

Community Economic Development Plan for Soho and Jewellery Quarter Ward

Draft - June 2019



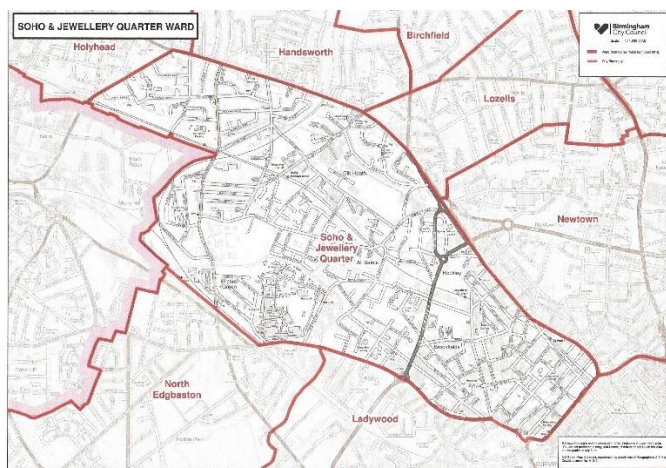
Photo: Simon Baddeley



Introduction

Community Economic Development is about communities (residents, businesses, voluntary sector, public sector) taking greater control & actively shaping their economies. It is about doing economic development ourselves not having it done TO us: in a way we know will really benefit our area, be based on its strengths, adapted to its local conditions, providing the goods and services we need locally.

It is also about making sure money circulates more in the local economy, benefiting more people. Lots of money might come into the ward as public and private spending, but much of it goes straight out again. If the businesses and organisations in the ward start to buy from local suppliers, more people benefit: they in turn will use more local suppliers and staff, who will spend locally and money starts to circulate and create a virtuous circle. Community economic development is the process of actively intervening to help this to happen.



Some questions to think about when reading the plan:

- ***What do you think of these proposals?***
- ***Which of the actions do you think are a priority?***
- ***How do you think we can encourage local employers to employ local people?***
- ***Would your organisation or business sign up to the pledge? – see page 8 for details***
- ***Would your organisation, or you as an individual, be interested in having a role in delivering the plan, alongside other organisations? If so, what role?***
- ***Do you know of any other organisations that should be involved?***
- ***Do you have any ideas as to resources that might help deliver the plan?***
- ***Are there other priorities that you think should be in the plan?***

