

INVESTABLE PROPOSITIONS TEMPLATE



Investable Propositions

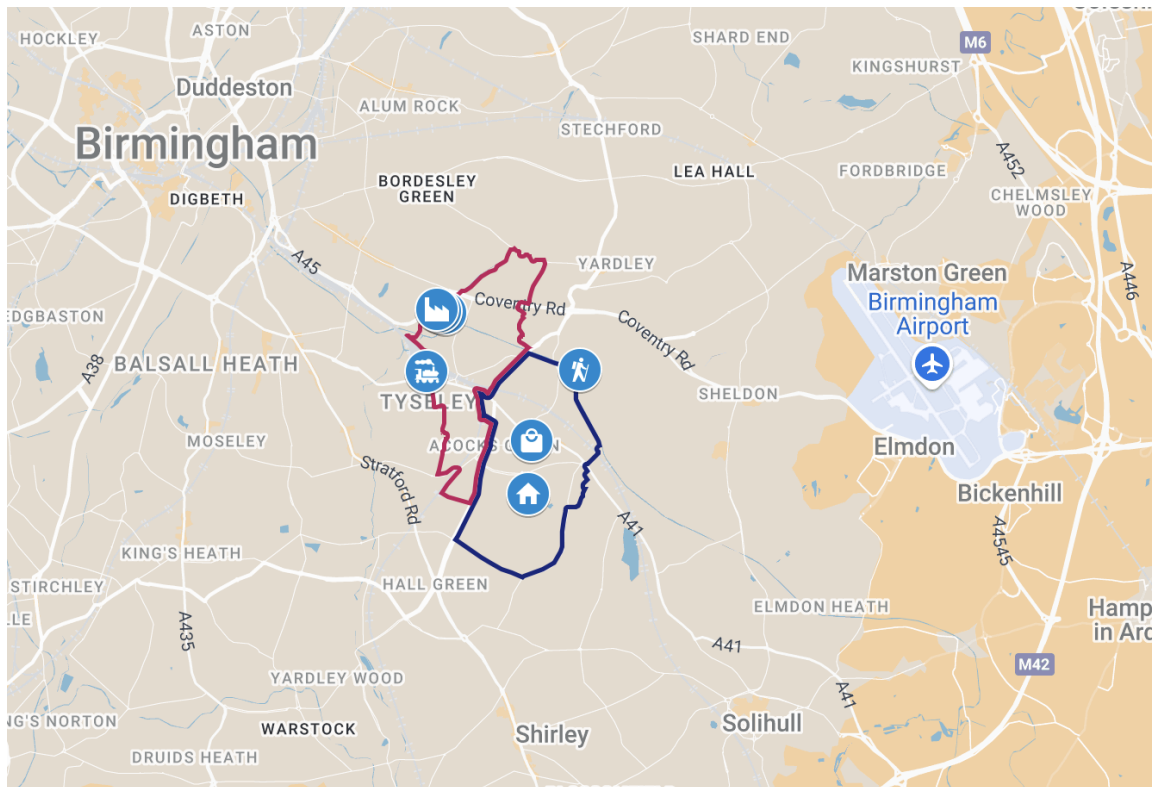
It is not expected that your investable propositions are fully formed and that if they were to be taken forward, additional information and depth would be required. At this stage, your investable propositions are primarily a learning exercise that will enable you to use as an alternative means of generating resources to traditional grant funding. You will hear at 18th February workshop and 5th April programme conference the emerging concept around the Impact Coalition in East Birmingham for which drawing up investable propositions will be a key component.

1. Describe your investable proposition.

(Type your answer – up to 500 words. You may include an additional graphic or diagram to support your description, but this is not mandatory!)



