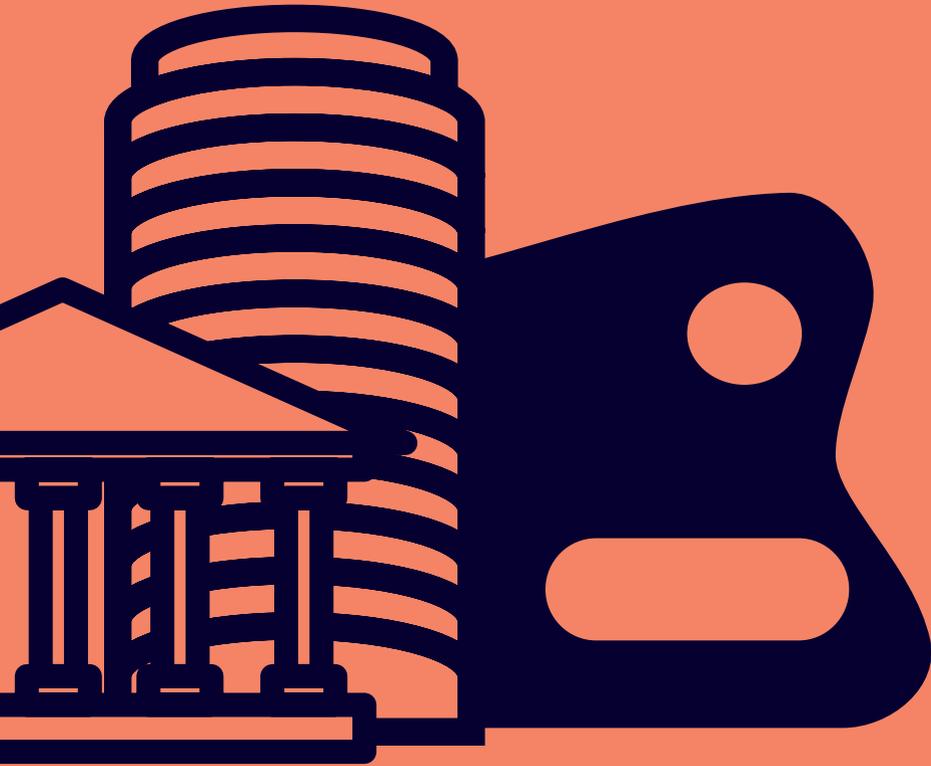


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## **Attitudes to development in Birmingham**

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Key findings from Copper Consultancy's  
2019 research

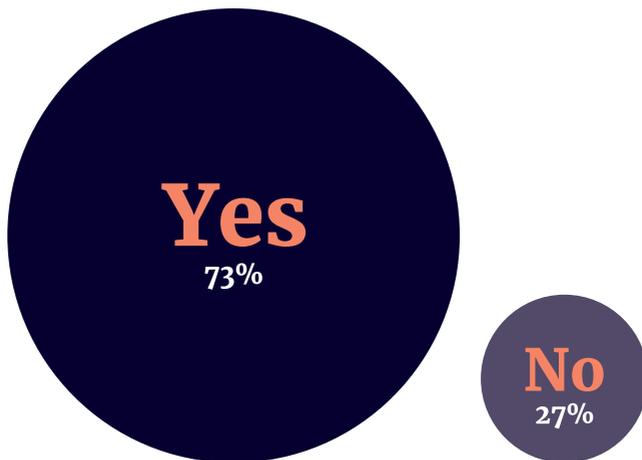
## **Is Birmingham booming for everybody?**

Birmingham is undergoing a period of sustained growth, with high profile projects such as HS2, Smithfield and the Commonwealth Games 2022 all combining to make an exciting time for the region.

But do the city's residents feel they are benefitting from the developments taking place? Copper carried out opinion polling of 1,000 people in Birmingham to gauge public perceptions and establish whether developers and public bodies are doing enough to sell the benefits of development to those who live, work and study here.



## Are residents optimistic about Birmingham's future?



It bodes well that respondents were overwhelmingly positive about the city. Nearly three-quarters of people we spoke to were optimistic about Birmingham's future, while more than half said they would describe its economy as growing or growing rapidly.

## What developments are people most excited about?



**Commonwealth  
Games**



**West Midlands  
Metro expansion**



**Birmingham  
Airport  
expansion**

Three-quarters of respondents were excited about at least one development – and the upcoming Commonwealth Games was the clear winner. However, there remained a contingent of respondents who were not excited about the named developments, demonstrating there's much more to do as an industry to ensure residents feel involved with what is happening around the city.

## Concerns around construction

Not all of the results were positive. It's clear that development is a cause for concern for many in the city, with 65% of people questioned saying construction and roadworks affected their daily life.

Respondents identified a number of potential problems surrounding development. Almost half said they were worried about the effect of development on traffic conditions, but it was interesting to see that one in five people were also worried about less tangible aspects of our changing city, such as loss of heritage.



**Air quality**



**Loss of heritage**



**Traffic**



**Housing costs**



**Transport costs**

## Are we engaging with local people about development enough?



It seems that not all residents feel engaged with the changes taking place. Less than half of respondents (47%) felt they were benefitting from development, while only a third of respondents said those bringing projects forward were doing enough to communicate with local people.

There is a need, therefore, for us to communicate more proactively with communities – especially those affected by development – and convey the potential long-term benefits that these projects can bring.

\*17% of respondents answered 'don't know'



## Observations: What it means for you

Birmingham has transformed over recent years. The fact that nearly three-quarters of its residents are optimistic about their and the city's future speaks volumes about the exciting work taking place.

However, our research shows that there is still work to be done. To help people feel they are benefitting from development, it is vital that short-term inconveniences are outweighed by long-term advantages that are effectively communicated by developers.

In a time of change for the city, industry professionals must work together to ensure everybody gets the most from all of the exciting projects still to come.

## Why?

Far from being a 'nice to have', consultation and engagement is a critical stage in the development process.

By involving the residents of Birmingham through meaningful, proactive consultation, we not only mitigate potential risks, but can ultimately begin to build something that works for and with the city's residents.

**To find out more about our report,  
visit [copperconsultancy.com](http://copperconsultancy.com).**



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