

**Giving
Hope
Changing
Lives**

**Birmingham
Social Inclusion Process**

**Making Birmingham an inclusive city
Green Paper
October 2012**



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Foreword by The Rt Revd David Urquhart, Bishop of Birmingham

A call to action

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



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

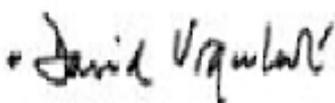
Achieving the best quality of life is important for everyone, but in order to do this people need to be able to participate fully in society and the economy. The high level of disadvantage that persists across Birmingham is extremely distressing and could become worse in the current climate. Inequality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

Evidence from the Birmingham Social Inclusion Process so far, shows that the challenges in achieving this are most demanding. Our Key Lines of Enquiry, whether in households, streets or communities, in institutions, organisations or enterprises, reveal a new expectation that a more cohesive city is the responsibility of all and is in the interests of all.

This task moves beyond what the City Council, or national government can do, not least when budgets are being reduced drastically. It will require the combined energy, resources and wisdom of everyone to address some of the fundamental economic and social issues we face and to protect those who are most vulnerable in our communities. I am extremely grateful for everybody's contributions so far. The findings, commitments and recommendations from our engagement are set out in this Green Paper.

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

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



Executive Summary

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

It aims to raise local people's aspirations and bring lasting change to the quality of their lives.

This Green Paper sets the scene by describing Birmingham's challenges, and explaining how five key lines of enquiry (KLOE) were established on the themes of: Place, People, Wellbeing, Inclusive Economic Growth and Young People.



The findings of these KLOE groups are reported in the first part of the report, and it is this work that has resulted in seven commitments to social inclusion, with detailed recommendations underpinning each one.

The resulting commitments are to:

1. Support families and children out of poverty
2. Embrace super-diversity
3. Protect the most vulnerable
4. Connect people and places
5. Create a city that values young people
6. Empower people to shape their neighbourhood
7. Address safety, isolation and loneliness

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

The Green Paper now calls for more comment, new ideas and further pledges from individuals and organisations across the city.

The revised report will be launched at our summit on 14th November 2012.

Jackie Mould
Director of Strategic Partnerships
Birmingham City Council

Introduction

We all love our city and have ambitions for a thriving population where communities live harmoniously together. We want people to be enabled to improve their economic lives and individual wellbeing. This ambition represents a major challenge not least because significant poverty still persists across the city, holding back economic flourishing and causing misery and despair for many.

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

This Green Paper, *Making Birmingham an Inclusive City*, sets out the challenges faced by the city and the progress that has been made so far. Hundreds of people have been involved, generating ideas and sharing experiences. This resulting Green Paper proposes a number of recommendations for action. It also provides a major opportunity for people to engage further, and we are keen to receive more comments, new ideas and further pledges of action.

The social inclusion challenge

Like most great cities, Birmingham is experiencing unprecedented change brought about by global economic forces. The banking and Eurozone crisis, and the government's resulting deficit management policies have combined to cause a major threat to Birmingham's economic wellbeing and social cohesion. This is resulting in greater disparities between the least and most affluent parts of the city, high unemployment, particularly amongst young people and poorer health and wellbeing. As one of the wealthiest countries in the world, should we accept that around 15% of people in Birmingham are not participating in the social and economic life of the city? We believe that it is vitally important that we build on the success of the city so that more people can contribute to and benefit from its future.

Current data highlights the city's significant social inclusion challenge. The [Indices of Deprivation](#) produced by the Department of [Communities and Local Government \(CLG\)](#) measures the deprivation levels of areas across the country.

The Index of Multiple Deprivation (IMD) brings a number of different elements together including:

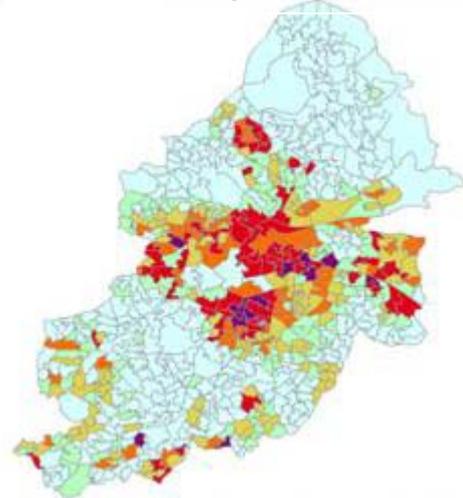
- income;
- employment;
- health and disability;
- education, skills and training;
- barriers to housing and services;
- crime; and
- the living environment.

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

The data illustrates that:

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

IMD in Birmingham (2010)



Why improving social inclusion is important

Social inclusion is important for the future success of Birmingham and its citizens, businesses and communities. Evidence indicates that more equal societies display greater wellbeing among their citizens and foster confidence and greater participation in civic and economic life. By achieving better outcomes, people, families and communities become more resilient, rely less on the state for assistance and are able to shape their own futures. In short, socially included citizens have a greater stake in society. A fairer and more cohesive city brings economic prosperity where citizens contribute to the economy and generate wealth for themselves and their communities.

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

Birmingham has a growing population and is the youngest city in Europe with almost 50% of its population under the age of 35. This, along with its growing diversity, provides a huge opportunity to develop the prosperity of the city, releasing a wealth of untapped talent and creating an environment of opportunity and growth. However, only by changing our approach and planning ahead will we be able to put Birmingham in a position to create its own future and be in charge of its own destiny.

We need you to join us in this challenge

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

This Green Paper will centre on seven specific commitments that are needed, and these are laid out with detailed recommendations from page 26, but we also need a wide partnership of organisations and individuals across the city to sign up to three overriding principles.

1. Making a commitment to an inclusive city

We call on the City Council, individuals, businesses, the local public, community, voluntary and faith organisations to come together to overcome the challenges we face.

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

We propose that we agree a statement of shared principles, a vision that everyone can sign up to, and an action plan that everyone will help to deliver.

2. Building community resilience and adaptability

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

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

3. Making a contribution

We can't do it on our own; everyone must play their part and not just rely on organisations and institutions to find solutions.

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

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

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

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

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

But the improvements in the city have not benefited everyone. The different regeneration and economic approaches that various institutions and public bodies have adopted over recent decades have not succeeded in producing a more inclusive city, where everyone has the chance to take part in mainstream society. Many policies have failed to reflect the local distinctiveness of Birmingham and the different levels that social and economic development must operate at within the city.

