents, businesses and other stakeholders, the Chelmsley Wood 15-Minute Neighbourhood will thrive and grow to include the whole community.

The 15-Minute Neighbourhood project will require a significant step change in our approach to engagement and how we encourage behaviour change in Chelmsley Wood to help us deliver this project. It will require a clear, consistent and cohesive message, as well as a coordinated approach to bring together all the different aspects of the scheme.

## Existing engagement with Chelmsley Wood stakeholders

### Chelmsley Wood Town Centre Masterplan (CWTCM)

Solihull Council is currently investing significantly in the Chelmsley Wood area, including redevelopment in the town centre via the proposals set out in the Chelmsley Wood Town Centre Masterplan (CWTCM). As part of the Masterplan there has been large-scale public consultation, which has enabled us to build up a strong network of contacts who are highly engaged with developments in the area. Engagement activity for the CWTCM to date includes:

- **Building a subscriber list**

A new topic was set up on the Council's 'Stay Connected' email bulletin delivery system to create a subscriber list for those interesting in keeping up to date with developments. The 'Chelmsley Wood Town Centre Masterplan' bulletin currently has over 800 subscribers.

- **Visitor Survey**

In December 2021 we launched a Chelmsley Wood town centre 'Visitor Survey' to better understand current perceptions of the town centre and help shape our understanding of some of the key issues and opportunities presented. This was also used as an opportunity to start talking about our emerging town centre

masterplan and upcoming consultation activity as well as to grow our newly created subscriber list. The survey received 379 completed responses. Responses from this survey will be useful to inform 15-Minute Neighbourhood planning.

- **Consultation activity Feb–March 2022**

As a first step towards capturing the views of local residents and businesses in Chelmsley Wood towards our emerging town centre masterplan a four-week public consultation was undertaken in February and March 2022. A set of detailed consultation boards were produced which set out proposals for uses that could be included in any future development and incorporating key feedback from the town centre visitor survey. After reviewing the consultation boards residents were given the chance to share their feedback by taking part in an accompanying Consultation Survey which received over 100 completed responses. The project team held two public drop-in sessions at Chelmsley Wood Shopping Centre. Both sessions were well attended with approx. 300 people stopping and viewing the consultation details and engaging with the team. The project team also hosted an online webinar for anyone that was unable to make along the drop-in events.

- This wide range of consultation

activity has enabled us to learn lessons on how best to engage with residents in Chelmsley Wood, including the best location for engagement activity, the key community contacts and how residents and stakeholders respond to different communication channels, all of which will be vital for 15-Minute Neighbourhood engagement. The database already in place, combined with other relevant databases, will provide a strong base audience for initial communications about the 15-Minute Neighbourhood.

### **Business Engagement– Visit Chelmsley**

The Council's business investment team have recently put a focus on Chelmsley Wood, creating strong business connections and enhancing business engagement in the area. New 'Visit Chelmsley' social media accounts have been created which have attracted followers from residents and businesses, creating yet another group that we are able to communicate with around the 15-Minute Neighbourhood. The business team use these channels for a variety of activity, including promotion of the town centre masterplan consultation, with a high level of success and engagement. The launch of the channels has enabled the business team to create a wider network of key businesses stakeholders, who in return for visibility on the channels, are happy to promote and engage their staff, customers and service users with Council initiatives, including communication on sustainability activity.

### **Community organisations, groups and networks**

The Council's Community Development Team support a range of groups and networks in Chelmsley Wood. This ranges from informal grassroots activity through to partnerships with more established organisations with a community presence. A key group is the North Locality group which includes stakeholders from the north of the borough, many of whom live and/or work in or near the 15-Minute Neighbourhood area. This is a multi-agency group that is chaired by Solihull Community Housing and with representatives from across the public, voluntary and community sector, as well as local Councillors. This provides access to a wide network of influence.

The Council's Community Development Team also have a dedicated Community Development Officer for Chelmsley Wood who has extensive knowledge of the area, and its community groups. The team help community groups connect and grow their ideas into community projects assets and opportunities. They can provide guidance on funding opportunities, what community assets are available and match up opportunities with the relevant group.

