![Giving Hope Changing Lives — Birmingham Social Inclusion Process]

Birmingham social inclusion summit: Building a More Inclusive City

CBSO Centre, Berkley Street, Birmingham B1 2LF
Friday 20th July 2012

Introduction

The partnership's twelfth summit, Building a More Inclusive City, was held on the morning of Friday 20th July 2012 at the CBSO Centre, Berkley Street, Birmingham.

The objectives of the summit, which was attended by over 150 delegates from the public, private, voluntary, community and faith sectors in Birmingham, were to:

- Share the learning from the Social Inclusion Process's five Key Lines of Enquiry (KLOE) – People, Place, Inclusive Growth, Wellbeing and Young People
- Test the findings from the process to gain a common understanding of the emerging issues
- Use delegate feedback to contribute to a "green paper", which will help to shape the new Social Cohesion strategy for Birmingham.

This report summarises the proceedings and the discussions that took place during the morning.

The summit chair, the Right Reverend David Urquhart, Bishop of Birmingham, welcomed delegates to the summit. He explained what had been achieved by the Social Inclusion Process so far since its launch in March.

Lisa Trickett, Director of Civic Engagement, University of Birmingham, outlined how the university has been working in partnership to support the process.

Delegates took part in "open space" sessions to learn about the work of each KLOE before joining a workshop group to consider the emerging findings using the following questions:

- How might we achieve this?
- What is already happening?
- How can it be replicated across the city?
- What are the barriers?
- What are the opportunities?

The outputs from these discussions are summarised in this report and will be incorporated in a "green paper" which will be available for comment in September.

Jackie Mould
Director
Partnership Team
Birmingham City Council

Welcome and progress on the Social Inclusion Process

The Rt Revd David Urquhart, Bishop of Birmingham

The social inclusion process was launched in March 2012 with the first social inclusion summit. Since then there has been an intensive period of investigation, listening and learning.

Now we want to include as many people as we can from the public, private, voluntary, community and faith sectors to bridge the gap between those who are doing well and those who are currently not able to participate fully.

When you look at maps of deprivation from 15, 10 or five years ago, it is daunting to see that they look very similar. Despite the money and the effort, the changes we want may not happen.

We're here to see if we can lead practical proposals to help people participate and be economically active – not just joining in, but flourishing. We want Birmingham to be one of the very best places to live.

Part of the process is challenging our own prejudices and old ways of working and getting out of our comfort zones. Across the process there has been a strong sense and desire to see change.

What drives us? How do we come to a common understanding about what our values are? What language should we use to articulate our values and beliefs?

I would like us all to think about shifting the boundaries from "respect" and "tolerance" to "appreciate" and "participate".

University of Birmingham perspective
Lisa Trickett, Director of Civic Engagement, University of Birmingham

The Social Inclusion Process has been a significant learning process for the city. I have been struck by the openness of the process and the willingness of participants to be honest about what has and hasn't worked in the past.

The challenges that we face are severe. If we don't take risks and take responsibility, then we won't take the actions needed to achieve the improved outcomes that we want.

The University of Birmingham has helped the Social Inclusion Process to understand where we are at and where we have come from. Within each Key Line of Enquiry (KLOE) it has helped with the "reality check" – what can we control and influence, what do we have to accept and what will we not tolerate?

The process has helped us to recognise and understand the conflict and tensions in the population, for example the balance between young people and the older population and how we reconcile their needs and priorities, but it has also celebrated our city's youth and diversity, embracing its size and complexity and taking an asset-based approach, rather than working to a deficit model.

What does this mean for the partnership?

We have a network of people willing to come together to develop a common collective responsibility to change things for the better. This coming together may result in needing to challenge some of the understandings that we have. We need to talk about what will change places or people for the better, not the interests of individual organisations or sectors.

The city council cannot own all this process – we need collaborative action across all sectors. Resources are limited; we will have to prioritise.

We won't come up with all the solutions today, but we hope to begin building a framework to work within, to help us work together.

This is about us becoming a learning city and creating pathways that make opportunities for all.

"Open- Space" Sessions

After the plenary session delegates were encouraged to spend time around "showcase stands" each dedicated to one of the five Key Lines of Enquiry of the Social Inclusion Process. This was an opportunity for people to engage with members of the support teams, and understand in more detail the activity findings of each KLOE.

Workshops

Delegates were then split into workshops, one for each of the five KLOEs:

- People
- Place
- Inclusive Economic Growth
- Wellbeing
- Young People

Delegates then discussed the findings from the Social Inclusion Process, in particular, testing the recommendations from each KLOE.

People

This session was facilitated by the People KLOE champion Anita Bhalla, Editor of Public Space Broadcasting, BBC. She outlined that the purpose of this KLOE was to consider how we could maximise the potential of our diverse population, and how this would impact on jobs, education and housing. It was projected that between now and 2031 an extra 80,000 dwellings and 144,000 jobs were needed in Birmingham to keep pace with the UK.

