

# COALITION FOR IMPACT PROGRAMME LAUNCH

11<sup>th</sup> October 2024

Tyseley Energy Park



Funded by  
UK Government



West Midlands  
Combined Authority



Birmingham  
City Council



**WELCOME !**

## Programme

**9:45 AM**

**REFRESHMENTS**

**10:00 AM**

**INTRODUCTION TO THE EAST BIRMINGHAM INCLUSIVE  
GROWTH PROGRAMME**

Mark Gamble, Head of East Birmingham Development, BCC

**10:10 AM**

**VISION FOR THE TYSELEY ENERGY PARK**

Tommy Allsopp, Sustainability Manager

**10:20 AM**

**TABLE SESSION 1**

**FLIPCHART INTRODUCTIONS – OUR WHO, WHERE,  
WHAT AND WHY**

**10:40 AM**

**PLENARY 1**

**10:50 AM**

**PROGRAMME VISION AND PROJECTS**

Karolina Medwecka & Ifor Jones

11:05 AM	Q&A
11:15 AM	REFRESHMENTS
11:20 AM	INTRODUCING THE LOCONOMY AND SOCIAL LIFE PROGRAMME SUPPORT
11:25 AM	<b>TABLE SESSION 2</b> BUILDING CONNECTIONS - SKETCHING COMMUNITY GEOGRAPHIES
11:55 AM	<b>PLENARY 2</b>
12:15 PM	Q&A AND NEXT STEPS
12:20 PM	LUNCH



# INTRODUCTION TO THE EAST BIRMINGHAM INCLUSIVE GROWTH PROGRAMME

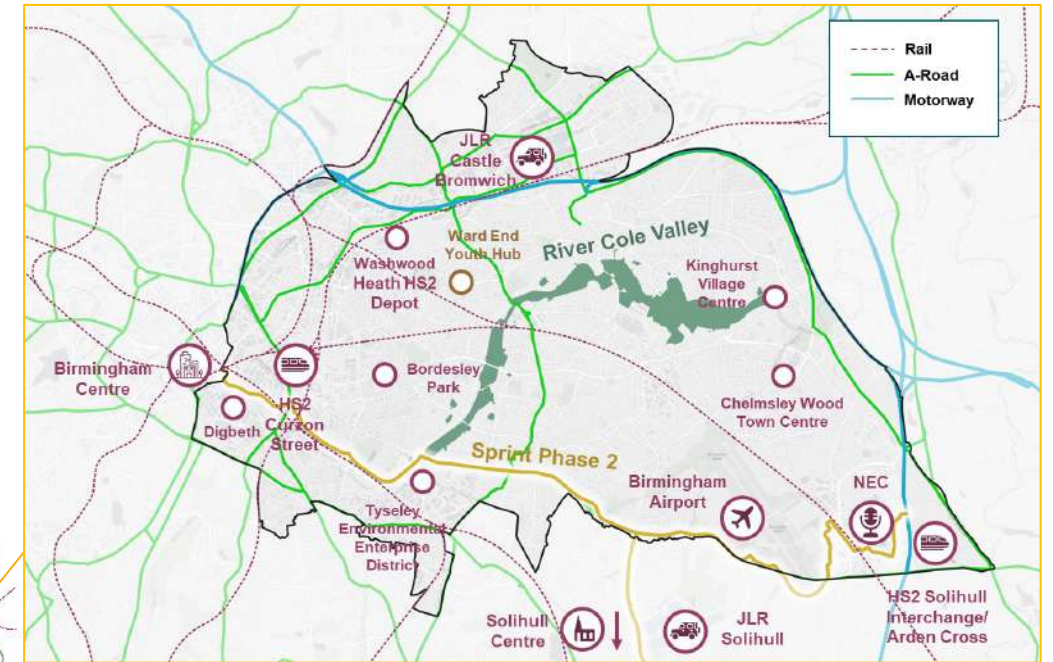
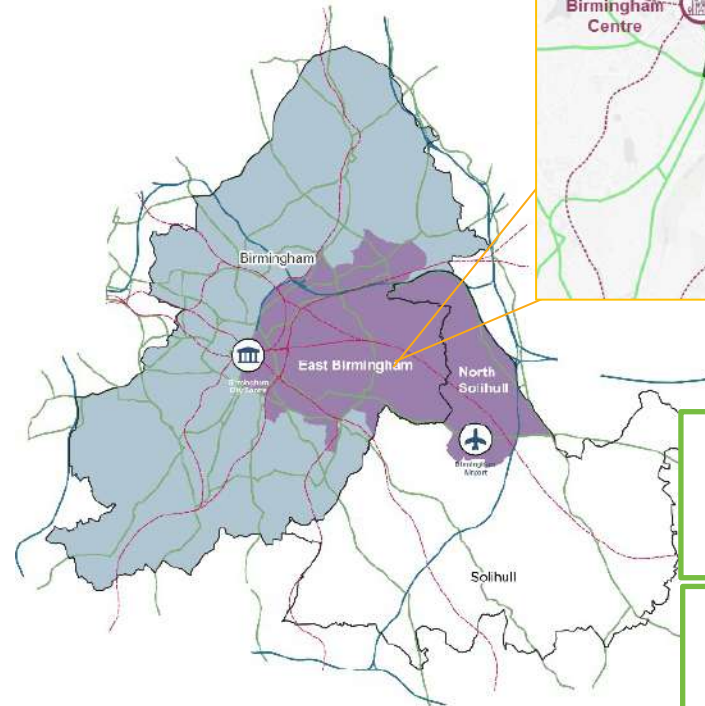
**Mark Gamble, Head of East Birmingham  
Development, BCC**

# East Birmingham Inclusive Growth Agenda Update October 2024



# East Birmingham North Solihull (EBNS) overview

- 375,000 residents in ENBS – and the highest concentration of deprivation in England outside London
- Youngest population in the country, with severe challenges around youth unemployment, child poverty and perinatal health outcomes
- There is a functional geography and economy in EBNS – the LA border is not relevant to much of the population
- Historically growth and development has been suppressed by low viability. However, major investments including HS2 and associated development in Solihull and Birmingham city centre provide a chance to change this
- A unique combination of need and opportunity



45.8% higher level of preventable deaths relative to national average

72% of wards are in the 10% most deprived in England

30.8% children living in income deprived households

3.7 years gap in male life expectancy and national average



# East Birmingham/North Solihull Strategy and Background

East Birmingham and North Solihull are priority areas for growth and regeneration. The Council's approach to East Birmingham is derived from the **East Birmingham Inclusive Growth Strategy (EBIGS)** which was adopted in 2021.

EBIGS was developed in alignment with the Midlands HS2 Growth Strategy with input from WMCA and Solihull MBC to address the Birmingham element of the East Birmingham/North Solihull Inclusive Growth Corridor. The key concept is to maximise investment in the area and to create capacity to capture the benefits of this investment to address deprivation and low productivity.

## Priorities:

- Improved local services
- Business, employment and skills
- Local places and green spaces
- Midland Metro East Birmingham to Solihull extension
- Heavy rail network

## EBIGS Vision

"The Council and its partners will make use of the unique opportunities and potential of East Birmingham to create a clean, safe, prosperous and well-connected place where citizens from all backgrounds have access to excellent housing, education, healthcare, green spaces and employment opportunities.

Local communities will work together as part of the team to achieve their aspirations and will share a strong sense of ownership and pride in their area.

The main role of East Birmingham within the wider city region will be as a desirable yet affordable residential area with excellent amenities which is particularly suitable for families with children, and as a centre for low carbon and sustainable industries."