### **Warwickshire & Solihull Community and Voluntary Action (CAVA)**

Warwickshire & Solihull CAVA are the local VCS Infrastructure Organisation for Warwickshire & Solihull. They provide important, free to access support to the volunteers, groups, organisations, CICs, enterprises and charities who are working across Solihull communities. CAVA are commissioned by the Council. The organisation also has a wide network of community organisations who we would look to work with throughout the 15-Minute Neighbourhood project.

### **Solihull Community Housing**

Around 49% of the residential properties within Chelmsley Wood are socially rented, which highlights the importance of Solihull Community Housing (SCH), the Council's at arms length management organisation (ALMO). SCH use a range of channels to communicate with residents including physical newsletters, email comms, website, social media and in-person engagement events during the summer, which provide a perfect platform to engage the SCH community about 15-Minute Neighbourhood. SCH have a net zero target of 2030 for their operations and are part of the wider borough target for 2041 and therefore this project will feature highly on their agenda. The organisation is also currently participating in Wave 1 of the Social Housing Decarbonisation Fund.

## Current net zero and sustainability engagement

### Net zero Action Plan

As part of Solihull Council's commitment to achieve net zero, a Net Zero Action Plan (NZAP) has been created to establish how Solihull can achieve the borough-wide net zero target of 2041. SMBC's NZAP was ranked 2nd out of all single-tier local authorities in the UK and scored maximum marks on the communications and engagement section, demonstrating the successful engagement already undertaken by the Council in the area of sustainability. Solihull's NZAP went through an extensive consultation period, including in-person events in Chelmsley Wood, which enabled us to develop the net zero narrative with this audience, and build up communication channels that will be useful for 15-Minute Neighbourhood consultation and engagement.

### Engagement with young people around climate change

Solihull Council's Youth Climate Action Survey which took place in early 2022, had a very strong response, with 550 young people providing their views on sustainability and climate change in the borough. The survey found that eight in ten young people in Solihull are concerned about climate change and two-thirds were actively choosing to act on climate change issues. The research showed that young

people in Solihull are serious about tackling climate change and willing to do their part, which will enable us to engage a large group of young people as part of the 15-Minute Neighbourhood project.

The Council carry out a wide range of engagement activity with schools around climate change, including with pupils from Chelmsley Wood. For example, The Greener Solihull Schools Awards challenges pupils and teachers to learn more about the environment both locally and globally and strive to make their school more sustainable. Presented by local business champions, the awards help to develop a sense of pride in each school's sustainability activities.

### Your Future Solihull

The Council's new *'Your Future Solihull'* branding has been created to encapsulate all the climate change and sustainability activity, projects and programmes taking place across the Council and the wider borough. Your Future Solihull (YFS) is all about creating a vision for a prosperous low carbon future for the borough. By implementing this branding across Solihull, residents, businesses and stakeholders will become aware of the vast amount of work in this area, and we will be able to use the branding for our 15-Minute Neighbourhood. A YFS website hub is available

for residents and businesses to find out more about our work but also what they can do to help combat climate change. We will host information about the 15-Minute Neighbourhood on the YFS hub so that audiences begin to connect with the wider net zero narrative. Individual campaigns using the YFS branding will focus on specific sustainability areas such as retrofit, transport and waste.

### Behavioural change

Behavioural change is a key part of the NZAP Communication and Engagement Plan, and the Your Future Solihull campaign. As part of a deliverable target on the 2022/23 Council Plan, the Council is putting together a sustainability behavioural change group to push this forward and to explore working with external climate change behavioural science experts. The Council already encourages behavioural change in a range of sustainability areas through multiple campaigns led by our active travel team, and projects with Transport for West Midlands targeting high-traffic areas, but we are looking to build on this with targeted behavioural change campaigns across key areas such as retrofit, transport and waste.





## Audiences and channels

### Audiences

The key audiences include:

- Residents
  - Owner-occupier
  - Private rented
  - Solihull Community Housing tenants
- Schools
- Large Businesses
- SMEs
- VSCE organisations
- SMBC employees working at Council-owned spaces within the 15-Minute Neighbourhood

### Channels, platforms and activity

The channel mix for this project will be wide-ranging, ensuring we use targeted channels to deliver communications in order to reach every audience and groups across the community. We will create a range of 15-Minute Neighbourhood collateral, both in print and digital formats, using the Your Future Solihull branding, to have a joined-up stream of communications, that is clear, bold and engaging. We will also work with local Councillors to identify and inform the best community channels and opportunities to promote good communication and engagement.

