

# COALITION FOR IMPACT WORKSHOP 3: COLLABORATIVE LEARNING

18<sup>th</sup> February 2025

Free@last



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West Midlands  
Combined Authority



Birmingham  
City Council



**WELCOME !**

# Programme

9:45 AM	REFRESHMENTS / FINAL MAPS EXHIBITION
10:00 AM	REFLECTION ON THE COMMUNITY ECONOMIC MAPPING JOURNEY Nicola Bacon, Social Life
10:05 AM	TOWARDS AN IMPACT COALITION Karolina Medwecka, EBIGS Team, BCC
10:25 AM	INTRODUCING INVESTABLE PROPOSITIONS (IP) Ifor Jones, Loconomy & Jo White, Coop Futures
10:40 AM	TABLE SESSIONS Tim Evans & Angela Jeffery, Loconomy <ul style="list-style-type: none"><li>• DEVELOPING A VISION AND THEMES FOR ACTION (IN QUARTERS X3)</li><li>• DEVELOPING INVESTABLE PROPOSITIONS (AS ABOVE)</li></ul>
11:45 AM	PLENARY
12:15 PM	C4I LEARNING PLATFORM & NEXT STEPS Mashkura Begum, Ifor Jones, Loconomy & Karolina Medwecka, BCC
12:30 PM	LUNCH & SOCIAL RESEARCH FOCUS GROUP Ian Dudfield



# TOWARDS AN IMPACT COALITION

Karolina Medwecka, BCC

# Ecosystem – the needs, the challenges and the opportunities

- We need a fundamentally different approach to counteract the current funding system, stop supporting disjointed fragmented interventions that focus on deliverables and, instead, enable a system that prioritises transformative interventions (long-term investment) and enable a robust measurement of socio-economic impact;
- Stop addressing inefficiencies in how we provide the same services, instead we need but propose an alternative system that addresses the demand (dependency on services) and triggers a deeper systemic change in line with the community wealth building principles;
- Focus on opportunity (focus on what's strong not what's wrong) – to work strategically, link to development led opportunity, i.e. Sports Quarter, Birmingham Knowledge Quarter, Green Skills Quarter

# Reflections of Socio Economic Mapping

- 600 people from the community geographies involved across the three quarters
  - 17 community events and 3 C4I Workshops
  - 13 community hub organisations convening mapping work
  - Supported and enabled by Social Life, Loconomy & EBIGS through the C4I programme and mapped and narrated by Social Life
- "The value of mapping local assets is primarily in the process. In asking questions about where different assets are located within a neighbourhood we have an opportunity to think differently about our neighbourhoods and to learn from others with deep knowledge. Mapping assets collaboratively across organisations can reveal knowledge and insights that may be hidden. It can be useful in pooling knowledge between individuals and partners who do not regularly work together, for sparking ideas and fresh thinking about how to develop local assets and to cut across silos and structures that can inhibit innovative thinking."
- "We define assets as all the supports that residents use to meet their needs, to socialise, to take part in decision-making, to have influence. This could include formal assets like libraries or community centres or informal groups or online networks."

Social Life, February 2025

# Lessons from East Birmingham Inclusive Growth Programme delivery

- Enable access to new markets for the local businesses, putting inclusive innovation at the heart of research and development and connecting local businesses with public sector contracts, framework contracts and supply chain opportunities
- Prioritising Impact Investment rather than short term funding cycles (use of blend of private and public funding, grants and 0% loans)
- Trust building is fundamental for enabling true social inclusion and bringing communities together (building on existing East Birmingham projects like Pocket Parks, Women Dolphin Centre, Ward End Park House, Ready to Level, Coalition for Impact Grants, Social Economy Clusters).

# Models we are looking at

- **Rotterdam Impact Coalition** – established 5 years ago and awarded Bloomberg \$1m for innovation
- **KINDRED** - Impact Fund created with an intention to create a support ecosystem – upcoming trip to Liverpool!





# IMPACT COALITION MODEL

## Contributing members

- BCC grants and funding secured for grants UK SPF/Single Settlement)
- Tier 1 Contractors (Social Value and CSR) of BCC and BAN partners
- Business rate retention
- Capital investment (Green Quarter, Sports Quarter, Knowledge Quarter)
- s106 \* (GI), CIL

Stakeholder Manager

## Impact Fund Platform

Investible propositions uploaded onto the platform:

- Investible proposition 1
- Investible proposition 2
- Investible proposition 3
- ....

0% loans repaid in full or 50% (upon demonstrating impact)

Platform back-end support, maintenance and support for the project upload, blog and filming for projects (digital marketing and communication skills)

## Independent Panel

Business Advice Expert (Growth Hub?)

Social Economy/Social Impact advisor (BSSEC?)

