

Coalition for Impact (C4I): Community & Place Final Report









1. Overview

(a) Programme Approach

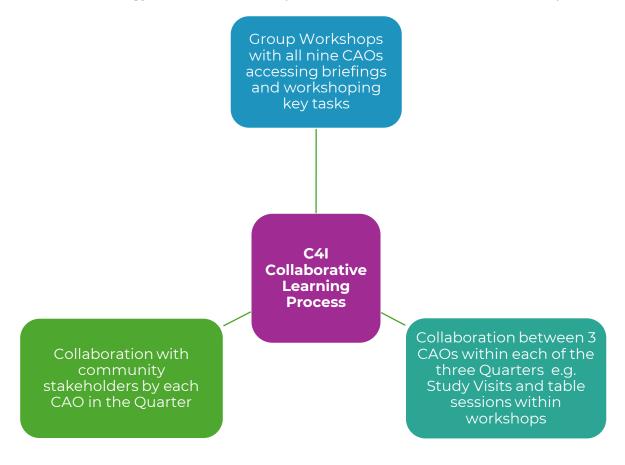
The Coalition for Impact programme has been funded by the UK Shared Prosperity Fund as part of Birmingham City Council's Communities and Place Pillar. It builds on the learning, outcomes and methodologies used in the predecessor programme delivered with Community Anchor Organisations (CAOs) (c) in 2023/25 (Ready 2 Level) and continues to use an action learning approach to strengthen the capacity of a further nine CAOs. The aim is to leave a legacy of learning, between both programmes and the 19 CAOs who have participated in both programmes to play a part alongside the leading institutions, stakeholders, investors, developers seeking to drive inclusive growth in East Birmingham. The Ready to Level programme sought to deliver an intensive capacity building programme using action learning and appreciative inquiry to generate 10 local action plans. For the C4I programme, with a longer delivery period of nine months, it has been possible to design a more intensive process for participants using collaborative learning, mentoring, study visits and in-community work. This included:

- (a) Producing a comprehensive picture of each of the participating organisations' social, economic and place-based geographies by a process of mapping facilitated by Loconomy associates and specialist mapping facilitators, Social Life.
- (b) Supporting the development of Investable Propositions by each participating organisation to enable them to secure future investment that helps them achieve greater sustainability, develop their local assets and agency to support the overarching inclusive growth approach in East Birmingham.
- (c) Provision of specialist support through Cooperative Futures, the EBIGS team and Loconomy including tailored business support with workshops and 121 sessions on community assets, business planning, funding and investment and governance.
- (d) Through the collaborative workshops and study visits providing learning on inclusive growth, community wealth building and exploring the opportunities and potential future partnerships with investors, stakeholders and developers in the Green Innovation, Sports and Knowledge Quarters.
- (e) Developing a Learning Platform to store all the learning material and outputs produced including for the Ready2Level programme.
- (f) Holding a legacy event a Social Investment Clinic where the CAOs on both r2L and C4l programmes can talk to social investors about their Investable Propositions.

(b) Scope of Programme

Running over nine months, the C4I programme comprised four strands:

1. Collaborative Learning with nine grant-funded CAOs through workshops, study visits, and a business support package open to all CAOs. Each CAO Were also required to undertake engagement with their local communities, partners and stakeholders in shaping their two programme tasks – undertaking in-depth community economic mapping of their area and developing Investable Propositions that would support their ongoing engagement as community partners in the East Birmingham Inclusive Growth Strategy. The collaborative process was framed to work in three parts:



- 2. Independent Women Led Economy inquiry led by four grant funded organisations who had been engaged in the Ready2Level programme in 2023/24. This strand built on one of the key findings from the Ready2Level programme an interest in taking forward a collective interest in bringing forward practical options for building up a distinctive women's led economy through the agency of CAOs in East Birmingham. The CAOs used a similar methodology in their inquiry including community economic mapping, a study visit and developing a collective Investable Proposition. The group were invited to attend any of the Collaborative Learning Workshops, tailored business support and study visits in the C4I programme. They will be reporting separately on their programme.
- 3. Business Support provided in group workshops for all CAOs alongside CAOs from the R2L programme including:
 - a. 7th January: Community Asset Support Assets of Community Value and Community Asset Transfer
 - b. 22nd January: Governance models and trading arms
 - c. 6th February: Income generation and business models
 - d. 27th February: Business Planning
 - e. 12th February: Funding and Finance
- 4. Social Research was undertaken exploring the role Community Anchor Organisations play in Inclusive Growth using community wealth building methods.

(b) Programme Outputs: Coalition for Impact Key Deliverables (E11 COGA)

	Key Deliverable	Description	Output
1.	Ten community anchor organisations (CAOs) enrolled on the action learning programme and actively engaged in the programme (July 2024 - February 2025.	In all thirteen CAOs were enrolled on the programme. Nine were enrolled to work on the place-based community economic mapping project in the three defined Development Quarters.	 All organisations have actively engaged in the programme: Collaborative Learning Events x 4 Investable Proposition Panel Look and Learn visits x4

	Sports Quarter – Dream Chaser, Saheli & Birmingham City Community Foundation. Knowledge Quarter – Legacy Centre of Excellence, ISE & Free@Last Green Innovation Quarter – Hay Mills Foundations, Acocks Greener, Ashiana Community project An additional four CAOs (coming forward from the predecessor programme, Ready2Level) engaged in a thematic inquiry into the potential for women's led economy in East Birmingham. These included: Go-Woman Alliance, Arts in The Yard, Open Door and Grand Union.	Each organisation led their own engagement events in developing their community economic mapping and investable propositions.
2. Three delivery plans including local economic mapping projects supported and ready to be delivered by the participating community anchor organisations. Output Description:	The approach to delivery plans included: (a) Developing three sets of community economic profiles in each Development Quarter, one per CAO and nine in all. In addition, the thematic inquiry into a women's led economy also produced their own community economic profile. (b) Each CAO developing their own Investable Proposition, 9 in all, 3 per	 10 Community Economic Mapping profiles 10 Investable Propositions 3 Quarter Profiles with vision, themes and recommendations

opportunitie access learni	ained with future s for organisations to ng material through the arning platform by	Development Quarter as well as one for the Women's Economy strand. (c) A profile of each Quarter with a vision, thematic priorities and recommendations Two training sessions held at the Collaborative Learning workshops with a final briefing to a wider range of stakeholders at the Programme	58 trained over over two workshops and a final session at the end of programme showcase on 5 th April 2025.
15/3/25. 4. 400 stakehol reached in th	lders engaged and ne delivery of all s by the end of March	showcase on the 5 th April. Numbers reported do not include the community and stakeholder engagements undertaken by the 9 CAOs over a minimum of two events each (which are reported separately). This brings overall participation numbers in excess of 600.	215 active engagements in the programme. This does not include the community and stakeholder engagements undertaken by each CAO
qualitative ar programme worked and	evaluation report with nalysis of the highlighting what what didn't work to g in future interventions	Included within this report	Within report
6. Coalition for east Birming	Impact conference in ham showcasing outputs as well as best	 Conference & showcase to include: Exhibition of Community Economic Mapping and Investable Propositions Towards an Impact Coalition – unveiling the concept around a possible future social investment approach in East Birmingham. Programme overview and outputs Profile of each Development Quarter and theme 	5 th April at Lakeside Café, Ward End

	 Social research report Electronic Learning Platform Social Investment Clinic 	
7. Numbers of organisations receiving non-financial report	11 required	13 received
8. Number of people attending training sessions	Numbers required	215 through Loconomy

(d) Collaborative Workshops

Event		Purpose	Date & Venue	Attendance
1.	Stir to Action ABC Festival Visit	The annual festival is held with keynote speakers, workshops, fringe events focused on new economics and social investment. Loconomy associates attended prior to the commencement of the programme to research and learn relevant best practice relevant for the Coalition for Impact programme. This was funded outside of the SPF programme through Loconomy's own resources.	10 th and 11 th July Bristol	4
2.	Programme Launch and Workshop 1	 Kick off collaborative learning workshop for Coalition for Impact: Introduction to the East Birmingham Inclusive Growth Programme – Mark Gamble, Head of East Birmingham Development, BCC Vision for the Tyseley Energy Park – Tommy Allsopp, Sustainability Manager, Webster & Horsfall Proggramme vision and scope – Karolina Medwecka, East Birmingham Programme 	11 th October Tyseley Energy Institute, Tyseley Energy Park	22

	 Development Manager, BCC and Ifor Jones, CEO Loconomy Table work session 1 – cross-quarters introducing programme participants Table work session 2 – in quarters scoping community economic mapping 		
Workshop 2	 More than Football – Birmingham City Community Foundation's vision for the Sports Quarter Overview and methodology for Community, Anthony Isherwood, CEO, Birmingham City Community Foundation Table Work in Quarters: Mapping Social Assets, Economic Assets and Neighbourhoods Group discussion 	 5th November 2025 Birmingham City Community Foundation 	30
3. Workshop 3	 Update on Community Mapping – Nicola Bacon, Social Life Display of initial maps produced - walkabout Group work in each Quarter cluster – reading and sense making of mapping Training on the development of Investable Propositions, Ifor Jones and Karolina Medwecka Group work - initial ideas scoping for developing Investable Propositions Training session 1 on the Electronic Learning Platform 	10 th December 2024 Legacy Centre of Excellence	32
4. Workshop 4	 Lessons and reflections form the community economic mapping process and final presentation of maps – Nicola Bacon, Social Life Towards and Impact Coalition, Karolina Medwecka, BCC Table sessions in each Quarter: 	18 th February 2025 Free@Last	26

5. Workshop Learning Output Bulletins	 Training session 2 on the Electronic Learning Platform Evaluation Focus Group, Ian Dudfield, Loconomy Social Research Associate and CAOs Three summary bulletins issued to all CAOs including guidance for CAOs on actions required in undertaking community economic mapping. 	3 published on Learning Platform	
6. Visit 1: Kindred - Liverpool	20 participants and stakeholders engaged in the programme attended the visit to Kindred which comprised two facilitated information sessions alongside presentations from beneficiaries of social investment loans in the Kindred network. Kindred invest in socially trading organisations enabling them to grow their impact in the Liverpool City Region. Kindred uses three tools to deliver this mission – investing money, providing support and growing collaboration. To date Kindred have invested £2.5m in 66 organisations who have collectively delivered over 100 jobs, leveraged a further £14m in investment and delivered £28m worth of social impact. Of this half of their money goes to women led social traders, a quarter to black-led social traders with all of their money being invested in traditionally underinvested communities either of place, theme e.g. environment or social group e.g. young people. Critically, Kindred's money is offered at 0% interest on a long term (what they call patient) basis and some of the repayment can be counted back in the form of social returns. Allocations of money are made by the wider network of peer social traders	28 th February 2025	20

	who have already benefited and gone through the process. The Kindred membership has grown to over 1,000 socially trading organisations.		
7. Visit 2: Ironbridge World Heritage Site	Detailed in the Quarter Profile	14 th March 2025	6
8. Visit 3: Etihad & Oasis – Manchester	Detailed in the Quarter Profile	17 th March 2025	8
9. Investable Proposition Panel	Presentations and feedback to a panel of experts on each Community Organizations' Investable Propositions (with plenary sessions for participants from each Quarter)	18 th March Priory Rooms	27
10. Programme Showcase	Presentation of all programme deliverables, exhibition of community mapping and Investable propositions. Presentation of legacy thinking around an Impact Coalition.	5 th April, Lakeside Café, Ward End	40
11. Social Investment Clinic	This will provide a final opportunity to hold 121 conversations with Social Investors and will be open to CAOs from the R2L and C4I programmes.	TBC June @ The WhiteHouse, Ward End	
12. Total			215

^{*} before the social investment clinic

(e) Loconomy Learning mentor engagement and assignments

Each organisation has been supported by a team of learning mentors with time being spent with the organisations on their development of community mapping, investable propositions and community events organised for stakeholder engagement:

- Angela Jeffery & Paul Wright Green Innovation Quarter
- Tim Evans & Paul Tucker Sports Quarter

- Mashkura Begum and Tracey Thorne Knowledge Quarter.
- Loconomy's programme lead, Ifor Jones provided ongoing engagement with the thematic inquiry into a Women's led economy.

