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# SOHO COMMUNITY FIRST PLAN



SOHO WARD, BIRMINGHAM

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## BACKGROUND TO SOHO WARD

Soho ward is situated to the north-west of Birmingham approximately 3km from the city centre and is bounded to the north by Soho Road and the south by the Dudley Road. To the west is Smethwick – part of Sandwell MBC, and to the east are the Jewellery Quarter and Birmingham City Centre. Soho is one of four wards in Birmingham’s Ladywood District.

The origin of the name Soho is uncertain but it may have come from a hunting cry – Soho! Soho achieved world-wide significance in the late eighteenth century when industrialist Matthew Boulton opened his ‘Soho Manufactory’ one of the earliest large industrial buildings or factories which stood on what is now Factory Road at the junction with South Road. Matthew Boulton resided at nearby Soho House and remained there till his death in 1809. The house became the meeting place of the Lunar Society which included such leading lights of the day as Erasmus Darwin, Dr William Small, Josiah Wedgwood, James Watt, Dr William Withering, Joseph Priestly and others.

To the south of Soho Road was located a large area of heath - Birmingham heath - across which James Brindley built the Birmingham Canal connecting Birmingham with Wolverhampton and the Black Country. Completed in 1769 the canal carried supplies of iron ore and coal to Birmingham and prompted some early industrial development including the Soho Foundry (1795) where Boulton and Watt manufactured steam engines for export throughout the world. Thomas Telford later engineered a new canal which cut across many of the loops of Brindley’s earlier contour canal. In the mid nineteenth century a large part of the heath was used to build the Borough’s Prison (1849) now Birmingham Prison, Asylum (1850), and Workhouse (1850), now part of City Hospital.

Urbanization was rapid from the mid nineteenth century onwards with people moving to Birmingham from more rural parts of the UK and Ireland. In the twentieth century many people moved to major cities such as Birmingham from all over the world, especially from the Caribbean and parts of South Asia such as Pakistan, India and Bangladesh. Today Soho is a very culturally diverse area and proud of it. It is also a young ward, with a younger age profile than the city average. We have included here some of the key statistics for Soho Ward which provide a context for discussions around the priorities for the area.

### SOHO – A GLOBAL VILLAGE

#### **If Soho Ward were a village of exactly 100 people**

- ② 51 would be male
- ② 49 would be female
- ② 21 would be white
- ② 6 would be of mixed heritage
- ② 45 would be of Asian/Asian British heritage
- ② 24 would be of Black/African/Caribbean/Black British heritage
- ② 10 people would be unemployed
- ② 32 people would have no formal qualifications
- ② 51 would be under 30 years old
- ② 18 would have a long-term health problem or disability limiting day-to-day activities a little or a lot
- ② 45 would own their own home
- ② 52 would rent their home

## KEY DATA FOR SOHO WARD

	<b>Soho</b>	<b>Birmingham</b>
<b>Resident population</b>	30,317	1,073,045
<b>Non-White residents</b>	79.4%	42.1%
<b>Number of households</b>	10,300	410,736
<b>Population density</b>	62.7	40.1
<b>Average household size</b>	2.8	2.6
<b>Overcrowded (ONS standard)</b>	18.7%	12.4%
<b>No car or van</b>	51.3%	35.8%
<b>Economically active: working full-time</b>	59.7%	64.2%
<b>Economically active: working part-time</b>	22.0%	19.7%
<b>Economically active: self-employed</b>	9.8%	10.8%
<b>Economically active: Unemployed</b>	17.1%	11.1%
<b>People 16+ with no formal qualifications</b>	32.1%	28.2%

(SOURCE: SOHO (WARD), NEIGHBOURHOOD STATISTICS, 2011 CENSUS, OFFICE FOR NATIONAL STATISTICS)

