

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND "Doing things differently in neighbourhoods to make better places to live" WARD PROPOSAL FORM	
WARD Hall Green	INNOVATION TITLE Re-Imagining HALL GREEN PARADE (Est. 1913), Joining-Up: Business and Community
Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below. (Tick all those that apply)	
<u>City Core Priorities</u> <ul style="list-style-type: none"> • Children - a Great City to Grow Up In <input type="checkbox"/> • Jobs & Skills a great City to succeed in <input checked="" type="checkbox"/> • Housing a great City to live in <input type="checkbox"/> • Health a great City to lead a healthy & active life <input type="checkbox"/> 	<u>LIF Priorities</u> <ul style="list-style-type: none"> • Citizens' Independence & Well Being <input type="checkbox"/> • New approaches to investment <input type="checkbox"/> • Active citizens & communities stepping up <input checked="" type="checkbox"/> • Clean streets <input checked="" type="checkbox"/> • Improving local centres <input checked="" type="checkbox"/>
What is your innovative idea and how does it show collaborative, partnership working and active citizenship?	
Re-Imagining HALL GREEN PARADE (Est.1913) Joining-Up: business and community	
The core idea is to sustain current local businesses; and attract new ones.	
Why: To focus a community-connected project on Hall Green Parade-a local business/ shopping Parade(Est.1913)- which is in severe decline; many empty shops; broken pavements: looking and feeling tawdry. Could be described as 'blighted'. (The quite recent closure of the Cooperative food store, on the Parade, was not good news!)	
This project will be business (and enterprise)-focused: the Parade is a 'metaphor' for Hall Green. It is centrally located in the Ward and its appearance has a significant visual and 'psychological' 'impact' (be it: negative, neutral, positive).Currently-negative!	
The intention of this-intense-year-long project is to regenerate/ refresh the Parade through the active engagement of the Hall Green community more in the 'business' of the local business offering. And, accordingly, (longer-term) help create a culture of business and job sustenance; job creation.	
It plans to:	
1. Develop the Parade as a more attractive shopping zone: attracting new business opportunities, e.g. a coffee shop; gallery/ craft store; a Tolkien store!	

2. Engage the myriad local community organisations to become an integral part of the Parade project, long-term.
3. Cultivate external support: engage organisations from outside the HG area to become involved IN the area.eg business sector (@GrBhamChambers-The Greater Birmingham Chambers); youth sector (@NCS_TheChallenge); arts in Birmingham (@Culture Central); Universities (eg. Involving student placements in local enterprises); the forthcoming new WM Mayor....
4. Involving/ engaging national agencies, eg Central Government; The School for Social Entrepreneurs.
5. Liaising with, and learning from, Birmingham's Partner Cities...(@DistinctlyBham).
6. Foster business/ community engagement directly via a monthly Newsletter- 'Enterprising Hall Green: Joining-Up business and community'

In summary- in many ways- to CREATE a new IDENTITY/IMAGE for Hall Green Parade; and, therefore, Hall Green.

COLLABORATION

All the Parade businesses will be engaged; and importantly, businesses within the 'reach' of the Parade eg The Health Centre; Waitrose; Raja Monkey Indian street cafe; Beechwood Sports Club, South and City College Birmingham, Nurseries (many), Hall Green Schools, Premier Inn....

The Parade, itself, will be the 'heart' of the project; other nearby businesses ADD to its being; and the Parade to theirs. Local people use the Parade businesses/ shops; and those beyond. The Parade is a metaphor for Hall Green- a concentrated shop zone.

PARTNERSHIP WORKING

This project will engage in a partnership-working way, engaging not just the Parade and the myriad-active-community organisations; but also, locally-based organisations/ agencies/ 'representatives' including: Central Government Departments, Birmingham City Council (eg The Neighbourhood Development and Support Unit), Local councillors, Roger Godsiff MP, Euro MPs, Hall Green Library, West Midlands Police, South and City College Birmingham, Sarehole Mill, Churches, Mosques, Friends Meeting House, Nurseries, Hall Green Schools....

