

# BIRCHFIELD BIG LOCAL PLAN

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# 1. Acknowledgements

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Birchfield Children's Centre  
Grosvenor Road Studios  
St Clare's Catholic Primary School  
Wilton Road United Reform Church  
St Teresa's Catholic Church  
Holy Trinity Church of England  
Westminster Primary School  
Holy Trinity CE Primary School

Finally, thanks to the many people who have taken part in interviews, meetings and events such as the two conferences as part of the Getting Started phase. The names of some of these people are listed in the Appendices at the end of this document.

## 2. Foreword

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### BIG LOCAL, in our situation, BIRCHFIELD What's it not about?

Allow me, Mike Tye, as chair of our Birchfield Big Local Partnership to emphasise a few key points about our Plan.

It's NOT about our local authority, the government or a national organisation telling us what to do.

It's NOT about individual groups fixing their favourite problem without talking to a **wide** range of different people who live and work in our community.

It's NOT about short-term thinking – we've got 10 years or more to plan and deliver the best options for our area.

There are 4 official BIG LOCAL outcomes in using this funding:

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

So are we on target with this present Plan you may ask:

I am aware that we have not put many long term strategic ideas into the mix, for example, we need a Community Innovation Hub where social enterprise can flourish; whether you are young or older, we want to invest in your future, and give you confidence. I am aware that we have many unused resources in the area, which could be put to good use, for example, vacant land can become community gardens. Unused buildings can be supported through partnership working. Social investment needs to be encouraged, this will offer various forms of lending, personal, micro-finance, or small business, since part of Big Local's focus is that we invest financially for the future. So let our focus always be on the future prospects of all who choose to live in our Birchfield neighbourhood.

So we have come a long way since April 2012 when the Birchfield Neighbourhood Forum was given the privilege of forming a steering group to get to grips with the Getting started phase of the Big Local programme. We owe the forum an immense debt of gratitude for all their hard work and involvement. They interviewed for a prospective Locally Trusted Organisation and for a Community Engagement Officer. Conferences, outreach activities and theme sub-groups followed, and we are especially grateful to Andrew Simons, the Community Engagement Officer, who has given more than his allocated time to help form and assist the Partnership. We are also grateful to our Big Local Representative, Chris Church, whose skill is well appreciated in making invaluable suggestions and sorting major problems. So the Plan is off to London for the final seal of approval by the Local Trust Board so that we can start to deliver for the Birchfield community.

**Mike Tye, Chair, Birchfield Big Local Partnership**

# 3. Approach

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## **“The glass really is half full”**

Birchfield Big Local starts from the premise that the glass is half full. The area already has many assets – in particular the energy, skills, talents and aspirations of the people that live and work here. The community plan aims to enable and encourage people to develop their skills, talents and aspirations. The area also has many physical assets including underused land and community facilities that could with some negotiation, careful planning and modest investment be better used.

## **“Big Local did that”**

There have been regeneration initiatives in the East Handsworth and Lozells Ward, of which Birchfield is a part, in the past, but either Birchfield has missed out or there is very little to show as a result of these initiatives. This can often lead to cynicism and disengagement. Many people have commented on the need for there to be a legacy as a result of Birchfield Big Local and not just a physical legacy, but also a legacy in terms of the capacities of local people to determine their own futures.

This action plan was devised by working groups made up of partnership members. It places the emphasis on encouraging and enabling local people to provide services to meet local needs rather than relying too heavily on outside organisations. A skills audit is already underway to find out what skills and talents local people can offer either as volunteers or through paid work. Where outside organisations do help provide services they will be encouraged to sign up to the Big Local values and approach -

and to provide training to local people so that there is a longer term legacy. It is not the aim of Big Local to duplicate existing services but to enhance them where appropriate and look for new and innovative ways to meet local needs where these needs are not being met.

## **“Big Local money is lent, not given”**

There is also an emphasis in the action plans on enterprise, especially social enterprise and on assisting people in setting up their own businesses and projects to help meet local needs and create local employment. A key question is – “What happens in Year 11?” – and part of the solution is likely to be social investment including personal lending, microfinance to help set up and grow small businesses, and lending to community organisations and social enterprises. Already the Birchfield Big Local partnership is exploring the idea of working in partnership with a local credit union to set up a branch in the area.





## 4. Partnership

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The partnership currently consists of 13 people and rising, most of whom are local residents.

Local people were made aware of the Big Local Partnership and invited to join through a variety of means including the newsletter which was delivered to households in the Big Local area; at the Community Conference held on 27<sup>th</sup> April where an expression of interest form was distributed to all who attended; and through the Big Local Survey which included a question about how people might like to help with Birchfield Big Local. In addition all of those people interviewed as part of the engagement process were asked whether or not they would be interested in joining the partnership.

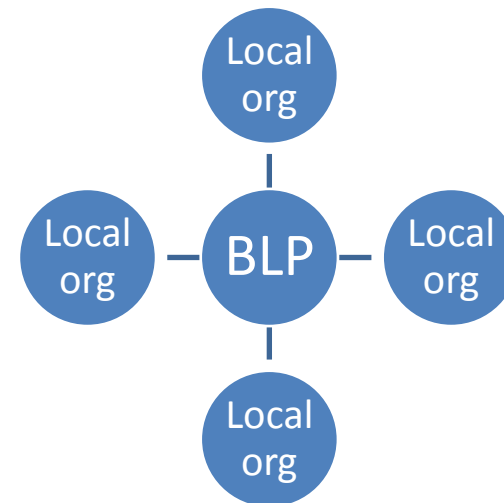
A series of initial partnership meetings were held and a total of twenty people, the majority local residents, attended one or more of these. These meetings discussed the draft terms of reference for the partnership including the code of conduct and these were formally agreed at a partnership meeting on 17<sup>th</sup> July at Wilton Road United Reform Church.

Early on in the formation of the partnership it was decided that the majority of members would be local residents and that this would be the core decision making body for Birchfield Big Local. This core partnership group is then surrounded by a less formal 'network of partners' which includes representatives from different community groups, organisations and enterprises.

An important role for the core partnership is to expand these links, building relationships in the area so as to strengthen these connexions.

The partnership remains open to new members and it is envisaged that the membership will change over time. The work of the partnership is at the core of Birchfield Big Local so meetings will be well publicised and open to all who wish to attend.

Another way that local people can contribute to Birchfield Big Local is through the theme groups. These groups were set up in June 2013 to develop the action plans which form the core of this document. These theme groups are not restricted to partnership members and provide an opportunity for involving a wider group of local residents and potential partners in the development of Birchfield Big Local. The theme groups will have an important role to play in the delivery of the action plans and in collecting evidence to evaluate the impact of Birchfield Big Local.



*Birchfield Pride! –  
the area needs to  
assert its identity*

A vision that reflects the whole  
community and helps meet  
common needs. A vision that  
isn't dominated by money and  
finance because that leads to  
competition and division within  
the community

Big Local needs to  
deliver something that  
creates a legacy in the  
area - something that  
people can point to and  
say "Big Local did that"

A highly  
empowered  
community

*More young people  
involved in the community  
and helping shape services  
& plans*

Birchfield to provide a  
model nationally of  
how a community can  
turn itself around

A vibrant, happy and  
progressive place.  
A place where people  
want to stay and want to  
move to

An area with clean streets,  
tidy gardens, kids playing  
and people saying good  
morning to each other on  
the streets

*A place where  
elderly people are  
supported*

Young people  
achieving at their  
optimal level

**More businesses  
owned by and  
employing a  
diversity of people**

### Visions for Birchfield (from interviews with residents)

## 5. Shared vision

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We have a dream

That Birchfield will become ...

A neighbourhood where the diverse community feels empowered, engaged and enabled to address issues such as health, inequality, unemployment and environment, so creating a happy, safe, clean, prosperous and regenerated area in which to live and work.

A place where every citizen has a collective sense of ownership, belonging, pride, respect, creativity and an equal voice. A place where individual talent and skills are nurtured and people want to come and stay.

In this way we will provide a lasting legacy to all people by giving them a new direction that helps break the cycle of poverty through creating a well-served and connected community.

Vision statement created at the Birchfield Big Local Plan Conference held at Grosvenor Road Studios on Saturday 7<sup>th</sup> September 2013.



A word cloud of community values and aspirations. The words are arranged in a circular, overlapping fashion. The most prominent words are 'Green', 'Pride', 'Inclusive', and 'Safe'. Other visible words include 'Resourceful', 'Tolerant', 'Beacon', 'Prosperous', 'Motivated', 'Fun', 'Industrious', 'Nurturing', 'Resilient', 'Creative', 'Empowered', 'Well-served', 'Active', 'Friendly', 'Connected', 'Stable', 'Inviting', 'Secure', 'Universal', 'Respected', 'Welcoming', 'Legacy', 'Cohesive', 'Sense-of-ownership', and 'Clean'.



## 6. Communications strategy

Effective communications will be key to engaging with people who live and work in the Birchfield Big Local area. We will set up a separate sub-group to take responsibility for this aspect of the programme, together with a budget. This sub-group will include older and younger members of the community to ensure that the methods chosen meet the requirements of the whole community.

Birchfield has many young people who will be familiar with means of communications using the internet including e-mail and social media such as the social networking sites Twitter, Facebook, YouTube and Flickr. All of these means will be used to communicate information about Birchfield Big Local and to encourage people to contribute their stories, ideas and feedback about how they have been involved with the programme.

However, there is still a need for more traditional approaches to communications including newsletters, posters, leaflets, and word of mouth. Regular newsletters will be produced and a mechanism for delivering them to every household set up using volunteers. Use will also be made of existing networks such as faith groups, schools, doctors' surgeries, and local shops. One particular approach that has proved very effective in other areas is the use of large boards with details of events and meetings on them located in prominent places. The BRAG Allotment project has already used this to great effect to publicise their annual Summer Fete.

The following actions have already been proposed:

- Producing a quarterly newsletter to go to every household in the area

- Developing the use of the existing website to make it a more effective means of communication
- Publicising partnership meetings on the website and including minutes of meetings etc
- Setting up a Facebook page for Birchfield Big Local – there are already Twitter and Flickr accounts
- Providing training in the use of social media
- Setting up an effective feedback system to enable people to respond with their ideas and comments about Birchfield Big Local
- Setting up a group of volunteers who are prepared to leaflet on behalf of Birchfield Big Local
- Exploring setting up a radio station for Birchfield Big Local. The means to do so already exist at the Grosvenor Road Studios and this could be a means of involving young people in the initiative.
- A competition for young people to design a logo for Birchfield Big Local that can then be used to provide high visibility signage to the website and social media.
- Writing regular press releases and magazine articles to help raise the profile of Birchfield Big Local and share good news stories in the immediate area and beyond.



## 7. Community profile

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### Where has the information come from?

The information in this profile has come from a variety of sources, the most important being the residents of Birchfield. The following activities were organised to find out what people living and working in Birchfield considered the key issues in the area and the priorities for action in the future.

- **In-depth interviews**

A series of in-depth interviews were held with people who either live or work in Birchfield and know the area well. This included representatives from various faith organisations, members of Birchfield Neighbourhood Forum and Birchfield Residents Action Group, representatives from local schools and Children's Centre, and a representative from Midland Heart who are the main provider of social housing in Birchfield. A list of all those interviewed is included in the appendix.

- **Meetings with groups**

Meetings were held with groups in the area including:

- Parents at Westminster Primary School
- Elders at Wilton Road United Reform Church
- Members of the School Council at Holy Trinity Primary School

- **Birchfield Big Local Survey**

A survey was devised to find out what people like about Birchfield, what local assets are valued locally, priorities for improvement and people's vision for the area. A paper version was distributed

to residents and the same survey was put online using Survey Monkey.

