

**BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND**  
**“Doing things differently in neighbourhoods to make better places to live”**  
**WARD PROPOSAL FORM**

<p><b>WARD: Stechford and Yardley North</b></p>	<p><b>INNOVATION</b>  <b>TITLE Stechford Stars (working title - official project title would be created by residents once project has started).....</b></p>		
<p>Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below.                  (Tick all those that apply)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b><u>City Core Priorities</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Children</b> - a Great City to Grow Up In</li> <li><input type="checkbox"/> <b>Jobs &amp; Skills</b> a great City to succeed in</li> <li><input type="checkbox"/> <b>Housing</b> a great City to live in</li> <li><input type="checkbox"/> <b>Health</b> a great City to lead a healthy &amp; active life</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p><b><u>LIF Priorities</u></b></p> <ul style="list-style-type: none"> <li>• Citizens' Independence &amp; Well Being</li> <li>• New approaches to investment</li> <li>• Active citizens &amp; communities stepping up</li> <li>• Clean streets</li> <li style="padding-left: 40px;">Improving local centres</li> </ul> </td> </tr> </table>		<p><b><u>City Core Priorities</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Children</b> - a Great City to Grow Up In</li> <li><input type="checkbox"/> <b>Jobs &amp; Skills</b> a great City to succeed in</li> <li><input type="checkbox"/> <b>Housing</b> a great City to live in</li> <li><input type="checkbox"/> <b>Health</b> a great City to lead a healthy &amp; active life</li> </ul>	<p><b><u>LIF Priorities</u></b></p> <ul style="list-style-type: none"> <li>• Citizens' Independence &amp; Well Being</li> <li>• New approaches to investment</li> <li>• Active citizens &amp; communities stepping up</li> <li>• Clean streets</li> <li style="padding-left: 40px;">Improving local centres</li> </ul>
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**What is your innovative idea and how does it show collaborative, partnership working and active citizenship?**

Stechford Stars (working title) is an Art Walking Trail featuring local landmarks and new pieces of public art. The project will be co-designed by ward residents, with AITY facilitating the project.

This combined art and health & wellbeing project is designed to engage communities across Stechford and Yardley North ward. New pieces of public art will be co-designed with residents and form a summer 2018 (June, July, August, September) walking trail. Although the trail will have an initial launch and focus it will exist for years to come.

Faces of Stechford: In July 2017 AITY worked with Stechford In Bloom, local campaigner Eunice McGhie-Belgrave, 261st St Edburnghas Scouts, photographer Ian Davies and London Midland to produce a series of artworks at Stechford Rail Station. The artwork features portraits of local residents: the 'stars' of Stechford.

We aim to continue working with the communities in Stechford and Yardley North ward, to co-design 5-8 new pieces of public art. The new, and existing, pieces will form a trail to encourage local people to move around and explore their neighbourhood on foot, as families, meeting their neighbours and contributing to a welcoming and joined up community.

The art forms used and created will be decided through a collaborative co-design model, working with residents, and we will employ an experienced facilitator to work with groups/residents to explore art forms that are relevant to them before contracting artists. We will focus on artworks that encourage an element of participation especially those that allow residents to take photos of themselves with the artwork, encouraging a further project element through social media. Types of public art to be considered: street art, murals, graffiti art, photography, poetry, sculpture, installations.

We will form a trail with both a physical and electronic map which will be promoted to local residents. The physical map will be similar to the pocket sized No 11 Ale Trail fold out map.