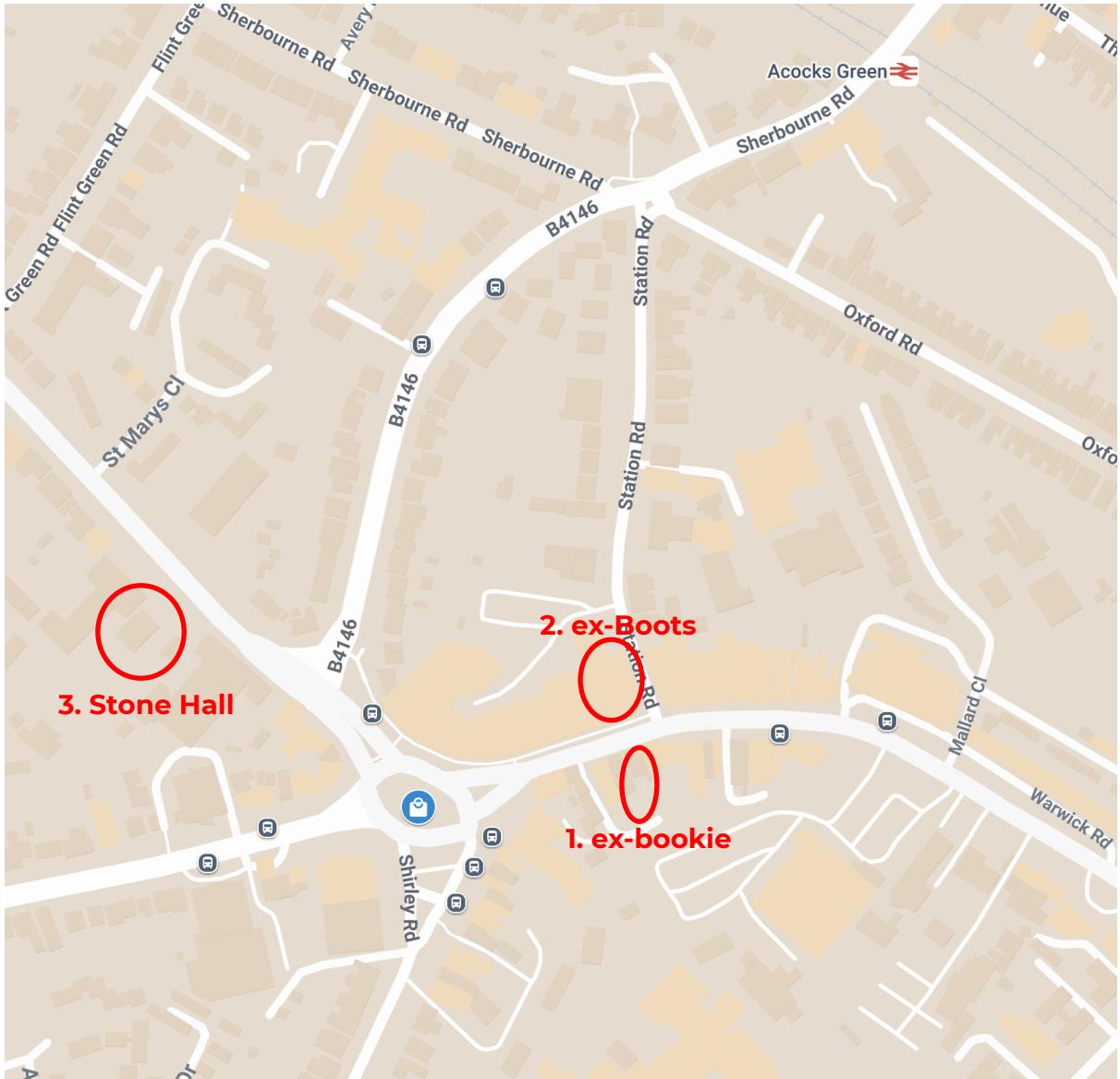
Our investable proposition (IP) is creating an Acocks Green Partnership 'community hub' in Acocks Green high street (Warwick Road). This will provide a location where people passing by can find out about (and contact) the 40+ community groups in the area (including Acocks Greener). This area served by the Acocks Green village high street includes residents from well beyond Acocks Green ward, especially Tyseley and Hay Mills ward. [The map also shows the boundary of these 2 wards served by Acocks Greener: **red for Tyseley & Hay Mills**, **blue for Acocks Green**]



