

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND "Doing things differently in neighbourhoods to make better places to live" WARD PROPOSAL FORM													
WARD Weoley	INNOVATION TITLE "Sporting men" by Workers' Educational Association and Sport Birmingham												
<p>Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below.</p> <p>(Tick all those that apply)</p> <table style="width: 100%;"> <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 type="checkbox"/></td> <td>• Citizens' Independence & Well Being <input checked="" type="checkbox"/></td> </tr> <tr> <td>• Jobs & Skills a great City to succeed in <input checked="" type="checkbox"/></td> <td>• New approaches to investment <input type="checkbox"/></td> </tr> <tr> <td>• Housing a great City to live in <input type="checkbox"/></td> <td>• Active citizens & communities stepping up <input checked="" type="checkbox"/></td> </tr> <tr> <td>• Health a great City to lead a healthy & active life <input checked="" type="checkbox"/></td> <td>• Clean streets <input type="checkbox"/></td> </tr> <tr> <td></td> <td>Improving local centres <input type="checkbox"/></td> </tr> </tbody> </table>		<u>City Core Priorities</u>	<u>LIF Priorities</u>	• Children - a Great City to Grow Up In <input type="checkbox"/>	• Citizens' Independence & Well Being <input checked="" type="checkbox"/>	• Jobs & Skills a great City to succeed in <input checked="" type="checkbox"/>	• New approaches to investment <input type="checkbox"/>	• Housing a great City to live in <input type="checkbox"/>	• Active citizens & communities stepping up <input checked="" type="checkbox"/>	• Health a great City to lead a healthy & active life <input checked="" type="checkbox"/>	• Clean streets <input type="checkbox"/>		Improving local centres <input type="checkbox"/>
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<p>What is your innovative idea and how does it show collaborative, partnership working and active citizenship?</p> <p>✓ "Sporting men" is a project aimed at supporting young men to get into employment; utilising sport to arouse interest, at least at a personal level, and develop key skills that will make them job ready. The project includes two steps. The program is delivered in partnership with WEA and Sport Birmingham and is aimed at teaching men basic life and work skills. The program will utilise the many benefits that engaging with sport and physical activity brings and combine obtaining training and qualifications offered in sports coaching and an opportunity for the local community to be more active. This will enable participants to teach sport in the community and develop his inter personal skills, confidence and resilience needed to get closer to the employment market and improve the sense of community.</p> <p>In order to engage men in the first instance, a "community games event" will be organised to link and raise awareness in the local community. WEA will use the extensive experience in recruiting participants from a variety of agencies, for example, schools, voluntary organisations, churches, job centre plus and local charities. Local pubs, working men social clubs and the sport clubs in the area will be particularly targeted. Sport Birmingham who are already established in South Birmingham will also support our work in reaching out to partners and providing their expertise to set up and deliver certain aspects of the training identified as essential for the men involved. WEA staff and volunteers will further assist these efforts of reaching out to the men who will benefit most from this project.</p> <p>Four bespoke workshops delivered by WEA will run alongside sport and physical activity (30- 45 mins sessions) delivered by Sport Birmingham. The WEA courses totalling 28h are aimed at building up participants' confidence and teaching them new life and work skills, including improved decision making, confidence building, assertiveness skills and stress relief methods. The module would</p>													

ideally run 3 times a year, but can be up-scaled or down-scaled accordingly. Overall, men will not only be able to manage their personal lives better, but also to pursue avenues of employment easier.

Module 1 (28h) includes:

- 1) Building up confidence
 - Improving the health and wellbeing of learners, including self-esteem, self-belief, positive thinking, positive stress management
 - Working on problem solving and goal setting skills to move forward
- 2) Assertiveness
 - Understanding the importance of positive thinking for confident and assertive behaviour and daily life
 - Evaluating the costs and benefits of being assertive
 - Developing assertiveness skills
- 3) Mind mapping
 - Prioritising and decision making –how to cope with large amount of data
 - Using mind mapping techniques
 - Learning practical skills i.e. finding employment, running a community activities, or organising an event
- 4) Reduce stress and calm the mind
 - Relieving stress and developing neuroplasticity: through a basic understanding of breath/movement, nutritional options, the nervous system and hydration, stress and the immune system
- 5) Work skills
 - working in a team
 - IT skills
 - speaking in public

Through insight gathered in the sport and physical activity sector, Sport Birmingham have developed a behavioural framework that identifies the key skills and characteristics that are transferable into other sectors focusing on functional, personal and people skills needed to be employable. Sport Birmingham will use this to support the men in understanding themselves, their strengths and areas to improve. This sport based programme will engage and subsequently train participants to develop these core skills, which we would look to harness and develop by offering volunteering opportunities and the knowledge to set up their own activities for the benefit of the community or to direct them into an employment path. WEA runs a large health and well-being project in Dudley, with around 25 classes running at the moment in the community; course participants will have the opportunity to volunteer in this classes -to shadow and assist teachers/instructors - which will enable them to gain some practical experience. WEA also runs teaching training sessions where participants can gain an in-house qualification which allows them to teach with WEA.

In addition, throughout this project we would attract mentors from the community who can support these young men and act as role models, build their confidence in themselves and in the

system, basically delivering the message that "change is possible". In order to attract people on the workshops in the first instance we could also run a couple of "community game/multisport" sessions as mentioned earlier.

