

## Stirchley Community Cinema Club: Stronger Streets and Communities

<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> Bournville	<b>INNOVATION</b> <b>TITLE ...</b> Stirchley Community Cinema Club: Stronger Streets and Communities
<p>Innovations have to meet the LIF priorities and add value to the City-wide core priorities listed below.            (Tick all those that apply)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b><u>City Core Priorities</u></b></p> <ul style="list-style-type: none"> <li>• Children - a Great City to Grow Up In <input checked="" type="checkbox"/></li> <li>• Jobs &amp; Skills a great City to succeed in <input checked="" type="checkbox"/></li> <li>• Housing a great City to live in <input type="checkbox"/></li> <li>• Health a great City to lead a healthy &amp; active life <input checked="" type="checkbox"/></li> </ul> </div> <div style="width: 48%;"> <p><b><u>LIF Priorities</u></b></p> <ul style="list-style-type: none"> <li>• Citizens' Independence &amp; Well Being <input checked="" type="checkbox"/></li> <li>• New approaches to investment <input type="checkbox"/></li> <li>• Active citizens &amp; communities stepping up <input checked="" type="checkbox"/></li> <li>• Clean streets <input type="checkbox"/></li> <li>• Improving local centres <input checked="" type="checkbox"/></li> </ul> </div> </div>	
<p><b>What is your innovative idea and how does it show collaborative, partnership working and active citizenship?</b></p> <p>Stirchley Baths Community hub is continuously seeking to develop its offer to local communities and is fast becoming a 'go to' destination for visitors from further afield; to hire rooms and bring people together at large events. The Baths has a cinema room, an output from the restoration project which reflects the local community's aspiration to have a Stirchley-based cinema in its locality. The equipment and environment are in place, and a few one-off cinema nights have been successfully staged, but the centre does not have the internal capacity to set up and run a cinema on a regular basis. The community would like to step in to help.</p> <p>A small collaboration of local active citizens and groups have come together to try and steer the development of a community cinema at the Baths. We believe that there is a need and appetite for a range of 'cinema clubs' which will bring together different groups of people with their own shared interests and/or needs in a supportive environment; building community spirit, friendship and collaboration through volunteering their time for a shared purpose. For example, 'club' sessions for parents with babies, older people, people on the Autistic spectrum, people living with dementia. Other community-led organisations also have expressed an interest in more regular cinema evenings, for example; local group Kopfkino ran a very popular film night, screening "I, Daniel Blake" and want to start more regular screenings for people who want to watch films which make you think. Stirchley Community Market is considering seasonal matinées alongside their market as an additional incentive to visit, to encourage visitors to stay</p>	

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and socialise during the market and to add to their offer to the community.

The idea is not that the Baths (operated by Birmingham City Council) are given more capacity to put on cinema events for the community, but active citizens within the community, including the interested leaders of current user groups at the Baths, are supported to enable them to set up regular 'clubs' or one-off events for themselves. What we need is a sustainable operating model and framework, and a 'step-by-step guide' and resource pack to help people set up their own 'cinema clubs' at Stirchley Baths. This resource pack would unpick the complexities of licences and charging, and provide information about which films can be publicly screened for free. We will share the outcome of our research and development stage with groups across the City through making the Resource Pack available on the Stirchley Baths website.

While community cinema itself is not a new concept, and we can learn lessons from examples both locally and across the city of how it might work in practice, our project also wants to extend into local neighbourhoods – using cinema to build stronger communities street by street. The innovation lies in the process of developing, for example, an Oxford Street, a Charlotte Street or a Bournville Lane 'cinema club' where active citizens who live in these streets put on their own movie events for, and with, their neighbours and actively include people who they don't already engage with. We envisage this type of inclusive grass-roots initiative breaking down barriers, building a sense of place and belonging, achieving social, health and wellbeing benefits, including addressing loneliness and isolation which some residents experience. As the geographical area of a single street is relatively small, a Stronger Streets cinema project will be manageable for a small group of active residents to deliver, and its impact will be meaningful as well as measurable.

Through this project we expect our Stirchley network of community-based groups to grow and collaborate, training and mentoring each other, sharing film choices to minimise costs and marketing to maximise reach.

Stirchley Baths is a treasured community asset at the heart of Stirchley. We want to see it used even more by the community, for the community. Developing the **Stirchley Community Cinema Club: Stronger Streets and Communities** project will also have a positive impact on the building; helping it become more resilient and financially sustainable.

### Time Frame – is it:-

One off event/programme

Implement and complete within 6 months (2018)

Implement and complete within 12 months (2018)

X

**How will the innovation be implemented?**

We are looking for funding to be able to research and develop a sustainable model of working, bring in the expertise and licenses required, build and train a collaboration of active partners who later will become mentors for others, and create branding and marketing strategies. We also need the resource to commission a Project Manager to co-ordinate this activity within budget and a defined timescale.