(f) CAO Community Meetings

Each CAO was required to hold at least two community meetings to engage with residents, stakeholders and partners on the production of their community economic maps development of their Investable Propositions. In particular, the community mapping process created a real interest amongst communities as a tool for understanding their local area, how they connected with other geographies in East Birmingham and illustrating the range of assets where services could be accessed, the gaps in provision and generating ideas for developing community assets in the future as well as benefiting from the larger scale investments being leveraged in their local area.

(g) Mapping and Investable Propositions

These were the principal tasks set for each of the CAOs working individually and as a cohort of three in each quarter and as a wider cohort of none CAOs in the collaborative workshops. These are detailed below in the Quarter Overviews.

(h) End of Programme Conference Showcase, 5th April 2025

Show case end of project event, 5th April @ The Lakeside Café Dolphin Centre

Today it's time to celebrate and reflect on the amazing work you all have completed over the last nine months. We have workshopped, visited, collaborated, studied, produced amazing maps of your community economic geographies with 100s of residents and produced ten Investable Propositions which are realised will make a major contribution to the Inclusive Growth strategy. You should have had time to look at your handywork in the exhibition material around the room and I would also like to give special thanks to Iza who has photographed us inside out and even made some of us look better than we are with the odd adjustment made here and there and for the design vibrancy in the materials she has produced. Similarly, I would like to thank Social Life who taught us the art of mapping for which we should all be given an A Star honouree GCSE in Geography.

We wanted to make today more informal and less workshoppy – you've done the hard work so there's no table work, flipcharts or power point presentations. That said we are going to say a few words and we will open for your thoughts. We think we can finish for just after noon.

Karolina Medwecka will start with her thoughts and reflections on the programme with a particular emphasis on legacy. The so what we have done all of this work so what's next? She'll pick up on the concept of a long-term Impact Coalition for East Birmingham as a collaborative network but also as a social investment vehicle. I'll then do a summary of the programme taking you through some impressive numbers with a little reflection. Angela, Tim and Mashkura will say a few words on the detail of the work delivered in each of the three Quarters and this will be followed by Yasmin who will give an overview of the work done on the themed inquiry on the potential for a women's led economy.

Then Ian Dudfield, our social researcher will get experimental in his summarising his report – Bridges across the city – there could well be some dancing involved. Finally, Mashkura will give an update on the launch of the Learning Platform, and we'll open for discussion. To note there are no planned fire alarms and the WCs are behind me to the right. Iza will be taking photographs, and you are all entitled to a free coffee and to help yourself to the cake we have brought along.

Overview of the programme

It's been a programme in numbers.

Nine months to deliver. Nine community anchor orgs working in three investment quarters. In the Green Innovation Quarter

- Ashiana Community Project
- Alcock's Greener
- Haymills Foundation

In the Sports Quarter

- Dream Chaser
- Saheli Hub
- Birmingham City Community Foundation

And In the Knowledge Quarter

- Legacy Centre of Excellence
- Free@Last
- Institute of Social Enterpise

Four community anchor organisations working in square from Digbeth (Grand Union), Firs and Bromford (Open Door), Go-Woman Alliance (Alum Rock) and Arts in the Yard (Yardley).

With four strands of work:

- First our place based collaborative learning programme in three Investment Quarters working as a group of nine and sometimes three in our workshops and as individual organisations with your community networks.
- > Second the women's led economy inquiry with four community orgs
- Go women alliance
- Grand Union
- Open Door
- Arts in the Yard
- > Third the social research on the role community organisations, community wealth building and bridging in inclusive growth

> Fourth the Business Support workshops delivered through Coop Futures

We've had four collaborative learning workshops.

Used enough flipcharts to cover the lake outside the Dolphin Centre.

Had 600 people engaged in the mapping – a conservative estimate at that.

12 amazing maps produced detailing the social, economic and place geographies in east Birmingham.

10 investable propositions produced.

And around a 100 people engaged in producing them.

An all-day panel review of the investable propositions.

Six business support workshops delivered through Coop Futures with around 60 participants and some 121 sessions too.

Five study visits to Liverpool, Manchester, Ironbridge, Belfast and Rotterdam – 2,000 miles travelled.

One celebration show case to celebrate our work.

One electronic learning platform.

But seriously ...

There has been a conscious design to build the programme through a collaborative process and action learning process with the nine community organisations working together on the quarter reviews and four community organisations working on the thematic inquiry in our workshops, with your community networks and with the strategic partners and investors. We have tried to get across from Mark Gamble's starting presentation at Tyseley the opportunity that the capital and revenue investment that will come into East Birmingham will make and the profound social impact and economic uplift that this can have.

That is on the other side of the bridge that Ian is going to talk about and our work through this project has been to prepare the ground for the role of community anchor organisations and their network to have a key role and agency in making the Inclusive Growth strategy that – genuinely inclusive. In other words, we have been laying the path to that bridge where the macro assets can meet the micro assets. Only in that way can the benefits of growth be locked in addressing the social and economic deficits that so many people in East Birmingham face daily.

Finally, Karolina and Jo have brought new thinking of how you all can play a fuller part accessing new forms of investment above and beyond the traditional grant dependent model that we all in the voluntary and community sector depend on.

We have seen great examples of how this can support organisations like Kittys laundrette in Liverpool or Oasis in East Manchester or how a world heritage site can be replicated in Tyseley and a genuinely inclusive stadium build in the Etihad can be replicated with the new stadium on the Wheels site in the sports Quarter.

(i) Social Investment Clinic

Building on the showcase discussions on 5th April and the development of the Investable Propositions, Co op Futures will convene a social investment clinic in east Birmingham in early June giving the opportunity for the CAOs in both the R2L and C4I programmes to meet and have dialogue with investors and build awareness with a range of social investment projects available. The Investable Propositions developed through the programme are based on the evidence and deliberations of the CAOs for developing local assets (whether these are buildings services or other projects) are deemed by both Loconomy and Co op Futures to be credible projects ready for early dialogue with social investors. Whilst the main objective in developing the Investable Propositions has to be to provide guidance and training in the methods and approach that the CAOs could use in developing a range of future Investable Propositions, there's also the possibility that those that have been developed will potentially gain traction with investors in the months ahead.

2. Quarter Overviews: Green Innovation Quarter

Overview

Tyseley Environmental Enterprise District (TEED) is an area that covers over 100 hectares, located 2.5km southeast of the city centre between the A45 Coventry Road and the A41 Warwick Road, with close proximity to the Birmingham International Airport.

With a strong industrial and rail legacy, the area has been **designated as the city's Environmental Enterprise District** in the Birmingham Development Plan (adopted 2017), defining TEED as an economic zone for *low carbon economy in Birmingham*, encouraging recycling, energy production and renewables including manufacturing and supply chain development.

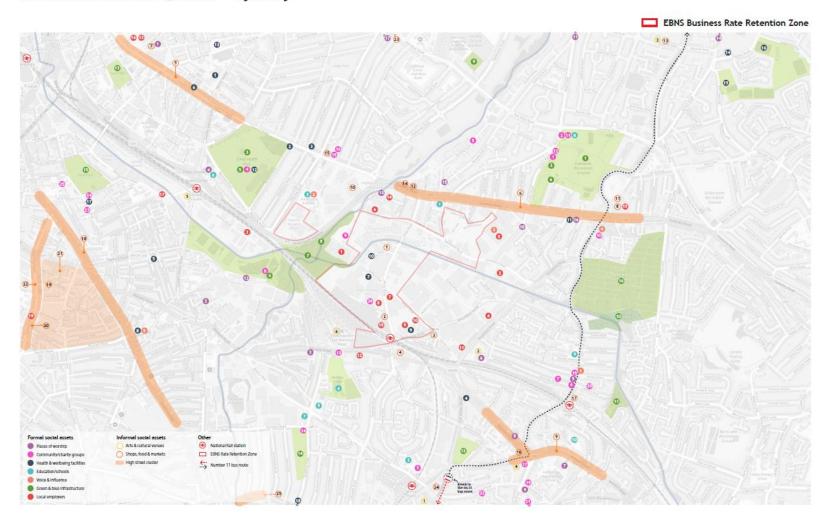
The area is being developed Tyseley Energy Park Limited (TEP), University of Birmingham (UoB), and The Crown Estate (TCE) in collaboration with Birmingham City Council, (BCC). It also houses over 20 Green Tech businesses who are based at TEP creating a network which continues to grow.

Summary of maps

Coalition for Impact

Green Innovation Quarter - Tyseley

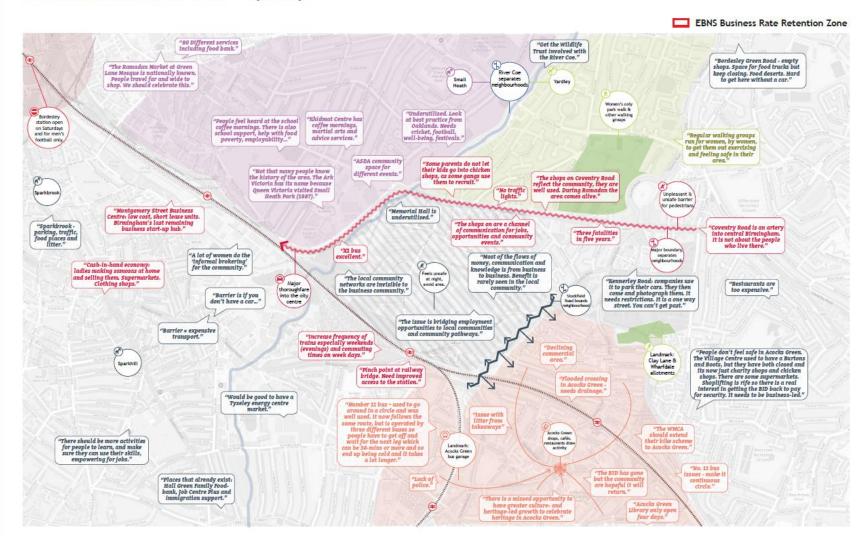




Coalition for Impact

Green Innovation Quarter - Tyseley





Mapped assets

Places of worship

- 1. Green Lane Mosque
- 2. Mosque in Greet
- 3. Hindu Temple Warwick Road
- 4. Ghamkol Sharif Mosque
- 5. Acocks Green Baptist Church
- 6. Masiid Acocks Green
- All Souls Church Acocks Green
- 8. St Mary the Virgin Church Acocks Green
- 9. Methodist Church Acocks Green
- 10. Hay Mills Church
- 11. Faizan e Madina
- 12. Masjid Darul Ilm
- 13. St Cyprian's Memorial Hall
- 14. St Edburgha's Church
- 15. Yardley Seventh-Day Adventist Church
- 16. South Yardley Methodist Church & Pantry
- 17. Al-Hijrah Masjid