There are several empty shop units in the high street (for rent or sale, recently vacated) with store rooms and flats above. Acocks Green and Tyseley lack a single focal point where people can discover the numerous groups, opportunities and facilities that exist for the community. The hub will offer information/help and support for the people who live or come to Acocks Green. There will be volunteers who can answer questions, and it will provide: a shop window with display stands, posters and information leaflets, rooms and facilities for small meetings and confidential interviews and a sales space for local artists and craftspeople. It will inform passers-by and encourage more footfall to the high street.

We are looking at 3 potential sites (but there is continuous flux):

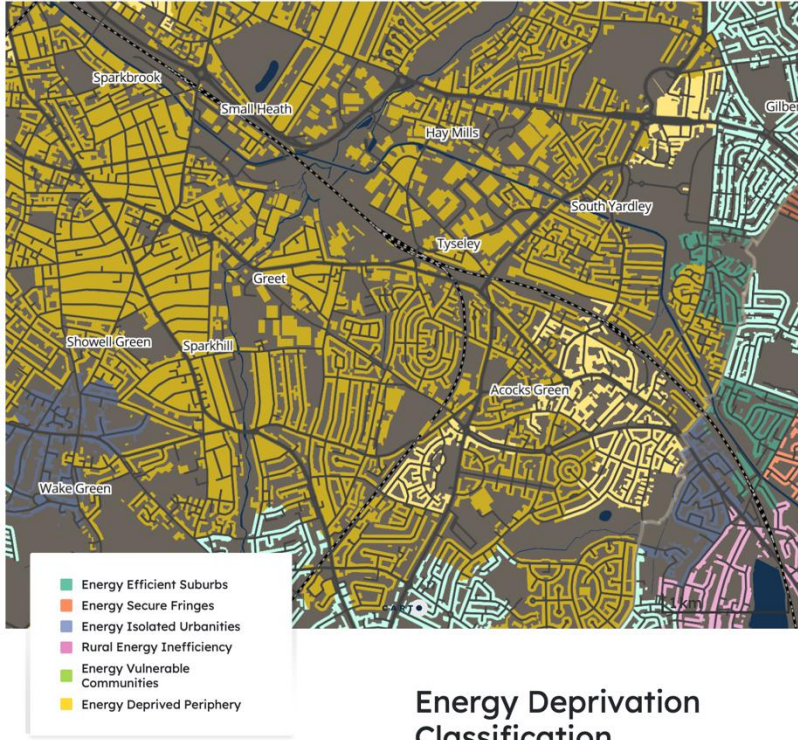
1. ex-bookie, 1113 Warwick Road – ground floor shop. 101 m²
2. ex-Boots shop, 1104 Warwick Road – 2 storey shop + offices above. 482 m²
3. Stone Hall, 1083 Warwick Road – 18C listed 2-storey period building with large garden, likely to be sold by BCC. ~600 m²



Acocks Green Village Centre – showing: Warwick Road, 3 potential community hub sites, and the public transport links.

Deprivation

Like everywhere, Acocks Green village is experiencing a decline in attractive retail outlets and is increasingly dominated by fast food, betting shops, pawnbrokers and barbers. We are campaigning to start a Business Improvement District (BID) this year. These maps show areas in energy deprivation, and the overall nature of each street