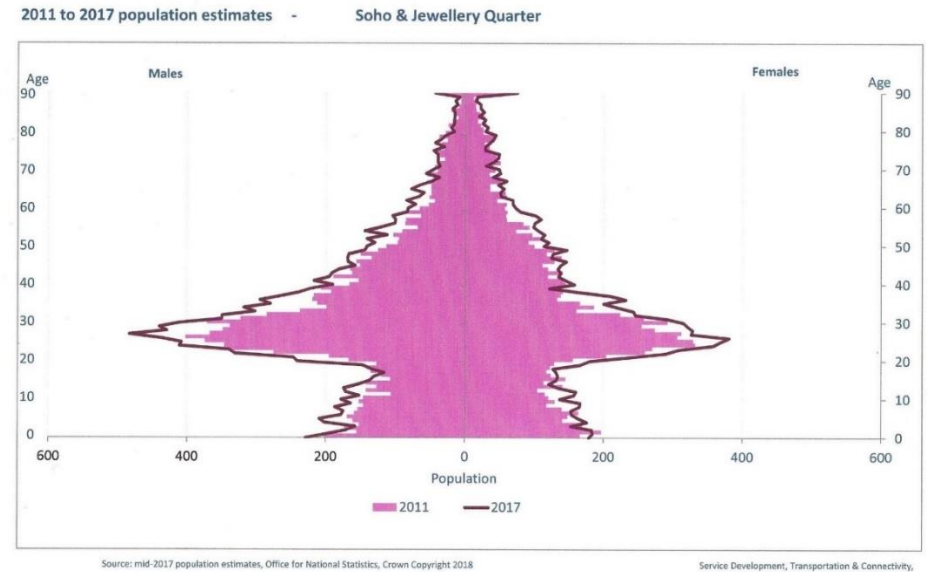
Context – Ward Profile

Soho and Jewellery Quarter is a ward characterised by a diverse and vibrant economy on both the Soho Road and in the newly incorporated Jewellery Quarter. The Soho Road with its wide range of community owned shops is largely immune from the troubles of the major retailers on a standard high street; while the Jewellery Quarter is becoming a desired place to live and work. Entrepreneurship is also reflected in other sectors in the ward beyond the retail economy. Both areas have issues related to the changing economy, but these are being faced in a dynamic and positive way. Soho First CDT aims to be part of this process, and to ensure local people gain a full part of the benefits of change.

An inner-city ward located to the west of Birmingham city centre, Soho and Jewellery Quarter is one of 69 wards created following boundary changes in 2018. With a population of 26,490 (2017) it is one of the largest wards in the city.

Population

The ward has a younger age profile than the city with an especially large cohort in the 25 – 44 age group (41% compared with 28.3% for Birmingham). The proportion of older people in the population i.e. 65+ is 6.9% for Soho and Jewellery Quarter compared with 12.9% for the city (2017)



The population is culturally diverse with 34% of Asian or Asian British ethnicity and 24.2% of Black or Black British ethnicity compared with 26.6% and 9.0% for Birmingham as a whole.

Living standards

Soho and Jewellery Quarter is mid ranking among the 69 wards in relation to deprivation and average income. The ward is ranked 25 out of 69 wards in Birmingham and 285 out of 7,511 wards nationally in the 2015 Index of Deprivation.

Average Income 2016

The following are average income figures for individuals (16+) not household income. They are estimates based on an experimental dataset produced by the ONS based on administrative data from Pay As You Earn (PAYE) employment and pension data, tax credits data and Child Benefit data from HM Revenue and Customs and benefits data from the Department for Work and Pensions.



Employment

According to the 2011 Census of the 16 – 64 age group, 67.7% were economically active and of these 56.2% were employed and 11.4% unemployed. This compares with 60.0% and 9.3% for Birmingham.

Recent unemployment figures for March 2019 show that the proportion of unemployed claimants is 7.2% compared with 5.9% for Birmingham as a whole (March 2019). Youth unemployment is also higher at 6.1% for the ward compared with 5.6% for the city. *(Please note the claimant proportion is the proportion of 16 – 64-year olds who are claimant unemployed and includes both those that are economically active and economically inactive.)*

Unemployment as of March 2019

| Total Unemployed Claimants | | |
|----------------------------|------------|------------------------|
| Number | Percentage | No. In 18-24 Age Group |
| 1,386 | 7.2% | 222(6.1%) |

Barriers to employment

Proficiency in English

According to the 2011 census 8.3% of residents in the 16 – 64 age group cannot speak English or cannot speak English well compared with 5% for Birmingham as a whole.

Qualifications

The proportion of people with no or low qualifications is slightly less for the ward than for Birmingham (34% compared with 35.9%). There is a lower proportion of people with NVQ Level 2 and Apprenticeships (13.8% compared with 17.3%) but for higher qualifications – NVQ Levels 3 and 4 – the ward performs slightly better than for Birmingham (41.7% compared with 40.3%). However, generally there is a significant skills gap with residents having lower skills and qualifications than the national average.

This pattern is mirrored in the occupational breakdown with a greater proportion employed in higher skilled occupations in the ward (43.1%) compared with Birmingham (37.6%) but with a lower proportion in intermediate skilled occupations (17.0% compared with 21.6%).

Work limiting health conditions

The proportion of people with work limiting health conditions is similar in the ward and the city (14.2% compared with 14.9%).