### Non-digital channels

Feedback from the initial stakeholder workshop was clear that for residents, face-to-face communication is extremely important in combination with digital channels. We're very conscious of the risk of digital exclusion given that many residents do not use video/webinar tools and value in-person interaction. Therefore, holding drop-in sessions and physical information sessions around the area will be a key communication platform. Using community-run spaces rather than Council-owned buildings for engagement sessions will allow the community to feel part of the project and encourage more people to get involved.

We will use a mix of specific 15-Minute Neighbourhood events delivered by the Council, as well as being present at existing community events, in order to reach new audiences.

Using printed collateral such as flyers and posters in busy public spaces will build awareness of the 15-Minute Neighbourhood for all groups. All collateral will direct enquirers to the website to find a wealth of information available and contact details for how to find out more or get involved.

Outdoor advertising including buildings, bus stops, bus-back and lamp post banners will be used throughout the 15-Minute Neighbourhood project to build awareness and push key messages depending on the phase of the campaigns.

Specific interventions may require formal letters from Councillors and/or Officers, to explain more complex areas of the project such as retrofit.

### Digital channels

Although physical collateral and face-to-face activity have prominence for this project, digital channels have an important part to play, particularly for younger audiences and businesses.

The Your Future Solihull website hub will provide a base for all 15-Minute Neighbourhood information. All other collateral and assets will direct towards the website. The website will provide information including how individuals, businesses and organisations can get involved, from small changes through to them leading interventions. Details of consultation and engagement events will be available on the website. We will explore the possibility of implementing external consultation software such as Commonplace or Engage HQ where they have the possibility to add value to the engagement process. In particular, one of the features that helps us understand spatially where we should target our efforts is interactive maps, where residents can drop

pins or virtual posted notes to offer feedback on which interventions they would like to see. This has worked particularly well on previous cycling route engagement where we received a considerably higher engagement rate than expected.

We will use existing email distribution lists and create a new 15-Minute Neighbourhood topic on our email database to ensure all relevant audiences are kept up to date with developments, and also made aware of any events and activity where they are able to be part of the conversation.

We will use social media to push out targeted messaging, both from our owned channels and paid-for advertising. We will also work with resident Facebook groups to push out messages on their feeds, which are one of the strongest platforms for resident engagement. We have various social media accounts available including the Council's corporate channels, Love Solihull, Visit Chelmsley channels and Solihull for Success channels which are aimed at businesses across the borough. Other Council social media accounts which can be used for specific intervention targeting include Employability and Skills, Libraries and Solihull Active. Social media live events on Facebook and Instagram will be an alternative to more traditional webinar presentations, allowing the community easy engagement with Council officers on the important areas of the 15-Minute Neighbourhood project.

Local radio could also prove to be a useful channel for targeted intervention campaigns.

Engagement phases

Initial engagement as part of 15-Minute Neighbourhood bid

As part of the bid stage, our communications and engagement teams have already been proactive in reaching out to the local community. We felt it was important to get some initial feedback from residents in Chelmsley Wood on what they thought about potentially becoming one of the first net zero neighbourhoods in the region. We also used the survey as an opportunity to understand the level of understanding they had about net zero and explore some of the barriers and concerns that would need to be considered. Particularly pertinent at the moment, and an issue that is at the forefront of concerns, is the ongoing cost of living crisis and significant rise in energy bills. Building an understanding of the current impact that soaring energy costs are having on residents of Chelmsley Wood will be vital when it comes to deciding which interventions to pursue and which carbon saving measures will have the greatest positive impact on those who would benefit the most.

Survey

SMBC's 15-Minute Neighbourhood survey took place during March 2022. In total 152 responses were received, demonstrating the high levels of interest in the 15-Minute Neighbourhood concept. The initial feedback we've received is that there is a strong appetite for a net zero neighbourhood in Chelmsley Wood, with 79% of survey respondents stating that the idea of a 15-Minute Neighbourhood appealed to them.

