

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND "Doing things differently in neighbourhoods to make better places to live" WARD PROPOSAL FORM																															
WARD LOZELLS & EAST HANDSWORTH	INNOVATION TITLE DESTINATION REACH																														
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>		<u>LIF 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"/> 	<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?																															
<p>We aim to use the Destination Reach (DR) project to provide dynamic, reactive and timely provision of transport related support to those citizens within Lozells & East Handsworth (L&EH) that are most likely to fail in their progression towards independence. The DR project specifically aims to address, and improve, the underlying issues that have resulted in L&EH being negatively affected by sub-regional levels of employment / long term unemployment / training, and crime.</p>																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #d3d3d3;"> <th style="padding: 5px;">Social Indicator</th> <th style="padding: 5px;">Lozels & E/H</th> <th style="padding: 5px;">Birmingham</th> <th style="padding: 5px;">England</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Unemployed</td> <td style="padding: 5px;">12%</td> <td style="padding: 5px;">8%</td> <td style="padding: 5px;">5%</td> </tr> <tr> <td style="padding: 5px;">Long Term Unemployed</td> <td style="padding: 5px;">4%</td> <td style="padding: 5px;">3%</td> <td style="padding: 5px;">2%</td> </tr> <tr> <td style="padding: 5px;">No Qualifications</td> <td style="padding: 5px;">29%</td> <td style="padding: 5px;">21%</td> <td style="padding: 5px;">15%</td> </tr> <tr> <td style="padding: 5px;">Health Bad / Very Bad</td> <td style="padding: 5px;">7%</td> <td style="padding: 5px;">6%</td> <td style="padding: 5px;">4%</td> </tr> <tr> <td style="padding: 5px;">ASB Crimes 2016/17</td> <td style="padding: 5px;">664</td> <td style="padding: 5px;"></td> <td style="padding: 5px;">---</td> </tr> <tr> <td style="padding: 5px;">Violent Crime 2016/17</td> <td style="padding: 5px;">754</td> <td style="padding: 5px;"></td> <td style="padding: 5px;">---</td> </tr> </tbody> </table>				Social Indicator	Lozels & E/H	Birmingham	England	Unemployed	12%	8%	5%	Long Term Unemployed	4%	3%	2%	No Qualifications	29%	21%	15%	Health Bad / Very Bad	7%	6%	4%	ASB Crimes 2016/17	664		---	Violent Crime 2016/17	754		---
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<p>The summary statistics of these negative indicators highlight that there are approximately 2,321 unemployed citizens in L&EH, of which approximately 858 are classified as long term unemployed. In addition to this, and potentially contributing to it is the higher than regional / national level of citizens with no qualifications, approximately 5,683.</p>																															

We are certain that a key factor in these sub-regional negative indicators is the adjusted social make up within L&EH, resulting from the associated increase in social housing and HMO provision in the area. That provision is at approximately 124 HMO properties, of which Aspire Supported Living is directly responsible for 21 properties (circa 17% of total). In total it is estimated that there are approximately 1200 citizens / disadvantaged citizens provided accommodation in such properties within the L&EH area.

Although difficult to directly link, we feel it is safe to assume that the nature of the client group being provided such housing does contribute in some considerable way to the increased levels of these negative social indicators, particularly including unemployment and crime.

The Destination Reach project shall provide a target focused Support Team (and appropriate vehicle / minibus) to operate within the L&EH area to specifically work directly with that citizen group highlighted above, to engage with, maintain, and personally progress in the fields of Training, Employment and Leisure / Community.

It shall be dynamic, proactive and innovative in its approach, and through the provision of dedicated transportation be truly person centric and personally adaptable in its approach to achieving the stated aims of the project. These aims shall be achieved through direct and internally delivered support and training, and through signposting and partnership working with the existing provision and resources across the region.

Destination Reach shall be on hand "as and when and where" a citizen is ready to engage, with the overarching principle of "never missing an opportunity" when a citizen is personally ready to engage or progress.

The group of Citizens highlighted will primarily include those who have made the first step towards independence, for example moved from homelessness to temporary or hostel based accommodation within the area. However one of the key identified issues for Citizens at this stage of their personal progression towards independence is that of "apathy" and a general unwillingness to engage and self-motivate. These background issues then stall or halt the progression process, and ultimately cause a repeat of both social and financial impact on the local and greater community.

The crux of the issue being that the hard work and efforts provided by support workers and engaged services from across the city, to connect Citizens with wider support and next step elements, is frequently wasted when the individual fails to attend. This in turn then impacts on the existing residents of L&EH area as the inherent and underlying issues that can accompany Citizens (eg addiction, crime and ASB etc) from such backgrounds remain unaddressed.

