

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND
"Doing things differently in neighbourhoods to make better places to live"
WARD PROPOSAL FORM

WARD South Yardley

INNOVATION

TITLE Hobmoor Community Centre and Community Development initiative

Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below.

(Tick all those that apply)

City Core Priorities

- **Children** - a Great City to Grow Up In ☒
- **Jobs & Skills** a great City to succeed in ☒
- **Housing** a great City to live in ☐
- **Health** a great City to lead a healthy & active life ☒

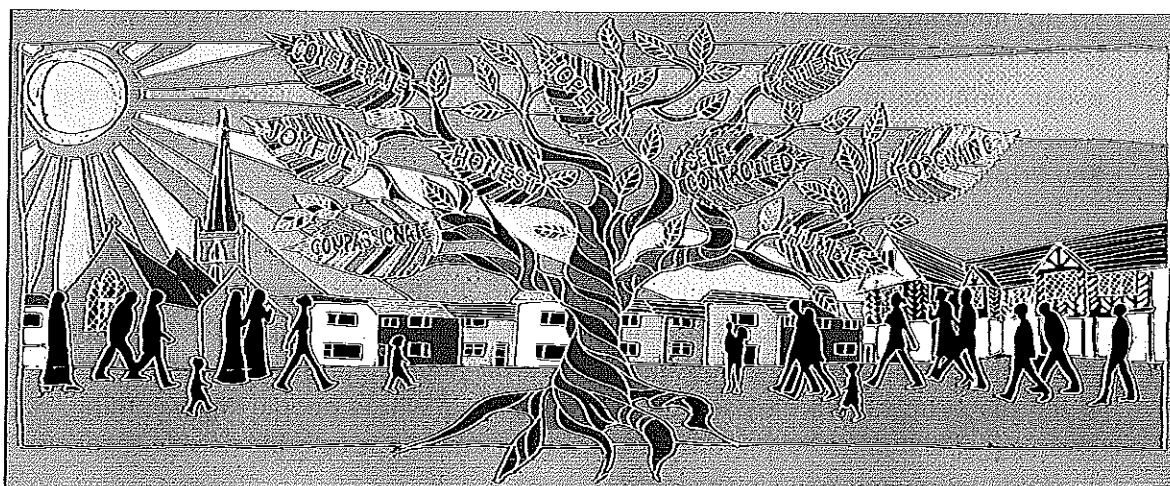
LIF Priorities

- **Citizens' Independence & Well Being** ☒
- **New approaches to investment** ☐
- **Active citizens & communities stepping up** ☒
- **Clean streets** ☐
- **Improving local centres** ☒

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

The project will bring together community assets into a central hub for Well Being and Community Development at the heart of South Yardley Ward.

Based at Hobmoor Community Centre the project will act as a focal point for groups already in South Yardley. Empowering them to further reach into the community and become more effective delivering the City Core Priorities of Children and Health. Whilst developing Citizens Independence and Well Being and embedding the Community Centre as a place for all.



The project will bring together existing groups from across the Ward. Initially key partners working with Oasis Community Partnerships will be *Arts in the Yard*, *Sport Birmingham*, *Aspire Dance*, *Inspire Steps*, *Fitcap*, *Roots to Fruits*, *87th Birtton Scout Group*, *Oasis Contact Club*, *Yardley Seventh Day Adventists*, *Yardley Neighbourhood Forum*, *Friends of Oakland* and *RunBirmingham*.

It will also seek to engage new groups from across the ward as they are identified. **There will be an opportunity for groups to meet together from across the ward and create a local network to support each other.** This group will feed into existing Birmingham City Council theme groups particularly Health and Wellbeing and Yardley Jobs and Skills Board, Neighbourhood Forums and Ward Meetings that operate across Yardley district. It will address the key priorities identified at the first Local Innovation Fund meeting.



Key Priority One - Communication

Communication with the residents of South Yardley Ward is a barrier to community engagement in community activities. Residents say they would get involved if they only knew what was happening. There is no community magazine or South Yardley Ward community website. Attendance at the Neighbour Forum and Ward meetings is low. Working with *South Yardley Library* a key part of the project will be to seek out and compile a directory of community groups both in print and online.

