

TAKING A PLACE BASED APPROACH TO EARLY INTERVENTION AND PREVENTION - THE SHARD LIBRARY AND COMMUNITY HUB



Purpose of this Document

The purpose of this document is to outline how the Early Intervention and Prevention (EI&P) Place Based Approach will be deployed in practice, using the pilot in Shard End as an example. This document presents an opportunity to test and evolve the approach to deploying EI&P, and to set out how the model could be expanded across the City.

This document will help answer the below questions:

- ☐ **Section 1: Why Shard End and why now?**
- ☐ **Section 2: How will we support better citizen outcomes through EI&P?**
- ☐ **Section 3: What does this mean for the rest of the city?**

The document is to be read as an appendix to the Full EI&P Business Case and Cabinet Paper.



SECTION 1: WHY SHARD END AND WHY NOW?

This section will cover:

- The strengths of the place based approach and Shard End as a place
- Data driven insights into opportunities for improvement in Shard End
- Insights from engagement with citizens and local community groups



The Strengths of the Place Based Approach and Shard End as a Place

*The aim of the place based approach is to make community assets **human again**, to **support residents** in the highs and lows of life and use property and a place based approach as a catalyst to achieve these outcomes:*

1. Creating **safe and welcoming spaces**, centred around community need and feel community owned
2. The principle that the space '**open to all**' and focuses on the individual, rather than the service provided
3. **Collaboration** between the public, private and third sector

- ❑ Shard End has some real strengths, including **an active voluntary and community sector** with over 60 different offers.
- ❑ Shard End has a **good quality building**, "The Shard Library", which opened in 2012 and is well located, in good condition and has some vacant space in which additional services could be offered, meaning we can **act quickly to drive EI&P outcomes**.
- ❑ The Council's **East Birmingham Inclusive Growth Strategy** has paved the way for local investment in East Birmingham and as a result is an exciting time for Shard End. In coming years major changes are planned that will create new jobs, homes and transport connections.
- ❑ The combination of these three factors make Shard End ideally suited to the pilot.

Vision: *Providing a safe **space** to access early support alongside encouraging creativity, lifelong learning & local networks to empower all Birmingham citizens and communities to thrive*

Opportunities for Improvement – What the Data Tells Us

Residents of Shard End face disproportionately high levels of deprivation and socio-economic challenges throughout their lives. Yet, Shard End has great potential for growth and investment, in line with the East Birmingham Prospectus for Growth 2015. However, it is necessary to match this growth with plans to meet challenges in the area, removing the barriers to accessing community services and drive prevention outcomes before crisis is reached.

Population - Significantly large U18 pop. (25.5%) with Elderly pop. (16%) 3.1% greater than regional average



Deprivation – Top 10% most deprived ward nationally



Unemployment – 8.3%, higher than both UK and Birmingham averages



Crime – 12th highest ASB prevalence and a 31% increase in domestic abuse



Occupation – 53.8% low skills working population



Health – Reduced mobility leading to 40% higher than UK levels of stroke related deaths



To inform the Shard End Delivery Plan, we wanted to understand...

- Staff, citizen and partners' lived experiences as well as their needs, motivations and aspirations with respect to Shard End and what it offers to the community as a place
- What would make the biggest difference from an EI&P perspective

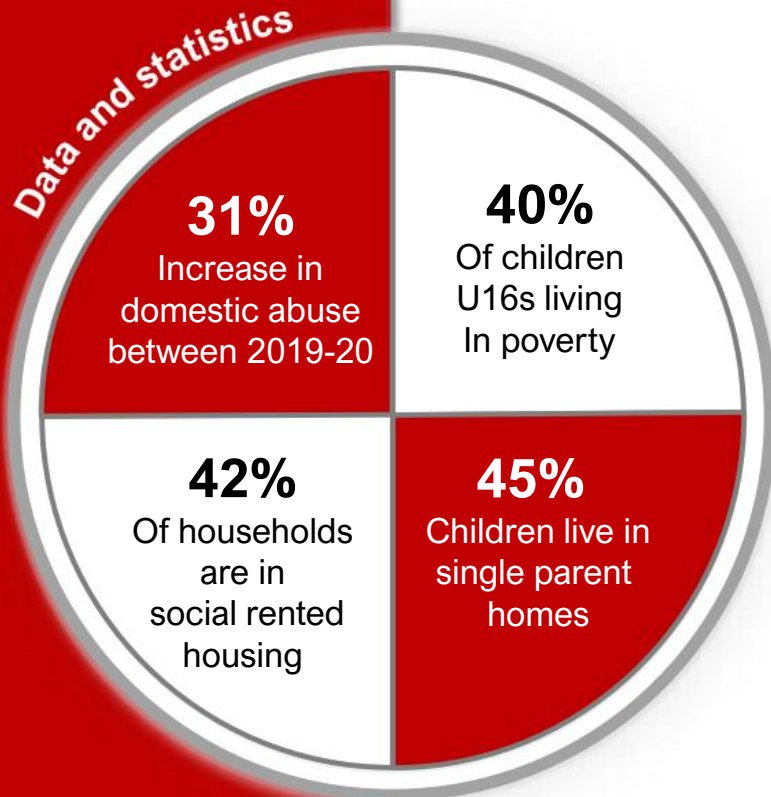
We developed research and engagement insights through...