- **Pop-up events or road shows**

A series of pop up events were held at various locations around Birchfield to talk to people on the streets and find out their priorities for the area.

- Church Vale Shopping area – 4<sup>th</sup> April
- Westminster Road area – 19<sup>th</sup> April
- Wellington/Birchfield Road Shopping Precinct – 20<sup>th</sup> April
- Salvation Theatre – 29<sup>th</sup> May to coincide with Birchfield Neighbourhood Forum AGM

- **Community Conferences**

A community conference was organised on Saturday 27<sup>th</sup> April at St Clare's Catholic Primary School. The conference was attended by 33 people and much of the time was spent in workshop sessions exploring the priorities for the area.

A second conference was held on Saturday 7<sup>th</sup> September at Grosvenor Road Studios to create a shared vision for Birchfield Big Local and to share and help shape the action plans included in this document.

- **Newsletter and Website**

A newsletter was distributed to households in the area before the April Big Local Conference. This highlighted a variety of ways in which local residents could contribute ideas to the consultation process including via email, Twitter, text, questionnaire, road shows, website, or by attending the community conference.

- **Research**

The sources of information referred to in putting together this profile include:

Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadAreaSearch.do?a=7&i=1001&m=0&s=1365520534825&enc=1&areaSearchText=B20+3PR&areaSearchType=140&extendedList=false&searchAreas=>

Birchfield Health Profile, published in 2010 -

<http://bhwbb.net/download/JSNA/priority-neighbourhood-profiles>

Birchfield Neighbourhood Action Plan – draft document published 18<sup>th</sup> January 2010

Handsworth and Lozells Community Dialogue Programme, Governance Foundation and Birmingham City University, May 2009

Perry Barr, Birchfield, A34 North Corridor Draft Regeneration Framework, Birmingham City Council, October 2011

Birchfield: Strategic Assessment, Be Birmingham Neighbourhoods Board, April 2009

## **Some basic facts about the area**

### **History**

One of the issues raised by local residents is that Birchfield doesn't have a clear identity – "Where is Birchfield?" This may be due to a number of factors including the building of the expressway in the 1960's which split Birchfield in two and created a roundabout and system of underpasses

and subways that make pedestrian access to the local shopping centre difficult, and the way in which Birchfield is often defined geographically in relation to its neighbours - Aston, Handsworth and Lozells. However, Birchfield does have a fascinating history and some notable historical connections which if celebrated and highlighted could give the area a more distinctive sense of identity.

Some of Birchfield's claims to fame include:

- The original home of Aston Villa Football Club formed in 1874 and founder member of the Football League in 1888.
- Home of George Frederick Muntz, leading industrialist, political reformer and one of Birmingham's first MPs
- Location of Grosvenor Road Studios, one of the UK's largest recording studios – formerly the internationally renowned Hollick and Taylor Studios created 65 years ago – and now home to the leading acappella group, Black Voices.
- Gave its name to Birchfield Harriers – founded in 1877 and the UK's premier athletics club in the Midlands

The name Birchfield may well be derived from the habit in the middle ages of naming fields after some obvious feature – in this case the presence of Birch trees. There is evidence of Roman settlement in the area. A first or second century Roman kiln was discovered in the garden at 224 Wellington Road in 1959 and Birchfield is just one kilometre from the proposed line of Icknield or Ryknild Street which joined the Roman fort at Metchley with that at Wall, near Lichfield. The Birch trees may well have grown on cultivated land abandoned by the Romans and cleared again for use by later Anglian settlers.

By the middle of the nineteenth century, Birchfield was an affluent suburb of Birmingham with large houses and gardens – “mostly occupied by coal and iron masters, and merchants etc, engaged in the trade and commerce of Birmingham.” Many of these villas can still be seen on Grosvenor Road, Livingstone Road, Havelock Road etc and are now surrounded by the “urban sprawl” created by the expansion in the late Victorian period of smaller working class terraced housing.

## The Place

The Birchfield Big Local area is primarily residential in character. There are two local shopping centres, the area opposite the Crown and Cushion, part of the Birchfield Local Shopping Centre, and Church Vale, a small shopping centre at the junction of Robert, Hutton and Wilton Roads. There are also a number of small corner shops that are greatly valued by local residents. One of the assets of the Big Local area is the diversity of housing, from Victorian villas and terraced housing to thirties semi-detached housing and more recent developments.

## Green space

One of the challenges faced by Birchfield Big Local is the shortage of accessible green space within the Big Local area. What open space exists is often located behind properties and/or in private ownership. There are two parks adjacent to the area – Handsworth Park to the west, and Perry Hall Park to the north. Although greatly valued by local residents these two parks are not within easy walking distance for many. There is also a small play area on Church Hill Road near the junction with Crompton Road, on the southern edge of the Big Local area, but for many parents this is too far to go and inadequate for the needs of the area.

## Future developments that might impact on Big Local

- Construction of 111 new dwellings by Birmingham Municipal Housing along Birchfield Road on the site formerly occupied by 3 tower blocks demolished in 2010. Work on this development is due to start in autumn 2013.
- Decision by City University to close their North campus at Perry Barr and relocate to a new site near the city centre. This development is contrary to the A34 North Corridor Draft Regeneration Framework and could impact negatively on local shops and the private rented sector.
- Proposals included in the Perry Barr, Birchfield, A34 North Corridor Draft Regeneration Framework (2011) such as improvements to the Birchfield Roundabout on the A34.

## Who lives here?

Birchfield neighbourhood has a younger age profile than Birmingham as a whole – and Birmingham is Britain’s youngest city! Over fifty per cent of the people in Birchfield are between the ages of 0 and 29, compared with 45.7% citywide. In contrast just 11% of people in the neighbourhood are 60 and above, compared with 17.2% citywide.

## Ethnic background

Birchfield is a multicultural neighbourhood. The largest ethnic group are of Asian or Asian British background with those of Pakistani heritage being the largest group (26.5%), Indian heritage second (14.1%) and Bangladeshi heritage third (9.2%). The proportion of people of Black African, Caribbean and Black British decent is also much larger than the city average with 25.5 per cent compared to the figure citywide of 8.9 per cent.



There are ten places of worship either within or just on the edge of the Birchfield Big Local area including 6 churches, 3 mosques and a Sikh temple.

## Living standards

The Handsworth and Lozells Ward, of which Birchfield is a part, is the fifth most deprived in Birmingham with 53 per cent of the population being amongst the top 5 per cent most deprived in England; and 90 per cent of the population being in the top 10 ten percent. The proportion of owner occupied households is almost equal to that in the social rented sector (about 38 per cent) with a smaller proportion (21 per cent) rented from private landlords.

## Employment

Just below fifty per cent of the adults of working age are economically active compared with about 60 per cent city wide. Unemployment is high at 10.1 per cent compared with 7.1 per cent city wide. The number of households where there are no employed adults, with dependent children, is 12.4 per cent as compared with 7.7 per cent for Birmingham as a whole.

## Education

Over a third of the population are aged between 0 and 19. There are four Primary Schools in the area, but no Secondary Schools. The nearest Secondary Schools are Broadway Academy and Handsworth Wood Girls' Academy. Many children of Secondary School age travel a distance to a wide number of different schools. For example, the children from last years' Year 6 at Holy Trinity Primary School are now dispersed between seventeen different Secondary Schools. Nearly a third (31.3 per cent) of

the people aged 16 and above living in Birchfield have no formal qualifications.

## Transport

About half of the households in Birchfield don't own a car or van. The area is well served by public transport with regular buses in and out of the city centre along the Birchfield Road and the circular bus route along Wellington Road. A limited bus service – Number 61 – runs through the Birchfield Big Local area. There is also a train station at Perry Barr. However, the cost of public transport is an issue for many households, which may limit people's ability to access education and employment opportunities.

## Health

At 74.6 years the male life expectancy is about two years lower than the city average and for females (81.3 years) it is about the same as the city average. The main causes of early death are chronic liver disease including cirrhosis, cancers and circulatory disease. A summary of the health profile for Birchfield is presented on page 14 based on the report produced in 2010 by the Be Birmingham Public Health Information Team. With just one GP surgery based in the Birchfield Big Local area most residents have to go outside the area for medical care.

*Please note the statistics in this section are based on data from the 2011 Census for the Middle Layer Super Output Area – Birmingham 035 – which includes most of the Birchfield Big Local area, but also includes Lea Hall north of Wellington Road, and also part of Birchfield east of the Birchfield Road.*

## KEY DATA FOR BIRCHFIELD (Middle Layer Super Output Area)

	Birchfield	Birmingham
Population	10,161	1,073,045
Non-White residents	87.8%	42.1%
Males	5,251 (51.7%)	527,806 (49%)
Females	4,910 (48.3%)	545,239 (51%)
Population aged 15 and under	28.6%	22.8%
Population aged 60 and above	11%	17.2%
Density (persons/hectare)	87.0	40.1
Number of Households	3,160	410,736
Average household size (persons)	3.2	2.6
Households where all over 16's have English as main language	54.8%	82.1%
Very Good Health	44.8%	45.5%
Good Health	33.9%	33.9%
Persons in household with Long Term Health problems or disability; with dependent children	335 (10.6%)	27,531 (6.7%)
Persons in household with Long Term Health problems or disability; without dependent children	549 (17.4%)	87,636 (21.3%)
Long-Term Unemployed	235 (3.4%)	22,140 (2.9%)
Economically Active: part- time	854 (12.5%)	96,186 (12.7%)
Economically Active: full-time	1,408 (20.6%)	251,668 (33.1%)
Economically Active: self-employed	412 (6.0%)	52,825 (6.9%)
Economically Active: unemployed	694 (10.1 %)	54,114 (7.1 %)
People aged 16+ with 5 or more GCSEs grade A-C, or equivalent	12.9%	13.8%
People 16+ with no formal qualifications	2,271 (31.3%)	233,835 (28.2%)
No cars or vans in household	49.6%	35.8%

Source: Neighbourhood Statistics for Birmingham 035 (Middle Layer Super Output Area), 2011 Census, Office for National Statistics

## BIRCHFIELD HEALTH PROFILE 2010 - SUMMARY

Around 7,600 people live in Birchfield. There are 102 men for every 100 women which is close to the Birmingham average.

Birchfield has a young population compared to Birmingham overall; with a particular high concentration of those in their twenties.

The area is made up of multicultural groups with high health needs. Life expectancy is lower than the Birmingham average but better than average for the priority neighbourhoods. Overall life expectancy has increased; however, male life expectancy has not changed much since 2001 and is now in a worse position compared to the priority neighbourhoods and Birmingham average.