Currently the community feels that improved communication is fundamental in maximising South Yardley's assets when priorities for the Local Innovation Fund were discussed.

The project would seek to support the development and support existing and emerging community groups including development of sport and use of the green spaces in the ward particularly on the Oakland's. New groups will target participation by men and over 50's. The project would investigate the use of some redundant space by Public Health in order to develop a much needed income stream.

Key Priority Two – Events and Community Trips.

The project would facilitate a number of co-designed community events to bring the diverse community together, build relationships and offer effective opportunity for community development. Groups will get to know about the support network and Newsletter through the events.

The project will empower groups in South Yardley by meeting and sharing what they do together. It will equip the people of Yardley as well as being a place where people enjoy coming.

The project will offer 2 intergenerational community trips to bring people together. These will be available to anyone living in the ward.

Key Priority Three - Bringing people together, Social Prescribing, Health and Fitness, Breaking Isolation and activities for men over 50.

Initially through the partners involved in the project we will offer a safe and trusted space for the residents of South Yardley to meet and enjoy activities. There are already a wide range of social, fitness and arts activities available across the Ward. The project will identify further groups to signpost people. The project offers the option of introducing people to activities on offer by socially prescribing through a voucher scheme. People can apply to take part in selected activities for free. Through Better Ageing there will be particular activities targeted at people over 50.

Key Priority Four – Holiday Activities for Young People

The project will run summer holiday activities for Young people making use of Oakland's Recreation Ground during the summer holidays. Because of the high level of Child Poverty within the ward children from South Yardley are often excluded from holiday schemes run by commercial companies. They typically charge £10 -£15 per day. We will work with Fit Cap a local organisation that are based at the Meadway Community Centre to provide a low cost alternative and charge £3 per day. The scheme will be called Fit and Fed and will provide a programme of Sport, visits and trips, arts activities and will include a nutritious cooked meal made with locally grown produce and produce from the Community Centre community garden. Children from across the ward will have priority places.

Sustainability

Hobmoor Community Centre was closed for seven years and not sustainable by Birmingham City Council despite the mortgage and contacts being paid by them. Since Oasis partnered with the council the centre has been open and developing for the last 15 months. It now has approximately 700 adults and 300 young people use it each week.

Birmingham City Council are already committed to financing the community centre for the next seventeen years hence there is opportunity for lasting innovation over the long term. Oasis is a national organisation with 57 schools and 11 similar Community Hubs including a central Hub in Waterloo, London. It is committed to community transformation and supporting the Hub in the long term through systems and processes, monitoring and evaluation and the national fund raising team. The match funding for the project is £81,000.

Since opening 15 months ago the community centre has grown to 1000 users a week with no additional funding. It is developing a funding strategy that is not reliant solely on grants and includes rental income and paid services. Without the work of Oasis the city council would still be paying for an empty unused redundant building.

In the long term money generated from these alternative funding streams will enable the project to continue in the long term.

Summary

Oasis currently is committed to working within a mile radius of Oakland's Recreational Ground. The Local Innovation Fund will enable Oasis to reach out across the whole of the ward.

The project will bring people together;

- Supporting each other through a community asset based approach across the ward,
- Improve communication between various groups and activities,
- Provide networking opportunities feeding into the City Councils theme groups,
- Introduce people to activities to improve their health and fitness through social prescription,
- Break social isolation through social prescription,
- Provide young people with activities during the summer holiday.

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?

The innovation will be implemented by Oasis Community Partnerships.

Hobmoor Community Centre was used by the community from the 1st November 2015 and now has a proven track record working with community groups in South Yardley and delivery of asset based projects. The brand new building had previously been unused by the community for seven years.

Oasis Community Partnerships part of OasisUK will work in partnership with the community to deliver the project.

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?**Success**

- Secure the use of Hobmoor Community Centre in the long term by generating a separate income stream making full use of the building.
- Increased participation in activities related to fitness and wellbeing including the arts.
- Increased provision by Community groups who meet regularly.
- Local magazine and a website/Facebook page advertising community activities and events 4 times a year.
- New emerging community groups including participation by over 50's and men.
- Increased participation in 3 Community events bringing South Yardley together including an event on Oakland's Recreation Ground and a community trip to a seaside location
- Use of the community centre by Public Health or the NHS and DWP

- Deliver a high quality summer activity scheme that is accessible centred on Sport and provides a nutritious cooked meal each day.