- In-depth discussions with library staff and partners
- Participatory workshops with staff and partners
- Local citizen interviews

Insights from engagement with staff and citizens [1/4]

Fragmentation of services in Shard End means citizens do not understand where to go to for support

Stories from the ground



- High level of deprivation and needs in the community has led to an “island mentality” and lack of connectivity between services. There is a hierarchy of needs where **personal outweigh communal** which has resulted in less focus on prevention in the community and more focus on individual crisis relief.
- **Closing of assets** such as Secondary Schools and the local Shard End Police Station has further fragmented the community for example the nearest local football club is in Erdington and police station is in Stetchford with less in the immediate vicinity.
- Community centres are overstretched and **feel unable to proactively reach out** or update their knowledge of what assets exist leading to **lack of citizen signposting**

“Who can we go to, no way to know where to get what is needed when you want to help others”
- Partner Staff

“Increasing number of people being relocated who need English”
- BCC Staff

“We have larger proportions of single families and they have their own needs”

- BCC staff

“Everyone is on their own little island”

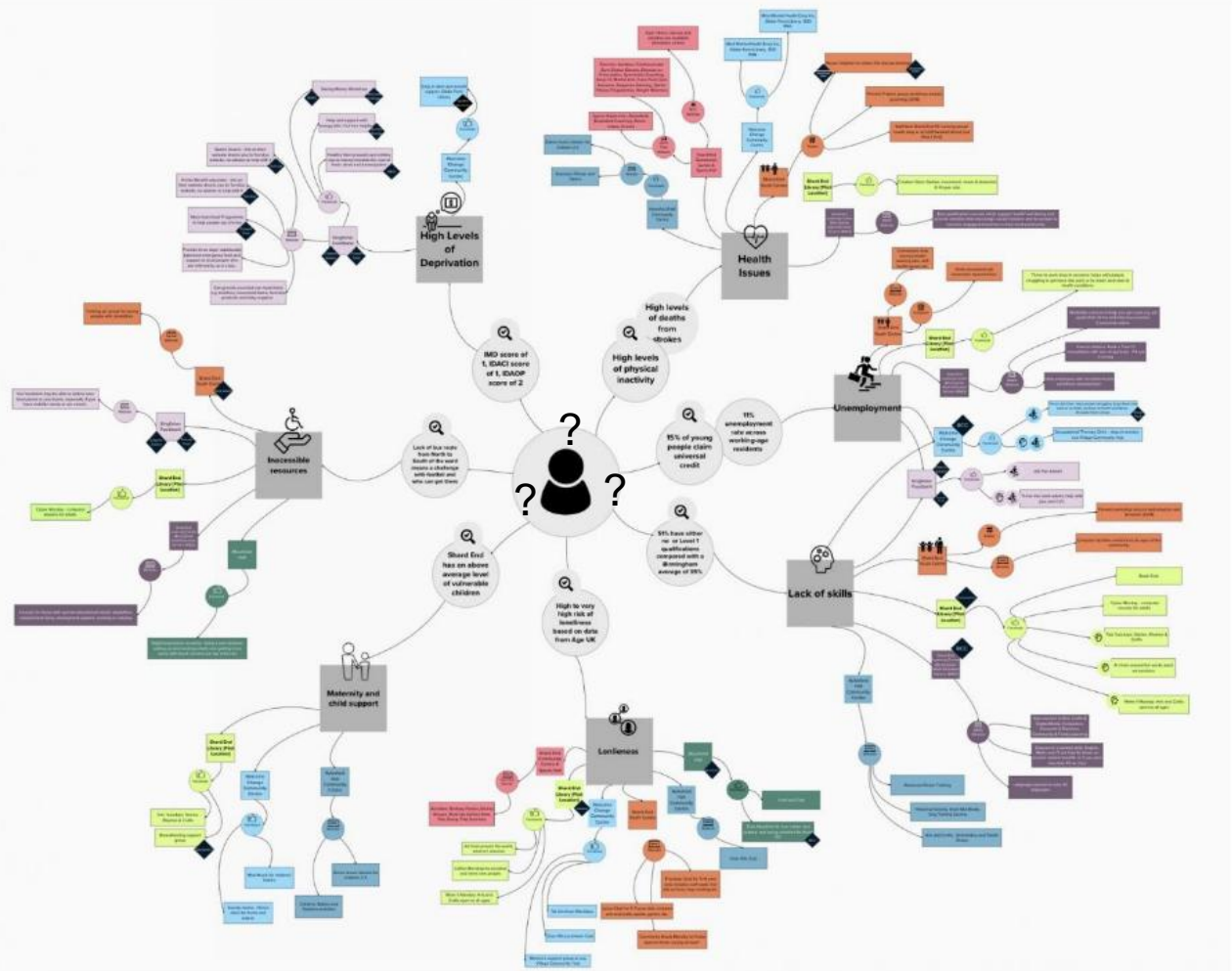
- Partner Staff

Insights from engagement with staff and citizens [2/4]

This is a visual diagram of all the community assets and offers mapped against local need in Shard End to show the 'as is' provision in the local area.

Although there are challenges in Shard End, there is a lot of provision within the community itself, but currently this is siloed with residents unsure of the support available. Through the pilot there is the opportunity to leverage and connect these strengths and assets in order to break out of the silos.

EI&P has the potential to maximise and connect over 60 offers across nine community assets in Shard End



Insights from engagement with staff and citizens [3/4]

Multiple attributes of Shard End Library means it is the ideal place for community bridge building

Stories from the ground

- All Saints Square is **viewed fondly** by residents - where there are an array of shops and **intergenerational mixing** – therefore has the highest potential to cater to the large age range of Shard End residents (other buildings are less co-located with other facilities).
- **The Shard is central to the square and community.** The Shard opened in 2012 as multi-disciplinary building including a library on the ground floor, neighbourhood office and community room on the first floor, fully accessible for those with additional needs. However, the only current publicly accessible services are the library and drop in health and development visits ran by the NHS.