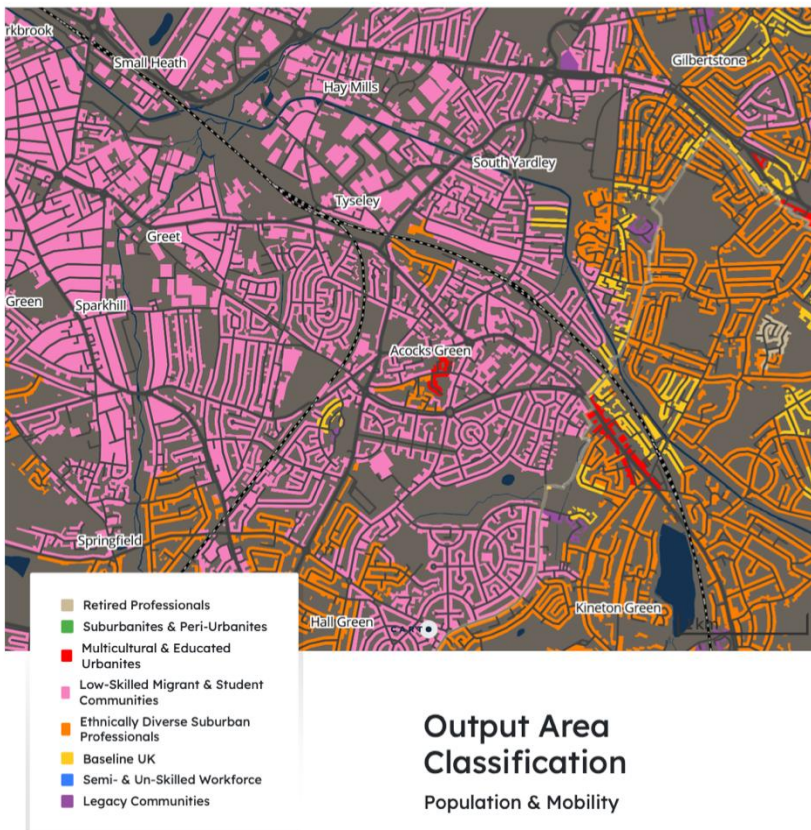
Energy Deprivation Classification



street

AND GROUP IS

- A1 - Terraced Communities
- A2 - Family Nest-Builders
- A3 - Ethnic Minority Workers
- B1 - Semi-Detached Owner-Occupiers
- B2 - Detached Networked Profligates
- C1 - Old-Shared & Multi-Occupancy Renters
- C2 - Electricity Intense Renters
- D1 - Ageing Gas-Scarce Profligates
- D2 - Rural Energy Security
- E1 - Energy Burdened
- E2 - Semi-Detached Strivers
- E3 - Hard-Pressed Young Families
- F1 - Overcrowded Energy Precarity
- F2 - Energy Strapped Enclaves

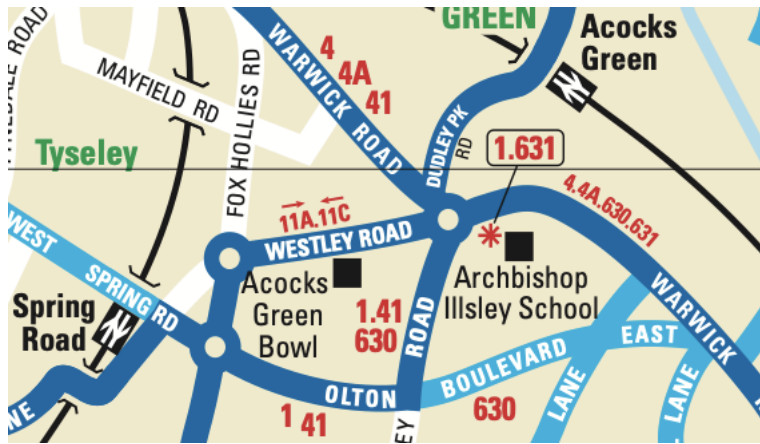


Output Area Classification
Population & Mobility

AND GROUP IS

- 1a - Spacious Rural Living
- 1b - Small Town Suburbia
- 1c - Established Mature Families
- 2a - Inner Suburbs & Small Town Living
- 2b - Rural Amenity
- 2c - Ageing Communities
- 3a - Student Living & Professional Footholds
- 3b - Ethnically Diverse Young Families
- 3c - Diverse Educated Urban Singles
- 4a - Ethnically Diverse Families in Less Connected Locations
- 4b - Established Multi-Ethnic Communities
- 4c - Challenged Multicultural Communities & Students
- 5a - Outer Suburbs
- 5b - Suburban Professionals
- 6a - Challenged Communities
- 6b - Legacy Industrial & Coastal Communities
- 6c - Multicultural Inner Suburbs
- 7a - Established but Challenged
- 7b - Young Families in Industrial Towns
- 8a - Routine Occupations or Retirement
- 8b - Legacy & Demographically Mixed Communities