Community/charity groups

- 1. Scouts Bierton Scouts
- 2. Scouts Bierton Beavers & Cubs
- 3. Scouts 260th
- 4. Friends of Small Heath Park
- 5. Friends of Berkley Road
- 6. Acocks Green Neighbourhood Forum
- 7. Stockfield Community Association
- 8. Birmingham Youth Sports Association
- 9. Community Reuse (Reuse Shop)
- 10. South Yardley Library
- 11. Oasis Community Centre Hobmoor
- 12. The Vibe Youth Club
- 13. Tyseley Working Men's Club
- 14. Tyseley Community Centre
- 15. Heather Road Community Hub
- 16. Khidmat Centre
- 17. Acocks Green Library (& history group)
- 18. Acocks Green Carers Group (Acocks Green Baptist Church)
- 19. St Johns Ambulance (Acocks Green)
- 20. Acocks Greener
- 21. Fox Hollies Forum
- 22. Acocks Green Focus Group
- 23. Ashiana Community Project
- 24. Sparkbrook Community & Health Centre
- 25. Concord Centre
- 26. Sparkhill Foodbank

- 1. Acocks Green Little Theatre
- 2. Mecca Bingo Stockfield Road
- 3. Blakesley Hall Birmingham Museums
- 4. Acocks Green Bowling Alley
- The Birmingham Hotel Wedding Venue
- 6. Birmingham Railway Museum / Steam Railway Centre

Health & wellbeing facilities

- 1. Small Heath Sports Centre
- 2. GP Small Heath Medical
- 3. GP Aubrev Road Medical Centre
- 4. GP Acocks Green Medical Centre
- 5. GP Dr M F Khattak
- 6. Coventry Road gym
- 7. The Active Wellbeing Society (TAWS)
- 8. Narthex Foodbank Centre
- 9. Aura Up Martial Arts (Adult + Children)
- 10. Impact Fitness
- 11. Health & Wellbeing Club at South Yardley Methodist Church
- 12. Small Heath cycling group
- 13. Bertram Children's Centre
- 14. Yardley Tennis Club
- 15. Birmingham Co-operative Sports Club
- 16. Yardley Fives
- 17. Sparkbrook Community & Health Centre
- 18. Hall Green Dental Health Practice

Education/schools

- 1. Redhill School
- 2. Yarnfield Primary School
- 3. Ark Victoria Academy
- Yardleys School
- 5. The Olive School Tyseley
- 6. The Olive School Small Heath
- 7. Al-Furgan Primary School
- 8. Oasis Academy Hobmoor
- 9. Kimichi Music School
- 10. Holy Souls Catholic School

Voice & influence

- 1. Jess Phillips MP / Constituency Office
- 2. Ark Victoria Academy coffee mornings
- 3. Europacking passport / immigration support
- 4. Citizens Advice at Yardley Library
- 5. Narthex Sparkhill

Shops, food & markets

- 1. James Road Cafe
- 2. Vics Cafe
- 3. Tyseley Corner Cafe
- 4. Cousins Cafe
- 5. Coventry Road EAST
- 6. Coventry Road WEST
- 7. Green Lane Mosque Ramadan Markets
- 8. Swan Shopping Centre
- 9. Acocks Green grocers, shops, restaurants
- 10. ASDA
- 11. Costa Coffee at the Swan
- 12. Yaadgaar Restaurant
- 13. Blakesley Hall Arts Cafe
- 14. Grillz Restaurant
- 15. The Big Fish (Small Heath)
- 16. Pasta Di Piazza 17. Alberto's Coffee Shop & Bar Acocks Green
- 18. Stratford Road
- 19. Chaii Garden LPR
- 20. Ladypool Road
- 21. Balti Triangle
- 22. Sparkbrook Wedding Halls (multiple, Ladypool Road)
- 23. Hobmoor Road / Blake Lane
- 24. Spring Road Lidl / Petrol Station
- 25. Shaftmoor Lane shops

Green & blue infrastructure

- Oaklands Park
- 2. Skate Park at Oaklands
- 3. Small Heath Park
- 4. Ackers Adventure park / outdoor classroom
- 5. Outdoor Gym Small Heath
- 6. Outdoor Gym Oaklands Recreation Grand
- 7. Grand Union Canal cycle path
- 8. River Coe
- 9. Eco Park Small Heath
- 10. Wharfland Allotments and cycle groups
- 11. Millennium Green
- 12. Acocks Green Recreation Ground
- 13. Sara Park
- 14. Reddings Lane Park and Playground
- 15. Farm Park
- 16. Yardley Cemetery

Local employers

- 1. Veolia
- 2. Keily Bros Waste Management
- 3. BSA Peaky Blinders Steven Knight
- 4. Grayson Thermal Systems
- 5. Europacking
- 6. Webster and Horsfall
- 7. Mechanics One Stop Auto 8. Mechanics - Auto Test Centre
- 9. Mechanics City Fleet Care
- 10. Mechanics Tyseley Auto
- 11. Mechanics Hartwell Motor
- 12. Mechanics Run Right Motors
- 13. St Andrews Retail Park
- 14. Haybarns Retail Park
- 15. Swan Centre
- 16. Morrisons
- 17. Montgomery Street Business Centre 18. Development Site Hay Hall Road
- 19. ISE Women's Enterprise and Community Hub

280+
people
engaged

8 community events

Social infrastructure and the process of mapping

The value of mapping local assets is primarily in the process. In asking questions about where different assets are located within a neighbourhood we have an opportunity to think differently about our neighbourhoods and to learn from others with deep local knowledge.

Mapping assets collaboratively across organisations can reveal knowledge and insights that may be hidden. It can be useful in pooling knowledge between individuals or partners who do not regularly work together, for sparking ideas and fresh thinking about how to develop local assets and to cut across the silos and structures that can inhibit innovative thinking.

What do we mean by assets? We include all the supports that residents use to meet their needs, to socialise, to take part in decision making, to have influence. This could include formal assets like libraries or community centres or informal groups or online networks.

Green Innovation Quarter

The Green Innovation Quarter maps are focused around Tyseley and Hay Mills, but also capturing Acocks Green, Small Heath, Sparkbrook, Sparkhill and Yardley.

Green spaces and local waterways are highlighted as important places for social connection, particularly the community activities happening at Small Heath Park, Oaklands Recreation Ground, the Grand Union Canal and the River Cole.

Clusters of local employers are identified around Tyseley, while Acocks Green is known as a hub for community and charity groups, places of worship and shops and restaurants. Key high streets recognised by the community groups are along Coventry Road, Acocks Green, Stratford Road and the Balti Triangle.

Tyseley's neighbourhoods and the local stories they tell are shown on the second map. Community groups drew the perceived boundaries of their neighbourhoods, pointed out local landmarks and shared local stories.

The map records stories of the unknown history and strength of Tyseley's community spaces, and it also shows the challenges the neighbourhoods face. These include the disconnection between Tyseley's businesses and the local workforce, concerns related to feeling unsafe, and problems with transportation such as traffic, parking and the changes to the number 11 bus route.



The maps show that the area of Tyseley and Hay Mills is mainly an industrial area where few people live, however it is surrounded by areas such as Sparkbrook, Sparkhill, Acocks Green, Yardley and Small Health that all have a high density of people living in high deprivation with limited facilities, low skills and high unemployment. (see key for maps and key for further details).

Loconomy Ltd, worked with 3 community groups: Ashiana Community Project based in Sparkbrook, Acocks Greener (based in Acocks Green) and Hay Mills Foundation Trust based in Tyseley. We also had input from local charity Arts in the Yard as well as 300+ residents across the various mapping and feedback sessions. The area is also home to many other community/charity groups ranging from Friends of Parks, scouts, libraries carers groups, young people's centres, but there is no central place to find out about them and so people are connected to one or two of them not the wider group.

There are also 17+ places of worship ranging from mosques, churches (including seventh day Adventists, Baptists, Church of England and Catholic) and temples.

The mapping highlighted concerns such as 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 (now open a reduced number of days, but still form an important hub of activities in areas such as Acocks Green)

Physical barriers that surround Tysleley and Hay Mills include the River Cole, the Grand Union Canal, the A45 (Coventry Rd) and the Stockfield Rd. The A34 (Stratford Rd) also creates a barrier between Sparkhill and Tyseley. Despite Tyseley being designated a 'Green Travel District', there are still significant transport challenges. There are train stations at Acocks Green, Small Health, Spring Road, Bordesley (is only open when men's football games are on) and Tyseley, but Tyseley station is the closest to TEP and is still a 1 mile walk from TEP which makes using public transport difficult. There is no cycle scheme in Acocks Green. There are several bus routes, but the area is very congested and so buses are unreliable and don't follow the line between where people live and TEP. Transport is seen as expensive so people can't get to where jobs are outside of their local area (especially in Sparkhill, Sparkbrook and Small Heath).

Socially, there is an issue with people in Sparkhill not having access to the social networks to get a job even after getting a degree. A significant proportion cannot speak English well enough to get a job and there is a lack of ESOL provision to help them to upskill sufficiently to be job ready. There is also a lack of nursery/ wrap around care. This holds back many women from being able to access the job market as they only have a limited window to work within. Another issue highlighted was gangs in the area (particularly Small Heath) and children being recruited in Chicken shops.

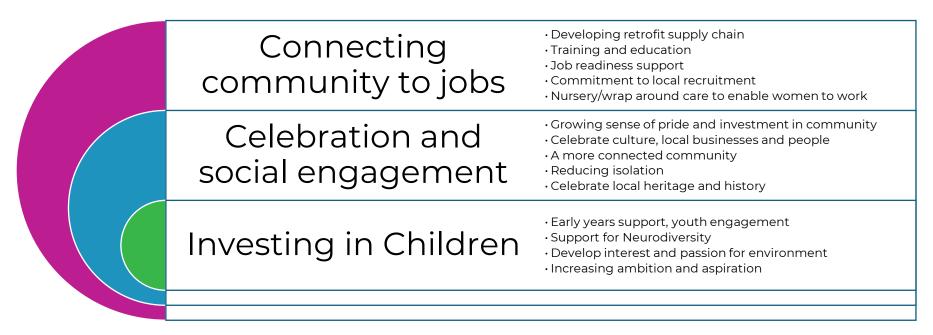
There is a feeling that most of the flow of funds is business to business and doesn't benefit the local community. Local communities are not aware of TEP and so are definitely not aware of the jobs available in TEP.

There is a real need for community hubs that can connect people with support, that can help local people to develop the skills they need and give them access to the jobs that are coming up locally. There is also a need for public transport to connect better into TEP.

