A ROADMAP FRAMEWORK FOR
EAST BIRMINGHAM

A PRESENTATION BY
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18 SEPTEMBER 2015
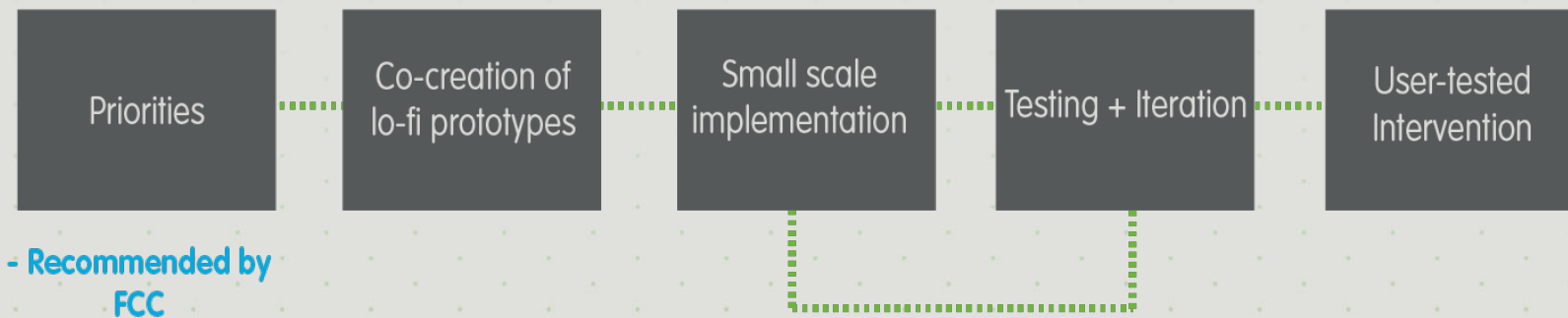
CATAPULT
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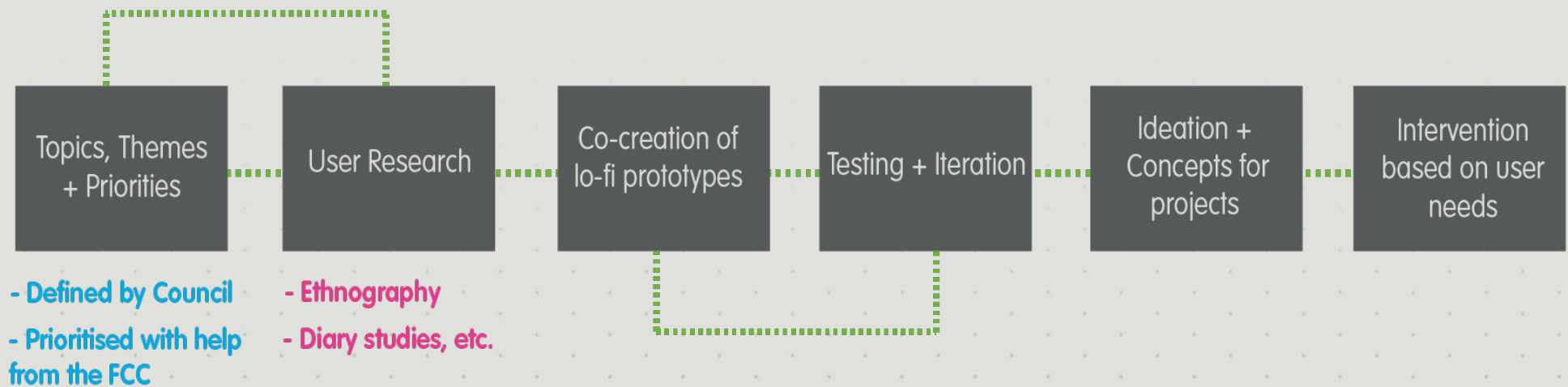# METHODOLOGY 1: TRADITIONAL APPROACH