- **There is an opportunity to leverage the space available to provide additional EI&P services** to the community and to **offer alternative venues that are better located** for the local Shard End community – taking a **place-based approach** to Shard End for the benefit of its citizens.
- Library staff express that **it's already the place where people ask for help** concerning filling council forms, digital literacy and children activities given its **non-judgemental and trusting atmosphere** (which is key to EI&P).

*"People think the library is a back way in to services"
- BCC Staff*

*"Citizens want services in Shard End and in the library. They don't want to and will not travel...Big families can't get on the bus or they don't have enough money to"
- BCC Staff*

- 
- Shard End Library Services
 - Shard End Youth Center Services
 - Welcome Change Centre Services
 - Welcome Change Community Centre
 - Kingfisher Foodbank
 - Aylesford Hall Community Centre
 - Moorfield Hall
 - Shard End/Packington Avenue Community Centre & Wellbeing Centre and Sports Hall
 - All Saints Church
 - Shard End Police Station

Insights from engagement with staff and citizens [4/4]

Co-locating a number of service offers in Shard End Library will reflect local citizen and staff needs

Stories from the ground

- **Overall validation of the need for EI&P initiatives** with positive responses to the pilot from all local residents engaged
- Particular requirement for preventative **homes & money advice** given the high level of deprivation and social housing in the area.
- **Adolescent outreach requested** due to the antisocial behaviour and lack of activities catering to **14-20 year olds** specifically
- **ESOL courses and digital literacy** presented as a necessity due to rehomed families
- Residents feel the library can be an **effective signposting site** for existing community assets and community building programs

Data and statistics

12th

highest ward
for anti-social
behaviour

IDACI of 1

Significantly
Large
U18 population

53.8%

Lower skilled
working
population

10.5%

Have NVQ4+
qualifications
(BCC average =
25%)

*"I had no one or no where to refer her
to (language difficulty context)"*
– Volunteer

*"Idle hands get into
trouble here"*
– Citizen

*"When we have a rush of people
coming in... I think this is my job,
my role in society and what I'm
supposed to do"*
– BCC Staff

*"I can't get a job without computer
skills at my age. People in their 50s
are a missing generation"*
– Citizen

SECTION 2: HOW WILL WE SUPPORT BETTER CITIZEN OUTCOMES THROUGH EI&P?

