Giving
Hope
Changing
Lives

Birmingham
Social Inclusion Process

Making Birmingham
an inclusive city

Acknowledgements

Birmingham City Council would like to thank:

- The Bishop of Birmingham for his time and commitment in leading the process

- The steering group members for their knowledge and expertise in guiding the process and developing the seven commitments to social inclusion

- The University of Birmingham for being instrumental in supporting the process by giving evidence, helping to design the inquiry process, supporting the refinement of the key lines of enquiry, facilitating a number of events and acting as a critical friend during the entire process

- The key line of enquiry champions and reference group members for their work on the research, evidence-gathering and engagement activities

- The hundreds of groups, organisations and individuals who have invested their time and energy in contributing to the work of the Social Inclusion Process by giving evidence, taking part in engagement activities and providing comment and feedback.

A full list of contributors can be found in Appendix One

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Foreword - A call to action

When I was asked to lead the Social Inclusion Process, Giving Hope Changing Lives, I did not hesitate to take up the challenge. In this time of unprecedented global economic and social uncertainty, it is vital that we work together across the city to shape the future wellbeing of the people of Birmingham.

As the largest UK city outside London, with one of the most diverse and youthful populations anywhere, Birmingham has the natural talent and global potential to be the very best setting for 21st century urban life.

Achieving the best quality of life is important for everyone, but in order to do this, people need to be able to participate fully in society and the economy. The high level of disadvantage that persists across Birmingham is extremely distressing and could become worse in the current climate. Inequality and social exclusion is something that we should not easily accept in a rich country and a city like ours. Our aim is to bridge the gap between the disadvantaged and the powerful, so that more people can participate in the economic and social opportunities at work, home and play.

Evidence from the process shows that the challenges in achieving this aim are most demanding. Our key lines of enquiry, whether in households, streets or communities, in institutions, organisations or enterprises, revealed a new expectation that a more cohesive city is the responsibility of all, and is in the interests of all.

This task moves beyond what the city council or national government can do, not least when budgets are being reduced drastically. It will require the combined energy, resources and wisdom of everyone to address some of the fundamental economic and social issues we face, and to protect those who are most vulnerable in our communities. I am extremely grateful for everybody's contributions so far. The findings from the process were set out in our Green Paper. This White Paper presents the commitments and recommendations that the steering group feels will have an impact on social inclusion in the city.

However, this does not cover everything and this is not the end of the process. I am asking for your help and expertise to turn these ideas into action. I invite you to engage immediately with items in this paper that you can influence, and also to point out to us areas you can help deliver.

I am aware that I am taking a leap of faith that we want to promote another's fulfilment at the same time as our own. As we seek the welfare of the whole city, may we know that we are committed to Giving Hope and Changing Lives when, in our relations with our fellow human beings, distant respect moves to deep appreciation and mere tolerance becomes full participation.

The Right Rev. David Urquhart
Bishop of Birmingham

Executive summary

The Social Inclusion Process has held conversations across the city to gather ideas about how Birmingham might tackle disadvantage in its communities and neighbourhoods.

It aims to raise local people's aspirations and bring lasting change to the quality of their lives. It also challenges organisations and institutions in the city to change the way they work, to put inclusion at the heart of all they do.

This White Paper sets out seven commitments to social inclusion and the recommendations that underpin them. These were developed by the Giving Hope Changing Lives steering group in response to the evidence gathering, research and engagement activities undertaken by five key lines of enquiry (KLOE): Place, People, Wellbeing, Inclusive Economic Growth and Young People.

The detailed findings of these KLOE groups and subsequent recommendations are outline in this White Paper.

The seven social inclusion commitments are to:

1. **Support families and children out of poverty**…
   - by building an **inclusive growth strategy** that can bring jobs and prosperity across all communities.
   - And **supporting vulnerable families**, by working with them to understand and develop the support and services they need. For example, parenting support, flexible child care, and employment support.

2. **Embrace superdiversity**… by understanding the unprecedented variety of cultures, identities, faiths and languages that have transformed the social landscape of Birmingham, leading to a change in the way that city leaders and citizens connect and communicate, the way plans for the city are shaped and the way that services are provided to reflect Birmingham's superdiversity.

3. **Protect the most vulnerable**… by ensuring there is concerted and co-ordinated preparation to mitigate against the worst effects of the welfare reform changes, in particular on the most vulnerable people in society.

4. **Connect people and places**… by reducing the cost of and increasing access to public transport by developing a digitally connected Birmingham and by creating a "barrier free" city – ensuring that disabled people have access, on an equal basis with others, to the social, cultural and economic life of the city.

5. **Create a city that values children and young people**… by developing a youth employment strategy for the city that turns education success into

career success, and by establishing a job or apprenticeship guarantee for every young person in the city.

6. **Empower people to shape their neighbourhood**… by developing a neighbourhood strategy for the city, encouraging greater participation and strengthening relationships between different areas through neighbourhood 'twinning'.

7. **Address safety, isolation and loneliness**… by developing services that reduce isolation and loneliness of older people, such as recreational activities, intergenerational activities and volunteering, alongside developing a safe strategy that ensures people live and grow up in safe environments.

Recommendations are also made for the cultural and behavioural change that organisations, voluntary and community groups and individuals need to make in order to deliver the social inclusion vision.

The Bishop of Birmingham will now be writing to key stakeholders locally and nationally to request a formal response to the commitments and recommendations. Any successful approach needs to be underpinned by a set of shared principles that should be adopted by all.

An action plan is being developed to set out how the recommendations will be implemented, who needs to be involved and how success will be measured.

Throughout this process, the collective knowledge of a wide range of organisations, groups and individuals has been used as a learning tool and will continue to guide future activities.

With this in mind the steering group will ensure that networks and relationships that have been established are continued and developed, allowing the city to build a 'movement for change' around social inclusion. If you would like to get involved, contact me:

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Alternatively, join the conversation at

Blog : www.fairbrum.wordpress.com or
Email: fairbrum@birmingham.gov.uk
Twitter: @fairbrum or #fairbrum

Jackie Mould
Director of Strategic Partnerships
Birmingham City Council

Section One: Background

We all love our city and have ambitions for a thriving population where communities live harmoniously together. We want people to be enabled to improve their economic lives and individual wellbeing.

This ambition represents a major challenge not least because significant poverty still persists across the city, holding back economic flourishing and causing misery and despair for many. The challenge is made more difficult by the global economic downturn and reductions in public expenditure.

Giving Hope Changing Lives, the Birmingham Social Inclusion Process (SIP) led by the Bishop of Birmingham, and guided by a steering group of city leaders and influencers, has for the first time sought to bring a collective city-wide response to addressing this issue. The process has brought together people from different walks of life to explore, understand and propose ways to tackle social exclusion.

This White Paper sets out the challenges faced by the city and the progress that has been made so far. Hundreds of people have been involved, generating ideas and sharing experiences. This has enabled the steering group to shape and establish the seven commitments to social inclusion and the recommendations that underpin them, outlined in section three.

The social inclusion challenge

Birmingham has a growing population and is the one of youngest city in Europe with over 50% of its population under the age of 35. This, along with its growing diversity, provides a huge opportunity to develop the prosperity of the city, releasing a wealth of untapped talent and creating an environment of opportunity and growth.

However Birmingham is also a city of great inequality. Deep-seated, long term, persistent deprivation has been a feature of the city for a number of decades, with this even continuing during periods of economic growth.

Now, like most great cities, Birmingham is experiencing unprecedented change brought about by global economic forces. The banking and Eurozone crisis and the government's resulting deficit management policies have combined to cause a major threat to Birmingham's economic wellbeing and social cohesion. This is resulting in greater disparities between the least and most affluent parts of the city, high unemployment particularly amongst young people, and in poorer health and wellbeing.

As one of the wealthiest countries in the world, should we accept that around 15% of people in Birmingham are not participating in the social and economic life of the city? We believe that it is vitally important that we build on the success of the city so that more people can contribute to and benefit from its future.

Current data highlights the city's significant social inclusion challenge. The Indices of Deprivation produced by the Department of Communities and Local Government (DCLG) measures the deprivation levels of areas across the country.
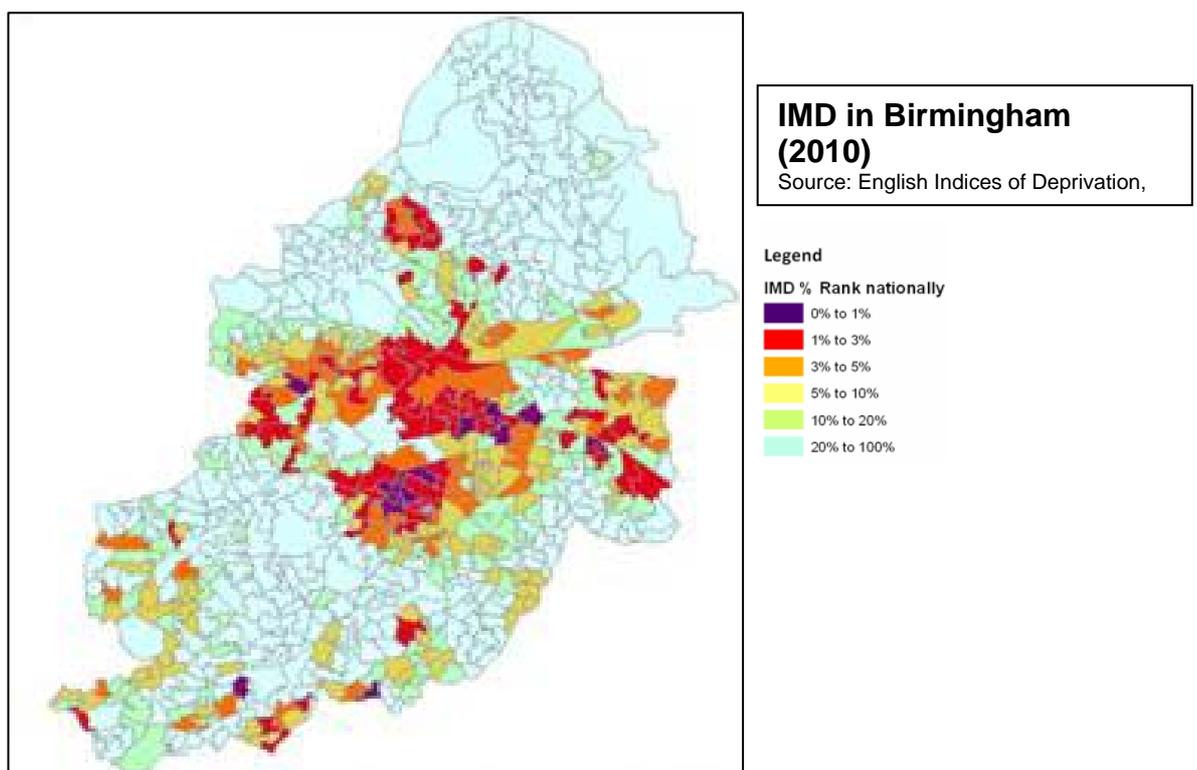
The Index of Multiple Deprivation (IMD) brings a number of different elements together including:

- income;
- employment;
- health and disability;
- education, skills and training;
- barriers to housing and services;
- crime; and
- the living environment.

This allows small areas across the country to be ranked according to how deprived they are relative to each other. The map below shows the location of the most deprived areas in Birmingham, with the darker (red and purple) highlighting the most deprived and the lighter (blue and green) the least deprived.

The data illustrates that:

- Birmingham ranks as the 9th most deprived local authority in the UK, with significant pockets in the top 1% most deprived areas nationally.
- 35% of children are classified as living in child poverty (2010). In some wards this is as high as 52%.
- Unemployment rates are twice the national average.
- Whilst education results have improved, there are significant gaps for many groups.
- There is a life expectancy gap of over 10 years between the worst and best wards.

IMD in Birmingham (2010)
Source: English Indices of Deprivation,

Legend
IMD % Rank nationally
- 0% to 1%
- 1% to 3%
- 3% to 5%
- 5% to 10%
- 10% to 20%
- 20% to 100%

Why improving social inclusion is important

Social inclusion is important for the future success of Birmingham and its citizens, businesses and communities. Evidence indicates that more equal societies display greater wellbeing among their citizens and foster confidence and greater participation in civic and economic life. By achieving better outcomes, people, families and communities become more resilient, rely less on the state for assistance and are able to shape their own futures. All residents have a right to have access to the opportunities that a modern society brings.

In short, socially included citizens have a greater stake in society. A fairer and more cohesive city brings economic prosperity where citizens contribute to the economy and generate wealth for themselves and their communities.

However, social inclusion and cohesion can only be achieved by identifying where exclusion and marginalisation exists, and by breaking down the barriers to opportunities and taking action to redress inequalities.

Only by changing our approach and planning ahead will we be able to put Birmingham in a position to create its own future and be in charge of its own destiny.

The scale of the challenge – why we need a new approach

Birmingham is a diverse and constantly changing city of just over one million residents, with more than half of the population aged under 35. This makes it the largest UK city outside of London and one of the youngest cities in Europe. The city has a rich and varied faith and cultural heritage, and is a vibrant and thriving place in which to live, work, visit and do business.

Historically, Birmingham's economic reputation was built on the range and creativity of its manufacturing base. Birmingham still maintains some of this heritage with large employers like Jaguar Land Rover and Cadbury still located here, and the city has attempted to deal with the decline in manufacturing by reshaping its approach towards service and knowledge-based sectors. In some respects the city has been successful in this transition, with rapid growth in sectors like business and professional services, some areas of the city undergoing a massive physical transformation, and large areas being regenerated.

