

| <b>BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND</b><br><b>"Doing things differently in neighbourhoods to make better places to live"</b><br><b>PROPOSAL FORM</b>  |  |                             |                       |   |   |  |  |  |  |   |  |  |  |
|--|--|-----------------------------|-----------------------|---|---|--|--|--|--|---|--|--|--|
| <b>WARD ERDINGTON</b>  | <b>INNOVATION</b><br><b>TITLE A GREEN TOWN CENTRE</b>  |                             |                       |   |   |  |  |  |  |   |  |  |  |
| <p><b>Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below.</b></p> <p><b>(Tick all those that apply)</b></p> <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 50%;"><u>City Core Priorities</u></th> <th style="text-align: left; width: 50%;"><u>LIF Priorities</u></th> </tr> </thead> <tbody> <tr> <td>• Children - a Great City to Grow Up In <input style="width: 50px; height: 20px;" type="checkbox"/></td> <td>• Citizens' Independence &amp; Well Being <input style="width: 50px; height: 20px;" type="checkbox"/></td> </tr> <tr> <td>• Jobs &amp; Skills <input checked="" style="width: 50px; height: 20px;" type="checkbox"/></td> <td>• New approaches to investment <input style="width: 50px; height: 20px;" type="checkbox"/></td> </tr> <tr> <td>• Housing for Birmingham <input style="width: 50px; height: 20px;" type="checkbox"/></td> <td>• Active citizens &amp; communities stepping up <input checked="" style="width: 50px; height: 20px;" type="checkbox"/></td> </tr> <tr> <td>• Health <input checked="" style="width: 50px; height: 20px;" type="checkbox"/></td> <td>• Clean streets <input checked="" style="width: 50px; height: 20px;" type="checkbox"/></td> </tr> <tr> <td></td> <td>• Improving local centres <input checked="" style="width: 50px; height: 20px;" type="checkbox"/></td> </tr> </tbody> </table>  |  | <u>City Core Priorities</u> | <u>LIF Priorities</u> | • Children - a Great City to Grow Up In <input style="width: 50px; height: 20px;" type="checkbox"/> | • Citizens' Independence & Well Being <input style="width: 50px; height: 20px;" type="checkbox"/> | • Jobs & Skills <input checked="" style="width: 50px; height: 20px;" type="checkbox"/> | • New approaches to investment <input style="width: 50px; height: 20px;" type="checkbox"/> | • Housing for Birmingham <input style="width: 50px; height: 20px;" type="checkbox"/> | • Active citizens & communities stepping up <input checked="" style="width: 50px; height: 20px;" type="checkbox"/> | • Health <input checked="" style="width: 50px; height: 20px;" type="checkbox"/> | • Clean streets <input checked="" style="width: 50px; height: 20px;" type="checkbox"/> |  | • Improving local centres <input checked="" style="width: 50px; height: 20px;" type="checkbox"/> |
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| <p><b>What is your innovative idea and how does it show collaborative, partnership working and active citizenship?</b></p> <p>The Erdington Business Improvement District (BID) will undertake a cost-effective, practical and innovative programme of work to improve Erdington Town Centre by making it greener. We will also work in partnership with Kingstanding Regeneration Trust (KRT) who will undertake all the work and maintenance for us through their youth training and resident volunteering programmes. Young people not in employment, education or training (NEET) will work on the project and gain work experience and life skills training which will enable them to progress into accredited vocational training and employment. KRT will also recruit resident and business volunteers to work on clean up and planting events, Our other partners will be The Polish Expats Association and East Street Arts, who will work with us to deliver workshops to small community groups, residents and young people to design and decorate planters and raised beds. We will also work alongside the council's parks and highways teams and contractors to map the town centre in order to develop the planting programme and the Erdington Community Police Team to look at town centre hotspots where a greening programme could help to reduce anti-social behaviour. We want to actively involve our residents and businesses in delivering the project as we aim to create a sense of community pride. This will enable residents and businesses to take ownership of the town centre and in the long term work in partnership with us to deliver sustainable initiatives that will help create a clean, green and safe town centre where businesses can thrive and which people want to visit. We believe that we have created an innovative solution for many of the issues that BIDs face when attempting to green the town centre. Planters and raised beds are typically expensive to build and install, equally expensive to maintain and easily vandalised. We have found an inexpensive alternative by using customised one tonne bulk bags to create</p> |  |                             |                       |   |   |  |  |  |  |   |  |  |  |

planters and raised beds. These bags are used by builders' merchants to deliver bulky items like sand and aggregate.