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

Deprivation

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

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

Unemployment and worklessness

Unemployment levels in Birmingham are nearly twice the national average, and certain groups in Birmingham have lower economic activity rates than others. In some areas of Birmingham over 50% of working age people are not in employment. Particular ethnic groups experience high levels of unemployment within Birmingham

Income inequality

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

Child poverty

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

Education

Education levels have improved significantly in recent years with GCSE rates now in line with national averages. However despite this improvement there are still significant gaps in attainment for certain groups within the city. Also the churn of new arrivals in some areas can affect school performance.

Birmingham's performance tends to be lower in the primary school phase. Part of the explanation for this is demographic, including high levels of deprivation (for example in the early years of Birmingham schools 76% of children live in areas that are amongst the 30% most deprived in the country), the high percentage of children with English as an additional language (between 41% and 43% in the early years and Key Stage 1, three times the national average) and high numbers of new arrivals in some parts of the city.

Skills gap

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

Health inequalities

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

A growing city

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

Global recession and budget cuts

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

For more information:

["Closing the Gap" report – December 2011](#)

[Birmingham's Shared Strategic Assessment – June 2012](#)

The Social Inclusion Process



Building on the information and data highlighted above the Social Inclusion Process started a dialogue and engagement with a range of people across the city to find iterative solutions. The Bishop of Birmingham has brought together a steering group made up of people with a range of experiences, expertise and knowledge to oversee and shape the process which has been coordinated by the City Council in partnership with the University of Birmingham. The process has focused on five key lines of enquiry (KLOE):

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

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

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

The findings from each KLOE are set out below.

The findings

Place

The Place KLOE considered the following overarching question:

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

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

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

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

“There is a very strong village mentality – a lot of our elderly still have not seen the Bull Ring – going to Perry Barr is like visiting Europe”

Kingstanding resident

“[this estate] is in the wrong place. Anywhere else in the city it would get better funding. [the estate] is seen as Sutton Coldfield and Sutton Coldfield is seen as affluent”

Older Falcon Lodge resident

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

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

“Who is pushing the trigger to say bin collection happens three times a week in Sutton compared to around once a week in Alum Rock”

Saltley & Washwood Heath resident

Many residents in ‘deprived’ neighbourhoods felt that negative perceptions of their area were widely held by ‘outsiders’. This is hugely damaging to the reputation of these areas and their residents, resulting in barriers to employment and low self esteem, and greater insularity. Some residents said they would not put their postcode on a CV for fear that it would lessen their chances of getting employment.

In many of our conversations, issues around crime and safety were never far from the surface. In a number of neighbourhoods, the discussion of identity and sense of place was shaped by anti-social behaviour issues.

Cost and access of transport

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

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

Welsh House Farm resident

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

People have the solutions and need the power to act

“This community will give – they put their hand in their pockets”

Castle Vale resident

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

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

“There are some strong characters on the estate which helps with getting things done”

Attwood Green resident

We need to challenge the notion that taking action is ‘someone else’s’ responsibility. Projects that help communities and individuals ‘do it for themselves’, should be

encouraged. We need to provoke individual and collective curiosities and link those back to support for and provocation of the ‘power to act’.

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

“Sometimes it’s best to go in an indirect way – Perry Common started a knitting group and that started something ... Summerfield they started a growth scheme and set up some areas to grow food. But often it’s getting a common interest and start things from there”

Attwood Green resident

Regeneration approaches need to be inclusive

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

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

“Local people are very far removed from that process – people think that it is being done to them rather than being part of that process.”

Kings Norton resident

“We have no place where local people can get together; we need a community centre that brings people together”

Birchfield resident

However residents are often clear about what they think helps make successful and vibrant neighbourhoods. Central to these views is green open public spaces and community buildings. These community buildings are important to local residents because they are places where residents can come together, whatever their background.

This does not have to be a new building. Many people spoke of allowing schools and public buildings to open in evenings and or weekends. Where this happens in Birmingham, neighbourhoods are characterised as having a more cohesive bond between schools, pupils, teachers, parents and the wider community.

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

“We have seen so many agencies drop off or the services have been centralised and people on the estate don’t have any resources to get to Harborne or where they are centralised”

Druids Heath resident

People

The People KLOE considered the following overarching question:

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

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



Birmingham is a “super diverse” city

Birmingham is well known as a welcoming, young and diverse city. It's social, economic and geographical diversity is well documented. However, research has shown that Birmingham is in fact “super-diverse”. Research from the University of Birmingham indicates that in the three years between 2007 and 2010, people moved to Birmingham from 187 different countries. People come to live here for a variety of reasons – for employment, to marry, as migrants, students and, to a lesser extent, asylum seekers.

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

“People of Birmingham are very welcoming, helpful and friendly”
Polish Migrant, Handsworth

The city also demonstrates another of the key characteristics of super-diversity: fragmentation. Rather than being part of established or emerging ethnic or community clusters, many of the arrivals come in such small numbers that they are not part of a group at all. They may have few or no social connections in the city and have become isolated and disconnected. Feelings of isolation, however are not just an issue for new arrivals, it can also be an issue for established communities and residents increasing the perceptions of fragmentation and loneliness.

But super-diversity also offers Birmingham unprecedented opportunities. The people who come here are those who had the motivation, initiative and courage to leave

“What do I like about Birmingham?...the fact that there are lots of people who are different [from one another]”

Young Person

their families and possessions behind and move somewhere totally new. They are often well-qualified, hardworking and determined. The levels of diversity within the city mean that Birmingham can benefit from cultural and linguistic diversity and, perhaps most importantly in these times of economic hardship, connections with almost every country in the world.

Shared Sense of Community

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

The reference group recognised that developing a broad set of rights and responsibilities that will be tested more widely before they are established. A number of planned engagement activities will be taking place by working with communities, business, public sector and voluntary, community and faith organisations. For example: “Walked interviews” peer to peer engagement, listening to the shared histories and experience of people who live and work in the city.