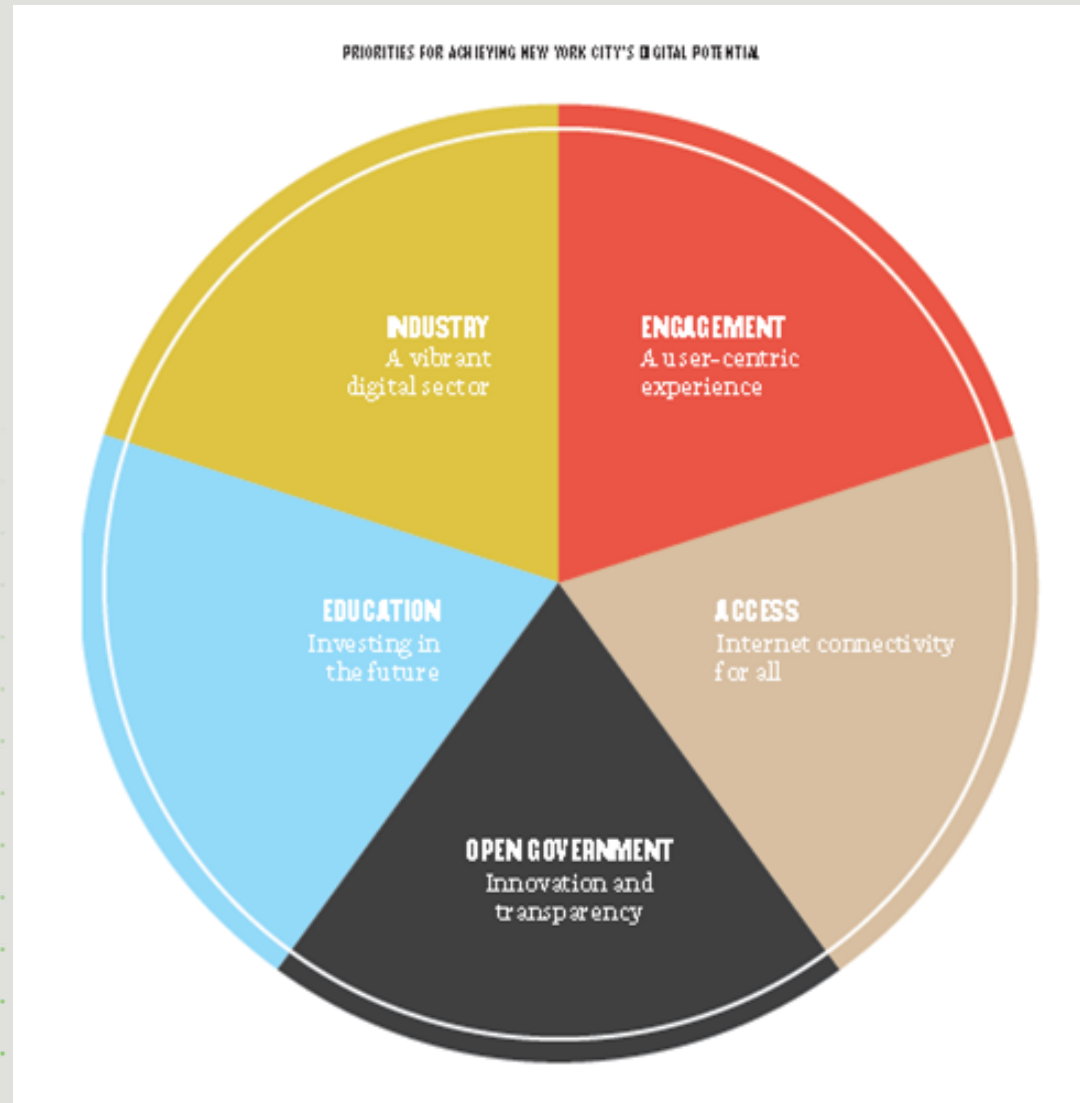Priorities ····· Top-down Interventon

- Set by Council

METHODOLOGY 2: USER-TESTED

| Priorities | Co-creation of lo-fi prototypes | Small scale implementation | Testing + Iteration | User-tested Intervention |

- Recommended by FCC

METHODOLOGY 3: USER-CENTERED

Topics, Themes + Priorities

User Research

Co-creation of lo-fi prototypes

Testing + Iteration

Ideation + Concepts for projects

Intervention based on user needs

- Defined by Council

- Prioritised with help from the FCC

- Ethnography

- Diary studies, etc.