The survey demonstrated that residents key concerns were around energy costs and heating their home (see Chart 1), with over 80% of residents very concerned about this. The least concern was around climate change as a whole, with a focus on the individual elements, therefore demonstrating the need for our communications to be targeted and focus on each element of the plan and not rely on pushing the vision of a 15-Minute Neighbourhood as a whole. This was backed up by the response to the question on what reasons would motivate residents to get involved with the 15-Minute Neighbourhood. With 67% selecting 'very motivated' by reducing energy use in the home and 59% 'very motivated' by improving the local natural environment, while only 35% were 'very motivated' by reducing carbon emissions.

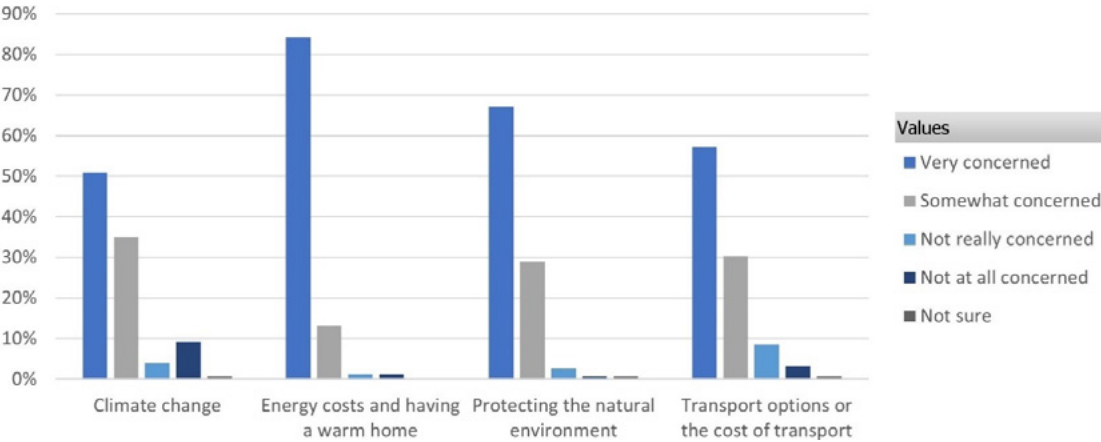


Chart 1 (Q: Are you concerned about any of the following?)

Community stakeholder workshop

As part of the initial bid consultation phase, we led a community stakeholder workshop, inviting contacts from across various VCSE groups with which the Council already has strong links. The session proved valuable in understanding their initial thoughts and feedback on the 15-Minute Neighbourhood proposal as well as gaining very useful insight into how they thought we could engage best with the local community in Chelmsley Wood. These local organisations and charities are at the heart of a very tight-knit community in the area, and the representatives from these organisations are very influential and have wide-reaching networks. Therefore, it was crucial to get them onboard from the outset and be able to use their knowledge and experience to influence the wider community in due course.

The group also shared their knowledge on existing related projects and funding bids which could form part of the 15-Minute Neighbourhood, such as:

- **Warwickshire Wildlife Trust – Colebank River and Babs Mill Park projects.** Working with local schools on nature improvements.
- **B37 – Growing Together campaign.** Local charity B37 are helping hundreds of homes in the area to grow their own food and take part in a share and swap food scheme.
- **B37 – Tribal Community Rangers.** Community Park and art volunteer ranger group based in North Solihull.
- **Gro Organic – communal gardens.** Local charity Gro Organic work with community groups to grow food in communal gardens which is donated to local food banks.