She explained that Birmingham is an example of superdiversity and that the city needs to move away from the traditional thinking of 'black and white, young and old'. For example between 2007 and 2010 people from 187 countries have come to live in Birmingham. Our policy development needs to be framed within this context with a need to understand the opportunities and challenges that this superdiversity presents.

She said that Birmingham is a welcoming city, but that some of our newly arrived communities are often the most vulnerable and excluded. One suggestion as a part of the KLOE is to create welcome centres, for all communities (old and new), encouraging them to connect and feel valued and to consider using the arts to introduce people to what's going on in the city.

Workshop delegates then considered a number of key themes that have been identified within the KLOE. These are:

- Developing shared values for the city
- Super diversity, faith and identity - understanding the implications of the changing demographics of the city
- Future leaders of city
- Neighbourhood welcome points/centres for newly arrived communities

Summary of feedback from delegates

Developing Shared Values

- Shared values are inspirational, but how do we get people to buy-in?
- Shared values would need to be Birmingham specific, but "behaviours" are easier to implement and understand.
- We need to be clear why/if we needed shared values. Some people highlighted the failed national approach to "Britishness" which produced negative perceptions

- Instead of engaging people in the usual places, visits to places such as factories, pubs and clubs need to be undertaken to identify what shared values unite them
- One suggestion was instead of five fruit and vegetable a day, do five good deeds
- Need to make it entertaining to speak to young people
- Be proud of our diversity, but not our inequality
- Cancer care was used as an example – it has eight basic behaviours, how health professionals conduct themselves with their patients and the society around them and how it impacts on vulnerable people

Neighbourhood welcome points

- There was a feeling that such services already exist, but there is not continuous support
- Firstly, individuals need to feel safe, sheltered and with enough to eat
- What is life like in Birmingham if you don't speak English? For families with young people in school, they learn English very quickly but it's different for adults
- Need for "pre-ESOL" service because ESOL too high level e.g. learning to write your own address and the very basics. Gateway Family Services have run pre-ESOL because it was too daunting for some people to learn ESOL in a college or even a community setting
- However we musn't stick to perception that all newly arrived people without English as a first language will necessarily find it difficult to settle or the ability to support themselves
- Larger organisations do not have the capability, skill and knowledge to deliver services well at local level. Small, local organisations are naturally best placed to deliver services
- We need to stop paying lip service to localism, build on community resilience and fund local community organisations

Future leaders of the city

- Have we mapped the gaps where leaders are not created from marginalised groups?
- Informal networks exist and can drive formal networks, which need to be used more, for example, Birmingham Leadership Foundation, UpRising , UK Youth Parliament and school councils
- Encourage and emphasise positive stories from reformed gang members, look at the entrepreneurship in gang culture, the confidence building and peer mentoring
- Onus on Brummies who have already achieved success to mentor young people, there needs to be a shared approach across the city and schools are key to this work.
- Can the Local Enterprise Partnership play a role in helping young leaders to emerge?
- Create mentoring networks; people want to get involved due to widespread dissatisfaction.
- Can have an open dialogue between all levels both ways. Social networking, never have we been more connected, never have messages been easier to spread

- **Value discussion;** need to be **proud** – creating a city that people will be proud of and will want to represent and need to be **challenging** – creating a space in which people not only can, but want, to challenge and ask questions

Impact of Superdiversity

- Near Neighbours is an example of good practice, building bridges across diverse communities and developing links between people of different faiths and cultures. It was felt that this could also be a model for creating sustainable local anchors across Birmingham from faith organisations
- However in order for faith organisations to act as anchors, they need to work from a mission-driven perspective, not faith-driven (i.e. need to have a mission that is broader than their own faith)
- Arts and diversity is an asset and adds vibrancy, which brings communities together and art forms help develop a community's identity e.g. clustering of poets in Nechells, visual arts and crafts in Edgbaston, performing arts in Perry Barr
- Parks and other public spaces were seen as important to communities and a locus for interaction between diverse communities
- Giving people access to culture must not focus only on bringing people into the prestige locations in central Birmingham, but should bring people out to other areas
- It was recognised that in the current funding climate, it was unrealistic for groups to have their own space. The development of virtual communities, which have the potential for linking people across a potentially greater distance, was advocated by some members of the group, with others feeling that virtual communities/social media only worked for some individuals, and others needed to meet face to face to feel they had real contact
- The group felt it is important that the reality of structural inequalities and barriers is not lost in the drive towards linking communities – services shouldn't treat everyone the same, but recognise different values and traditions. But within that, should aspire to identify commonalities so that people from different faith, ethnicity, etc. can identify what they have in common as well as what they share with people of the same background
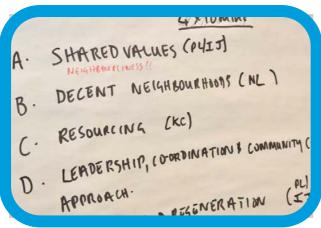
Place

This session was facilitated by the People KLOE champion Ifor Jones, Service Director, Homes and Neighbourhoods, BCC. He shared the approach that the KLOE support team had adopted, which included visits to a selection of neighbourhoods (focusing mainly on residential areas and established local centres and focus groups with women and young people).