There have been substantial improvements in many life outcomes for citizens in Birmingham. Education results have improved, with GCSE results now in line with national averages. People are living longer. Crime has reduced, with recorded crime lower than any time in the last 15 years.

However the improvements in the city have not benefited everyone. The different regeneration and economic approaches that various institutions and public bodies have adopted over recent decades have not succeeded in producing a more inclusive city, where everyone has the chance to take part in mainstream society. Many policies have failed to reflect the local

distinctiveness of Birmingham and the different levels that social and economic development must operate at within the city.

There needs to be an understanding of the past, for example, how the function of neighbourhoods across Birmingham has changed due to the decline in manufacturing industry, and how housing policies over the decades have compounded the problem.

Deprivation

As with most cities, Birmingham has areas with differing levels of affluence. Some areas of the city are extremely deprived. Wages are lower, more people are unemployed, and the health outcomes of residents are poorer in these places.

It is possible to identify where these areas are, and also to compare the level of deprivation in Birmingham with other areas by using the IMD. Using this measure, Birmingham ranks as the 9th most deprived out of the 354 authorities in England. Birmingham is the most deprived of the West Midlands metropolitan authorities, and of the eight 'core cities', only Liverpool and Manchester rank as being more deprived.

Unemployment and worklessness

Unemployment levels in Birmingham are nearly twice the national average, with different levels of employment across the city and across different communities. In some areas of Birmingham over 50% of working age people are not in employment. Particular ethnic groups experience disproportionately high levels of unemployment within Birmingham.

Income inequality

Income levels of residents remain lower than average, and between 2006 and 2011 the gap between the city average annual household income and the national level has increased. There are significant gaps within the city too, with people on lower income bands concentrated in the same inner city and outer city areas already identified as suffering from low skill levels and high levels of worklessness. There is a £175 difference between the district with the highest gross weekly pay (Sutton Coldfield) and the district with the lowest (Hodge Hill). Working disabled people are also more likely to be on lower than average pay.

Child poverty

In Birmingham, 35% of children are classified as living in poverty (2010). In some wards this is as high as 52%. Child poverty is associated with nearly every major negative life outcome including poor quality housing, poor educational attainment, and multiple negative health outcomes both in childhood and in later life. For example, children persistently living in housing with inadequate heating and damp conditions are twice as likely to suffer from chest and respiratory problems. They are also more likely to suffer mental health problems and delayed cognitive development (Shelter, 2006).

Education

Education levels have improved significantly in recent years with GCSE rates now in line with national averages. However, despite this improvement there are still significant gaps in attainment for certain groups within the city. Some areas have transitory communities with a high percentage of new arrivals. This can have an adverse effect on school performances.

Skills gap

Providing job opportunities for people in the city is extremely challenging, and even if there was significant job growth, not everyone in the city would be able to take advantage. The city has a relatively low proportion of highly-skilled residents (25%) when compared with the UK average (31%), and it ranks towards the bottom of the eight English 'core cities'. Birmingham also has a high proportion of its working age population with no formal qualifications, higher than in any other English core city. This skill shortage is a contributing factor to Birmingham's low proportion of residents employed, and associated high benefit claimant numbers.

Health inequalities

Health inequalities result from the fact that there is a social gradient in health. For example, the less affluent a person is, the worse on average his or her health will be. Being poor means that not only are you likely to die younger, you are also more likely to live with life limiting disability for longer, and much more likely to get a preventable disease. Although life expectancy has increased, average life expectancy levels across Birmingham vary considerably. There is over 10 years' difference between the ward with the highest life expectancy and that of the lowest.

A growing city

By 2035, Birmingham is expected to get younger, with above national average growth in the number of people from all age groups below 65. It is also a city that is getting more diverse. This population growth has significant implications on many policy areas. For example, the basic housing requirement for 2011–2031 is approximately 80,000 extra dwellings. Birmingham also needs to create about 150,000 jobs by 2025 to have an employment rate in line with the national average.

Global recession and budget cuts

It needs to be recognised that the national and international financial situation has compounded many of the inequalities in the city. National government's austerity programmes significantly impact on the ability and freedom of local areas to affect change on anything outside of core services. Any recommendations from the Social Inclusion Process need to be made within the context of the extensive budget pressures that many organisations are now under.

For more information:

"Closing the Gap" report – December 2011

Birmingham's Shared Strategic Assessment – June 2012

Section Two: Key Lines of Enquiry

In 2012 the Bishop of Birmingham began to explore what works in tackling social exclusion locally, nationally and internationally, and to prevent future exclusion through early intervention. The intention was to identify practical steps to raise local people's aspirations and bring lasting change to the quality of their lives.

The Bishop brought together a steering group made up of people with a range of experiences, expertise and knowledge to oversee and shape the process. It was coordinated by the city council's Strategic Partnerships Team and supported by University of Birmingham who acted as critical friend and brought academic rigour to the process.

The process focused on five key lines of enquiry (KLOE):

1.   Place
2.   People
3.   Wellbeing
4.   Inclusive Economic Growth
5.   Young People

Each KLOE was led by a champion supported by a reference group comprising teams of academics, practitioners, frontline workers and other experts carrying out research, evidence-gathering and engagement activity.

The teams conducted research, heard evidence from expert witnesses, visited communities of interest, explored examples of good practice and attended a variety of events to further their knowledge and understanding.

A vibrant conversation was established and is being continued through social media via a blog, fairbrum.wordpress.com, and the @fairbrum twitter feed.

The detailed findings from the process are set out below and individual KLOE reports are also available. The findings from the process were set out in a Green Paper which was widely disseminated for comment in October and November 2012.

The commitments and recommendations outlined in Section Three were shaped and developed by the steering group based on feedback from the Green Paper. However this is an ongoing and iterative process and the dialogue will continue, especially as plans are made for implementation.

For further information:

Green paper – Green paper
Place KLOE report July 2012 – Place report
People KLOE report July 2012 – People report
Wellbeing KLOE report July 2012 – Wellbeing report
Inclusive Economic Growth KLOE report July 2012 – Inclusive Economic Growth report
Young People KLOE report July 2012 - Young People Report

Place findings

The Place KLOE considered the following overarching question:

> **Why are some places better off and how can those that are worse off be improved?**

To answer this question the KLOE team visited a representative sample of neighbourhoods across Birmingham, ensuring that a mix of outer ring and inner city areas were included. The KLOE also engaged with neighbourhood policing teams, presented to the City Housing Symposium, held various focus groups and called for evidence.

Many people feel isolated and marooned in some parts of the city

> "There is a very strong village mentality – a lot of our elderly still have not seen the Bull Ring – going to Perry Barr is like visiting Europe"
> **Kingstanding resident**

This KLOE spoke to people in many different neighbourhoods across the city. It was clear that most have strong senses of identity and attachment. It was evident that having a strong connection with, and identity of, the place you live in can underpin residents' sense of wellbeing and cohesion resulting from strong ties and solidarity.

However, in some areas, particularly estates on the outer edges of the city, identity was fragmented as a result of historical patterns of the association between housing and employment, and the socio-demographic pressures on the housing stock emerging in the city. Residents talked of a sense of isolation, remoteness, and lack of connection with either the surrounding neighbourhoods or with the rest of the city.

> "Who is pushing the trigger to say bin collection happens three times a week in Sutton compared to around once a week in Alum Rock"
> **Saltley & Washwood**

> "[this estate] is in the wrong place. Anywhere else in the city it would get better funding. [the estate] is seen as Sutton Coldfield and Sutton Coldfield is seen as affluent"
> **Older Falcon Lodge resident**

In addition, residents in estates or neighbourhoods surrounded by relatively affluent areas also talked of being forgotten or overlooked. The quotes are examples of the perception in some areas that more affluent neighbourhoods are better looked after by local agencies with them being kept cleaner or safer, when this is not actually the case.

Many residents in 'deprived' neighbourhoods felt that negative perceptions of their area were widely held by 'outsiders'. This is hugely damaging to the reputation of these areas and their residents, resulting in barriers to employment and low self esteem, and greater insularity.

> "I am Lozells and Lozells is me"
> **Lozells resident**

Some residents said they would not put their postcode on a CV for fear that it would lessen their chances of getting employment. During discussion with residents, issues around crime and safety were never far from the surface. In a number of neighbourhoods, the discussion of identity and sense of place was shaped by anti-social behaviour issues.

Cost and access of transport

Compounding the connectivity problem is the cost and access to transport. For many in the city public transport is too expensive, meaning that residents often can't afford to connect with the rest of the city, even if this is where education and employment opportunities are based. Residents identified the prohibitive cost to families of visiting the city centre, particularly families on low incomes (for example, the cost of a family saver to the city from outlying areas is £8.00).

> "…we don't connect to the city centre – it's £8 for a Family Day Saver into town on the bus... The city has set itself up in a way that excludes the people from the outlying estates – they don't want people like us to be there. So we can't afford to have connection with the city"
> **Welsh House Farm resident**

The lack of connection and feeling of isolation of some outlying estates has translated into a feeling that the opportunities being developed in the city centre and other areas of Birmingham are not for them. It has led in some cases to resentment about inner city communities, manifesting itself in feelings of 'us against the rest'.

People have the solutions and need the power to act

Birmingham has created an environment that is built around structures and organisations to deliver services across the city. This has continually disempowered residents' sense of action.

> "There are some strong characters on the estate which helps with getting things done"
> **Attwood Green resident**

There is a need in Birmingham to nurture and design ways to encourage the 'power to act' for residents who feel they have solutions to issues that affect wellbeing and inclusion. This would create a sense of citizenship and ownership across the city.

> "This community will give – they put their hand in their pockets"
> **Castle Vale resident**

The notion that taking action is 'someone else's responsibility' needs to be challenged. Projects that help communities and individuals 'do it for themselves' should be encouraged. Individual and collective curiosities should be provoked and linked back to support for and provocation of the 'power to act'.

Services need to face outwards: a great GP brings in the family to discuss how to improve the life of 'Granny'; a great social worker gets a mentally ill client into meaningful voluntary work, not just oversees their treatment. The great frontline worker should be purposefully promoted for their capacity to improve wellbeing.

> "Sometimes it's best to go in an indirect way – Perry Common set up a knitting group and that started something …Summerfield started a growth scheme and set up areas to grow food. But often it's getting a common interest and start things from there" **Attwood Green resident**

Regeneration approaches need to be inclusive

Some communities have a vision of what they want, and the independence and confidence to articulate their vision. What is apparent is that differences in the level of confidence do not always correlate with levels of funding.

> "We have no place where local people can get together. We need a community centre that brings people together"
> **Birchfield resident**

Residents in areas which have had historically high amounts of regeneration work often talked about how they feel removed from the process of regeneration and not involved in the planning and decision-making. It appears that consultation happens, but is often perceived as tokenistic.

However residents are often clear about what they think helps make successful and vibrant neighbourhoods. Central to these views are green, open public spaces and community buildings. These community buildings are important to local residents because they are places where residents can come together, whatever their background. This does not have to be a new building.

> "Local people are very far removed from that process – people think that it is being done to them rather than being part of that process"
> **Kings Norton resident**

Many people spoke of allowing schools and public buildings to open in evenings and or weekends. Where this happens in Birmingham, neighbourhoods are characterised as having a more cohesive bond between schools, pupils, teachers, parents and the wider community.

Services should also be delivered at a local level, so they are delivered and tailored to people's needs. As connectivity is poor in many areas, residents often find it difficult to travel to areas outside of their neighbourhoods to access services. There is a need to look at new ways of delivering services, perhaps looking at how a 'smart city'" approach can enable residents to receive better services.

> "We have seen so many agencies drop off or the services have been centralised and people on the estate don't have any resources to get to Harborne or where they are centralised"
> **Druids Heath resident**

For more information see the Place KLOE report July 2012 – Place report

People findings

The People KLOE considered the following overarching question:

How can we maximise the potential of our rapidly changing and diverse population?

The People KLOE team moved away from the established way of looking at diversity and equality. Instead, it looked at how different people and communities get along and respect each other's difference, identifying the things that unite people. It also sought to understand how Birmingham's superdiverse communities can contribute to the growth and prosperity of the city, and how the economic, social and cultural assets within the city's communities can be harnessed.

Birmingham is a 'superdiverse' city

Birmingham is well known as a welcoming, young and diverse city. Its social, economic and geographical diversity is well-documented. However, research has shown that Birmingham is in fact 'superdiverse'.

Research from the University of Birmingham indicates that in the three years between 2007 and 2010, people moved to Birmingham from 187 different countries. People come to live here for a variety of reasons – for employment, to marry, as migrants, students and, to a lesser extent, asylum seekers.

While this has had a positive impact on the city, it also raises significant challenges for cohesion. Newly arrived communities are often the most excluded, because they do not always know how to access services or where to go for advice.

The city also demonstrates another of the key characteristics of superdiversity: fragmentation. Rather than being part of established or emerging ethnic or community clusters, many of the arrivals come in such small numbers that they are not part of a group at all. They may have few or no social connections in the city and have become isolated and disconnected.

"People of Birmingham are very welcoming, helpful and friendly"
Polish migrant, Handsworth

> "Our neighbourhood is often referred to as little Somalia"
> **Sparkbrook resident**

Feelings of isolation, however, are not just an issue for new arrivals. They can also be an issue for established communities and residents, increasing the perceptions of fragmentation and loneliness.

But superdiversity also offers Birmingham unprecedented opportunities. The people who come here are those with the motivation, initiative and courage to leave their families and possessions behind and move somewhere totally new. They are often well-qualified, hard-working and determined. The levels of diversity within the city mean that Birmingham can benefit from cultural and linguistic diversity and, perhaps most importantly in these times of economic hardship, connections with almost every country in the world.