Interestingly, Hall Green United Community Church has expressed a desire to link more with businesses on Hall Green Parade; and is modifying its building to become even-more a community church. The church adjoins the Parade! (A meeting arranged for Tuesday March 7th)

ACTIVE CITIZENSHIP

The Area has a large number of active community organisations eg Hall Green Action Group (an 'umbrella' grouping, Chaired by Rev Lynn Britten, Baptist Church), Highfield Hall, WeAreB28, Fircone, churches, ArRahma FOUNDATION, mosques, a nearby Temple-Shree Ram Minder Temple and Community Centre

These groups, historically, have not connected directly with the business sector. These are 'new times' which require greater connection. This new connection will be made through this

project- maximising IMPACT!

Joining-Up means:

- Greater Active Citizenship!
- Greater active/ engaged businesses! (A small example illustrates the potential of the business-community connection. A litter clean-up, March 4th, organised by The ArRahma Foundation- supported by other community groups- drew 40 volunteers and some heavy duty gloves donated by Wickes; litter pickers and bags from BCC)

The long-term aims of the project are:

- To create the local framework to support a successful application for a Business Improvement District (BID)- so as to SUSTAIN the developments created during the Innovation year of this project.
- And have a structure and components for the future: To create a BID in the near future.

Encourage inward investment:

1. People choosing to live here-over 500 houses are to be built near to The Railway Station
2. To refresh the current business offer- sustain jobs.
3. To encourage new businesses to join the Parade: create jobs!
Culture/ Heritage: helping to create a long-term FUTURE for core organisations, such as: the Library and Sarehole Mill through the building of support organisations. Both are key, in different ways, to local business development.
4. To cultivate Hall Green as an area of ENTERPRISE- including the self-employed- a good place to site a business; availability of serviced offices eg Centre Court etc.
5. To create a context for job creation; to create real job opportunities (including self-employment)

Time Frame – is it:-

One off event/programme

Implement and complete within 6 months (2016)

Implement and complete within 12 months (2017)

x

How will the innovation be implemented?

The INNOVATION will be implemented through the process of communicating/ connecting with all local businesses and key community organisations. Joining-Up.

1. The production of a monthly Newsletter....'Enterprising Hall Green: Joining-up business and community'...informing all businesses; agencies of business; AND community organisations of: local business developments, activities, business news, jobs currently available in local businesses.

(The publication- and the project- will be politically neutral. Though the project will harness the expertise of elected representatives; as well as from the general political body)

2. Frequent, PERSONAL connection with local businesses. The Newsletter will delivered personally to each business and key community organisations in order to establish meaningful/

useful relations with- and between-the businesses/ community organisations.

Media will include Twitter (already active, @LocalHallGreen, over 500 followers); Facebook....

4. In addition, there will be a high VISIBILITY Launch, (with eg Leader of Council; Javed Khan, CEO, Barnados (a local business); Dan Evans, British Davis Cup tennis team member) creating instant IMPACT and VISIBILITY of the project.

5. Events/ talks/ Community lunches /gatherings-with the emphasis on ENTERPRISE will be arranged throughout the year for the businesses and the community. Some ideas:

- A presentation from an appropriate business organisation...Birmingham Chamber
A meet-session with the Proprieter of Lasan, Entrepreneur, Jabbar Khan - owner of Raja Monkey Indian Street Cafe on eg creating enterprises
- A community-lunch....on Social Enterprise, at, eg the local Library
- Sessions on How to start a business!
- A Birmingham Social Media workshop, held locally
- The creation of a Hall Green BUSINESS FORUM. To include representatives From eg. businesses/ the FE College/ West Midlands Police/ elected councillor...
- Importantly: A smaller grouping from this FORUM would oversee the workings of this project, and act as a 'Steering Group'

And...

The Budget will announce £500m for training of 16 to 19 year olds- including work placements. There could be possibilities here, for this project!

The Sunday Times, March 5 2016

What outcomes will the proposal achieve? What will success look like and how will its impact be measured? How will you ensure legacy/ continuation and what learning will the project provide?