The project has already sought match funding from Culture On Our Doorstep a small grants fund which encourages residents to engage with art, culture and heritage right on their doorstep. The project will be guided by a steering group of local partners and we plan to include: FITCAP (local Sports CIC), Stechford In Bloom, Stechford Village Neighbourhood Forum, councillors, Yardley Great Trust, Tenant Participation Officer (Andy Sheppard),

**Target groups to co-design artworks:**

Stechford in Bloom  
 Stechford Village Neighbourhood Forum  
 Friends of Glebe Farm Library  
 Users of Stechford Rail Station  
 Stechford Housing Liaison Board  
 New and existing residents at Meadway (housing development)  
 FITCAP participants/ families and wider network  
 Blakesley Hall volunteer group  
 Yardley Great Trust - elderly residents  
 AITY volunteers and participants  
 Yardley Conservation Society

**Time Frame – is it:-**

Implement and complete within 12 months (2017)

**Project Milestones**

Jan 2018 Form Steering Group  
 Jan 2018 Recruit and employ Lead Facilitator  
 Feb 2018 Recruit participants/ community groups  
 Feb/Mar 2018 Introductory workshops  
 Mar 2018 Recruit lead artists  
 Mar 2018 Recruit shadow artists  
 April/May 2018 Produce artworks  
 May 2018 Produce map  
 May/June/July 2018 Trail promotion  
 September 2018 Official end of trail  
 October/November 2018 Evaluation

**How will the innovation be implemented?**

Although this will be a project delivered by AITY the majority of the main decisions will be made by local residents working within a co-design model. This project will improve wellbeing and celebrate connectivity between communities, residents and their heritage.

Increase opportunities for residents to walk around their locality. Encourage neighbours to meet and talk to each other. Encourage residents to become active citizens by joining community groups (Stechford In Bloom, Stechford Village Neighbourhood Forum, Housing Liaison Board, possibility for new groups.) Identify champion families/participants during co-design phase who will wear pedometer to track footsteps during June-Sept when taking part in the art trail. Produce 2 case studies regarding connectivity. Support sharing of the project via social media positive news stories.

Communicate with Doug Lee regarding Eastern Triangle (Stechford and Yardley North ward) local Masterplans and Area Action Plans.

Competition/raffle element of completing Arts Trail - collect data on how many people completed trail/feedback on trail.

**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?**

5 introductory workshops (5x15 attendees = 75) with lead facilitator supporting groups/residents to co-design artworks. 13 workshops/sessions (13x10 = 130 participants) with lead artists during the art creation stage. 5-8 new public artworks. 5000 maps produced. Approx. 200 maps downloaded in first year. 500 entrants to competition - must have completed route. 200 positive social media engagements in first year (Facebook, twitter, instagram.) Audiences for year 1 and 2: walking, passerby audience with active engagement with public art 600, online audience 1000.

Pre and post project surveys with co-design participants. Ongoing feedback and evaluation from steering group. Data collection, number of maps/trails completed.

We will gather participant feedback at events through creative evaluation methods, as well as online surveys for attendees, participants and a focus group for steering group/volunteers at the end of the project to build on lessons learnt. Filming, pictures, quotes and case studies will also be collected.

Pre Art Trail launch: 10 promotional sessions in schools.

The physical map will have a finite run, but the electronic version will be available as a download forever.

Ownership of the artworks will be transferred to businesses and venues to ensure they last at least 5 years. Public Art Ownership: Working with the Public Art Gateway Group (PAGG) and Birmingham Museums Trust (BMT), we will help to liaise with partners/landowners to review proposals for public art (locations, materials, design) to ensure they are easy to maintain and avoid vandalism. BMT have previously provided advice on the type of care an artwork will need in the future, and how regularly it will need this care, so we will be able to consider any costs in partnership with the future owner. Depending on the art work and its location (indoors/outdoors), PAGG recognises best practice as having a maintenance and care fund set aside for the lifetime of the art work. It's life-span will also be considered, providing a decommissioning plan for after this point. This work will be done with guidance and support from Birmingham City Council's Culture Development Service.

**Project forms part of Year of Movement 2018**

The cultural development service is arranging an area planning meeting to discuss how this project reflects local priorities, including any that are articulated in Area Action Plans and Masterplans. For this area this is Doug Lee and this meeting will help with information sharing and connecting the project to any upcoming new plans/ planning consultations.