> "What do I like about Birmingham?..the fact that there are lots of people who are different [from one another]" **Young person**

Shared sense of community

Given the changing demographic landscape of the city, the diversity of Birmingham needs to translate into opportunity for building a vibrant and inclusive city where individuals and communities have shared rights and responsibilities that strengthen a shared sense of community and wellbeing.

> "In Balsall Heath we are welcoming, generous and friendly"
> **Member of Saheli Women's Group**

The KLOE team recognised that there is a need to develop a broad set of rights and responsibilities that will be tested more widely before they are established.

For more information see the People KLOE report July 2012 – People report

Wellbeing findings

The Wellbeing KLOE considered the following overarching question:

> **How can the wellbeing of the people of Birmingham be improved?**

To answer this question the Wellbeing KLOE team considered the factors that affect the wellbeing of Birmingham citizens and ways in which wellbeing can be improved, particularly where it is at its lowest.

What wellbeing means

Wellbeing means different things to different people. There is no single definition; therefore it is difficult to determine where in the city it is at its lowest. The process of exploring this using evidence from a range of experts pointed to the following understanding.

Groups likely to have poor wellbeing are:

- Those living in poverty
- Children of divided families
- Children whose parents have mental health issues
- Young people with poor educational standards
- People in marginalised communities
- People who are isolated

- Those who have been abused
- Unemployed and those in low paid, menial work
- The homeless
- Those abusing drugs or alcohol
- Those with mental illness

The KLOE used this understanding of poor wellbeing to inform its engagement process, paying specific attention to seeking solutions to address where wellbeing is at its lowest.

The KLOE considered the New Economics Foundation 'Five Ways to Wellbeing' (Give, Connect, Notice, Learn, Be Active) as a useful tool in analysing the success of wellbeing initiatives for individuals.

The Wellbeing KLOE carried out desk-based research; held evidence sessions that heard from experts in the field, and visited a number of organisations and community based initiatives to establish what it is that can enhance wellbeing.

The KLOE carried out a survey with people who had been homeless and had experienced a number of health issues. Participants described some of the things that were most important to them. The majority of people surveyed said that the meaning of wellbeing to them was about being active and connecting with the world around them. The ability to carry on learning was also very important as was having a family life. A number of people said that there was a need

to educate people about ex -offenders and what they have to offer, 'see the person not the offence'.

Work has a positive impact on wellbeing

Work, employment or the meaningful occupation of an individual's time has a positive impact on wellbeing. Examples of therapeutic work environments demonstrated the significance of a 'normalising structure' for individuals who would otherwise be set apart from mainstream work experiences.

Relationships are important

Relationships are vital for social inclusion and there is strong evidence that indicates that feeling close to, and valued by, other people is fundamental to individuals' and communities' wellbeing. It is clear that social relationships are critical for promoting wellbeing and for acting as a buffer against mental ill health for people of all ages.

> "our communities get together to share food… You'll never go hungry here during Ramadan
> **Saheli Women's Group**

There is a need to remove barriers and improve mechanisms for people to 'give back', in association with broadening the understanding of the benefits of volunteering.

Identifying 'positive deviants' (those people who agitate positively for change and/or who provide solutions but from the outside of services) is important, as well as looking at where groups and/or individuals have come up with solutions that are outside of the norm and that enhance wellbeing.

Social injury

Social injury can be caused to individuals and communities as a result of long term and sustained discrimination by the widest of society's institutions. These social injuries lead to long term detriment on individual and community wellbeing. Institutions and social society need to address systematic discrimination against groups and individuals in an holistic and systemic way to reduce the impact of social injury and promote greater wellbeing.

Best practice

The KLOE heard about many examples of initiatives that promote wellbeing. For example:

Allotments and growing schemes... using gardening as a way to combat stress and depression. It can also provide an opportunity for intergenerational activity that can bring wider benefits to the community.

Social prescribing... moving from medicalising the human experience and solutions to it, to socialising issues like loneliness and exclusion through befriending, peer solutions, user groups and so forth.

Time banks... giving to get back, enhancing employability through volunteering and giving; providing additional support for those putting in through whatever assets they have.

Be Active... improving access to a range of leisure and sport activities for some of Birmingham's most disadvantaged communities. The city's Be Active scheme has been hugely successful in engaging with thousands of people across the city.

Assets employed for benefit

Wellbeing is underpinned by a combination of personal, family and community assets – including physical and financial resources, skills and capabilities, formal and informal community infrastructures. Some communities are more resilient and effective at supporting and promoting health and wellbeing for individuals within it than others.

There needs to be an understanding and reframing of potential community assets to ensure that they are unlocked and used to their full potential. These may include physical assets (e.g. disused land) and social assets (eg, people's time and skills).

For more information see the Wellbeing KLOE report July 2012 – Wellbeing report

Inclusive Economic Growth findings

The Inclusive Economic Growth KLOE considered the following overarching question:

How can everyone share in the city's growth and prosperity?

KLOE team members held a series of round table discussions to examine the issues involved and produced a paper outlining policy and strategic options to alleviate the problems uncovered. At each session papers on a wider range of relevant topics were presented and discussed by the group.

Wages in Birmingham are low and causing poverty

Poverty is not restricted to those who are unemployed or workless. Poverty affects many people who have jobs and an established income. A significant issue for Birmingham is the low wages that many households and residents have in the city. Evidence shows that wages for both men and women are lower than national averages and that there are also significant gaps between the most well off and least well off within Birmingham itself. A significant proportion of children who are classified as living in poverty have working parents.

There are well-established links between income, health and wellbeing. In areas where income is higher, wellbeing is greater.   However, a bigger barrier to wellbeing is income inequality and this is a significant issue in Birmingham given the disparity in wages within the city.

Median Weekly pay - Gross (£)

Difference between Birmingham Districts and England and Wales averages
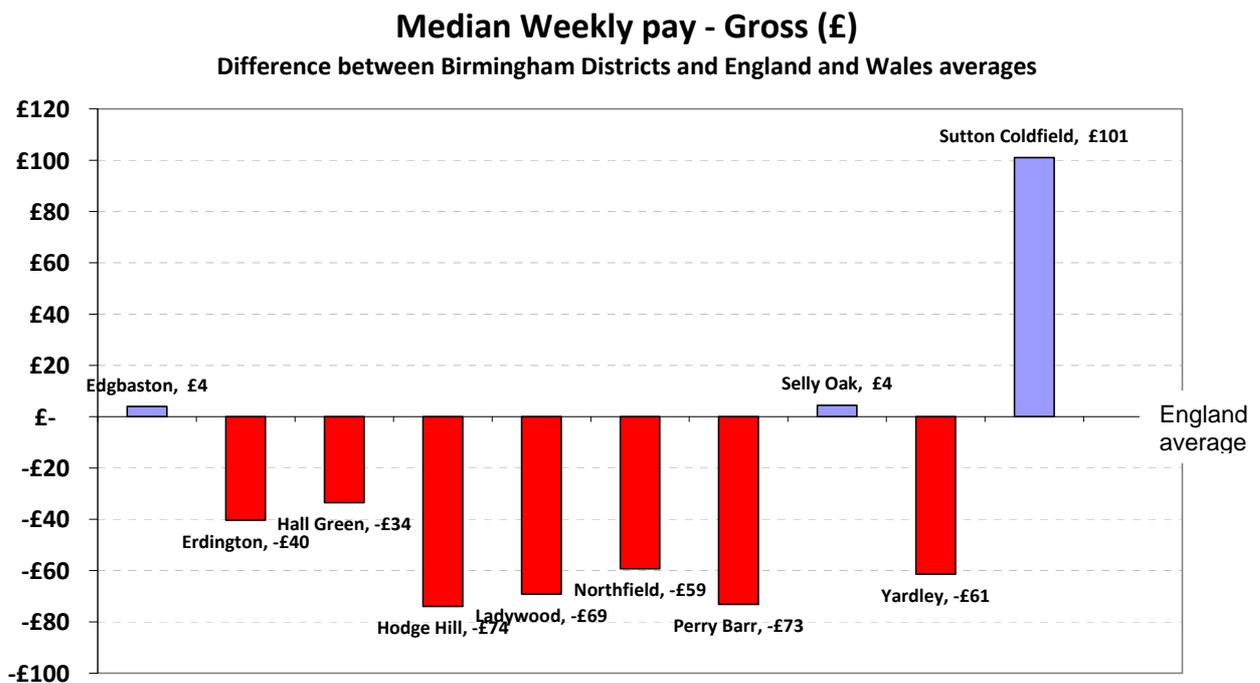
For residents and all employee jobs
Source: Annual Survey of Hours and Earnings, 2011

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Birmingham's economy and locales

Current approaches to try to stimulate growth and employment in Birmingham do not always recognise the multi-layered nature of the city's economy.   For example, Birmingham has a requirement for many different types of skills and at many different levels. These include skills related to manufacturing and service activities. It is important that the city develops a balanced approach to skill development and enhancement that recognises the diversity of the city's economy.

The economy doesn't operate in simple ways to existing political borders, such as district and ward boundaries. It is a mosaic of interwoven local economies at a city and regional level and also at local functioning geographies or 'locales', which have distinctive needs, strengths and challenges.

"Lozells' needs business leaders to attract business to the local area Lozells resident

"Sparkbrook is the home of the Balti Triangle; we need to build on this" Sparkbrook resident

Recognising the 'locale' concept could encourage Birmingham to consider the diversity of local economies that lie within the city. It is important to appreciate that every locale will have different infrastructure advantages and difficulties, and will have distinctive features within its local economy.

Small businesses and self-enterprise are important to Birmingham's economy

"People come from across the country to do their shopping, need to promote the area" Sparkbrook resident

Increasing employment and creating jobs is not going to happen in Birmingham solely by concentrating on high growth companies and large employers.   Nearly 80% of businesses employ less than 10 people. Small businesses create significant numbers of employment opportunities which are locally determined and controlled, particularly in localities and sectors where the market has failed to sustain activity.

Research from Localise West Midlands and the Barrow Cadbury Trust indicates that small businesses have a greater 'local multiplier effect' on local communities, increasing the community's prosperity directly as well as creating a comparatively high number of jobs.   While individual small businesses come and go, there is stability in a strong, small-business ecosystem which provides resilience against the massive shocks of inward investor loss. Their research indicates that access to finance is a barrier, particularly for small businesses in deprived areas.

Proportion of Businesses by Employment Size Band 2011

Size and Description	Birmingham
Micro Businsses 0 to 9 Employees	79.2%
SME 10 to 249 Employees	20.1%
Large Employer Over 250 employees	0.7%

Source: ONS

For more information see the Inclusive Economic Growth KLOE report July 2012 –
Inclusive Economic Growth report

Young People findings

The Young People KLOE considered the following overarching question:

> **What can we do to better encourage all our young people to fully develop their talents in a positive way?**

The KLOE team structured its engagement activity around three areas:

Work – how can we connect young people to businesses and opportunities in the city?
Learn – how do we ensure that young people are work-ready when leaving education?
Play – how can we better champion play as a valued part of a child and young person's development?

### Child destitution among young refugees and migrants

Through evidence submitted by the Children's Society, it is clear that there is an increasing problem of destitution amongst migrant communities. Since 2008, its West Midlands centre has been approached by hundreds of children and families who have become destitute, particularly single and pregnant mothers, and this number is increasing. These families, often including very young children and babies, lack the basic essentials that they need to survive, such as food, housing, clothing and nappies.

Many families are not eligible for support from the state, which means that the problem is largely a hidden one. There needs to be more work urgently undertaken to address this significant problem.

Young people are bearing the brunt of the recession

Rising youth unemployment is a serious issue. The city is the one of the youngest in Europe and the recession has had serious implications. Nearly a quarter of economically active young people aged 18-24 are currently looking for work (23.2%).

Youth Unemployment
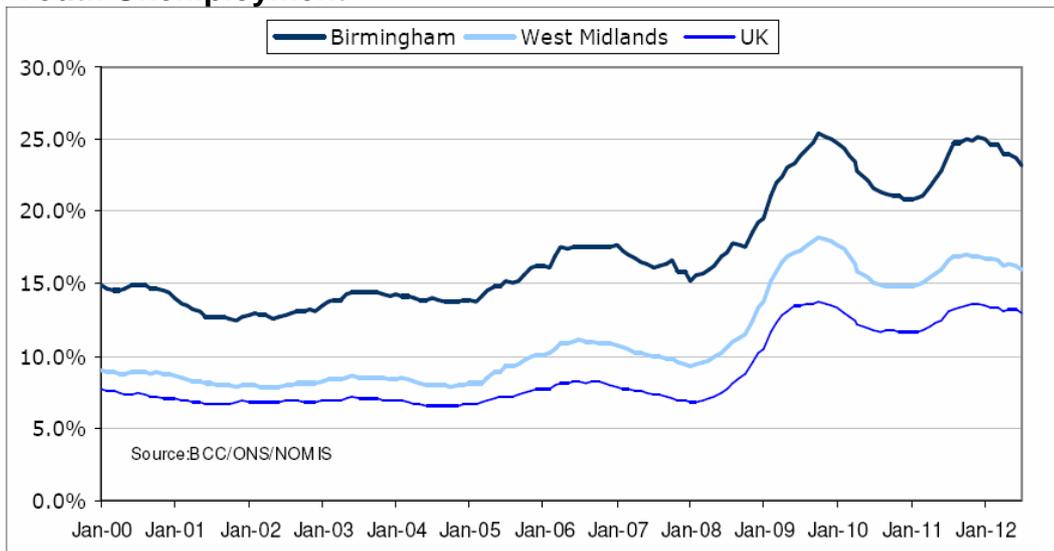
Source: BCC Youth Unemployment Briefing -

The cost of education and the ending of Educational Maintanance Allowance (EMA) was emotive to many young people we spoke to. Many young people felt the ending of EMA had had a negative impact because they were not able to take up opportunities in further education.