This section will cover:

- What offers will we be piloting in Shard End?
- How will we best use the space to facilitate the offers?
- Our Longer Term Aspirations



What offers are part of the pilot?

Based on the data, research and insights we spoke to eight BCC service leads and partner organisations to understand what they could offer residents in Shard End in order to drive EI&P outcomes. As a result of their responses and availability, the following services are involved in the pilot (validated by staff and citizens):

01

Homes and Money Advice

EI&P alignment:

- Roughly 2000 social properties in Shard End
- Top 10% most deprived ward nationally
- Requested throughout engagement with staff and citizens

02

Digital Skills

EI&P alignment:

- Double the UK average unemployment level
- Lower skilled makes up 53.8% of working population
- Complimentary to the homes and money advice with a lot of housing and benefit forms on online platforms

03

Community Safety

EI&P alignment:

- 31% increase in domestic abuse
- 13th highest ward for anti-social behaviour and high levels of vulnerable age groups (0-9 and 60+)
- Appetite to build connections between residents and the neighbourhood police to implement preventative support

04

Community Connectors

EI&P alignment:

- Key for connecting citizens to the council and voluntary groups in the community
- Ensuring an up to date asset register for signposting
- Connecting EI&P with the East Birmingham Inclusive Growth Programme

01

Homes and Money Advice



Offer: Income maximisation advice provided to ensure residents are accessing all of the benefits they are entitled to in order to continue to live healthy, independent lives. Targeted support will be offered to residents most at risk to financial vulnerability, before they interact with statutory crisis relief services.

How this is different to the current offer: While there's some support provided within the Shard End community, for example through the Kingfisher Foodbank and Welcome Change, most residents need to travel or speak to advisors over the phone to get support or advice on housing or money related topics, often at a personal cost. As a result many do not ask for advice until they have reached the point of crisis. Furthermore, the library is being used as a warm hub in line with BCC's cost of living programme. There's an opportunity to connect with residents using the library to stay warm to understand their current housing and financial position and to support them with income maximisation to prevent any issues escalating to the point of crisis.

EI&P outcomes this will drive: Supporting residents to stay financially independent and prevent them from entering poverty, including food poverty, energy poverty and homelessness.

Offer: Partner support arranged through BCC's Digital Inclusion Programme, such as digital champions ensuring residents have access to the internet and are not locked out of essential connection and support, data and device banks for those who struggle to afford to be connected, plus a range of computer skills workshops tailored to a range of levels of experience.

How this is different to the current offer: There are currently a number of wrap around digital inclusion offers across Birmingham. These include free broadband and laptops for care leavers through Birmingham Children's Trust, TalkTalk broadband for job seekers including expenses such as travel and interview clothes and Age Concern at Moorfield Hall offering digital awareness workshops for over 50s. However, there is a lack of awareness of the offers available for Shard End residents who may benefit from access. By bringing digital skills provision into the Shard, we can increase accessibility and the number of residents interacting with the offers.

EI&P outcomes this will drive: Many residents are digitally excluded or lack basic digital skills, yet a lot of prevention based support is online, including housing and benefit forms. For some, this offer will enable them to get online and for others this will allow them to gain key digital skills to increase employability.

02

Digital Skills



03

Community Safety



Offer: Support in partnership with West Midlands Police Early Help and Neighbourhoods team, to increase community presence and help around key safety related topics, for example keeping children safe online or simple measures residents can take to prevent burglaries. The offer will be community led and not police led, in order to respond to the issues that matter most to residents.

How this is different to the current offer: West Midlands Police have a number of initiatives to increase community presence and in turn community safety, for example through local walks or attending the local neighbourhood action steering groups. This offer will be in a more informal setting, breaking down communication barriers and allowing residents to open up in the earlier stages of an issue. In the longer term this should empower residents to speak about more sensitive topics such as domestic violence or exploitation.