Examples of Lost Opportunity for Progression that are negatively affecting both Citizens and L&EH as a whole:

- Accessing Accommodation - Where outreach services have engaged; pre-assessed and sourced accommodation with relevant providers, but the Citizen fails to travel to the appropriate location to complete sign-up and move in.
- Attending DWP / Benefit Reviews - Where support workers within early stage engagement have worked to identify correct benefit levels and secured assessment / meetings with DWP, but Citizen then fails to attend.
- Attending Job Centre Interviews - Where support workers have succeeded in engaging Citizens with the job market / vocational aspects / Volunteering, but Citizens then fail to attend Job Centre meetings or employer interviews.
- Relocation to Appropriate Accommodation - Where a Citizen has made personal progression and is offered more appropriate / permanent housing with providers such as Midland Heart / Trident / BCC, however is then unable to complete the physical move (personal and belongings).
- Participating in Community / Social Activities - Where support workers have achieved engagement with Community / Social / Leisure activities, such as those arranged by Aspire Supported Living / SIFA / St Basils, however the Citizen then fails to attend or engage.
- Receiving Mental Health / Medical Care - Where a Citizen requires ongoing Mental Health or other Medical Care facilitated by engaged support workers, such as with BSMHFT / GP, but then fails to attend on regular basis.
- Attending Addiction Support - Where support worker successfully engages a Citizen with Addiction Support Service, such as Changes UK / SCALA House, but Citizen then fails to attend.

The issue is not one of simple "transport" provision, as this can ultimately be achieved through the public transport network. It is far more one of appropriately timing the transport and combining it with the correct level of positive engagement and encouragement. In this way it is possible to achieve the correct level of motivation and support at the same time transport is available, thus avoiding a loss of effort / investment already committed. Ultimately, of course, enabling the citizen to personally progress towards independence.

Scenario Example: In real world terms, as a regularly occurring example, a support worker could have invested several weeks or months encouraging a Citizen to engage with the process of accessing the correct level of benefits for their condition. This will have involved supporting the Citizen to contact DWP and request application packs; supporting them to complete and dispatch the pack; booking and planning for the physical DWP assessment. All this effort can then be lost when the Citizen fails to actively travel to the assessment, and as such on some occasions this can then result in them losing their tenancy and becoming homeless.

The same scenario occurs on a weekly, if not daily, basis in relation to Job Centre interviews; college sign ups; addiction support sessions; mental health support options and other Independence Pathway elements. In all cases

Destination Reach would see the provision of a suitable multi-person vehicle, driven and staffed by qualified support staff to work in support of the involved agencies for a Citizen. It would then enable an appropriately (and responsively) timed attendance, in order to transport the Citizen, from L&EH, to the relevant pathway element location.

In order to fully support the internal and external support and progression provision, and to ensure the pre-engagement factors are fully in place (on a truly dynamic and person centric basis) the project shall include access to IT / Telephone / Advice at our engagement Hub in Handsworth. This will be a supported function, by the project leader / support staff, and available Monday – Friday (0830 – 1630).

This combination of physical transport combined with active support and positive motivation will drastically reduce the risk of lost support effectiveness, and drastically increase positive outcomes and progression along the Citizens personal independence pathway. This in turn will provide a far more dynamic, engaged and effective solution to the addressing of the various background issues that the provision of housing for such disadvantaged Citizens in L&EH can bring with it.

Destination Reach will positively benefit not only the individual Citizens who find themselves at that stage of their personal progression, but also assist those regional agencies actively engaged in their support. We would initially see the project assisting not only our own citizens that are directly being provided accommodation and support, but also the following agencies, with which close partnership and collaborative relationships are already well established.

- SIFA Fireside
- St Basils
- YMCA
- Salvation Army
- Midland Heart
- BSMHFT
- Probation Services
- Crisis
- Police
- Various Faith & Community Groups
- Changes UK
- BCPFT
- Scala House
- Birmingham Voluntary Service Centre
- Job Centre
- DWP
- Fircroft College
- South and City College
- BCC Leisure Facilities
- Various Faith & Community Groups

Destination Reach will, above else, take away the most frequently identified (non-monetary) barrier for Citizens to actively engage and progress. The ability to provide appropriately timed and positively supported transport will enable Citizens, from within the Lozells & East Handsworth area, to be supported to engage with almost every aspect of their personal progression towards independence.

Specific examples of engagement with both the local and wider community would be almost limitless, however some specific examples would include those noted below.

Active Citizen Involvement Opportunities:

- Volunteering / Recruitment Opportunities benefiting the Community
- Progression to Employment (reduction of benefit costs to the authority)
- Social / Leisure Activities improving Health
- Engagement with Addiction Support reducing Health Costs
- Reduction in Support Costs due to Improved Efficiencies and Progression
- Addressing ASB / Crime within Lozells & East Handsworth
- Addressing addiction issues through re-direction of Citizen focus

Although the initial timeframe for Destination Reach is a 12 month launch and implementation one, the subsequent legacy value for both the disadvantaged Citizens and L&EH shall be considerable. This shall ensure on going value and positive impact for the community and greatly improved personal progression for those Citizens being housed within the area.

Time Frame – is it:-

One off event/programme

Implement and complete within 6 months (2016)

Implement and complete within 12 months (2017)

Yes

Note – The legacy value of the project has been calculated over a 5 year period, on an ongoing basis far beyond the initial investment period / value, seeing a total of 308 disadvantaged citizens supported over this duration.