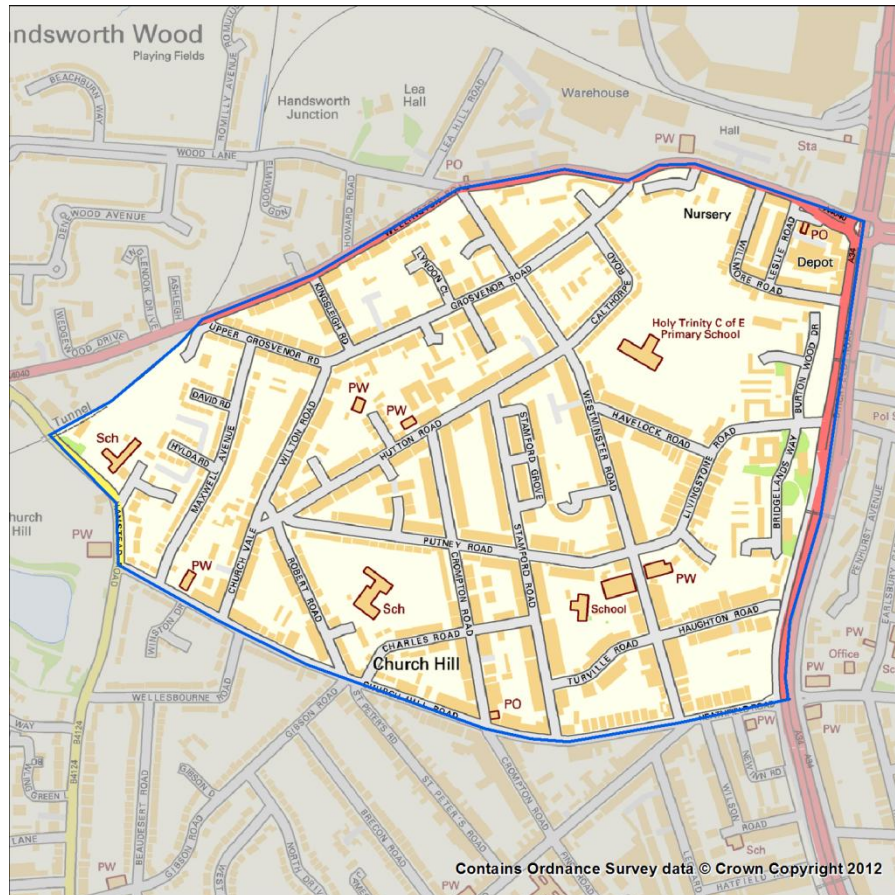
Fewer people die young in Birchfield than Birmingham on average. The main contributors are: chronic liver disease including cirrhosis, cancers and circulatory diseases. The neighbourhood loses less lives proportionately overall from accidents, suicide and undetermined injury and stroke.

Mortality rates and admission rates are similar to the Birmingham average. However, some diseases have much higher admission rates than the Birmingham average. These include:

Alcohol attributable diseases, all cancers and circulatory diseases.

The health of residents of Birchfield is on the whole worse than the Birmingham average. In particular the percentage of self-reported good health is significantly below the Birmingham average.

Source: Birchfield Health Profile 2010, Be Birmingham Public Health Information Team



## Local groups and places where people come together

The Birchfield Big Local area has many community assets including four Primary Schools and a Children's Centre, several faith buildings, a recording studio and a dance centre. There is also a large allotment –

Livingstone Community Allotment. In addition to the schools and faith organisations, other local groups include Birchfield Residents Action Group (BRAG), Birchfield Neighbourhood Forum and the Allotment Association. However one thing the area doesn't have is a central community space or hub that is "owned" by the community as a whole - "a common space for building common ground."

Listed below are some of the key assets in the area.

### Schools and Children's Centres

- St Mary's CE Primary
- St Clare's Catholic Primary
- Westminster Primary
- Holy Trinity CE Primary
- Birchfield Children's Centre
- Lime Tree & Cherry Tree Children's Centres – not in area but are used by people living there

### Places of worship

- Nimra Mosque and Community Centre, 78 Hutton Road
- Jamia Mosque – 27 Putney Road
- Sachkhand Nanak Dham International Temple – Church Hill/Maxwell Avenue
- Salvation Theatre – The Redeemed Church of God, 58A – 60 Westminster Road B20 3LJ
- Handsworth United Reform Church – 13 Wilton Road
- Seventh Day Adventist Church – 102 Hutton Road

The following four places of worship are located just outside the Big Local area but include Birchfield as part of their parish or catchment area.

- St Teresa's Catholic Church – 273 Wellington Road
- Aston Lane Methodist Church – Aston Lane
- Holy Trinity Church of England – 213 Birchfield Road
- Jame Masjid Mosque – 2 Trinity Road

#### GP Surgeries and other health facilities

Dr Khan – 93 Crompton Road B20 3QP (Part of the Sandwell & West Birmingham Clinical Commissioning Group.)

#### Community ‘networks’

- Birchfield Neighbourhood Forum
- Birchfield Residents Action Group
- Near Neighbours – supported by a local worker Patricia Allison based at Holy Trinity Church

#### Parks/Children’s Play Areas/Allotments etc

- Livingstone Road Community Allotments
- Church Hill Road Play Area
- Lea Hall Allotments and Institute (private) – just outside Big Local area
- Handsworth Park - just outside Big Local area

#### Other community facilities

- Grosvenor Road Studios (formerly CMAT Centre) – 16 Grosvenor Road. Board members are Trident Reach, Black Voices & Jazba entertainment
- Broadway Dance School – Livingstone Road
- The Lighthouse – outside area but potentially a resource for the young people in Birchfield

#### Community groups/organisations & social enterprises offering services locally

- Revelation Training & Development
- ATHAC CIC (Access to Heritage, Arts and Culture)

The following are organisations based outside the area but delivering services in Birchfield

- Handsworth Helping Hands – 34 Beaudesert Road, Handsworth
- EDAS (Education Development Advisory Service) – based on Grove Lane, Handsworth

- Freshwinds – based in Selly Oak, Birmingham
- EOS – have a base in Aston, Birmingham
- BEEAS (Birmingham Ethnic Education Advice Service – based at Lozells Methodist Church
- Asian Resource Centre – based just outside the area on the corner of Villa and Hamstead Roads
- Octavius Training and Development – based at the Big Peg, Hockley
- Women’s Help Centre – based at Rookery Road, Handsworth

#### Local businesses

- Local Corner Shops
- Church Vale Shops
- Shopping precinct at corner of Wellington and Birchfield Roads
- One Stop Shopping Centre – not in area but an important shopping area for Birchfield residents
- Hirons Garden Centre – Wellington Road

#### Pubs and Clubs

- Calthorpe Arms – Wood Lane/Wellington Road
- Crown and Cushion – Wellington Road

#### Social housing providers

- Midland Heart – is the largest provider of social housing (Based at 20 Bath Row B15 1LZ)
- Trident Housing Association – Trident Reach, a charity connected to Trident Housing Group that delivers a range of care and support services across the Midlands region, have their Birmingham head office at 16 Grosvenor Road, Birchfield B20 3NP
- Family Housing Association
- Birmingham Municipal Housing Trust (Birmingham City Council)
- Nehemiah Housing Association



## What's good about Birchfield?

On this page we share some of the things that residents like about Birchfield taken from comments made in interviews, meetings and the survey. On the next page we list some of the issues that concern people that live and work in the area.

### The People

- The people are the greatest asset – and the multicultural nature of the area – when it works.
- The people are friendly, though not always easy to engage
- Birchfield is like a family – is more of a family neighbourhood now than before.
- Calm, peaceful and friendly
- The area is quiet and the people friendly
- The area is homely – people are generally friendly and trustworthy
- The area is good for making connections and there is potential for even greater community connectedness.

### The Place

- Birchfield is a gateway to Birmingham
- Good public transport to the city centre and well connected to the motorway network
- The amenities such as One Stop Shopping Centre, the shops on Heathfield and Lozells Road and green spaces such as Handsworth Park and Perry Hall Park.
- Schools have a lot to offer in terms of facilities – but need to work with schools to maximise this
- Livingstone allotments
- The corner shops – useful in an emergency
- Some impressive Victorian frontages
- The area has many hidden secrets



## What are the issues?

- Decision by City University to close the Perry Barr campus – will have a big impact socially and economically.
- Closure of the local library
- Prostitution – problem has been moved on but not solved.
- Environment – usual concerns about litter, fly-tipping etc
- The community is diverse but some individual communities rarely connect – living parallel lives.
- Inequalities exist between and within communities e.g. in access to resources and opportunities to set up businesses and acquire property.
- The transient nature of the community – too many people don't see their future as being in Birchfield.
- Many people don't have qualifications despite there being plenty of schools in the area – why is this?
- People don't feel good about the area – they feel that nobody cares.
- Many people with mental health issues living in the area
- After school amenities – little for children and teenagers to do after school and during holidays
- Play facilities inadequate – suitable venues and activities
- Housing providers are not expecting enough of their tenants
- Employment opportunities – not perceived to be open to all sections of the community
- Drug dealing – e.g. in the area around the Crown and Cushion pub
- Too many hostels
- Unemployment – concerns about people becoming welfare dependent and the impact of benefit changes
- Quality of housing and the ability of people to heat their homes adequately
- Access to green space

- Hidden homelessness, especially among the young who depend on floor space from friends and relatives
- Pressures from outside that are difficult for people to control e.g. cost of living, finding work or having to work long hours
- Few facilities for teenagers – e.g. places to play football, play games
- Poor planning and the consequences of past decisions by the Council and agencies such as Midland Heart e.g. demolishing the tower blocks – people were forced to move – or the conversion and de-conversion of properties in the area.
- Dog fouling
- Too many single bedroom properties in the area
- Community fragmentation – “where is the heart of the community”
- Lots of voids in the area – empty properties and vacant land – who owns them – and why aren't they being used for community benefit – e.g. a play area
- The gap between the older and younger members of the community – need to build relationships
- Sense of identity – the area is not seen as an area in its own right
- Affordable housing
- Motivation – how to get people involved
- Poor communication and information sharing
- Many parents who are main carers are in poor health or on low incomes
- There are many isolated vulnerable people/groups within the area
- Poor performance of some local schools and schools not connecting with the local community
- No adult education facilities in immediate area
- Groups of people drinking in public spaces
- Absence of GP surgeries in the area
- Inadequate bus services – 61 is not frequent enough

# 8. Action Plan

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## Introduction

The action plan started life at the Birchfield Big Local Conference held at St Clare's Catholic School on 27<sup>th</sup> April 2013. At the conference a list of priorities for the neighbourhood were presented based on interviews with local residents and organisations active in the area, and also the results of a survey. These priorities were organised in five headings:

- Well-Run Birchfield – participation, decision-making and local pride and identity
- Active, Inclusive and Safe Birchfield – social cohesion, community spirit and community safety
- Thriving Birchfield – livelihoods and local economy
- Well-Served Birchfield – public, private and voluntary/community services
- Well-Built and Environmentally Sensitive Birchfield – housing, environment and transport

The conference participants were invited to join one of four workshops to explore these themes and identify possible actions or solutions. A decision was made to combine the first two themes to form one group looking at Well-Run, Active and Inclusive Birchfield. The ideas from these workshops became the starting point for the four theme groups that were set up in June 2013. The theme groups consisted of partnership members and other local people interested in contributing ideas to the plan. Each theme group met several times over the next three months to put together an action plan that would help address the priorities for Birchfield. These action plans were shared at a second Conference held on Saturday 7<sup>th</sup> September at Grosvenor Road Studios. The action plans were also circulated to key partners such as Midland Heart and Birmingham City Council.

In addition to the four action plans produced by the theme groups, a fifth action plan has been drafted covering those key activities common to all four themes including:

- The employment of any staff to support the partnership and help with the implementation of the action plans
- Securing a hub or base from which to operate
- Ensuring good communications and engagement with local residents
- Developing a community training programme to help build capacity of both the partnership members and other local residents

## Evaluation

Evaluating the impact of Big Local is an important part of the action plans. With all five action plans evidence will be collected using evaluation techniques appropriate to the activities taking place. Birmingham City Council's Challenge Unit has offered to help with providing statistical data on such matters as jobs and education and health outcomes.

However, there is also a need to collect evidence around more intangible measures such as levels of well-being and community resilience. We are therefore exploring the idea of one or two partnership members taking part in the University of Birmingham's IRiS Practitioner Research Programme with a view to finding tools for collecting such evidence that could be applied across all five action plans. This programme includes free training in qualitative research methods.

## Core Activities/Infrastructure

To deliver the activities related to the four key themes of Birchfield Big Local will require some basic infrastructure to be in place. This will include a Development Worker to provide support to the partnership and also help take forward the actions identified in this document. It is envisaged that a suitable person will be appointed within the first two months of the start of the programme.