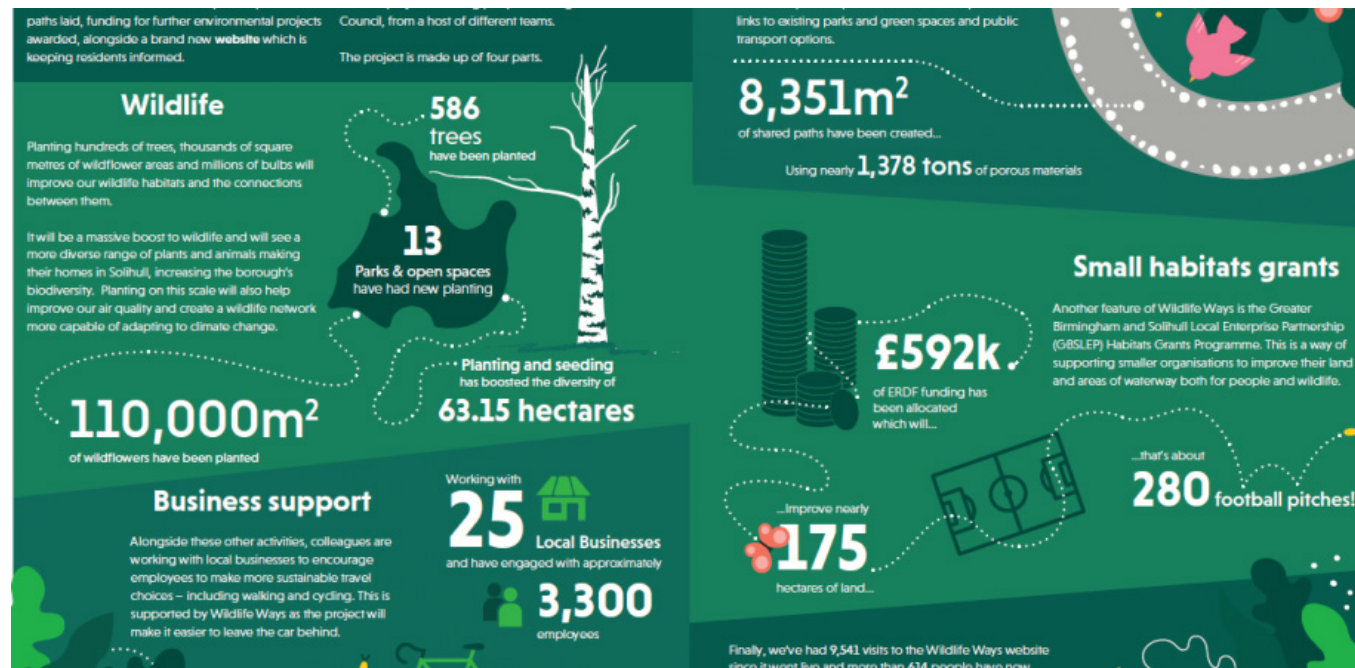
### During 15-Minute Neighbourhood project

Solihull Council will build on the initial engagement we've made with community-based organisations during the bid stage and existing long-term relationships (see section 2), to develop close-knit and collaborative partnerships to ensure the community are engaged and involved throughout the project. Following the conclusion of the local elections in May we are also able to actively involve the local Ward Councillors as community representatives and as people with local networks and insights.



A selection of the community organisations and businesses we will seek to collaborate with include:

Community organisation/charity/business	Description
<b>Colebridge Trust</b>	Charity based in Chelmsley Wood who help local people to improve their health and wellbeing.
<b>Gro Organic</b>	Social enterprise involved with community outdoor spaces and education.
<b>B37 Project</b>	Supporting and developing community-based projects around food and the environment.
<b>The Village</b>	Charity who are currently developing an environmental education-based project – Mobile Garden.
<b>Clean and Green</b>	Community based group encouraging environmental improvements.
<b>Bluebell Community Garden</b>	Supports people with a range of mental health conditions from mild depression to schizophrenia.
<b>Three Trees Community Centre</b>	Community centre in Chelmsley Wood, North Solihull. Owned and run by the community
<b>ASDA (as main supermarket in town centre)</b>	Has a target to reduce its carbon emissions by 50% by 2025 and has been involved with previous local environmental initiatives and as a national organisation
<b>Citizens Advice</b>	National network of independent charities offering confidential advice.
<b>Warwickshire Wildlife Trust</b>	Involved in various environmental projects within Chelmsley Wood.





## Project phase engagement

### Phase 1

The first phase of initial engagement is crucial in order to gain buy-in from the community for the longer-term project. This initial engagement will consist of general net zero messaging for all relevant audiences, along with introducing each of the specific intervention areas, using targeted messaging. We know that not everyone is aware of the term 'net zero' or what it means in reality, and therefore the initial communication must be around explaining the purpose of why reaching net zero is important, and how it will benefit everyone in the community. We will also convey why Chelmsley Wood has been chosen as the first targeted area, and explain to the wider Solihull area that we envisage rolling out similar interventions across the rest of the borough in due course, incorporating our learnings from the 15-Minute Neighbourhood pilot. Phase 1 engagement would include:

**Launch event** – To kick-start the project our launch event will be designed to maximise awareness in the local community and gain public support for the interventions. In a prime location in Chelmsley Wood Town Centre, we would create a strong visual presence with custom made roller banners, feather banners and a marquee. SMBC's intention is to give the residents of Chelmsley Wood the chance to pop in, meet the team, and ask any questions they may have about the 15-Minute Neighbourhood and how they can get involved themselves.