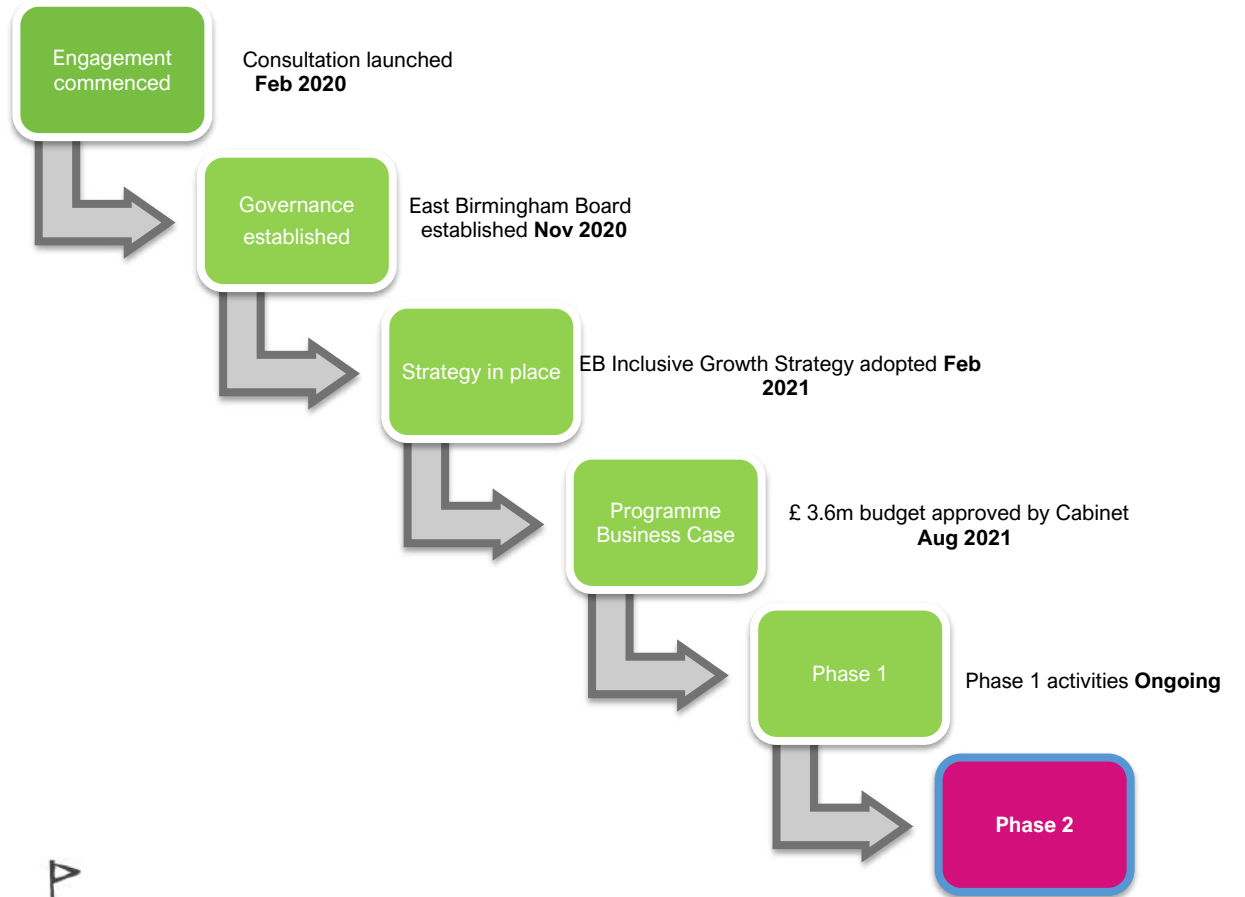




# East Birmingham Inclusive Growth Programme

The first phase of the Programme commenced in August 2021 with the aim being to build the Council's capacity alongside that of the community and other stakeholders to collaborate in the delivery of inclusive growth in East Birmingham. This has included:

- collaboration with the West Midlands Combined Authority (WMCA) and Solihull Metropolitan Borough Council (SMBC) to establish East Birmingham and neighbouring North Solihull as a national priority for inclusive growth delivery and to secure sustainable funding for future phases.
- the establishment of strategic partnerships and collaborations with organisations such as National Trust and the city's universities, and the Birmingham Anchor Institution Network.
- pilot and pathfinder projects which have both delivered "quick wins" and developed scalable approaches to inclusive growth delivery.



# Key achievements

- **Profile of East Birmingham and North Solihull (EBNS) raised** – the area is now confirmed as a national priority for levelling up through the Growth Zone and Investment Zone designations brought into force in April 2024 and recognition in the WMCA Deeper Devolution Deal.
- **Funding capture:** During the phase 1 period East Birmingham has secured £37m Levelling Up Fund, £8m Investment Zone and £8m from other sources.
- **Growing cross-sector collaborations to support public sector reform** including innovative working with local schools, universities and employment and skills providers.
- **Urban Green pathfinder partnership set up** with National Trust to create a greener, healthier East Birmingham.
- **Establishing the Strategic Alliance for Tyseley** to kick start Birmingham's green energy innovation district
- **Real progress on-the-ground** local projects and partnership-building have addressed urgent need and boosted capacity in the community to take a leading role in the regeneration of their areas: 12 projects currently in delivery, 10+ projects in development, work delivered across 12 workstreams and 15 strategic partnerships, green infrastructure improved (including new pocket parks and River Cole valley), 1,000+ people from the local communities engaged directly in projects and local events/activities, 35+ grants awarded to community organisations, over 400 local businesses engaged and over 50 supported to date including access to finance, access to innovation ecosystem and support towards the net zero transition, one social economy cluster and one local enterprise hub supported



# East Birmingham/North Solihull, the Growth Zone and Investment Zone

A key workstream during Phase 1 has been raising the profile of East Birmingham and seeking national and regional government support to enable the EBIGS approach to be scaled up and fully realised.

In 2022, the City Council proposed that EBNS should be established as a Levelling Up Zone (LUZ) – a special priority area with the core principle being to maximise investment and to derive the greatest possible benefit from it for the local community and economy. The concept emphasised the need to co-ordinate investment into sites and infrastructure and to proactively link this activity with improvements to public services, in alignment with EBIGS and the subsequent development of the approach outlined above.

The City Council formally asked the West Midlands Mayor to make the EBNS LUZ a centrepiece of the devolution deal and subsequently worked with Solihull MBC and West Midlands Combined Authority to develop and refine the concept.

Although the term Levelling Up Zone is no longer used, EBNS has now been recognised by WMCA and Government as a priority area for regeneration which is expected to benefit from prioritised access to funding via the WMCA “Integrated Settlement” funding package which will follow the Devolution Deal.

In addition, following an intensive period of engagement and negotiation with Government, two major designations have been made which will support EBNS: the Birmingham Knowledge Quarter (BKQ) Investment Zone site, and the EBNS Growth Zone.



