

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND "Doing things differently in neighbourhoods to make better places to live" PROPOSAL FORM					
WARD Northfield and Kings Norton	INNOVATION TITLEWest Heath Hayes Football Community				
<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> <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> <ul style="list-style-type: none"> • Children - a Great City to Grow Up In <input checked="" type="checkbox"/> • Jobs & Skills <input checked="" type="checkbox"/> • Housing for Birmingham <input type="checkbox"/> • Health <input checked="" type="checkbox"/> </td> <td> <ul style="list-style-type: none"> • Citizens' Independence & Well Being <input checked="" type="checkbox"/> • New approaches to investment <input type="checkbox"/> • Active citizens & communities stepping up <input checked="" type="checkbox"/> • Clean streets <input type="checkbox"/> • Improving local centres <input checked="" type="checkbox"/> </td> </tr> </tbody> </table>		<u>City Core Priorities</u>	<u>LIF Priorities</u>	<ul style="list-style-type: none"> • Children - a Great City to Grow Up In <input checked="" type="checkbox"/> • Jobs & Skills <input checked="" type="checkbox"/> • Housing for Birmingham <input type="checkbox"/> • Health <input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> • Citizens' Independence & Well Being <input checked="" type="checkbox"/> • New approaches to investment <input type="checkbox"/> • Active citizens & communities stepping up <input checked="" type="checkbox"/> • Clean streets <input type="checkbox"/> • Improving local centres <input checked="" 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>Our aim is to set up an affordable and fully inclusive community based football club. We aim for it to become self-sustainable and for it to reach out to all members of the community, whatever standard of football they are. We plan to start with an Adult team playing in a local league on a Saturday and one youth team at under 12's or under 11's age group also playing in a local league but on a Sunday or a 5 a side or 7 a side league. Our aim will then to develop more youth teams, another adult team, walking football for over 55's, we will also look to start an over 35's team. We would also like to see if we can set up a ladies team and then follow that with a girls' team. Finally and personal passion of our Chairman is disability football and maybe other para sports.</p> <p>We aim to start playing from West Heath Park, which we have seen is used very little for football, and to base ourselves as best we can at Oddingley Hall, which we have also discovered is very much under used. We certainly would like to use the changing area, as this is a must for football, but we would like to use the Kitchen and Café area on Match day, we would also like to use the tables and desk for helping members to study for the football related badges or other courses. We have made contact with Richard Davies and Pauline Davis and have a verbal agreement for the use of the Changing rooms we have also confirmed the Pitch on West Heath Park with Lyn Kavangh from Parks, The contract will be sent out in June 2017.</p> <p>We will concentrate on the surrounding areas of West Heath and have already secured 8 volunteers all within a 2 mile radius of West Heath Park, with many skills all ready to run this football club. We will seek support of other volunteers and players from in and around the West Heath Area. We have a significant level of interest from local players by word and mouth only at this present time.</p> <p>We aim to deliver our club as an adult and youth Chartered Standard club, we aim to deliver FA coaching levels, FA Emergency first Aid, Referee course and any other football related courses the FA Offer. We obviously offer health benefits as we will be training a minimum of once per week per team and playing one competitive game per week (weather dependant).</p> <p>We also plan on and hopefully gain support from Bournville college especially with the sports course and media</p>					

courses, (of which we have had a media group come and start a corporate video as part of their studies), and we are awaiting for replies on other course to come along and take some of our training session, to maybe gain experience as physiotherapist, and other therapists, to take up media sports reporting, blogging and connecting with local media outlets. We are also hoping that during the winter nights of training from the sports facilities at a local gym or college. Which we have spoken to Turves Green Boys school about the Gym, but we can not confirm the booking until September.

We have also made contact with PCO Andy Ryan from West Midlands Police, who is eager to get this club up and running and wants to support us as best he can, and we have agreed that West Midlands Police are more than welcome to send young people over to us, we have also had initial chat about arranging a fundraising match, of which we have adopted The Project (South Birmingham Young Homeless Project) as our charity for the 2017-18 season.

We have also made contact with housing and neighbourhood officer from Bromford Marc Pearson, and we have attended a meeting with him and many others so we can look at starting a Friends of West Heath Park association.

Finally we have met Joh from Redeemer Church, who meet at Oddingley hall and we have a meeting set up with him, to discuss how we can help each other and maybe consider taking over the running of Oddingley hall in line with Asset Transfer, as sent out last week.

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?