For more information see the People KLOE report July 2012 – [People report](#)

Wellbeing

The Wellbeing KLOE considered the following overarching question:

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

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

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

Groups likely to have poor wellbeing are:

- Those living in poverty
- Children of divided families
- Children whose parents have mental health issues
- Young people with poor educational standards
- People in marginalised communities
- People who are isolated
- Those who have been abused
- Unemployed and those in low paid menial work
- The homeless
- Those abusing drugs or alcohol
- Those with mental illness

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

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

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

What wellbeing means

The KLOE carried out a survey with people who had been homeless and had experienced a number of health issues. They described some of the things that were most important to them. The majority of people surveyed said that the meaning of wellbeing to them was about being active and connecting with the world around them. The ability to carry on learning was also very important as was having a family life. A number of people said that there was a need to educate people about ex-offenders and what they have to offer, 'see the person not the offence'.

Work has a positive impact on wellbeing

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

Relationships are important

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

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

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

Social injury

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

Best practice

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

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

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

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

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

Assets employed for benefit

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

We need to understand and reframe potential community assets and ensure that they are unlocked and used to their full potential. These may include physical assets (e.g. disused land etc.) and social assets (e.g. people’s time and skills).

For more information see the Wellbeing KLOE report July 2012 – [Wellbeing report](#)

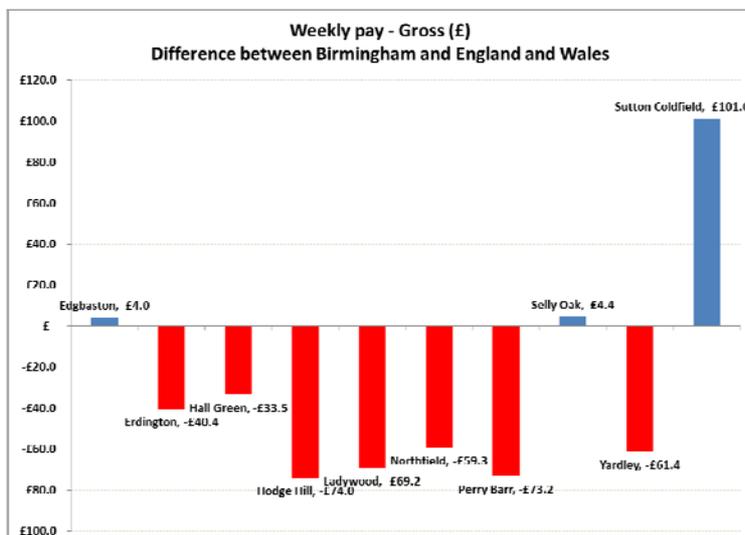
Inclusive Economic Growth

The Inclusive Growth KLOE considered the following overarching question:

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

KLOE team members held a series of round table discussions to examine the issues involved and produced a paper which outlines policy and strategic options to alleviate the problems uncovered. At each session papers on a wider range of relevant topics were presented and discussed by the group. The process endeavoured to be honest, and open.

Wages in Birmingham are low and causing poverty



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

significant proportion of children who are classed as living in poverty have working parents.

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

Birmingham's economy and locales

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

The economy doesn't operate in simple ways to existing political borders such as district and ward boundaries. It is a mosaic of interwoven local economies at a city and regional level and also at local functioning geographies or 'locales', which have distinctive needs, strengths and challenges. Recognising the 'locale' concept would encourage Birmingham to consider the diversity of local economies that lie within the city. It is important to appreciate that every locale will have different infrastructure advantages and difficulties, and will have distinctive features within its local economy.

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

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

	Birmingham
Micro Businesses 0 to 9 Employees	79.2%
SME 10 to 249 Employees	20.1%
Large Employer Over 250 employees	0.7%

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

For more information see the Inclusive Growth KLOE report July 2012 – [Inclusive Economic Growth](#)

Young People

The Young People KLOE considered the following overarching question:

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

The KLOE team structured its engagement activity around three areas:

Work – how can we connect young people to businesses and opportunities in the city?

Learn – how do we ensure that young people are work-ready when leaving education?

Play – how can we better champion play as a valued part of a child and young person’s development?

Child destitution among young refugees and migrants

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

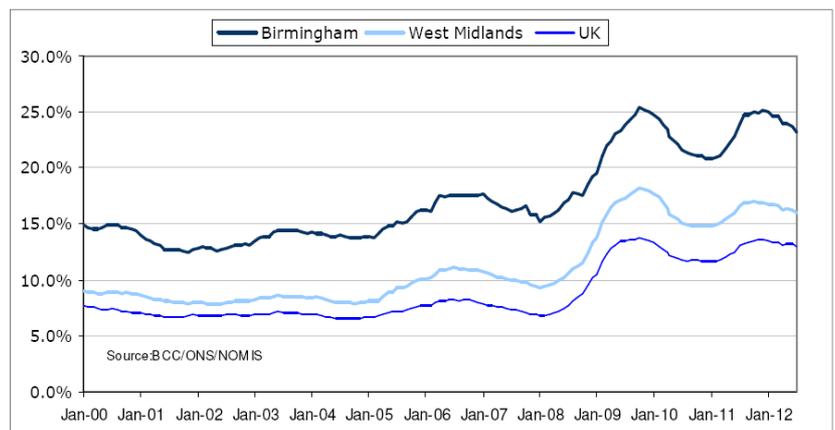
Many families are not eligible for support from the state, which means the problem is largely a hidden one. There needs to be more work urgently undertaken to address this significant problem.

Young people are bearing the brunt of the recession

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

The cost of education and the ending of Educational Maintenance Allowance (EMA)

was emotive to many young people we spoke to. Many young people felt the ending



of EMA had had a negative impact on educational take-up because they were not able to take up opportunities in further education.

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

Career advice and work experience provision for young people needs improving

Given the high youth unemployment in the city, many have told us that careers advice is not adequate in school and that work experience provision is poor in the city, which does not equip a young person for the world of work. Young people need exposure to the workplace and many believe that they cannot make a decision on what type of job that they would like to do if they have not had the opportunity to try different types of work in advance. Research undertaken by bRAP as part of their A Line in the Sand project indicated that 19% of young people they spoke to said they had nowhere to go for careers advice, while 15% said they were not sure who to go to.

“Future Jobs Fund was great for me, after three months I found full time employment.....it gave me confidence having a REAL job”

**Young Person,
ex FJF employee**

“What I needed was a road map – spell it out for me: it was all so confusing and there was so much to take in.”