Fund Rep/Finance Checks

Community Rep

Specific impact specialist i.e. employment, biodiversity

## Bridge

Governance support

Business Support (Growth Hub, Community Business/Coop, Social Economy)

**Thematic support:**  
- Skills, employment, Green Infrastructure, ...

## Delivery Members

Project ideas proposed for funding via the platform and project delivery

**WHO:**  
Socially Trading Organisations (STOs):  
- CICs  
- Cooperatives  
- Trading arms of charities, arts/culture orgs  
- SMEs (if can demonstrate continuous impact)

Fund Management (Fund Holder)

Impact Evaluation

# REFLECTION ON THE COMMUNITY ECONOMIC MAPPING JOURNEY

Nicola Bacon, Social Life

# INTRODUCING INVESTABLE PROPOSITIONS (IP)

**Jo White, Co-op Futures & Ifor Jones, Loconomy**

# Policy Context for Investable Propositions (IPs)

- **East Birmingham Inclusive Growth Strategy** drawing on funding streams via the WMCA “Integrated Settlement”, business rate retention resource generation, tax relief sites & flexible funding access
- **East Birmingham Impact Coalition model** – Karolina’s earlier slides
- **Capacity building** to enable community organisations to play a key role in inclusive growth mission, be resilient & move away from resourcing models solely dependent on grants
- **Method for accessing funding through the Impact Coalition and from social investors more widely** – developing investable propositions underpinned by business plans
- **Coalition for Impact** – informed by community economic planning process developing Investable Propositions designed to develop programme participants’ expertise on how to develop them
- **Good investable propositions** – opportunity to develop for presenting for wider social investment opportunities or future presentation to the Impact Coalition model

# What are Investable Propositions?

- **What is an Investable Proposition**

- Proposition – something presented for consideration
- Investment – provision of funding – capital/revenue – with an expectation of a return

- **Use of Investable Propositions in different sectors**

- *Private sector* – IPs are a mainstay of raising funds, both capital and revenue, from financial markets with the investor expecting a return on investment
- *Public sector* – use is in the fields of housing and economic development with other public services more reliant on subsidy through grant raised through central and local taxation. Note WMCA, through their single commissioning framework, invest housing and funds into housing and regeneration through equity, loan and grant with applicants using an investable proposition approach.
- *Voluntary and community sector* – use also more limited than private sector except for accessing social finance with most funding raised through public sector commissioning and through charitable funding and endowment trusts

# Business Models that accompany Investable Propositions

- **Value proposition** – what the investment will provide as a benefit to the community it is intended to serve (a mix of monetary value and social value)
- **Customer base** – the community served but also recognising the role of community led investments, the agency of volunteers, service users, community groups, faith groups, paid staff, trustees or shareholders if a share issue and investors
- **Infrastructure & resources** – many community organisations are operating within tight margins & are need to be resourceful in making best use of what they have and attracting additional assistance.
- **Adaptable revenue model** – by catering to the needs of all sections of the community not all will have the same means to pay for services on offer so often there is a need to look at cross-subsidy models e.g. getting income from those who can pay, from funders and applying surpluses to activities where subsidy is required
- **Developing a financial model** – what is a realistic source of income, covering all the cost bases and generating reserves

*\* Adapted from Co-op Futures slides in the Income generation and business models' workshop.*

# Commercial Approach to Investable Propositions

- **Think like an investor** - being assured that there will be a return on the investment
- **Think more than the sum of the investment** - ensuring the investment translates into a quality product; that your business is well-managed and that the business plan
- **Start with an elevator pitch** - both in the written proposition and verbal presentation securing attention, what your solution delivers & credibility of your team and governing body
- **Describe the product** – its value proposition and why its viable to invest in
- **Business model** – current viable operations of the business and how the product will pay for itself over time
- **Market issues** – what factors may delay the deployment of the proposition e.g. suppliers, competition from others, affordability for customers

# Taking forward your Investable Propositions

- Loconomy associates should have made some initial engagement with each of you after the Christmas break and the Co-op Futures Workshops and 121s will have provided useful background
- Some of you have already started and have your Investable Propositions in the pipeline
- This workshop focusses on IPs starting with the ideas set out in Karolina's presentation on the Impact Coalition
- Tim and Angela in the next session will help you tease out a **common set of themes and vision** followed by presenting your early thinking on IPs for peer feedback and then to the wider group
- We will provide you with an **Investable Proposition template** which will help ensure we have consistency across all that are developed
- Co-op Futures (Jo) will offer **further 121 support** (catch her today or by email to book a session) followed by the **panel on 18 March** (note the 5<sup>th</sup> March one is cancelled)



# Taking forward your Investable Propositions

- Produce an **early version** of your Investable Proposition for the **3<sup>rd</sup> March** and final version **16<sup>th</sup> March**. Please send to [jo.white@futures.coop](mailto:jo.white@futures.coop) & cc [iza.korsak@loconomy.org.uk](mailto:iza.korsak@loconomy.org.uk)
- As per your grant agreement outputs you need to hold **one more community meeting** and use these for input into your propositions
- The workshop is being held at the **Priory Rooms** working in groups of 3 based on the three investment quarters (programme and timetable in next slide) **on 18<sup>th</sup> March**.
- Feedback will be issued quickly and your Loconomy associates will be happy to engage further to **finalise these** and submit to [iza.korsak@loconomy.org.uk](mailto:iza.korsak@loconomy.org.uk) **by 26<sup>th</sup> March**
- We will **print and present** these Investable Propositions and display them at the final conference at the **Dolphin Centre on 5<sup>th</sup> April**. Detail and programme on the conference to follow.