ROADMAP EXAMPLE 1

PRIORITIES FOR ACHIEVING NEW YORK CITY'S DIGITAL POTENTIAL

INDUSTRY
A vibrant digital sector

ENGAGEMENT
A user-centric experience

EDUCATION
Investing in the future

ACCESS
Internet connectivity for all

OPEN GOVERNMENT
Innovation and transparency

ROADMAP EXAMPLE 1 (…)

Progress Report

	Achieved	In Progress	Early Stage
1. ACCESS			
Connect high-needs individuals through federally funded NYC Connected initiatives		✓	
Launch outreach and education efforts to increase broadband Internet adoption		✓	
Support more broadband choices citywide	✓		
Introduce Wi-Fi in more public spaces, including parks	✓		
2. EDUCATION			
Introduce Applied Sciences NYC, the initiative to bring more STEM institutions to New York City*	✓		
Introduce Cornell-Technion Innovation Institute on Roosevelt Island*	✓		
Introduce Center for Urban Science and Progress, led by NYU and NYU-Poly*	✓		
Introduce Academy for Software Engineering, a high school that teaches development and design*	✓		
Increase number of participants in Innovation Zone from 80 schools to over 250*		✓	
3. OPEN GOVERNMENT			
Develop NYC OpenData, an Open Government framework featuring APIs for City data	✓		
Launch a central hub for engaging and cultivating feedback from the developer community	✓		
Introduce visualization tools that make data more accessible to the public	✓		
Launch app wishlists to support a needs-based ecosystem of innovation	✓		
Launch an official New York City apps hub	✓		
Host New York City's first hackathon: Reinvent NYC.gov	✓		
Host New York City's first sustainability hackathon: Reinvent Green*	✓		

ROADMAP EXAMPLE 2

Foundational Strategies

(A)

Next-Generation Infrastructure
Establish next-generation infrastructure that enables residents and businesses to become more digitally-engaged

ROADMAP EXAMPLE 2 (...)

Growth Strategies

C

Efficient, Effective, and Open Government
Leverage data and new technology to make government more efficient, effective, and open

D

Civic Innovation
Work with civic technology innovators to develop creative solutions to city challenges

E

Technology Sector Growth
Encourage the vibrancy of Chicago's Technology Sector by attracting and retaining STEM professionals and supporting the creation and expansion of technology companies

ROADMAP EXAMPLE 3 (…)

Potential Economic and Quality of Life Improvements Driven by Implementing the Plan

WHEN THE CITY...	CHICAGO BENEFITS FROM...
Employs new technology and data to improve government processes and services...	better, smarter, lower-cost government operations, services, and information.
Encourages civic innovation...	the power of an engaged society that helps identify and solve problems, both independently and collaboratively, with city government.
Engages and educates residents and businesses in technology to make every community a smart community...	the quality of life, employment opportunities, and business growth made possible by full participation in the digital economy.

KEY
QUESTIONS

HEALTH

HOW CAN WE IMPROVE CITIZENS' HAPPINESS AND WELLBEING?

MOBILITY

HOW CAN WE IMPROVE CITIZENS' ACCESS TO JOBS, EDUCATION, SOCIAL CARE AND LEISURE FACILITIES?

QUALITY OF PLACE

HOW CAN WE MAKE THE CORRIDOR A MORE VIBRANT, COMFORTABLE AND SAFE PLACE?