Vision for the future

Tyseley is a national centre for green, alternative, renewable energy and operates as a living laboratory – seeing, experiencing, learning and benefitting from the innovation. People in Tyseley (and the surrounding neighbourhoods) will be more connected, wealthier and happier. The communities will be cleaner and greener with renewed pride in place where people will say they love living in Tyseley

Emerging themes:



Investable propositions

Having listened to the feedback from local communities the three community groups developed investable propositions (supported by capacity building workshops led by Jo White from Coop Futures). The investable propositions aimed to address some of the barriers brought to the fore by the mapping, and were projects that have an income generation component to provide sustainability in the event that grants become less available.

Acocks Green Community Hub Acocks Greener

Central hub fo:

- -Information about events and local community groups
 - Example of Retrofit measures
 - Sales of arts and crafts, room hire
- Job support and link to Tyseley Energy Park

St Cyprians/Hay Mills Green Technologies Hub - HMF

Adapable space for

- skills training
- career development support
 - events

Bridge between community and green tech companies with coworking space

Kitchen, Workspace & Hall Expansion - ACP

Extending the external and internal space to deliver:

Affordable commercial kitchen hire

-Hot desking and coworking space

-hall rental for community events





INVESTABLE PROPOSITION



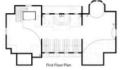














The St Cyprians/Hay Mills Green Technologies Hub will serve as a dynamic and inclusive centre, offering skills training, career development, and a bridge between the local workforce and the growing green technology sector in the Tyseley Green Energy Innovation Quater. Its mission will be to empower residents of East Birmingham by providing skills and training and giving access to job opportunities, including those within emerging industries from the green technologies sector.

The hub will build on the history of Webster and Horsfall Ltds 300 year old family business and will promote lifelong learning. St Cyprians Church evolved from the original School Room built by James Horsfall for the workers of the factory and this project would represent a full circle transition back to education and training facilities for the surrounding community. The hub will feature adaptable training rooms and workshops, designed to cater to a variety of learning styles and needs. These spaces will host courses and training including digital literacy, ESOL, CV and Job application workshops as well as interview skills. The training will be designed for all skill levels including school age students to young adults entering work, parents getting back into work, to experienced workers looking to upskill or retrain.

A significant component of the hub will focus on fostering connections between local businesses in Tyseley, as well as emerging companies from the green tech sector. A dedicated co-working space for business incubation and collaboration will help support the growth of local green tech startups and newly created space could also serve as a venue for networking events, allowing residents to meet potential employers and entrepreneurs to collaborate.

The hub will host regular events, including recruitment and career fairs focused on the green tech sector. These events will not only connect job seekers to employers but will also educate them about new roles in the sustainable industry that they may not have been aware.

To ensure the hub remains deeply integrated into the fabric of East Birmingham, outreach initiatives will be essential. The hub will strive to bring together the business and residential communities of East Birmingham, strengthening social ties while creating opportunities for mutual growth.

Hay Mills Foundation Trust

O1

Green Innovation Quarter





INVESTABLE PROPOSITION





Ashiana Community Project Invest in Our Community's Future: Kitchen, Workspace & Hall Expansion.

Imagine a thriving community hub where people come together to cook, create, work, and celebrate. A place where aspiring chefs launch food businesses, freelancers find an inspiring workspace, and families gather for milestone events. This is the vision behind our community hall expansion—a project designed to empower, connect, and sustain our community for generations to come.

We are extending our community hall to include a commercial kitchen, flexible workspaces, and an improved event hall. This will allow us to:

- Provide affordable kitchen hire for local chefs, caterers, and community food programs.
- Offer hot desks and co-working spaces for remote workers, entrepreneurs, and small businesses.
- Enhance our hall rental services, creating a welcoming venue for events, celebrations, and cultural gatherings.

This isn't just an expansion—it's a game-changer for our community. By offering kitchen hire, hot desks, and hall rentals, we will generate sustainable revenue, making the facility self-funding and financially resilient. This means that your investment isn't just supporting a building—it's creating lasting opportunities for local people.

By backing this initiative, you are helping to:

- Support local businesses by providing affordable space to cook, work, and grow.
- Strengthen community ties through shared meals, workshops, and events.
- Create a self-sustaining hub that funds itself through hall and kitchen rentals.
- Ensure a brighter future where our community has the resources it needs to thrive.

This is more than bricks and mortar—it's about empowering people, fuelling dreams, and creating a space where everyone belongs. Join us in making this vision a reality—invest in the future of our community today!

Q2Green Innovation Quarter





INVESTABLE PROPOSITION





Invest in Our Community's Future: Kitchen, Workspace & Hall Expansion.

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Acocks Greener

Green Innovation Quarter

Future development

Birmingham City Council, (BCC) University of Birmingham (UoB), Tyseley Energy Park Limited (TEP) and The Crown Estate (TCE) are collaborating to establish Tyseley Environmental Enterprise District (TEED) as the Green Energy and Innovation Quarter for Birmingham. The partnership vision places TEED as a driving force in the delivery of the council's ambition for a low carbon future and its innovative East Birmingham Inclusive Growth Strategy.

The Green Energy Innovation Quarter is set to generate £100M investment over the next decade through investment in the area, creating and securing new businesses to locate in the area generating high quality jobs. It is important that these developments benefit the local community, providing: jobs, amenities, housing, educational and leisure opportunities with a healthy environment.

By linking together Webster and Horsfall, Tyseley Energy Park and the Tyseley Strategic Alliance with HMF, Ashiana Community Project and Acocks Greener, there is now an opportunity for trusted charities to support local people to upskill in areas that are needed by businesses in TEP, to ensure that job opportunities are advertised in spaces where local people can see them and where they can get support to encourage them to apply.

Ironbridge look and learn visit 14th March 2025



The Energy Quarter team chose to visit Ironbridge as their look and learn visit as it is a UNESCO World Heritage Site run by a charity so there are significant similarities to the Tyseley site where the Webster and Horsfall family have operated for the last 300 years (since 1720) making wire ropes.

We were hosted by the Ironbridge Gorge Museum Trust - Nick Booth, Collections & Learning Director, Rory Hunter, Trading & Operations Director and Andrea Nelson, Community & DEI Manager. They presented on their journey to World Heritage Status, their Business Model and their Community engagement. We also visited the Museum of Iron, Enginuity and the Furnace Café.

The overall site has 35 listed buildings and is spread over 110 acres. They have 300 volunteers and pre covid 450,000 visitors a year (now more like 300,000). Most of their revenue is from ticket sales. They do get grants to fund renovations for e.g. National Heritage Memorial Fund (also paid for an endowment of £4M, but that generates £100k a year to spend on maintenance (so there is a massive gap). Maintenance costs are ~£9.7M.

Things to think about

- Ensure the spaces work for how people use them. E.g. the fish and chip shop in Blist Hill is very busy, but there is no seating nearby (should have designed some in).
- Keep spaces as flexible as possible e.g. don't overspec your Café (or other activities) so you can scale back and run them cheaply with one or two people to minimise staff costs
- Think about who is going to visit and why and what facilities they need
- Make it as interactive as possible
- Make your exhibits as relevant to the current world/challenges as you can so young people can relate to it e.g. climate change
- Run events where new audiences feel ownership of part of it so that they come back to show their family and friends.
- Do provide work experience and volunteering opportunities (and ensure they come up in a simple google search e.g. volunteering in tyseley

Reflections from the Energy Quarter team

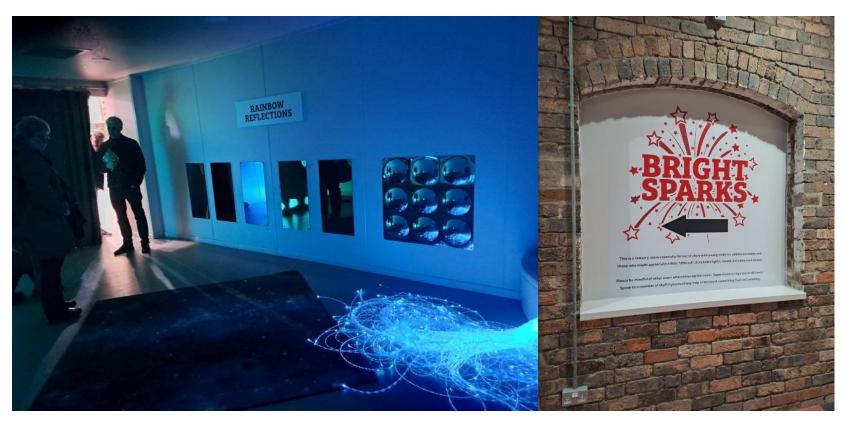
Having UNESCO World Heritage Status is a big commitment and probably isn't right for TEP at this moment.

It also helped the HMF team reflect that they want to create community and commercial spaces that are unique (so include some artifacts nicely presented in rooms to add interest, showcasing the history of Webster & Horsfall), but are not stand alone

museums (as both of the Ironbridge museums we visited were very quiet), but that are used for other purposes such as events, co working space, for hire etc.



The Ironbridge team and some of the spaces



Sensory room at Enginuity – a sensory room came up several times in community feedback as something that is missing in Tyseley.

3. Quarter Overview: Knowledge Quarter

Overview

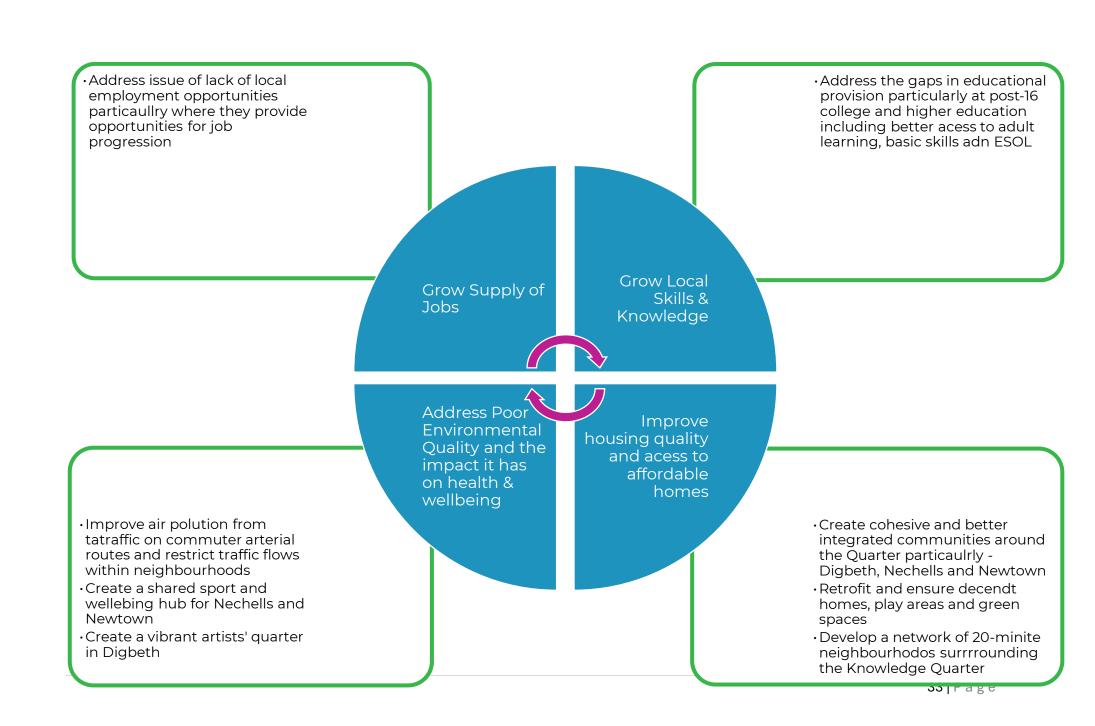
The Birmingham Knowledge Quarter will provide development opportunities centered on innovation at its core in the immediate vicinity of Curzon Street HS2 Station and is being taken forward by a collaborative partnership between Birmingham City Council, Aston University, and Birmingham City University alongside several private sector partners. New investors will be supported by tax incentives in six of the key sites. At the heart of the growth envisioned is a focus on knowledge-intensive, research and development real estate that will stimulate digital technologies and health and technical research clusters. It will produce approximately 700,000 sq m of developed floor space for advanced manufacturing and create around 20,000 jobs.