Delegates were challenged to refine the emerging recommendations from the KLOE in five themed groups:

    I.   **Resources**
   II.   **Decent Homes**
  III.   **Neighbourhood Regeneration**
  IV.   **Leadership**
   V.   **Shared Values**

Summary of feedback from delegates

Resources

- Work needs to continue with neighbourhoods who are already leading the way both in physical and social capital, to prevent duplication
- Every neighbourhood needs a focal point, Community Asset Transfer (CAT) or a Community Development Trust (CDT) which is community lead and not public agencies
- Develop new ways of valuing what communities do i.e. "valuing worth" methodology as part of CAT process
- BCC and members need to be brave i.e. resources based on need. Also statutory organisations could support and encourage "positive deviants" from both public agencies and banks
- It was felt that local governance should be left to emerge rather than putting in place rigid structures. A culture change in public agencies is needed to assist independence and not create dependency in communities
- Coupled with this we need to find new ways of financial enterprise
- There needs to be recognition that community assets are people (social capital) who live there as well as physical assets
- It is important to support social capital with focus on neighbourhoods i.e. community development, places of worship, Citizens UK, networks of support and web
- Consider a "Community Investment Bank, Bank of Birmingham"
- We should do more to encourage the use of social media, blogs, and Twitter to share information and experience to a wider audience

- A community bond is needed to enable neighbourhoods to get going, public organisations are typically risk averse and don't reward entrepreneurship

Decent Neighbourhoods

- Neighbourhoods need to be suitable to allow people to stay or move out to enable individuals to fulfil their aspirations
- We can recreate and build on neighbourhood management without funding
- Assumptions about area regenerating should not be based on perceptions that neighbourhoods are where people feel at home
- Consider a civic right to a certain quality of service - a quality guarantee
- There is a need to replicate the stronger community infrastructures, for example, Moseley to step up and build the social capital across the city
- Services in an area make people want to stay, including schools, effective policing, family and friends
- Find innovative ways to create community empowerment / capacity building without funding
- Identification of what makes strong civic institutions is required, we need local head teachers, neighbourhood inspectors etc to have a strong attachment to their local area and to be held accountable

Neighbourhood Regeneration

- There needs to be a common framework for all social housing providers
- Need to consider where social housing sector fits in
- What learning can we take from the Berlin grassroots level approach which made a difference to how people lived their lives
- To support neighbourhood taking control of leading their neighbourhood they will need a trusted intermediary, such as trust housing associations
- Consider re-creating Future Jobs Fund (FJF) allowing it to run up to two years enabling more time to see the benefits
- Adopt Mercian Housing scheme by recruiting low level vacancies from within their own tenancy base, the benefits include tenant satisfaction and payment of rent
- Housing associations and local authorities should recruit low level vacancies from their tenancy stock. It will empower tenants to have ownership, become advocates of the service, retain their tenancies and become more involved in their local community

Leadership

- Consider a refreshed approach to neighbourhood management which would support and give direction to local community leadership

- Allow local communities to take control of local issues and make them accountable
- Provide sufficient capacity and resources to allow local communities to take control
- Inequalities can be reduced by:
  - recognising that success breeds success
  - investing in the 'middle' first - to display to communities where inequality is greatest (and deprivation is highest) what can be achieved when communities contribute to addressing their own local issues
  - giving locally based public sector employees the freedom to take risks
- Possible resourcing models:
  - Community Bonds
  - Community Investment Trusts
- Replication of the role of social housing providers, who commit to existing housing stock and invest in appropriate housing based on local need

Shared Values for Place

- In some parts of the city there are low levels of social capital which makes it difficult to develop strong community leadership. In outer deprived parts such as Three Estates in Kings Norton it feels like you're in a different country when compared with the rest of the city
- The design of neighbourhoods with roads cutting across the neighbourhood segregates and can cause divisions between communities. In some outer areas of the city poor transport links add to further isolation
- Poor resilience in communities. Young people have no positive role models
- Long term unemployment has built generational dependence on state provision, preventing communities from moving on
- Need to learn from different communities which have strong family unity and community spirit
- Deep rooted apathy, lack of community values
- Vulnerability of young people in their homes, need a safe place where they can come together
- In some areas the Police is the primary agency that is taking on the role of law enforcer, community worker and social worker
- Lack of social capital and community spirit creates greater apathy and hopelessness
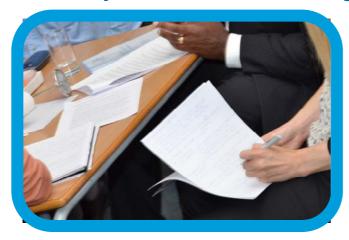
Inclusive Economic Growth