EI&P outcomes this will drive: Feeling safe in your neighbourhood is essential to becoming a fully participating member of the local community. Anti-social behaviour has a high cost to both the community and individuals involved, which can be reduced through building relationships between residents and the neighbourhood policing team.

Offer: Actively working with the Neighbourhood Action Coordinator to ensure local residents who are interacting with the pilot offers are also connected to wider community, voluntary and Council initiatives. This will also help build an understanding of resident priorities to feed into local action plans, in line with the East Birmingham Inclusive Growth Strategy.

How this is different to the current offer: The Neighbourhood Action Coordinator currently runs a monthly steering group bringing together communities, partner organisations and council services, with the aim of coordinating environmental, safety and health related initiatives to make the changes the community wants to see. Through bringing the coordinator into the pilot, there is a chance to ensure EI&P is at the forefront of ongoing initiatives, and that all offers are truly relevant to the community.

EI&P outcomes this will drive: The community connectors will empower residents to take action to improve their neighbourhood and continue to drive preventative measures for the community by the community. This will also act as an enabler to connect residents to community and voluntary services.

04

Community Connectors



Visuals of how we will use the space to best facilitate the offers



Creation of a warm and welcoming informal space in the main ground floor library area should enable residents to have more informal, holistic conversations with staff

Through the addition of a partition wall and computer suite in the first floor community room, the space can be used more flexibly for community driven sessions in line with EI&P priorities



Longer term offers for the Shard End community

In line with an iterative approach to service delivery, BCC is seeking to review and expand the initial four offers to based on feedback from residents. Based on feedback to date and ward profile data, four further potential offers have been identified and validated with residents:

01

Social Prescribing

Currently, 20-40% of GP appointments are non-medical related (e.g. housing support, mental health, benefits, social isolation related). Through the place-based approach and co-location of services, residents should get the support they need without having to turn to their GP.

Furthermore, social prescribers will be able to signpost residents to the library, and run sessions based on prevalent topics.

02

Health Services

Shard End has high levels of health inequalities, including life expectancy for females below Birmingham and England averages, high levels of death from strokes and high levels of physical inactivity.

GP's in the area have expressed interest in running drop in health sessions to inform residents of steps they can take to improve their health and wellbeing.

03

Adult Education

The unemployment level in Shard End is 8.3% across all working age residents and 11.2% for those aged 18-24. In addition over 50% of residents are classed as low skilled.

While there is an adult education centre nearby, based on accessibility there is the possibility to use space available in the Shard to run the adult education courses, and increase visibility of the offer to residents.

04

Youth Services

There is a significantly high proportion of under 18 residents in Shard End (27.1%), with children living in the area in the 10% most deprived nationally.

Speaking to residents, in recent years many community led youth initiatives have closed, as have schools in the area, which has impacted levels of anti-social behaviour. Residents have suggested having 'stay and play' sessions in the library.

SECTION 3: WHAT DOES THIS MEAN FOR THE REST OF THE CITY?

This section will cover:

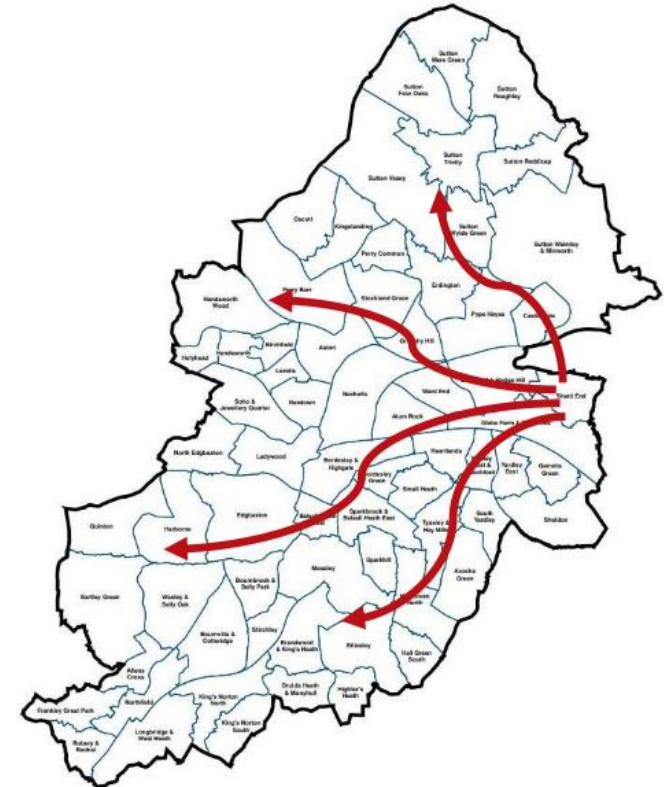
- What are the principles of the approach?
- How will we know if the pilot is working?
- What does this mean for the rest of the City?