# Overview of new designations

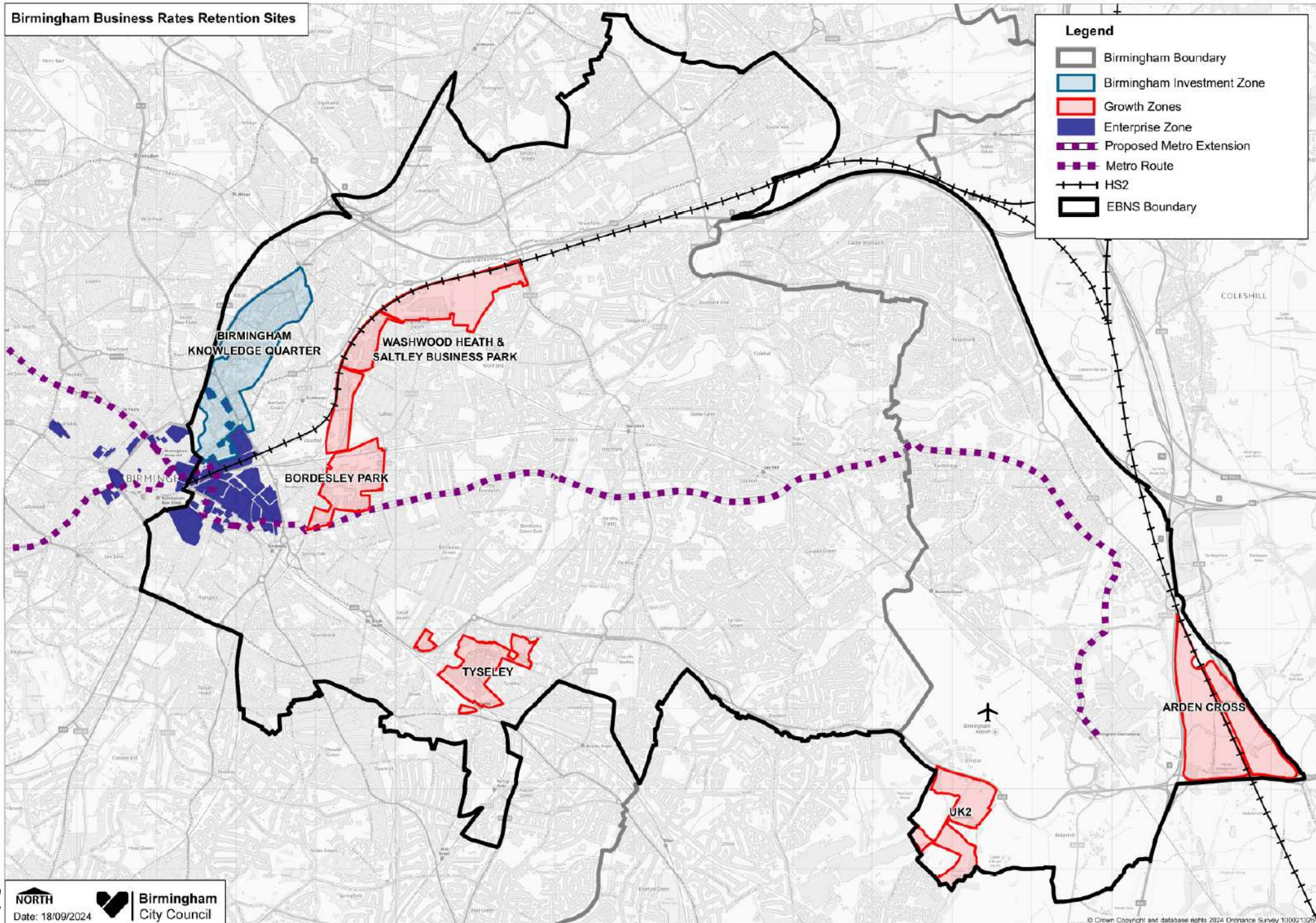
EBNS is the focus of three new Zone designations are key elements of the regional growth agenda:

- The WMCA Devolution deal recognised EBNS as a **Levelling Up Zone**: a priority area for regeneration which is expected to benefit from prioritised access to funding via the WMCA Single Settlement. It is also a vehicle for close collaboration with Solihull MBC, WMCA and national Government around economic growth and service improvement..
- The delivery of EBNS will be supported by the **EBNS Growth Zone** - a fiscal designation which provides the Council with Business Rate Retention for 25 years across an area of 183 ha in Birmingham. The growth in Business Rates (uplift) within this area will be available to use for investment or to enable borrowing at the Council's discretion.
- The Birmingham element of the **WMCA Investment Zone** (Birmingham Knowledge Quarter/BKQ) is also located within EBNS. It includes three key elements:
  - Tax relief sites – a cluster of plots have been identified at BKQ with a 5-year package of tax relief fully funded by Government
  - Flexible Funding access – a total of £160m is available to WMCA for the delivery of the IZ over ten years
  - Business Rate Retention – for 25 years across an area of 135 ha. The uplift from this area will be used by WMCA and BCC to deliver the Investment Zone, with the BKQ site being the initial investment priority for uplift collected by Birmingham Council.





# Birmingham Business Rates Retention Sites



**NORTH**  
Date: 18/09/2024



**Birmingham**  
City Council





# Delivery Case Studies: Tyseley Strategic Alliance



The Alliance was established late 2022 to maximise the potential of Tyseley as Birmingham’s “Green Energy Innovation Quarter”, informed by the Tyseley Clean Energy Masterplan for Growth which established a shared vision for the area co-designed by key stakeholders including Tyseley Energy Park and University of Birmingham.

Subsequent progress has included:

- Collaborative proposition development and investment study
- The delivery of a £1.3m project to improve the River Cole near Tyseley (River Cole Community Commons).
- The designation of Tyseley as a key part of the ENBS Growth Zone.
- £20m Levelling Up Fund to build a National Centre for Decarbonisation of Heat.
- Two innovative interventions working with local businesses: Fast Followers – a project to support businesses in making the net zero-transition, and the Inclusive Innovation Network element of the DIATOMIC project which seeks to enable small and medium businesses run by women and marginalised communities to engage with emerging procurement opportunities.



# Delivery Case Studies: Ward End Green Skills Hub



Ward End Park is a much valued and loved historic park first immediately adjacent to the HS2 Washwood Heath depot site – now a major part of the EBNS Growth Zone.

Projects and activity at Ward End have sought to create new capacity to develop skills and enterprise using the park as a focal point.

The Dolphin Centre refurbishment project is complete, with additional space for employment and skills support, and a new relationship with Job Centre Plus outreach staff to support young people and women of all ages.



In addition the concept of a hub at Ward End is now being expanded to save a Grade 2 listed building, Ward End Park House, and to create an ambitious plan for combining skills and digital support with a focal point for entrepreneurs in the area. Co-design with community partners will support funding bids and business plan development to enable a sustainable future for this key asset.





# Delivery Case Studies: Education, Employment and Skills Collaborations



As a key part of its public sector reform workstream, the Programme team has established a collaborative forum to tackle the underlying conditions which are preventing local people from responding to employment and skills service offers and support. In parallel, the CEOs of local schools have been convened to address key issues facing young people including careers and work experience.

These groups have provided valuable insight to inform a number of related projects and interventions:

- Youth Employability Pilot – An innovative Government-funded project seeking to enhance support for young people in the transition from school to employment.
- Work Well: working with Solihull MBC a joint an early-intervention work and health support and assessment service, providing holistic support to overcome health-related barriers to employment.
- Good Jobs Hub – working with local organisations to develop an East Birmingham Job & Skills Hub, aiding local people into employment and training
- I Can – linking local people with significant employment pathways e.g. NHS
- **Opportunities for strategic input to schools to support the most vulnerable:**
  - **1) Early Years 2) Young people at risk of criminal exploitation**





# Delivery Case Studies: National Trust Urban Green Partnership



Following several years of successful collaboration between the City Council and National Trust, a Memorandum of Understanding has now been agreed to accelerate both organisations' plans to turn ambitious urban green strategies into ambitious delivery using East Birmingham as a testbed.

Led by a place based and people focussed approach, and with a strong emphasis on impact, the plan is to work together to address unequal access to nature, beauty and history, making Birmingham a better place to live and work for more people. So far, activity has included:

- A joint-funded demonstrator project to deliver four pocket parks across East Birmingham in 2024 with four more planned in 2025, working hand in hand with local communities.
- A Green Infrastructure Masterplan has been developed, setting out an ambitious programme of investable projects to transform East Birmingham.
- National Trust has engaged with the Council to support the Parks Transformation workstream which will establish a new approach to the management of the city's green spaces.



# Developing The East Birmingham Approach

For the last three years, the Programme Team have designed and delivered a range of pilot interventions that, in addition to delivering positive outcomes, have contributed to the development of a new and distinct approach to inclusive growth delivery, and tested the scalability and effectiveness of the new model.

This initial phase of work has confirmed that in East Birmingham there needs to be closer alignment between capital investment and revenue interventions and an agile, holistic and proactive approach to delivery that looks beyond the current funding availability and puts the benefits for the city and its residents at the forefront of decision making. These principles are ever more important against the backdrop of COVID, the cost-of-living crisis and current pressures on public services, all of which impact the most vulnerable communities more.

Key elements of the East Birmingham approach are as follows:

- **align capital investment with revenue interventions** to magnify the outcomes of both, and to ensure that the benefits of the capital investment reach deprived local communities.
- build and develop **strategic partnerships** with impactful organisations to address shared priorities under the umbrella of the *East Birmingham Impact Coalition*.
- understand and better utilise the **levers** we are collectively holding, including public sector recruitment, public sector spending, strategic investment, new market creation, research and innovation.
- review publicly driven interventions and make services aligned with real opportunities for change to create transformative rather than transactional delivery under a much-needed **public sector reform** workstream.
- measure **career outcomes** rather than job outcomes. Jobs as an outcome are only effective if they are true career pathways linked to real vacancies and truly embedded in the future markets that the capital investment unlocks, for example, creating retrofit jobs at Tyseley Environmental Enterprise District.
- enable access to new markets for the local businesses, putting **inclusive innovation** at the heart of research and innovation and connecting local businesses with public sector contracts, framework contracts and supply chain opportunities (examples of projects delivered: DIATOMIC Inclusive Innovation Accelerator and Ready 2 Supply).
- invest in **trust building** with local communities by directing investment to projects enabling true social inclusion and bringing communities together (see projects like Pocket Parks, Women Dolphin Centre, Ward End Park House, Ready to Level, Coalition for Impact Grants, Social Economy Clusters).