> "local police officers were never there when needed but always there if they didn't need them"
> **Young person, Lozells**

Young people spoke about feeling 'victims' of the recession and said that many decisions taken nationally in recent years, whether it be the ending of EMA or the increase in university tuition fees, have unfairly targeted the younger generation.

Career advice and work experience provision for young people needs improving

Many young people said that careers advice is not adequate in school and that work experience provision is poor in the city, which does not equip a young person for the world of work. Young people need exposure to the workplace and many believe that they cannot make a decision on what type of job that they would like to do if they have not had the opportunity to try different types of work in advance.

> "What I needed was a road map – spell it out for me: it was all so confusing and there was so much to take in"
> **Young person brap Research**

Research undertaken by Brap as part of their "A Line in the Sand" project indicated that 19% of young people they spoke to said they had nowhere to go for careers advice, while 15% said they were not sure who to go to.

The KLOE heard strong evidence from those involved in the Future Jobs Fund (FJF) that indicated the positive impact that this programme had on young people in the city. The experience of 80% of young people on FJF was positive. The main benefit of the programme was that it gave people proper employment rather than unpaid work experience or volunteering.

> "Future Jobs Fund was great for me, after three months I found full time employment.....it gave me confidence having a REAL job"
> **Young person, ex Future Jobs Fund employee**

Perception of young people

Many young people feel that statutory organisations and the media paint the city's young people in a negative light. Young people feel vilified, mistrusted and blamed for things when they go wrong. There is a need to recognise the negative effect that "constantly hearing negative messages – generally about young people and specifically about themselves – can, and does, affect people's self-esteem", (brap report).

> "They demand respect but don't give it back"
> **Young person's view of teachers**

The riots in Birmingham in 2011 seem to have exacerbated the issue. While young people who were engaged with, particularly in Lozells, were proud of how their community came together in the wake of the riots, Black Radley's report into the riots comments that "there is the

feeling that young people as a whole have been demonised by the acts of the few".

Some young people in Birmingham's most deprived areas also highlighted the mistrust of organisations such as the police. Anecdotal examples of young people being split from friends because they were walking along in a group of four was mentioned on more than one occasion.

Play

Much of the research and evidence has highlighted the importance of young people having the space and opportunity to "play". Literature reviews by Play England highlight the importance of play, in all its forms, to the development of young people. The evidence confirms that it is important to allow children every opportunity to play, as this can benefit physical and mental health, wellbeing, and social and emotional development.

> "Play provides opportunities for independent learning and building confidence, resilience, self-esteem and self-efficacy"
> **Lester & Russell 2008; NICE 2010; Coalter & Taylor 2001)**

Many residents would like to see more open and green spaces where children can play. New approaches to regeneration and development are needed to ensure that neighbourhoods are designed so that more parks and open spaces are included in plans.

> "There's lots of potential here, lots of wasteland sat gathering dust"
> **Local resident, Firs & Bromford**

Addressing the issue of using schools and public buildings for community use at weekends and in the evening is also needed. Some residents have found it frustrating that they can't use their local school for community uses outside of school hours. However, this is not always under the school's control. Newly built schools often have private landlords under Private Finance Initiatives, and it may be these that are a barrier to opening schools to the wider public.

For more information see the Young People KLOE report July 2012 – Young People Report

Section Three: Seven commitments to social inclusion

We need you to join us in this challenge

Tackling social inclusion will require strong leadership, imagination and commitment from all types of organisations in the world of business, in community and public realms and from citizens themselves. We believe that we need to reach out and build a body of creative people and organisations who share our commitment to making Birmingham an inclusive city. It will require action at all levels and a change in mindset that brings social inclusion to the centre of thoughts and deeds.

This White Paper centres on seven specific commitments to social inclusion, along with recommendations for action. To deliver these recommendations a wide partnership of organisations and individuals across the city will be asked to sign up to three overriding principles.

1. Making a commitment to an inclusive city

The steering group calls on Birmingham City Council, other public sector agencies, businesses, voluntary organisations, community and faith groups and individuals to come together to overcome the challenges faced by the city.

The aim of the Social Inclusion Process is to work together to bridge the gap between the least and most affluent parts of the city, and to support the most vulnerable families and individuals to greater wellbeing.

It is proposed that a statement of shared principles is agreed, including a vision that everyone can sign up to, and an action plan that everyone will help to deliver.

2. Building community resilience and adaptability

During this time of austerity, the steering group calls on public bodies, businesses and community-based organisations to adopt policies that will help communities, families and individuals to build resilience, particularly those suffering from the worst effects of the recession and public sector cuts.

The current economic climate necessitates an urgent need to rally local resources and expertise around targeted action that will mitigate further inequality and exclusion. The steering group advocates greater partnership with communities to find joint solutions.

3. Making a contribution

Everyone can play their part and not just rely on organisations and institutions to find solutions.

The steering group calls on individuals from all walks of life to get involved in making Birmingham an inclusive city, building civic engagement and enhancing community participation.

Based on the findings of the process the steering group has established seven commitments to social inclusion underpinned by a series of recommendations.

The seven social inclusion commitments are:

1. Support families and children out of poverty…
- by building an **inclusive growth strategy** that can bring jobs and prosperity across all communities. This could be helped by encouraging the development of distinctive economic 'locales' with a greater emphasis on small businesses.
- and **supporting vulnerable families** by working with them to understand and develop support and services they need. For example, parenting support, flexible child care, and employment support.

2. Embrace superdiversity… by understanding the unprecedented variety of cultures, identities, faiths, and languages that have transformed the social landscape of Birmingham, leading to a change in the way that city leaders and citizens connect and communicate, the way plans for the city are shaped and the way that services are provided to reflect Birmingham's superdiversity.

3. Protect the most vulnerable… by ensuring there is a concerted and co-ordinated preparation to mitigate against the worst effects of the welfare reform changes, in particular on the most vulnerable people in society.

4. Connect people and places… by reducing the cost of and increasing access to public transport by developing a digitally connected Birmingham and by creating a "barrier free" city - ensuring that disabled people have access, on an equal basis with others, to the social, cultural and economic life of the city.

5. Create a city that values children and young people… by developing a youth employment strategy for the city that turns education success into career success and by establishing a job or apprenticeship guarantee for every young person in the city.

6. Empower people to shape their neighbourhood… by developing a neighbourhood strategy for the city, encouraging greater participation and strengthening relationships between different areas through neighbourhood 'twinning'.

7. Address safety, isolation and loneliness… by developing services that reduce isolation and loneliness of older people such as recreational activities, intergenerational activities and volunteering, alongside developing a safe strategy that ensures people live and grow up in safe environments.

Commitment One: Support families and children out of poverty

There are well-established links between income, health and wellbeing. With over a third of children in Birmingham living in poverty, most living in families trapped in low-paid jobs, and with unemployment stubbornly high. Income inequality remains the primary barrier to social inclusion.

A low wage economy is preventing sustainable economic growth for Birmingham and is holding back its ability to create a skills base suitable for the future. Early success in replacing an industrial past with city centre regeneration has not always trickled down to communities and on its own is not able to effect the change that is needed. A new approach to growth is needed – one that is inclusive and creates jobs for people in the city.

The steering group makes the following recommendations:

Inclusive growth

1.1 Produce a 'distinctively Birmingham' inclusive growth strategy

- The city council, working with business and education experts and with the Local Enterprise Partnership (LEP), should develop a **local inclusive growth strategy** for Birmingham. The strategy should integrate plans for investment with plans for unemployment and target the areas of greatest need. It should operate on two levels: first, at the level of the city and second, targeted action around local areas or 'locales' within the city that have distinctive strengths and challenges.

1.2 Develop an approach to 'locales'

- Locales aim to bring community development and economic development together.
- The 'locale' concept would encourage Birmingham to consider the diversity of locales or local economies that lie within the city. It is important to appreciate that every 'locale' will have different infrastructural advantages and difficulties and will have distinctive features within its local economy.
- Using a co-production and co-design approach, it is proposed that Birmingham City Council works with local residents and businesses to identify local areas which have a distinctive functioning economic geography (DFEG).
- In addition, it is proposed that development boards could be established in every locale. These will bring together local firms, educational establishments and policy makers to support the area's DFEG. They will bring a local approach to areas such as planning, economic development, and the use of community assets and local open spaces.

1.3 Build local employment and skills approaches around each 'locale'

- Within each 'locale', appropriate Birmingham partnerships should be formed between businesses, schools and colleges and other potential business partners such as housing associations, to bring a new collaborative approach to designing and implementing appropriate skills programmes and pathways to employment. This should be based on a skills assessment in each of the locales to identify skill strengths and gaps in the local population.

1.4 Put greater emphasis on small and micro-businesses including social enterprise

- Greater emphasis should be put on promoting small and micro businesses, including social enterprise. This debate should reach out to the many successful businesses and enterprising individuals from new and migrant communities.
- Small and medium businesses are part of the answer and should be given the support and resources to invest in the skills and development of their workforce.

1.5 Foster and develop the entrepreneurial spirit including in our 'superdiverse' migrant communities

- Self-employment generally has been neglected by government and the city's strategic leaders. Funding and business support structures that help small family and micro businesses in local communities need to be established.
- Support should be provided to develop entrepreneurial skills in deprived communities so that new micro businesses can flourish.
- This should link to initiatives to encourage the creation of youth enterprise outlined in commitment five.

1.6 Promote a living wage

- Evidence shows that 35% of children in Birmingham live in poverty and that most of these families are working families; therefore any improvement in wages will have a significant impact.
- The steering group welcomes the city council's Living Wage policy, and urges other bodies such as the Local Enterprise Partnership to use its influence and expertise to promote this more widely within the business community.

1.7 Develop an integrated employment and skills approach for Birmingham

- The Birmingham Employment and Skills Board should be asked to lead on developing an integrated employment and skills approach for Birmingham so that the growth areas identified by the LEP, for example, tourism and retail, are designed into plans for employment and skills.
- Birmingham should lead a strategy to raise the worth and value of key professions set to expand over future years, such as childcare, care for the elderly and social work. Greater investment and emphasis should be given to developing training and career pathways in these professions so that they are attractive options for people. Serious consideration should be given to align resources of colleges/training providers, universities and the city council to deliver this for the city.
- Run a campaign to promote the apprenticeship programme to businesses to increase participation (currently only 10% of businesses have apprenticeships) and extend and adapt the Birmingham Apprenticeship Programme so that smaller businesses can participate.
- Establish a Birmingham back to work programme for adults. This should look at a pathway that includes pre-employment – and an apprenticeship leading to a job.

1.8 Develop innovative finance models building on local businesses' corporate social responsibility

- The city council and its partners should implement new forms of finance and a community budgeting approach (pooling and/or aligning budgets) to enable the recommendations to happen.
- Companies should be encouraged to orientate their corporate social responsibility (CSR) strategies, policies and activities towards initiatives aimed at reducing social exclusion.
- Gain commitment by the city council, other public bodies and corporate business to use their purchasing power to engage with community groups and third sector organisations to demonstrate social value.

1.9 Action to help socially excluded families
- Develop a co-production approach with families by working with them to understand and develop the services they need. For example, parenting support, flexible child care, and employment support.
- Campaign for freedoms and flexibility around existing work programmes for parents in part time and low paid work
- The troubled families programme should make a major contribution to improving the life chances of these families. However there are many families that are not in scope for this programme but are nevertheless vulnerable and experiencing economic hardship. Further work should be undertaken to explore what other preventative and early intervention support could be made available for families to ensure that their outcomes are improved.

Early progress…

Recommendation 1.8:

Building on the success of the 2012 Midlands Corporate Social Responsibility (CSR) Summit, a series of mini summits to engage the business community are being planned for 2013 in collaboration with Aston Business School and THRIVE.

The COGITA (Corporate Social and Environmental Responsibility through Public Policy) Project is working with the leader of Birmingham City Council to hold an event in May 2013 to encourage Birmingham businesses to develop CSR polices that tackle social exclusion.

Spotlight on……

Entrepreneurs for the Future

Entrepreneurs for the Future (e4f), run by Birmingham Science Park Aston, is dedicated to supporting the growth of technology companies in Birmingham.

e4f.Incubator helps innovative technology start-ups to launch, develop and grow their businesses by providing 'smart incubation' for 12 months, including a co-working space, experienced mentors and professionals, access to finance, start-up resources and showcase and investment days.

Commitment Two: Embrace superdiversity

Birmingham is a superdiverse city with over 187 different nationalities. Its diversity is an asset which has not yet been realised and, without a confident approach, it could lead to further fragmentation of communities and places. What is needed is a step change in the way that city leaders and citizens connect and communicate, the way plans for the city are shaped and the way that services are provided. At the moment, services are often too generalised and not targeted based on need.

The steering group makes the following recommendations:

2.1 Ensure that institutions better reflect Birmingham's diversity
- Proactive action and an asset-based approach should be taken by civic institutions, businesses and political organisations to reflect the increasingly diverse population of Birmingham.
- Work with the University of Birmingham to help establish the Institute for Research into Superdiversity (IRiS) as the UK's first facility looking at the implications, challenges and opportunities of superdiversity.   This will ensure Birmingham is at the forefront of interdisciplinary research, education and policy advice on the globally, nationally and locally important questions that emerge at the nexus of migration, faith, language, ethnicity and culture.
- All service providers need to make a commitment to ensure a greater responsiveness and flexibility in their service provision - tailoring their services to meet the specific needs of specific communities.