OUTCOMES

1. A fresher, 'brighter' HGParade..more shops in use; flower boxes not litter!
2. Foster the presence of New businesses on The Parade; and in the Parade 'zone'
3. Business networking established
4. Greater knowledge-and interaction-between business and community
5. Greater PARTNERSHIP between local businesses, the people, and the already- 'engaged' organisations (eg Hall Green Action Group). A manifestation of this greater PARTNERSHIP will be the expanded / new look Hall Green Festival, scheduled for June 2018. The HGP project is already a member of the Festival Steering Group...to help to include local businesses at the Festival.)
6. Creation of an initial 'platform' to create a BID, bid
7. To establish this project as an ongoing Social Enterprise to SUSTAIN the achievements beyond the Innovation year.
8. And to produce...A regular, independent, Hall Green Publication, beyond March 2018: To give the project: SUSTAINABILITY. Entitled: 'Enterprising Hall Green: Joining-Up business and community'

9. Introduce Small Business Saturday, annually.

SUCCESS will look like:

- A more vibrant, less scruffy Parade.
- A more Joined-Up business/community where: Local businesses are more knowledgeable of other local businesses; trade with each other; Local people are more knowledgeable about the local business offer; shop more locally.
- The monthly 'Enterprising Hall Green: Joining-Up business and community' will help to enable this success. Communication is key!
- A local Business Directory will be published.

IMPACT will be measured:

- In terms of sustenance of existing business; growth of new ones and greater shopping footfall!
- The project will be VISIBLE-this VISIBILITY will be local, regional, national; and will illuminate the advantages of opening a business in Hall Green!
Work-Experience placements.
- It is intended to utilise the expertise of MBA/ marketing/ travel tourism students as eg work placements to enhance this visibility. A connection has been made with South and City Birmingham College with regard to this idea-the Travel and Tourism Department is based at the Hall Green Campus! Interest in this project was clearly expressed.
The LEARNING will be through the project being an exemplar....a REAL case-study in the regeneration of a local/ suburban shopping area. With local, city-wide; and national 'lessons'.
- What works; what doesn't! I anticipate writing regularly for local and national publications, about progress of the project.

LEGACY

Year 1 of this project will enable the proposed connections between business and community to become 'real'. The framework that will be developed will provide the necessary 'platform' for ongoing development. Eg:

1. New long-term local cross-sector organisations created.
2. Greater shared business/ community knowledge across the Ward.
3. The creation a Social Enterprise to continue the work for Years 2 and 3
4. The longer-term movement towards a BID would have begun throughout this Innovation year. Creating the platform, for development, 2018 on.
5. A Hall Green Business Forum will have been established.
6. A link with organisations that can provide Work Experience placements...local universities, NCS, etc etc....in order to offer additional expertise to the project.

CONTINUATION

A Social Enterprise will be created during the Year to enable the project to continue beyond April 2018.

Have you considered other sources of funding and whether the project can be used to leverage further funding from elsewhere (please specify funding sources)?

Yes. My previous professional work-with Birmingham City Council: Adult Education and European Funding-has equipped me with the reality of fund-raising. (My voluntary engagement in Birmingham, over 20 years, with community organisations/ schools has taught me networking/ fund-raising and community skills.)

Funding for this project's future: The Innovation year is Year1.

Given the time framework with regard to making a bid for a BID-during the Innovation-funded year I will investigate future funding possibilities to carry on this work, post the Innovation period. I imagine that years 2 and 3 will be a mix of grant-funding/ sponsorship/ advertising etc.

Because of this project's 'community-business as regeneration' approach to regeneration, I feel that it will be able to attract further future funds. Eg the Stephen Lloyd Awards.

SUSTAINABILITY-is key: The Future, beyond the Innovation year.

The Newsletter 'Enterprising Hall Green. Joining-Up: Business and Community'

This independent, monthly, publication, post this year-project, will be funded from sales/ advertising/ sponsorship. Sought during the year of innovation-action. The relatively small production costs(circa. £200) indicates that this would be an achievable aim! This publication would 'add' to the move towards creating a local BID. The overall plan is to create a Social Enterprise during this Innovation year...to carry on the work achieved during the Innovation-funding period.

I have already invested some considerable time in speaking with a number of business owners-establishing a rapport. Their response has been overwhelmingly positive. The Innovation-funded period will allow the project to fully-develop and become 'real'; to establish active connections! Currently, the project 'invisible'; to a business, just an idea, at present. (Though, I have secured a 'prize'(value £80) for the very first Newsletter from Russell's Barber shop.)