Vision for the future

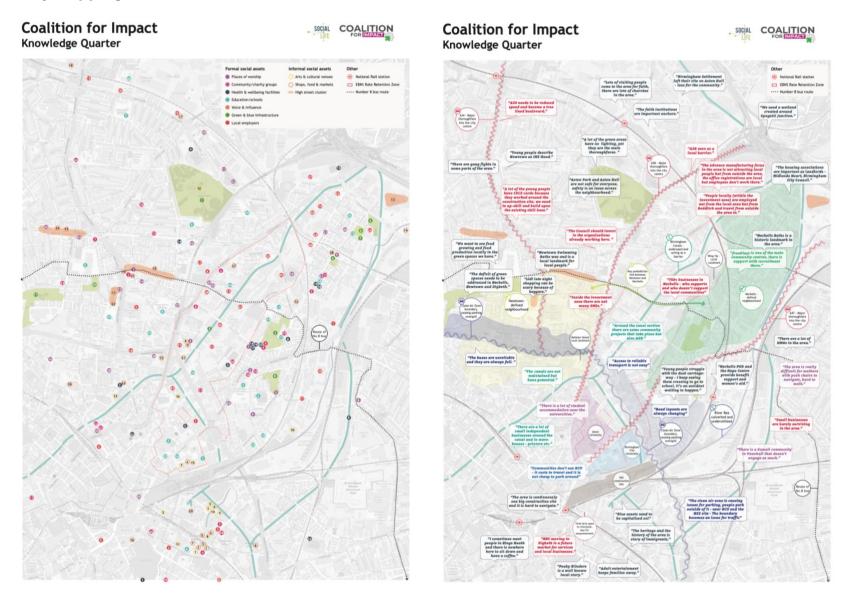
An inclusive, accessible circular Knowledge Quarter that works for everyone, not just the few. The neighbourhoods on the periphery of the Quarter particularly Newton, Nechells and Digbeth should share the benefits of growth with investment in community assets, improvements to green spaces, local employment opportunities, better air quality and management of local transport links and a connection with the Knowledge economy.

Themes

Employment, Skills & Knowledge, Housing Quality, Environmental Quality:



Community Mapping



Mapped assets

Places of worship

- 1. Ouba Islamic Centre
- 2. St Matthews Church Aston & Nechells
- 3. Anchor Point Church
- 4. As-Suffa Mosque
- 5. Nimab Welfare Trust
- 6. Attarbiva Masiid
- 8. Madina Masjid
- 9. The Wisdom Cultural Islamic Centre
- Masjid-E-Noor (Birmingham)
- 11. Raza Mosque
- 12. Aston Parish Church
- 13. Zumunta Community Birmingham Masjid
- 14. COGIC ASTON
- 15. Redeemed Christian Church of God CRA Perry Barr
- Huda Centre
- 17. Nechells Methodist Church
- 18. St Vincent RC Church
- 19. St Joseph RC Church
- 20. Ebenezer Mission Hall
- 21. Church of God of Prophecy
- 22. Universal Church of the Kingdom of God
- 23. New Jerusalem Community Church
- 24. Transformation Centre
- 25. St Chad's
- 26. Heaven Gate Centre
- 27. Mount Zion Community Church
- 28. RCCG CRA Birmingham (Covenant Restoration Assembly)
- 29. Shiloh Church
- 30. Carr's Lane Church

Community/charity groups

- 1. Legacy Centre of Excellence
- Free@last
- 3. Ace Dance & Music
- 4. BRIG (Birmingham Race Impact Group)
- Nechells POD
- 6. Eloquent Dance
- 7. Lighthouse Youth Centre
- 8. Birmingham Children Trust
- 9. Bloomsbury Library
- 10. Aston Library

Community/charity groups (continued)

- 11. Central Library
- 13. Bangladesh Multi Purpose Centre
- 15. Hope Centre
- 16. Scouts, Wardlow Road
- 17. Afterschool Club, Foodback at NMC
- 18. Foodbank at St Matthews
- 19. Reach Out Birmingham
- 20. City Of Birmingham Rockets Basketball Clu
- 21. Midland Heart Young People's Supported Accommodation Service Foyer
- 22. The Salvation Army Homeless Service Birmingham
- 23. Wallace Lawler Centre
- 24. Birchfield Library
- 26. The King's Trust Birmingham Centre
- 27. Positioning Youth to Prosper (PYP) CIC
- 28. St Basils
- 29. Muath Trust
- 30. Irish Centre
- 31. Islamic Relief

Arts & cultural venues

- Custard Factory
- 2. Vivid Projects
- Grand Union
- 4. The Bond
- Minerva Works
- Centrala
- Science Museum
- 8. Pan Pan
- 9. Infinite Arts
- 10. Museum Collection Duddeston
- 11. O2 Institute
- 12. Aston Hall
- Robannas Studios
- 14. Digbeth Loc. Studios/Steven Knight Film
- 15. Millennium Point
- 16. Virtual Decisions (formerly Round Midnight

Green & blue infrastructure

- 1. Aston Park
- 2. Birmingham canals
- 3. Bloomsbury Park
- 4. Hope Park
- 5. Mount Street 6. Eliot Street
- 7. Old Lady's
- 8. Loxton Park
- 9. Lea Hall Allotments & Institute
- 10. Clifford Street Public Open Space (Yellow Park)
- 11. Burbury Park and the Benjamin Zephaniah Forest

Local employers

- 1. Smurfitt Kappa
- 2. National Express HQ
- 3. Oval Estates
- 4. Hs2
- 5. Bruntwood
- 7. Birmingham Science Park
- 8. Lioncroft Wholesale
- 9. Royal Mail. Newtown
- 10. Greggs Birmingham Distribution Centre
- 11. Vauxhall Trading Estate
- 12. Perry Barr Job Centre
- 13. Aston Cross Business Village
- 14. Widney Manufacturing Ltd
- 16. Russell Printers
- 17. East End Foods
- 18. National Express Perry Barr Bus Depot
- 19. Tesco Superstore
- 20. Excellence Coaches Ltd.
- 21. Cadent
- 22. RSS Infrastructure Ltd
- 23. DHL eCommerce Depot 24. FareShare (Food redistribution Charity)
- 25. Aston Manor Coaches
- 26. Aston Manor Cider Ltd 27. Hydraforce Hydraulics UK
- 28. The Self Storage Company, Aston
- 29. National Grid
- 30. JJ Foodservice
- 31. Autoglass Birmingham 32. Taroni's of Birmingham Ltd.

Voice & influence

1. ISE - Initiative for Social Entrepreneurs

Health & wellbeing facilities

- 1. Birmingham Depot (climbing)
- 2. Redpoint Centre (climbing)
- 3. Nechells Wellbeing Centre
- 4. Aston Villa FC
- 5. Woodcock Sports Centre, Aston Uni
- 8. Bloomsbury Medical Centre
- 10. Children's Hospital
- 12. Birmingham City FC
- 13. Powerleague
- 14. Victoria Road Medical Centre
- 15. St Clemens Surgery
- 16. Nechells Dentist
- 17. Focus Eye Clinic
- 18. Nechells Pharmacy
- 19. J Docter Pharmacy 20. Bloomsbury Pharmacy

Education/schools

- 1. Birmingham City University
- 2. Heartlands Academy
- 3. Aston University 4. St Matthews CofE Primary School
- 5. Holte Secondary School
- 6. South & City College Birmingham
- 7. Broadway School Academy
- 8. Aston Manor Academy
- 9. King Edwards VI Aston School
- 10. BOA Creative Digital Performing Arts
- 11. St Joseph RC Primary
- 12. Nechells E-Act Primary School 13. St Clements Primary School
- 14. Cromwell Primary School
- 15. St Vincent's Primary School
- 16. Star King Solomon Academy
- 17. Bloomsbury Nursery 19. Manor Park Primary Academy
- 18. Time out after School Club 20. Eden Boys' School

Education/schools (continued)

- 21. Chilwell Croft Academy
- 22. Miss Macaroon Training Aca
- 23. Safeside
- 24. London School of Science & (LSST Birmingham Aston Ca
- 25. Birmingham Metropolitan C

Shops, food & markets

- 1. Kanteen Cafe
- 2. Change & Counters
- Baked in Brick
- 4. Millennium Point Cafe Mul
- 5. Ruin Pub Cafe LoveLife
- Red Brick market
- Roller Jam Digbeth
- Rising Cafe (Anchor Point C 10. The Barton Arms
- 11. Newton Shopping Centre
- 12. Wing Yip
- 13. Star City
- 14. Costco
- 15. Matalan 16. Bull Ring Rag Market
- 17. Tesco, Aston 18. Park Lane Shops
- 19. Lozells Shopping Retail
- 20. ASDA Perry Barr 21. Hôtel Campanile
- 22. Samis Online Wholesale Cas
- 23. ALDI 24. Dixy Chicken Newtown
- 25. Reggae Bingo 26. Hockley Social Club
- 27. The Manor Tavern 28. Villa Tavern Pub 29. Latifs Cash and Carry

100

people engaged

4 community events



The value of mapping local assets is primarily in the process. In asking questions about where different assets are located within a neighbourhood we have an opportunity to think differently about our neighbourhoods and to learn from others with deep local knowledge.

Mapping assets collaboratively across organisations can reveal knowledge and insights that may be hidden. It can be useful in pooling knowledge between individuals or partners who do not regularly work together, for sparking ideas and fresh thinking about how to develop local assets and to cut across the silos and structures that can inhibit innovative thinking.

What do we mean by assets? We include all the supports that residents use to meet their needs, to socialise, to take part in decision making, to have influence. This could include formal assets like libraries or community centres or informal groups or online networks.

Knowledge Quarter

The Knowledge Quarter maps are focused around the areas of Nechells, Newtown, Aston, Digbeth and Eastside, as well as the neighbouring areas. The first map demonstrates the density of social assets focused around Newtown and Nechells. Within the surrounding area there are more than 750 local employers which demonstrates the industrial and business nature of the area. The map shows major employers situated around the key transport corridors.

Nechells, Newtown and Digbeth emerge as the key clusters of social assets. Digbeth with focus on arts, culture and retail; Nechells and Newtown with a much stronger community and education focus. Nechells also hosts some key health facilities, serving the wider community. The map shows that there are few social assets enabling residents to have voice and influence. Green and blue infrastructure is identified as underused, the canals, river Rea and parks are disjointed and underutilised.