2.2 Develop a set of rights and responsibilities for Birmingham
- To build greater social cohesion, a set of rights and responsibilities for citizens of Birmingham should be developed in partnership with local people, reflecting life in a 21st century super-diverse city.   These should be individual rights as well as social political and cultural rights.
- These should cover public service expectations, access to work and education, and active citizen involvement in local democracy.

2.3 Develop places of welcome and do more to support new arrivals in the city
- Places of welcome should be established across the city to ensure that those who move from one neighbourhood to another and that new arrivals into the city receive the information, contact and assistance they need.

2.4 Support children and families in Birmingham's newly arrived communities
- Building on work by the Children's Society, the city council should conduct in-depth research into the causes and effects of child destitution in refugee and migrant communities who are not eligible for support from the state.

2.5 Ensure Birmingham develops an 'open city' approach

- The city should develop a campaign to promote Birmingham as a welcoming and inclusive city.
- The city council needs to lead an 'open city' approach, providing open spaces and social events that provide the opportunity for intercultural activity to build more cohesive communities.

Early progress…

Recommendation 2.1:
Institute for Research into Superdiversity (IRiS)

The University of Birmingham has established the Institute for Research into SuperDiversity (IRiS) which will be officially launched in June 2013.

The aim of the institute set up by the University of Birmingham is to undertake advanced, high quality research to underpin theory building, knowledge generation, policymaking and public debate about superdiversity.

Recommendation 2.3:
Places of welcome

A workshop was held in December 2012 for local organisations to identify the key elements of a 'place of welcome'.

Birmingham's Near Neighbours programme, which brings people together in religiously and ethnically diverse communities to build relationships of trust, is using the findings from the workshop to create a minimum standard of service for those who need advice. A pilot 'place of welcome' will then be identified to test the service with a view to developing a network of places of welcome across the city.

Spotlight on …

Celebrating Sanctuary Birmingham

Celebrating Sanctuary Birmingham (CSB) works through the arts to raise awareness of the contributions that refugees make to the UK and in particular to the city of Birmingham.

CSB brings together communities in Birmingham to affirm the message that sanctuary is a human right, to provide an opportunity for refugees and asylum seekers living in the West Midlands to affirm and share their cultural identities through the arts. This facilitates positive encounters between the public and refugees and challenges some of the common misconceptions, providing a framework within which local groups, schools and other organisations can organise activities aimed at improving public awareness about refugees and asylum issues.

Each year in June it holds the Celebrating Sanctuary Festival, a world music festival that focuses on the music of refugee-producing countries and the work of refugee musicians. Throughout the year they provide music events, schools workshops and other activities.

Commitment Three: Protect the most vulnerable

It remains the case that the single most significant factor that makes the greatest contribution to wellbeing is meaningful occupation. However without the basic means for living it is impossible for the most vulnerable in society to begin to engage in the social and economic life of the city. Evidence shows that the planned welfare reforms will have a disproportionate impact on the most vulnerable in society and therefore concerted and co-ordinated action is needed to mitigate against the worst effects.

The steering group makes the following recommendations:

3.1 Prepare for Welfare Reform
- Establish a welfare reform action committee to coordinate Birmingham's response and encourage greater collaboration between organisations
- Birmingham City Council should develop a policy position on welfare reform including how the Social Fund will be administered. Consideration should also be given to the areas where there is discretion and how this will be managed.
- An urgent data modelling exercise should be completed to identify who will be affected by the changes and the scale and nature of the predicted impact.
- An effective communications programme should be established to ensure that the individuals affected by the reform understand the impact, whether they be claimants, service providers or frontline staff.
- Birmingham City Council should consider developing a policy around payment holidays against Council Tax bills and other council debits when individuals secure employment.
- Agencies in the city should agree and implement a multi-agency approach to support those in crisis, including wrap around support such as food banks, jam jar accounts, and credit unions.
- The city council and its partners should reinvigorate and re-launch the financial inclusion partnership to tackle this challenge.
- A multi-agency advice strategy should be developed and agreed including training for frontline staff.
- Protocols for information-sharing across agencies should be agreed.
- Agencies should work together to ensure that job opportunities are made available to those affected.

3.2 Use innovative and social solutions to support vulnerable people
- Public health bodies and the voluntary sector should work together to support vulnerable people. Rather than using medical intervention for loneliness and exclusion, prescribe social solutions such as befriending schemes, peer solutions and user groups.
- The city council should encourage corporate social responsibility with food producers and distributors to develop redistribution schemes for vulnerable people.

3.3 Combat fuel poverty

- Fuel poverty is an urgent and growing problem in Birmingham. The city council should work closely with Birmingham's Affordable Warmth Partnership and the Green Commission to tackle the problem. Successful programmes such as Birmingham Energy Savers should be replicated widely across the city.

Early progress…

Recommendation 3.1:
Welfare Reform Multi-Agency Committee:

A Welfare Reform Multi-Agency Committee has been established to bring together relevant agencies from across the city to coordinate action to mitigate the worst effects of welfare reforms on the citizens of Birmingham, particularly the most vulnerable.

The committee, chaired by the city council's cabinet member for social cohesion and equalities, is working to an eight-point action plan covering communications and multi-agency advice, the impact of Welfare Reform on individuals (data analysis), case studies, financial inclusion, digital inclusion, local welfare provision, employment and the coordination of crisis support.

Spotlight on ...

Gateway Family Services CIC

Gateway Family Services is helping people prepare for the changes to benefits that are happening as a result of Welfare Reform.

Many of the people that they work with are unaware of what the changes will mean to them and their families, so outreach workers are helping them to understand how they will be affected and looking at basic budgeting as a practical way of identifying how the essentials can still be afforded.

Where necessary, staff are signposting people to further support, for example, benefits advice, financial guidance, debt management and how to manage on a low income to ensure that they are as ready and well-prepared as they can be for the adverse effects of Welfare Reform.

Commitment Four: Connect people and places

Being able to get around and about the city is important. Evidence has brought into sharp focus the feeling that many people are disconnected from the city centre and from mainstream economic, educational and cultural opportunities. Moreover, many feel unable to move freely across different geographical areas. The cost of public transport is prohibitive for many families and young people, for example, the £8 cost of a family daysaver from Welsh House Farm to the city centre. This has led to some communities feeling forgotten and marooned on the outskirts of the city with little prospect of changing their fortunes.

The steering group makes the following recommendations:

4.1 Targeted reduction in the cost and access to safe transport
- Centro, colleges, schools and the council should explore a targeted reduction in the cost of transport, particularly for young people and families.
- Establish more safe cycling routes and support more community transport initiatives to improve the mobility of people in particular parts of the city to accept jobs.

4.2 Connect people through digital means
- Recognising that not everybody's social structures are defined by where they live or who their neighbours are, the council should work with partners in the business sector to address the digital divide. The 'smart city' commission should make digital inclusion a priority, extending digital connectivity across communities.

4.3 Develop more open spaces and community assets
- Develop more open spaces and community assets to bring people together in local areas.
- There should be a drive for co-production and user led design of our shared spaces and assets, for example, the use of allotments for education, food production and 'getting communities together'.
- Reform the use of local public buildings and spaces – for example, open days for streets so that young people can play; open up schools at weekends; use local unused land for allotments; promote urban harvesting, develop cycle routes

4.4 Create a 'barrier free' city
- Make a commitment to becoming a 'barrier free' city - ensuring that disabled people have access, on an equal basis with others, to the social, cultural and economic life of the city.

4.5 Bringing people together through culture, arts and sport
- Take cultural activities out into the communities
- Make city centre art and culture more accessible to Birmingham residents
- Create intercultural activities that bring people together in a social setting
- Support and encourage more sport and physical activity, building on the Olympic legacy

Early progress...

Recommendation 4.1:
Work is taking place with Centro to develop a youth transport action plan, which will be shaped by a youth conference on transport in 2013. Research is also being undertaken on the feasibility of providing a "top up" bursary for targeted groups in addition to the subsidies that Centro already provides for young people.

Recommendation 4.5:
The city council's culture commissioning prospectus for 2013 states that for 'Culture on Your Doorstep' funding, priority will be given to activities which engage residents of Priority Neighbourhoods and support the recommendations in the Social Inclusion White Paper.

Spotlight on …

Hodge Hill Nights

Hodge Hill Nights is an initiative set up by Birmingham Repertory Theatre to give residents living in Hodge Hill more opportunities to experience live theatre at a reduced cost.

Certain performances throughout the year are designated as 'Hodge Hill Nights', where residents can get up to four discounted tickets.

Hodge Hill Nights is part of Birmingham City Council's Arts Champions scheme.

Commitment Five: Create a city that values children and young people

Having such a relatively young population is a huge asset for Birmingham. However, the city needs to do more to help young people to get a good start in life and to make a positive transition from school, college or university and into work. Education results have significantly improved so that GCSE results are now in line with national averages, yet the city still has a significant proportion of low skilled residents and high youth unemployment. Work experience and career advice provision in the city is poor, and with budget restrictions this is an area that is becoming even more challenging.

To succeed young people should have access to good support and advice. The city needs to foster a spirit of entrepreneurialism in its young people, supporting them to create and build their own businesses.

Much of the research and evidence has highlighted the importance of young people having the space and opportunity to 'play'. The evidence confirms that it is important to allow children every opportunity to play, as this can benefit physical and mental health, well-being, and social and emotional development.

The steering group makes the following recommendations:

5.1 Create a Birmingham Jobs Fund
- By adopting a collaborative approach partners should work together to develop a Birmingham Jobs Fund programme taking the best elements of the Future Jobs Fund programme. This could be recreated using a community budgeting approach through Birmingham and Solihull Lottery Fund Talent Match Prospectus.

5.2 Turn education success into career success
- Organisations should collaborate to develop a youth employment strategy for the city.
- The strategy should include developing a business-led education forum to support every school and their teachers to develop strategic relationships with local firms.
- The council and local businesses should support schools to adopt established models of work-based learning in school education.
- Clearer signposting to employment opportunities should be established with a simplified 'roadmap' for accessing employment services.

5.3 Provide free transport for young people
- Public transport should be free for young people in Birmingham. Transport operators, public bodies and businesses should find a way to make this possible.

5.4 Targeted support so young people can access education
- The city council, schools, colleges and universities should look at targeting support for young people to stay in further education, for example a local Education Maintenance Allowance style bursary.

5.5 Foster and develop the entrepreneurial spirit of the city's young people
- New initiatives to encourage the creation of youth enterprise such as the A-fund should be developed in schools, colleges, community centres and libraries.

5.6 Develop a Birmingham 'Right to Play' campaign
- A Birmingham 'Right to Play' campaign should be developed – with the mission of enabling every child and young person, whatever their background, the time, access and opportunity to play.
- Birmingham City Council, working with arts and sports organisations, should develop Birmingham's version of the National Trust's 'things to do before you are 11¾'. This should be designed with young people.
- Establish a programme of 'youth club twinning', connecting youth clubs and services within Birmingham and beyond.
- Public facilities such as schools are made available for use at all times.

5.7 Develop mentoring models so all young people can access a mentor
- Develop a universal approach to mentoring for children in the city, so that mentoring is available for all, not just those perceived to be 'problem' children.

Early progress…

**Recommendation 5.1:
Birmingham Jobs Fund**

The Steering Group is pleased that its recommendation to establish a Birmingham Jobs Fund has been adopted by the Birmingham Commission on Youth Unemployment. The city council will be working closely with partners to create at least 1000 jobs for young people between 18 – 24 year olds in long term unemployment.

**Recommendation 5.3:
Cento Action Plan**
Work is taking place with Centro to develop a youth transport action plan, which will be shaped by a youth conference on transport in 2013 (see progress on recommendation 4.1).

**Spotlight on …
Work Based Learning at Small Heath School**

Small Heath School has established strong relationships with many local businesses including Dunlop, Birmingham International Airport, Bromford Industries and Aston Villa. The school has fully embedded Work Based Learning (WBL) in the curriculum and its approach has been recognised by OfSTED and by national government.

WBL approaches like those adopted by Small Heath School appear to help to produce better qualified, more socially aware and more rounded individuals who are better equipped for the workplace.

Commitment Six: Empower people to shape their neighbourhood

Empowering local people to shape their neighbourhoods has to be a key part of the solution to create a more inclusive city. Poor design of roads that cut across a neighbourhood can create boundaries between communities, leading to fragmentation and insularity.

Neglected open public spaces and inconsistent and disjointed service delivery are the things many people feel strongly about and would like to change. Many people told us that they felt removed from the decisions that affected their neighbourhoods. It is felt that the lack of transparency and failure on the part of public bodies to involve local people has seen neighbourhoods insensitively designed. Recent Birmingham resident opinion surveys found that nearly two thirds of people feel they cannot influence decisions in their local area.