# The East Birmingham delivery model

Loconomy  
and  
20 community  
organisations

Social Economy  
Cluster

Employment  
Groups  
Partnerships

Schools  
Partnership

City of Nature  
Alliance +  
BOSF



Birmingham  
Anchor  
Institution  
Network

NHS Heartlands

South and City  
College

Tyseley  
Strategic  
Alliance (W&H,  
UoB, TCE)

National Trust



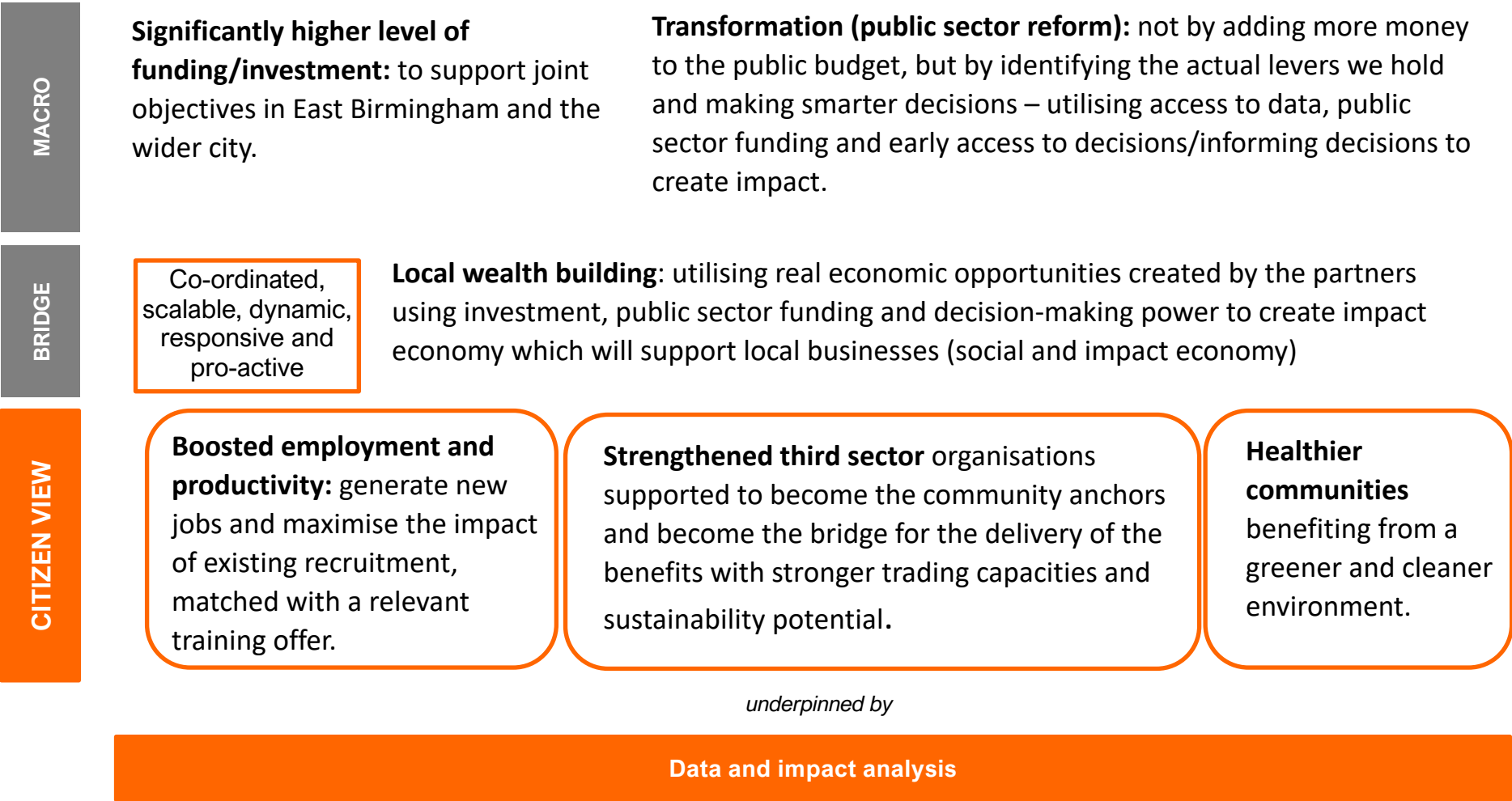


# East Birmingham Impact Coalition

Over the past two years The East Birmingham Programme has been designing ways of working and developing partnerships.

Based on the learning and early data, we are now working to establish an **East Birmingham Impact Coalition**.

The Impact Coalition is bringing together key partners to work collaboratively around their shared objectives, with economic, social and environmental impact being maximised through shared workstreams and place-based working.



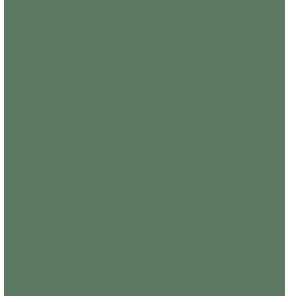
# Next Steps

- **Overarching**
  - EBNS LUZ Investment Strategy, (shared BCC/SMBC) – setting out principles for Cabinet approval
  - FCP: East – a spatial vision for East Birmingham
  - Ongoing project activity – deliver SPF, Innovate UK
  - Input into Birmingham's Place Based Strategy and Birmingham Local Plan
- **Infrastructure and development**
  - Full Investment Plan with a target of Autumn 2025
  - Mobilising the IZ programme including flexible funding projects (business cases, masterplan, marketing)
- **Governance and Delivery**
  - Delivery models options appraisal
  - Aim to establish new governance and progress delivery vehicle(s) during 2025
- **Public Service Reform**
  - Public Service Reform review with SMBC
  - Further develop Inclusive Economy/Social Value/CSR principles with CLES
  - Ongoing EB Impact coalition development – NT, TCE, ICB & UHB, STW, Anchor Network, Universities