**Young person
bRAP Research**

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

Perception of young people

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

“local police officers were never there when needed but always there if they didn’t need them”

Young Person, Lozells

“They demand respect but don’t give it back”

**Young Person’s
view of teachers**

The riots in Birmingham last year seem to have exacerbated the issue. While young people who were

engaged with, particularly in Lozells, were proud of how their community came together in the wake of the riots, Black Radley's report into the riots comments that "there is the feeling that young people as a whole have been demonised by the acts of the few". Some young people in our most deprived areas also highlighted the mistrust of organisations such as the police. Anecdotal examples of young people being split apart from friends because they were walking along in a group of four was mentioned on more than one occasion.

Play

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

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

social and emotional development.

Many residents point to lack of open and green spaces in many areas of the city, which are crucial for young people to play in. It is clear that we need to develop new approaches to regeneration and development and ensure that neighbourhoods are designed so that more parks and open spaces are included in plans.

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

"There's lots of potential here, lots of wasteland sat gathering dust"

Local resident, Firs & Bromford

For more information see the Young People KLOE report July 2012 – [Young People Report](#)

Sense-making

The findings by the five KLOEs highlighted a complex set of issues and cross-cutting themes. Their research, evidence-gathering and engagement activities produced a wealth of rich information, which the steering group used to develop seven key commitments, each underpinned by detailed recommendations.

Commitments and recommendations

The seven commitments to social inclusion:

1. Support families and children out of poverty
2. Embrace super-diversity
3. Protect the most vulnerable
4. Connect people and places
5. Create a city that values young people
6. Empower people to shape their neighbourhood
7. Address safety, isolation and loneliness



Commitment one: Support families and children out of poverty

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

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

The Steering Group makes the following recommendations:

1.1 Produce a “distinctively Birmingham” inclusive growth strategy

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

1.2 Develop an approach to “locales”

- This approach is about bringing community development and economic development together.
- Recognising the “locale” concept would encourage Birmingham to consider the diversity of locales or local economies that lie within the city. It is important to appreciate that every “locale” will have different infrastructural advantages and difficulties and will have distinctive features within its local economy.
- We propose that Birmingham City Council works with local residents and businesses to identify local areas, which have a distinctive functioning economic geography (DFEG).
- In addition, we propose that development boards are established in every locale. These will bring together local firms, educational establishments and policy makers to support the area’s DFEG. They will bring a local approach to areas such as planning, economic development, and the use of community assets and local open spaces.

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

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

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

- Greater emphasis should be put on promoting small and micro businesses including social enterprise. This debate should reach out to the many successful businesses and enterprising individuals from new and migrant communities.
- These businesses need to be convinced that they are part of the answer and it is in their interest to invest in the skills development of their workforce.

1.5 Foster and develop the entrepreneurial spirit of our young people and our migrant communities

- Self-employment generally has been neglected by government and the city's strategic leaders. Funding and business support structures that help small family and micro businesses in local communities need to be established
- Support should be provided to develop entrepreneurial skills in deprived communities so that new micro businesses can flourish
- New initiatives to encourage the creation of youth enterprise should be developed in schools, colleges, community centres and libraries.

1.6 Action to help socially excluded families

- The troubled families programme, if it works, should make a major contribution to improving the life chances of these families. However there are many families that are not in scope for this programme but are nevertheless vulnerable and experiencing economic hardship. Further work should be undertaken to explore what other a support could be made available for families, drawing on good practice from across agencies both locally and nationally.

1.7 Develop an integrated employment and skills approach for Birmingham

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

1.8 Develop innovative finance models building on local businesses' Corporate Social Responsibility

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

Commitment two: Embrace super diversity

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

The Steering Group makes the following recommendations:

2.1 Institutions need to better reflect Birmingham's diversity

- Proactive action should be taken by civic institutions, businesses and political organisations reflect the increasingly diverse population of Birmingham.
- All service providers need to make a commitment to ensure a greater responsiveness and flexibility in their service provision - tailoring their services to meet specific needs of specific communities.

2.2 Develop a set of rights and responsibilities for Birmingham

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

2.3 Develop welcome centres and do more to support new arrivals in the city

- Neighbourhood welcome centres should be established across the city to ensure that new arrivals, both from within the city and outside, receive the information, contact and assistance they need.
- Building on work by the Children's Society, the City Council conduct in-depth research into the causes and effects of child destitution in those refugee and migrant communities who are not eligible for support from the state.

2.4 Ensure Birmingham develops an "open city" approach

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

Commitment three: Protect the most vulnerable

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

The Steering Group makes the following recommendations:

3.1 Prepare for Welfare Reform

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

3.2 Use innovative and social solutions to support vulnerable people

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

3.3 Combat fuel poverty

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



Commitment four: Connect People and Places

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

The Steering Group makes the following recommendations:

4.1 Targeted reduction in the cost and access to safe transport

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

4.2 Connect people through digital means

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

4.3 Develop more open spaces and community assets

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

4.4 Create a "barrier free" city

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

4.5 Bringing people together through culture, arts and sport

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



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

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

We need to build the confidence of young people so they are able to succeed. We need to foster a spirit of entrepreneurialism in our young people, supporting young people to create and build their own businesses.

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

The Steering Group makes the following recommendations:

5.1 Create a Birmingham Jobs Fund

- The voluntary sector working with partners from the public and business sectors should develop a 'Birmingham Jobs fund' programme taking the best elements of the Future Jobs Fund programme and other initiatives. This could be recreated through the Birmingham and Solihull Big Lottery Fund Talent Match prospectus.

5.2 Turn education success into career success

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

5.3 Free Transport for Young People

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

5.4 Targeted support so young people can access education

- Centro, the city council, schools, colleges and universities should look at targeting support for young people to stay in further education, for example, a low cost transport scheme or a local Education Maintenance Allowance style bursary.

5.5 Develop a Birmingham “Right to Play” campaign

- A Birmingham “Right to Play” campaign should be developed – with the mission of enabling every child and young person, whatever their background the time, access and opportunity to play.
- Birmingham City Council, working with Arts and sports organisations, should develop Birmingham’s version of the National Trust’s “things to do before you are 11 ¾ “. This should be designed with young people.
- Establish a programme of “youth club twinning”, connecting youth clubs and services within Birmingham and beyond.
- Ensure that public facilities such as schools are available for use at all times.

5.6 Develop mentoring models so all young people can access a mentor

- Develop a universal approach to mentoring for all children in the city.