A planter typically costs at least £100.00 and bulk bag is around £2.00. Birmingham City Council Parks Department have kindly offered to provide us with free waste material to part fill the bags, and if the bags are unfortunately damaged or vandalised they are very cheap and easy to replace. The bags can also generate a sustainable income stream for the BID as they will sit in the heart of the town centre, which has huge footfall. They are four sided and perfectly shaped for business branding and sponsorship.

The bags can be described as "pop-up-planters" they are quick and easy to install and can be created specifically for one off events and themed accordingly. However they are also robust enough to sit in the town centre all year round. They are easily adapted to enhance large open spaces such as the village green, Central Square and the pedestrianised area but can also make attractive displays on smaller narrower spaces such as the pavements that characterise the Town Centre.

Our two arts partners will also work with the community to decorate the bags with unusual and striking designs that will add vibrancy and colour to the high street. By working with small community organisations we can also use the bags to raise awareness around local campaigns and opportunities.

Our visitor survey which we carried out over the Spring, at our Annual Summer Event The Erdington Village Fete and most recently at four town centre Christmas events showed that there was a huge appetite for our residents to get involved in events that promoted Erdington and The Town Centre in a positive way and that had benefits for the wider community. We surveyed 409 residents and nearly 72% said that they would like to get involved in initiatives. We have also consulted with parishioners from the two town centre churches St Barnabas and Six Ways Baptist Church who have overwhelmingly expressed an interest in volunteering on town centre initiatives. We believe that this project is a great way for residents to volunteer at the heart of our community.

We also consulted with all the 280 BID businesses through our annual business survey and at monthly meetings, they have identified greening the town centre as a priority. Therefore we have made it a priority on our new business plan. Businesses have also told us that they understand the expense involved in creating and maintaining a green town centre and have asked us to develop a cost effective and efficient solution.

KRT will be able to provide us with a full build and installation programme and regular maintenance at a much cheaper rate than a commercial operator. They have vast experience of working with NEETs and a great track record of progressing young people into work. Youth unemployment is a huge problem in Erdington and many of the issues caused by poverty and deprivation are evident in our High Street from anti-social behaviour, aggressive begging and vandalism to shop lifting, drug and alcohol addiction and violent crime. KRT successfully engage with the hardest to reach young people in Erdington are able to address their issues and help them to escape a cycle of poverty. Our project will provide valuable work experience and progression routes for many youngsters. It will also provide KRT with the opportunity to engage with nearly 300 high street businesses to build sustainable relationships that will create training and jobs for young people.

**Time Frame – is it:-**

One off event/programme

Implement and complete within 6 months (2016)

Implement and complete within 12 months (2017)

|   |
|---|
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|   |
| x |

**How will the innovation be implemented?**

Overall management of the project will be overseen by our board of trustees, all of whom live near or have businesses in the Town Centre. All are very experienced in delivering similar initiatives.

Day to day management of the project will be led by our BID Manager and KRTs Employment and Skills Projects Manager who will oversee the work of the trainer and employment officer to ensure that the work is delivered on time and to budget. We will also set up a user group including young people, volunteers, town centre businesses and residents to provide regular feedback on delivery and to consult with us to ensure that we are delivering a quality service that suits all their needs.

The two senior managers will monitor delivery of the programme to ensure that we are achieving all our outputs and outcomes and are managing the budget correctly. Our BID manager will prepare monthly reports on project progress to our board who will make recommendations on project delivery based on these reports and feedback from our user group.

Before commencing the project our board and BID manager will prepare a Project Initiation Document (PID) which will set out the aims of the project and include agreed outputs and outcomes, a risk register and mitigation plan.

We will deliver the project over a nine month period starting next March. However in January we will consult with residents and businesses about the type of planting they would like to see in the town centre. In February we will begin to recruit young people and residents to work and volunteer on the project and start to advertise the sponsorship potential of the bags to businesses and other town centre stakeholders.

The first planters will be installed in the town centre at the end of March with a planting and maintenance programme in place until Christmas 2017.

We will coordinate arts workshops and planting days to complement our existing programme of town centre events including our Easter celebrations, The Erdington Village Fete in July, Harvest Festival and Christmas events.