There is a perception that it is difficult to motivate people to volunteer and get involved in civic life, but the Social Inclusion Process revealed a spirit of volunteering and generosity within local communities across a number of neighbourhoods that should be capitalised on. In times of need, communities of Birmingham have mobilised their resources, including setting up the many food banks to help the poorest residents in the neighbourhood, organising community clean ups and other initiatives. Many communities have a vision for what they want and the independence and confidence to articulate their vision but don't always have the necessary tools to take this forward. The steering group makes the following recommendations:

6.1 Develop 'community contracts'

- Public, voluntary, community and faith organisations should work in collaboration with local people to develop neighbourhood community contracts that outline what service standards residents should receive in the neighbourhood as well as providing information on how communities can engage with decision making.
- The 'contracts' might cover:
  - The provision of services.
  - Green space and community facilities.
  - An asset base or local enterprise capable of generating income.
  - Effective transport links including cycle routes.
  - Recognising individuals and families as assets.
  - A neighbourhood asset that would place the neighbourhood on the map and give its residents something to be proud of.
- Neighbourhood Community Budgeting is an approach piloted in three areas of the city: Shard End, Castle Vale and Balsall Heath. This new approach is about giving local people more power and influence over their local services and budgets aligning these with other resources in the local area. The community plays a leading role, working with the council and other statutory bodies to shape local services so that they are designed around local needs. We want to build on the learning from this approach so that it can be replicated across the city.

6.2 Develop a neighbourhood strategy for the city

- Public, voluntary, community and faith organisations should work in collaboration to adopt a co-design approach with local people to:
    - o Build on the successful single neighbourhood management approach in Birmingham.
    - o Identify the relevant social inclusion issues and the local priority actions needed to address these for each neighbourhood.
    - o Build on existing neighbourhood boards, neighbourhood forums and neighbourhood networks so as to develop linkages with service-providing organisations, in particular, health, education, community safety and business and economic development.
    - o Over time, procure flexible, local coordination for neighbourhoods that incorporate and promote community leadership.
    - o Procurement could be done through a local prospectus, which would invite neighbourhood organisations to submit proposals to the neighbourhood boards.

6.3 Encourage 'Neighbourhood twinning'
- Build relationships between neighbourhoods to share examples of learning and good practice, strengthening relationships between neighbourhoods by encouraging "neighbourhood twinning".

6.4 Develop a Neighbourhood Trust
- Develop a Neighbourhood Trust to provide a gateway for social finance and external funding to Birmingham's priority neighbourhoods.

6.5 Establish a Birmingham alumni network
- Address the stigma which is placed on some local areas, by encouraging a Birmingham alumni of ex residents to promote the area.

Early progress…

Recommendation 6.2:
Asset mapping work is taking place to identify new and existing opportunities for neighbourhood approaches, and a new neighbourhood strategy is being developed to underpin the delivery of all the recommendations under this commitment.

Spotlight on… Moorfield Hall community asset transfer

Age Concern Birmingham is to take over the running of Moorfield Hall in Shard End under the city council's community asset transfer protocol.

Shard End has a higher proportion of over-65s than the city average, and consultation identified the hall as a prime location for facilities for older members of the community. Therefore, the council was keen to transfer to an organisation with a focus on working with older people.

Age Concern Birmingham's vision for Moorfield Hall is that it is open to all, run for and by local people, helping to support them to lead healthy and active lives.

The hall is currently undergoing refurbishment, which is scheduled to be completed by May 2013. Age Concern Birmingham is working with the council to shape the refurbishment plans so that the building is fit for purpose as a hub of community activities to be developed and led by the community.

Commitment Seven: Address safety, isolation and loneliness

Relationships are vital for social inclusion and there is strong evidence indicating that feeling close to, and valued by, other people is fundamental to individuals' and communities' wellbeing. It is clear that social relationships are critical for promoting wellbeing and for acting as a buffer against mental ill health for people of all ages.

Many older people are socially isolated. There is a need to do much more to help them live safely and independently in their own homes and be connected to the wider community. The 'five ways to wellbeing' should be promoted. This framework, developed by the New Economics Foundation, highlights the kinds of behaviour which evidence suggests leads to improvements in people's mental health and wellbeing.

During discussions with residents, issues around crime and safety were never far from the surface. In a number of neighbourhoods, the discussion of identity and sense of place was shaped by anti-social behaviour and perception of crime. Greater community involvement and ownership of decisions would create a greater sense of empowerment.

The steering group makes the following recommendations:

7.1 Adopt the five ways to wellbeing in everything we do.
- The five ways to wellbeing, developed by the New Economics Foundation, reflects the kinds of behaviour that people can adopt, and which academic evidence suggests may lead to improvements in their mental health and wellbeing. The five are:
  o Connect
  o Be active
  o Take notice
  o Keep learning
  o Give
- Organisations should adopt the five ways to wellbeing as a set of shared indicator values, and a framework for diagnosing, organising and measuring social inclusion initiatives to promote wellbeing, providing clear watermark levels for action and prioritisation.
- There is a need to develop initiatives that support the five ways to wellbeing. For example:
  o **Social prescribing...** moving from medicalising the human experience and solutions to it, to socialising issues like loneliness and exclusion through befriending, peer solutions and user groups.
  o **Co-production and user-led design of our shared spaces and assets...** eg, allotments for food production; problem solution; meeting local needs; education.
  o **Time banks...** 'giving to get back', enhancing employability through volunteering and giving; providing additional support for those putting in, through whatever assets they have.

7.2 Develop a safe strategy for the city
- Public, private and community organisations should develop a safe strategy for Birmingham that ensures children and young people grow up in safe environments. It should not just focus on reducing crime but include wider preventative issues around health, the environment and personal responsibility.

7.3 Develop services for older people
- Community and voluntary organisations have a major role to play in developing services for older people, in this time of declining public resources. More commissioning of services that reduce isolation and loneliness of older people are needed, for example, recreational activities, intergenerational activities and volunteering.

7.4 Establish a 'Birmingham's Big Ideas' Fund
- Establish a 'Birmingham's Big Ideas' fund to attract philanthropic investment, public sector and charitable grants and personal giving to encourage investment and ideas to tackle social exclusion.

Early progress…

Recommendation 7.1:

BVSC is working with Birmingham Mind and Common Unity to promote the Five Ways to Wellbeing by running a series of training courses across the city that discuss mental health and mental illness, address stigma and discrimination associated with poor mental health and explore how individuals can use the 'five ways' to improve their own mental wellbeing.

A Five Ways to Wellbeing toolkit has also been developed to help people use the 'five ways' every day. It is available for download at www.bvsc.org.

Spotlight on…

Martineau Gardens: therapeutic horticulture

Martineau Gardens provides a unique therapeutic horticulture service for people from all over the city. A wide range of volunteers work together looking after the gardens, including people with mental health issues, recovering from addictions, older people, people with learning disabilities, autism/Asperger's and people with physical disabilities.

Section Four: A different approach

If the city is to tackle social exclusion effectively, it is important that everyone needs to work together and take a different approach. To do this the steering group advocates:

- **A move from a deficit-based approach to an asset-based approach**. Assets can be physical, human, social and financial. Organisations across the city should develop and deploy assets towards social inclusion aims and priorities identified by this process. Individuals and families should be empowered to develop the personal, family and community assets that underpin wellbeing.

- Services to be developed based on **firm evidence** and **targeted** where they will have **the greatest impact.** The city council should work with its partners to establish an evidence based approach of 'what works' in tackling social exclusion.

- Where possible take an **early intervention approach** by refocusing activity on preventing problems and rapidly resolving underlying issues.

- Developing **outward facing services**. Public sector bodies should adopt a workforce development approach that embeds wellbeing into service delivery.

- **Utilising co-production** in the design and delivery of services. Evidence suggests that services that are co-produced with service users are likely to be more effective and to build greater social capital. It is proposed that co-production methods are adopted by all organisations involved in the design, commissioning and delivery of services.

- **Collaboration and partnership working.** Addressing the complex and interrelated issues of social exclusion cannot be achieved by the city council alone but requires a combined response from a range of organisations across the city. This approach advocates greater collaboration between organisations

- Using **public procurement** as an economic development tool. Public sector organisations should be encouraged to follow Birmingham City Council's example of using public procurement as an economic development tool across their activities. Public procurement can be deployed to create local jobs for local people and also to encourage local firms to create new products and services.

- The establishment of a **social inclusion champions' network** that will enable the city to build social capital, share learning, good practice and to highlight the 'unseen' individuals and organisations that achieve positive outcomes.

Section Five: Building a movement for change

We hope you can work with us to meet this challenge. Here are some examples of great things that are already happening which may inspire you to join us.

BEST Network
The BEST Network is a consortium of over 70 local charities, voluntary groups and social enterprises forming a supply chain that reaches local communities. The members of BEST Network collaborate, which releases the full potential of all member its organisations, small and large, to deliver training and pathways into employment to people who are often very difficult to reach.

Birmingham Business Walks
Partners Thrive, Birmingham Forward and Birmingham Future provide a number of programmes to create a city that values children and young people and raise aspirations. One of these is the Business Walks programme that introduces pupils from schools in less prosperous areas to businesses across the city.

Birmingham Central Foodbank
Birmingham Central Foodbank provides emergency food and support to local people in crisis. The foodbank is part of the Trussell Trust's UK-wide network run by local churches working alongside grass root community organisations, statutory agencies, frontline care professionals, schools and businesses to provide emergency food to people.

Birmingham Citizens Advice Bureau (CAB)
Birmingham CAB's mission is to help people in Birmingham access their rights and understand their responsibilities in order to make sensible and informed choices in important areas of their lives – through the provision of free, impartial, confidential and independent advice is intricately linked with social inclusion.

CAB allows anyone who needs advice to access that service, provided in the main by volunteers making a contribution to their community (and receiving NVQ level training), and hopefully both clients and volunteers becoming more empowered to contribute more to the local community.

Birmingham Futures
Birmingham Futures has launched its own 'Dragons Den' programme to encourage youth enterprise. Working in partnership with Hall Green School, they have developed, trialled and rolled-out a programme which uses volunteers from their membership base to conduct 'Enterprise Days' at secondary schools.

These 'Enterprise Days' consist of two broad components: (i) a briefing session delivered to the schoolchildren by a pair of Birmingham Future volunteers covering some of the fundamentals of running a business such as marketing, finance, HR and operations; and (ii) a business plan competition where schoolchildren are split into groups and tasked with drafting a business plan which is to be 'pitched' to an outside panel of 'Dragons', also recruited as volunteers by Birmingham Future.

Birmingham Leadership Foundation

Birmingham Leadership Foundation is an independent charity created by a team of local residents and designed especially for budding young leaders aged between 18 and 30. Their main focus is to provide development opportunities for emerging young leaders who have the potential, ambition and spark, but not necessarily the chances, to lead the way for Birmingham's future.

Birmingham Lesbian, Gay, Bisexual, Transgender(LGBT) Centre

Birmingham now hosts the first LGBT centre for England and Wales which provides a 'one-stop shop' to the LGBT community, working closely with other service providers to target issues such as high rates of smoking and drinking, self-harm, depression and attempted suicide.

Bita Pathways

Bita Pathways provides services for adults experiencing mental health, offering work, training and support which promotes personal development and opportunities for progression towards employment.

Castle Vale Community Housing Association (CVCHA)

Castle Vale Community Housing Association (CVCHA) and is one of the few housing associations to be resident-led. It has a resident majority on the Board, and a resident Chair. Many of the staff are also estate residents.

As well as housing and housing-related services, CVCHA provides a wide range of community regeneration activities to support the sustainability of the estate, including Estate Environmental Services, community development, delivery of youth activities including setting up a Youth Council, an award-winning Community Safety service and initiatives to tackle financial exclusion.

Cannon Hill Park Parkrun

Part of parkrun UK, Cannon Hill parkrun is a free weekly event for runners of all standards and abilities. Every Saturday, hundreds of people take part in the five km timed run in Cannon Hill Park in the Edgbaston area of the city.

The run connects people from all background, enabling them to meet like-minded individuals, boosting their health and wellbeing and making use of the city's open spaces.

CENTRO

CENTRO sees transport having an important role to play in tackling barriers such as social exclusion and providing equality in opportunity. It contributes to economic growth via Local Sustainable Transport Fund – Smart Network, Smarter Choices and WorkWise.

Church Urban Fund Near Neighbours Programme

The Near Neighbours programme brings people together in religiously and ethnically diverse communities, creating friendships, building relationships of trust and helping people to transform their neighbourhoods together.

Near Neighbours has two key objectives. Social interaction - to develop positive relationships to help people from different faiths get to know and understand each other better; and social action - to encourage people of different faiths, or no faith, to come together for initiatives that improve their local neighbourhood.

City Hospital

The City Hospital project is seeking to revive and restore a long-neglected garden area, complete with greenhouses. The project aims to bring together local residents, hospital staff and other community groups by re-using the previously derelict site near Dudley Road to grow fresh fruit, vegetables and flowers and providing an opportunity for gardening exercise and possibly horticultural training.

Combating fuel poverty: South Lozells Eco Village

To replicate the success of Summerfield, Family Housing employed two local residents as project staff, and two other residents were placed on paid trainee work placements to install solar panels and new boilers into over 30 low income households.

It also delivered the highly innovative Eco Factor project in partnership with First Class Youth. The project engaged with over 20 young people in a programme of training about eco issues and developing dance, music and drama pieces promoting the Eco message. The young people performed in the Eco Factor finals, which

successfully engaged their families. Eco Factor led to different groups of young people connecting with each other for the first time and building friendships, developing the self-confidence and self-esteem of young people participating, as well as raising awareness about eco-issues.

Combating fuel poverty: Summerfield Eco Village
 Residents played a key role in the development of a multi-award winning partnership between Family Housing, Birmingham City Council Urban Living and other agencies. This has delivered a large-scale retro-fitting programme to over 300 low income households' homes, making them more energy efficient and reducing household bills, engaging residents in 'green issues', and creating training and employment opportunities.