Our project outline includes the following:

**PHASE ONE (within 6 months)**

- Create an initial working group of local active citizens and community groups with an interest in setting up a 'cinema club'
- Recruit and commission a Project Manager on a fixed term basis to coordinate the project and create the operational models and structures required, this will preferably be someone who has experience in setting up a community cinema venture
- Branding exercise for project leading to the creation of 'belly posters' and marketing/promotional packs that can be used to promote the idea of a Stirchley Community Cinema Club Network, rather than isolated events
- Research and Development – PM and working group to explore options/study visits to case studies within the city
- Select two pilot audience-specific groups for the first phase of 'cinema clubs'. PM to offer training and support to active citizens where appropriate and observe and \*evaluate the process which leads to their first event – leading to the production of 'step by step' guidance.
- Select two pilot streets for the first phase of Stronger Streets 'cinema clubs'. PM to offer training and support to active citizens in the streets where appropriate and observe and \*evaluate the process which leads to their first event – leading to the production of 'step by step' guidance.

*\*Evaluating the process might include initial SWOT analysis, regular conversations and recording time spent on developing the activity as well as post event feedback, lessons learnt and debrief for organisers with the working group.*

- All learning to be shared amongst those involved.
- New opportunities to set up Cinema Clubs promoted to the wider community.

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### PHASE TWO

- Original pilot 'cinema clubs' continue to grow – with minimal input from the PM.
- The working group and active citizens involved in the first phase become the mentors for 2 new audience-specific and 2 new Stronger Streets 'cinema clubs'.
- Stirchley Community Cinema Club Network set up for the active citizens involved for sharing experiences and looking for more ways to work together.

**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 outcomes:*

- Pilot cinema clubs to inform learning and guidance
- A well-informed sustainable model of operating a community 'cinema club' or one-off cinema event at Stirchley Baths with 'step-by-step' guidance, resource pack and a mentoring system in place
- A Stirchley Community Cinema Club Network for organisers
- Engagement of new 'active citizens' who do not usually get involved with activities at the Baths
- Community groups working together on the project
- Evidence that streets involved in the project feel stronger, better connected and know each other better
- The development of a profitable income stream for the Baths as a result of The Community Cinema Club project
- A resource pack to share with communities across the city.

*Success for us will look like, and measured by:*

- The pilots and clubs continuing on a regular basis and numbers of attendees growing each time
- New cinema clubs emerging using the 'step-by-step' guides and support of the community network within the timescale of the project (12 months)
- An increase in one-off cinema nights

**Measured by frequency of bookings, numbers of attendees, repeat visitors**

- Positive feedback from attendees
- Positive feedback from organisers

**Measured by evaluation of each event by organisers and fed back to the Stirchley Community Cinema Club Network**

- The development of a profitable income stream for the Baths (The Cinema Club)

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Measured by BCC internal staff against a baseline of £0.

- Engagement of new 'active citizens' who do not usually get involved with activities at the Baths
- Hours of active citizenship in relation to the project counted

Organisers measure numbers of people involved and feedback to the Stirchley Community Cinema Club Network

- Community groups working together on the project, sharing learning and opportunities to engage with each other

Measured by frequency of meetings, number of attendees and anecdotal evidence provided by the groups

*Legacy / continuation:*

- An operating model for a community 'cinema club' or one-off cinema event at Stirchley Baths with 'step-by-step' guidance and a mentoring system in place
- Promotion about the opportunity to set up a cinema club through community networks and promoted at Stirchley Baths
- The continuation of Stirchley Community Cinema Club Network who are committed to creating stronger communities by bringing cinema into the lives of local people or target audiences
- New skills and knowledge within the community
- A stronger community network
- A new offer for the Baths – to help grow its visitors and resilience.

*Learning:*

- Approaches to community development which might inspire people from other areas of Birmingham
- An in-built mentoring scheme for active citizens looking to set up new cinema clubs at the Baths – especially surrounding the process of setting up a Stronger Streets cinema club
- The focus of the project is to build skills, knowledge and networks within the community and encourage active citizenship – so that communities can do more things for themselves. We will share our learning and guidance with other communities as a downloadable resource.

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

No.

What resources will be required?

£

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- Capital	10,000
- Running costs	
- People power volunteers	
<p>Amount required from LIF £...10,000 Have you got any match funding – in cash or in kind?</p> <p>Equipment provided by Stirchley Baths. Further in-kind support may be sought during the development stage if identified</p>	
<p><b>Contact person for proposal</b></p> <p>Name: Emma Ashton</p> <p>Telephone: 07901 577006</p> <p>E-mail: emma.ashton@gmail.com</p>	

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

- Two meetings held for local people interested in developing the cinema between Oct and Dec 16.
- Emma Ashton, local resident 7.11.17
- Kerry Leslie, local resident/Kopfino 7.11.17
- Stirchley Community Market 7.11.17
- Leaf Arts Creative (who runs Memory Café and Creative Reminiscence Workshops at the Baths) 11.11.17
- Alan Fair (Film Studies programme U3A) 15.11.17
- Yolanda Rueda (home educator's group organiser) June 2017
- Young people through Summer Film Club Challenges 2016/2017
- Barry Toon – runs Selly Oak Film Society 9.11.17

Discussed at

Ward meeting ..... Bournville .....

Date ..... 22<sup>nd</sup> November 2017 .....

Signatures of all 3 Ward Councillors

Name TIMOTHY HUXTABLE Signature [Signature] Date 22/11/17  
 Name MARY LORBE Signature [Signature] Date 22/11/17  
 Name ROBERT SEAR Signature [Signature] Date 23/11/17

Internal use only

Received: Date .....

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

Approved

Yes	
No	