# VISION FOR THE TYSELEY ENERGY PARK

**Tommy Allsopp, Sustainability Manager**

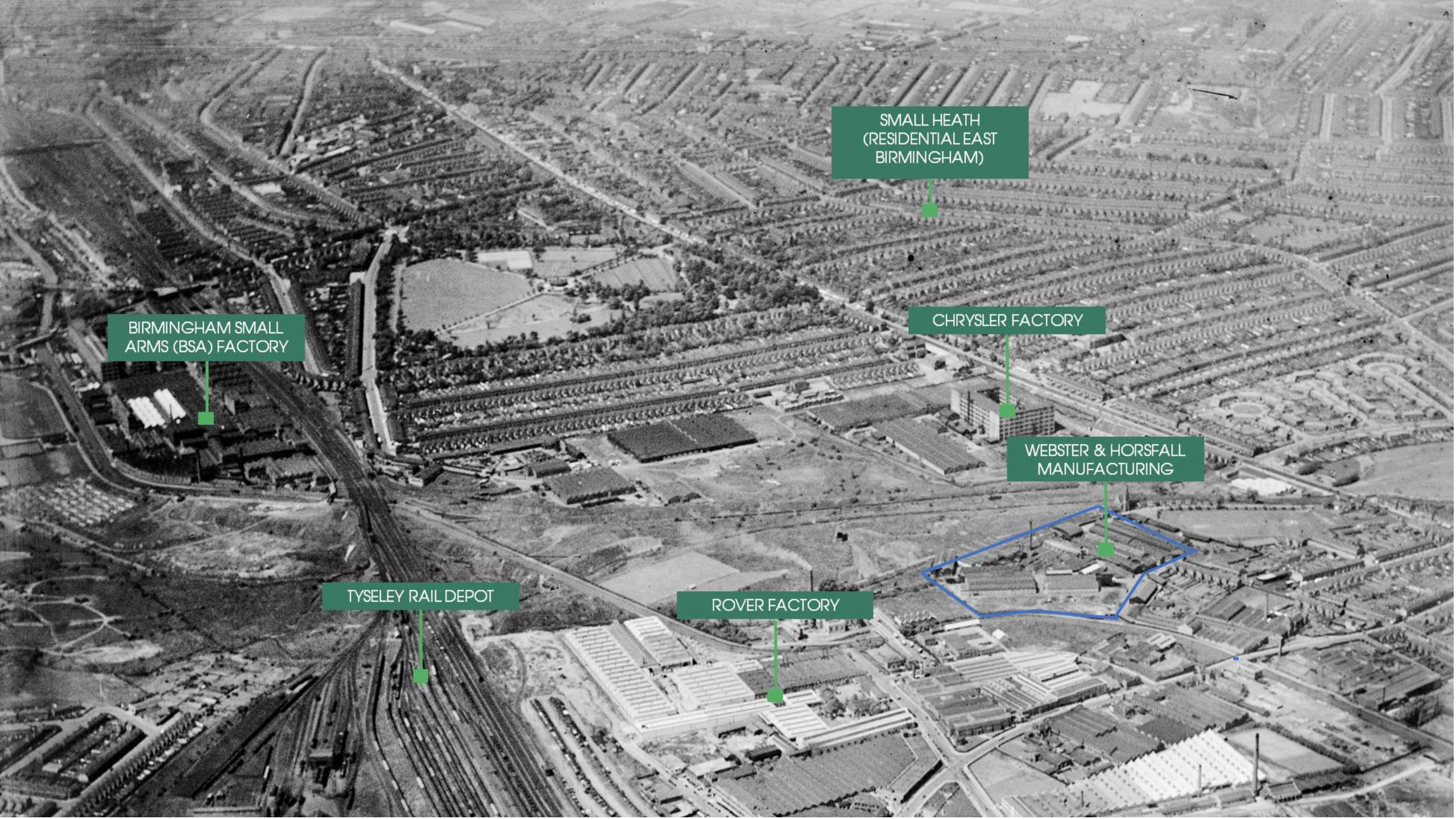


# Tyseley Energy Park

Transforming Clean Energy Innovation in Birmingham

Tommy Allsopp (Sustainability Manager)





BIRMINGHAM SMALL  
ARMS (BSA) FACTORY

TYSELEY RAIL DEPOT

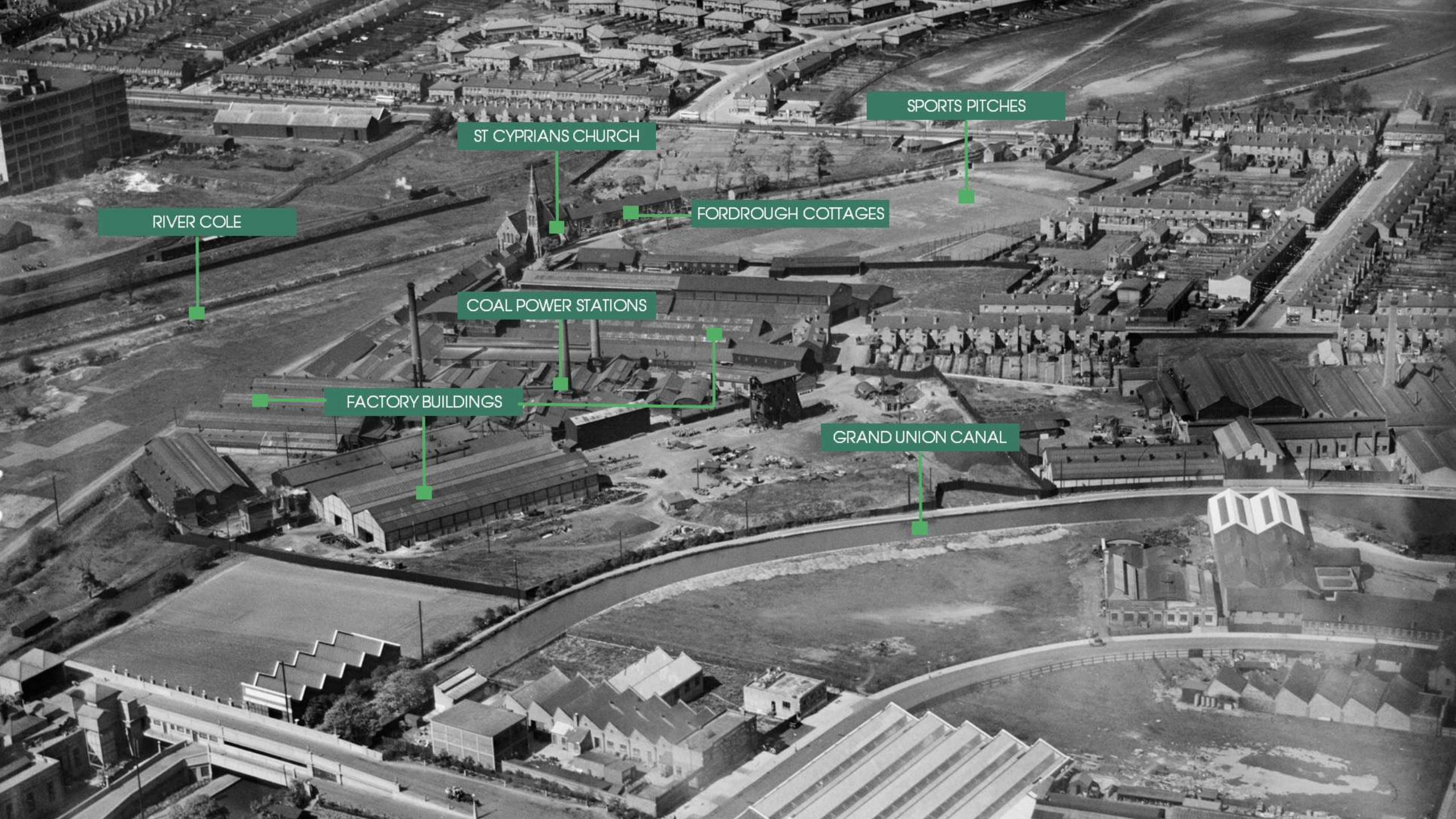
ROVER FACTORY

SMALL HEATH  
(RESIDENTIAL EAST  
BIRMINGHAM)

CHRYSLER FACTORY

WEBSTER & HORSFALL  
MANUFACTURING





RIVER COLE

ST CYPRIANS CHURCH

FORDROUGH COTTAGES

SPORTS PITCHES

COAL POWER STATIONS

FACTORY BUILDINGS

GRAND UNION CANAL





PHASE 5  
TYSELEY BUSINESS  
INCUBATION HUB

PHASE 2  
LOW/ZERO CARBON  
REFUELLING STATION

PHASE 1  
BIRMINGHAM BIOPOWER  
BIOMASS POWER PLANT

PHASE 4A  
BIRMINGHAM ENERGY  
INNOVATION CENTRE

PHASE 3  
2.1 ACRE SITE READY FOR  
DEVELOPMENT



# BIRMINGHAM BIOPOWER

- State of the art Biomass gasification plant commissioned in 2016
- Diverts 70,000tpa of locally sourced waste wood from landfill
- Generation of methane from decomposition of landfilled wood creates methane, a GHG 25x more powerful than carbon dioxide
- Generates 10MW of green power which powers the rest of Tyseley Energy Park and the grid
- Emission Reduction of 14,600tCO<sub>2</sub>e/yr



# LOW/ZERO CARBON REFUELING STATION

- Onsite Green Hydrogen (Motive Fuels) generation from 3.5MW Electrolyser
- 1,000kg/d at max capacity
- Supplies fuel to 20 Birmingham City Council (BCC) buses, at max capacity could supply ~50
- Through ZEBRA funding, BCC are soon to procure 120 more hydrogen buses, making this station a critical piece of infrastructure for the city
- One of only 15 publicly available hydrogen refueling stations in the UK
- Emission Reduction (from ZE buses) of 1,590tCO<sub>2</sub>e/yr
- Construction has begun on the £6.7m DESNZ 'Ammogen' Project looking to design, commission and operate the world's largest ammonia cracker







UNIVERSITY OF  
BIRMINGHAM



BIRMINGHAM  
ENERGY INSTITUTE

## BIRMINGHAM ENERGY INNOVATION CENTRE

- Transformative change would not have been possible without our partnership with the University of Birmingham.
- The Birmingham Energy Institute (BEI) are able to deliver the necessary technological innovation and guiding policy to shape the sustainable energy solutions of tomorrow.
- Research includes: AI Robot EV battery recycling, thermal energy storage, hydrogen fuel cell research, hydrogen processing of magnetic scrap etc etc.