Impact Measurements

- Community centre usage data
- Production of a local magazine for times a year and feedback
- Increased participation in community groups
- Increased purposeful use of Oakland's Recreational Ground.
- Increased participation in fitness activities
- Increased participation in Well Being Activities
- Increased participation in Fitness and Well Being by over 50's
- Increased participation in Fitness and Well Being by men.
- Participation in Community Events. Impact survey
- Use of the community centre by Public Health
- Children receive a nutritious cooked meal during the holidays and engage in sports, visits and trips and art activities

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

An application has been made to the Community Fund supported by Birmingham City Council

An application has been made to Culture on the Doorstep by our partner Mercurial Arts

Ageing Better

Awards for All

Asda

What resources will be required?

See Budget Below

	Capital	Running Costs	People Power	Income Generated	Match	Gift In Kind
		47960		15400	81000	3400
Project Launch Event 1 Contribution		3500				
Active Citizens MATCH					4000	
Hobmoor Community Centre INCOME				15000		
AITY Social Prescription Printing, PM, Session costs x 120-(50+, men, Asian women - target groups)		1000				
Holiday Activities for Young People 30 days times £200		6000			6000	
Community Centre Hire 52 weeks x 10 hours per week x £28		14560				
Marketing (General, Community Centre, Local Amenities, Local Activities, General H&WB Project)		2000				

Newsletter x 4 x 4000 properties x £0.5		2000				
Newsletter design and PM x 4 days + Gift in Kind AITY Volunteers		800				200
Advert Income Stream £400				400		
Mid Project Event 2		2000				
3 new community groups: workshop leaders, free rent. 40 weeks		600				
Ongoing community centre costs		6000				
Community Centre Staff - for duration of project only		6000				
Community Centre Permanent staff					52000	
AITY Volunteer support - Event Management £10p/h						3200
Oasis Community Partnerships - Salary Contribution					8000	
Access to Oasis Hobmoor Community Garden					15000	
Ageing Better. 5 Events from community centre. Trips. New Group					2000	
Final Celebratory Event 3		3500				

Contact person for proposal

Name Andy Brown

Telephone 07910605768

E-mail (Preferred Contact) andy.brown@Oasishobmoor.org

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

Local Innovation Fund Proposal meeting

13 December 2016 - Sarm yardley LIF Partnership meeting
 26 January 2017 - Sarm yardley LIF Partnership meeting
 26 January 2017 - Sarm yardley Ward meeting
 2 March 2017 - Sarm yardley LIF Partnership meeting
 9 March 2017 - Sarm yardley Ward meeting

Discussed at

Ward meeting Sarm yardley

Date 26 January 2017 and 9 March 2017

Signatures of all 3 Ward Councillors

Name ZAFAR IQBAL Signature Date 9th MARCH 2017

Name NAWAZ ALI Signature Date 9 March 2017

Name ZAKER CHOUDHARY Signature Date 26/ March 17

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	
No	

Response to observations

...applying for LIF to prop up the running costs of the centre (and if) the bid is correct asking for £47,960 and not supplying any real evidence of how they would meet their agreed targets of communication community empowerment, health and isolated and youth engagement.

- This application isn't to prop up the running costs of the community centre. The proposal injects £99,800 into the project from current rental income, support from the Academy and Gift in Kind. This enables the community centre to open Monday – Friday during school term time. The council receives £25000 of this in charges for its use. The project is entirely for new work to meet the needs identified by the community at the first partnership meeting.
 - These priorities set by the community consultation include;
 - Creating a network of community groups for mutual support.
 - Communicating across the ward opportunities for community engagement.
 - Developing new community groups by extending the use of the community centre and extending its opening hours to include the weekend.
 - Providing a Summer Holiday Activity Scheme and providing Young People with a low cost healthy meal.
 - Providing community events.
- The community centre serves two main purposes; as a resource for other local community groups to hire at a reasonable rate, and for Oasis to be able to engage in community transformation activities. This application is to extend the later.