This session was facilitated by two members of the Inclusive Economic Growth KLOE reference group Lisa Trickett, Director of Civic Engagement, University of Birmingham and Margaret Way Policy Executive, Marketing Birmingham.   They outlined the approach that the KLOE had taken as part of this process, and how the KLOE had held a series of roundtables to try and understand the complex issues.   The overview reinforced Birmingham's starting position that it was a large, complex and diverse city and its economic growth needed to be considered within the context of the complexities of the city.   Therefore, economic growth would benefit both the community and residents.   The retail and the food sectors were the main areas where jobs would be provided. It was felt that the academic achievements of the city did not translate into the world of work.

After the overview, delegates then broke into table discussions with the purpose of sharing, testing and examining the emerging issues and recommendations which had been produced from the Economic KLOE reference group meetings by the KLOE champion, Professor John Bryson, Enterprise and Economic Geography, University of Birmingham:

1. A viable inclusive economic strategy must be based on an evidence-based analysis of the local economy (know your patch and build upon its strengths)
2. To tackle worklessness, deprivation and to enhance inclusive economic growth, Birmingham needs to deliver job growth significantly over and above the expected level of job growth over the next 10 to 15 years
3. Tackling Birmingham's skills deficit is critical for enhancing inclusive economic growth
4. Every job should be considered as a quality job
5. Every job should have an appropriate level of reward defined as a 'living wage'
6. An individual's career develops or evolves and should be considered to be a journey involving the acquisition of new skills
7. The deficit of skills across the labour force and limited levels of innovation generally are major barriers to competitiveness
8. Birmingham has a diverse economy that requires many different types of skills
9. Birmingham should celebrate and build upon its associations with manufacturing
10. Birmingham's multi-culturalism (should this be superdiversity for consistence?) should be considered to be an important economic asset which adds considerable value to the economy
11. Self-employment should be understood to be a viable alternative to employment. This has implications for housing policy
12. Innovative approaches to public sector procurement should be used by Birmingham City Council as a strategic tool to drive process and product innovation in the local economy
13. Responding to the challenge of inclusive economic growth requires Birmingham to project a strong, consistent and coherent identity
14. Birmingham's economy should be conceptualised as consisting of a mosaic of interwoven local economies
15. Birmingham must build on its successes rather than only focusing on its challenges

Summary of feedback from delegates

Must be a local economic strategy

- Delegates supported this and reiterated that any economic strategy needs to be long term - at least 30 years
- It was felt that at the moment the city council and partner organisations tend to develop only a short term view
- We need local economic narratives to understand that the stories and opportunities are different in different areas of the city. Each area needs to understand what its current skills provision and the future skills demands are
- Many delegates supported a local bottom-up entrepreneurial approach in contrast to the LEP and the city's economic strategy's top down strategic approach
- As well as "what makes a good Brummie" we could establish values around "what makes a good Brummie business". Could be around generating local employment, participating in the local community, protecting the environment and shared values/principles etc
- It terms of measurement of growth some people felt that the economy of money is not the only measure of growth and quoting GDP as measure is too simplistic and is misleading

Strong Identity for Birmingham

- There was strong agreement with the recommendation around considering the diversity and multi-culturalism of Birmingham being considered an important economic asset, however there was also a need to be clearer about how this could happen
- Equally some people commented on the inconsistency of trying to promote a single and consistent identity of the city, with aim of producing a local and diverse economy
- Young professionals want to feel they have a role to play in Birmingham but need to understand why they should care about Birmingham? We need to clarify what Birmingham should be proud of and why people coming here should want to have a stake in Birmingham

Delivering job growth over and above the expected level

- It was felt that the retail and food sectors were the main areas where jobs would be provided over the next few years
- While inward investment had a role, it was clear that supporting small and medium enterprises (SMEs) was crucial
- However it is important to join up support enabling SMEs to work together to produce more flexible programmes (internships, apprenticeships, skills development) as they provide 60% of jobs but often find it hard to recruit and retain

- People felt that there should also be a focus on 'enterprise' - self-employment should be understood to be a viable alternative to employment
- New business models need to be supported – social enterprise, co-operatives etc. We need to positively value social service and not simply private sector business development
- One suggestion was to utilise empty buildings, local town centre spaces for 'pop up' shops to give people experience at low risk/low cost
- There is a clear and identified need to build more on local supply chains and local networks that already exist
- Some argued that the third sector and trade unions should be utilised more in getting people into work and keeping them there
- The concept of valuing all work and types of jobs was felt important to inclusion, and this needs embedding within the education system