The Development Worker will be based initially at Grosvenor Road Studios. An office base will be leased on a six monthly basis with the option of expanding into a second office if required. Other facilities at GRS will also be available for hire at a preferential rate for activities such as training, meetings, and activities with the young, the elderly and vulnerable groups. A longer term ambition for Birchfield Big Local is to have a permanent community hub which would provide a common meeting space and resource for all the residents of Birchfield. A feasibility study will be carried out in the first year to explore the options for such a hub including adapting existing buildings within the area, potential sites for new build, and possible partners.

The partnership would also like to employ a Volunteer Coordinator to take on the role of recruiting volunteers and identifying and promoting volunteering opportunities. There is a person in this role based at Birchfield Children's Centre but they are restricted to recruiting parents with 0 – 5 year old children, and the volunteering opportunities on offer are focused on work with children.

The Big Local volunteer coordinator would have a much wider remit e.g. older volunteers or young volunteers without a family and would liaise with the Children's Centre to avoid any duplication. Volunteering is seen as both beneficial to the community and also to the individual in terms of increasing skills, self-esteem and confidence and as a stepping stone to further education or employment. The volunteer coordinator post will be

brought in after six months when the Development Worker is in post and in a position to provide supervision.

Effective communications and engagement is also central to the success of Birchfield Big Local and will be needed across all four themes. A communication sub-group will be set up to ensure that information about the various initiatives in this plan are well publicised and promoted. They will also be responsible for finding ways of engaging with the whole community (in close cooperation with the Development Worker) and encouraging people to contribute stories about their involvement with Big Local and ideas and feedback to inform the future development of the programme.

Another core activity is the development of a community learning programme that will provide regular opportunities for local people to meet, share their experiences and learn from each other. This would also provide an opportunity to learn about similar initiatives elsewhere and to share good practice.

## Young People and the Plan

With more than a third of the population age 19 or below, Birchfield is a young neighbourhood. Young people therefore feature in all of the action plans and youth engagement is at the core of Birchfield Big Local. The proposed Development Worker and Volunteer Coordinator will have an important role to play in linking together the different aspects of youth engagement, for example, work with schools and more informal work with both younger children and older teenagers. Having young people represented on the partnership is a key objective.



## Core Activities/Infrastructure Action Plan

Outcomes	Actions	Who? (including potential partners)	Milestones	Resources	Evaluation
1. Increase in the capacity of the partnership to deliver the action plan through recruiting p/t, f/t, volunteer or seconded staff	a) Recruit a Development Worker b) Recruit a p/t Volunteer Coordinator c) Explore with schools the feasibility of recruiting a cluster/programme coordinator for children/young people's activities	<ul style="list-style-type: none"> <li>○ Big Local Partnership</li> <li>○ Big Local Partnership (with support from Action for Children?)</li> <li>○ Westminster Primary Sch.</li> <li>○ St Clare's Primary Sch.</li> <li>○ Holy Trinity Primary Sch.</li> <li>○ St Mary's Primary Sch.</li> </ul>	<ul style="list-style-type: none"> <li>○ Appointment within 2 months</li> <li>○ Recruitment of VC to be deferred for 6 months</li> <li>○ Review response of schools after 3 months</li> </ul>	<ul style="list-style-type: none"> <li>○ 27K (includes on-costs)</li> <li>○ 10K</li> </ul>	<ul style="list-style-type: none"> <li>○ DW and VC to provide regular progress reports to the Big Local Partnership</li> <li>○ Performance to be reviewed annually</li> </ul>
2. Develop a hub or shop front for Birchfield Big Local, where people can meet, staff can be based, training provided ....	a) The initial office base for Birchfield Big Local will be Grosvenor Road Studios to be leased on a 6 monthly basis. Other spaces within the building will also be available for activities, as and when required. b) Carry out a feasibility study on options for a permanent community hub including existing buildings, potential sites for new build and possible partners	<ul style="list-style-type: none"> <li>○ Big Local Partnership</li> <li>○ Grosvenor Road Studios</li> </ul>	<ul style="list-style-type: none"> <li>○ Office base set up and regular use of facilities</li> <li>○ Feasibility study completed by the end of the first year</li> </ul>	<ul style="list-style-type: none"> <li>○ 5K for rent (includes water, &amp; electricity), plus phone &amp; broadband</li> <li>○ 3K for hire of additional rooms e.g. meeting room, green room etc</li> <li>○ 2.5K set up costs e.g. computer, printer etc</li> </ul>	<ul style="list-style-type: none"> <li>○ Review accommodation and use of facilities at GRS every 6 months.</li> <li>○ Progress reviewed at end of first year.</li> </ul>

3. Enable a diverse range of people to actively engage in Birchfield Big Local and increase awareness of the opportunities the programme provides	<ul style="list-style-type: none"> <li>a) Set up a communications and engagement sub-group</li> <li>b) Develop &amp; maintain good communication links with other local organisations to help spread the word</li> <li>c) Continue to develop and maintain the Birchfield Big Local website and other mechanisms for engaging with local people through social media</li> <li>d) Explore setting up a community radio station, possibly involving young people</li> <li>e) Continue to produce regular newsletters</li> <li>f) Organise two community events per year around different themes</li> </ul>	<p>Big Local Partnership &amp; Development Worker</p> <p>Other partners to include schools, faith organisations etc</p> <ul style="list-style-type: none"> <li>○ Grosvenor Road Studios a possible partner?</li> </ul>		<ul style="list-style-type: none"> <li>○ 3K</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of hits on website</li> <li>○ Number of people responding to newsletter etc</li> <li>○ Attendance at events</li> <li>○ Diversity and age of those attending</li> </ul>
4. Local people with increased skills and confidence to continue to identify and take action in response to local needs	<ul style="list-style-type: none"> <li>a) Develop a community learning /mentoring programme for partnership members and other residents/volunteers involved with the Big Local programme</li> </ul>	<p>Birchfield Big Local Partnership &amp; Development Worker to take a lead with input from partners e.g. Fircroft College</p>	<ul style="list-style-type: none"> <li>○ A programme of monthly training/learning events set up</li> </ul>	<ul style="list-style-type: none"> <li>○ 2.5K</li> <li>○ 8 events at approximately £300 per event</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of events</li> <li>○ Attendance</li> <li>○ Diversity of those attending</li> </ul>

## Well-Run, Active & Inclusive Birchfield

“Where is Birchfield?” is a question that is often asked – even by some residents! One of the aims of the action plan is to put Birchfield on the map by celebrating the history and cultural heritage of the area. Ideas include a schools’ heritage project and an inter-generational oral history project both of which might contribute to a web-based resource.

Bringing people together is also a key priority whether that is bringing people together from different cultural backgrounds or bringing the younger and older members of the community together to share knowledge and experience. Proposed activities include regular community events, an annual coach trip for families and a pilot to create a ‘play street’ – closing a street for a day so that children can play outdoors and neighbours can meet.

Communicating and engaging with local residents and encouraging greater involvement with Big Local is also a critical part of the action plan, especially finding creative ways to engage with young people as active citizens. Ideas being proposed include a youth forum – “Young Voices” and recruiting community champions. A skills audit is already underway with the idea of creating a database that could be used to share and highlight the many skills and talents of local people.

Perhaps one of the most often mentioned priorities in the area is the need for a community hub – a common space where people can meet, that isn’t “owned” by any particular group. Acquiring and running such a hub would be a big step to take at this stage but the action plan looks at creative ways in which this need might be met in the short term without too much expenditure, while longer term options are explored.

### Well Run Birchfield – Priorities

- Birchfield Pride - incentives to encourage people to take more pride in the area e.g. “Ambassadors” and “Birchfield in Bloom”
- Birchfield identity – e.g. encourage schools to engage more in learning about local history
- Something you can look at and be proud of in the area e.g. a community garden
- Better communication – there is a lot of unleashed potential in the area. Individuals and organisations are not always aware of each other and the work that is being done.
- A database of people active in the area
- Overcoming barriers to participation – e.g. cultural constraints that prevent sections of the community from participating – and time constraints e.g. holding meetings at different times.

### Active, Inclusive & Safe Birchfield – Priorities

- A community hub to provide a meeting place where people can communicate and break down isolation, helping increase connectivity and build bridges – *“a common space for building common ground”*
- Intergenerational activities e.g. cooking classes and demonstrations run by older members of the community for young people
- Greater community cohesion – bringing people together to share cultures and traditions e.g. cross-cultural encounters for example around food culture
- Tackling drug dealing and ASB in specific localities e.g. Wellington Road shopping area, Church Vale

## Well Run, Active & Inclusive Birchfield Action Plan

Outcomes	Actions	Potential Partners (Who?)	Milestones	Resources	Evaluation
1. Increase the profile of Birchfield as an area including understanding of its history and cultural heritage	<ul style="list-style-type: none"> <li>a) Work with local schools to engage young people in learning about local history and cultural heritage e.g. a children's heritage trail</li> <li>b) An inter-generational oral history project using IT to involve young people in recording aspects of Birchfield's history and cultural heritage and the experiences of older people living in the area</li> <li>c) Create a web-based resource - Digital Birchfield</li> </ul>	<p>Big Local Partnership &amp; Development Worker to take lead with partners including local schools, Birmingham History Forum, Digital Handsworth, Legacy WM, Birmingham Archive and Heritage Service, Grosvenor Road Studios</p> <ul style="list-style-type: none"> <li>○ Digital Handsworth</li> </ul>	<ul style="list-style-type: none"> <li>○ Exhibition of children's work</li> <li>○ Resource for schools to use</li> <li>○ Project exhibition and publication to share outcomes</li> </ul>	<ul style="list-style-type: none"> <li>○ 5K over 2 years</li> <li>○ Access to equipment such as mobile phones, iPads, digital cameras, flip cameras etc</li> <li>○ Grosvenor Road studios as a base</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of schools and young people involved</li> <li>○ Exhibition and resources produced</li> <li>○ Numbers of young people and older people involved</li> <li>○ Exhibition and resources produced</li> </ul>
2. Develop greater community cohesion through bringing people together and enabling inter-generational and cross-cultural exchange.	<ul style="list-style-type: none"> <li>a) Organise two community events per year around different themes - possibly linked to wider city or national events - at suitable venues in Birchfield</li> <li>b) Organise an annual coach trip for local families to the seaside, theatre or other attraction</li> <li>c) Pilot a 'play street' event to coincide with National Play Day 2014</li> </ul>	<p>Big Local Partnership &amp; Development Worker to take lead with support from:</p> <ul style="list-style-type: none"> <li>○ Birchfield Neighbourhood Forum</li> <li>○ Birchfield Residents Action Group</li> <li>○ Birmingham City Council – Social Cohesion &amp; Equalities</li> <li>○ Play England</li> </ul>	<ul style="list-style-type: none"> <li>○ Two community events organised</li> <li>○ Coach trip organised</li> <li>○ Play Street event piloted August 2014</li> </ul>	<ul style="list-style-type: none"> <li>○ 2K (£1000 per event)</li> <li>○ 1K for hire of coach and sundries</li> <li>○ 1K for publicity, food &amp; drink, &amp; introduction to street games</li> </ul>	<ul style="list-style-type: none"> <li>○ Numbers &amp; diversity of those attending</li> <li>○ Numbers &amp; diversity of those attending</li> <li>○ Numbers of children and adults participating</li> </ul>