The second map shows the experiential and spatial definition of the area. It demonstrates how historic infrastructure (railways, major road arteries, canals and viaducts), as well as modern interventions (Birmingham Clear Air Zone, Hs2) dissect and sever historic communities. The radial and city centre focused developments create difficulties for local residents in terms of safety, transport accessibility and air quality.

The two major universities in the area - Aston and Birmingham City - are defined as separate entities, largely detached from each other and the communities they serve by major infrastructure.



Investable Propositions





INVESTABLE PROPOSITION





Legacy Centre of Excellence

North Birmingham Cultural Quarter:

The core of this Cultural Quarter will feature Legacy Centre of Excellence, the Grade II listed Bartons Arms, a significant historical landmark, and Phillips Street Park, reimagined as an engaging green space tying the area together. Centre to this new Quarter will the proposed 17-storey Legacy Tower which will introduce 191 mixed-tenure 1/2/3/4 bed apartments, addressing local affordable housing needs. It will also incorporate a mixed-use development with commercial co-working spaces. offices and business centre to foster local business growth and entrepreneurship, alongside community leisure facilities such as a cinema, grocery store, and nursery, designed to enhance the quality of life for residents.

An adjacent new green space will promote ecological connectivity and placemaking. This development will serve as a prominent gateway feature into the City of Birmingham, catalysing community-led regeneration in Newtown and

Newtown will become a key cultural district, adjacent to the Knowledge Quarter, fostering urban regeneration, improving the cultural ecology and building social cohesion.

A key legacy of this project will be the "Legacy 2025" program, a world-class training, mentoring, and apprenticeship initiative. This program will engage

young people from Black, ethnic minority, and economically disadvantaged backgrounds in partnership with local schools, colleges, and universities we will supercharge the careers of local people giving them the opportunity for technical role and participation in constructing Birmingham's

The goal is to create pathways to careers in architecture, civil engineering, quantity surveying, and construction, generating hundreds of job opportunities from entry-level to professional positions.

This initiative will provide training, accreditation, mentorship, career development, and practical experience on a landmark project, promoting social equity and economic empowerment.

Enhancements to Phillips Street Park will encourage increased usage by children and families, promoting active recreation and community engagement. An area-wide tree planting program will initiate the re-greening of Newtown, improving environmental sustainability and urban greening.

Finally, a program will fund the retrofitting of local homes, improving their environmental performance, energy efficiency, and suitability for 21st-century living, promoting sustainable development and improving residential amenity.

Knowledge Quarter





INVESTABLE PROPOSITION





Our Vision is to cultivate a vibrant ecosystem in Digbeth where young, purpose-driven entrepreneurs, regardless of background, are empowered to launch impactful ventures.

mpact:

- Impact driven mindsets and culture developed
 Young people led impact enterprises that are
- trading and serving place-based needs
- A local ecosystem of multi-sector partners supporting young people

Our investable proposition will specifically support young people, as Digbeth's largest demographic community, with pathways to impact careers and impact-driven entrepreneurship.

Young people engaged in education institutions in Digbeth will access iSE's learning and skills programmes that will enhance their community leadership and social entrepreneurship.

iSE Digbeth Offer:

Impact Education - We will offer a suite of learning programmes some of which exist and others that we will develop in partnership with institutions like BCU. We propose to support young people through hibretOne resources and case studies. The platform's model provides comprehensive business resources, tools, investment, and opportunities,

enabling the entrepreneurship ecosystem at every stage.

Social Enterprise 'in a Box':

- hibretOne online modules/case studies
- STEAM skills
- Design Thinking
- Community Leadership

Impact Ventures - We will support student-led start-ups/businesses through our incubator and accelerator programmes.

- Business support
- Place-based portfolio of impact ventures supporting specific issues in Digbeth

Impact Partnerships - The iSE offer will be supported by multi-stakeholder partnerships.

- Education partners e.g. BCU, University of Aston, UoB, BMET, South and City College Birmingham
- Public sector partners e.g. WMCA, BCC on skills and inclusive communities.
- Private sector collaboration for social value and social procurement.

Avoca Court will become the community hub for young people to access skills. It will be a creative space for community-led innovation. We will offer an end to end support journey for students startups.

Initiative for Social Enterprise

02 Knowledge Quarter





INVESTABLE PROPOSITION







free@last

Who we are:

We are a socially responsible recruitment agency, with 30 plus years of experience, partnering with free@last, a small charity who has supported the local people of Nechells for over 25 years.

Our mission

To connect local businesses with local residents, empowering the whole Nechells community through employment and economic growth.

How we help people:

Our partner free@last provided candidates with support with CV's interview preparation and career counselling while also being able to understand and advise on the challenges that local people face when it comes to employment.

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Our partner free@last provided candidates with support with CV's interview preparation and career counselling while also being able to understand and advise on the challenges that local people face when it comes to employment.

How we help businesses:

We specialise in hyper-local hiring, connecting businesses with people that understand their community and culture. We also proactively source talent through local networks and outreach programs in order to access hidden talents that wouldn't ordinarily be applying for jobs online.

Why invest

- Connect untapped talent with business in highdemand sectors
- Reducing unemployment & boosting community prosperity
- Partner with credible specialists in community regeneration and recruitment.

Why invest:

- Your Investment = Life Changing Impact
- Giving us the capacity to provide job training, interview coaching and CV workshops.
- · Create a sustainable job market in Nechells.
- All profits go back to free@last to allow them to continue supporting jobseekers.

03 Knowledge Quarter

4. Quarter Overview: Sports Quarter

The Sports Quarter in East Birmingham represents a £3 billion project led by Birmingham City F. C's co-owner Knighthead which will see a new 60,000-seat stadium, training facilities alongside potential for leisure, commercial and residential development. The Sports Quarter is planned for the former Birmingham Wheels site in Bordesley Park, East Birmingham. Estimates of growth include the generation of over 8,00 jobs and a GDP uplift of £370m annually. It is expected that the stadium will open for the 2029 season. A key feature of the development is a proposed £20 million tunnel system that will enable fans and visitors to access the Sports Quarter from New Street Station.

Vision

To use sports and physical activity alongside the social and economic potential of the new Birmingham City Football Club stadium complex development to improve health and well-being, build skills and careers and tackle inequality especially health, education and employment

Core Principles

- Opportunities for all
- Creating a pipeline of skills
- Legacy and longevity
- Improving health outcomes
- Integration between communities, organisations and the new stadium complex
- Prevention and reducing the need for health interventions
- Pride in east Birmingham and attracting people to love and work there
- Enabling people, especially young people, to be job and career ready

Core Participants

- Birmingham City Community Foundation
- Investable Proposition: Skills Academy

- Saheli Women's Hub
- Investible Proposition: Health and Well-Being Hub
- Dream Chasers Youth Club:
- Investible Proposition: Youth and Sports Centre and Sports Pitches
- Loconomy Principal Associate: Tim Evans
- Loconomy Associate: Paul Tucker

The Mapping Process

The mapping exercise enabled individual organisations to see the challenges and possibilities, especially for collaboration which is where the common sense of vision for the Quarter emerged. A lack of significant economic opportunities compounded by issues such as isolation, lack of opportunities and spaces for young people, health inequalities and lack of free provision especially for women and young people, the lack of connection between local businesses and the community organisations, with the lack of significant skilled economic opportunities meaning young people often not being able to contribute to the local economy and taking those skills elsewhere, the knock on effect on aspiration, the challenges of child poverty.

It also showed the diverse reach and impact of the community organisations themselves and how collaboration could really extend impact. All were addressing these issues but a lack of physical, accessible infrastructure, in general too much silo working across east Birmingham, the lack of economic investment created some of the limitations. So, the Quarter participants grew through the process, how they could see the possibilities for the Coalition for Impact and new forms of investment could help address these whilst not underestimating the challenges.

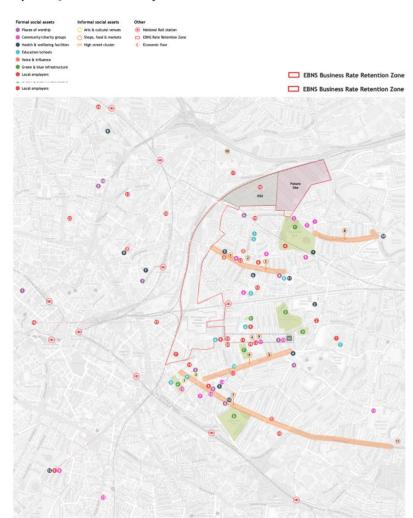
Coalition for Impact



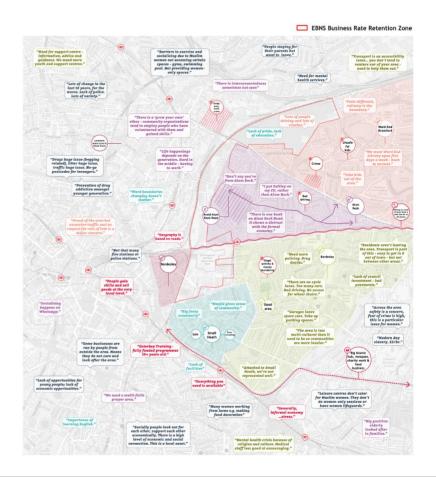
Coalition for Impact



Sports Quarter - Bordesley Green



Sports Quarter - Bordesley Green



Mapped assets

Places of worship

- 1. St Paul's Church
- 2. Green Lane Masjid
- 3. An-Noor Masjid
- 4. Al-Hijrah Masjid
- 5. Christ Church
- 6. Al-Madina Jami Masjid
- 7. Attarbiya Masiid
- 8. UKIM Alum Rock Islamic Centre
- 9. The Salafi Mosque & Islamic Centre
- 10. Masjid-E-Noor

Community/charity groups

- 1. Unity Hubb Meetings, Community, Heritage
- 3. Ward End Library
- 2. Dolphin Women's Centre 4. Go Woman! Alliance CIC
- 5. OCF Naseby Centre
- 6. St Peters Trust Urban Village Trust
- 7. Bordesley Green Labour Club
- 8. Saheli Hub Calthorpe Wellbeing Centre
- 9. Saheli Hub Alum Rock Community Centre
- Pitch to Progress
- 11. Vibe Youth Centre
- 12. Creation Skate Park
- 13. Himilo Social
- 14. Small Heath Library
- 15. Uplift Community CIC adult & youth services
- 16. Northbridge Housing CIC

- 1. Regents Park Hall wedding venue
- RajoRadio

Health & wellbeing facilities

- 1. Sladefield Road Health Centre
- 2. Saltley Leisure, Wellbeing Centre & Gym
- 3. Small Health Leisure, Wellbeing Centre & Gym
- 4. Omnia GP Practice
- 5. Alpha surgery
- 6. Hamd Medical Practice
- 7. Football training/academy for children
- 8. Aston Villa Football Club
- 9. Nechells Leisure Centre
- 10. Gym at Washwood Heath
- 11. Football & basketball Eden Boys' Academy
- 12. Saheli Hub gym
- 13. Small Heath kick-boxing