Tackling Birmingham's skills deficit

- It is clear to many from discussions with young people that careers advice and work experience needs to be improved including workplace visits, tasters, work shadowing, real job interviews, and extended placements of various lengths
- However, there was also concern that skills strategies only focused on young people, when older people also need to be provided with a 'new' type of educating. We need to look at up skilling and re-skilling and encouraging entrepreneurship in the over 40's and 50's
- Delegates were very supportive of the Future Jobs Fund approach of supporting people with "real" employment and emphasis was made on how a job can teach individuals within the workplace. It was felt that a similar type of programme for older people could be of value
- Other suggestions included considering work placement hubs by sector, get companies to sign (corporate social responsibility) giving individuals a richer experience - developing a directory / website of people who are retired from particular sectors who are willing to act as mentors / buddies/coaches etc for people on work experience in their sector
- The voluntary sector has a closer connection with people which allows them to respond to issues more quickly and creatively
- Consideration needed to be given to what is done when people get into work including the type of training provided within the workplace
- Linking schools and businesses was important but addressing adult worklessness was also important
- Schools in Birmingham need to have a clear focus on preparing young people for life after school. Alongside this, businesses and business leaders need to engage with young people and understand how to best lead, inspire, encourage and develop them
- The curriculum needs to link employment pathways with different sectors

Income inequality

- There was much support for the idea of a living wage and some people supported the view that poverty is not about worklessness but income level
- It was also highlighted that salary levels do not necessarily match skill levels
- A form of salary capping was suggested to ensure that the highest paid worker does not receive more than 10 to 20 times the lowest paid worker, although it was recognised this was difficult to implement locally

Public Sector procurement

- There should be wider recognition of BCC's procurement policy for jobs and skills as good practice
- As well as "living wage" clauses, public bodies need to consider adding a standard wage equality clause in procurement tenders, so that companies winning contracts guarantee not to pay their senior staff a salary that is more than a particular multiple of their junior staff's salary
- Public bodies should adopt in the procurement arrangement so that jobs and skills model target opportunities for those who need them most

Transport as a barrier

- Transportation issues influence whether to take a job or training opportunity, both in terms of cost and duration
- Consider building a 'Workwise' model used under the Working Neighbourhoods Fund (free bus passes and public transport advice for newly-employed)
- Community transport be used to improve mobility of people in particular parts of city (for example, enabling people in Frankley to accept jobs at the airport)

Wellbeing

This workshop was facilitated by Karen Creavin, Head of Sport and Physical Activity, Birmingham City Council who has been supporting the KLOE champion on behalf of Peter Hay, strategic director for Adults and Communities, during this process. She outlined the activity that the KLOE had undertaken. She explained that the focus of the KLOE was to consider the factors that affect the wellbeing of Birmingham's citizens and how we increase this where it is at its lowest.

The first major challenge to the KLOE was to establish a baseline for wellbeing and clarity about where wellbeing is at its lowest.

The second major challenge is to establish a definition and approach to wellbeing that was simple enough for people to understand and buy into, but specific and detailed enough to measure.

The process involved a multi agency reference group with a range of expertise and focus. Initially activity was focused on desktop research and reviewing evidence of what works. The KLOE then held evidence sessions, calling on a number of different witnesses and undertaking visits to locations of innovative and good practice.

Delegates then entered table discussions testing the various recommendations that the KLOE had established:

1. Embed the Five Ways to Wellbeing framework as a set of shared indicator values and a framework for diagnosing, organising and measuring social inclusion initiatives to promote wellbeing
2. Schemes should promote positive activity and inclusion within wider communities, they should promote the power to act, and should build and enhance the widest of social capital across communities
3. All statutory bodies should work to understand the possible ways that their systems and processes might impact on discrimination within the delivery of their services.
4. Statutory organisations should build a workforce that thinks wellbeing in all that it does, right the way through the organisations. Specific initiatives to support organisations are put in place across the city and led through the Health and Wellbeing Board.
5. The city adopts a single approach to wellbeing and looks to develop a single measure for communities/individuals across the city - this should be led by the Health and Wellbeing Board and agreed within the Health and Wellbeing Strategy.
6. The city takes an asset based approach to increasing wellbeing through the leadership of the Health and Wellbeing Board and in conjunction with other strategic bodies for the city. Birmingham will develop a robust asset map.

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7. Solutions for increased wellbeing should include the use of *positive deviants* (those people who agitate positively for change and/or who provide solutions but from the outside of services).