**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?**

Our project has four main aims. These are to:

- Make the town centre greener, cleaner and safer
- Encourage social action and active citizenship by providing volunteering opportunities for our residents
- Provide training opportunities and progression routes into employment for young people that are NEET

- Generate a sustainable income stream for the BID which will be reinvested in town centre and business support initiatives

If the project is successfully implemented we will achieve these aims. We will also achieve the following outputs over a nine month period.

- 100 new bulk bag planters and raised bed created and placed on sites in the Erdington BID area. (This is the high street from Six Ways and will include the new leisure centre on Orphanage Road.)
- Create a permanent planting on the Holly Lane/Orphanage Road roundabout to create a new gateway feature for the Town Centre.
- 50 new trees planted in bulk bags on Erdington High Street
- 54 young people NEET will each receive two weeks training and work experience on the project
- 20 young people will progress to full time employment within eight weeks of completing the project
- 30 young people will achieve positive outcomes ( enter part time work, further training or further education) within eight weeks of completing the project
- 4 town centre clear up/planting days will be delivered
- 60 residents will volunteer at clear up/planting day events
- 12 design workshops will be delivered
- 72 residents and young people will learn new skills through the workshops
- £8,000 will be generated through sponsorship of the bulk bag planters

One of the most important ways to measure the impact of our activity is to identify a positive shift in perception of the town centre in the local resident and business community. We can measure this in a number of ways.

- Before and After Project Perception surveys with Businesses and Visitors
- Monitoring public feedback, comments and opinions on our social media and on other Erdington focused social media (particularly Facebook and Twitter)
- Monthly town centre footfall counts
- Monthly town centre vacancy rate count
- Monthly review of town centre crime figures

KRT will monitor our targets for young people NEET and resident volunteers. We expect to see positive impacts on both groups as they gain new skills and experience and get involved in community activity. These will include increased confidence and self-esteem and reduced social isolation. This will be measured through one-to-one mentoring, focus group feedback and by using the outcome star.

Once the project is established we believe it will be self-sustaining as we are confident that we can attract funding through sponsorship of the bulk bags.

We also believe that by initially volunteering on the project, residents and businesses will maintain the momentum, with our support, to create and manage their own initiatives that

will promote the growth of the town centre.

Young people involved in the project will progress into work and further training and we will work in partnership with KRT to identify opportunities to deliver additional projects that improve and enhance the centre that also provide opportunities for young people and residents.

The project is a cost effective and innovative solution to town centre greening that will also generate an income for The BID. By providing training, employment and volunteering opportunities, by providing a green maintenance service, and generating income through sponsorship of the bags there is potential to develop into a social enterprise. The project could easily be replicated by other BIDs and we will work with our BID partners across Birmingham to help them develop similar initiatives.

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

Funding for BIDs is limited and we believe that the Innovation Fund is the best way to deliver the project as it is one of the few funds that addresses the many priorities that the project will cover.

However we will look at match funding from funders that support green initiatives, particularly the small programmes delivered by High Street Supermarkets. We will also look at trusts and funders that support youth training and employment programmes including Big Lottery, Esme Fairbairn and Paul Hamlyn. By addressing the issues faced by young people NEET the project will also be closely aligned with the councils Youth Employment Initiative. The project has the potential to develop into a social enterprise and we will approach Power to Change to provide mentoring support and business growth funding.

What resources will be required?

|                           | £      |
|---------------------------|--------|
| - Capital                 | 9000.  |
| - Running costs           | 18000. |
| - People power volunteers | 1000.  |

Amount required from LIF **£28,000**

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

Birmingham City Council Parks Department will donate time to advise us on landscaping and planting in the town centres. They will also provide waste materials that will be used as ballast in the bulk bags which would otherwise cost us £1,000 per year.

Contact person for proposal

Name Terry Guest (Erdington Town Centre BID Manager)

Telephone 0121 384 5860

E-mail [erdingtonhighstreet@hotmail.co.uk](mailto:erdingtonhighstreet@hotmail.co.uk)

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

We presented the proposal at our most recent BID Business Meeting in November 2017 and through ongoing consultation with local residents through our shopper/visitor survey.

**Discussed at**

Ward meeting ERDINGTON WARD MTG.  
Date 16/11/2016

**Signatures of all 3 Ward Councillors**

Name Robert Alden Signature [Signature] Date 18/1/17  
Name BOB BEAUCHAMP Signature [Signature] Date 12/1/17  
Name Gareth Moore Signature [Signature] Date 18/1/17

**Internal use only**

Received: Date 12/1/17

Go to Cabinet Committee – Local Leadership for decision: Date 31/1/17

Approved

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