**Press release and media coverage** – Coinciding with the launch event, we would collaborate with the WMCA to write a press release which would likely be captured by local and regional media, therefore amplifying the awareness that the 15-Minute Neighbourhood project had begun. This will be issued alongside social media posts, and newsletter bulletins.

**Community ideas** – During the launch phase, we want to hear from as much of the community as possible, especially those who may not have heard about the proposals before. At this stage innovative ideas and suggestions from those we really know the area will be vital before the specific interventions reach the detailed stages and delivery phases.

**Councillor engagement** – We'll work closely with the local ward councillors and use their strong local connections to reach as much of the community as possible, particularly potentially hard to reach groups, ensuring inclusive engagement and that no one is left behind.

### Phase 2

**Community champions** – Through extensive community engagement, including workshops, we'll work with a number of particularly passionate 'community champions' who can use their enthusiasm to further spread the messaging around the benefits of the 15-Minute Neighbourhood. Through their well-established community connections, they will also be able to provide valuable insights to the project team of how local residents are reacting to our interventions on the ground.

**Success stories** – SMBC's communications team will work closely with local residents who have directly benefited from various interventions, for example those who may have seen retrofit improvements to their home. From this, high quality written and digital content will be produced showcasing the benefits of the 15-Minute Neighbourhood, which it's hoped in turn will encourage further buy in from the local community.

**Innovative engagement software** – We will go beyond traditional methods of engagement and make use of modern platforms such as Commonplace or Engage HQ where residents can place pins on maps where they want to see specific interventions for example. This will complement more traditional forms of engagement, e.g in person events, ensuring the risk of digital exclusion is minimised.

### Phase 3

**Evaluation of engagement techniques** – It's important as the project progresses to reflect upon the success of various methods of engagement to see what is most effective at reaching the widest number of local residents.

**Neighbourhood wide survey** – Promoted to the whole of the 15-Minute Neighbourhood catchment area, the survey will evaluate the perceived success of the project to date, getting a feel for what residents have thought so far about the interventions and what they would like to see next.

## Next Steps

The 15-Minute Neighbourhood will continue far beyond initial project funding. Once interventions are in place, the Council will ensure communication and engagement continue in the community to support the area as a best practice example. Learnings from the 15-Minute Neighbourhood project will enable the Council to roll out similar interventions and engagement across other areas of the borough. Communication and engagement channels will be adapted for the different audience groups across the borough.

The relationships created between the Council and different stakeholders across Chelmsley Wood will continue, with regular communication around sustainability projects, and we will also be able to use these contacts for other relevant projects and programmes in the area.

## Specific intervention engagement

### Project 1 – Retrofit as a Priority

The Council is currently delivering a wide range of retrofit funding projects across the borough. Some of these are for wide areas, where we are requesting homeowners to apply, and some are targeted areas where we are approaching individual households. For these projects we have created specific communication and engagement plans. The plans consist of a mix of channels and activity, but also targeted letters from the Council to the households that are being specifically targeted. From these campaigns we will learn what communications and engagements work well for retrofitting and how we position the messaging around the topic, which will prove invaluable for the 15-Minute Neighbourhood plan.

We will engage directly with businesses, charities and social enterprises about their retrofit needs and provide advice and guidance into grants and funding available, as well as best practice examples from across the region. We will work with Solihull Community Housing to communicate with their tenants about the retrofit measures taking place and encourage them to participate in any interventions needed.

For all audiences, a key short-term message will be around energy saving and therefore costs saving on energy bills. SMBC's communications will be reactive to the national news context, for example increasing the frequency of our messaging when the energy price cap rises and the cost of living is dominating national news, as it's likely we'll get greater interest during these periods. Looking at longer term messaging, we will communicate and engage with the different groups about the needs for buildings to be fully energy efficient before being able to use newer technologies to heat their homes, such as heat pumps.