How we would meet the targets

- **Secure the use of Hobmoor Community Centre in the long term by generating a separate income stream making full use of the building.**
 - During the project the community centre will develop existing and new income streams as outlined below.
 - Increased rental income as new groups become sustainable particularly the development of a Football Club, groups for 50+ men, other health and fitness groups supported initially by the LIF.
 - Increased rental income from Adult Education providers.
 - Hold fundraising events run by volunteers and supporters.
 - Apply for further grant funding based on the impact of the project and beyond particularly .Big Lottery Reaching Communities.
 - Develop 2 social enterprises (Sewing and a Community Café)
 - Funding from the Academy
 - Undertake contract work for the DWP and NHS
 - The success of this will easily be measured by occupancy data and the increase in the hours it is open. Along with Money realised from the 7 income streams. Weekend opening and Summer currently Zero
- **Increased participation in activities related to fitness and wellbeing including the arts.**
 - This success will be measured by the number of activities and participants taking place on the Oakland's and within the community centre, and their feedback.
- **Increased provision by Community groups who meet regularly.**

- This success will be measured by the number of new activities and participants taking place within the community centre and across the Ward, and feedback from the groups about the impact of the activities.
- **Local magazine and a website/Facebook page advertising community activities and events 4 times a year.**
 - This is easily measured as the magazines will physically exist. Currently there is no magazine (Zero) We will also seek feedback on style, content and effectiveness of the communication.
- **Provide a programme of Summer Activities for Young People in Yardley**
 - This success will be measured by the number of Young People participating in the holiday scheme, their feedback and receiving a healthy meal from across the Ward.
- **New emerging community groups including participation by over 50's and men.**
 - This success will be measured by the number of new activities and participants taking place across the Ward.
- **Increased participation in 3 Community events bringing South Yardley together including an event on Oakland's Recreation Ground and a community trip to a seaside location and a Lantern Parade in Oakland's Recreation Ground.**
 - Last year 1200 people participated in the Our Oaklands event, 120 people went to Skegness and 20 people came to the Lantern Festival. This success will be measured by the number of participants.
- **Use of the community centre by Public Health or the NHS and DWP**
 - Currently the community centre isn't used by these groups. We would work with the groups to identify the impact of their activities against their targets, and the outcomes we've identified.

Has the potential to be really good but impression this is already up and running@ Is this a proposed new project or not.

- This is a new project that extends community development work using an asset based approach, extends the use of the community centre, builds a South Yardley Community network, improves communication across the Ward, develops and supports new and emerging groups, provides a new summer scheme for Young People and celebrates the life of South Yardley through community events.
- The community centre has only been in operation since November 2015; before then it was an empty space that was unused due to extremely high hire costs set by the PFI. It was only after the persistent hard work of the principal at the Academy and other colleagues that the community centre was finally made accessible to the local community.
- Whilst the community centre is up and running, the majority of services are outside groups running their own projects. This application is in response to what the community, including at the first partnership meeting, have told us they want to see. This is also in conjunction with other local partners who have offered their full backing, including AITY, Mercurial Arts, Jess Philips MP, Inspire Steps, the Scout Movement etc
- A few projects have been piloted in the last 6 months, but only on the good will of volunteers and oasis resources. The outcomes of these pilots have proved the following:
 - The community is unaware of groups that exist in South Yardley

- Children and Young People are keen to engage positively and there are few opportunities to do so. Over 300 Young people use the Community Centre during the week. During the summer they will have nothing to do.
- New groups need financial support but can become sustainable with some support.
- South Yardley enjoys coming together as a community.

Not a good proposal in terms of meeting the criteria with questions around accountability and consultation. It looks like an application to cover ongoing revenue cost and overheads rather than adding anything new or different.