The Sport Programme would provide the following:

- 2 x welcome inductions (The Birmingham Way) = £300
- Minimum operating standards training (safeguarding / first aid) = £1400 (£70 x 20 places)
- Multi-skills Activators = £500 (20 places)
- Level 2 Award in Multi-skills (NGB equivalent) = £1800 (£180 x 10 places)
- Project coordination = £850
- Marketing = £150

Total : £5,000

The sum requested by Sport Birmingham for delivering its part of the project is £5,000. In addition, Sport Birmingham offers match funding, mainly for 14-19years old, but not restricted to this age group, for coaching and mentoring time; this totals £2,100 (84hx£25). This means that the overall cost of the project is £7,100.

The above places available included in the calculations are approximations. The minimum number of participants to run a course cost effectively is normally 8-10 attendees with maximum 20-22. The project may be looking though at smaller cohorts to start with; for this reason it was suggested to run 2 inductions to ensure that everyone joining the programme receives the same information and minimum training. 10 places were suggested for Level 2 because different participants are likely to have different interests and skills; the opportunity to do a Level 2 Award will also act as an incentive for those who are committed to move into employment. The coach provided via match funding will have a dual role, providing sport specific sessions and a wraparound support to men; the coach will be acting as a facilitator for project linked to the wider goals for each individual. This coach can run in parallel with the community mentor whose role will be to inspire participants and encourage them to stay on the course.

The innovation is about the type of course proposed – it first equips participants with the basic work and life skills to ensure they are ready to commit to a routine and combines the health and mental wellbeing being benefits associated with physical activity and sport. Our collaboration with Sport Birmingham, who already have a strong presence in South Birmingham will ease access to local networks and new partners. In addition, a number of other Weoley Ward sport and community assets will be considered:

<https://drive.google.com/open?id=1dCLm4m4oRUnCkmkmGLQISbXM8Zo&usp=sharing>. Sport Birmingham have worked with Weoley Hill cricket club previously and this can be a starting point in further developing relations with other community assets. WEA volunteers will also be supporting these outreach as well as events by promoting the workshops in the community.

About us:

The Workers' Educational Association (WEA), founded in 1903, is a major national provider of adult education. It offers courses to adults from all walks of life, but particularly to those facing social and economic disadvantage. Our mission is to raise educational aspirations in local communities; ensure there is always an opportunity for adults to return to learn; involve students and supporters as members to build an education movement for social purpose and inspire students, teachers and

members to become active citizens.

Sport Birmingham is a Birmingham based Charity that work to bring Sport and Physically activity to local people to improve mental and physical well-being through tailored projects, programs and training people.

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?

To implement our innovation, we will:

- WEA and Sport Birmingham will work together to provide workshops for men in Weoley ward
- We will build relationships with local organisations to deliver these workshops and to promote them in the community
- Share best practice
- Look to signpost to other services for additional support
- Ensure the workshops are evaluated effectively

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:

The project contributes to citizen's independence – at a personal and professional level- through the life and work skills taught. Moreover, it supports people into employment through a health and wellbeing program.

It also encourages active citizenship by equipping communities with the necessary skills to start their own learning group through the "Learning Circles" project described below.

Sustainability:

Once the LIF runs out, there is an opportunity to add value by using Skills Funding Agency (SFA) core funded courses as a progression path. The project proposed will enable us to evaluate the project and understand men's needs and their desired progression path. The progression path can be then set up through the SFA, provided that the criterion of having a minimum of 12 participants on the course is met.

The legacy of this project could also continue through "Learning circles", a tested volunteer led project, designed as a progression from community learning courses. Students are taught the

necessary leadership and management skills that enables them to run workshops themselves. Outcomes for the community include the development of specific skills (depending on the workshops set up, for example, confidence building), as well as social interaction and integration, which so far has been the major factor in beneficiaries' delight with the model. This results in more resilient and resourceful communities that draw on shared experience and knowledge.

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

What resources will be required?

Costs for WEA workshops (28h)	
Tutors	840
Tutors' transport and expenses	420
Venue	560
Marketing	250
Volunteers' expenses	250
Administrative costs	464
Total	£2,784

Provided that we run the project 2 times, the amount required from LIF is £5,568.

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

The project will be managed and organised by core funded WEA staff.

The costs required from LIF by Sport Birmingham are £5,000.

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

£2,100 are made available by Sport Birmingham for coaching.

The overall cost for the "Sporting men" project is £10,568.

The project can be upscaled or downscaled depending on the funding made available.

Contact person for proposal

Oana Burcu – oburcu@wea.org.uk; 0121/237 8122

X where will they deliver this?
(men)

5568
- 420
- 464

4684

She left

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

I met Cllr Steve Booton on 20th of April 2017 to discuss the challenges faced in the Weoley Ward. He expressed a particular interest in projects that engage young males and try to move them into the employment path. As I could not be present at the ward meeting on the 24th of April, my manager Lucy Wilkins attended and liaised with a number of other organisations.

ES, 568 awarded

Discussed at

Ward meeting ... ward forum

Date ... 9/9/17

Signatures of all 3 Ward Councillors

Name JULE JOHNSON Signature [Signature] Date

Name Steve Booton Signature [Signature] Date

Name Peter Douglas O'Brien Signature Pet. Douglas O'Brien Date 12.9.17

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	
No	