## HEALTH PROFILE

<b>Winson Green, Brookfields &amp; West Summerfield</b>	<b>Soho Finger &amp; Gib Heath</b>
Younger age structure than Birmingham average – higher proportion in their twenties and thirties	
Life expectancy worse than the Birmingham average, along with self-reported health status	
A similar number die young to Birmingham on average. Main contributors: accidents & circulatory disease	More people die young than Birmingham on average, mostly from: chronic liver disease including cirrhosis and circulatory disease
Mortality rates and admission rates are higher than Birmingham average	Mortality rates and admission rates are similar to Birmingham average
Health of residents significantly much worse than Birmingham average. Includes a variety of lifestyle indicators such as self-reported health, long term limiting illness, child obesity, smoking and alcohol use	Health of residents worse than Birmingham average including lifestyle indicators such as self-reported health, childhood obesity and alcohol use

(SOURCE: BE BIRMINGHAM PUBLIC HEALTH INFORMATION TEAM REPORTS, 2010)

## SOHO COMMUNITY FIRST

Soho is one of 600 wards across the UK to benefit from the £80million government funded Community First initiative managed by the Community Development Foundation. The ward has been allocated £84,775 over four years to March 2015 and this is divided over the four years as follows:

Year 1 – 17% – £ 14,060

Year 2 – 25% – £ 21, 223

Year 3 – 25% – £ 21, 219

Year 4 – 33% – £ 28, 272

The programme is led and delivered through ward based community panels, each supported by a panel partner.

The Programme aims to:

- Support local projects that improve the quality of life for local people;
- Promote a sense of ownership not only of problems, but of local opportunities and resources;
- Start more neighbourhood groups and revitalise existing groups;
- Introduce a new approach to funding projects – leveraging time, money and other resources – helping neighbourhoods play a leading role in regenerating their area.

It is intended to result in:

- Communities being able to help themselves and others;
- Neighbourhood groups that are better able to express their needs and influence decisions made about that community;
- Neighbourhood groups that are better able to take control of resources needed to make a difference – enhancing confidence, capability and partnership.

The community first panel for Soho Ward – Soho Community First – was registered in September 2011. The role of the panel is to:

- Promote the programme locally
- work with the community to identify priorities for funding in Soho Ward
- encourage applications to the fund and receive and review the applications
- recommend projects to the Community Development Foundation who are responsible for administering the fund

As a panel we are also keen to evaluate the impact of the programme within the ward.

### PANEL MEMBERS

The original panel members were:

Adella Pritchard (representing the Panel Partner – Bishop Latimer United Church)

Andrew Simons, Winson Green Neighbourhood Forum

Mark Jastrzebski, Knightstone Neighbourhood Watch

Mohan Lal Gaddu, Matthew Boulton Neighbourhood Forum  
John Gale, Lodge Park Residents Association  
Councillor Sybil Spence, Birmingham City Council  
Ruel Chinn, Soho Finger Neighbourhood Forum  
Jadriel Millwood, Soho Youth Projects

#### Observers

Daljit Hayre, Soho Links Cluster Coordinator  
Pat Whyte, Ladywood District Support Officer

The current panel is:

Adella Pritchard (representing the Panel Partner – Bishop Latimer United Church)  
Andrew Simons – current Panel Chair  
Mark Jastrzebski  
Mohan Lal Gaddu (John Mall, Shaheed Peruz)  
Councillor Sybil Spence  
Rhona Rouse, Soho Finger Neighbourhood Forum  
Ravinder Garcha, Business sector representative  
Harold McKenzie, Lodge Park Residents Association

#### Observers

PCSO Shaneel Powell  
Pat Whyte, Ladywood District Support Officer  
Latoya Johnson, The Way Forward Project

### YEAR 1 & 2 PRIORITIES

The panel set the priorities for Years' 1 and 2 based on the draft Neighbourhood Action Plans for the two priority neighbourhoods within Soho Ward: Soho Finger and Gib Heath and Winson Green, Brookfields and West Summerfield. These priorities were:

1. Create opportunities for our young citizens to engage in activities, programmes, enterprise and decision-making processes
2. Create opportunities for parents and young people to access education, training, volunteering and apprenticeships with our community
3. Increase inter-generational and social activities for vulnerable and older adults, reducing isolation and bringing communities together
4. Work with partners to enhance the street scene and green open spaces, promoting local pride
5. Reduce the fear of crime and anti-social behaviour, and also raise awareness of domestic violence