We work very closely with Act on Energy (AoE), the Council's contracted energy advice partner. The charity provides free and impartial advice to householders and small businesses. AoE also act as the front door and main contact point for our retrofit programmes, such as Green Homes LADS2 and Sustainable Warmth. In this role they also provide retrofit assessments and coordination for the Council. They have a strong engagement network and we will work with them to engage the Chelmsley Wood community specifically.

With regards to the small number of exemplar homes which will be retrofitted to an EPC rating of A, we'll showcase just how efficient these homes have become and how much money the owners have saved off their monthly energy bills. We will also show the environmental benefits of becoming a no or low carbon home. This will be done by video and written case studies which will be distributed across our channels and likely picked up by local media.

### Project 2 – E – Mobility

SMBC's Electric Vehicle Strategy, along with research into autonomous vehicles will provide an opportunity for the 15-Minute Neighbourhood community to be a part of new sustainable transport. We will use this opportunity to engage different audiences around these two areas and how Chelmsley Wood is being prioritised as part of the 15-Minute Neighbourhood to receive extra charging points and new autonomous technology. We will engage with businesses specifically, and use engagement with schools to communicate around the future of transport.

We will actively promote a number of e-mobility schemes in the 15-Minute Neighbourhood, including e-Moped trials, an e-car club scheme and e-cargo bike loans. This would involve advertised trial days where residents can get a feel for the new urban mobility solutions, designed to reduce dependency on car travel. Such events would be covered by press releases and video footage in collaboration with partner organisations.

Building on the success of trials that have already taken place at the NEC and Birmingham Airport, we will deploy our state of the art Connected Autonomous Vehicle (CAV) in Chelmsley Wood to showcase the future of zero-carbon urban public transport. We have already received national media coverage of our innovative autonomous vehicle, including an appearance on the BBC One Show. We'll aim to continue this as the vehicle is tested in the Chelmsley Wood area.



### Project 3 – Transport Behavioural Change

The Council's Active Travel team already leads on a variety of behavioural change campaigns and projects. We will work with them to target the specific audiences in Chelmsley Wood, using their knowledge and expertise to engage residents, schools and businesses on the specific interventions around cycling and walking. 'Try Out' events at prominent public locations will be heavily promoted in the local area, to encourage as many people to come along as possible and realise the environmental, health and financial benefits of active travel. We will identify local groups to connect with in order to deliver training. Council employees who work at spaces within the 15-Minute Neighbourhood will receive dedicated training, guidance and support on active travel opportunities.

The Council has a strong relationship with Transport for West Midlands (TfWM) who are leading on projects in the area to improve public transports. TfWM have already run behavioural change campaigns around public transport and we will work with them to bring these campaigns, in line with 15-Minute Neighbourhood branding, to the area, targeting the specific audiences. TfWM have recently undertaken a large-scale persona mapping exercise, to really deep dive into the different influences and motivations different resident groups need in order to use public transport more. We will work with TfWM to identify which groups are prominent in the 15-Minute Neighbourhood and use the findings from the study, to target these groups with the most effective messaging.

### Project 4 – Nature Based

The Council has a very active environmental services team, including the Love Solihull team who lead on environmental projects across the borough, supporting members of the community to create a greener, more sustainable region. As part of this, Planting Our Future is the campaign to raise awareness of SMBC's commitment to plant 250,000 trees over the next decade through local engagement with schools, residents, businesses and community groups. Therefore, the team already have strong connections with these stakeholders in the Chelmsley Wood area and will use these to push the 15-Minute Neighbourhood message even further. The Love Solihull team have an active social media and newsletter following. We'd capitalise on those existing connections with the community to really amplify our ambitions to enhance the natural environment in Chelmsley Wood. There is an engagement function within the Love Solihull team, and there is also a sustainable schools officer who works directly with schools in the area. This combined forms an already established engagement function around sustainability, with a focus on the natural environment.

Interventions such as tree planting, greenscreens on schools, future rain gardens and hedgerow planting will allow not only for a sustainable activity, but can be used as engagement tools for the local community. By creating these sorts of areas that are visible and/or accessible to the public, it instigates conversation around the purpose and the wider net zero aims.