- Until this point Oasis have fully covered the costs associated with re-launching the community centre, and running the community centre team it will continue to meet these costs but **without the LIF**;
 - The community centre with its facilities including changing rooms will continue to be closed during weekends and holidays.
 - Residents of South Yardley will remain unaware of opportunities in the community.
 - There will be no summer activity scheme, Young People who receive Free School Meals will not get the chance of a healthy meal.
 - Young people will have nothing to do and Oaklands Recreation ground will remain a place for antisocial behaviour and drugs use.
 - There will be no community events and the opportunity for South Yardley to meet together.
 - The community centre will continue to be open Monday –Friday during the week.
 - There will be no support for community assets to develop new community groups including health and fitness.
- In the last 18 months huge amounts have been achieved. 1000 people a week use the community centre including 300 Young People.
- Oasis is accountable to the charities commission, and locally through the following forums;
 - A steering group of key partners has already met together with Jess Phillips MP. They will be responsible for reporting to the Ward meeting. A council officer is most welcome to sit on the group if it is useful and they have capacity.
 - Andy Brown, Hub Leader has carried out extensive consultation. Part of local council groups, volunteering to chair the skills and innovation board, partners meetings 10 Leaders of community groups representing a whole cross section of South Yardley came to support the proposal at the 2nd partnership meeting representing over 1000 residents.

What is the cost to establish and run separate segment of the proposal/project?

- The project has already been divided into segments at no cost. Oasis will hold and manage the funding. This will be externally audited. Arts in the Yard and the Library will manage the News Magazine. Inspire Steps will help manage health and fitness. Fitcap will manage the Summer Programme. Some activities will be managed jointly.

Doesn't seem to be any baseline information and target/benchmark figures to measure against - too general.

- Can the council provide access to baseline data they wish to see this measured against?
- Oasis (using separate funding) is commissioning an independent report for impact measurement data. The report will focus on the impact the community centre has had in the last 18 Months, the impact of the LIF. Key questions will be
 - Have Adults moved closer to the Job Market and moved into work? What is the impact of this on Child Poverty?
 - To what extent has people Health and Wellbeing improved by attending community groups?
 - To what extent has the perception of Oaklands Recreational Ground changed?
 - To what extent has crime and antisocial behaviour on Oaklands Recreational Ground changed?
 - To what extent is South Yardley a more cohesive community? How often do people meet each other?
 - Has there been an increase in community participation?
 - Are people more aware of opportunities for community involvement in the area?

The report will also contain the results of further consultation with residents of South Yardley.
- The council has provided data showing that Yardley is "Red" in all areas

Sustainability – should LIF be used to cover the on-going cost for a building which BCC are already committed to.

- BCC charge Oasis £25000 to use the community centre. BCC are committed to the Academy building through the PFI but the community centre was empty until November 2015.. **How are BCC committed to the community centre financially apart from existing contracts with the PFI?**
- This money isn't for the building, it's for the costs associated with running community development activities. The two are very different, but there is a real cost to using rooms within the community centre that need to be accounted for.

Within the breakdown further clarity should be sort. A total of the £48,000 been asked for:

- **£9,000** to be spent on Project Events; There are three mentioned
 - These events would be designed with the community in due course, so detailed plans are not yet available. The community have previously mentioned health and arts focused events, but a planning committee would be formed with local residents to plan the details. The events planned are Our Oaklands, Seaside Trip and a Lantern Festival.
 - £5000 on Our Oaklands including a stage and sound system for local talent, marques, litter removal, medals for a football and netball competition, licences, production of an event manual and advertising.
 - £1000 on a community trip including advertising, booking system (Event brite) and management. £600 to provide 50 free places for men over 50+
 - £3000 for Lantern Festival including licences and production of an event manual, advertising, lantern making workshops. Litter disposal
- Marketing, newsletter and newsletter design = **£4,800**; There three elements accounted separately – is the VFM. What happens after the 12 months?

