

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND

"Doing things differently in neighbourhoods to make better places to live"

WARD PROPOSAL FORM

WARD Lozells and East Handsworth	INNOVATION TITLERoad Safety and Active
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 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 type="checkbox"/> • Clean streets <input type="checkbox"/> • Improving local centres <input type="checkbox"/>

What is your innovative idea and how does it show collaborative, partnership working and active citizenship?

The project seeks to deliver road safety awareness and intervention, to actively engage with and communicate with other community-based organisations, residents and partners, to become involved with local road safety priority identification, setting (neighbourhood level) and intervention.

After the tragic road traffic collisions involving children on Grove Lane, local residents/parents are actively taking a lead in supporting the development of a road safety project which will support local families to educate their children in key road safety skills which will support the safety of the whole community/neighbourhood.

The project idea came about after a local resident and key contact (Rukhsana Begum) started an online petition and raised the matter with local councillors.

A conversation/discussion took place with Councillor Hussain and a further contact was made with an Officer from Birmingham City Council, Transportation and Policy. Following a discussion around the issues at Grove Lane and surrounding areas a meeting was held with several local residents in August 2016 to discuss interventions to support the safety of children in the area.

Upon hearing about LIF Rukhsana Begum approached Councillor Waseem Zaffar to further discuss the project idea.

Supported by our main partner Grove Lane School - the project will encourage the involvement of local residents, local traders/businesses, schools and local community groups, to sign up to the project and brand to affect change.

The project will be branded and visible resources will be distributed with key road safety slogans to emphasise the importance of constantly reiterating key road safety skills and messages.

Four volunteers/residents have been identified and have agreed to be trained as trainers. They will train other parents to deliver road safety workshops at their local schools to all year one parents. To ensure that the intervention takes place on an annual basis, new parents from each pilot school will be recruited and trained to deliver the workshops in the coming year/s. We aim to contact local businesses, apply for external funding and seek support from schools to ensure the project is sustainable

The project also seeks to support Birmingham City Council by encouraging parents to sign up to ModeShift Stars (on line tool to promote active travel in schools) to earn awards each year that they support the delivery of the parent workshop.

The training and support will be provided by Birmingham City Council.

Resources will be distributed to key sites highlighting the need for road safety awareness eg posters will be placed in local area such as Handsworth park and outside local school to remind parents and children about the importance of road safety

Stickers and environmental friendly bags (with branded road safety messages) will be provided to the individuals who participate in the road safety workshops as a way of spreading the message in the local area eg local supermarket/shops

In addition we will use social media and involve pupils in road safety campaigns and competitions.

Wilkes Green residential association will be a key partner.

Time Frame – is it:-

/

One off event/programme

Implement and complete within 6 months (2016)

Implement and complete within 12 months (2017)

How will the innovation be implemented?

Volunteers will be trained by Birmingham City Council initially to support local parents to become active citizens and take a lead in developing and delivering road safety awareness to local children.

Initially the project will be implemented in local school (Grove Lane Primary) with Year One children and parents and following this parents will be recruited and trained to carry on this service with the support of the lead volunteers/trainers.

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?

- Parents and children become active citizens in their community who will support and develop this initial project with the support and guidance of the key trained volunteers.
- Parents and children will gain an understanding of the Green Cross Code, discuss local traffic conditions, recognising unsafe and safe places to cross the road
- Support the reduction of road traffic collisions in Handsworth
- Local people become involved in local core development
- Children grow up as responsible citizens who are aware of road safety as pedestrians and drivers
- Encourage a healthy lifestyle by discussing the importance of being active by walking and cycling
- Parents to become aware of their responsibility of keeping their children safe

Key outputs:

- *4 adult volunteers will be trained to become the lead trainers*
- *A total of 5 schools will participate in the project*

- *Schools will be selected in consultation with the Transport Behaviour Change Team based on priority and accessibility*
- *500 children and 400 parents/adults will be trained between September 2017 and March 2018 in the first phase of the project*
- *A further 500 children and 400 parents/adults will be trained in the second phase of the project (September 2018)*
- *Sample pre and post questionnaires will be carried out to check knowledge and awareness of road safety before the intervention and after the intervention with children, parents and volunteers.*
- *An evaluation meeting will take place after the first phase of the project to inform the second phase of the project.*

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

Consideration – local businesses

Please see below costs for People Power Volunteers:

Breakdown of costs:-

From September 2017 to March 2018 (term time only)

4 lead volunteer trainers @ £10 per hour x 2 hours each week = £80 each week x 13 weeks

Total cost = £1040

Capital costs for resources = £3912

What resources will be required?

£

3912
1040

- Capital
- Running costs
- People power volunteers

Amount required from LIF £...4952

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

Contact person for proposal

NameRukhsana Begum.....

Telephone ...07505 646215.....

Email.....mohammedkhan220179@googlemail.com.....

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

Wilkes Green residence association

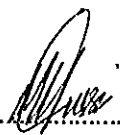
Local residents when petitioning

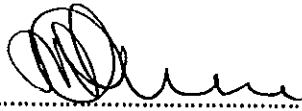
Discussed at


Ward meeting

Date

Signatures of all 3 Ward Councillors

Name MAHMOOD HUSSAIN Signature  Date 21/04/2017

Name HENDRINA QUINNEN Signature  Date 21/04/2017

Name WASEEM ZAFFAR Signature  Date 21/4/2017

Internal use only

Received: Date

Go to Cabinet Committee - Local Leadership for decision: Date

Yes	
No	

Approved