Birmingham Development Plan (BDP) link (The ward forms the majority part of the Eastern Triangle):

[https://www.birmingham.gov.uk/info/20054/planning\\_strategies\\_and\\_policies/78/birmingham\\_development\\_plan](https://www.birmingham.gov.uk/info/20054/planning_strategies_and_policies/78/birmingham_development_plan)

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

Planned funding for project:

What resources will be required?

**Total project budget: £23725**

We are seeking LIF funding to help pay for the permanent new public art pieces and production of a digitally downloadable map.

PM Fee 40 half days x £100	£4000	
PM Fee 5 half days x £100 Gift In Kind	£500	
Shadow Artists x 2 x £10 p/h x 40 hours	£800	
Lead Artist 1 & Public Art 1: Inc. overall lead for trail	£3000	(LIF £2000)
Lead Artist 2 & Public Art 2	£2000	(LIF £2000)
Lead Artist 3 & Public Art 3	£2000	(LIF £2000)
Public Art 4	£1500	(LIF £1500)
Public Art 5	£1500	(LIF £1500)
Lead Facilitator/Introductory workshops	£175 x 5	£875
Venue Hire/Refreshments	10 x £40	£400
Map design and digital download	£1000	(LIF £1000)
Map printing 5000 x 40p	£2000	
Marketing support and materials	£850	
Trail plaques/signage/branding	£500	
Public Art Contracts/ Legal Advice	£500	
Overheads (contribution to office space, insurance)	£650	
Evaluation, documentation inc photography and report writing		£600
Contingency	£750	
Steering groups meetings - Gift In Kind - 10 x £30 =	£300	£300

Amount required from LIF £10,000

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

**Project Total: £23725**

Culture On Our Doorstep (COOD) CONFIRMED £10 000

Stechford LIF £10,000 PENDING

AITY unrestricted funds CONFIRMED £775

Birmingham Airport/Smaller Local Funds £2000 PENDING

London Midland CONFIRMED £150

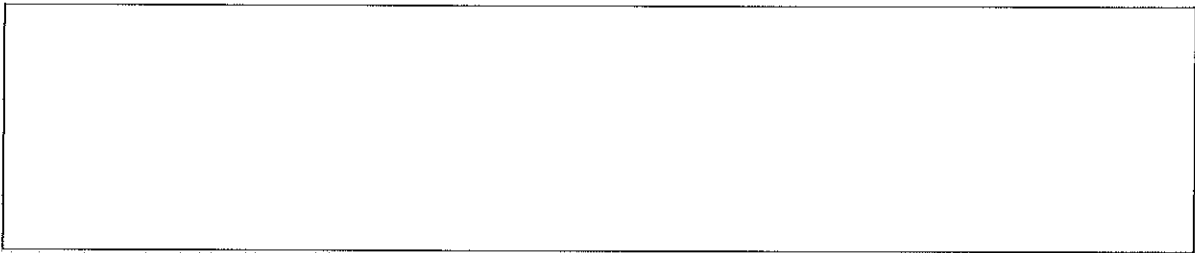
Gift In Kind Value CONFIRMED £800

Contact person for proposal

Name Nicola Toms - Local Arts Forum Co-ordinator

Telephone 07743 59 34 39

E-mail artsintheyard@gmail.com



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

Arts In The Yard AGM Tuesday 17th October 2017

Stechford in Bloom 16th October 2017

Stechford Village Neighbourhood Forum 5th October

Councillor Basharat Dad via emails

Councillors Carol and Neil Eustace at Stechford and Yardley North ward meeting on 5th October 2017

FITCAP 6th October 2017

**Discussed at**

Ward meeting: Stechford and Yardley North

Date: 5th October 2017

**Signatures of all 3 Ward Councillors**

Name Neil Eustace Signature NEIL EUSTACE Date 7/11/17

Name CAROL JONES Signature e Jones Date 7-11-17

Name BASHARAT DAD Signature B.D Date 7-11-17

**Internal use only**

Received: Date .....

Go to Cabinet Committee – Local Leadership for decision: Date .....

Yes

No

Approved