UNIVERSITY OF  
BIRMINGHAM



## National Centre for the Decarbonisation of Heat

- The NCDH at Tyseley Energy Park creates innovative solutions for decarbonising heat in homes, crucial for achieving net-zero emissions
- Collaboration with students from South and City College Birmingham enhances research efforts, nurturing dynamic exploration of sustainable heating alternatives.
- Positioned strategically, the NCDH engages local communities and industry partners, driving inclusive innovation. Through this collaborative approach, the NCDH empowers regions like Birmingham to lead the transition to a low-carbon future.



# TYSELEY BUSINESS INCUBATION HUB

- Developed a premier incubation hub/program for climate innovation focused start-up businesses
- In the last 12 months, we have incubated 26 businesses through our program,

We are a key facilitator in the Climate Innovation Platform (CIP) which provides climate start ups:


- Grant funding (£5k to £20k)
- Business support and mentorship through UoB
- Free office and industrial space at TEP
- Investor readiness and Climate assessments






# Community Outreach

Partners in the Community Commons - River Cole Regeneration project. A £1.5m project aiming to improve the blue and green infrastructure around the River Cole adjacent to TEP. On 27th April 2023, 400 people attended our Open Community Day presenting local communities, residents, businesses and school pupils with an opportunity to find out more about the Green Revolution at Tyseley Energy Park and the wider area.



Committed to  
building a better  
future for all



3 GOOD HEALTH  
AND WELL-BEING



11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION





# School Engagement

We seek to provide our future pioneers with the skills necessary to provide the innovations of tomorrow

Directed resource into redevelopment of our historical School room to celebrate Birmingham's industrial pioneers and teach children about green technology and sustainability

4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



10 REDUCED INEQUALITIES



SCHOOL ROOM





### 3.2 Vision Statement



“Tyseley Environmental Enterprise District (TEED) will become a Green Energy & Innovation Quarter, building on



# TABLE SESSION 1

Flipchart introductions – our  
who, where, what and why



- In five groups of approx. 6 with a Loconomy facilitator
  - 3 in the main hall and 2 in the break-out room
- Quickly introduce yourselves (note Loconomy, Social Life and Coop UK will introduce themselves further along the agenda)
- For those from a community organisation please note on a flip chart your who, where, what and why factors are and share around the group.
- Then the Loconomy facilitator will do overall feedback for about 2 minutes per table to the group

Facilitators: Angela Jeffery, Paul Wright, Mashkura Begum, Tracey Thorne, Paul Tucker

You have 20 minutes for this

# PLENARY 1

# PROGRAMME VISION, PROJECTS, TIMELINE & DELIVERABLES

**Karolina Medwecka, EBIGS Programme Lead & Ifor  
Jones, Loconomy Programme Lead**

# Aims of the programme



**Information Sources:** Call for Grant Loconomy Programme Prospectus, East Birmingham Impact Coalition Concept Paper, East Birmingham Inclusive Growth Strategy 2021, Papers on Community Economic Development.



The aim of the **Coalition for Impact** is to **form a network of local organisations** working in partnership with the council's **East Birmingham Team** and our **strategic partners** to **deliver the objectives** of the **East Birmingham Inclusive Growth Programme**

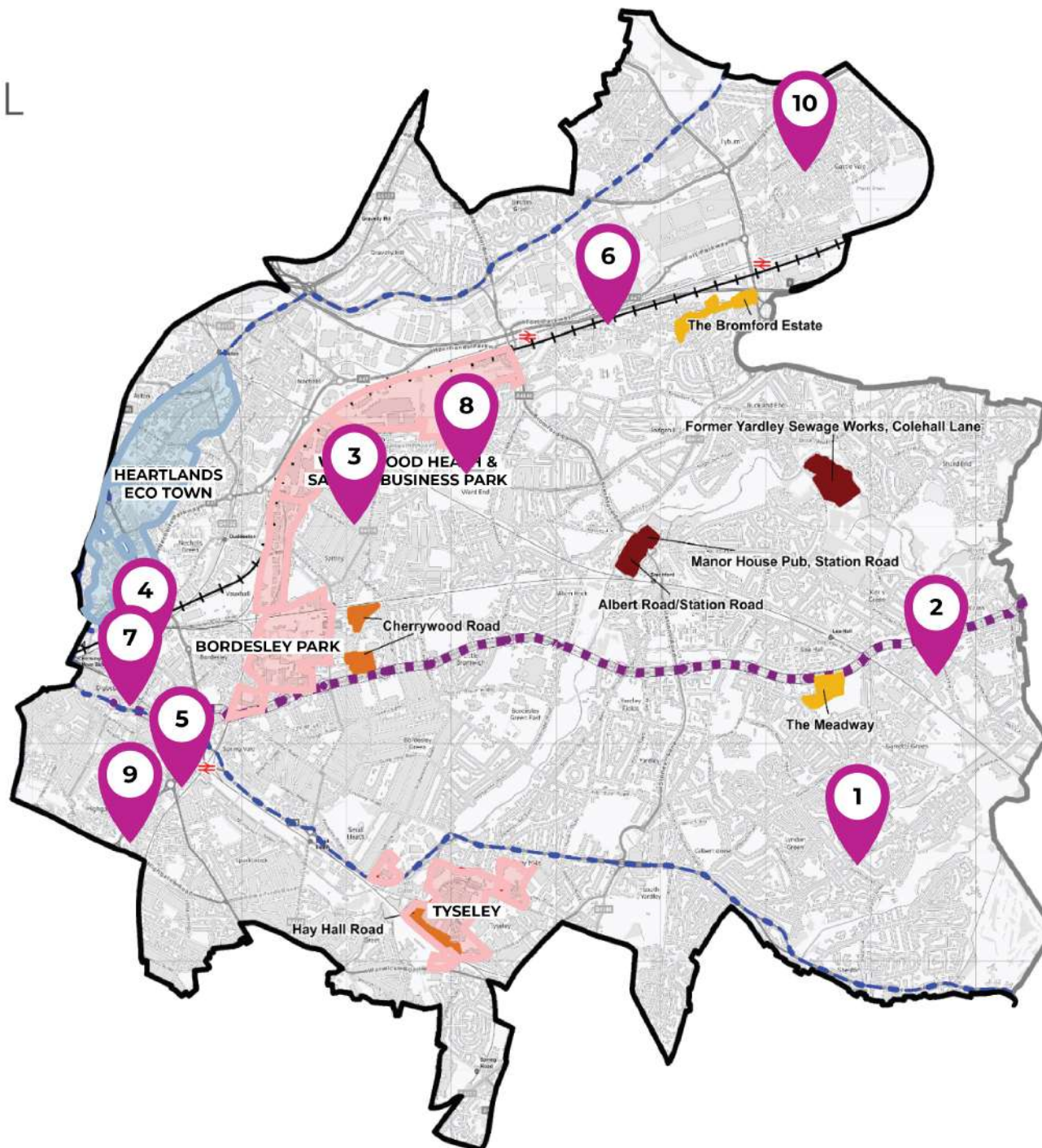


**Shared Prosperity Fund Community and Place Pillar Aims:** Strengthen the social fabric and foster a sense of local pride and belonging by investing in activities that enhance physical, cultural and social ties through capacity building and social infrastructure support.

