

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND**"Doing things differently in neighbourhoods to make better places to live"****PROPOSAL FORM****WARD:** Soho**INNOVATION****TITLE:** Soho Market Place

Innovations must 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** ☐
- **Housing for Birmingham** ☐
- **Health** ☐

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?

Soho Market Place': Kajans will use the LIF to develop 'Soho Market Place' on the Muhammad Ali site in Hockley. Kajans will develop Soho Market Place, as an entertaining, creative, cultural and enterprise space for local people to come together to display, exchange, sell, and promote services. Our intention is to develop the Soho Market Place, as a prestigious seasonal community cohesive event and a desirable destination for visitors to the City. The Soho Market Place will be developed in partnership with a range of local community based enterprises, local businesses and members of the Soho First CDT.

Activities will comprise a mix of food and drink stalls, craft & jewellery, basket weaving, children activities, cottage producers, exhibiting partners and sponsors providing a range of merchandise and services. This will be interspersed with live music, bands and artistes, cooking demonstrations, traditional workshops such as drumming, poetry and dance. The above activities are not exclusive but were the main ideas taken from a lengthy consultation process and selected by a Focus Group. **Soho Market Place'** will move from a general open event format to themed events inviting big names and restaurants from across the West Midlands to join or lead a specific theme/month on the festival calendar over the years. Expectations are that once established the event will take place monthly each year from April to October on the Muhammad Ali Site in Hockley. As part of its objective to drive continuous improvement and develop sustainability, Kajans and partners will work across urban, rural and cultural communities annually to review the effectiveness.

In addition to the above arrangements, Kajans will seek wider cross-cultural community involvement in the planning and delivery of events. Individuals with the organisational expertise, skills and experience of community outreach will be contracted to work across local communities to achieve diversity and the widest participation possible. Kajans will provide professional safeguarding structures in line with its policies for young people and vulnerable adults.

Taste of Birmingham's Diversity – at the very outset we want to know that the event is and will be valued and so we will work to create one of the biggest and most diverse food tasting platform's in the City, with food from around the world. As the event develops we will invite other international culinary experts to join us. Each

weekend will kick off with an exquisite culinary experience indoor (tented to begin with) on a Thursday evening, where individuals can book one of four cuisines. On the fringe a much larger group will be able to experience an open-air brunch with a wider delight of tastes and spices from the across the globe. From Friday through to Sunday the site will attract individuals, groups and families to experience a wide variety of entertainment, crafts and workshops.

We plan to provide local people with a world experience on their door-step, taking the age-old festival concept to a different level. We will make the event an annual destination for many who have over-looked the richness of experience and opportunities that can be harnessed from very poor communities when the labels and stereotyping are removed and people are left to participate in the simple act of sharing. The sustainability is not just based on the selling of a few tables on the Thursday nights over seven months. It will be heavily reliant on the generosity of local volunteers, artists, businesses in the area such as East End Foods, Tesco, Asda alongside international contributors such as Grace Foods International, Blue Mountain Coffee etc.

Whilst we will make saleable tickets available from Easter, we will begin the public campaign early in the year, with a heavy reliance on social media, supplying tickets to the press, to be more specific, to bring them along with us. Equally important will be our flashmob tweets from Word of Mouth HQ, a semi-secret location outside Muhammad Ali site. Some of the stuff we'll be asking individuals to blog on could be making breakfast with celebrities or Master Chefs. Those individuals who arrive early can take part in our impromptu tasty happenings by keeping an eye on our **twitter feed** at # for flashmob action as we, taste and chat, swap notes, and photograph via social media.

LIF Priorities: The overall project encompasses several LIF priorities. In relation to **active citizens and communities stepping up**, it will represent a watershed in the development of the African and Caribbean led cross- cultural, truly diverse community space/event. Within the specific context of **Improving local centres** we aim to develop the currently derelict Muhammad Ali site and make it a destination for local people and visitors to the city. Though the event will attract all ages we plan on creating a wider experience, improve perspectives and open the minds of **Children and young people so they can see this is a great city to grow up in**. This is a citizen-led programme which acknowledges the changing ability of Birmingham City Council to provide adequately, the range of services, creative and cultural opportunities needed in local communities. Kajans also recognises that partnership with citizens is a multi-layered relationship in which volunteers are active in all aspects of the project's development and will create the structures for this to take place as we collaborate with individual artists, to colleges and universities.