Education/schools

- 1. Highfield School
- 2. Highfield Road Children's Centre
- 3. Parkfield School
- 4. South & City College
- 5. Regents Park School
- 6. Bordesley Green Girls' School
- 7. Heartlands Education Centre
- 8. Eden Boys' Leadership Academy
- 9. Enterkey Training
- 10. Happy Kids Nursery Ltd

Voice & influence

- 1. Small Heath Community Forum
- 2. Nechells Leisure Centre for advice
- 3. Saltley Neighbourhood Advice 8 Information Office
- 4. East Birmingham Community Forum

Shops, food & markets

- 1. Pak Supermarket
- Ziryab Restaurant
- Alum Rock Road shops & eateries
- Lidl Bordesley Green Road
- A1 Supermarket
- Grange Road/Green Lane shops
- Coventry Road shops & cafés Washwood Heath Road - shops going out to the Fox and Goose
- 9. Bo Cafe Bordesley Green Road
- 10. Star City
- 11. The Swan Shopping Centre

Green & blue infrastructure

- 1. Ward End Park cycling & walking
- 2. Bordesley Green Allotments
- 3. Green space Bordesley Green Road
- Sara Park
- 5. Bell Play Park
- 6. Small Heath Park

7. Charles Road Allotments

Local employers

- 1. Birmingham Heartlands Hospital
- 2. McDonald's
- 3. The Unity Centre supports a cluster of social enterprises
- 4. Ward End Park Cafe employs local people
- 5. Saheli Hub employs local women
- 6. Roti Cafe Alum Rock Road
- 7. Birmingham City Football Club employs local people for security, hospitality etc.
- 8. Green Girls' School & Sixth Form
- 9. South & City College
- 10. Garages cluster 1 Bordesley Green
- 11. Garages cluster 2- Bordesley Green
- 12. Garages cluster 3 Bordesley Green
- 13. Garages cluster 4 Bordesley Green
- 14. Morrisons supplies food and refreshments for Saheli Hub
- 15. Griffins Cafe supply Birmingham City Council
- 16. Birmingham City Council
- 17. Costco
- 18. HS2
- 19. ASDA Bordesley Green
- 20. Lloyds Bank
- 21. Screwfix Aston 22. TSB Bank
- 23. Royal Mail
- 24. Tesco Superstore
- 25. Wing Yip
- 26. Washwood Heath Job Centre

220 people

engaged

5 community events

Social infrastructure and the process of mapping

The value of mapping local assets is primarily in the process. In asking questions about where different assets are located within a neighbourhood we have an opportunity to think differently about our neighbourhoods and to learn from others with deep local knowledge.

Mapping assets collaboratively across organisations can reveal knowledge and insights that may be hidden. It can be useful in pooling knowledge between individuals or partners who do not regularly work together, for sparking ideas and fresh thinking about how to develop local assets and to cut across the silos and structures that can inhibit innovative thinking.

What do we mean by assets? We include all the supports that residents use to meet their needs, to socialise, to take part in decision making, to have influence. This could include formal assets like libraries or community centres or informal groups or online networks.

Sports Quarter

The Sports Quarter maps cover inner-east central Birmingham neighbourhoods and is centred around Saltley, Alum Rock and Bordesley Green. Community knowledge of assets is concentrated to the east of the area, clustered around major roads running east-west including Alum Rock Road, Bordesley Green Road and Coventry Road. Fewer community assets were highlighted to the west although several places of worship, local employers and health & wellbeing facilities are identified.

Community groups' understanding of neighbourhood boundaries is largely based on roads and railway lines. The map shows positive sentiment towards the strength of social networks within the community, however gaps in community provision were mentioned, for specific groups and uses, as well as places that bring people from different backgrounds together.

A feature of the area is the strong informal economy which keeps money and assets within the community, this is linked to social supports but also to low levels of achievement in formal education. This level of self-help is an asset however it often centres around low paid insecure informal work. There are some economic links between more formal organisations like Morrisons supermarket. which supplies food to Saheli Hub, and Griffin Cafe, which supplies food to Birmingham City Council.

The map highlights how Muslim women in the community face gender-based challenges, notably exclusion from health and wellbeing facilities that do not accommodate their needs. Despite a sense of pride, the community continues to be affected and sometimes stereotyped by crime and fear of crime, poor public transportation and deprivation.

Investable Propositions





INVESTABLE PROPOSITION







"Women in East Birmingham communities are not even through the turnstiles."

Saheli Hub is seeking investment to establish a Women's Sports Training Academy in East Birmingham, aimed at increasing opportunities for ethnically diverse women in the sports sector.

Evidence from Sport England (This Girl Can, 2025) shows that 3 in 5 women feel they do not "belong" in physical activity & sport, and 1 in 6 felt so unwelcome they never returned to activity ever again. We also know that women are twice as likely to be unemployed as any other group.

The Academy would enable women to access training and certification, employment pathways and explore self-employment to ignite their entrepreneurial spirit. It would be run by women who currently work in the sport & physical activity sector with lived experience of the challenges and barriers to accessing work in the field.

By providing structured pathways into sportsrelated employment in a tailored, culturally sensitive space, the Academy will break down barriers to job entry & career development, empower women with skills, and create job opportunities in an industry currently lacking diversity and representation.

Local employers and sports facilities express interest in hiring trained female staff from local communities but citizens are not prepared to take up these opportunities. With large local developments with Knighthead there is an ideal opportunity to work with communities to help them to access the thousands of jobs created in East Birmingham.

The lack of access to career opportunities in the sector significantly limits women's engagement in both sport and its economic opportunities. By linking employability programmes with sport, we can create a sustainable ecosystem where economic benefits stay within communities, boosting inclusion and growth.

Saheli Hub

01 Sports Quarter





INVESTABLE PROPOSITION





Dream Chaser Youth Club aims to create a transformative community hub in East Birmingham, empowering people of all ages and backgrounds by providing a safe, inclusive, and vibrant space. Our vision is to nurture potential, foster ambition, and cultivate a strong sense of belonging within the community. We currently operate from a rented building, delivering a range of impactful programs and services, but we are seeking to move to a new, more suitable building that will better meet the growing needs of our community.

Dream Chaser Youth Club will transform a potential new building into an integrated community hub that offers state-of-the-art recreational, educational, and wellness facilities. It will include outdoor astroturf pitches for sports, a community garden, changing rooms, multi-use indoor spaces, digital and creative media rooms, a multi-faith prayer room, and social zones. Additionally, the hub will feature a conference area, a community hall for events, a wellness and counselling space, a makerspace for creative workshops, and a library and study zone. The space will be designed to accommodate various activities while incorporating sustainable practices where possible to reduce environmental impact.

Dream Chaser Youth Club will have a profound and lasting impact on East Birmingham by addressing social, educational, and recreational needs in one central location. The community hub will reduce anti-social behaviour by offering structured activities and mentorship, while also boosting educational outcomes through digital literacy programs and study spaces. We already deliver targeted youth support, mental health workshops, employability skills training, and life skills programs, helping individuals build confidence and prepare for the future. Through sports and physical activity programs, we promote healthy lifestyles and community engagement.

By creating opportunities for skills development, social interaction, and personal growth, Dream Chaser Youth Club will empower people to thrive and become active contributors to their community. The new building will provide the necessary space and resources to expand our existing programs and develop new initiatives, strengthening our ability to support the community now and into the future.

Dream Chaser Youth Club

Q2
Sports Quarter





INVESTABLE PROPOSITION





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 which will have local impact. 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 which we want to help address.

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 preemployment, core skills training programme similar to the model used by University Hospitals Trust. 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 preconstruction, development and post construction phases.

Birmingham City Foundation

O3
Sports Quarter

Manchester Look and Learn Visit -17th March 2025

The purpose of the visit was twofold. We visited the Etihad, the home of Manchester City Football Club and City in the Community (the clubs community foundation), and then The Oasis Centre in Gorton, which is around 2 miles from the stadium.

- 1. The new Birmingham City Football Club stadium complex is being modelled on that of the Etihad the home of Manchester City Football Club. We wanted to understand the social and economic impact of that development both during the construction phase and subsequently. We also wanted to explore the work of City in the Community, their community foundation, to see on-going social and economic impact, how they delivered and measured that.
- 2. The Oasis Centre is in Gorton, a particularly 'deprived' part of Manchester. As two of our core participants wanted to develop physical assets, we wanted to learn from the centres experience of working in the community and then building a purpose-built community hub. We also wanted to hear from a locally rooted organisation not far from the Etihad as to the social and economic impact from their perspective of the stadium and the on-going work of the club and its foundation.

Etihad Stadium

We were hosted by the Head of Operations and the Head of Sustainability for City in the Community. They presented the journey of the club and the foundation from the Commonwealth Games in 2002 including the delivery of 19 different community and employability programs. They saw what they were doing as securing the legacy from those games. The overall complex including the main football stadium, the academy, foundation, indoor and outdoor training and community facilities, was 200 acres. Part of what enabled them to secure the site without causing disruption to the local community was that it was old industrial land with contaminated soil.

Part of the purpose of the complex is to create a destination place for leisure, culture, music, sport and to lift social, economic and environmental value. Five national sporting bodies now have their headquarters there, a hotel and a new music venue. They have supported the development of new 8000 new social housing units working with the City Council and a secondary school. They also work out in some of the most deprived wards in Greater Manchester in 158 unique venues such as schools, community centres, prisons.

For their own direct social value, working with the football club, they have 70% local employment and 80% local procurement targets. They work with the City Council and the Combined Authority along with local education and training providers, the

business community. For example, using a local company for paint resulted in that company's expansion of 600 jobs including jobs for ex-prisoners and the club have created 120 apprenticeships.

A key part of their strategy has been the development of a skills academy. This involves areas such as hospitality and catering, stewarding and construction, leisure, sports coaching and they work with a local education provider to deliver this. The wider football club then also recruits and trains locally in areas such as legal, marketing, accounting. They have work placements from local schools and work with local voluntary and community sector organisations to help people connect with the club and its opportunities. The skills academy is a holistic offer recognising that the people they work with need support in areas of their lives not just training employment.

City in the Community have worked with an external organisation to calculate a GVA of 53 million directly and 90 million indirectly of social and economic value.

The Oasis Centre:

Located in Gorton two miles or so from the Etihad. Centred around hospitality and welcome through the community café where they offer free breakfast and lunch, the centre offers health, learning and support services. Their *Next Steps* program enables people to be met where they are and nurtured on a journey where they take whatever is the right 'next step' for them. They work with 2,500 adults per year (they don't work with children/young people).

The development of their building came from purchasing land from the City Council for £1 and then selling to a Housing Association that then provided 50% of the building construction costs, with them raising the other 50%.

The response to being asked about the Etihad, the development of the stadium complex and the on-going work and social impact, was that they didn't feel that there was much that they had seen.

Reflections:

- The power a culture of hospitality, welcome and connection and not just delivery of services
- To be embedded in communities
- To build meaningful strategic partnerships
- To enhance and partner with the existing assets and work not compete or supercede them where the difference in genuinely felt in local communities
- The power of a focus on social and economic value that is localised such as employment and procurement

• Investing in skills and wider well-being



Future Development:

The investible propositions from each of the three core participating organisations reflect the learning process from the mapping to the look and learn visit. Each of those proposition's dovetail to a) build on existing strengths b) address the challenges c) built social and economic capacity d) relate to the opportunities that the new stadium complex will create

There is a real appetite to continue to work together and build on the collaboration that the Coalition for Impact work has stimulated. There may even be opportunities for elements of co-location of work and engage with wider east Birmingham developments such as Ward End Park House complex and to build wider strategic connections such as education and sport providers.