		<ul style="list-style-type: none"> <li>Midland Heart</li> </ul>		(Match funding to be sought)	
3. Recognise and celebrate Birchfield Champions/ Ambassadors encouraging more people to become active residents – and especially involving young people	a) Create a database of people and organisations active in the area b) Set up Birchfield Youth Forum – ‘Young Voices’– with local schools c) Explore creative ways to engage young people as active citizens e.g. <ul style="list-style-type: none"> <li>Project using once use cameras to record what young people value in the area</li> <li>Competition to design a logo for Birchfield Big Local, to be displayed prominently in the area</li> <li>Create a group of 15 – 20 young community champions</li> <li>Organise a celebration event to recognise the achievements of young people</li> </ul>	Big Local Partnership & Development Worker to take lead with support from: <ul style="list-style-type: none"> <li>Local schools</li> <li>Young People’s Parliament</li> <li>Birchfield Neighbourhood Forum</li> <li>BRAG</li> <li>Midland Heart</li> <li>Birmingham City Council</li> </ul>	<ul style="list-style-type: none"> <li>Database created</li> <li>Forum to hold its first meeting start of 2014</li> <li>At least one youth forum meeting per term</li> <li>Creation of logo</li> <li>Community champions recruited</li> <li>Celebration event held</li> </ul>	<ul style="list-style-type: none"> <li>3K to cover costs such as materials, transport etc</li> </ul>	<ul style="list-style-type: none"> <li>Number of young people and schools involved</li> <li>Number of forum meetings held and evaluation of outcomes resulting</li> <li>Creation of logo</li> <li>Number of community champions recruited</li> <li>Numbers and diversity of people attending celebration event</li> </ul>

## Well-Built & Environmentally Sensitive Birchfield

A key area for action to enhance the environment in Birchfield is around engaging with local residents to develop a greater sense of ownership, responsibility and pride. Taking part in initiatives such as the annual “It’s Your Neighbourhood” campaign promoted by RHS Heart of England In Bloom will help with this. As the campaign is year-long, culminating in a visit by the assessors in the summer, there is scope to link a variety of different projects to “Birchfield In Bloom” such as planting workshops; a “Take pride in your front garden” competition; projects to enhance the street scene; and education campaigns on waste disposal and recycling. Birchfield Residents Action Group will take the lead on this initiative which will build on previous work involving BRAG, Handsworth Helping Hands and the Neighbourhood Forum.

Providing accessible outdoor play spaces for children has been a priority in the area for many years and previous attempts have made to find a suitable site. Big Local provides an opportunity for local residents to “pick up the baton” and see if a suitable site can be found and funding secured to develop an innovative play space.

There are opportunities for volunteering and creating employment through environmental activities. For example, there is demand for gardening services especially to help maintain the gardens of elderly and vulnerable adults living in the area. Opportunities also exist in helping households reduce their fuel bills through insulation and other energy saving measures. A project to promote affordable warmth could help

secure additional funding to help make the housing in the area more comfortable to live in and save on energy costs.

### **Well-Built and Environmentally Sensitive Birchfield – Priorities**

- Making better use of underused resources in the area e.g. spare land and buildings that are not used to their full capacity
- An audit of assets in the area – e.g. who owns vacant land and buildings in the area?
- Educating residents about waste disposal and recycling – clean-up campaign
- More green spaces where children can experience and enjoy childhood
- Better quality and affordable housing – schemes to help people buy their own homes
- Tackling ill health linked to cold homes where people can’t afford to heat them adequately
- More family housing and fewer single bedroom flats
- Tackling invisible homelessness where young people especially are sleeping on the floor at the houses of friends and relatives
- Private and social landlords to take more responsibility for educating tenants about what is expected of them e.g. rubbish collection dates, recycling, keeping frontages clean and tidy

## Well Built & Environmentally Sensitive Birchfield Action Plan

Outcomes	Actions	Potential Partners	Milestones	Resources	Evaluation
1. Develop suitable site for children's play area/ community garden	a) Identify potential sites and establish ownership. Possible sites include: <ul style="list-style-type: none"> <li>– Land behind Westminster Rd – Midland Heart</li> <li>– Land behind Livingstone Rd/Havelock Rd/Westminster Rd</li> <li>– Land behind Hutton Rd/Grosvenor Rd/Westminster Rd</li> <li>– Allotment off Wellington Road</li> <li>– Site near new housing development</li> </ul> b) Surveys to assess site suitability c) Consult with residents on best location	Big Local Partnership/ Development Worker to lead <ul style="list-style-type: none"> <li>○ City Council Leisure Services</li> <li>○ Midland Heart</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify potential sites within 3 months and complete surveys and consultations by end of first year</li> </ul>	<ul style="list-style-type: none"> <li>○ 2K for consultation events</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of and outcomes of consultation events</li> <li>○ Suitable site identified</li> </ul>
2. Increase pride and encourage ownership by local residents of the environment	a) Participate in annual "It's Your Neighbourhood" campaign – Birchfield In Bloom. To include: <ul style="list-style-type: none"> <li>– Organising a "Take pride in your front garden" competition on a street by street basis ahead of In Bloom</li> <li>– Workshops to plant hanging baskets and pots</li> <li>– Project to enhance street scene around the Birchfield Local Shopping Centre &amp; Church Vale</li> <li>– Organising a Clean-Up event</li> <li>– Producing a leaflet that can be personalised to encourage</li> </ul>	BRAG/BRAG Allotment Project to take lead <ul style="list-style-type: none"> <li>○ Birchfield Neighbourhood Forum</li> <li>○ City Council – Fleet &amp; Waste Management</li> <li>○ Social landlords – e.g. Midland Heart</li> <li>○ Private landlords</li> <li>○ Municipal Housing Trust</li> <li>○ Handsworth Helping Hands</li> <li>○ RHS Heart of England In Bloom</li> </ul>	<ul style="list-style-type: none"> <li>○ Leafleting from spring onwards</li> <li>○ Competition in spring 2014 ahead of In Bloom judging</li> <li>○ Participation in 2014 "It's Your Neighbourhood" campaign organised by Heart of England In Bloom</li> </ul>	<ul style="list-style-type: none"> <li>○ 4K</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of households leafleted</li> <li>○ Numbers of people participating in workshops &amp; competition</li> <li>○ Numbers of people participating in In Bloom</li> </ul>

	<p>recycling, use of bulky waste collection etc</p> <p>b) Run a pilot project to encourage people to keep their street clean, providing litter pickers, gloves etc</p> <p>c) Establish a volunteer Environmental Champions Scheme</p>	<ul style="list-style-type: none"> <li>○ Hirons Nursery</li> <li>○ Livingstone Allotment Association</li> </ul> <p>BRAG to take lead</p>		<ul style="list-style-type: none"> <li>○ 1K</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of residents participating</li> </ul>
3. Reduce energy bills and promote affordable warmth by increasing households with energy saving measures such as insulation, efficient boilers, solar thermal & PV – without impacts on architectural heritage of the area	<p>a) Explore options for promoting appropriate measures through schemes such as Green Deal &amp; ECO (Energy Company Obligation)</p> <p>b) Explore options for internal cladding for buildings where external cladding is not appropriate</p>	<ul style="list-style-type: none"> <li>○ Birmingham Social Enterprise Energy Network</li> <li>○ Energy Saving Co-op</li> <li>○ New World Solar</li> </ul>	<ul style="list-style-type: none"> <li>○ 50 households benefitting from boiler swaps</li> <li>○ 10 households benefitting from external wall insulation</li> <li>○ 1 community/ show home event</li> </ul>		<ul style="list-style-type: none"> <li>○ Uptake by households</li> <li>○ Impact on households in terms of energy bills and comfort</li> <li>○ Number of people attending event</li> </ul>
4. Develop opportunities for employment and volunteering through the environmental sector	<p>a) Promote training, employment and volunteering opportunities for local people in providing energy advice, reducing fuel poverty &amp; CO2 emissions</p> <p>b) A gardening project to help residents especially the elderly/vulnerable members of the community maintain their gardens</p>	<ul style="list-style-type: none"> <li>○ Energy Saving Co-op</li> <li>○ Birmingham Social Enterprise Energy Network</li> <li>○ Octavius Learning &amp; Development</li> <li>○ New World Solar</li> <li>○ Handsworth Helping Hands</li> </ul>	<ul style="list-style-type: none"> <li>○ 2 people trained to provide energy advice through Stay Warm Stay Well or Community Energy Fit</li> <li>○ 2 people trained in installing energy saving measures through appropriate placements</li> </ul>	<ul style="list-style-type: none"> <li>○ 5K to cover project management, training, volunteer costs</li> <li>○ 5K</li> </ul>	<ul style="list-style-type: none"> <li>○ Numbers of volunteers involved in environmental projects locally</li> <li>○ Numbers of people trained</li> <li>○ Opportunities for employment created</li> </ul>

## Well-Served Birchfield

The Well-Served theme group started with the priorities from the April Conference and came up with a model to describe how Big Local might make a contribution towards addressing these needs. The model identifies different target groups and the action plan sets out the outcomes that the Big Local partnership would like to achieve with each of these groups in the first two or three years. The plan seeks to:

- Increase the delivery of services in Birchfield by enhancing existing provision where possible
- Encourage the use of locally based services by local residents and supporting new and innovative services delivered by local people
- Increase awareness of the services available
- Encourage external providers to support training and development of local residents
- Strengthen individual confidence & ability of residents to self-advocate and self-manage their own health and well-being



## Well Served Birchfield – Priorities

- Provision for young people – something to do and places to go
- Children’s play area
- More provision for children and young people after school and during school holidays
- Facilities for vulnerable groups e.g. children with disabilities and vulnerable adults
- Better sports and cultural offer in the area e.g. making the most of existing facilities e.g. Alexander Stadium and Grosvenor Road Studios
- A community hub – a building owned and run by local residents providing a range of services e.g. health and well-being, enterprise training, parenting skills
- An advice centre – a one stop shop providing support e.g. job club, benefits and health advice etc.
- More local delivery of services in the area and development of local support groups
- Help for people with chronic health conditions e.g. signposting (Community Navigators) and activities to promote healthy living
- A women’s support group where women can go and talk about issues such as domestic violence
- Better facilities and activities for the elderly
- More ESOL provision in the area
- A local minibus service for getting residents to appointments and events



## Well Served Birchfield Action Plan

Target groups	Outcomes	Actions	Who?/Potential Partners	Milestones	Resources	Evaluation
<b>Families (Parents + 0-5yrs)</b>	<ol style="list-style-type: none"> <li>1. Increase availability of play groups/stay &amp; play/affordable childcare</li> <li>2. Up skilling parents, enabling them to maximise household income e.g. business start- ups, social enterprises</li> <li>3. Increase in bespoke culturally appropriate training e.g. women's only training events</li> </ol>	<ol style="list-style-type: none"> <li>a) Map services that are already available</li> <li>b) Audit of suitable venues for play groups</li> <li>c) Identify training needs and potential venues</li> <li>d) Develop community training programme with new and existing providers including business support &amp; mentoring</li> <li>e) Publicise new &amp; existing training opportunities</li> </ol>	<ul style="list-style-type: none"> <li>Children's Centre</li> <li>Schools</li> <li>Nurseries</li> <li>Child-minders</li> <li>Other family services providers e.g. EOS – Support for Families programme</li> <li>UnLtd Star People programme</li> <li>Shakti Women</li> <li>Revelation Training &amp; Development</li> <li>Institute for Social Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Audit completed within 3 months</li> <li>3 additional Stay &amp; Play groups in first year</li> <li>Target for number of training opportunities provided</li> <li>Set up information hub in first year</li> </ul>	<ul style="list-style-type: none"> <li>6K towards developing more Stay &amp; Play sessions</li> <li>Training sessions to be delivered as part of Thriving Birchfield action plan</li> </ul>	<ul style="list-style-type: none"> <li>Number of additional Stay &amp; Play groups</li> <li>Number of parents &amp; children attending</li> <li>See Thriving Birchfield action plan</li> </ul>
<b>Children (6 -11yrs)</b>	<ol style="list-style-type: none"> <li>1. Enhance &amp; enrich before and after school clubs &amp; holiday activity provision</li> <li>2. Cluster Coordinator in post</li> <li>3. Increase in out of school activities provided by faith/voluntary sector e.g. scouts, cubs, brownies etc.</li> </ol>	<ol style="list-style-type: none"> <li>a) Assess demand for out of hours activities</li> <li>b) Advocate for Birchfield schools to contribute towards a Cluster Coordinator (CC).</li> <li>c) Develop YPP links</li> </ol>	<p>Development Worker and Partnership members in collaboration with:</p> <ul style="list-style-type: none"> <li>City Council</li> <li>Primary Schools</li> <li>Scouts</li> <li>Other activity providers</li> </ul>	<ul style="list-style-type: none"> <li>Enrichment of provision in first year e.g. increase in provision during holidays/weekends &amp; provision for disabled</li> <li>Review interest of schools after first 3 months</li> <li>Number of schools/faith groups</li> </ul>	<ul style="list-style-type: none"> <li>£10K towards holiday programme and activity sessions delivered in collaboration with children and schools</li> </ul>	<ul style="list-style-type: none"> <li>Number of additional holiday/ weekend activities provided</li> <li>Number of children benefiting</li> <li>Feedback from children</li> </ul>