KEY
ISSUES

HEALTH

FOOD POVERTY
UNHEALTHY DIETS
POOR AIR QUALITY
SEDENTARY LIFESTYLES

MOBILITY

TRAFFIC CONGESTION
TRANSPORT POVERTY
ROAD SAFETY
ACCESS TO EMPLOYMENT

QUALITY OF PLACE

SECURITY
'FEAR OF CRIME'
INACTIVE PUBLIC SPACES

PROJECT 1:
ILLUMINATING CRIME

THE PROBLEM

There is a popular perception (justified or unjustified) that the Eastern Corridor is a dangerous part of the city with high crime. This decreases local accessibility and footfall, which in turn impacts on local businesses and economic activity.
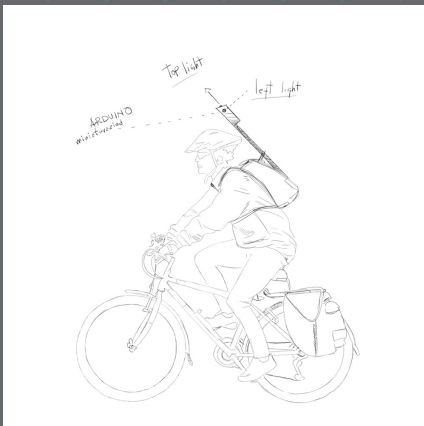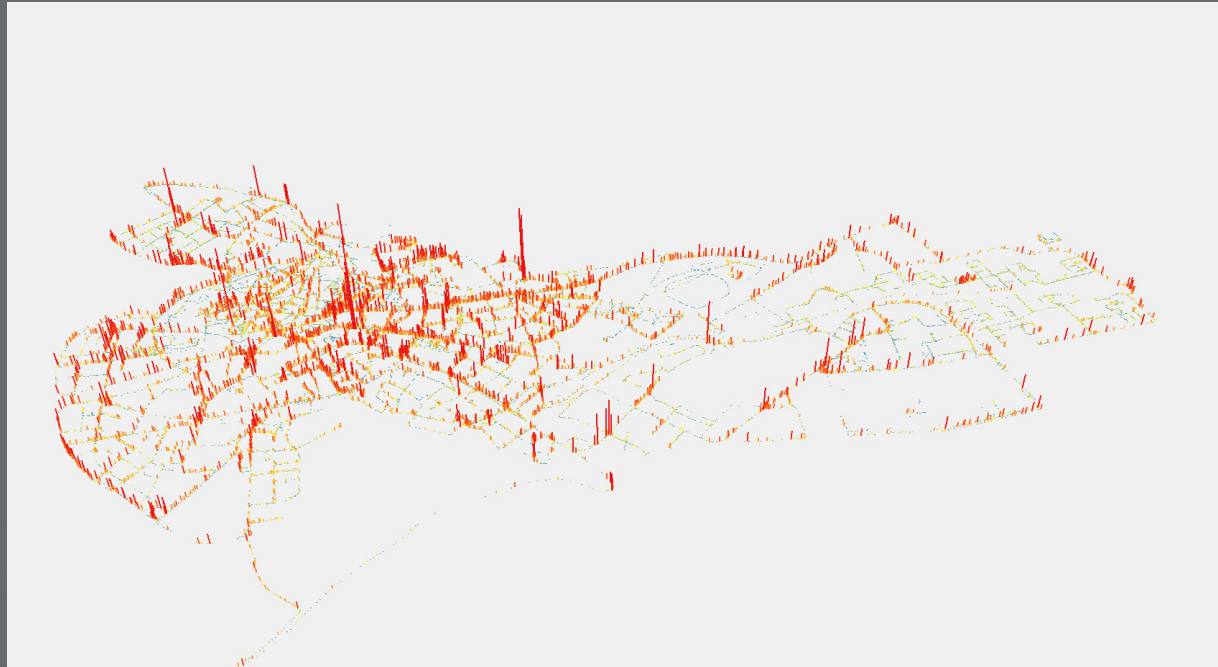
THE IDEA

Build a data analytics tool that allows Birmingham to study the relationship between the intensity of street lighting in the corridor and crime. The tool would use a combination of existing crime data, provided by the police, and new data, generated with mobile light sensors similar to those deployed by the MTU Spatial Intelligence Unit. This information would help Birmingham either improve lighting in the areas of the Corridor that are unsafe rather than those which are merely perceived as unsafe.