In terms of directly benefiting from the Stadium complex development the engine of a Skills Academy accompanied by using sport and physical activity, for women and young people, entrepreneurship around sport and well-being would seem to make the beginnings of a significant strategy for the Sports Quarter.

A key recommendation from this work would be to work together to develop a Sports Quarter strategy owned by the local organisations, centred on the Skills Academy and bringing in wider partners including the football club, the City Council and Combined Authority, education providers.

5. Investable Propositions Panel – Priory Rooms

There was a wide range of investable projects presented with varying levels of detail, this depended on how long the organisations had been working on them. For some, it was a project they had been working on for some time, for others, something that they had started to think about as part of being involved in the Coalition for Impact. However, they all had recognised the need for the necessity for the project to be income generating. Of the nine propositions, eight were based around premises, either to enhance the use of the buildings they currently occupied, or the need for a building which would provide longer term viability for the organisation. The plans to achieve that viability were generally well thought through, but the financial aspects needed refinement. This will be easier for those who have already identified a building and are in discussions with the owners, than for those for whom this is theoretical exercise as no premises have yet been found.

For the organisations based in the Sports and Green Innovation Quarters the links between the propositions were clear, the complementarity was easy to identify and articulate. The advantage of these groups was that they were able to come together around a specific development, Birmingham City Football Club's new grounds and the Tyseley Energy Park. The organisations recognised how they could act as a bridge between the developments and the residents through access to jobs and training and, by working together improve the economic wellbeing of the communities. This was enhanced by having groups involved in the programme who had strong connections with the businesses carrying out the developments. For the Knowledge Quarter this is more of a challenge as there was no equivalent group who had that type of association with the University. As a result, the relationship between the proposals was weaker.

A follow-on Social Investment Clinic has been commissioned to take place in early June after each organisation have had some time to reflect on their Propositions and consider the technical feedback provided by Coop Futures from the Panel session. This will comprise an overview of the social investment marketplace and will include several social investors that the CAOs can talk to around their propositions.

6. Social Research

Background

The social research strand was commissioned directly via the NDSU to work alongside but independently from the delivery of the C4I programme through an independent social researcher appointed by Loconomy.

Research Focus

This research investigates the role of community organisations in promoting inclusive local economies through community wealth building, using Birmingham as a case study. Against a backdrop of deepening deprivation, strained public finances, and declining trust in economic and political systems, local authorities are under pressure to pursue alternative economic strategies. The bridge model offers a way forward by more effectively connecting macro assets—such as anchor institutions, major developments, and councils—with micro assets like residents and community organisations. The aim is to retain and circulate wealth locally, rather than extract it.

Grounded in the principles of inclusive growth and community wealth building, the study highlights the unique value of community hub organisations—locally embedded groups that act as physical and strategic convenors, linking communities with economic opportunities. These hubs are crucial agents in the bridging process, helping to ensure that investment meaningfully benefits those most often left behind.

Methodology

The research employed a qualitative methodology comprising a literature review, interviews with 27 stakeholders from the public, voluntary and community wealth building sectors, and a roundtable discussion and in-depth interviews with nine local community organisations. The research was undertaken alongside the Coalition for Impact (C4I) capacity-building programme in East Birmingham.

Findings

The findings reveal that successful bridging depends on the strength of relationships between local authorities and

community organisations, the capacity and financial resilience of those organisations, and supportive policy environments. Based on these findings, the research makes several key recommendations. Local authorities should adopt organisation-wide community wealth building strategies and develop networks of internal champions. Capacity-building support should prioritise core costs, collaboration, governance, and financial resilience. Councils should also embrace the new powers in the Procurement Act 2023 to create fairer procurement processes and social value requirements that favour community-led impact. Investing in micro assets through a combination of social value, S106 receipts and social investment models should be more widely used to empower grassroots organisations and unlock underutilised community potential adding value to wider investment in macro assets in creating places and spaces that enables greater local wealth distribution, boosting local economies and creating greater community resilience.

This research is relevant to anyone working on local economic development, community engagement, or inclusive growth strategies—and offers practical insights into how local systems can evolve to better serve their communities. The full report will be published in June 2025 with key stakeholders in East Birmingham.

B. Programme Evaluation

(a) Overview

Two evaluation sessions were held as part of the programme with a focus group with the CAOs facilitated by Loconomy's independent social research associate, Ian Dudfield in Workshop 4 and a whole group review at the Conference showcase on 5th April. We received a detailed response from one of the CAOs and have summarised this.

The C4I programme built on the methods and approach developed in its predecessor programme, Ready 2 Level delivered in 2023/24, particularly on the use of action learning to drive forward the understanding and generation of ideas from the participating Community Anchor Organisations. The goal for both programmes was to steer learning, organisational development and future sustainability to enable each participating organisation to play a part in the vision and strategy for Inclusive Growth in East Birmingham. With the C4I programme there was a nine-month delivery period which enabled CAOs to space out their commitments to collaborative workshops, study visits, business support workshops, 121 sessions and to run their community meetings.

This also allowed for the programme to progress incrementally for example the community economic mapping started with table work at the inaugural workshop followed by explorations with community stakeholders followed by detailed mapping with Social Life, presentation of the results again in community settings and finalisation of the maps through peer discussions

in workshop 2. The mapping process enabled CAOs to understand their geographies better and the potential to play a part in the wider macro investments planed in each quarter, build relationships with some of the investor stakeholders and evidence their ideas for Investable Propositions by looking at gaps in provision as well as getting feedback from community stakeholders on what their priorities were for investment.

Focus Group Session

The provision of six business support workshops and 121 support on assets was appreciated as these provided a scaffolding that each CAO could look at building around their organisational development requirements to ensure their future sustainability and grow their confidence and agency in playing a part in the future inclusive growth strategy. Another key feature of the programme was the training and knowledge approach enabling each CAO to see how they could connect with the macro investment plans in each Quarter and how their own micro propositions could dovetail and contribute to creating an inclusive approach to growth. Of value was the training element relating to social investment delivered through two of the workshops, the Kindred visit and presentations given by the EBIGS programme lead on the potential future investment model that follow through an Impact Coalition drawing on international examples of best practice such as the RIKX investment platform developed by Rotterdam Municipality.

(b)Group Session

Action Learning approach made the programme work well for example learning from the study visits and then thinking how what they are doing can be applied in Birmingham.

The visit to Kindred in Liverpool to explore their radical approach to social investment in social trading organisations was a light bulb moment. In hindsight "it would have been useful to have undertaken this visit before wee started work on our Investable Propositions as we would have got to grips much quicker with the task we were been given"

Capacity building for VCS organisations is important – knowing how to access funding, importance of good local governance is key to survival and sustainability so the focus in the programme on business support was key.

Can we capture our learning as a toolkit which can help others in the sector and provide material to draw on as we move forward? Could this be incorporated into the electronic learning platform?

We hear buzz phrases and jargon from policy makers, like 'public sector reform' often they are double-edged – are they code for cuts or for making a difference in communities?

What's been good is being able to connect with peer organisations who may be working in a different field e.g. environment and sustainability, community development, sport and wellbeing or local employment but can make connections and build horizontal bridges which obviously good for the neighbourhoods we work in as a range of different interventions and actions are needed to tackle their overall problems. Additionally, connecting with different parts and different communities in the three investment quarters has shown the bridges that connect and unite a range of neighbourhoods clustered around these neighbourhoods as well as the in the women's led inquiry.

The programme also opened a connection between the local community anchors and the grassroots organisations and their local stakeholders and this was key. It made a difference on the community economic mapping for instance Dream Chasers worked with around 350 residents, community groups and networks and local businesses on their mapping and the resulting maps truly reflected the views and experiences of local groups and stakeholders.

Additionally, grassroots organisations need to feel the benefits of social investment and been included in inclusive growth – they often need micro pots of funding and should benefit more from social value. One option moving forward is a grassroots micro funding pot for East Birmingham.

(c) Acocks Greener Response

We learned a huge amount from the Coop Futures training and wish we had brought others from our local groups to share the learning more widely. For us the real value of the project was forging stronger relations with local community groups: Ashiana (had never encountered them before), Hay Mills Foundation (we'd been in contact with Tyseley Energy Park, but this project has greatly enhanced communication), Arts in the Yard and BCC East Birmingham team. The networking was greatly helped by the study visits (the time in the coach talking to people from other groups). This is another argument for having the study visits earlier in the process (the other argument being that we would then understand earlier what you meant by investable propositions).

The networking could have been accelerated by more time spent in 'Quarter groups' in the project workshops. Holding meetings in some of the partners' premises was very helpful; more networking between the groups from different Quarters might have been useful: to share ideas, experience and potential for collaboration (e.g. we gathered from the Investable Proposition poster today that Legacy Centre of Excellence and Acocks Greener share a common interest in retrofit and retrofit skills).

The mapping felt superfluous: useful only to outsiders who didn't know the area (e.g. Social Life and possibly external investors). It would have been more useful to:

- Identify the local community groups (names, contact details, focus of activity, geographical area of activity, size and importance, ...). NB the diagram below omits several important categories which need to be included: faith groups, schools, political groups, health (GPs and dentists) practices.
- Concentrate on getting inputs from the community groups. Our experience was that ordinary 'people on the street' (who were the target of the mapping) tend to identify short-term issues and ideas. Community group leaders tend to have thought more strategically in their area of focus, and so generate better analysis and better suggestions. This also encourages collaboration and widespread support.
- And to identify the different communities (e.g. Mirpuri, other Pakistani, Somali, Bengali/Bangladeshi, Indian Hindu, Polish, Romanian, Brummy white working class, Irish, Brummy white middle class, non-Brummy white middle class, Chinese students, Indian subcontinent students, British students, ...)
- The community groups are 'enablers' (a better term than 'bridge') between the macro assets (e.g. BCC) and the micro assets. They are part of the solution: providing trusted channels of communication, ideas, resources and linking supply with demand.
- As mentioned, the community groups need an 'ambassador' in BCC who can help us to contact the right person in BCC and to get an appropriate/constructive response. This should be the role of the ward councillor, but other quarters scarcely mentioned their councillor. This has reinforced our respect for Acocks Greener's councillors.
- We don't feel that we developed a Community Economic Plan except for a single building. Most of the components for such a 'Quarter-scale' plan were excluded because they were not 'investable propositions' (for example projects with primary schools, retrofit projects for housing)
- Educational institutions could be mentioned more strongly as a resource for community groups to use they are what will lead to future employability of local people, they are a source of people to: carry out surveys, work up ideas (e.g. for publicity, designs, for conversion of existing facilities), training, evaluation, providing volunteers)
- Would it be possible to make more use of Birmingham-based consultants.

C. Appendices

Appendix 1 – Programme Photographs

Launch event



Workshop 1



Workshop 2



Workshop 3



Investable Propositions



Ward End Festival