	<p>4. Increase the engagement of parents/carers of disabled children &amp; young people</p> <p>5. Increase in opportunities for out of school activities – both inclusive sessions and specific disability group sessions</p> <p>6. Improve awareness &amp; take up of wider leisure &amp; cultural opportunities</p> <p>7. Reduce stress &amp; improve well-being of parents/carers</p> <p>8. Develop local sensory provision for children &amp; adults with profound multi-sensory disabilities</p>	<p>d) Identify local children &amp; young people with disabilities</p> <p>e) Identify young carers</p> <p>f) Identify accessible venues</p> <p>g) Offer weekend family sessions</p> <p>h) Provide supported access to families to wider local leisure &amp; respite opportunities</p> <p>i) Provide disability resources &amp; up-to-date information about support available</p> <p>j) Provide accessible transport for those for whom this is a barrier</p>	<p>○ ATHAC CIC to take lead</p>	<p>engaged after first year</p>	<p>○ 10K for weekend family sessions, supported access to leisure facilities, and accessible transport</p> <p>○ 3K for portable sensory room equipment</p>	<p>taking part</p> <p>○ Number of weekend family sessions</p> <p>○ Number of families engaged</p> <p>○ Feedback from children and parents</p>
<b>Youth (12 – 25 year olds)</b>	<p>1. Increase sports, music, cultural &amp; environmental activities e.g. cadets, scouts, beavers, cycling (hubs), Duke of Edinburgh award, youth &amp; after school clubs etc.</p>	<p>a) Consult with young people about activities</p> <p>b) Develop a youth programme/offer to include children making transition from Primary to Secondary</p> <p>c) Develop links with Young People's Parliament</p>	<p>Big Local Partnership / Development Worker to coordinate</p> <p>○ Activity providers</p> <p>○ Sponsorship for travel e.g. Centro?</p> <p>○ Schools, Colleges and Universities</p> <p>○ Grosvenor Road</p>	<p>○ Youth programme/ offer ready by spring 2014</p>	<p>○ 8K for youth programme</p>	<p>○ Feedback from young people</p> <p>○ Numbers and diversity of young people attending</p>

			Studios <ul style="list-style-type: none"> <li>Existing sports providers e.g. Football clubs, local tennis club, Birchfield Harriers, Community Fusion Ltd</li> </ul>			
<b>Older adults</b>	1. Enhance community support opportunities 2. Increase existing older adult service provision 3. Develop new services	a) Audit of existing services & promoting what's available b) Engage with existing older adult service providers and groups to extend activities c) Identify need for new services e.g. befriending service, set up CIC using Community Navigators model?	ATHAC CIC to take lead Potential partners include: <ul style="list-style-type: none"> <li>Faith organisations</li> <li>Older adult services</li> <li>Age UK</li> </ul>	<ul style="list-style-type: none"> <li>Audit complete within first three months</li> <li>Assess feasibility for setting up CIC within first 3 months</li> </ul>	<ul style="list-style-type: none"> <li>Audit by Development Worker</li> <li>8K to extend services and provide new ones</li> </ul>	<ul style="list-style-type: none"> <li>Numbers of people benefiting</li> <li>Number of services extended or new services provided</li> <li>Feedback from older adults involved</li> </ul>
<b>Vulnerable adults/groups</b>	1. Enhance community support opportunities 2. Increase existing service provision 3. Develop new services	a) Audit of existing services available & develop links with existing service providers b) Identify need for new services or opportunities to extend existing ones	<ul style="list-style-type: none"> <li>BRAG Allotment Project</li> <li>Vulnerable services providers e.g. Mind, Mencap</li> <li>ATHAC CIC</li> </ul>	<ul style="list-style-type: none"> <li>Complete audit within first 3 months</li> <li>Expanded programme of work with vulnerable adults/groups at BRAG Allotment Project</li> </ul>	<ul style="list-style-type: none"> <li>Audit by Development Worker</li> <li>7K to support work by BRAG Allotment project with vulnerable adults</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants benefiting</li> <li>Feedback from participants</li> </ul>

## Thriving Birchfield

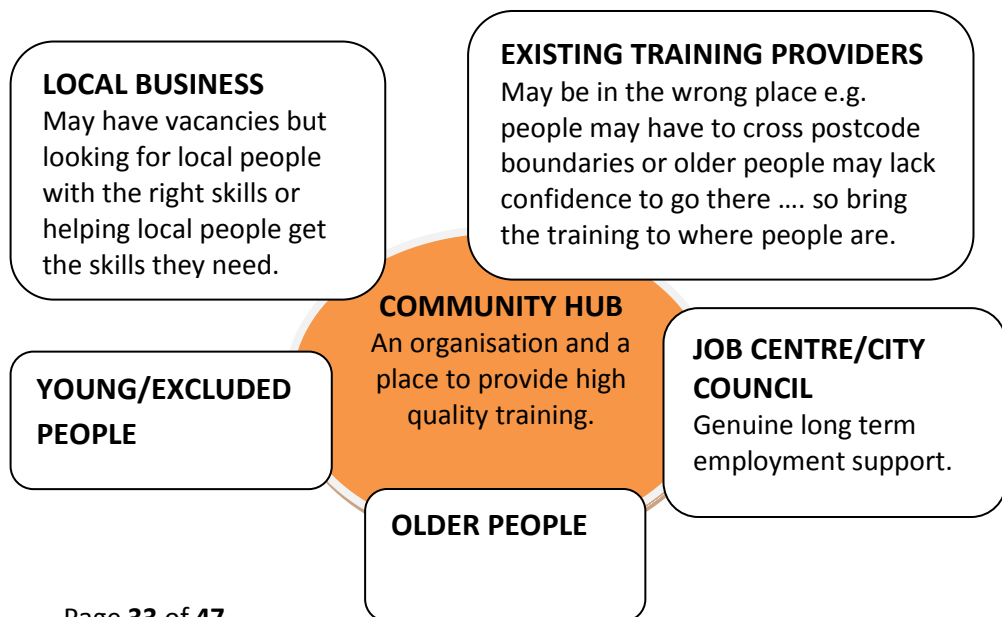
In response to the priorities for this theme much of the discussion at the conference and within the theme group has been around the following:

- The need for more employment training and advice locally, including bespoke training to develop specific skills e.g. language development, IT - and targeted to meet the needs of particular groups e.g. young people, different cultural groups, the disabled and older people.
- Identifying suitable venues within the Birchfield area where training can be provided for the benefit of people who lack the confidence and self-esteem to access such training elsewhere.
- Promoting opportunities for self-employment and support for social enterprise within the area.

- Access to credit so that people can avoid the pay-day lenders and “loan-sharks”.
- Carrying out a community skills audit and promoting the skills and talents of local people including potential local providers.
- Promoting and supporting volunteering opportunities both for the benefits it brings to the individual and the community.

### Thriving Birchfield – Priorities

- Investment in good ideas, forward thinking and creative people e.g. business start-ups
- Support for the third sector in the area – local people providing local services. (A community hub might help with this as social enterprises/small businesses are less likely to fail if in clusters.)
- Apprenticeships and positive programmes for young people e.g. opportunities in the construction industry
- Fundraiser/Development Officer to help with fundraising
- Access to finances for aspiring businesses to acquire shops and other premises – and better community organisation to enable access to these resources
- A credit union facility and Birchfield Bonds for local and external investors
- Employment advice and training e.g. NVQ Level 3 in Childcare – and workshops on social enterprise and start-up funding



## Thriving Birchfield Action Plan

Outcomes	Actions	Who?/Potential Partners	Milestones	Resources	Evaluation
1. Identify local needs in terms of employment training and enhance existing services locally – what is being provided? – by whom? – & where are the gaps?	<ul style="list-style-type: none"> <li>a) Carry out an audit of local needs and existing service providers</li> <li>b) Carry out consultation with sample group of local people</li> <li>c) Access relevant data from Children's Centre, City Council</li> </ul>	Big Local Partnership/ Development Worker with support from: <ul style="list-style-type: none"> <li>○ Children's Centre</li> <li>○ City Council – Challenge Unit</li> </ul>	<ul style="list-style-type: none"> <li>○ Complete consultation and audit by end of first 3 months</li> </ul>	<ul style="list-style-type: none"> <li>○ Development Worker's time</li> </ul>	<ul style="list-style-type: none"> <li>○ Establish base line data for future evaluation of impact</li> </ul>
2. Develop opportunities for employment training using local venues with an increase in people having the skills and confidence to be work ready.	<ul style="list-style-type: none"> <li>a) Develop and deliver programme with appropriate pathways</li> <li>b) Identify suitable venues and local individuals/ organisations to deliver training</li> </ul>	Revelation Training & Development as lead	<ul style="list-style-type: none"> <li>○ Programme developed with a variety of pathways including entry level, literacy classes, attendance at job club etc</li> </ul>	<ul style="list-style-type: none"> <li>○ Allocate 10K to developing and delivering programme</li> <li>○ Access to resources such as laptops</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of courses</li> <li>○ Number of people attending</li> <li>○ Review programme after first year</li> </ul>
3. Promote the free advice, information and guidance available on self-employment as an option including support for social enterprises and business start-ups	<ul style="list-style-type: none"> <li>a) Run three events to profile support available for self-employment and social enterprise</li> <li>b) Explore options for establishing a business centre within or close to Birchfield to provide a hub for social enterprises and business start-ups</li> </ul>	Big Local Partnership/ Development Worker with support from suitable providers such as: <ul style="list-style-type: none"> <li>○ Institute for Social Enterprise</li> <li>○ Shakti Women</li> <li>○ UnLtd Star People Awards</li> </ul>	<ul style="list-style-type: none"> <li>○ Three events within first year – one to be a women's only event</li> <li>○ Target for numbers attending</li> <li>○ Target for numbers achieving UnLtd Star People Awards</li> </ul>	<ul style="list-style-type: none"> <li>○ 1K to cover costs of events</li> </ul>	<ul style="list-style-type: none"> <li>○ Numbers attending</li> <li>○ Numbers taking up further advice and support</li> <li>○ Number achieving UnLtd Star People Awards</li> </ul>
4. Increase in awareness of local enterprise,	Invite Chris Allen and UnLtd to run a workshop event	Big Local Partnership/ Development Worker with:	<ul style="list-style-type: none"> <li>○ Event with Chris Allen et al within</li> </ul>	<ul style="list-style-type: none"> <li>○ 0.5K</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of people attending</li> </ul>