Recommended projects were expected to meet one or more of these priorities which were posted on the Soho Community First website – [www.sohocommunityfirst.wordpress.com](http://www.sohocommunityfirst.wordpress.com) – and also listed on the front of the application form. A total of 18 projects were recommended in Years 1 and 2 totaling £33,721 and a list is appended (see pages 14 & 15). In addition a further £1562 was allocated to the panel to fund two consultation events to help inform the community plan and consult about the priorities for the remaining two years of the fund.

## COMMUNITY ENGAGEMENT

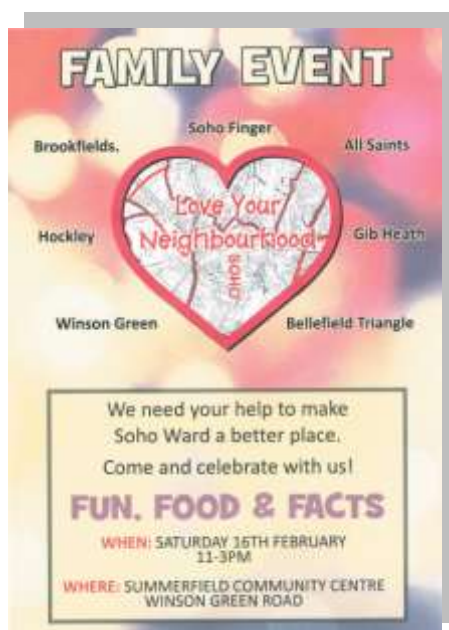
Two consultation events were held to help inform the community plan: A Love Your Neighbourhood Day at Summerfield Community Centre on 16<sup>th</sup> February 2013 for local residents and a second event aimed at local community groups and organisations held at Victoria Baptist Church Centre on 30<sup>th</sup> April 2013.

### LOVE YOUR NEIGHBOURHOOD DAY

The Love Your Neighbourhood Day was well attended by local residents and provided an opportunity to celebrate what had been achieved in the first full year of Community First together with an opportunity to find out people's aspirations, needs and priorities for the area. To attract people to the event we invited a number of agencies and organisations to attend such as the police and fire service, health projects e.g. Health XChange, local youth projects, Age UK, library service, employment projects etc. We also provided some activities for children and offered food and refreshments. All of the projects that had been funded through Community First were invited to attend and encouraged to send a representative and where appropriate displays about their work.

We produced a short questionnaire designed to find out the views of local people about what they like about living in Soho Ward as well as the key issues that concern them and their priorities for the future. Copies of the questionnaire were available at the event and 40 were completed. The results of this survey are included in **appendix 1**.

We also produced a postcard to promote Community First with details about the website to distribute at the event and through local neighbourhood forums and residents groups etc.



## COMMUNITY CONSULTATION EVENT – 30TH APRIL 2013

The event on 30<sup>th</sup> April was attended by 25 people representing a wide range of community groups and organisations based or working within Soho ward. After a brief introduction people were divided into groups and asked to think about the priorities for Community First over the remaining two years in the context of the desired outcomes for the programme. They were also asked to consider how we might plan for the future – what might be the legacy of Community First? The results of these group discussions are included in **appendix 2**. A list of the people and organisations that attended can be found in **appendix 3**.

## YEAR 3 & 4 PRIORITIES

The following are the priorities for funding in Years 3 and 4. The first four consist of broad, aspirational, aims or themes within each of which are some more specific outcomes and objectives. The final aim or theme – Working towards sustainability - acknowledges that Community First is time limited and that we need to think now about the legacy of the programme with regards to its longer term impact on the ability of neighbourhood groups and organisations to make a difference within their own communities. A key idea to emerge from the event with community groups and organisations was that of setting up a community development trust that might be able to build on what has been achieved through Community First. It was agreed to organise another meeting in September 2013 to explore this idea further.