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?

Through an extensive consultation and various Focus Groups the initial first stage ideas were collated. This was further tested by the Kajans Board Away Day event and returned to the Focus Group for refinement. Kajans will use this layered approach to the recruitment 10-15 local volunteers, professionals in the area and those looking for an opportunity to develop their organisational, marketing and PR skills, to take forward the detailed planning. Once an agreement is reached as to the mix, shape and size of the festival, local section champions will work in mix-ability teams with some professional co-ordination, fundraising, marketing and evaluation experts. These teams will produce work plans for approval by the PMG and will report KWE Ltd Board monthly. Kajans will then establish cross-section working /Project Management Group (PMG) to ensure continuity from year to year.

It is anticipated that following the annual review and as the Soho Market Place develops, it may need to appoint

a suitably skilled and experienced event organiser to make that fundamental step-change from neighbourhood event to a destination for others across the city. Such a move will help to generate new business, increase income generation, with a view to establishing strategic links with other successful events across the UK.

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?

If the proposal is successful Kajans partners and volunteers will work together to transform the derelict area currently known as the Muhammad Ali site, returning it to a hive of activity a fun destination, where all communities are once again happy to gather and share many cultural, recreational and learning experiences. The impact and outcomes of this initiative can be firstly measured by the strategies used to improve working relationships and the widening of access to everyone regardless of race or culture. Also of importance is the opportunity it will provide for local artists, crafts people and those working in the cottage industry to display and sell their product and as consequence stimulate the local economy. The Soho Market Place will act as a conduit to the mainstream by creating opportunities for statutory/local agencies and organisations to display and promote their services and increase take up by local people. It will empower local volunteers and motivate young entrepreneurs to transform their communities. The Soho Market Place will provide a step-change in citizens once again taking the mantle of doing it for themselves and raising local aspirations. Soho Market Place will also become a joyful event in the middle of four locally deprived communities.

This project will have significant impact and outcomes for the Ward, as it provides increased skills development, enterprising opportunities, activities for young people and senior citizens side by side. It will provide a focal point for a range of cultural communities to meet via a positive platform and will inevitably contribute to community cohesion.

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

Consideration of other sources of funding include income generation via event/display pitches, applications to local Trusts and foundations, volunteer time and contributions from local businesses

What resources will be required?

	£
- Capital	
- Running costs	35,500
- People power volunteers	8,250

Amount required from LIF £6,500

Have you got any match funding – in cash or in kind? In Kind 70.5 /3 Volunteer days.

Contact person for proposal

Name Hermin McIntosh

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E-mail Kajansprojects@hotmail.co.uk

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

The proposal was discussed with local-residents and community groups during a 14-week consultation programme across communities, in local supermarkets, community buildings, religious centres, schools and local libraries. Information and ideas were also collated through questionnaires, individual interviews and Focus groups. Participating community organisations include Harambee, Soho CDT, The Settlement, Newtown Elders Group, Laurel Road Community Centre, Religious centres, Housing Associations, Ward Meetings (as part of a wider plan for the development of the Muhammad Ali site), Rookery Road and Aston Community Fire Stations, Councillor Sybil Spence has participated in consultation events. As far as we can ascertain the Ward Councillors are very supportive. Additionally, we have presented ideas for the development of the site at Ward meetings and local councillors have participated in discussions with Birmingham City Council and have independently attended consultation events. Consultations with the above groups and significant providers of services in the area were supplemented by three hundred and eighty-five other persons.

Although not reflected in the figures there were several radio interviews and phone-ins mostly from Birmingham based residents. Responses from callers were in line with those received in the face to face interviews and consultations events. Broadly speaking, from wherever the opinions came they were supportive of the proposal to redevelop the Muhammad Ali Site, to promote a range of events including the Soho Market Place and these ideas were evaluated by a focus group comprised of different sectional interests. This created a perfect opportunity for citizens to actively participate in developing and shaping the ideas being taken forward.

Discussed at

Ward meeting

Date:

Signatures of all 3 Ward Councillors

Name Sybil Spence Signature [Signature] Date 04/12/17
 Name CLL Chamanlal Signature [Signature] Date 5/12/17
 Name S. Thompson Signature [Signature] Date 5/12/17

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	
No	