We will all being well be based at West Heath park and Oddingley Hall, therefore being part of a Local Centre and to help give it some pride and identity, We will be concentrating on getting local communities involved and will be trying to get 75% of our players all from a 2 mile radius of West Heath Park. The club will obviously have good health impact as it is a healthy sport to participate in. We will be looking at both adults and young people and will encourage many of them to participate in some of the FA courses, whether that is FA badges, First Aid, Referee or ones that help secretary's run a club. We would also look into other courses and see if we can fund or help fund, for example Book Keeping, business studies, anything that would be an advantage to the person and the club short term and long term.

We already have a committee in place, which are Concentrating on Chartered Standard, policies, youth development, badge design, league acceptance, and obviously funding. We also have managers and coaches in place for both Adult and Youth team; we have 10 players already committed at adult level and 7 at youth level.

We have sent out adverts for both youth and adult's team, and they have been distributed around and we will continue to do this, we have signed up for the West Midlands Police Volunteers fair at the Methodist Church on June 6th. We will start training in June, Start friendlies at the end of July and in August with the competitive season starting in September all of this year.

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?

West Heath Hayes Football Community, will achieve many of the LIF Priorities, we will be working with and including both Youth and adult members of West Heath community, we will be developing our own coaches, referees and first aid people with the FA courses, Health is obvious being such and energetic sport. The thing we hope to achieve the most is to bring a pride and an Identity to West Heath. Our aim is to bring this club to everyone long term, no matter what your level of ability or skill is. We plan on excluding no one, what we will also achieve is to start using a Oddingley Hall to more of its potential, rather than it standing there unused.

Success can be seen two ways; one is the more obvious with the club winning promotions, trophies and more games than it loses. However this is only on the pitch achievements. We know as a club 20 years ago when our Chairman started a club, that crime rate went down; young people become focussed, more proud of their area and become much more successful in life, which is one of our main aims. Success will be seen to us as promoting a sense of pride, a sense of belonging and sense of community or family, Success will be to see Oddingley Hall being used closer to its full potential, to see 100 people watching games at West Heath park, To watch the club grow from 2 teams to multi teams, Success will be to start on the journey of bringing para or disabled sports to West Heath, Success will be to have local clubs, schools, colleges and business engaging, sponsoring and in the long run raising funds for local charities alongside us.

We also would like to become a member of the FA football pyramid and become a Midland Football League side and become a Rival to our near neighbours of Northfield Town.

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

We will become self-sufficient; we will be asking for affordable subscriptions off players, we will be doing sponsored and fundraising events. We will look into other grants in the future, if we need to go above level 2 badges. We plan on doing advertising in a monthly program, which we will hopefully be able to give away too local clubs, associations and communities. Once we do become successful, we would presume a local business would like to partner us with a sponsorship deal.

What resources will be required?

We have approximately £1500 in set up cost and equipment, already submitted by our chairman, each team costs about £4000 per year to run and have approximately £6000 in volunteer's hours. What we do need is set up costs, so that we don't have to struggle in giving the club an immediate identity. Items such as League fees, Affiliation, Insurance, Football Kits, Nets, Marking machine, rollers, Junior Goal posts. Junior footballs and FA Related courses.

£15,000 per annum running costs.

- Capital
- Running costs
- People power volunteers

1500
8000
6000

Amount required from LIF £6000 (£3,000 from Northfield Ward and £3,000 from Kings Norton Ward)

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

Our Chairman will be putting in about £1000 and he will also be putting in some equipment that he already owns that he has bought over the years.

However we will have volunteers doing about 60 hours per month and at a Living wage price would be approximately a value of £5940 a year and this wouldn't include any costs they would occur with traveling to games, meetings and to collect much needed stuff.

Contact person for proposal

NameDavid Hopkins

Telephone07840 836685.....

E-mail hayesfc17@gmail.com or davidhopkins1968@virginmedia.com

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

Discussion with Councillor O'Reilly at the council house on Monday 6th March 2017, and I also represented our new club at Northfield ward meeting on Monday 20th March 2017 at Hampstead house where we made many more local community contacts and local support, from members of the Northfield Stakeholders group, All Northfield Councillors, Local fire officer and other smaller and wider community groups.

Discussed at

Ward meeting Northfield

Date 20th March 2017

Signatures of all 3 Ward Councillors

Name CLER DEBRIE CLANCY Signature [Signature] Date 13.6.17
 Name BRETT GRELLY Signature [Signature] Date 13/6/17
 Name RONDA BROWN Signature [Signature] Date 13.6.17

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	
No	