Housing

The key issue with housing tenure in the ward is the high proportion of privately rented households – 36.5% for the ward compared with 17.9% for the city. There is also a high proportion of transient renters – privately renting low cost homes for the short term. Overcrowding is an issue with 27.4% in overcrowded conditions in the ward compared with 12.4% for the city.

Assets and Strengths

Soho and Jewellery Quarter has many assets. Some of these were highlighted at the launch workshop for Thriving Soho held at Soho House Museum on 27th February 2018 – see opposite.

Location

The ward is located on the western edge of the city centre. Historically, as sparsely populated heathland it became the location in the late eighteenth and early nineteenth centuries for industrial development served by the canals and later the railways. Industries included Matthew Boulton’s Soho Manufactory and later the Soho Foundry (now in Smethwick) where Boulton and Watt made steam engines. Later in nineteenth century it was chosen as the location for key public institutions such as the prison, the workhouse which later became City Hospital and All Saints Hospital, a psychiatric hospital. Most of the local railway stations have been closed but the area is now served by the Midland Metro. The areas industrial past, the canal system and the diverse make-up of the population has created rich cultural and natural heritage which is a key asset.

Soho Ward – Assets and Strengths
Thriving Soho Launch Workshop, 27th February 2018

| | |
|--|---|
| <p><u>Natural/Physical</u></p> <p>Location – close to City Centre Parks, canals and waterways, allotments – opportunity for inter-generational place-based learning and new skills – e.g. low carbon and biodiversity Transport links e.g. A41, Metro, Bus service Housing – mixed tenure Civic/Faith/Community buildings Unused land Local asset map</p> | <p><u>Economic</u></p> <p>Diversity of trades Food – Real Junk Food project, Share house Financial institutions – e.g. banks (Nationwide, TSB, Barclays), Credit Unions, Local Investment Fund Physical/Natural/Infrastructure Employment – hospital, prison Soho BID – Dudley Road – Jewellery Quarter BID USE-IT project - Soho Social Enterprise Network – supports local employment Soho First CDT Commonwealth Games</p> |
| <p><u>Institutions and Associations</u></p> <p>Anchor Institutions – e.g. Prison, Schools, Community Fire Station, Police service Schools, Children’s Centres, Health Services e.g. NHS Walk-in Centre Community Groups/Charities/CICs Advice Centres e.g. Dorcas Greater Icknield Master Plan - new housing – new residents – potentially wealthier – how to keep their money locally?</p> | <p><u>Social/Cultural</u></p> <p>Local people/community Languages – a variety of languages spoken Diversity of ages, cultures and faiths, heritage Leisure – Leisure Centre (Handsworth) Libraries – e.g. Springhill Library Rich and diverse heritage e.g. Soho House Museum Food – diverse food culture offers opportunities Festivals – Vaisakhi, Diwali, Eid, Music festivals e.g. Simmerdown Artists e.g. musicians, photographers, Punch Records - and Public Art (Art Trail?) Sport – close to WBA Football ground, Commonwealth Games Community Centres e.g. Summerfield, Chapel Street, Laurel Road</p> |

Parks and green space

The ward is well endowed with public open space including the canal system which links many of the and parks and green spaces. There was significant investment in the parks in the early 2000's and many are popular venues with families in good weather. However, some parks for example Waverhill Park also have ongoing issues with regards anti-social behaviour. Larger parks include:

- Waverhill Park
- All Saints Park
- Bacchus Road POS
- Wellington Street POS
- Booth Street POS

Institutions and Associations

The area has many institutions and associations including for example Schools and Colleges; Faith groups and organisations; Libraries; Health facilities such as GP surgeries and many community groups and associations.

Businesses including social enterprises

The ward includes two Business Improvement Districts; Soho Road BID and Jewellery Quarter BID.