Commitment six: Empower people to shape their neighbourhood

Empowering local people to shape their neighbourhoods has to be a key part of the solution to create a more inclusive city. Poor design of roads that cut across a neighbourhood can create boundaries between communities, leading to fragmentation and insularity; neglected open public spaces and inconsistent and disjointed service delivery are the things local people feel strongly about and would like to change. Local people told us that they felt removed from the decisions that affected their neighbourhoods. It is felt that the lack of transparency and failure on the part of public bodies to involve local people has seen neighbourhoods insensitively designed. Recent Birmingham resident opinion surveys found that nearly two thirds of people feel they cannot influence decisions in their local area.

There is a perception that it is difficult to motivate people to volunteer and get involved in civic life, but the Social Inclusion Process revealed an untapped spirit of volunteering and generosity within local communities across a number of neighbourhoods that should be capitalised on. We have seen communities mobilising their resources in time of need, such as the many food banks that have been established as a means to help the poorest residents in the neighbourhood, community clean ups and other initiatives. Local people have a vision for what they want and the independence and confidence to articulate their vision but don't always have the necessary tools to take this forward.

The Steering Group makes the following recommendations:

6.1 Develop a neighbourhood “kite mark”

- Public, voluntary, community and faith organisations should work in collaboration with local people to develop a neighbourhood ‘kite mark’, defining and establishing a common standard for neighbourhoods and understanding the minimum assets that neighbourhoods need to function well. This can then inform and shape future planning. The localism act could provide tools that communities can use to affect how services are delivered.
- The ‘kite-mark’ can be based around:
 - The provision of services
 - Green space and community facilities
 - An asset base or local enterprise capable of generating income
 - Effective transport links including cycle routes
 - Understanding that individuals and families as assets
 - A neighbourhood asset that would place the neighbourhood on the map and give its residents something to be proud of
- Organisations need to build on the learning from the neighbourhood community budgeting pilots.

6.2 Build a neighbourhood management approach

- Public, voluntary, community and faith organisations should should work in collaboration with local people to:
 - Build on the successful single neighbourhood management approach in Birmingham.
 - Identify the relevant social inclusion issues and the local priority actions needed to address these for each neighbourhood.
 - Build on existing neighbourhood boards, neighbourhood forums and neighbourhood networks so as to develop linkages with service providing organisations in particular, health, education, community safety and business and economic development.
 - Over time, procure flexible local coordination to neighbourhoods, which incorporate and promote community leadership.
 - Procurement could be done through a local prospectus, which would invite neighbourhood organisations to submit proposals to the neighbourhood boards.
 - Build relationships between neighbourhoods to share examples of learning and good practice, strengthening relationships between neighbourhoods by encouraging “neighbourhood twinning”.
 - Explore the possibility of developing Neighbourhood Trusts that could provide a gateway for social finance and external funding to Birmingham’s priority neighbourhoods.
 - Address the negative stigma which is placed on some local areas, by encouraging a Birmingham's alumni of ex residents to promote the area

Commitment seven: Address safety, isolation and loneliness

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

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

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

7.1 Adopt the five ways to wellbeing in everything we do.

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

7.2 Develop a safe strategy for the city

- Public, private and community organisations should develop a safe strategy for Birmingham that focuses not just on reducing crime but wider preventative issues in health, environment and personal responsibility.

7.3 Develop services for older people

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

7.4 Establish a “Birmingham’s Big Ideas” Fund

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

A fresh approach doing things differently

In order to deliver the recommendations from the commitments we have outlined, we will need to do things differently and have a fresh approach.

This will require:

- A move from a deficit-based approach to an asset-based approach. Assets can be physical (buildings, land), human resources (citizens, workers, volunteers with skills and expertise), social relationships (family, community, business) and financial. Organisations across the city should develop and deploy assets towards social inclusion aims and priorities identified by this process. Individuals and families should be empowered to develop the personal, family and community assets that underpin wellbeing.
- Services to be developed based on firm evidence and targeted to those with greatest need. We propose that the city council should work with its partners to establish an evidence base of 'what works' in tackling social exclusion.
- Developing outward facing services. We believe that public sector bodies should adopt a workforce development approach that embeds wellbeing into service delivery.
- Utilising co-production in the design and delivery of services. Evidence suggests that services that are co-produced with service users are likely to be more effective and to build greater social capital. We propose that co-production methods are adopted by all organisations involved in the design, commissioning and delivery of services.
- Collaboration and partnership working. Addressing the complex and interrelated issues of social inclusion cannot be achieved by the city council alone but require a combined response from a range of organisations across the city. We advocate greater collaboration between organisations
- Using public procurement as an economic development tool. We suggest that other public sector organisations should be encouraged to follow Birmingham City Council's example of using public procurement as an economic development tool across their activities. Public procurement can be deployed to create local jobs for local people and also to encourage local firms to create new products and services that have export potential.
- The Social Inclusion Process should establish a social inclusion champions' network that will allow us to build social capital, share learning, good practice and to highlight the 'unseen' individuals and organisations that achieve positive outcomes.

How you can comment

Now we want to hear from you.

- **How can you help turn these ideas into action?**
- **Do the recommendations cover the right things?**
- **Is there anything significant that has been missed?**
- **Do you or your organisation have any examples of best practice related to any of the commitments or recommendations that you would like to share?**

You can respond in a number of ways.

- Through our consultation portal www.fairbrum.podnosh.com
- On our blog: www.fairbrum.wordpress.com
- Write to:

Jackie Mould
Giving Hope Changing Lives
PO Box 16253
B2 2WS

- By email:
Jackie Mould fairbrum@birmingham.gov.uk
Or
The Rt Revd David Urquhart, Bishop of Birmingham
bishop@birmingham.anglican.org
- Via Twitter @fairbrum or use #fairbrum
- Telephone the Partnership Team on 0121 675 3499

We look forward to hearing from you.

Closing date for comments: **Monday 5th November 2012**

Alternative Formats

This is an important document. If you do not read or understand English and would like to have this document translated into your language please request a family member or friend who speaks English to contact us on your behalf.

