

<b>BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND</b> <b>"Doing things differently in neighbourhoods to make better places to live"</b> <b>WARD PROPOSAL FORM</b>													
<b>WARD</b> Sparkbrook	<b>INNOVATION</b> <b>TITLE</b> #Get Balsall Heath Reading												
<p><b>Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below.</b></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>• <b>Children</b> - a Great City to Grow Up In <input style="width: 40px;" type="checkbox" value="1"/></td> <td>• Citizens' Independence &amp; Well Being <input style="width: 40px;" type="checkbox" value="2"/></td> </tr> <tr> <td>• <b>Jobs &amp; Skills</b> a great City to succeed in <input style="width: 40px;" type="checkbox" value="1"/></td> <td>• New approaches to investment <input style="width: 40px;" type="checkbox" value="1"/></td> </tr> <tr> <td>• <b>Housing</b> a great City to live in <input style="width: 40px;" type="checkbox" value="1"/></td> <td>• Active citizens &amp; communities stepping up <input style="width: 40px;" type="checkbox" value="1"/></td> </tr> <tr> <td>• <b>Health</b> a great City to lead a healthy &amp; active life <input style="width: 40px;" type="checkbox" value="1"/></td> <td>• Clean streets <input style="width: 40px;" type="checkbox" value="1"/></td> </tr> <tr> <td></td> <td>Improving local centres <input style="width: 40px;" type="checkbox" value="1"/></td> </tr> </tbody> </table>		<u>City Core Priorities</u>	<u>LIF Priorities</u>	• <b>Children</b> - a Great City to Grow Up In <input style="width: 40px;" type="checkbox" value="1"/>	• Citizens' Independence & Well Being <input style="width: 40px;" type="checkbox" value="2"/>	• <b>Jobs &amp; Skills</b> a great City to succeed in <input style="width: 40px;" type="checkbox" value="1"/>	• New approaches to investment <input style="width: 40px;" type="checkbox" value="1"/>	• <b>Housing</b> a great City to live in <input style="width: 40px;" type="checkbox" value="1"/>	• Active citizens & communities stepping up <input style="width: 40px;" type="checkbox" value="1"/>	• <b>Health</b> a great City to lead a healthy & active life <input style="width: 40px;" type="checkbox" value="1"/>	• Clean streets <input style="width: 40px;" type="checkbox" value="1"/>		Improving local centres <input style="width: 40px;" type="checkbox" value="1"/>
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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>Our innovative idea, #Get Balsall Heath Reading, aims to engage parents with their child rather than just being involved. We provide parents with the skills, knowledge and confidence to support their child's learning, reading and development as well as creating a culture of aspiration in every family. In turn, this improves the life chances and outcomes for parent, child and family. When parents are learning, there is an undisputed positive impact on the child's learning and their community.</p> <p>Our project idea #Get Balsall Heath Reading has been shortlisted for the prestigious 2017 Nursery World Award (Initiatives – Working with Parents category). This award recognises the best of UK childcare and early year's education <a href="http://www.nurseryworld.co.uk/nursery-world/news/1161616/nursery-world-awards-2017-the-shortlists-revealed">http://www.nurseryworld.co.uk/nursery-world/news/1161616/nursery-world-awards-2017-the-shortlists-revealed</a>. Being shortlisted for a national award has proved to us both the impact of our project and its potential impact if implemented on a wider scale.</p> <p>Our project includes partners from across the locality, volunteers and citizens. It will have direct and sustainable improvement on the lives of families and individuals from the local community. The partnership consists of partners who have unique skill sets and whilst bringing their own talents and skills will use these to support and collaborate together for the purpose of #Get Balsall Heath reading.</p> <p>The partnership comprises of St Paul's Community Development Trust, Smartlyte Limited &amp; Approachable Parenting CIC.</p>													

The partnership recognises that apart from a lack of confidence, skills and qualifications, the lack of experience places a big barrier on parents entering the workplace. The collaborative model works together to remove these barriers.

As part of our parental engagement strategy we have successfully embedded our campaign #Get Balsall Heath Reading with the family learning framework across services in the children's centre and locality.

#Get Balsall Heath Reading promotes learning activities that involve both children and adult family members; where learning outcomes are intended for both, and that contribute to a culture of learning and aspiration in the family

### Why is there a need?

This is simple. When the facts are our reality the need for #Get Balsall Heath Reading becomes even more urgent.

- 1 in 3 children live in poverty
- 1 in 6 adults have poor literacy skills
- Poor literacy skills affect adult's abilities to properly and effectively raise their children. In turn those children remain at a disadvantage as they continue the intergenerational cycle of poverty, low aspirations and poor socio economic lives.
- 1 in 3 children have no books at home – this figure continues to increase not decline. Family poverty means that families have to make choices.
- Lack of qualifications, skills and experience means parents are unable to find and sustain work.

Contribution requested from Local innovation Fund - £15,000.00

### Time Frame – is it:-

One off event/programme

Implement and complete within 6 months (2016)

Implement and complete within 12 months (2017)

/

We would like to commence the programme from September 2017 for a period of up to 12 months.