Once the regular 'Joining-Up' Newsletter begins to be delivered to all businesses: the project will be VISIBLE; plans for Year two can begin to emerge, concurrently, once the project is real.

I have lived in Hall Green (very near to the Parade) for 15 years; and continue to do so. This is not a 'parachuted-in' project. I am 'known', as such, already by many of the businesses. I am OF the community; have not only witnessed, but lived, the Parade's decline.

I plan to personally deliver each Newsletter to the businesses and establish 'business' connections. And to the appropriate community organisations- most of whom I am already part-of; or have connections with. Thus, I will be the 'representative'- the embodiment- of this project to the businesses and community.

During the Innovation year I will meet with the producers of Eg The Moseley and Kings Heath

magazine; The MoseleyB13 magazine: to learn from their experience in producing regular, larger community magazines. (Historically, I have experience of starting a Birmingham-based publishing Cooperative and starting/ editing a monthly paper in Moseley...The Moseley Paper). (I will investigate, during the year, of the usefulness of converting to a Community Interest Company)

What resources will be required?

- Capital
- Running costs
- People power volunteers

£

Capital - £500
Running Costs - £12,500
People Power Volunteers -£1250

Amount required from LIF £13,000

Financial Breakdown

Capital – Laptop £500

Running Costs

Annual Payment SD -£8,400 (14 hours a week@£15 per hour 40 weeks)

Newsletter/business guide/launch/business forums , £2500

Insurance, £300

Website creation and Maintenance, £500

Phone, £300

Misc. (materials, travel, conferences, admin..) £500

People Power Volunteers

£1250

Marketing intern/local on ground support/NCS Headstart)

Have you got any match funding – in cash or in kind? Yes.

5 hours per week for 40 weeks @ £15 per hour

£3000

Contact person for proposal

NameStuart Daniels

Telephone07970547296.....

E-mailHowellsUgo@aol.com.....

Which residents or community groups was the proposal discussed with and when (please give details of any meetings and which councillors attended)?

The idea for this project was initially raised at the Hall Green Ward meeting, 23/11/2016

It was presented and discussed, at the Hall Green Ward meeting, 25/01/2016.

Councillor Marje Bridle, Hall Green Action Group chair, Sgt. Daniel Cooke were members of this particular idea's discussion group, with others.

The idea was presented at the West Midlands Active Citizens meeting on 31/1/2017. In attendance were: Sgt Daniel Cooke, Police Constable Wood, Attock Cricket Club, Highfield Hall, Councillor.....and others.

I have also discussed the project with:

Highfield Hall; WeAre B28; South and City College Birmingham.

At a meeting of the Hall Green Action Group (An umbrella community group: Churches, Sikh Temple....approx. 8 local agencies were present.) - Councillor Bowles and Councillor Jenkins were in attendance.

Councillor Consultation:

I have met with Councillor Bowles (separately) and together with Councillor Bowles and Jenkins to 'talk through the idea'. I also alerted the Lord Mayor of Birmingham to the idea of the project when he attended the launch of new local Poundstretcher store.

Business Consultation:

I have spoken face-to-face with a representative selection of local businesses about this project: Jyoti Restaurant; Urban Design Flowers; The Waffle Project; Russell's Hairdresser; Waitrose; Poundstretcher; Sarehole Mill; Moves Estate Agency; Hall Green Library; Horseshoe pub & restaurant; Greggs Bakery; ArRahmaFoundation; Tesco Express : 'Brilliant idea', Store Manager

All gave a most favourable response; and referenced the usefulness of such a 'connecting' project.

The role of Social media and this project:

I have already established a Twitter account, @LocalHallGreen, with over 500 followers. (Facebook, forthcoming). The focus of this Twitter account-is this project. This account 'illustrates' the potential breadth/ reach/ connections of the project.

Discussed at

Ward meeting Hall Green

Date 25.01.17

Signatures of all 3 Ward Councillors

Name KERRY JENKINS Signature K Jenkins Date 22/3/17
 Name BARRY BOWLES Signature B Bowles Date 22/3/17
 Name Signature Date

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>