Court Lane allotments
Court Lane allotments were due to be closed and the land developed because of vandalism. They were brought back to life by community intervention. A management group was formed by local people to tend the allotments and they were opened up for residents to learn about growing, cooking and eating the produce. Local schools have their own plot to educate the children. Health and wellbeing is promoted and vandalism has stopped.

DWP WiSH (Worklessness in Shard End and Handsworth) project
A co-located partnership team involving Jobcentre Plus, Midland Heart, Pertemps, People Development Group and the city council provided support to 379 unemployed people including care leavers and other vulnerable groups.

Edgbaston Arts Forum
Edgbaston Arts forum encourages practical engagement in arts as a vehicle for social inclusion and promoting well being, helping to combat isolation and regenerating a sense of belonging.

Free@ Last
Free @ Last provides opportunities, activities, mentoring and support for children and young people in Nechells, and to further their interests by working with their families, other agencies and relevant professionals.

Fry Housing Trust, Fry Voices Together
Fry Housing Trust provides supported accommodation and floating support services to homeless and vulnerable people who have offended or at risk of offending. The Trust has a client forum Fry Voices together that provides an opportunity for clients to come together to help to shape the service they are receiving.

Growing Birmingham
Growing Birmingham started in April 2012 to encourage allotment groups, friends of parks groups, a community allotment or individuals to get involved in community and urban food growing, and provide a joined up approach to networking. In January

2013, organisers arranged a Big Dig Brum which brought together almost 150 people.

Hodge Hill Church

Hodge Hill church is planning a 'community house' where people can drop in at any time to get a meal, make friends and information on other support services.

Inclusion Connect

Inclusion Connect, a project based in Alum Rock organises a range of activities for young disabled people and their families. The project aims to build confidence and self esteem, and provides young people with skills that will enable them to develop their potential.

Inner Urban Clergy

The Inner Urban Clergy work in some of the more challenging parts of the city towards addressing deprivation, underachievement, inequality and alienation.

Localise West Midlands

Localise West Midlands has a ten year track record in localisation approaches and in the processes and principles that assist in decentralising decision-making. They are developing a strong working knowledge of Community Economic Development (CED) approaches including being able to signpost to a number of good practice examples in other countries. They are also involved in delivery of Green Deal in order to improve social inclusion aspects through training, job creation and local adaptability.

Malcolm Locker Centre

An inspirational youth leader working in Birmingham City Council youth centre in Lyndhurst Estate North Birmingham providing a wide range of services to young people within the local area and beyond.

Midland Heart – Back on Track

Midland Heart's Back on Track programme was developed to support young people to build their skills and resilience to develop a stake in society. It is an apprenticeship placement with the organisation including a system of support which aims to catch any issues which may affect their chance of meaningful employment offering intensive family support and staff mentors, housing and money advice and help with immigration. Birmingham's community leaders, the probation service, police, youth offending service and training providers have all been involved in delivering the project.

My Time CIC

My Time CIC is a social enterprise that provides holistic and intercultural psychological services based in Small Heath. It is a community interest company that delivers evidence based, culturally sensitive and professional counselling and support services.

New Heights

The New Heights centre supports on average 3,500 people in the Kingstanding area. The centre has only one full time employee and 100 volunteers. The centre provides a base for 37 service providers in their building, portacabin and community café (which is now a social enterprise).

They have classes, a slimming world, learning lunches and a club for the elderly. Many community groups and service providers use the centre as a base. The centre was the winner of the Everyday Impact Award for Long Term Enterprises, a DSC Social Change Award which was presented to them out of 600 nominees in the UK.

Princes Trust – Fairbridge

The Fairbridge programme delivered through Prince's Trust centres is an individually tailored personal development programme combining one-to-one support and group activities. Fairbridge works with young people aged 13-25 giving them the motivation, self-confidence and skills they need to change their lives.

Saheli

Saheil based in Balsall Heath runs a number of programmes aimed at supporting and encouraging the development of local women in a culturally sensitive way.

Service Birmingham – Corporate Social Responsibility (CSR)

Through the staff benefit scheme, a proportion of the annual profits from Service Birmingham are invested in a range of employee-nominated causes. Over the last five years they have invested some £1.6 million in CSR initiatives. They currently have over 32 live initiatives and allow each employee 20 hours a year to work on good causes. The programme covers sustainability; tackling social exclusion; supporting frontline community groups; physical regeneration; working with young people; promoting citizenship; and sponsoring a local academy.

Sifa Fireside

Sifa Fireside works with people experiencing homelessness, affected by alcohol or otherwise socially excluded to improve their physical, social and mental wellbeing.

Social prescribing – Karis Medical Centre

At Karis Medical Centre, social prescribing, or 'community referral', supports improved access both to psychological treatments and to interventions addressing the wider determinants of mental health, such as exercise on prescription and neighbourhood schemes. Research into social prescribing shows benefits in three key areas: improved mental health outcomes, improved community wellbeing and reduced social exclusion.

Stage 2

Stage 2 is a youth theatre company based at Millennium Point in Birmingham. Its membership is open to all 7 to 21 year olds. Auditions are not held for places in the company and everyone is welcome.

A diverse range of production ensures that children with a diverse range of abilities all have a chance to shine. Each show is carefully selected for what it can teach members and has its own set of learning outcomes.

In 2012 Stage 2's production of "Road" by Jim Cartwright gave members the chance to explore the parallels between the 1980s and 2010s in unemployment, poverty and community engagement.

St Basils – working with young people to prevent homelessness
St Basils have a range of programmes which enable young people to develop their confidence, skills and ability to influence and change the world around them. These include National Youth Reference Group; the Youth Advisory Board; Life skills Programmes and a number of in house and external programmes. They work with training and development partners to support skills and confidence building and creative programmes for arts and sports. They have supported young people to become self-employed. Young people who go to St Basils come from diverse communities and have the opportunity to live and learn together.

"Strictly Not Rehab" Cardio Volunteer Programme
"Strictly …" is a programme run jointly by Gateway Family Services CIC and University Hospitals Birmingham.

The programme has two objectives linked to improving health – to engage more cardiac patients in activity that could prevent a second heart attack by "de-medicalising" their recovery and to give unemployed people an opportunity to gain skills and work experience, as there is a strong link between unemployment and ill-health.

Using volunteers trained up by Gateway, the programme runs twice weekly dance sessions for patients recovering from heart surgery and their partners.

Several unemployed people who have joined the programme as volunteers have gone on to find paid work as a result of the skills, qualifications and they have gained.

St Thomas Children's Centre
The centre offers family and children support, acknowledging and embracing the city's diversity, and working with partners to protect the most vulnerable by sharing and referring. The centre offers exciting child development projects such as Clay Play activities, and for adults they can access support on health issues, training and employment, and parenting workshops. All this helps to empower families to make the right choices.

The Parent Partnership Project - Holte School

Since the Summer of 2005 twice weekly parent partnership groups have been established at Holte School to help better involve parents in their child's learning, in addition to traditional "parents' evenings". Small groups of parents are invited into school during school time. A multi-agency team deliver individual updates to parents on pupil progress using school attainment and attendance data as well as topical, year specific, issues such as mock exams and pathways/option choices. Wider parenting advice and multi-agency support is also offered. These well attended day time meetings support school improvement efforts by raising parental awareness of school expectations, learning issues, forthcoming events and pupil achievement.

This has created a high degree of parental interest in and support for the school. It has created an opportunity and a demand for the wider family learning activities that have since grown and developed.

TLG Centre Perry Common

TLG North Birmingham is a centre where young people who have been excluded from school can learn in a safe environment. The centre is located on the Erdington/Kingstanding border and caters for up to 18 students per week, facilitated by both paid members of staff and volunteers. TLG North Birmingham provides pastoral support and tailors its approach to meet the sometimes complex needs of young people.

Together in mind body and spirit

The Digbeth Trust leads a BCC Adults and Communities funded partnership of 12 luncheon clubs and day centres for the elderly. They hope to achieve health prevention outcomes in addition to providing a meal, but importantly address elderly people's feelings of isolation and loneliness

Ura Star Enterprise

Ura Star Enterprise is an intervention-led Community Interest Company (CIC) which aims to empower young people to bring positive change in their community through motivational talks, mentoring, workshops, social events and ongoing support.

Urban Buddies Scheme – Boys' Brigade

Urban Buddies Project is aimed at engaging primarily 5-11 year olds in the positive activities that the Boys' Brigade undertake on a weekly basis, regardless of personal or family circumstances. Originally designed to support prisoners' families, the project is now able to extend this opportunity to others in the Birmingham and Solihull area who have difficulty providing activities for their children.

It is designed to take the pressure off parents, carers and children alike by providing both a safe environment to experience a wide range of activities. Children referred through Urban Buddies will be fully supported and helped to integrate within a

company which has been specially assessed to meet the needs of the child & The Boys' Brigade & Girls' Association companies across Birmingham.

Urban Devotion Birmingham
Urban Devotion Birmingham, based in Perry Common, connects with young people, adults and families through a range of activities designed to serve their needs and realise their potential.

Washwood Heath Technology College - Vertical Learning
Washwood Heath Technology College is a pioneer of "vertical learning" where pupils are taught by stage rather than age. This allows pupils from year 9 to take GCSEs in certain subjects where they might be taught alongside older pupils. This approach gives pupils more flexibility and freedom of choice to engage in examinations when they feel ready. This increased control over their education can increase confidence which, as well as improved exam results and more wider learning, can lead to better discipline and behaviour in the school.

Women and Theatre
Women and Theatre is a company producing new theatre of contemporary relevance to reflect the language and lives of ordinary people, giving voices to those who are not usually heard. They use interactive drama to promote the spiritual, social, physical and mental wellbeing of the whole community.

In 2012 Women & Theatre worked in partnership with Queensbridge Secondary School, Priestley Smith School for the Visually Impaired and The Children's Society's Strong Voices Strong Lives project for unaccompanied asylum-seeking children to develop and perform "Underrated - Birmingham: The Musical", which included the song "Diversity", inspired by the Superdiversity commitment in the Social Inclusion Process.

Work Based Learning - Small Heath School
Work Based Learning (WBL) approaches appear to help to produce better qualified, more socially aware and more rounded individuals who are better equipped for the workplace. Small Heath School has established strong relationships with many local businesses including Dunlop, Birmingham Airport, Bromford Industries and Aston Villa. The school has fully embedded WBL in the curriculum and its approach has been recognised by Ofsted and by government.

Worth Unlimited
Worth Unlimited based in East Birmingham and Solihull provides a range of youth work projects with a focus on supporting young people in key neighbourhoods across the area. They work with partners and local residents to build youth and community projects, engaging young people through detached, diversionary activities, mentoring, sport and music.

Section Six: Making it happen

The Social Inclusion Process Giving Hope, Changing Lives has involved hundreds of people from all walks of life making a valuable contribution. You are now invited to engage immediately with items in this White Paper that you can influence and to also let us know about areas you can help to deliver.

The process has identified the challenges and barriers that need to be overcome to achieve greater equality. It has also highlighted the assets and opportunities that exist within Birmingham that if harnessed can bring about change.

The next step is to ensure that all individuals, organisations, and institutions across the city sign up to the principles and commitments of reducing social exclusion in Birmingham. It is also necessary to ensure that the building blocks are in place to start to deliver the recommendations contained in this report.

The consultation and engagement activity highlighted a number of areas where further work is required. These areas include:

- **Housing and Homelessness.** Many people have highlighted that there needs to be specific recommendations relating to housing. Some stakeholders have highlighted that a lack of affordable housing affects the mobility of local people to take up employment, so building new affordable housing would improve social mobility while stimulating economic growth. Work with the Joseph Rowntree Foundation is being undertaken to research this area further.

- **Children in Care.** Children in care and care leavers are some of the most vulnerable young people in the city. While the city council has a legal obligation as 'corporate parents' to support children in care, a more holistic partnership approach is needed.

- **Businesses.** We will be working with Birmingham businesses and business networks to identify the part they play in addressing social inclusion across the city, for example, by developing more socially inclusive Corporate Social Responsibility (CSR) strategies.

Action plan

An action plan is being developed which will set out how the recommendations in this report will be implemented, who needs to be involved and how success will be measured. This will be overseen by the steering group which will continue to meet to drive this agenda forward.

However the most important way we can make this happen is by drawing on the wealth of experience that already exists in the city. Throughout this process the collective knowledge of a wide range of organisations, groups and individuals has been used as a learning tool and will continue to guide future activities. With this in

mind the steering group will ensure that networks and relationships that have been established are built on, allowing the city to create a "movement for change" around social inclusion.

No one organisation can deliver this agenda on its own. Only by working together can we achieve the change that we seek.