social investment and community assets in the area		Chris Allen, Compass Community UnLtd Star People Awards Transform WM CIC	3 months		<ul style="list-style-type: none"> <li>○ Evaluation before and after event</li> <li>○ Follow-up questionnaire to assess impact</li> </ul>
5. Increase in awareness of how to maximise income through employment opportunities and the benefit system	a) Find and recruit suitable partner b) Find appropriate venue	<ul style="list-style-type: none"> <li>○ EDAS/Freshwinds/Citizens Advice Bureau/Nishkam</li> <li>○ Possible venues - St John Bosco Centre/SDA Centre, Hutton Rd</li> </ul>	<ul style="list-style-type: none"> <li>○ Advice sessions one day per week at suitable venue</li> </ul>	<ul style="list-style-type: none"> <li>○ Venue costs</li> </ul>	<ul style="list-style-type: none"> <li>○ Numbers of people accessing advice</li> <li>○ Impact on income?</li> </ul>
6. Increase access to ESOL classes with a phased approach - introductory classes in Birchfield area and encouragement to access facilities outside area as confidence grows	a) Approach suitable partners re expanding provision in area	<ul style="list-style-type: none"> <li>○ BEEAS</li> </ul>	<ul style="list-style-type: none"> <li>○ Target re additional places for ESOL secured</li> </ul>		<ul style="list-style-type: none"> <li>○ Number of classes offered</li> <li>○ Number of people attending</li> <li>○ Progression of students involved to further classes</li> </ul>
7. Develop targeted training including ICT at appropriate venues for: <ul style="list-style-type: none"> <li>– 16 – 25 year olds and excluded young people</li> <li>– Parents with young children</li> <li>– Older members of the community</li> <li>– Cultural groups</li> </ul>	a) Identify groups with specific needs b) Identify suitable venues and providers for training appropriate for each target group c) Develop training programmes to meet the requirements for each target group	<ul style="list-style-type: none"> <li>○ Bliss 4 All Training</li> <li>○ Children's Centres - UK Online – for parents of children &lt; 5 or disabled young people to 19</li> <li>○ Churches – older people</li> <li>○ Grosvenor Road Studios</li> </ul>	<ul style="list-style-type: none"> <li>○ Aim to provide one programme for each target group within first year</li> <li>○ 3 sessions per target group with maximum of 5 - 10 people per session</li> </ul>	<ul style="list-style-type: none"> <li>○ 8K for 2 half-day sessions for 40 weeks</li> <li>○ Encourage people to access free training e.g. UK Online where possible</li> <li>○ Laptops</li> <li>○ Venue costs</li> </ul>	<ul style="list-style-type: none"> <li>○ Before and after evaluation of impact of training by trainer</li> </ul>
8. Enable the setting up a Credit Union branch to help people tackle	a) Explore with suitable partner e.g. Citysave the feasibility of setting up a local branch	Big Local in partnership with Citysave Credit Union Ltd	<ul style="list-style-type: none"> <li>○ Branch set up within first year – open one day</li> </ul>	<ul style="list-style-type: none"> <li>○ 6K set up costs</li> </ul>	<ul style="list-style-type: none"> <li>○ Numbers of local people joining, making deposits</li> </ul>



personal debt and reduce dependence on payday lenders. Help market and promote the benefits of the Credit Union to people locally			<p>or two half days per week - at an appropriate venue</p> <ul style="list-style-type: none"> <li>○ Promotional material produced and distributed e.g. local schools</li> </ul>		and applying for loans
9. Develop links with employers e.g. One Stop Shopping Centre and construction companies operating in the area to identify opportunities for accredited training, volunteering & employment e.g. in customer care or construction	<p>a) Develop contacts with key employers at One Stop e.g. Asda</p> <p>b) Develop contacts with Municipal Housing Trust &amp; Mansell/Balfour Beatty - contractors for the new Birchfield estate</p> <p>c) Produce a database of local employers</p> <p>d) Help promote apprenticeship, training, and employment opportunities through newsletter, website etc</p>	<ul style="list-style-type: none"> <li>○ Octavius Learning &amp; Development Partnership</li> <li>○ Local employers</li> <li>○ Mansell/Balfour Beatty</li> <li>○ Municipal Housing Trust</li> </ul>	<ul style="list-style-type: none"> <li>○ Target for number of apprenticeship/training placements achieved within first year</li> </ul>		<ul style="list-style-type: none"> <li>○ Numbers of apprenticeships/training opportunities created</li> <li>○ Numbers of local people employed</li> </ul>
10. Increase in opportunities for volunteering and promotion of volunteering opportunities locally	<p>a) Secure an additional volunteer coordinator – p/t initially.</p> <p>b) Make contact with potential placements</p> <p>c) Provide training for volunteers</p>	<p>Big Local Partnership with partners e.g.</p> <ul style="list-style-type: none"> <li>○ Birchfield Children's Centre</li> <li>○ Action for Children</li> </ul>	<p>Targets for:</p> <ul style="list-style-type: none"> <li>○ Number of placements in Birchfield area or volunteering opportunities</li> <li>○ Number of volunteers trained</li> </ul>	<ul style="list-style-type: none"> <li>○ 10K for p/t volunteer coordinator post (Deferred for 6 months till Development Worker in post)</li> </ul>	<ul style="list-style-type: none"> <li>○ Number of volunteering opportunities</li> <li>○ Number of people volunteering</li> <li>○ Number of volunteers progressing into employment or further</li> </ul>

					education Feedback from placements
11. Increase in opportunities for local service providers and opportunities for self-employment	a) Identify potential local providers b) Advertise for local providers in Big Local newsletter c) Carry out skills audit using newsletter/website and create database of trusted providers d) Identify need/demand for specific services locally	Big Local Partnership/ Development Worker ○ UnLtd	○ Target for number of local providers identified		○ Number of local providers identified
12. Develop relationships with Jobcentre Plus and with Lozells/E. Handsworth Employment & Skills Network and Lozells/E. Handsworth Youth Network	a) Identify who is to carry out this role and evaluate effectiveness b) Set up forum for those involved in providing children's/young people's services in Birchfield	Big Local Partnership/ Development Worker	○ Regular monthly or bi-monthly meetings		○ Review benefits of attendance at forum meetings after first year ○ Review progress in setting up local forum and its effectiveness after first year
13. Create a local Trust to develop and supervise a social investment strategy for Birchfield Big Local with view to creating a legacy that is sustainable in the long term	a) Explore setting up a trust for Birchfield Big Local and the alternative options	Big Local Partnership Possible partners include: ○ Citysave Credit Union ○ CDT ○ Transform WM CIC ○ Neighbourhood Trusts ○ Nishkam	○ Options appraisal by end of first year		○ Review options at end of first year and decide on next steps

## 9. Summary of expenditure for years 1 and 2

Theme	Project/Activity	Details	Cost – Year 1	Cost – Year 2	Lead
<b>Core Activities</b>	Development Worker Post	To employ a Development worker to support the Birchfield Big Local Partnership and manage the delivery of the action plan.	27K (includes on-costs)	27K (includes on-costs)	Big Local Partnership
	Renting of premises for a hub or base	The initial office base for Big Local will be Grosvenor Road Studios. Other facilities within the building will also be available for hire at a preferential rate for activities such as meetings, training, youth/children's activities, events for older people and vulnerable groups.	10.5K - includes office rent, set up costs and use of additional facilities in the building	9.5K	Big Local Partnership with Grosvenor Road Studios
	Communications and engagement activities	This is to support the communications strategy for Big Local including production of regular newsletters, creation and maintenance of a website, and developing the use of social media.	3K	3K	Big Local Partnership – Communications & engagement sub-group
	Community training/mentoring programme	The aim is to develop a series of monthly training events for partnership members and other active local residents that would help build skills and capacity within the area. Costs to be covered would include venue hire, trainer fees and refreshments.	2.5K 8 events at approximately £300 per event	3K	Big Local Partnership
	P/T Volunteer Coordinator	The Children's Centres have a volunteer coordinator whose role is to help parents who attend their centres to access volunteering opportunities especially around work with children. The idea is to employ an additional coordinator who will focus on volunteering opportunities and training for local people who are outside the remit of the Children's Centres.	5K - To be deferred for 6months until Development worker in post NB: If Action for Children involved then additional supervision costs	10K	Big Local Partnership with support from Action for Children?
<b>Sub-total</b>			<b>48K</b>	<b>52.5K</b>	

<b>Well-Run</b>	Inter-generational oral history project	A project to bring together older and younger members of the community to share and record aspects of Birchfield's history and cultural heritage. The project would involve the production of an exhibition and publication (including online) to celebrate and share outcomes.	2.5K	2.5K	Big Local Partnership (Dorrette Hanson, Vice Chair to lead) in partnership with other organisations
	Community events and 'Plat Street' pilot	<p>The plan is to run two community events per year in Birchfield that will help raise the profile of Big Local in the area and contribute to community cohesion. These events might be existing events e.g. Summer Fete at BRAG Allotment or may be new events around particular themes e.g. environment, health etc</p> <p>An annual coach trip for local families to the seaside, theatre or other attraction.</p> <p>Following successful interventions of a similar kind elsewhere in the city, this project would involve closing off a road for a day or weekend and encouraging children to play outside in the street. The event would also encourage neighbours to meet and get to know each other.</p>	<p>3K</p> <p>1K - To cover costs e.g. publicity, food &amp; refreshments and play activities introducing street games</p>	<p>3K</p> <p>1K - Depending on outcome of pilot</p>	<p>BRAG/Neighbourhood Forum</p> <p>Big Local Partnership in partnership with Birmingham City Council – Social Cohesion &amp; Equalities, Play England ...</p>
	'Young Voices' forum & activities to engage young people as active citizens	The aim is to set up a Birchfield Youth Forum and support creative ways to engage young people as active citizens.	3K	3K	Big Local Partnership/ Development Worker with support from schools & YPP
<b>Sub-total</b>			<b>9.5K</b>	<b>9.5K</b>	
<b>Well-Built</b>	Energy Saving Project/ Campaign	To train local people to provide advice on keeping well & keeping warm to households in Birchfield. Households will be referred to grants or low cost schemes to apply energy saving measures and also benefits and health advice where appropriate. Events will be held to raise awareness of the value of carbon reduction and energy saving and signpost people to the support available.	5K	5K	Big Local Partnership with support from Birmingham Social Enterprise Energy Network (Bseen) & Energy Saving Co-op

	Children's Play Area	An ambition is to find a suitable site and funding to develop an innovative play space for children living in the area. In the first year the aim is to identify potential sites, consult with local people on the most suitable and explore with children and families what would make the ideal play space.	2K - To cover costs of initial survey & consultations	Funds to be sought from elsewhere to implement project	Big Local Partnership/ Development Worker
	Birchfield In Bloom & associated activities	Participation in the "It's Your Neighbourhood" campaign of Heart of England In Bloom will provide a catalyst and a focus for a range of activities to engage local people in taking more pride in the local environment. Activities will include a "Take pride in your front garden" competition, workshops to plant hanging baskets and pots; a project to enhance the street scene around local shopping centres, a leaflet/poster to publicise IYN and encourage people to take more pride in their environment.	5K	5K	BRAG to take lead in partnership with other organisations
	Gardening project	The project will focus on garden maintenance for elderly and vulnerable members of the community with the aim of creating longer term employment and volunteering opportunities for local people.	5K	Possible social enterprise	Handsworth Helping Hands?
<b>Sub-total</b>			<b>17K</b>	<b>10K</b>	
<b>Well-Served</b>	Stay & Play (Families & 0 – 5 year olds)	The aim is to increase access to Stay & Play for parents and children in Birchfield. This will include helping existing providers identify additional venues where services can be delivered and identifying new providers local to the area. Will also involve the development of a toy library to be managed by volunteers	6K	6K	Big Local Partnership in collaboration with existing and new local providers
	Out of hours activities/ holiday programme for children (6 – 11 year olds)	This programme aims to increase access to out of school activities for local children including children with disabilities, especially during weekend and holiday periods. The programme aims to add value to the limited provision that already exists and create new and innovative opportunities for out of school activities within the area.	10K	10K	Big Local Partnership in collaboration with existing and new local providers

