

Video Activity 7

BIRMINGHAM BIG CITY PLAN – CITY CENTRE MASTERPLAN

Birmingham is a city in the West Midlands of England. It is the second most densely-populated city in the United Kingdom with 1,074,300 residents.

1 Answer the questions before watching the video.

1. What is the equivalent word for “Master plan” in Italian?
2. Are there residential, commercial and industrial areas in the town or city where you live?
3. Do you know who usually writes a City Master plan?
4. If you were a City Planner, which areas of the city would you improve?



Video Activity 7: “BIRMINGHAM BIG CITY PLAN – CITY CENTRE MASTERPLAN”

Mark Whitby: *An announcement is now indicating that we have clear priorities, we’ve enriched the plan with detail and we’re underpinning the masterplan with a commitment to deliver. The Big City Plan of 2007 was a formidable idea. Today’s masterplan is a formidable plan. [applause] 0:30*

The Big City Plan, the Masterplan to create a world-class city centre in Birmingham, is the most ambitious project ever undertaken in the UK.

Five areas of transformational change are pivotal to the Plan.

The £600 million investment transforming New Street Station will support wider regeneration. The multi-million pound Library of Birmingham kickstarts development, with Paradise Circus, Arena Central to follow.

A number of office developments will extend the Snow Hill District, creating a new destination place for business.

The Multi-Storey Car Park, Academy and Eastside City Park will continue to provide momentum, with High Speed 2 being a catalyst for wider transformation.

At the heart of the Southern Gateway the Wholesale Markets redevelopment will deliver a new public space.

‘Moat Square’ will create an exciting cultural, retail and leisure destination for Birmingham. ►

These five areas will be at the forefront of the city’s transformation, delivering new high-quality buildings and public spaces.

Over the next 20 years Birmingham will boast many distinctive public squares and civic spaces, delivering a world-class experience for residents and visitors.

With Birmingham’s wonderfully preserved canal network and the River Rea restored to their rightful prominence, an extra dimension will be added to the city.

Pedestrians will be the heart of Birmingham’s future development. By making the city core accessible to all, people will be naturally drawn to explore the city, discovering just how much Birmingham has to offer.

In an increasingly competitive globalised world, the city centre will be vital to Birmingham’s future economic success.

The ambitious aims of the Big City Plan cannot be achieved by any one organisation. More than ever it is a partnership between the city’s stakeholders, requiring cooperation and working together.

Birmingham’s Big City Plan, creating a world-class city.

Global City, Local Heart.

2

Watch the video and complete these statements with a word from the box.

ubusiness • creating • developments • deliver • distinctive • experience •
global • heart • project • world-class

1. The Big City Plan, the Master Plan to create a (1) city centre in Birmingham, is the most ambitious (2) ever undertaken in the UK.
2. A number of office (3) will extend the Snow Hill District, creating a new destination place for (4)
3. At the (5) of the Southern Gateway the Wholesale Markets redevelopment will (6) a new public space.
4. Over the next 20 years, Birmingham will boast many (7) public squares and civic spaces, delivering a world-class (8) for residents and visitors.
5. Birmingham’s Big City Plan, (9) a world-class city. (10) City, Local Heart.

3*Decide if the statements below are TRUE (T) or FALSE (F). Correct the false ones.*

- | | T | F |
|--|--------------------------|--------------------------|
| 1. The Birmingham Master Plan is a very ambitious project. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Five areas are involved in the project. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Snow Hill District will be dedicated to commercial activities. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. 'Moat Square' will create a business destination for Birmingham. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Also the canal network and the River Rea will be restored to their rightful prominence. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The city centre will be crucial to Birmingham's future economic success. | <input type="checkbox"/> | <input type="checkbox"/> |

4*Watch the video again and answer the questions.*

1. What building will be the first to begin the city development?
2. What will Birmingham show off in the next 20 years?
3. Why will pedestrians be the heart of Birmingham?
4. What part of the city will be vital for the future economic success?
5. Will the cooperation of many people and organisations essential to implement the Master Plan?