### Project 5 – Community Project

Fundamental to the success of the 15-Minute Neighbourhood will be the degree of co-creation with the local community. This is about cultivating a shared ownership for the investment that would be facilitated by this plan, as well as promoting the behaviour changes that are needed to make a lasting impact.

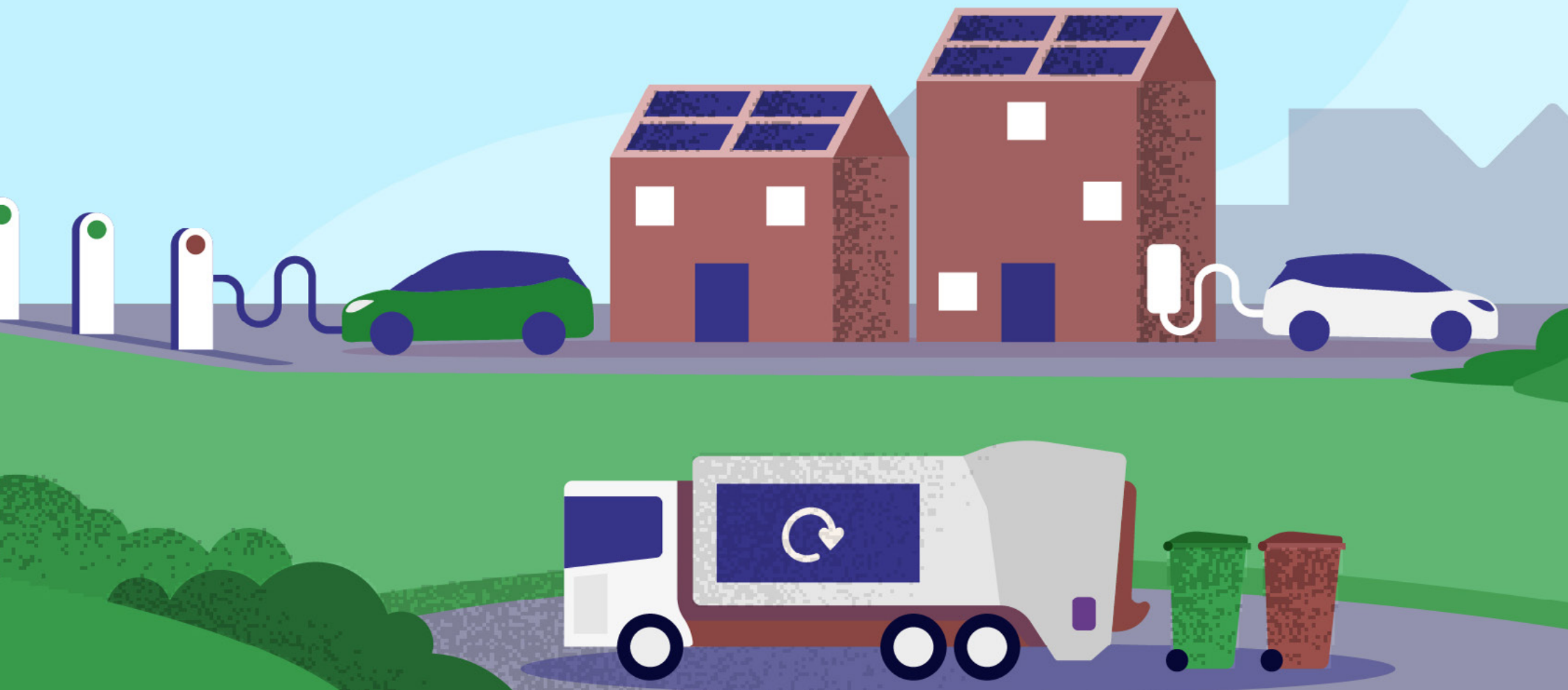
To ensure the work we do is meaningful, we will build on the success of initial scoping workshops with key community organisations and hold regular meetings and focus groups with representatives from these organisations. Such meetings can be held in person or remotely depending on the preference of the local community. We'll also involve designated 'community champions', enthusiastic members of the local community who have well established connections in the area.

As mentioned previously, we'll use innovative engagement software such as Commonplace or Engage HQ to make the engagement process far more streamlined and interactive than traditional methods, allowing the project team to really get a feel for what the community want to get out of the 15-Minute Neighbourhood.













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