How to get involved

Write to:
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Alternatively, join the conversation at:

Blog : **www.fairbrum.wordpress.com**

Email: **fairbrum@birmingham.gov.uk**

Twitter: **@fairbrum** or **#fairbrum**

Appendix One: Acknowledgements

Bishop David Urquhart and Jackie Mould would like to acknowledge and thank the following who have contributed to Giving Hope Changing Lives so far

Social Inclusion Process Steering Group

Adnan Saif, Director, Knowledge Transfer Ltd
Brian Carr, Chief Executive, Birmingham Voluntary Service Council
Carole Parkes, Co Director Social Responsibility and Sustainability Aston Business School
Chief Constable Chris Sims, West Midlands Police
Chief Superintendent Lorraine Bottomley, West Midlands Police
Chris Ward, LALO Support Officer, West Midlands Fire Service
Cllr Ian Ward, Deputy Leader Birmingham City Council
Cllr John Cotton, Cabinet Member for Social Cohesion and Equalities, Birmingham City Council
Debbie Pippard, Head of Programmes, Barrow Cadbury Trust
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Fred Ratley, Director for Community Regeneration, Church of England
Group Commander Phil James, Partnership and Prevention Lead, West Midlands Fire Service
John Rider, Regional Chairman, Institute of Directors' West Midlands
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Ray Walker, Executive Director for Employment and the Community, Birmingham Metropolitan College
Richard Browne, Partnership Manager, Birmingham City Council
Stephen Belling, Programme Director, the Nehemiah Foundation
Stephen Hughes, Chief Executive, Birmingham City Council
Steve Dyson, Consultant, Dyson Media

Key Line of Enquiry champions

People – Anita Bhalla, Editor Public Space Broadcasting, BBC
Place – Ifor Jones, Service Director, Homes and Neighbourhoods, Birmingham City Council
Inclusive Growth – Professor John Bryson, Professor of Enterprise and Competitiveness, Birmingham Business School, the University of Birmingham
Wellbeing – Peter Hay, Strategic Director, Adults and Communities, Birmingham City Council
Young People – Mike Royal, Director, TLG

The process has been supported by
Birmingham City Council Partnership Team and the University of Birmingham

Our thanks also go to the following people and groups for the valuable time they have contributed to this process to date

Visit – Newtown, Hockley and St Georges
Berimma Sankofa, Wallace Lawlor Centre
Chris Vaughan, Summerfield Residents Association
Colin Sharrock, Perry Aston Residents Association
Jennifer Startin, Birchfield Library
Joyce Hart, Local resident
Kate Foley, Birmingham City Council
Meena Bharadwa, Birmingham Settlement
Omar Caseman, Newtown Neighbourhood Forum
Tom Jones, Edgbaston Constituency Arts Forum

Visit – Kings Norton
Adrian Lyden, West Midlands Fire Service
Jo Miles, The SWEET Project
Lisa Storey, Our Place Kings Norton
Mandy Collymore, Catch 22 Positive Futures
Marcia Greenwood, Birmingham City Council
Paul Reynolds, West Midlands Police
Richard Davies, Birmingham City Council
Sue Brookin, West Midlands Fire Service
Vanessa Eyles, West Midlands Police

Visit – City College Handsworth
Carole Douglas City College
Donna Student
Inderjit Student
Jagdeep Student
Joyce Springer-Amadedon, Birmingham City Council
Saba Student
Usma Student

Visit – Welsh House Farm
Annmarie Duff, YES
Bel Jemaliye-Frye, Integrated Family Support Teams
C Dixon, Local resident
Cecilia Devenney-Wall, Welsh House Farm School
Councillor Caroline Bradley, Elected Member
Jess Hobbs, Haven Centre
Joanne Callahan, Local resident/ cook
Latoya Parris, Local resident
Lorraine Patterson, Local resident
Lucy Collinge Hill, Integrated Family Support Teams
Natasha Allen, Local resident
Nicola Downing, Local resident
Paiton Desousa, Local resident
Phil Horton, Keystone Community Centre
Rachel Jay, Local resident
Sherry Smith, Local resident
Simon Jay, Haven Centre
Steve Jarvis, Birmingham City Council
Teresa Casey, Local resident
Wendy Kenny, Integrated Family Support Teams

Visit – Druids Heath
Councillor Dr Barry Henley, Birmingham City Council
Councillor Mike Leddy, Birmingham City Council
Karen Stevens, Birmingham City Council
Karen Urwin, The Project for the Regeneration of Druids Heath

Michael Finnimore, Druids Heath Housing Liaison Board
Pat Hollinshead, The Project for the Regeneration of Druids Heath
Wynn Jones, The Project for the Regeneration of Druids Heath

Visit – Moseley and Kings Heath
Andy Tipper, Birmingham City Council
Brian Miles, All Saints Centre
Claire Spencer, Various Community Groups
Heather Mason, Community Facilities
Helen Baglee, Kings Heath Residents Forum
Jonathan Jaffa, Kings Heath Residents Forum
Laura Watts, Dens of Equality
Neville Davies, Birmingham City Council
Oliver Humpidge, SCTL
Pete Hobbs, Birmingham City Council
Tahir Rehman, Hamza Mosque
Yasmin Akhtar, Local resident

Visit – Castle Vale
Amanda Cutler, Chair Castle Vale Pool and Resident
Brian Cragg, Local resident
Judy Tulett, Castle Vale TRA and Users Group
Lynda Clinton, Castle Vale Pool User Group
Michelle Wilkins, Castle Vale Community Regeneration Services
Steve Clayton, Castle Vale Community Regeneration Services
Wendy Stokes, Resident
Wendy Walsh, Local resident

Visit – Falcon Lodge
Alan Savage, Falcon Lodge Forum
Councillor Margaret Waddington, Birmingham City Council
Doreen Rymell, Sutton HLB & Resident Falcon Lodge
Emma Staurvik MA
Eric Shipton, Local resident
Gary Ladbrooke, Birmingham City Council
Georgina Whateley, Second Thoughts Community project
N Rose, Falcon Lodge Community Centre
Olive O'Sullivan, Birmingham City Council
Stephanie Winter, Sutton Coldfield YMCA

Visit – Kingstanding
Alan Doody, Local resident and member of the Kingstanding Liaison Board
Annette Fleming, Aquarius
Doreen Mooney, New Heights, Kingstanding

Karen Spence, Birmingham City Council
Mike Davis, Birmingham City Council
Olusegu Dosumu, Birmingham African Club
Visit – Shard End
Councillor John Cotton, Birmingham City Council
Joan Knowles, Local resident
Karmah Booth, Birmingham City Council
Michael Williams, Shard End and Tile Cross Communities
Mo Ball, Shard End and Tile Cross Communities
Pete Sherwin MBE, Sea Cadets
Phil Hill, West Midlands Fire Service
Visit - Farm Park and Sparkbrook North
Abdul Khan, Sparkhill Central Neighbourhood Forum
Andy Tipper, Birmingham City Council
Becky Jones, Birmingham City Council
Everton Merchant, Local resident
Helen Baglee, Sparkbrook Community Alliance
Mohammed Shafique, Local resident
Naeem Qureshi, Local resident
Neville Davies, Birmingham City Council
Nigel Brookhouse, Nathex Sparkhill
Riaz Mohammed, Sparkbrook Neighbourhood Forum
Visit – Saltey and Washwood Heath
Amjid Ali, Chair of Neighbourhood
Bruce Barrett, Birmingham City Council
Councillor Ansar Ali Khan, Birmingham City Council
Frahana Rashid, Amina Womens Group
Masood Yasin, Comm:pact Europe
Maxine Mills, Norton Hall
Mike Whealer, Friends of Ward End Park
Moses Aritoga, Community Worker
Richard Evans, West Midlands Police
Zafar Mir, Washwood Heath Housing Liaison Board
Visit – Firs and Bromford
Ken Durrant, West Midlands Police
Paul Wright, Worth Unlimited
Rev Al Barratt, St Philip & St James Hodge Hill
Sarah Maxfield, Near Neighbourhoods
Tom Hemmings, West Midlands Police
Police engagement – Neighbourhood Police Teams
Bordesley Green DNO
Police Constable Mark Tissington
Police Constable Mike Fletcher
Police Community Support Officer Ambi Hamilton
Police Community Support Officer Daniel Ullah
Police Community Support Officer Jo Bryson-Allen
Police Community Support Officer Paul Liggins
Kings Norton DNO
Acting Sergeant Sara Bates
Police Constable Anthony Evans
Police Constable Derine Clements
Police Constable Grace Thompson
Police Constable Marj Levy
Police Constable Paul Reynolds

Police Constable Susan Behan
Police Community Support Officer Andrew Vincent
Police Community Support Officer Ashley Wiltshire
Police Community Support Officer Dean Anderson
Police Community Support Officer Graham Boraston
Aston Local DNO
Police Constable Amar Khalil
Police Constable Andy Abley
Police Constable Freddie Gilbert
Police Constable Joe Cahill
Police Constable Lisa Higgins
Police Constable Lucille Saini
Police Inspector Bill Dagnan
Police Community Support Officer Amy Hopkins
Police Community Support Officer Chris Donovan
Police Community Support Officer Erfan Rafiq
Police Community Support Officer Jaspreet Hayre
Police Community Support Officer John Allen
Police Community Support Officer Kelly Brookes
Police Community Support Officer Lee Hagans
Police Community Support Officer Louise Grainger
Sergeant Martin Richardson
Focus Group - Birchfield Neighbourhood Forum
Adele Blackstock, Local resident
Carlos Wilmot, Local resident
Councillor Mahmood Hussain, Birmingham City Council
Councillor Waseem Zaffar, Elected Member, Birmingham City Council
Jimoh Folarin, Local resident
Lurlyn Salmon, Local resident
Michael Tye, Local resident
Navman Quershi, Local resident
Norma Wilkinson, Local resident
Pervaiz Akhtar, Local resident
Rajinder Rattu, Neighbourhood Consultancy
Rosa, Local resident
Verona Paisley, Local resident
Young People (Aged 12 to 14) Focus Group Aspire and Succeed Lozells
Abdul, Student
Adam, Student

Akmar, Student
Akram, Student
Faizal, Student
Hasan, Student
Jamil, Student
Rahmin, Student
Shale Ahmed, Aspire and Succeed
Stuart Cuthforth, City College

**Young People's (Aged 15 to 17) Focus Group –
Greensprings Training Handsworth**
Aydrus, Student
Cain, Student
Casper, Student
Dean,   Student
Deborah, Student
George, Student
Lee, Student
Luke, Student
Michelle Carr, Student
Mohammeed, Student
Rhejahan, Student
Stefan, Student
Waseem, Student

Young People KLOE Reference Group
Claire Rigby, Prince's Trust/Fairbridge Programme
Heidi Bentley, Youth Worker Sutton Coldfield
Helen Dickinson, University of Birmingham
Mike Royal, TLG
Tom Dobrovic, West Midlands Police
Yvonne Davies, Citizens Advice Bureau/Third Sector
Assembly
Evidence givers
 7 x Fairbridge, Prince's Trust course members
Adrian Burke, Ur A Star Enterprise
Alison Garnham, Child Poverty Action group
Andrew Jolly, Children's Society
Andy Winmill, Urban Devotion
Ann Reaney, Boys' Brigade & Girls' Association
Anthony Quinn, Turves Green Boys School
Beresford Dawkins, Birmingham, Solihull Mental
Health Foundation Trust
Callan Biggs, St Basils Youth Advisory Board
Charles Small, The Drum
Clive Owen, Castle Vale Performing Arts College
Dan Freshwater, BEST Network
David Gilborn, University of London
Dawn Roberts, Youth Offending Service
Denise Burgundy, The Drum
Erroll Lawson, Life Coach and mentor
Estella Edwards, The Future Melting Pot
Ethan Hudson, Stage 2
Gareth Brown, Worth Unlimited
Gareth Lloyd, Aston Manor Academy
Guy Horden, Birmingham Partnership Faith Champion
Harry, TLG Pupil

Harry Fowler, Birmingham City Council
Herman Stewart, Herman Stewart
Consultancies (HSC)
Jean Templeton, St Basils
John Street, Free @ Last
Kemi Folarin, Birmingham City Council
Kirsty, TLG Pupil
Lee Crofts, Malcolm Locker Youth Centre
Mashkura Begum, Birmingham Leadership
Foundation
Massod Ajaib, Comm:pact
Mohammed Sahir, Small Heath School
Pupil
Philip Rattigan, Fairbridge/Prince's Trust
Richard Riley, Small Heath School
Richard Trengrouse, South Birmingham
College
Robbie, TLG Pupil
Rose Jewkes, Birmingham City Council
Sean Marsay, St Basils Youth Advisory
Board
Shale Ahmed, Aspire and Succeed
Shemilee Gordon, St Basils Youth
Advisory Board
Simeon Moore, Local resident
Simon Alter, St Basils
Stewart Dance, The Lighthouse Group
Stewart Dance, TLG
Tim, TLG Pupil
Zainab Mulla, Inclusion Connect Alum
Rock

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Stuart Daniels, HowellsUgo
Joe Bean, North Summerfield Resident's
Association
Ian Ellis
Chris Khamis, CSK Strategies
Danny Ryan, Performance and Support
Team, Birmingham City Council
Geoff Wilkins, Hope Projects
Lesley Bradnam, Economic Research &
Policy, Birmingham City Council
Dr Anita Halliday, St Paul's Community
Development Trust
Councillor Bedser
Paul Slatter, Chamberlain Forum

Sharon Lea, Birmingham City Council
Kate Cooper, New Optimist Forum
Chris Blythe, The Inner City Garden
Nicola Fleet-Milne, Birmingham Futures
Jas Bains, Ashram
Revd Peter Sellick, Churches and Industry Group
Birmingham and Solihull
Daniel Bridgewater, Fourth Wall Theatre
Al Smith, West Midlands Police
Vidar Hiardeng, Diversity Consultant
Ted Ryan/Paul Roche, RNR
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Nick Venning, Birmingham Forward
James Rock, Design Thinkers Uk
Fidelis Navas, Birmingham Children's Hospital
Bill Good, People and Organisation
Claire Hardwick, Family Housing Association
Selma Marjee, St Thomas Children's Centre
PC Wallace

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sustainable urban communities
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Third Sector involvement in Employment Support- Encouraging Social Enterprise Growth – Andrew
Barnes, Employment Commissioning Manager, Birmingham City Council
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and Community Learning at Joseph Chamberlain College