### 1. CREATING A FAIR, TOLERANT AND COHESIVE COMMUNITY WITH EFFECTIVE AND INCLUSIVE PARTICIPATION, REPRESENTATION AND DECISION-MAKING

- Partnership building between third sector organisations/ business/statutory agencies etc
- Encouraging people to take pride in their area and working with individuals, faith and community groups, schools to promote active citizenship
- Promoting opportunities for cross-cultural dialogue
- Engaging and empowering young people e.g. Youth forums
- Promoting volunteering opportunities
- Building a sense of community and reducing isolation e.g. community events and other social activities

### 2. CREATING A FLOURISHING AND DIVERSE LOCAL ECONOMY

- A skills audit – local people for local jobs – identifying a ‘bank’ of local skilled workers
- Financial inclusion e.g. education about family budgets and debt advice
- Business support and help with business start-ups
- Providing relevant work experience, training and employment support services



### 3. PROMOTING PUBLIC, PRIVATE, COMMUNITY AND VOLUNTARY SERVICES THAT ARE APPROPRIATE TO PEOPLE'S NEEDS AND ACCESSIBLE TO ALL

- Greater residents' involvement in services that meet people's needs
- Sign posting – a directory of local services
- Advice and support to families e.g. parenting courses
- Play facilities and recreational activities for young children e.g. more out of school activities, play groups, play centres and play schemes
- Activities for older young people e.g. youth clubs and opportunities to learn new skills
- Activities for the elderly and places for the elderly to meet
- Raising awareness of domestic violence and the support services available
- A focus on health e.g. healthy eating and exercise
- Help for those in poverty

### 4. DEVELOPING A QUALITY BUILT AND NATURAL ENVIRONMENT THAT IS ECOLOGICALLY SOUND

- Initiatives to enable and encourage people to take more pride in their environment
- Promoting initiatives such as 'Street Watch' and 'Street Champions'
- Tackling environmental crime e.g. fly tipping
- Better access to the canal e.g. cycling and disabled access

### 5. WORKING TOWARDS SUSTAINABILITY

- Building the capacity of community groups and organisations such as Neighbourhood Forums and other residents' groups.
- Working towards the formation of a community development trust that can help build capacity in the voluntary and community sector locally; provide support and advice to local organisations; and seek funding to help sustain local initiatives.

## APPENDICES

### 1. SOHO COMMUNITY FIRST SURVEY

#### **WHAT ARE THE PRIORITIES?**

#### **WELL RUN, ACTIVE, INCLUSIVE AND SAFE SOHO – HAVING A FAIR, TOLERANT AND COHESIVE COMMUNITY WITH EFFECTIVE AND INCLUSIVE PARTICIPATION AND DECISION-MAKING**

- Greater residents' involvement and services that meet people's needs
- More cross cultural dialogue
- More focus on empowering youth
- Building a sense of community e.g. more community events
- Partnership work
- Greater cooperation between residents
- Community safety – reducing crime
- More community police

#### **THRIVING SOHO – HAVING A FLOURISHING AND DIVERSE LOCAL ECONOMY**

- Having the skills to match the roles available through relevant work experience e.g. ICT skills
- Awareness of job opportunities and employment support
- More training courses
- Jobs and housing opportunities for young people
- Opportunities for local businesses, business support and help with business start-ups
- Funding and resources

#### **WELL SERVED SOHO – PUBLIC, PRIVATE, COMMUNITY AND VOLUNTARY SERVICES THAT ARE APPROPRIATE TO PEOPLE'S NEEDS AND ACCESSIBLE TO ALL**

- Advice and support for families e.g. parenting courses
- Play facilities and recreational activities for children
- More out of school activities for children e.g. play groups, play centres, play schemes
- Leisure centre
- More outdoor and sports activities for the young
- Youth clubs and opportunities for young people to learn skills
- A focus on health – healthy eating and exercise
- Better care for the elderly and places for the elderly to meet
- More positive steps taken with domestic violence awareness
- Need a local chemist
- Help for those in poverty
- Better bus services