### How will the innovation be implemented?

The partnership will develop communities and families confidence with Family Learning taster & pop - up workshops. The tasters will be in a range of programmes: bake with numbers, budgeting workshops, IT and digital training, employability and CV workshops, first aid, floristry, keeping pets, photography and others. Some of these will be run by community members who will be supported by adult and children's teachers. These will be held in venues across the area.

All the taster sessions will support literacy and emerging literacy for parents and children. Parents will receive advice, guidance and encouragement to join programmes to further

develop skills and qualifications. Some of these may also include participating in further Family Learning provision.

In addition to parent's skills and confidence developing this model will help develop the confidence of the community members involved in the teaching and encourage them to also further develop their skills.

Parents will then be encouraged to join Parenting programmes through Approachable Parenting CIC. Following participation in this, some parents will then move on to complete befriending, mentoring and volunteering programmes. The befrienders programme – Sparklers will place local parents (befrienders) being placed in local schools and other venues. The Sparklers will support, encourage and accompany isolated parents to engage in the project and in turn also access other services in the area and in the children's centre.

This is a key part of the project and will also help to sustain the project. The experience of having gone through the aspects of the project themselves, these parents will have the confidence and enthusiasm to then engage and enthuse others.

From this, parents will then have access to a range of volunteering opportunities through St Pauls Community Development Trust. These will include: administration, Early Years, Finance, School 11-16, play services, farm and Trust boat renovations. A volunteer coordinator post will ensure that volunteers will receive a framework of support and further training to develop skill sets and ensure opportunities are matched to the right volunteer.

**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?**

There are many outcomes that this project will achieve as it offers a holistic approach for the locality. The project offers an entry point, progression and sustainability for all service users and in doing so provides opportunities that match the needs and aspirations of individuals too.

Parents will develop confidence, improve their language and literacy skills and develop lasting networks, friendships and aspirations for employability. This in turn will have a lasting impact on their families, their children and their communities and will also form part of the project's legacy.

Parents will develop confidence to engage with their child's school, children's centre and access services in the area. They will also feel better engaged and empowered to be part of their communities and progress their learning and future employability.

Impact will be measured by using tools to measure distance travelled e.g. pre and post evaluation, number of learners engaged, sustained and progressed.

All parents will receive information, advice and guidance on further learning they can do with

other local providers including Birmingham City Council and other local and online learning providers.

#Get Balsall Heath Reading is unique in that it provides a different approach to engaging disadvantaged and hard to reach families. It shows that everyone has a skill that they can share with others. We aim to share the learning from #Get Balsall Heath Reading with others, as it is a model that can be replicated at minimal cost, with lasting impact.

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

On commencement of the project the team will identify other funding sources to further support and develop the work.

**What resources will be required?**

	£
- Capital	5000
- Running costs	5000
- People power volunteers	5000

Amount required from LIF £15,000

Have you got any match funding – in cash or in kind? Preliminary costing include contributions towards cost of a part time volunteer assistant coordinator, cost of resources and refreshments for taster classes and some contribution towards the cost of Smartlyte Ltd programmes and Approachable Parenting CIC programmes.

All partners will bring an element of match funding from other sources and exceed this through in-kind and in cash values.

**Contact person for proposal**

Hafsha Shaikh – Smartlyte Ltd  
07766 448447  
[hafsha@smartlyte.co.uk](mailto:hafsha@smartlyte.co.uk)

Alison Moore – St Pauls CDT  
0121 464 6349  
[alison.moore@stpaulstrust.org.uk](mailto:alison.moore@stpaulstrust.org.uk)

Kathleen Roche-Nagi – Approachable Parenting  
07702 744379  
[kathleenrochenagi@hotmail.com](mailto:kathleenrochenagi@hotmail.com)

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

User consultation has taken place at a number of Parent's Forums, hosted by the partnership. This has included informal forums where parent's opinions have been sought, for example at family learning fun days, during class sessions and International Women's Day events.

In addition to this, the model has been tested and has seen parents engage in learning programmes, behaviours and attitudes change and parents progressing into further learning, volunteering, befriending roles and sustainable employment. Our project supports the most vulnerable and at risk families providing them with the resources they need to make the most of the opportunities available to them and improve their life chances.

Finally, the short listing of the project in the Nursery World Awards, 2017, is a clear indication of the impact and meaningfulness of the project work.

**Discussed at**

Ward meeting ..... SPARK BROOK .....

Date ..... 6.9.2017 .....

**Signatures of all 3 Ward Councillors**

Name ..... Victoria Quinn ..... Signature ..... VICTORIA QUINN ..... Date ..... 10.11.2017 .....

Name ..... Mr. Kennedy ..... Signature ..... T. Kennedy ..... Date ..... 7.11.2017 .....

Name ..... Mr. Mohammed Alami ..... Signature ..... M. Alami ..... Date ..... 12.10.17 .....

**Internal use only**

Received: Date .....

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

Approved

Yes	
No	