# Investable Propositions Template

- Describe your investable proposition.
- How does your investable proposition fit with the outcomes of the mapping you have done and the vision and themes for your quarter?
- How has your engagement with and feedback from your community and stakeholders helped shape make it a reality?
- How has being part of the Coalition for Impact programme helped to inform the proposition?
- What are the next steps that need to happen
- What resources are needed to make it a reality? As an investable proposition, what is the investment needed for: ? Buy a building? Working capital to set up a new service? Other?
- Will it generate an income? How?

# TABLE SESSIONS

**Tim Evans & Angela Jeffery**

- (a) Vision & Themes (mixed)
- (b) Investable Proposition ideas exchange (in quarters)

# Vision

Develop a statement on how each quarter will maximise the future engagement of community organisations to play a part in growth and ensure its benefits are locked in locally



# Themes examples

- Every young person in our locality to be able to access training and employment opportunities
- Every person of working age to have the opportunity to training and local employment opportunities
- Support the development and growth of a local green economy
- Support the development of a local women's economy
- Support community housing development meeting housing needs and generating local investment
- Secure a local asset (develop or take on) to deliver services that meet local needs and impact on the local economy
- Develop cooperative business within our community enhancing local retail offer and contributing to local growth

# C4I LEARNING PLATFORM

**Mashkura Begum**

# Coalition for Impact Learning Platform

Website address: <https://coalition4impact.org.uk/>



# Study Visits

## **(a) Kindred, Liverpool**

- 7:45 am Depart Birmingham (Legacy Centre of Excellence)
- 9 am-11 am: Welcome to Baltic Triangle, scene setting for location, and then introduction to Kindred and social economy in the city region
- 11 am-Midday: Questions and digging into the model
- Midday-12:30: Intro to Baltic Creative CIC
- 12:30 pm-1:30 pm: Lunch with STO's
- 1:30 pm-2:30 pm: STO stories in their words
- 2:30 pm-2:45 pm: Break
- 2:45 pm-3:30 pm: Place and communities of interest
- 3:30 pm-4 pm: Questions
- Depart back to Birmingham for 6:15 arrival

## **(b) Ironbridge World Heritage Site – Angela Jeffery tbc**

## **(c) Etihad Stadium – Tim Evans tbc**



# NEXT STEPS

**for Jones, Loconomy & Karolina Medwecka, BCC**

# Next Steps

- Take forward learning from the workshop (notes to be issued through Bulletin 3 asap)
- We will provide a summary of the Knowledge Quarter approach in Bulletin 3
- Hold your community meetings to engage on your IPs
- Using the proforma issue the first draft to Jo for 3<sup>rd</sup> March and final version on 16 March
- Kindred visit on 28 February – please confirm attendance this week
- Additional visit options to be confirmed
- Workshop to present IPs on 18 March (next slide)
- Submit final IPs to [iza.korsak@loconomy.org.uk](mailto:iza.korsak@loconomy.org.uk) on 26 March
- We will print and take to display at the Coalition 4 Impact conference showcase at Dolphin Centre on 5 April (detail to follow)

# Investable Proposition Workshop

## 18 March @ the Priory Rooms

- Panel : Jo White, Karolina Medwecka, other members (1-2) tbc
- Each organisation presents their IP followed by questions from the panel and a general discussion to consider cross cutting themes across the quarter and peer feedback
- Session 1 @10:00 am – 11:30 am – Green Innovation Quarter (Acocks Greener, Hay Mills Foundation, ACP)
- Session 2 @11:30-13:00 – Sports Quarter (Dream Chaser, BCCF, Saheli)
- Session 3 @14:00-15:30 – Knowledge Quarter (Legacy Centre of Excellence, Free@Last & ISE)
- Feedback will be issued on individual IPs and cross cutting issues within and across Quarters

# Coalition for Impact Showcase 5 April (part of a wider range of activities focussed around Ward End White House)

## 10:00- 12:30

- 10:00 In coffee shop view exhibition of community economic mapping and investable propositions
- 10:30 Overview and celebration of the programme outputs IJ
- 10:40 Launch of the East Birmingham Impact Coalition Approach KM
- 11:00 – 13:30 World Café in 3 rooms
  - (a) Women's Economy Theme Review
  - (b) Community Economic Mapping and Investable Propositions
  - (c) Social Research – Capacity Building for Inclusive Growth
- Repeat 3 times

# LUNCH & OPTIONAL SOCIAL RESEARCH FOCUS GROUP

(Volunteer please)

**Ian Dudfield**