# Background: Ready 2 Level Programme

- 10 community anchor organisations working with a learning mentor using appreciative inquiry methodology. See map detailing who.
- Focus on inclusive growth in East Birmingham and growing the agency of community organisations to be partners
- Programme included 5 Collaborative Learning events, Learning Visits to Manchester & Salford, hosting a visit from Netherlands' Social Innovators & uploading all outputs on a programme Electronic Learning Platform
- Two key messages from participating community organisations:
  - Work on empowering and equipping com orgs in community assets
  - Explore strategies for growing local economies in place and by theme
  - Continuation in participation in the year 2 programme and future proposed Impact Coalition in East Birmingham
  - Current call included two thematic opportunities for assets and growing local economies





#### Legend

- Birmingham Boundary
- East Birmingham North Solihull Levelling Up Zone
- Birmingham Investment Zone
- EBNS Business Rates Retention Sites
- Housing Allocations (Birmingham Local Plan)
- Housing Regeneration Allocation (Birmingham Development Plan)
- Housing Development Allocation (Birmingham Development Plan)
- Proposed Metro Extension and stops
- Sprint
- HS2
- Proposed Rail Stations



#### Participating Community Organisations:

- 1 - Arts in the Yard
- 2 - Disability Resource Centre
- 3 - Go Woman! Alliance
- 4 - Grand Union
- 5 - The Muath Trust
- 6 - Open Door Community Foundation + Worth Unlimited
- 7 - Our Community Foundation
- 8 - St Margaret's Community Trust
- 9 - Urban Development Foundation
- 10 - Compass Support

# Coalition for Impact Programme Aims



**Build the Coalition for Impact** – a network of bridging organisations facilitating greater collaboration between the public, private and HE sectors and local communities in East Birmingham.



**Deepen local understanding** of opportunities linked to each of the growth zones and the East Birmingham Programme.



**Engage local communities** in co-designing local solutions, especially where they relate to equity and intersectionality and support their sustained involvement.



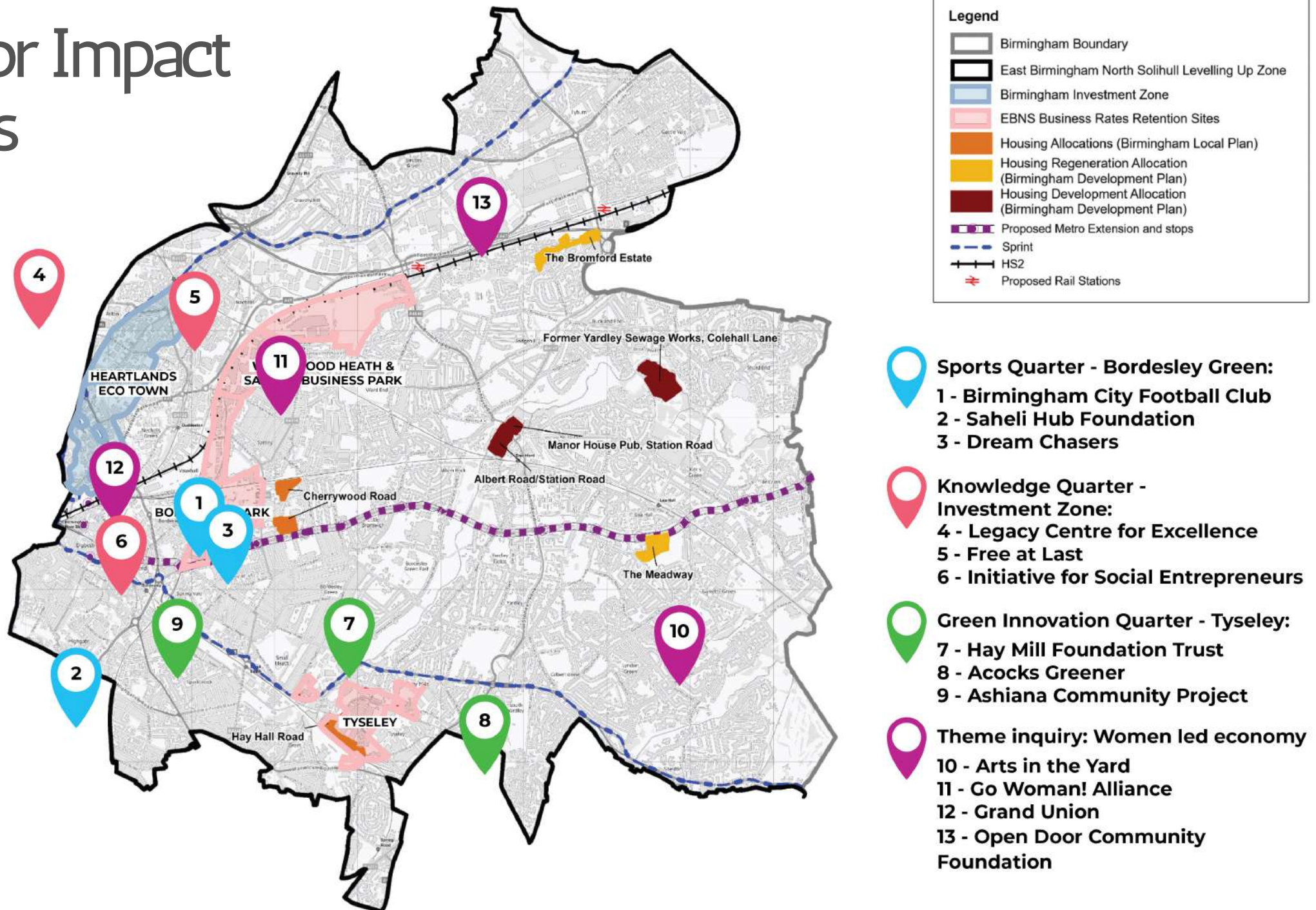
**Increase participation** of local community organisations in the economic development activities by supporting co-design of 9 community-led economic plans including mapping of local assets.



**Build local organisational** and individual skills and strengthen local economic development capacity within each of the organisations participating in the programme, including better use of community assets and strengthened local economic development.



# Coalition for Impact Participants



# Targeting the Programme

The Growth Zones were designated in April 2024 alongside grant aided community organisations for East Birmingham include:

- **Investment Zone / Birmingham Knowledge Quarter** – Successful organisations are [Legacy Centre for Excellence](#), [Free at Last & Initiative for Social Entrepreneurs](#). Will have a thematic focus on bridging and linking with local business (social enterprises and SMEs) and exploring links to the innovation ecosystem and linking the development of their community economic plans to the development.
- **Tyseley / Green Innovation Quarter** – successful organisations are [Hay Mills Foundation](#), [Acocks Greener](#), [Ashiana Community Project](#). Will have a thematic focus on improving green infrastructure, perception of the River Cole corridor, ongoing work in the Energy Park and green economy and retrofit themes and developing collaboration with the National Trust and Tyseley Energy Park/University of Birmingham and linking the development of their community economic plans to the development opportunities.
- **Bordesley Park and Washwood Heath sites / Sports Quarter and HS2 sites.** Successful organisations are [Birmingham City Football Club Foundation](#), [Saheli Hub & Dream Chasers](#). Will have a thematic focus on delivering sport, health and wellbeing outcomes and linking the development of their community economic development plans to the development opportunities.



# Mapping & Planning Workshops

- Two organisations commissioned to support community economic development alongside Loconomy:
  - Social Life are a social enterprise created by the Young Foundation in 2012 to become a centre of research and innovation about the social life of communities. Their work explores the relationship between people and places.
  - Co-operatives UK – a Co-op! Jo White an experienced practitioner in community economic development
- Social Life will build mapping frames on the three growth zones and the participating community organisations and facilitate two workshops on 5<sup>th</sup> November and 3<sup>rd</sup> December asking participants to map different dimensions of local knowledge about the factors that are relevant to developing a community-based approach to local economic development and to assist in the interpretation of the maps to inform the development of investment projects.
- Jo White will facilitate the third workshop on 18<sup>th</sup> February working on local vision for the three plans and scoping the investment projects followed by a Dragons Den where projects will be presented for advice and feedback.
- Between the workshops Loconomy associates will work with each of you on local engagement meetings sharing and seeking feedback and input into the emerging mapping and investment projects.
- We will end the programme with a Coalition for Impact Exposition showcasing our work and promoting investment projects
- Participants from each Zone can access a best practice visit outside (or within) Birmingham

# What is Community Economic Development?

*Community Economic Development: Lessons from Two Years' Action Research, Cooperatives UK / DCLG, 2015-17*

- Programme of economic development within a specific geographic area to make the economy in that area work well for the community.
- The process should be led by people living, working and running businesses working in that area:
  - **Overall focus is the economy** – reshaping the underlying economic system in a place, rather than working on improving people's capacity to live well within the existing the existing environment – it creates a new economic opportunities for local people rather than coping strategies.
  - **Economy is a means to an end, not an end in itself** – rather than emphasising economic growth as the end goal of local economic development, CED aims to shape economic development that generates human wellbeing, within environmental limits at a community level. With more disadvantaged communities there is a strong focus on creating and keeping wealth locally.
  - **CED is led by the community** – the power to change rests within the community of residents, local businesses, local service providers, community groups and voluntary organisations with a direct stake in the economic health of the area.