هذه وثيقة هامة إذا كنت لا تفهم اللغة الإنجليزية وترغب في الحصول على هذه الوثيقة مترجمة إلى اللغة العربية يرجى طلب من أحد أفراد العائلة أو صديق الذي يتحدث الإنجليزية ان يتصل بنا نيابة عنك.
এই তথ্যপত্রটি গুরুত্বপূর্ণ। আপনি যদি ইংরেজী পড়তে বা বুঝতে না পারেন এবং এই তথ্যপত্রটি বাংলায় পেতে চান, তাহলে আপনার পক্ষে আমাদের সঙ্গে যোগাযোগ করার জন্য আপনার পরিবারের কেউকে বা একজন বন্ধুকে অনুরোধ জানান যিনি ইংরেজীতে কথা বলতে পারেন।

這是一份重要文件。如果您不會閱讀或者不懂英語，您希望得到翻譯成中文的這份文件，請找一位會講英語的親戚或朋友代您聯繫我們。

این یک سند مهم است. اگر نمیتوانید به زبان انگلیسی بخوانید یا به زبان انگلیسی آشنایی ندارید می خواهید ترجمه این سند را به زبان فارسی دریافت کنید، لطفاً از اعضای خانواده یا دوست تان که به زبان انگلیسی صحبت کرده می تواند، بخواهید که از جانب شما با ما تماس بگیرد.

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આ એક અગત્યનો દસ્તાવેજ છે. જો તમે અંગ્રેજી વાંચી કે સમજી શકતાં ન હો અને આ દસ્તાવેજ તમને ગુજરાતીમાં ભાષાંતર કરાવેલો જોઈતો હોય, તો મહેરબાની કરીને અંગ્રેજી બોલી શકતાં તમારા કોઈ કુટુંબીજન અથવા મિત્રને કહી કે તમારા વતી અમારો સંપર્ક કરે.

نہمہ بہلگہ نامہ یہ کی گرنگہ، نہ گہر تو زمانی ٹینگیزی ناخوینتہ وہ و لئی تیناگہیت و ہز دہکیت ہم بہلگہ نامہ یہ و ہریگریٹ بو زمانی کوری نکایہ داوا بکہ لہ خزمیک یان برادریک کہ وا زمانی ٹینگیزی بزانتت بو نہ وہی لہ جیاتی تو پہیہندی لہ گہل ٹیمہ بکات.

Niniejszy dokument zawiera ważne informacje. Jeżeli nie rozumieją Państwo tekstów w języku angielskim i chcieliby Państwo otrzymać ten dokument przetłumaczony na JĘZYK POLSKI, należy poprosić członka rodziny lub znajomego mówiącego po angielsku, by skontaktował się z nami w Państwa imieniu.

ਇਹ ਇੱਕ ਜ਼ਰੂਰੀ ਦਸਤਾਵੇਜ਼ ਹੈ। ਜੇ ਤੁਸੀਂ ਅੰਗਰੇਜ਼ੀ ਪੜ੍ਹ ਜਾਂ ਸਮਝ ਨਹੀਂ ਸਕਦੇ ਅਤੇ ਚਾਹੁੰਦੇ ਹੋ ਕਿ ਇਸਦਾ ਤੁਹਾਡੇ ਵਾਸਤੇ ਪੰਜਾਬੀ ਵਿੱਚ ਤਰਜਮਾ ਕੀਤਾ ਜਾਵੇ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਆਪਣੇ ਕਿਸੇ ਅੰਗਰੇਜ਼ੀ ਬੋਲਣ ਵਾਲੇ ਰਿਸ਼ਤੇਦਾਰ ਜਾਂ ਦੋਸਤ ਨੂੰ ਕਹੋ ਕਿ ਉਹ ਤੁਹਾਡੇ ਵਾਸਤੇ ਸਾਨੂੰ ਫ਼ੋਨ ਕਰੇ।

دایومهم سنددی۔ کہ تاسی انگلیسی نشی لوستلی یا پہ انگلیسی ژبه نه پوهیږی او غواری چه ددی سند پښتو ترجمه ترلاسه کړی، مهربانی وکړی خپل کورنی غړی یا ملگری نه چه په انگلیسی ژبه پوهیږی، غوښتنه وکړی چه ستاسی له خوا مونږ سره تماس ونیسی.

Kani waa dukumenti muhiim ah. Haddii aadan af Ingiriiska akhrin ama fahmin aadna jeclaan laheyd helitaanka dukumentigan oo af SOOMAALI ah, fadlan soo wakiilo xubin qoyska ka tirsan ama qof saaxiib ah oo af Ingiriiska ku hadla oo nala soo xiriira.

یہ اہم دستاویز ہے۔ اگر آپ انگریزی پڑھتے یا سمجھتے نہیں اور آپ اس دستاویز کا اردو میں ترجمہ کروانا چاہتے ہیں تو براہ مہربانی اپنے خاندان کے کسی انگریزی بولنے والے رکن یا دوست کو کہیں کہ وہ آپ کی طرف سے ہمارے ساتھ رابطہ کرے۔

This document can also be made available in large print, Braille or audio CD on request.

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 Cllr John Cotton, Cabinet Member for Social Cohesion and Equalities, Birmingham City Council
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Key Line of Enquiry champions

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Inclusive Growth – Professor John Bryson, Professor of Enterprise and Competitiveness, Birmingham Business School, the University of Birmingham
Wellbeing – Peter Hay, Strategic Director, Adults and Communities, Birmingham City Council
Young People – Mike Royal, Director, TLG

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Val Birchall, Birmingham City Council

Evidence gathering sessions and visits Sessions

Cath Gulliver, SIFA Fireside
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Paul Rogers, Disability Resource Centre
Paula Harding, Birmingham City Council
Prof. Sashidharan, University of Warwick Medical School
Steph Keeble, Birmingham City Council

Visits

Events/other participation

Health and Wellbeing Strategy Seminar 12 July 2012

Place KLOE

Place KLOE reference group

Fiona Hughes, Birmingham City Council
Ifor Jones, Birmingham City Council
Mike Walsh, Birmingham City Council
Nicola Lloyd, West Midlands Police
Peter Lee, University of Birmingham

Call for Evidence

Ricky Dehany Prison Link
Russell Green Oakland Centre
Salma Lockat Mashriq Challenge
Sarah Maxfield, Near Neighbours

Events/other participation

Visit – Attwood Green

Jo Lea, Optima
John Greer, Woodview Residents Association

Visit – Lozells

Edos Aigbe, Local resident
Jesse Gerald, Birmingham City Council
Rajinder Rattu, Centre Manager Lozells
Methodist Church
Roger Williams, Lozells Neighbourhood
Forum