	Weekend family sessions & supported access for parents/carers with disabled children	This initiative aims to provide a range of services to families with disabled children living in Birchfield. Weekend family sessions will be offered and support will be given to help families access wider local leisure and respite opportunities. Accessible transport and information about the support available will also be provided. A sensory room will be developed for children and adults with profound multi-sensory disabilities.	13K	10K	ATHAC CIC
	Youth activities programme (12 – 25 year olds)	This project aims to increase the sports, cultural and environmental offer to young people living in Birchfield. It will add value to existing provision and create new opportunities accessible to all young people in Birchfield.	8K	8K	Big Local Partnership/ Development Worker in collaboration with local providers
	Health and Well-being	Providing sessions aimed at enhancing people's health and well-being and offered to a range of different groups including parents with young children, older people and vulnerable adults at appropriate venues in the area.	7K (5K delivery & 2K set up costs)	5K	Dr Rhonda Lee – a local health & well-being practitioner
	Enhancing services for the elderly	Supporting the development of services for older people including health & well-being sessions, trips, befriending through volunteers and developing dementia friendly spaces.	8K	8K	ATHAC CIC
	BRAG Allotment project with vulnerable adults	The project will involve work with vulnerable adults/ groups, particularly those with mental or physical health issues, to take part in food growing activities both at the allotment and off-site at hostels within the local area.	7K	7K	Birchfield Residents Action Group
	Community transport	The idea is to make better use of existing minibuses in the area e.g. faith organisations & schools, by recruiting and training a pool of qualified minibus drivers who can be called upon when the need arises.	6 – 8K - To cover fuel costs and train and pay drivers	6K Possible social enterprise	Big Local Partnership
<b>Sub-total</b>			<b>67K</b>	<b>60K</b>	



<b>Thriving</b>	Employment training	Two programmes aimed at helping people develop the confidence, self-esteem, awareness and motivation to fulfil their full potential. A shorter programme on personal and social development and a longer programme on developing skills and employability.	10K	10K	Revelation Training & Development
	Advice sessions on self-employment/ social enterprise	Organising three events to promote self-employment and social enterprise and the free advice and support available. Cost of venues and providers. An event to raise awareness of the potential of local enterprise and social investment with Chris Allen – Big Local Rep	1.5K	1K	Big Local Partnership
	Benefits advice	Given the changes in the benefits system underway providing advice is important to many people in Birchfield. Two providers have already offered to provide this advice cost free to Big Local – though there may be some costs involved in providing a suitable venue.	1.5K for venue costs	1.5K	EOS/Nishkam
	Targeted IT training	Two half-day sessions over a 40 week period for targeted groups including 16-25 year olds, older members of the community and specific cultural groups.	8K	8K	Bliss 4 All Training
	Setting up Credit Union branch	Birchfield Big Local plan to enter discussions with Citysave about opening a Credit Union branch in Birchfield. Set up costs would include supporting and training volunteers to staff the branch one day, or two half days, per week and identifying a suitable venue with a high footfall.	6K set up costs	?	Big Local Partnership with Citysave Credit Union
<b>Sub-total</b>			<b>27K</b>	<b>20.5K</b>	
<b>Grand total</b>			<b>168.5K</b>	<b>152.5K</b>	

## 10. The Plan Budget

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The partnership recognises that the planned expenditure in the first two years is significantly higher than the average of £100,000 were expenditure spread equally across all ten years. However the partnership feels that there are good reasons for this front-loading. It should also be noted that the figures included in the plan represent, in most cases, an upper estimate of the costs involved. There are a number of reasons why actual expenditure is likely to be lower:

1. While some projects are ready and waiting to start on day one, some activities and projects will inevitably take time to set up e.g. the credit union branch and the proposed additional Stay & Play provision. This will reduce overall costs, especially in Year 1.
2. The partnership is confident about the ability of providers to deliver most of the activities included in the plan but there remain uncertainties around one or two where the providers are to be confirmed. It is possible that these projects may be deferred till later in the programme.
3. The partnership plans to seek other funds for some of the activities in the plan, including in the first year. Seeking match funding will be included in the job description for the Development Worker.
4. There is the opportunity to generate income from some of the activities in the plan, through for example setting up social enterprises. The partnership aims to encourage this wherever possible, through for example the UnLtd Star People programme and other local support for business start ups.
5. Some of the costs in the first two years are set up costs and will reduce thereafter.

6. There are areas of the budget where costs may reduce depending on which options are chosen.
7. The ability of the partnership to raise additional funds should increase over time as the members become more confident and knowledgeable about the funding available.

The plan highlights the priorities that local people have in the Birchfield Big Local area and the partnership has set itself the ambitious target of beginning to address as many of these as possible within the first two years of the programme. This approach should help spread the benefits of Big Local as widely as possible and ensure that all sections of the community are included and encouraged to get involved in making a lasting and significant difference to the area.

The emphasis in the plan is also on encouraging local businesses, social enterprises and organisations to help deliver the outcomes. For example:

- Revelation Training & Development – which specialises in providing social and personal development training
- ATHAC CIC – a local organisation that works with parents and carers of children with a range of disabilities, providing supported access to heritage, culture and the arts
- Birchfield Residents Action Group – which runs an allotment project working with vulnerable adults
- Birchfield Neighbourhood Forum – which represents the interests of local residents on a number of bodies and formed the interim steering group for Birchfield Big Local

The plan also builds on local community assets, for example, local schools, faith organisations, and facilities such as Grosvenor Road Studios. Use has already been made of these assets in the Getting started phase, especially for hosting events and meetings.

# Appendices

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## List of people interviewed

Dr Rhonda Lee	Resident and former Vice President at Freshwinds
Verona Paisley	Local resident and Birchfield Neighbourhood Forum
Michael Tye	Local resident and Chair, Birchfield Neighbourhood Forum
Yashwant Patel	Local resident and owner Livingstone House
Leonard Haye	Seventh Day Adventist Church, Hutton Road
Peter Little	Wilton Road United Reform Church
Dr Tunde Lawal	Pastor, Salvation Theatre, Westminster Road
Phylliscia Pedley	Team Manager, Birchfield Children's Centre
Rev. Father Simon Hall	St Teresa's Catholic Church, Wellington Road
Carol Reid	Local resident and Birchfield Neighbourhood Forum
Patricia Allison	Near Neighbours, Holy Trinity Church and former resident
Masarit Khan	Home School Liaison Teacher, Westminster School and local resident
Barbara Petris	Local resident and Chair, Birchfield Residents Action Group
Adele Blackstone	Resident and Secretary, Birchfield Neighbourhood Forum
Rev. Canon Eve Pitts	Holy Trinity Church, Birchfield
Rosa Grier	Local resident and Birchfield Neighbourhood Forum
PCSO Roy Brickley	West Midlands Police
Lurlyn Salmon	Local resident and BRAG Allotment Project
Norma Wilkinson	Local resident and Birchfield Neighbourhood Forum
Janette Horn	Local resident and Birchfield Residents Action Group
Rev. Carole Challis	Aston Lane Methodist Church
Rob Hewitt	Project Worker, BRAG Allotment Project
Pervaiz Akhtar & Shazia Banaras	Grosvenor Road Studios and local residents
Yvonne Wager	Neighbourhood Development Officer, Birmingham City Council and former Birchfield Neighbourhood Manager
Ashok Patel	Regeneration Officer, Midland Heart Housing Association
Jimoh Folarin	Local resident and Vice Chair, Birchfield Neighbourhood Forum
Aftab Rahman	Legacy WM
Jackie Page	Deputy Head, Holy Trinity Primary School

## List of people attending the Birchfield Big Local Community Conference – 27<sup>th</sup> April 2013

Yvonne Wager	Birmingham City Council
Patricia Allison	Near Neighbours, Holy Trinity Church
Michael Tye	Birchfield Neighbourhood Forum
Annette McConnell	Birchfield Children's Centre
Ashok Patel	Midland Heart
Cllr Waseem Zaffar	Birmingham City Council
Rajinder Rattu	Birchfield Big Local
Chris Church	Big Local Representative
Andrew Simons	Birchfield Big Local
Barbara Petris	Birchfield Residents Action Group
Jan Horn	Birchfield Residents Action Group
Carol Reid	Birchfield Neighbourhood Forum
Jimoh Folarin	Birchfield Neighbourhood Forum
Monica Walker	Birchfield Neighbourhood Forum
Rev. Canon Eve Pitts	Holy Trinity Church
PCSO Roy Brickley	Neighbourhood Police Team
PCSO Simon Jones	Neighbourhood Police Team
Theo Rutherford	Holy Trinity Church
Amie	Inspire
Martin Edwards	Birchfield Residents Action Group
Cllr M Hussain	Birmingham City Council
Cllr H Quinnen	Birmingham City Council
E A Sanders-Graham	Resident
Dorrette Hanson	Resident
C Jeffrey	Handsworth United Reform Church
Imran Aktar	Resident
Mike Dawson	Broadway Dance Centre
Dawn Carr	Big Local
Jesse Gerald	Birmingham City Council
Dr Rhonda Lee	Resident
Mohammed Latif	Resident/Local Business
Atteya Latif	Resident
Claudette Dawson	Resident

## List of people attending the Birchfield Big Local Plan Conference – 7<sup>th</sup> September 2013

Carol Reid	Resident/ATHAC CIC/Birchfield Big Local Partnership
Kiranjit Shoker	Freshwinds
Camelia Paton-Devine	Resident & BLB
Michelle Stewart	Resident
Michael Tye	Resident/Birchfield Neighbourhood Forum/Birchfield Big Local Partnership
Baljeet Singh Ghataora	Resident & Trident Reach/HSSL
Yashwant N Patel	Resident & Universal Peace Foundation
Dorrette Hanson	Resident & Birchfield Big Local Partnership
Adele Blackstock	Resident/Birchfield Neighbourhood Forum/Birchfield Big Local Partnership
Norma Wilkinson	Resident/Birchfield Neighbourhood Forum/Birchfield Big Local Partnership
Jimoh Folarin	Resident/Birchfield Neighbourhood Forum/Birchfield Big Local Partnership
Michael Hussey	Resident
Ingrid Hussey	Resident
Ashok Patel	Midland Heart
Councillor Waseem Zaffar	Birmingham City Council
Barbara Petris	Resident/Birchfield Residents Action Group/Birchfield Big Local Partnership
Pervaiz Akhtar	Resident & Jazba Entertainment
Rosa Grier	Resident
Andrew Simons	Birchfield Big Local

## Roads in the Birchfield Big Local Area

Wellington Road  
Upper Grosvenor Road  
Grosvenor Road  
Grosvenor Avenue  
Kingsleigh Road  
Lyndon Close  
Ludmer Way  
Westminster Road  
Westerings  
Old Mill Grove  
Willmore Road  
Leslie Road  
David Road  
Hylda Road  
Maxwell Avenue  
Trinity Way  
Church Hill Road  
Church Grove  
Church Vale  
Wilton Road  
Robert Road  
Paul Byrne Court  
Charles Road  
Church Avenue  
Hutton Road  
Aspen Gardens  
Chalfont Road  
Brackley Avenue  
Calthorpe Road  
Putney Road  
Putney Avenue

Crompton Road  
Crompton Avenue  
Stamford Road  
Stamford Grove  
Turville Road  
Westminster Crescent  
Havelock Road  
Livingstone Road  
Burton Wood Drive  
Ashcroft Grove  
Bridgelands Way  
Apollo Way  
Haughton Road  
Birchfield Road