PROJECT 2:
FRESH AIR PARKLETS

THE PROBLEM

High traffic congestion, a lack of greenery, and narrow pavements have a negative effect on both air quality and street life in the Corridor.

THE IDEA

Temporarily replace (multiple) East Corridor car parking spaces with parklets - to improve the local environment and raise awareness about air quality issues. Using modular kits-of-parts, parklets could be built either by the BCC or by citizens. Designs could incorporate (a) planting and seating (b) an air quality monitoring station (c) specialised plant species to mitigate air pollution and (d) sustainable urban drainage.

PROJECT 3:
EAST BIRMINGHAM MINI-HOLLAND

THE PROBLEM

Though many people in Birmingham feel they have no alternative to travelling by car, 35.8% of households don't own a car. Transport poverty limits access to jobs, education and social care. The City has committed to radically increasing the % of people cycling an needs to take further bold actions to achieve this.

THE IDEA

Building on Birmingham's Green Travel Districts (GTDs) and Cycle Revolution initiatives, encourage a cycling culture in a particular part of the Corridor (perhaps the Bordesley Green/Small Heath GTD) by dramatically improving the conditions for cyclists. As in the Walthamstow Mini-Holland programme in London, Birmingham could introduce a combination of spatial and policy interventions, such as: modal filters, cycle routes, traffic calming, cycle parking and play streets.

PROJECT 4:
ROUGH AND READY WAY-FINDING

THE PROBLEM

Out of the one million car trips that Birmingham residents make each day, 25% of them are less than a mile. Unnecessary car journeys contribute to poor air quality and poor health. There are also many hidden gems within East Birmingham where more people could be drawn if they were more aware of what's on offer.

THE IDEA

If people were more aware of alternative routes through the city, they may be more likely to walk or cycle instead of driving. Before investing in expensive, permanent signage - Birmingham could explore whether new signage would have any impact on the number of people who walk or cycle.
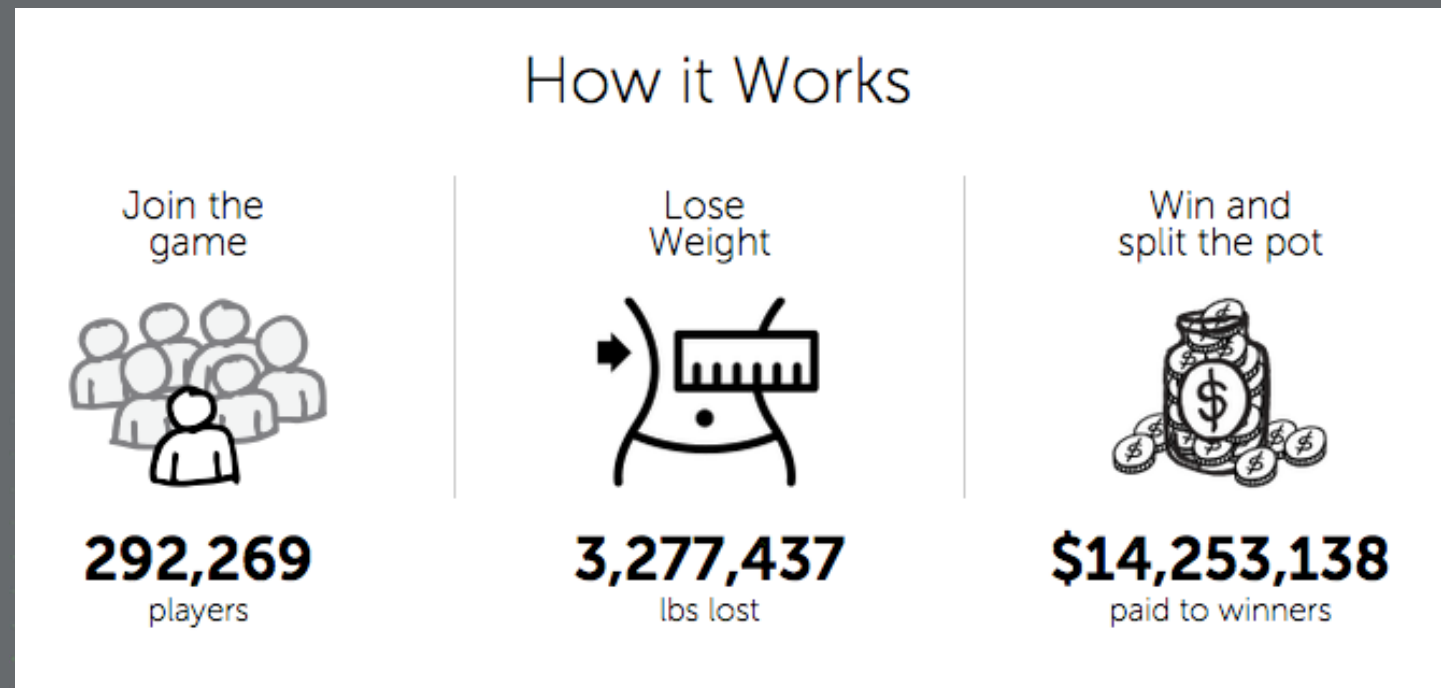
PROJECT 4:
APPLYING BEHAVIOURAL SCIENCE AND GAMIFICATION TO OBESITY