## **WELL DESIGNED, BUILT AND ENVIRONMENTALLY SENSITIVE SOHO – FEATURING A QUALITY BUILT AND NATURAL ENVIRONMENT**

- Better access to canal – disabled access and cycling
- Clean streets – cleaner environment
- Environmental warden
- Street light upgrade
- Tackling environmental crime
- Housing repairs
- Family housing
- People to take more pride in their environment
- Dog wardens to enforce dog owners cleaning up after pets
- People to park on the road not the pavement
- Fly tipping – e.g. furniture – prosecute fly tippers
- Street wardens
- Educating people about how to keep their gardens clean and rubbish free

## **2. SOHO COMMUNITY FIRST CONSULTATION EVENT – FEEDBACK FROM GROUPS**

### **GROUP 1 - COMMUNITIES BEING ABLE TO HELP THEMSELVES AND OTHERS**

1. Taking pride around their area and not allowing fly tipping/rubbish dumping
2. Educating communities about good neighbourhoods
  - Schools
  - Community groups
  - Promoting ‘Street Champions’ idea
  - Faith groups – promoting at Churches, Mosques, Gudwaras and Temples
3. Street Watch – reporting ASB, fly tipping and rubbish dumping
4. Community events – social activities
5. Partnership building with third sector organisations/business/police etc
6. Skills audit (Local people for local jobs) – have a “bank” of skilled workers
7. Sign posting – a local directory of services
8. Financial inclusion – e.g. education about family budgets and debt advice

### **GROUP 2 – NEIGHBOURHOOD GROUPS BETTER ABLE TO EXPRESS THEIR NEEDS AND INFLUENCE DECISIONS**

- Engage young people - Youth Forum e.g. The Lighthouse
- Identify funding strands
- More use of social media
- More representatives at Tasking/Ward meetings
- Reduce isolation among community groups
- Importance of volunteering
- More doing and less talking

GROUP 3 - NEIGHBOURHOOD GROUPS BETTER ABLE TO TAKE CONTROL OF RESOURCES NEEDED TO MAKE A DIFFERENCE - ENHANCING CONFIDENCE, CAPABILITY AND PARTNERSHIPS

- Ideas
  - Sharing resources/funding
  - Approaching the PCC for support (Police and Crime Commissioner)
  - Support for start-ups
  - Seeking support from alumni (ex-Soho Ward residents who can act as mentors)
  - Linking with local and national initiatives e.g. for over 50's and under 25's
- Solutions
  - BCC to continue consultations
  - Greater awareness e.g. Forward
- Ways forward
  - Local events
  - Sponsorship e.g. private sector

GROUP 4 – SUSTAINABILITY IN COMMUNITY FUNDING

1. Formation of a development trust
2. Volunteer networking
3. Seeking funding for paid staff
4. Charity status and Limited Company
5. Advice and support on book-keeping
6. Help with CRB checks and liability insurance etc

1 and 2 to be completed before the end of Community First

### 3. LIST OF PEOPLE ATTENDING THE COMMUNITY CONSULTATION EVENT – 30<sup>TH</sup> APRIL 2013

<b>Name</b>	<b>Organisation</b>
Sergeant Singh	West Midlands Police
PCSO Monica Chahal	West Midlands Police
Barbara Quarless	Octavius Learning & Development
Tim Vangua	Christian Union for Community Development
Yvonne Spencer	Adults & Communities, Birmingham City Council
Adassa Reid	Over 50's Community Group
Bev Taylor	Over 50's Community Group
Adrian Welch	Brookfield Road Community Grow Space
Mohan Lal Gaddu	Matthew Boulton Community Forum
Rhona Rouse	Soho Community Hall Association
John Gale	Lodge Road Residents Association
Violet Williams	Midland Heart
Zaheda Vaid	Midland Heart
Rebecca George	BRAVE Project – Victim Support
Philippa Allenby	Friends of Deers Leap Wood & Spring to Life CIC
Harold McKenzie	Abby Green Centre
Fiona Douglas	Abby Green Centre
Rev John Mall	Baptist Church Centre, Victoria Road
Cllr Sybil Spence	Birmingham City Council
Pat Whyte	Ladywood District Support Officer
Dennis Holmes	New Spring Street Neighbourhood Watch
Mark Jastrezebski	Knightstone Neighbourhood Watch
Mark Withers	Lodge Road URC
Robert Higginson	North West Edgbaston Neighbourhood Forum
Andrew Simons	Winson Green Neighbourhood Forum
Adella Pritchard	Bishop Latimer United Church