The area is suffering from an increasing density of HMOs and exempt accommodation, homelessness and need for advice, support and opportunities for cooperation/collaboration. The library which is at the heart of our community is now closed 3 days a week. However Acocks Green remains a public transport hub with 2 railway stations and 7 bus routes. Action is needed now to reverse the decline.



Public Transport Routes

We would like to initiate and promote positive trends, offering help and advice in:

- Activities and events organised by our community groups
- Volunteering with local community groups
- Advice for example by Acocks Greener on housing and retrofit, and with Tyseley Energy Park on skills gaps, training, local jobs, apprenticeships.

We will finance this with a combination of rents from the associated flat, income from services to community groups and their projects (room, hot desk and equipment hire), sale of local arts and crafts, and grants for projects and service provision.

This Hub will increase footfall to the village, encourage more shops and restaurants to open, leading to more local expenditure, and facilitating participation in local communal activities, etc. It will particularly benefit the socially deprived areas to the South and East of Tyseley Green Energy Innovation Quarter (GEIQ) which are focused on Acocks Green village.

2. How does your investable proposition fit with the outcomes of the mapping you've done and the vision and themes for your Quarter?

(Type your answer – up to 300 words, noting that the workshop on 18th February will include a session exploring the vision and themes for your quarter)

BCC expects the GEIQ to generate £100M investment over the next decade. It is important that this development benefits the local community, providing: jobs, amenities, housing, educational and leisure opportunities with a healthy environment.

The mapping has shown a concern with crowded streets and pavements, old, cold and unhealthy housing which is expensive to heat, a proliferation of HMOs and exempt accommodation and a reduction of civic amenities like libraries.

The Community Hub will facilitate public access to information and support, help local groups to attract supporters and provide the groups with shared facilities to deliver (e.g. publicity, advice and contacts, computer software, data and expertise, social media, F2F meeting rooms and on-line meetings). This will bring retail facilities to the area because of increased footfall and activity. The local groups will be enabled to take more action, for example Acocks Greener's:

- eCar-Share Club will reduce 2nd car ownership and number of cars parked,
- activities with schools encourage students to study/excel in 'green' topics leading to employment in Tyseley GEIQ, benefitting the local economy,
- support for retrofit will make homes healthier, more comfortable and cheaper to run, and encourage local businesses and tradesmen to increase provision of retrofit.
- SEBrum Energy Local Co-op will provide cheaper electricity, less constrained by national grid restrictions, encouraging installation of solar PV and use of EVs (allowing use of their batteries for night-time and peak supply and reducing Birmingham's shameful air pollution).
- collaboration with Tyseley Energy Park to provide advice to students and residents on local jobs, apprenticeships, training and career opportunities.

3. How has the engagement with, and feedback from your community and stakeholders helped to shape the proposition?

(Type your answer – up to 300 words. You may include 1-2 photos from your community events)

Our community engagement activities have been:

- with members of the public directly through participation in multiple events, especially those aimed at the more vulnerable; and an on-line questionnaire survey.
- indirectly through links with community organisations.

We have done considerable mapping of 40+ community groups. These included not only voluntary groups (e.g. youth groups, Village in Bloom, History Society, Litter Pickers, allotment holders), but faith groups, food banks, political groups, and statutory groups (like schools, Councillors and BCC officers, police, GP and dental surgeries). We suggest that this should be a major part of future mapping exercises as they provide more considered opinions and ideas than random members of the public asked for their first thoughts.

The Community Hub will greatly enhance these community groups' activities by publicising them, giving them access to more volunteers and public awareness/participation, giving them greater support and access to facilities, promoting collaboration and economies of scale.