THE PROBLEM

In Birmingham, over 25% of the population are obese - the third highest rate in the UK. This brings with it associated problems of high public spending on both preventative and responsive care, as well as secondary impacts on peoples mental health and propensity to work.

How it Works

Join the game	Lose Weight	Win and split the pot
292,269 players	3,277,437 lbs lost	$14,253,138 paid to winners

THE IDEA

Birmingham develops a pilot targeted at East Birmingham residents that allows people to collectively work with each other to challenge each other to lose weight. Diet Bet is an example of such an approach in the US which focuses on financial bets but other approaches could be developed that look at 'pro-social' incentives. The development of an app would also allow different messages to be pushed to participants and potentially randomised control trials to be conducted on the effectiveness of different 'nudges'.

PROJECT 6:
CANAL TAKE-OVER

THE PROBLEM

The river and Canal network in East Birmingham is currently underused and undervalued. Instead of being an asset that generates value for the area, it feeds perceptions of high crime and low economic opportunity.

THE IDEA

Birmingham looks to use existing digital platforms to ,firstly, understand the canal and river network and people's perceptions of it, to build a better picture of what people like (and don't like) about the network. This could be done through simple and cost effective social media campaigns, getting people to take geo-located photos of the area (a la Fix My Street). This should then lead to communities prioritising and delivering projects using combined Birmingham City Council and Canals and River Trust budget. Quick wins could include promoting a ParkRun along the network.

PROJECT 7:
OPEN EAST BIRMINGHAM

THE PROBLEM

The East Birmingham Prospectus for Growth identifies a number of large development sites for housing and employment growth over the coming years. However, the site descriptions often have the description familiar to many regeneration areas that "this site has been cleared for a number of years".

THE IDEA

Build a platform that allows (in the first instance) Birmingham City Council to advertise its unused and underused land and building assets for different temporary or long term usage. The Council should explicitly have a blank slate for what it wants to happen with these sites and also raise the possibility of allowing the assets to be used by businesses or organisations for low or no rent, **if** they can show that they will deliver community benefits.

EXAMPLE
KEY PERFORMANCE INDICATORS

- INCREASING RUNNING, WALKING AND CYCLING ALONG THE CANAL

- INCREASE IN HAPPINESS/WELL-BEING

- INCREASE IN COMMUNITY ACTIVITY

- NEW BUSINESS AND NEW JOBS CREATED

- REDUCTION IN CRIME/ASB

THANK
YOU

If you'd like to know more about our work:

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