Soho Road BID has over 700 businesses and organisations in the BID area and there is a similar number in the JQBID area. Soho Road BID has five themes:

- Business related crime and wider community safety
- Environment
- Promoting Soho Road BID area
- One voice BID management
- Regeneration

Large Public Institutions

The ward includes some large public institutions including HMP Birmingham Prison and City Hospital. Parts of the existing provision at City Hospital is to relocate soon to the new Metropolitan Hospital just over the ward boundary in Sandwell's Soho and Victoria ward but will continue to be a significant employer and procurer of services in the area.

Data sources

2011 Census – Office for National Statistics

<https://www.ons.gov.uk/census/2011census>

2017 Population data – Birmingham.gov.uk

Birmingham Labour Market Update April 2019

Birmingham & Jewellery Quarter Ward Factsheet, Birmingham City Council

Process – what we did

Community economic development has re-emerged in profile in recent years, with a Department for Communities and Local Government pilot scheme running across the country. Hearing about this inspired Soho CDT during early 2017 to consider producing their own CED Plan. This coincided with the launch of the city council's Local Innovation Fund and an application was made to fund three activities, one of which was the development of a CED plan. Funding was awarded in summer 2017. Localise West Midlands was commissioned to help facilitate the plan process based on its previous involvement in CED facilitation in nearby areas.

Soho First called together a steering group of interested people locally (see Engagement and Partnerships section below) which first met on 11th January 2018 to agree how the process would work and how to involve wider stakeholders. The steering group met several times throughout.

A launch workshop was then held on 27th February 2018. This was well-attended by individuals and representatives of organisations across the ward. It introduced participants to the CED concept, explored how local economies CAN be influenced by people, and then produced some analysis of Soho's strengths, assets, needs, and what outcomes the group was seeking (see section below). Its final session was for ideas for action that addressed these needs using Soho's assets.

A second workshop was held on 24th May to look in more detail at three of the ideas that came from the first workshop, and that seemed best to meet our key priorities. These were around procurement by local “anchor” institutions e.g. schools, faith organisations; mapping human and physical assets within the Ward; creating a pop-up shop; celebrating and promoting Soho’s assets and enterprises.

After this, the steering group was charged with working further over the next few months to develop what emerged as two main areas of work:

- a) Maximising benefits from anchor Institutions & supply chains
- b) Enterprise spaces and marketplaces

There were also several cross-cutting actions to explore.

Over the coming months the steering group explored various ideas, discussing these with partners and researching what has worked elsewhere. The group has now produced a draft plan and is consulting on it before a final version is produced and delivered.

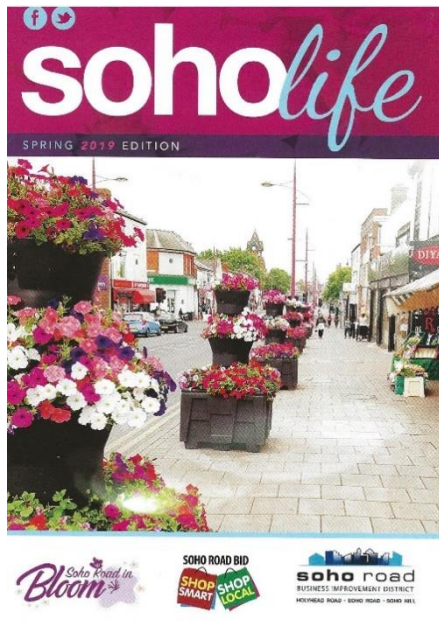
Outcomes –

The outcomes emerging from the launch workshop were:

- To retain capital/money circulation from residents
- Employment – matching skills to opportunities, social enterprise
- Market places
- To increase awareness of what’s available locally
- Leisure Centre
- Arts Centre

The steering group had also come up with:

- Increase in local purchasing
- Increase in employment opportunities for residents
- More local businesses especially social enterprises delivering local services
- More investment in developing the potential of residents
- Creative use of space for community-based ventures
- Greater investment in local community-based ventures
- More and better use of vacant land and buildings
- Raise the profile of Soho Ward – building on its unique history and cultural diversity



Pledge

In partnership with Soho Road BID and the Soho Shop Smart, Shop Local initiative, we would like your help in promoting the local economy by signing-up to the following pledge:

We commit to:

- Buying our goods and services, wherever this is good value for money, firstly from locally owned businesses & social enterprises, or secondly from those employing local people;
- Regularly reviewing our suppliers on this basis;
- Advertising our job opportunities locally;
- Taking opportunities to work with other local organisations towards a better Soho Ward;
- Making our local commitment public by publishing this charter on our website and displaying a poster/sticker in our shop window.

Engagement & partnership – who's involved in what ways

The following people have participated in the steering group over the 18 months of the project:

- Andrew Simons – Soho First
- Paul Tyler – Soho First and Birmingham Central Baptist Church
- Patricia White – Suited for Success
- Carol Henry – Soho First
- Robert Higginson – Soho First
- Paul Street – Soho Road BID
- Diane Mansell – Soho Road BID
- Barry Toon – Resident
- Karen Leach of Localise WM

The project has also had support from Diane and Paul at Soho Road Business Improvement District, and from Karolina Medwecka (BCC) and Aleksandra Kazslowska (UoB) from "USEIT!" (Unlocking Social Enterprise Innovation Together) a EU-funded project on fostering social enterprise around the opportunities arising from new developments such as the new hospital in Smethwick and the Icknield Port Loop developments.

Thanks to the USEIT! Initiative we now also have three community researchers, Alison Thompson, Debbie Kerslake and Deborah Broomfield, following up aspects of the action plan

Participation at the first workshop was from:

Alison Hortin - East Handsworth Neighbourhood Forum
Deborah Broomfield - Resident
Francesca Burbridge - Birmingham Wellbeing
Quentin Boyes - Birmingham Wellbeing
Rhona Rouse - Soho First CDT
Patricia White - Suited for Success
Barry Toon - Resident
Kathy Hopkin - Co-op Futures
Angela Cummings - Birmingham Mind
Jackie Perkins - Birmingham Mind
Rakesh Soni - Soho Road BID
Karolina Medwecka - Birmingham City Council
Lorenzo Miheo - Birmingham City Council
Kam Kanth - Nash Dom CIC
Andrew Simons - Soho First CDT
Karen Leach - Localise WM
Carol Henry - Soho First CDT

Participants at the second workshop included:

Karen Leach – Localise WM
Paul Street – Soho BID
Andrew Simons – Soho First CDT
Barry Toon – Resident
Kathy Hopkin – Co-op Futures
Quentin Boyes – Birmingham Wellbeing
Mohinder Bal – Handsworth Job Centre Plus
Jerome Turner – USE-IT (BCU)
Sam Ewell – USE-IT (Companions of Hope)

Deirdre Figueiredo – Craftspace
Amrick Ubhi – Nishkam Centre
David Newall – Brushstrokes Community Project

We're also grateful to Patricia White at Suited for Success and Adella Pritchard at Bishop Latimer Church for hosting meetings.

Eight ways in which local institutions and organisations can help build the local economy *(From John McKnight and John Kretzmann: Building Communities from the Inside Out)*

1. Local purchasing – includes encouraging others to purchase locally e.g. newsletters, websites – local directory?
2. Hiring locally – make people aware locally of job opportunities and look for local contractors and opportunities with local businesses and institutions for apprenticeships and internships
3. Creating new businesses – keeping economic activity locally focussed
4. Developing human resource potential – unleashing the gifts, talents and energies of residents – building skills and capacities e.g. building partnerships between local business and schools
5. Free space and physical resources for community-based ventures – e.g. running community enterprises from local institutions and sharing materials and equipment
6. Local investment strategies – investment at neighbourhood level e.g. local institutions investing in local projects
7. Economic bridge building – building on links between local institutions and contacts outside the neighbourhood e.g. many institutions are often part of bigger institutional bodies
8. Making use of, or developing, Credit Unions and Community Development Loan Funds