Summary of feedback from delegates

Some General Points on Wellbeing and Inclusion

- It's difficult to engage with everyone but we need to be more creative about inclusion; it's achievable but has to be by different mechanisms
- Community health champions could encourage 'new' people to talk, feeding back messages and stimulating others to help each other. This could help address the complexity of connecting people in modern society in particular where it is difficult to access power for many people
- Pride, self worth and tolerance or acceptance should be understood better as appreciation
- Disabled people are passed over for jobs because of the perceived costs. We need to look constructively at disability i.e. a dyslexic person can type faster than most other typists if they have access to voice activated software. We need to enable people to achieve their potential by looking at creative solutions
- The media is a very influential tool that we need to harness in terms of positive messages. The Olympic portrayal of disabled people was applauded by the group as an excellent example of 'normalising' diversity
- Being put down, not valued, discriminated against undermines wellbeing.   We need to look at mechanisms to promote self-belief i.e. life coaching for young people or vulnerable groups, motivation to break the mould. Powerful messages can be gained from people's journeys
- Concern was expressed around efforts to get people into jobs when there are no jobs to be had - taking away benefits won't encourage people into jobs particularly if there aren't any

Embed the Five Ways to Wellbeing framework

- There was a great deal of support for the five ways to wellbeing as it was simple, easy to remember and solid framework to build all our inclusion work around

- It was felt that to embed this framework fully in all we do and in service delivery in the round, widespread training is needed amongst staff of public and third sector organisations
- We also need a change of attitude across the city and not just among professionals. This should start at nursery and continue through life process
- It was suggested that we need a catchy slogan on the lines of Every Child Matters
- However there was some debate about whether all the five ways are necessarily measurable and therefore could they all act as indicators
- Related to this people were unsure of the term "indicator value" used in the recommendation wording and suggested revising this
- It was suggested that a charter for agencies/schools etc to sign up to and hold celebration events
- We need more information on Wellbeing and Resilience Measure (WARM) and Warwick and Edinburgh Mental Wellbeing Scale (WEMWBS)

Single approach to wellbeing

- The recommendation highlights the role of the Health and Wellbeing Board and the importance of it being transparent and accountable, linking and consulting with the public, community, voluntary and faith groups
- Some delegates question whether this was Birmingham City Council agenda rather than one that was more widely owned across different partners
- Delegates felt that a change of attitude is needed which values wellbeing as a key attribute that permeates people's lives and is affected by all aspects of life in Birmingham
- Delegates identified the need for case studies on the 'Five Ways to Wellbeing' to make them real for a wider audience
- As well as linking into other similar projects nationally we should lead the way in showcasing our good practice
- It's important to have all the faith leaders on board as they have a big influence – delegates asked whether they could become more engaged
- Need to identify "wellbeing" champions (for example, from faith communities/schools/workplaces)

Schemes to promote positive activity and inclusion

- Hidden or added value of initiative or costs of addiction
- We need to understand that strategies are multi-layered, one size fits all approach will not work
- It was recognised that it is important to link with the other recommendation about identifying assets

- Disenfranchisement leads to disaffection
- Joint working is important, it leads to mutuality, compassionate, gives meaning
- Concept of giving is extremely important in promoting inclusion
- However the group felt that Interaction has to be of mutual beneficial to each party
- It is clear that any approach cannot be short-term, any scheme has to invest in long term accountability

Build workforces that thinks wellbeing in all that it does

- It's about the attitude of the organisations, more than just policy change.
- Organisations need to understand and appreciate why wellbeing is so important. It needs to be included in recruitment, HR etc
- There needs to be a wellbeing needs assessment not just an equality one

Young People
- Need to push the living wage – use it to promote the issues of young people and deliver through young people being trained in, and valuing care work
- We need role models across the age spectrum for children and young people, not just younger people
- There is a blame culture as children and young people grow up, from being a 'product' to being personally responsible for behaviour
- Social workers in the city do not support young people's wellbeing, they say they are overworked which reinforces a 'blame culture'
- Something already taking place - schools to adopt a community project, fundraising for the school that year goes to the project and the students lead and work on the project

Employment
- There is a lack of awareness in general of the type of work available in the third sector
- Voluntary organisations need to have access to time banking i.e. 10% of their time to do voluntary, magistrate work etc
- We need a better public attitude to care staff e.g. social workers, Police, care workers – need to promote community respect to these groups to promote internal staff wellbeing
- There is a great opportunity to commission for wellbeing by promoting corporate social responsibility in organisations

Institutions within the city will promote wellbeing and limit social injury

- Recognise people as human then as mother/father etc. Aspirations, efforts, dreams
- One argument put forward was that we already as organisations do a lot to try and limit social injury via things like equality impact assessments
- There needs to be normalisation of disability, and the example of the Olympics was used to show how this could be successful
- Pay taxes and community charge
- Punitive measures are now public policy
- Not using current provision, for example, assistance technology
- Responding to people's aspiration
- 'The alternative of doing nothing is not an option'