The closure of the Citizens Advice Bureau in Acocks Green has been frequently cited as a loss, particularly for the vulnerable. The Community Hub will, to a large

extent, bring this service back. We anticipate that the Community Hub in the high street will not only benefit from passing footfall, but will add to the footfall thereby benefitting local traders.

The provision of a sales outlet for local arts and crafts will encourage these activities and promote local pride and greater use of these skills (for example commissioning local artists).

4. How has being part of the Coalition for Impact programme helped to inform the proposition?

(Type your answer – up to 250 words)

C4I has been valuable in several ways:

- Encouraging communication, collaboration and sharing ideas between the C4I partners (notably with Ashiana Community Project, Hay Mills Foundation, Arts in the Yard and the BCC East Birmingham team) beyond the scope and short period of C4I. The study tours were particularly valuable for this as there is more time to talk together.
- Leading us to engage with other local community groups to discuss the mapping, ideas for potential investable projects and their potential participation.
- Teaching us about how to register Assets of Community Value, how to achieve Community Asset Transfer, ideas and planning how to make community assets self-sustaining by generating income.
- Combatting an atmosphere of despondency among local groups that future activity would be impossible even while the need for additional services is at its greatest and growing.
- Conversations with other C4I partners (not just from our quarter) have helped to reassure us that we are on the right track.
- We have also shared this information and learning more widely with partners in other parts of Birmingham (e.g. partners in BrumEnergy www.brumenergy.info).
- Without C4I this proposal would not have been thought through and taken forward.

All of the neighbouring districts to GEIQ will be impacted by the developments. We want to make sure that the impact is a positive one. The Community Hub on the Acocks Green high street, will enable residents to drop in and get information about employment, training, energy advice on retrofitting their homes, access to opportunities and spare time activities. It will also be of benefit to local businesses and community groups, providing access to opportunities to enhance their activity. Tyseley and Acocks Green are not affluent districts of Birmingham but they can act as an example of what can be achieved, encouraging groups in other districts to do likewise.

5. What are the next steps that need to happen?

(Type your answer – up to 300 words)

We need to:

A. Prepare

1. formalise a planning team under the Acocks Green Village Partnership and Acocks Greener to take the project forward.
2. identify potential premises and explore their facilities, opportunities and costs.
3. estimate potential sources of income: principally commercial activities (sale of refreshments, arts and crafts), renting out spaces to projects (for project staff and activities), community groups (for use of facilities and services) and others (flats above a building could be rented out).
4. publicise the vision and pull together a consortium of groups and resources to take the idea forward, with a formal management group.
5. identify additional resources which will be required, potential sources (eg grants) and submit applications.
6. prepare a business plan and budget. It seems probable this will be:
 - a. obtain a short-term lease on the smaller property 1.
 - b. carry out minimal refurbishment to enable the initial operation of the Community Hub in the temporary location.
 - c. demonstrate the success of the Community Hub concept and initiate self-sustaining income-generation.
 - d. assemble the resources for purchase of the permanent location.
 - e. purchase and retrofit the long-term home of the Community Hub
7. obtain professional advice (legal, structural, etc) and make decision which option to proceed
 - a. **option 1** permanently acquire small property 1 (old, small, limited income-generation) and abandon plans for larger premises.
 - b. **option 2** acquire small property 1 temporarily and prepare for long-term acquisition of larger property 2 (larger, modern, central).
 - c. **option 3** acquire small property 1 temporarily and prepare for long-term acquisition of larger property 3 (prestigious, more grants, but more maintenance, less central).
8. Submit applications and assemble funding.

B. Proceed

9. recruit and appoint a building manager, arrange social media and publicity.
10. draw up agreements with community groups and others that will use the premises to share/contribute to its costs and management.
11. design and implement any alterations, redecoration, etc. This will be an opportunity to retrofit the building to be an exemplar of comfort, low energy use and healthy environment and a demonstration of what people can do with their homes and premises. Much of this can be done by volunteers to save costs and promote ownership.
12. assemble the furniture and facilities. Again much of this can be done from donations by the community.
13. have a grand and well-advertised opening with inputs by all 40+ community groups.