How will the innovation be implemented?

The key elements of implementation are noted below and shall be managed by our existing Aspire Supported Living management team. The operational roll out and ongoing reporting accountability (both impact / outcome and finance measures) shall be incorporated within the project management function.

Phase # 1:

1. Sourcing of Appropriate Vehicles
2. Confirming Insurance / Legislative Aspects
3. Recruiting (Internally / Externally) – FT / PT / Volunteer
4. Policy & Procedure Development (Inc. Citizen Engagement)
5. Marketing
6. Team Training / DBS Checking

Phase # 2:

1. Active Service Delivery
2. Ongoing Marketing / Awareness of Provision
3. QA / Impact Monitoring (Inc. Citizen Engagement)
4. Legislative / Vehicle Service Elements
5. Team Supervision / Training

Phase # 3:

1. Project Review and Reporting to Authority
2. Ongoing Service Delivery (Legacy Provision)

It is anticipated that the Destination Reach project shall be fully operational in not more than 12 weeks, from the point of commissioning and funds having been received. Additionally, as a point of note, one of the key benefits of Destination Reach is that of true legacy continuation, as the vehicles (and service provision) shall continue to operate far beyond the initial funding period.

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?

The key outcomes of Destination Reach shall be dual in nature, benefiting both the individual Citizens and also the L&EH area. The individual shall benefit through improving the level of positive outcomes in relation to personal progression for those disadvantaged Citizens most likely to fail. It shall also increase, within personally acceptable timeframes, the speed of progression towards independence.

The L&EH area shall benefit through direct actions to positively address associated issues, that can be associated with the housing of Citizens from disadvantaged backgrounds (eg addiction, crime and ASB etc). In the main this shall be achieved through a holistic, personalised and targeted approach to re-directing the focus of such disadvantaged Citizens and to enhance the effectiveness of existing pathway provisions.

In specific terms Destination reach shall, over a five year period, engage with a total of 308 disadvantaged citizens from the highlighted group. It shall then support 133 of these citizens to access training / employment, with a further 62 of these ultimately supported to maintain employment.

The relative saving for each citizen supported to maintain employment (and move from benefit reliance) would be in the region of £13,316 annually, which in total translates to a total five year saving from the welfare budget regionally of approx. £825,592. Which measured against an initial LIF investment of only £26,000 (or £419 each per citizen supported to maintain employment) offers incredible value and return.

Success of the service shall be measured through careful monitoring of outcomes for all involved citizens, in line with our existing reporting mechanisms for the 300+ citizens and young people which are currently within our support and accommodation system. The monitoring shall be scrutinised at board / director level, with positive and negative trends addressed accordingly to ensure ultimate delivery against stated targets.

Destination Reach shall be an "accessible" service and as such a Citizen and Partner Organisation feedback process shall be incorporated into any review process. This third party / external feedback shall be taken fully into account throughout the design & implementation and active service stages on a Learning Organisation basis, and used to further evolve and shape its development. Where the service highlights positive results, and improved outcomes, these shall be shared with the authority and L&EH through an open-communication approach, in order that future decision making processes can be better informed.

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

The overall value of Destination Reach, for both the disadvantaged Citizens and the wider L&EH Community, are considerable and certainly offer good value. In total the project shall cost £52,000 with a total engagement cost per individual citizen (of the 308 to be supported over a five year period) of only £168.83 each.

What resources will be required?

	£
- Capital	9,500
- Running costs	9,000
- People power volunteers	33,500

Amount required from LIF £ 26,000

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

The remaining investment shall be met on a match-funding basis by Aspire Supported Living (ASL) on a 50/50 basis. This will see ASL contribute the remaining £26,000 initial investment sum, and then ongoing contribution over the legacy period of approximately £35,000 per annum as part of our not-for-profit organisational commitment to the region.

Contact person for proposal

Name **Mark Turner**

Telephone **0121 554 8007**

E-mail markturner@aspireliving.org

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

The Destination Reach proposal has been discussed at several L&EH Ward Meetings, as noted below, and also more extensively with those councillors directly involved in the region and the various partner organisations ASL are currently operating alongside in the area.

- Ward Meeting – 6th April 2017
- Ward Meeting – 18th July 2017

The councillors attending the ward meeting, alongside various officers, included **Cllr Waseem Zaffar; Cllr Mahmood Hussain; Cllr Hendrina Quinnen**.

In addition to the above meetings, the project has been discussed at ASL Citizen Liaison meetings and with the Aspire Citizen Ambassadors, in order to confirm relevance and viability with the specific / highlighted citizen group.

Discussed at


Ward meeting

Date

Signatures of all 3 Ward Councillors

Name Hendrina Quinnen Signature  Date 30.08.2017

Name: Mahmood Hussain Signature  Date 30/08/17

Name: Waseem Zaffar Signature  Date 30/8/2017

Internal use only

Received: Date original: 06/04/17 Revised: 16/08/17

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

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