Positive Deviants

- Some support for this approach
- However the group commented on the terminology, the word 'deviant' was taken by some to be negative
- It was felt that the language could be more straightforward

Asset based approach to increasing wellbeing

- Delegates sought clarification on what an asset is perceived to be
- It was suggested that it would be better to hold back on developing a asset map and focus embedding the asset based approach at a strategic level in order to influence commissioning and strategy
- Some were concerned that the recommendation was "top-down". They reinforced the importance of bottom up/top down approach to create an environment where dialogue can take place about connecting shared agendas
- This recommendation acknowledged as a big shift in an approach to addressing social inclusion by all, including policy makers, community etc and importance of engaging with young people

Young People

The session was facilitated by the Young People KLOE champion Mike Royal, National Director, The Lighthouse Group (TLG) gave an overview of the process that the KLOE had undertaken so far. Given the broad scope of this Key Line of Enquiry, it was quickly decided that to facilitate this process effectively we would structure the engagement activity around three core areas:

- **Work** – How can we connect young people to businesses and opportunities in the city
- **Learn** – How do we ensure that young people are work ready when leaving education?
- **Play** – How can we better champion "play" as a valued part of a child and young person's development?

Around these three themes, the process adopted a mixed approach, by undertaking desktop analysis, engagement activity with stakeholders, and holding evidence days where organisations and individuals were invited to give evidence to a panel.

Desktop Research: The support team built on research and understanding that had been gathered both in Birmingham and nationally.

Evidence Days: The KLOE held three evidence days around the three themes of work, learn and play. During these day long sessions the panel heard evidence from around 20 different organisations and individuals. Organisations ranged from local third sector organisations working in some of the city's poorest areas and deprived communities (e.g. Inclusion connect, Free@Last, World Unlimited, Stage 2); statutory organisations (Birmingham City Council youth and play services); national organisations (e.g. Children's Society and Child Poverty Action Group); and individuals who work closely with their local communities.

Engagement: It was obviously important to engage with young people as part of this process. In the timescales we had, a mass engagement or citywide survey approach was not possible. Also early research suggested that young people in the city are regularly the subject of engagement activity as part of statutory agency business, therefore the KLOE decided to build on this existing research and engage with young people on a targeted basis. This meant building on local research that has already been undertaken with young people such as the When Tomorrow Comes report (which engaged with young people across Birmingham, and had the National Youth Reference Group as advisors to its formulation). bRAP Line in the Sand report (engaged with 450 young people), Big Lottery Talent Match programme (co-design of the programme), Birmingham City Council's redesign of Youth Services. To build on these reports members of the reference group and evidence panels also made visits to organisations and groups of young people. Visits included to youth centres in
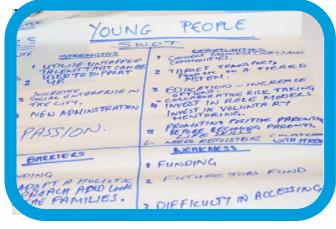
areas like Lyndhurst Estate, the TLG centre in Erdington, and engagement with St Basil's Youth Advisory Board.

He then summarised some of the key early findings and recommendations that have come out of the work.

- We need a proper analysis of the use of Social Investment models to fund interventions for young people
- More widespread work based learning in schools – "enterprise awakening"
- We need to end deficit model of mentoring so that every child has access to mentors
- Recreation of **Future Jobs Fund perhaps** through Talent Match programme
- Targeted support for the cost of transport for young people
- Cost of Education – Is there scope for a local EMA – for example, as in Cornwall
- Strategic approach to **play** needed within the city – value of young people getting beyond their urban environment
- **Child destitution in newly arrived communities** – better understand causes and effects through organisations such as the Children's Society
- **Internships for all not just "well-off" students**
- **Establish Birmingham version of "things to do before you are 11 ¾"**

Summary of feedback from delegates

Delegates were then asked in their table groups to critique the recommendations, undertaking a SWOT analysis on the findings, and to summarise what they felt were the key headlines around social inclusion and young people.