What are the principles of the approach?

The Shard End pilot has been approached with the following principles in mind:

- ✓ **Shaped by the community:** the pilot is for the community, and it is therefore important the community are involved in how it is designed and the services offered
- ✓ **Driven by data:** data can help us to understand the needs of the community and therefore which services can best support these needs
- ✓ **Working as one system:** developing an integrated, co-located offer that leverages the strengths of the Council, wider public sector and voluntary organisations
- ✓ **Meets legal requirements:** throughout the transformation and beyond, core statutory services currently delivered by the Council will remain in place and all health and safety policies will be adhered to

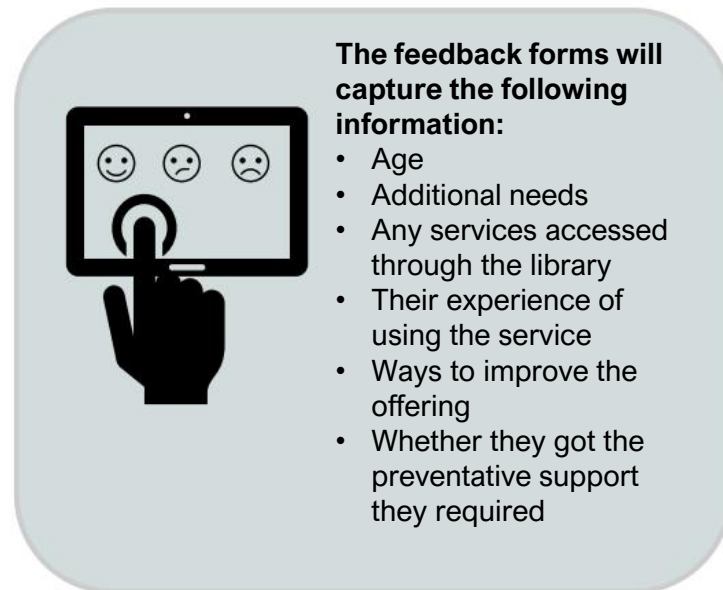


These principles, plus the feedback and learnings from staff residents engaging with the Shard End pilot, will be used to apply the place based approach to other localities across Birmingham.

How will we know if the pilot is working?

Capturing data throughout the pilot will be key to understanding whether key success metrics have been met through the place-based approach and enables the team to make informed decisions about developing the offer through the agile approach to delivery. **An exercise was undertaken to understand the demographic current library service users in Shard End to compare this to the ward demographic and baseline the data for the pilot***. The baselined data will be compared to the data collected throughout the pilot via feedback forms and captured using tablets situated in the entrance and exit of the library.

Category	Number of users (01/11/21-31/10/22)
All registered memberships that have not expired (memberships last for 4 years)	4,034
Members in receipt of benefits	72
Members with visual impairment or dyslexia	14
Members with learning difficulties	7
Members with a disability that impacts use of the library	4



**Currently the library service only collects data through library membership registrations. Therefore the number of library users is likely to be higher than the registered users. The service also relies on residents inputting accurate data which is subject to the risk of human error.*

What does this mean for the rest of the city?

Next steps and how learnings will be applied to the wider place based approach:

Now

Evaluate the Shard End pilot through feedback and engagement with staff and residents.

Evolve and add to the offer so that it is right for the Shard End community and truly drives EI&P outcomes.

1st Step

Next

Determine the next pilot locations based on data, local needs and Council priorities. In particular, we will work alongside ward members to develop the options for libraries.

Using the principles of the place based approach and lessons learned from the Shard End pilot, working with local stakeholders to develop a place based offer in the next area of Birmingham with at least one appropriate existing building, tailoring provision to the local community and building on strengths in existing provision.

For any areas currently without an appropriate building, develop an options appraisal to ensure all residents of Birmingham have access to prevention focused services.

2nd Step