Saidul Haque Said, Citizens UK
Shale Ahmed, Aspire and Succeed
Steve Salt, Birmingham City Council
Tamina Naseem, Local resident

Visit – Newtown, Hockley and St Georges

Berimma Sankofa, Wallace Lawlor Centre
Chris Vaughan, Summerfield Residents
Association

Colin Sharrock, Perry Aston Residents
Association

Jennifer Startin, Birchfield Library

Joyce Hart, Local resident

Kate Foley, Birmingham City Council

Meena Bharadwa, Birmingham Settlement

Omar Caseman, Newtown Neighbourhood
Forum

Tom Jones, Edgbaston Constituency Arts
Forum

Visit – Kings Norton

Adrian Lyden, West Midlands Fire Service

Jo Miles, The SWEET Project

Lisa Storey, Our Place Kings Norton

Mandy Collymore, Catch 22 Positive

Futures

Marcia Greenwood, Birmingham City
Council

Paul Reynolds, West Midlands Police

Richard Davies, Birmingham City Council

Sue Brookin, West Midlands Fire Service

Vanessa Eyles, West Midlands Police

Visit – City College Handsworth

Carole Douglas City College

Donna Student

Inderjit Student

Jagdeep Student

Joyce Springer-Amadedon – Birmingham
City Council

Saba Student

Usma Student

Visit – Welsh House Farm

Anmarie Duff, YES

Bel Jemaliye-Frye, Integrated Family
Support Teams

C Dixon, Local resident

Cecilia Devenney-Wall, Welsh House
Farm School

Councillor Caroline Bradley, Elected
Member

Jess Hobbs, Haven Centre

Joanne Callahan, Local resident/ cook

Latoya Parris, Local resident

Lorraine Patterson, Local resident

Lucy Collinge Hill, Integrated Family

Support Teams

Natasha Allen, Local resident

Nicola Downing, Local resident

Paiton Desousa, Local resident

Phil Horton, Keystone Community Centre

Rachel Jay, Local resident

Sherry Smith, Local resident

Simon Jay, Haven Centre

Steve Jarvis, Birmingham City Council

Teresa Casey, Local resident

Wendy Kenny, Integrated Family Support
Teams

Visit – Druids Heath

Councillor Dr Barry Henley, Birmingham
City Council

Councillor Mike Leddy, Birmingham City
Council

Karen Stevens, Birmingham City Council

Karen Urwin, The Project for the
Regeneration of Druids Heath

Michael Finnimore, Druids Heath Housing
Liaison Board

Pat Hollinshead, The Project for the

Regeneration of Druids Heath

Wynn Jones, The Project for the

Regeneration of Druids Heath

Visit – Moseley and Kings Heath

Andy Tipper, Birmingham City Council

Brian Miles, All Saints Centre

Claire Spencer, Various Community
Groups

Heather Mason, Community Facilities

Helen Baglee, Kings Heath Residents
Forum

Jonathan Jaffa, Kings Heath Residents
Forum

Laura Watts, Dens of Equality

Neville Davies, Birmingham City Council

Oliver Humpidge, SCTL

Pete Hobbs, Birmingham City Council

Tahir Rehman, Hamza Mosque

Yasmin Akhtar, Local resident

Visit – Castle Vale

Amanda Cutler, Chair Castle Vale Pool
and Resident

Brian Cragg, Local resident

Judy Tulett, Castle Vale TRA and Users
Group

Lynda Clinton, Castle Vale Pool User
Group

Michelle Wilkins, Castle Vale Community
Regeneration Services
Steve Clayton, Castle Vale Community
Regeneration Services
Wendy Stokes, Resident
Wendy Walsh, Local resident

Visit – Falcon Lodge

Alan Savage, Falcon Lodge Forum
Councillor Margaret Waddington,
Birmingham City Council
Doreen Rymell, Sutton HLB & Resident
Falcon Lodge
Emma Staurvik MA

Eric Shipton, Local resident
Gary Ladbrooke, Birmingham City Council
Georgina Whateley, Second Thoughts
Community project
N Rose, Falcon Lodge Community Centre
Olive O'Sullivan, Birmingham City Council
Stephanie Winter, Sutton Coldfield YMCA

Visit – Kingstanding

Alan Doody, Local resident and member of
the Kingstanding Liaison Board
Annette Fleming, Aquarius
Doreen Mooney, New Heights,
Kingstanding
Karen Spence, Birmingham City Council
Mike Davis, Birmingham City Council
Olusegu Dosumu, Birmingham African
Club

Visit – Shard End

Councillor John Cotton, Birmingham City
Council
Joan Knowles, Local resident
Karmah Booth, Birmingham City Council
Michael Williams, Shard End and Tile
Cross Communities
Mo Ball, Shard End and Tile
Cross Communities
Pete Sherwin MBE, Sea Cadets
Phil Hill, West Midlands Fire Service

Visit - Farm Park and Sparkbrook North

Abdul Khan, Sparkhill Central
Neighbourhood Forum
Andy Tipper, Birmingham City Council
Becky Jones, Birmingham City Council
Everton Merchant, Local resident
Helen Baglee, Sparkbrook Community
Alliance
Mohammed Shafique, Local resident
Naeem Qureshi, Local resident
Neville Davies, Birmingham City Council
Nigel Brookhouse, Nathex Sparkhill
Riaz Mohammed, Sparkbrook
Neighbourhood Forum

Visit – Saltey and Washwood Heath

Amjid Ali, Chair of Neighbourhood
Bruce Barrett, Birmingham City Council
Councillor Ansar Ali Khan, Birmingham
City Council
Frahana Rashid, Amina Womens Group
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Mike Wheeler, Friends of Ward End Park
Moses Aritoga, Community Worker
Richard Evans, West Midlands Police
Zafar Mir, Washwood Heath Housing
Liaison Board

Visit – Firs and Bromford

Ken Durrant, West Midlands Police
Paul Wright, Worth Unlimited
Rev Al Barratt, St Philip & St James
Hodge Hill
Sarah Maxfield, Near Neighbourhoods
Tom Hemmings, West Midlands Police

Police engagement – Neighbourhood Police Teams

Bordesley Green DNO

Police Constable Mark Tissington
Police Constable Mike Fletcher
Policy Community Support Officer Ambi
Hamilton
Policy Community Support Officer Daniel
Ullah
Policy Community Support Officer Jo
Bryson-Allen
Policy Community Support Officer Paul
Liggins