#### 4. COMMUNITY FIRST PROJECTS – YEARS 1 & 2

Project	Amount Recommended
<b>The Over 50's Community Group</b> – a project based at Soho Community Hall providing activities for the over 50's.	£1900
Life Community Church – open access holiday play scheme.	£360
<b>Come: Unity Arts</b> – play and art activities in Soho parks, art installation and music taster sessions.	£2494
<b>Knightstone Neighbourhood Watch</b> – portacabin to provide facilities for surgeries for advice and support to local residents.	£1928
<b>Sports Pursuits</b> – to provide after school sports coaching and health education sessions using facilities at City Road Primary School.	£2000
<b>The Way Forward</b> – project to raise awareness of domestic abuse especially in relationships involving younger people.	£1532
<b>C.A.P.E. Supplementary School</b> – a Saturday school to help raise educational achievement of children aged 4 to 14 years old.	£1500
<b>Friends of Richmond Community Garden</b> – project to support volunteer workdays and open days to promote and enable public access to the community garden.	£666
<b>C De Vision</b> – to fund an innovative, educational, challenging and inspiring activity week for 5 – 14 year olds.	£2500
<b>Community in Action</b> – employment advice and training including work experience in local businesses.	£2500
<b>Amirah Foundation</b> – project to help women affected by domestic violence to build confidence and skills to enable them to find employment.	£2476
<b>Friends of Deers Leap Wood with Spring to Life CIC</b> – a project targeting people outside mainstream education and across generations to engage with nature using a local site – Deers Leap Wood.	£1810
<b>Soho Academy (Soho Youth Project &amp; Barnt Green Spartak)</b> – a project to combine football and youth work to challenge young men deemed at risk of anti-social behaviour and on the verge of joining gang activity.	£1820
<b>Bright Kids Project</b> – an after-school project to increase educational achievement in Literacy, Numeracy, Science and Media for children aged 4 – 11 and also provide opportunities for parents to gain confidence, skills and qualifications.	£2500
<b>Matthew Boulton Neighbourhood Forum</b> – a project to raise the profile of the neighbourhood forum through producing community newsletters and attract more young people to become active citizens in the neighbourhood.	£2000
<b>Reach Out Day Centre</b> – a project to make connections between elders groups within Soho Ward to tackle some of the mental and physical health issues faced by elders in the community.	£2000
<b>Kajans Women's Enterprise</b> – recruiting and training young people as fieldworkers to undertake community consultations on the vocational training and support needs of 19 – 25 year olds in relation to services soon to be provided by the Kajans Caribbean Catering Academy.	£2000

**Christian Union for Community Development** – a project with refugees and asylum seekers to enhance ICT and language skills and accelerate learning. £1735

**Soho Community First Panel** – funding for an event to promote awareness of Community First funding in Soho Ward and consult with local people about a Community Plan, including the priorities for future funding. £1562

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# Soho Community First

## Your views about Soho Ward



1. Which part of Soho Ward do you live in? [e.g. street/area or postcode]

2. Are you - male?  female?

3. Which age group are you in? [please tick]

Under 20       21 - 30       31 - 40       41 - 50

51 - 60       61 - 70       71+

4. What makes you proud about Soho Ward? - What makes the area special?

5. What are the 3 issues that most concern you about the area where you live?  
[e.g. these may be to do with housing, environment, crime, job opportunities,  
education, health, having your say etc.]

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. What 3 changes would you make in Soho Ward to make it a better place to live?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

***Thank you for taking part***