C. Perform

14. start providing all the services, move to 'business as usual'.
15. network and collaborate with groups in other areas to share ideas, resources and actions.
16. evaluate progress, problems and structure for Annual Report to AGM.
17. identify new issues and priorities and make plans to act on them.

We already have interest from Birmingham Disability Resource Centre (who are looking for a new location) as well as Acocks Green Primary School which is immediately beside Stone Hall.

6. What resources are needed to make it a reality? As an investable proposition, what is the investment needed for? Buy a building? Working capital to set up a new service?

(Type your answer – up to 300 words)

Initial Expenses

Purchase or long term lease or rental of a high street shop

Professional services

Refurbishment and retrofit (insulation, ventilation, solar PV, heat pump, windows, flooring, lighting, wiring and telecomms) – much of non-technical and redecoration work to be done by volunteers.

Furniture and equipment to be supplied as donations

Annual recurrent cost

insurance, energy and utility costs, maintenance, security, etc

Building manager cost (salary, NI, pension, expenses)

Other staff will be volunteers

7. Will it generate an income? How?

(Type your answer – up to 200 words)

Space offered by Options (m²)

	1. ex-bookie 101 m ²	2.ex-Boots 482 m ²	3. Stone Hall 600m ²
Total floor area	2	482 m²	600 m² [est]
ground floor	101 m²	241 m²	260 m² Layout unknown
toilets	5 m ²	30 m ²	30? m ²
retail & info	30 m ²	30 m ²	30? m ²
coffee	-	60 m ²	60? m ²
offices @ 15m ²	2 = 30 m ²	5 = 75 m ²	2 = 30 m ²
meeting room	30 m ²	30 m ²	60 + 30? m ²
corridors	5 m ²	15 m ²	20? m ²
total ground floor	100 m²	240 m²	260 m²
1st floor			
toilets		20 m ²	15 m ²
2 bed flat		60 m ²	2 = 120 m ²
offices @15m ²		6 = 90 m ²	7 = 105 m ²
meeting rooms		2 = 50 m ²	m ²
corridors		20 m ²	20 m ²
total 1st floor		240 m²	260 m²

Out-buildings			
offices			5 = 80 m ²
External grounds	80 m²	100 m²	2,360 m²
Car parking spaces	4	4	11

Annual income

1. Commercial activities (coffee shop, arts and crafts sales)
2. Income from projects delivered through community hub
3. Rental of rooms and services for use by community groups
4. Rental of office space to community groups (e.g. BID manager, SEBrum Co-op)
5. Income from BCC for provision of advice to those in need
6. Provision of energy/retrofit advice to able-to-pay and businesses
7. Rental of flat

	1. ex-bookie 101 m²	2.ex-Boots 482 m²	3. Stone Hall 600m²
Initial Cost (Year 1)			
Acquire Property	n/a	£500,000	Not yet available
Retrofit cost	£50,000	£100,000	£200,000
Legal & other expenses			
Total Initial Cost			
Annual Cost			
Lease	£18,000	£54,000	£40,000
Rates	£5,000	£14,000	£18,000
running costs	£50,000	£200,000	£250,000
building manager	£20,000	£60,000	£60,000
Total Annual Cost	£93,000	£328,000	£368,000
Income			
Annual Income			
1. commercial (coffee, arts, crafts)	£5,000	£10,000	£10,000
2. projects	£15,000	£25,000	£25,000
3. renting out rooms & services	£10,000	£50,000	£80,000
4. community group offices	£10,000	£40,000	£40,000
5. providing advice	£5,000	£5,000	£5,000
6. advice to able-to-pay & businesses	£10,000	£10,000	£10,000
7. renting out flat		£10,000	£20,000
Total Income from services	£55,000	£150,000	£190,000
8. grants	£38,000	£178,000	£178,000
Total Annual Income needed	£93,000	£328,000	£368,000