Kings Norton DNO

Acting Sergeant Sara Bates
Police Constable Anthony Evans
Police Constable Derine Clements
Police Constable Grace Thompson
Police Constable Marj Levy
Police Constable Paul Reynolds
Police Constable Susan Behan
Policy Community Support Officer Andrew
Vincent
Policy Community Support Officer Ashley
Wiltshire
Policy Community Support Officer Dean
Anderson
Policy Community Support Officer Graham
Boraston

Aston Local DNO

Police Constable Amar Khalil
Police Constable Andy Abley
Police Constable Freddie Gilbert
Police Constable Joe Cahill
Police Constable Lisa Higgins
Police Constable Lucille Saini

Police Inspector Bill Dagnan
 Policy Community Support Officer Amy Hopkins
 Policy Community Support Officer Chris Donovan
 Policy Community Support Officer Erfan Rafiq
 Policy Community Support Officer Jaspreet Hayre
 Policy Community Support Officer John Allen
 Policy Community Support Officer Kelly Brookes
 Policy Community Support Officer Lee Hagans
 Policy Community Support Officer Louise Grainger
 Sergeant Martin Richardson
Focus Group - Birchfield Neighbourhood Forum
 Adele Blackstock, Local resident
 Carlos Wilmot, Local resident
 Councillor Mahmood Hussain, Birmingham City Council
 Councillor Waseem Zaffar, Elected Member, Birmingham City Council
 Jimoh Folarin, Local resident
 Lurlyn Salmon, Local resident
 Michael Tye, Local resident
 Navman Quershi, Local resident
 Norma Wilkinson, Local resident
 Pervaiz Akhtar, Local resident
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 Shale Ahmed, Aspire and Succeed
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 Stefan, Student
 Waseem, Student
**Young People KLOE
 Young People KLOE Reference Group**
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 Andrew Jolly, Children's Society
 Andy Winmill, Urban Devotion
 Ann Reaney, Boys' Brigade & Girls' Association
 Anthony Quinn, Turves Green Boys School
 Beresford Dawkins, Birmingham, Solihull Mental Health Foundation Trust
 Callan Biggs, St Basils Youth Advisory Board
 Charles Small, The Drum
 Clive Owen, Castle Vale Performing Arts College
 Dan Freshwater, BEST Network
 David Gilborn, University of London
 Dawn Roberts, Youth Offending Service
 Denise Burgundy, The Drum
 Erroll Lawson, Life Coach and mentor
 Estella Edwards, The Future Melting Pot
 Ethan Hudson, Stage 2
 Gareth Brown, Worth Unlimited
 Gareth Lloyd, Aston Manor Academy
 Guy Horden, Birmingham Partnership Community Champion
 Harry - TLG Pupil
 Harry Fowler, Birmingham City Council
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 John Street, Free @ Last
 Kemi Folarin, Birmingham City Council

Kirsty, - TLG Pupil
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Mashkura Begum, Birmingham Leadership
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Massod Ajaib, Comm:pact
Mohammed Sahir, Small Heath School
Pupil
Philip Rattigan, Fairbridge/Prince's Trust
Richard Riley, Small Heath School
Richard Trengrouse, South Birmingham
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Robbie, TLG Pupil
Rose Jewkes, Birmingham City Council

Sean Marsay, St Basils Youth Advisory
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Shale Ahmed, Aspire and Succeed
Shemilee Gordon, St Basils Youth
Advisory Board
Simeon Moore, Local resident
Simon Alter, St Basils
Stewart Dance, The Lighthouse Group
Stewart Dance, TLG
Tim - TLG Pupil
Zainab Mulla, Inclusion Connect Alum
Rock

The Bishop's Reading List

There is a wealth of reading material relating to social inclusion and cohesion.
Bishop David recommends:

- *The Spirit Level: Why Equality is Better for Everyone* (2009) Richard Wilkinson and Kate Picket
- *The Home We Build Together* (2007) Jonathan Sacks

What would you like to recommend? Please feel free to add to this list.

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Why Do Neighbourhoods Stay Poor? Deprivation, Place and People in Birmingham, Barrow Cadbury Trust [Why do neighbourhoods stay poor](#)
Cities Outlook 2012 - Centre for Cities (2012) [CITIES OUTLOOK 2012](#)
Making Things: A reassessment of British manufacturing - Pat McFadden -20 May 2012 <http://www.policy-network.net/publications/4183/Making-Things>
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An Anatomy of Economic Inequality in the UK - Report of the National Equality Panel - http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/27_01_10_inequalityfull..pdf

Poverty and Social Exclusion in the UK: The 2011 survey <http://www.poverty.ac.uk/sites/default/files/WP12.pdf>

Living on the Edge: Financial Exclusion and Social Housing - <http://www.humancity.org.uk/reportList.htm>

UK Commission's Employer Skills Survey 2011: UK Results <http://www.ukces.org.uk/publications/employer-skills-survey-2011>

Building Britain's Recovery: Achieving Full Employment - www.dwp.gov.uk/buildingbritainsrecovery

Growing the Social Investment Market: A vision and strategy <http://www.cabinetoffice.gov.uk/>

Unlocking growth in cities – Cabinet Office www.cabinetoffice.gov.uk

Enabling community economic development - Thoughts from LWM for the Economy KLOE of the Social Inclusion Process www.localisewestmidlands.org.uk [Note:- this paper provides links to other research.]

Transition Year Programmes - Guidelines for schools <http://ty.slss.ie/resources/guidelines.pdf>

The following papers are not available on-line:-

Discussion Paper on SMEs - Steve Botham, Caret Consulting Group

Third Sector involvement in Employment Support- Encouraging Social Enterprise Growth – Andrew Barnes, Employment Commissioning Manager, Birmingham City Council

Economic Activity in Newly Arrived East African Communities - Selina Stewart, Assistant Principal - Adult and Community Learning at Joseph Chamberlain College

Five Ways to Wellbeing: New applications, new ways of thinking, NEF and NHS confederation [Five Ways to Wellbeing](http://www.fiveways.org.uk)

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Save the date

Giving Hope Changing Lives

Making Birmingham an inclusive city

Summit

Wednesday 14th November 2012



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