

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!)

The Birmingham City FC Skills Academy is an Inclusive Employment Pathways project that will establish a method and approach that enables residents from the neighbourhoods adjacent to the proposed Sports Quarter to benefit from the emerging job opportunities that will arise from the investment. The model is based on the principles of 'community wealth building' and the successful methodology used developed by the Centre of Local Economic Strategies (CLES) which has been applied by the University Hospital Trust on their entry level jobs programme I-CAN. This has seen 715 residents access good jobs at entry level but with progression routes. The vast majority of these residents were from deprived wards in Birmingham/Solihull.

The scale of the challenge is born out by local demographics. Bordesley Green is the 3rd most deprived ward in Birmingham. Approximately half of the adult population in our immediate community are economically inactive. This is double the national average. 49% are skilled to level 1 or below. Youth unemployment rates are amongst the highest in the city. The Skills Academy seeks to provide a pathway to enable people to advance their skills and to secure Level 1 job roles that have internal developmental programmes to allow for onward career development. The model of delivery is still at the design stage but will likely include apprenticeships and a pre-employment, core skills training programme similar to the model used by UHT. We also want to look at how we can use our existing schools & higher education programme to create work experience opportunities, career planning and internship opportunities. The incentive for completion of the project would be a guaranteed interview or a guaranteed training placement. The Skills Academy would positively benefit the logistical success of the Sports Quarter Development by ensuring that timescales and costs are not adversely affected by labour shortages.

We will soon begin formulating a time frame for to consider the role of the Skills Academy in the pre-construction, development and post construction phases.

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)

During the mapping events and discussions, a number of notable themes emerged such as – lack of opportunity, lack of qualifications, adults skilled to a low level and local job opportunities for local people. These responses were not a surprise based on previous consultation work that has taken place and looking at ward data and other research from the area surrounding the sports quarter. In relation to the outcomes we wanted to identify common trends and identify various areas or assets within the communities where people feel a sense of belonging and pride. For the sports quarter being able to employ local people and offer opportunity to local people is key and supporting with growing the sector where there is identified need is key.

Being able to work alongside the other organisations in the sports quarter area and work to offer an opportunity to the local people whilst developing ideas together will be key.

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)

Fanzone consultation. Focused session – universal support. Check numbers.

Stakeholder research.

We've conducted a range of consultation exercises including discussions with local Stakeholders through our new Stakeholder Group, an open consultation sessions with visitors to the Fanzone on a match day and a specially organised focus group with Loconomy and the Birmingham Anchor Network.

The feedback cemented what we were expecting and what from previous consultation work has led us to where we are at with the proposition to date. They highlighted even more so the issues that are prevalent within the community and the ones most important to address to have the knock-on effect to influence other issues. The need to have something local was evident from the engagement and something that can be measured in order to see its value, worth and success. One area to note is

between now and sports quarter developments and what this looks like in between and what steps are needed.

The discussions with the Anchor Network and Loconomy asserted the need to think about how we could use our schools and higher education programme to shape career planning. In addition it emphasized the role that Apprenticeships can play in achieving our goals.

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

(Type your answer – up to 250 words)

The events that we have attended have all been very useful in shaping our proposition for the sports quarter and hearing from experts within their respective fields have been invaluable, such as social life and how their interpretation of social, economic and neighbourhood profiles have evidenced and how we can use this knowledge to develop the proposition further. Being able to meet the other community organisations not only from the sports quarter but from the other quarters and hearing their thoughts and ideas and how each can add value to one another has been good. We have a planned trip to the Etihad (Manchester City development) where we will be speaking with their Community Club Organisation and a local organisation and having a look around the development and discussing some lessons learnt, good practice and if we would do this again any changes that would be made.

The focus group with Loconomy and x 2 one-to-one sessions have helped inform our thinking on the partnerships we need to make this idea a reality. It has also shaped our thinking about the wider pathways we needed to consider including apprenticeships and a pastoral support offer.

The project mapping has given us a spacial context of the local socio-economic geography.

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

(Type your answer – up to 300 words)

- *Meet with Birmingham Anchor Network to help shape the vision.*

- *Visit UHT Learning Hub to better understand their model of delivery from the Employment Hub & ICB Work Well*
- *Hold further discussions to better understand the Labour Market demands of the Sports Quarter Development.*
- *Visit Manchester City Academy to learn more about how their Foundation was involved in the construction of the Etihad facility and their particular focus on achieving social impact*
- *Establish the pathways for local residents to secure construction opportunities, hospitality, enterprise and health*

In addition, as we begin to formulate our business plan, we need to start project planning in the context of pre construction phase, development phase and the post construction phase of the Sports Quarter.

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)

*We are working with ***** to scope out the potential investment strategy for the Skills Academy.*

We need a Partner(ship) with organisations with a track record in Employment Support and will develop further conversations with Loconomy.

We are also interested in the potential for funding through a Social Impact Bond model that recognises the economic impact of supporting people who are both unemployed and under-employed.

7. Will it generate an income? How?

(Type your answer – up to 200 words)

We feel this model is strongly placed to achieve commissioned opportunities through the Combined Authority and by extension the City Council. However we need to develop our supply chain model. The Foundation has a limited track record in terms of Employability programmes. Therefore we would seek to work alongside suitable partners to deliver this model. We are also keeping a watching brief on the investment's made through the Get Britain Working Fund. We also believe we would be well positioned to loan money against a social value return indicator if this is a model the City Council takes forward.