Thriving Soho Action Plan

| Outcome | Action | Who/What/When |
|--|---|--|
| <p>1. Maximising benefits from anchor institutions, organisations and businesses and supply chains in local area. Increase in local purchasing and employment opportunities for residents.</p> | <p>a) Explore how local organisations and businesses can support the local economy by buying things from other local businesses including social enterprises.</p> <p>b) Explore what is missing from the local economy and opportunities for start-ups and social enterprises to fill the gaps.</p> <p>c) Explore opportunities for organisations and businesses to employ local people.</p> <p>d) Share case studies of organisations and businesses that are already procuring goods and services locally and/or employing locally.</p> <p>e) Run a pledge campaign to encourage local organisations and businesses to procure from existing local suppliers and employ local people wherever possible.</p> | <p>a) Community researchers from University of Birmingham as part of USE-IT initiative to target a sample of 100 organisations and businesses in the area through face-to-face interviews and a questionnaire.</p> <p>b) Community researchers to complete research by December 2019 with an initial report by ... September?</p> <p>e) Partnership with Soho BID and the Soho Road Shop Smart, Shop Local initiative to encourage businesses and organisations to sign up to the pledge. Article in Spring edition of Soho Life – 20,000 copies circulated Ongoing campaign including</p> |

| | | |
|---|---|--|
| <p>2. Creative use of space for locally based ventures and more and better use of vacant or underused buildings</p> | <p>a) Promote marketplaces and signpost start-ups and social enterprises to them e.g. BLUK on Villa Road, Vegan Vybes Hands worth market.</p> <p>b) Look for potential buildings for workshop/maker/meeting space in Soho for start-ups and social enterprises to use.</p> <p>c) Encourage local institutions e.g. faith organisations, schools, businesses to use free space for start-ups and use communications to promote local enterprises.</p> <p>d) Develop a CIC that can offer administration and book-keeping for self-employed and start-ups that compliments the offer of space</p> | <p>a) Soho First and Soho BID to promote and share marketplace opportunities with start-ups and social enterprises.</p> <p>b) Community researcher from University of Birmingham through USE-IT initiative to establish specific needs, develop criteria and requirements including affordability, and locate potential sites and partners. Research to be completed by December 2019 with an initial report by September?</p> <p>c) Build on initial contacts made by Community researchers</p> <p>d) Soho First to develop as part of business plan</p> |
| <p>3. Localised delivery of services by local organisations and businesses including start-ups and social enterprises</p> | <p>a) Promote opportunities for local organisations and businesses including start-ups and social enterprises to deliver services of benefit to the local community e.g. Neighbourhood Network Scheme</p> | <p>a) Soho First to act as lead facilitator for Neighbourhood Network Scheme in Soho and Jewellery Ward in partnership with Birmingham Settlement, Nechells POD and Karis Neighbourhood Scheme.</p> |
| <p>4. Raise the profile of Soho and Jewellery Ward – building on its unique history and cultural diversity.</p> | <p>a) Create opportunities to showcase local talent – especially for young people</p> | <p>a) “Soho’s Got Talent” and “Inspiration Awards” events.</p> |

| | | |
|---|--|--|
| | <p>b) Exploring tourism and cultural activities as a means of income generation and employment.</p> <p>c) Promoting existing and new cultural events and sites more effectively.</p> | <p><i>b) Do you have ideas for taking this forward?</i></p> <p><i>c) What ideas do you have?</i></p> |
| <p>5. <i>Are there other outcomes that you would like to see delivered as part of the plan?</i></p> | <p><i>What actions?</i></p> | <p><i>Who might be involved?</i></p> |