- This was a key priority that emerged from public consultation. An online presence only was discussed during the first partnership meeting. However residents firmly wanted a paper version as well.
- Marketing: this include general marketing of the project, establishing the community centre as a venue, marketing of the project in local amenities, the marketing of specific activities, and the marketing of the social prescription element. £2000 is probably the minimum we would spend on this, marketing can be very expensive and AITY will offer Gift In Kind with this element. Payments for design work, printing, online adverts (mainly FB), distribution and management of marketing.
- Newsletter costs of printing 4 newsletter to 4000 properties at 50p per newsletter: £2000
- The newsletter also needs designing which will be undertaken by AITY, 1 day for each newsletter to be designed plus significant gift in kind (it will take considerable more time to pull each newsletter together than one day).
- £800 for the development of a South Yardley Ward Community phone app.
- After 12 months we will have a self-sustained newsletter, funded by adverts/sponsorship by local businesses.
- Community Centre Hire **£14,560** . (10 hours at £28.00 per hour = £280.00 per week) X 52 weeks. Is the community centre recharge itself for empty room/space not uses in the week? Or is this for a particular group. What happens after the funding ends. According to their figure currently income generating £15,400.
 - Support for a new football club 4 hours per week
 - New Fitness and new community groups 4 hours per week
 - Free room hire for community network meetings, community development meetings and LIF project delivery meeting 1 hour
 - This is to account for the room costs directly associated with this project, which otherwise would be hired to other groups.
 - Oasis is working on both national and local funding bids to secure the sustainability of this community engagement project.
- Community Centre Staff **£6,000** for the period of project. Who is to be employed? Is this a local person? what happens to them after 12 months?
 - As chair of the Yardley Jobs and Skills Board a local person would be sort.
 - As new groups become sustainable this will provide an income stream to support the additional staffing costs.
- On-going Community Centre cost **£6.000**. What is this on-going cost? Is the same as the hire charge?
 - No users, will have access other facilities not included in the hire charge for free including
 - Petting the Alpacas, feeding lambs and other animals on site benefitiing from increased Well Being £2000
 - Engaging with the community garden £2000
 - Cleaning of Changing rooms and showers, not currently used £2000

In the current climate the council needs support from the third sector. The Local Innovation Fund proposal provides a model for much needed asset based development in the future.

Appendix 1

Oasis Hub Hobmoor

- Oasis Hub Hobmoor vision is to transform the community, it seeks to do this through Empowerment, Equipping and Enjoyment.
 - Empowerment;
 - During the day it helps members of the community to enter the job market by providing a job club.
 - Working with identified community assets and partners.
 - Facilitating community voice, community development and community cohesion to bring together the diverse ethnic groups in South Yardley.
 - Working with specifically women of Pakistani heritage who are isolated within the community.
 - Equipping;
 - Providing adult educational courses including Maths and English Functional Skills, ESOL, Teaching Assistant Courses, IT Courses and recreational courses.
 - Chairing the Yardley Jobs and Skills Project Board on behalf of the City Council at no cost. This was one of the most successful theme groups reporting to Steve Farr Employment and Skills Manager, Economy Directorate.
 - Enjoyment;
 - Providing a Youth Provision alongside the Vibe.
 - Partnering with Fitness Groups, the Scout Movement, Kombat Kids, Inspire Steps and with Arts in the Yard

Jess Phillips
LABOUR MP FOR
BIRMINGHAM YARDLEY



HOUSE OF COMMONS
LONDON SW1A 0AA



12 April 2017

Ref: Birmingham City Council: Local Innovation Fund for South Yardley ward

To whom it may concern,

I am writing in support of Oasis Hub Hobmoor's Local Innovation Fund proposal for South Yardley ward.

Since May 2015 I have been supporting Hobmoor Community Centre and was instrumental in its opening in November 2015. Much has been achieved since then.

The ethos and commitment to the community in South Yardley from Oasis Hub Hobmoor is unparalleled in the ward. This organisation's efforts mean a huge difference is being made to the lives of local people. Oasis Hub Hobmoor believe in empowering individuals.

Having heard that the proposal was being taken forward I was invited to the project's initial steering group "Cuppa" at South Yardley Library on the 30th March. The project is already pulling together a wide variety of partners who will ensure the work is successful and sustainable.

I was excited to hear about the project plans and for the work to begin in South Yardley ward. It is a much needed project and well thought out.

I am aware that there is much support for the project from local residents.

I have offered to be part of any steering group and I am keen to be involved and follow the progress being made.

I fully endorse the proposal and project, and if I or the constituency office can be of any help Andy at Oasis Hub Hobmoor has my details.

Yours sincerely,

Jess Phillips