# Steps in Drafting Community Economic Development Plans



## **COMMUNITY ASSESSMENT**

Mapping - social life



## **GOAL SETTING AND VISIONING**

Workshop 3 and  
“DRAGONS den”



## **MARKET INDUSTRY ANALYSIS**

Loconomy associates / EBIGS  
/ developers



## **ACTION PLANNING**

Participating community  
organisations



## **IMPLEMENTATION AND MONITORING**

Post programme

# Coalition for Impact Programme Overview

Community economic planning in three investment quarters with nine community organisations and key developer.

Investment Zones: Economic Development Mapping & Investment Projects

**Ian Dudfield**  
([Ian.dudfield@loconomy.org.uk](mailto:Ian.dudfield@loconomy.org.uk))

Social Research into the Role of Capacity Building in Inclusive Growth

Observation and engagement

- Taking on an asset
- Governance models
- Funding & business models
- Income generation

Business Support Surgeries for 10 x Community Organisations

- Pathways support for women's activity
- Pathways to innovation ecosystems
- Implementing Buy Local
- Capacity building and economic pathways

Thematic Inquiry: Womens' led local economic development pathways



# Coalition for Impact Programme Timetable

	Community Economic Planning – Investment Quarters (Tyseley Energy, Knowledge Quarter & Sports Quarter)	Women Led Local Economic Development Theme	Capacity Building Inclusive Growth Social Research	Capacity Building & Business Support
<b>October '24</b>	<p><b>Launch Event at Tyseley Energy Centre</b> – 11 October 2024.</p> <p><b>Scope Look &amp; Learn visits</b> - one per Quarter. To be completed by the end of January 2025.</p>	<p>Launch programme of x 6 inquiry workshops</p> <p><b>Workshop 1: Mapping community assets</b></p>	<p>Background research/literature review</p> <p>Community groups baseline interviews</p> <p>External stakeholder Interviews</p> <p>Observation at workshops</p>	<p>Commission provider for capacity building and business support for 10 com orgs to cover:</p> <ul style="list-style-type: none"> <li>• Taking on an asset – ownership, lease, CAT, &amp; ACV</li> <li>• Governance models</li> <li>• Funding and business models</li> <li>• Income generation from assets</li> <li>• Trading arms</li> <li>• 1:2:1 surgery sessions for organisations seeking specific advice on assets</li> </ul> <p>Target at cohort 1 R2L and cohort 2 C4i</p> <p>Other orgs if available slots in EB</p>
<b>November '24</b>	<p><b>Workshop 1: Community Economic Mapping</b> with all 3 quarters facilitated by Social Life</p> <p><b>5<sup>th</sup> November 2024.</b> Venue: Sports Quarter - BCFC Hub (tbc) including a presentation on the Sports Quarter vision and opportunity</p> <p><b>First Community Meetings (x9)</b> – share and add to initial mapping (dates to be organised by community organisations)</p>	<p><b>Workshop 2: Pathways support for women-led activity</b></p> <p>Date and venue tbc</p>	<p>Observation of community meetings and network conversations</p> <p>Comparative mini case studies with 2 other community strand projects and the Use It programme</p>	

December '24	<b>Workshop 2: Interpretation of mapping and scoping of Investment Projects</b> facilitated by Social Life and Jo White Coop Futures <b>10th December</b> . Venue: Knowledge Quarter - Legacy Centre for Excellence (tbc) including presentation on the Vision for the Knowledge Quarter	<b>Workshop 3: Pathways to Innovation Ecosystems</b> Date and venue tbc	Observation at workshops	Programme start tbc
January '25	<b>Second Community Meetings</b> – Present output from workshop 2 including finalised mapping and the initial investment projects. Dates to be set by com orgs.	<b>Workshop 4: Implementing Buy Local Tools and Platforms</b> Date and venue tbc Visit	Community groups follow up interviews Discussion with thematic inquiry leads	Programme cont...
February '25	<b>Workshop 3 – finalising projects, mapping and visioning facilitated by Jo White</b> <b>18 February 2025</b> . Knowledge Quarter - Free@last (tbc)  <b>Final Community meetings</b> – date to be organised by com orgs	<b>Workshop 5: Capacity Building and economic pathways</b> Date and venue tbc	Capacity building assessment	Programme cont..
March '25	<b>Investment projects presentations to our Community Economic Development coach</b> (Jo White) <b>6<sup>th</sup> March 2025</b> . Venue tbc	<b>Workshop 6: Evaluation, sustainability and final event</b> Date and venue tbc	Produce and publish report	Programme close and evaluation
<b>Coalition for Impact Exposition - 18 March 2025</b> Community Economic Mapping and Investment Projects, Launch of East Birmingham Impact Coalition				

# Coalition for Impact Programme Outputs

## 1. Investment Zones

### Community Economic Development Plans

- Framework for 3 x Community Economic Development Plans with Vision, Community Economic Profiles & Mapping & Investment Projects
- Ongoing commitment to collaborate with developers
- Numbers engaged as set out in COGAS
- Overview report

## 2. Thematic Inquiry

### Report and Development of Project

- Overview report on deliberations of workshops and visit
- Investable project
- Numbers engaged as set out in COGA

## 3. Business Support

### Opportunity to access tailored and expert business support

- Attendance at 121 or small group workshops
- Recommended for all

## 4. Social Research: Report

Q&A



# INTRODUCING THE LOCONOMY AND SOCIAL LIFE PROGRAMME SUPPORT

# Introducing Loconomy, Social Life & Coops UK

Ifor Jones	Loconomy	Programme Co-Lead (ifor.jones@loconomy.org.uk)
Angela Jeffery	Loconomy	Quarter Lead Coach (angela.jeffery@loconomy.org.uk)
Paul Wright	Loconomy	Coach (paul.wright@loconomy.org.uk)
Tim Evans	Loconomy	Quarter Lead Coach (tim.evans@loconomy.org.uk)
Paul Tucker	Loconomy	Coach (paul.tucker@loconomy.org.uk)
Tracey Thorne	Loconomy	Quarter Lead Coach (tracey.thorne@loconomy.org.uk)
Mashkura Begum	Loconomy	Coach /Learning Lead (Mashkura.begum@loconomy.org.uk)
Iza Korsak	Loconomy	Project & event management (izka.korsak@loconomy.org.uk)
Nicola Bacon	Social Life	Director (Nicola.bacon@social-life.co)
Simeone Shtebunaev	Social Life	Senior Researcher
Fiona Smith	Social Life	Designer / Researcher
Jo White	Coops UK	Community Economic Planning Lead (jo.white@loconomy.org.uk)
Ian Dudfield	Loconomy	Social Researcher (ian.dudfield@loconomy.org.uk)

# TABLE SESSION 2

Building connections –  
Sketching community  
geographies





- In 3 larger groups based on the three investment zones
  - Sport – facilitated by Karolina Medwecka & Paul Tucker
  - Knowledge – facilitated by Mashkura Begum and Tracey Thorne
  - Energy – facilitated by Angela Jeffery and Paul Wright
- Work with the A1 map of your area (your facilitator will have)
- Explore the geography
  - The Development
  - The Community Geography
  - Map the boundaries of the community geographies around the broad development area and don't worry if it expands beyond
  - Consider where and who you deliver services to
  - Consider the overarching theme of each investment area – green, sport, knowledge and the opportunities that arise from these marking this down on flipchart paper
  - Highlight any projects you have in the pipeline that fit with the theme
- 2 groups in main hall and one in the breakout room
- You have 30 minutes for this

# PLENARY 2

# Q&A AND NEXT STEPS