- It was felt by some that the KLOE focused predominately on older children and young adults rather than young children. It was felt that if early intervention models were to be adopted more intensely that some focus need to be shifted onto young children
- Other gaps people felt existed in this KLOE were around young people and mental health, and also children in care

- The obvious main barrier to these outcomes was funding, and there is a clear need to do more innovative work to fund initiatives
- We need to establish a stronger commitment from business around young people, education and work based learning; alongside changing their negative perceptions of young people
- We have excellent amount of statistics and data, however we need to use these better, and establish a core evidence base
- There are number of barriers in trying to establish work-based learning approaches in the city, despite the fact that it really works with examples in Birmingham. The main barrier was the varied landscape and fragmented schooling system Birmingham has a mixed education system comprising community schools, foundation schools, grammar schools, voluntary aided schools, academies and new free schools. The varied control of different schools means that it would be difficult to develop and implement any blanket approach to education recommendations as part of this process
- Also the direction that central government is moving with education policy is at odds with work based learning approaches
- If a local Birmingham Jobs Fund could be made to work it could have significant benefits for the city as a whole
- Need to established a targeted and tiered support system for young people which is linked to a needs register
- The restrictions around welfare are really hindering young people – for example the limits placed around volunteering. The benefits system is too complex and restrictive - needs to be more fluid and supportive
- The perceptions of young people are really important, and there seems to be a constantly changing view of young people, and this manifests itself through numerous ways and outlets, including the media and how statutory organisations such as Jobcentre Plus interact with younger generations. We need to adopt a more asset based approach to young people
- We need to map youth groups and forums and pull these together to consult young people
- Young people can be a real resource – for example, peer to peer communication can be a real asset but we need to think carefully how we go about it
- Young people often feel that people do not listen to them. To have truly functioning services and interventions, they need to be co-designed with young people
- Wide support for a more asset based approach to mentoring – although it has to be done right. One suggestion to produce non- prescriptive guidelines to mentors- such as ensuring all mentors to tell their story
- The city needs to develop a quality "kitemark" standard of best practice for youth service provision
- At the moment there does not seem to be the appetite to engage

- Suggestion of establishing a voluntary mentoring scheme through the city
- We need to have a "smarter" way of connecting with the young people of the city. This might be through digital approaches. Could we do with more smart phone apps for application forms and information? Perhaps we can develop alternatives to traditional resumes, like trying to roll out things like video CVs?
- People felt that looking at different models of funding initiatives was not only positive but essential in the current economic climate
- Developing a Birmingham model of social investment initiatives had a lot of support from the delegate groups, we need to identifying sustainable mechanisms sufficient to allow multiple social investment proposals to be developed, approved, and run in parallel in the city
- The cost of transport is definitely a significant issue, however it is clear the more detailed cost analysis needs to be undertaken and with other areas of work being under threat we need to decide whether this is a priority
- A lot of support for developing a Birmingham version of the National Trust's "Things to do before you are 11 ¾". Delegates felt it was important that young people are included in the design of this
- Broadening young people's horizons was important to raise people's aspirations. It was agreed that getting young people out of the inner city was extremely beneficial to their wellbeing

Cllr John Cotton, Cabinet Member for Social Cohesion and Equalities

The aims of the Social Inclusion Process – to make Birmingham a fairer, more equal place, of challenging the disadvantages that still scar the map of Birmingham and of giving every citizen the chance to be the best that they can be – sit at the heart of the new administration's vision for the city.

Changing the map of poverty and disadvantage in the city is a big ask at the best of times, let alone in the tough climate in which we now find ourselves. But it remains a vital task – one which we must remain focused on, in spite of the spending cuts and other enormous economic pressures.

It is not just a simple case of doing this because it is the right and moral thing to do. Inequality prevents our citizens, our businesses and our communities from achieving their full potential. To tolerate that inequality is tantamount to an act of economic and social sabotage.

The city council will only be able to tackle those deeply rooted inequalities by working in partnership with the public sector, business, voluntary organisations, faith networks and most importantly, with communities themselves. Local people have to be given the opportunity to take the lead, to develop institutions that they own and control, and to develop the skills, aptitudes and resilience they need in order to thrive independently.

I'm also keen that we take a different approach to neighbourhood problems. We need to start with our strengths. We have a wealth of experience and expertise in neighbourhoods across the city. We have a lot of people doing tremendous things in their communities each day. Let's make use of these assets and deploy them to address the problems.

Let's also have a proper and frank discussion about what it means to be a citizen of Birmingham in 2012. What are our shared values? What are the rights that we should expect as a citizen – and just as importantly, what are the responsibilities that we have as a citizen too?

We face unprecedented challenges. That is why a strong partnership – across sectors, agencies and communities – is so important. My role as Cabinet Member

for Social Cohesion is to ensure that we build that partnership and that we drive it with a single-minded focus on the closing of the inequality gap.

In the coming months, I will be bringing forward a social cohesion strategy to put these aims into action. That strategy won't succeed if it is merely the city council's strategy. It has to be the city of Birmingham's strategy – a common aim and endeavour to which we are all signed up.

The recommendations from this Social Inclusion Process and the tremendous work that has been done over the past months will play an important part in shaping that strategy.

I would like to especially thank Bishop David for leading this process, as well as the whole host of other people who have given up their own time, offered their expertise and contributed their energy and passion.

I have been struck by the energy and common purpose to make changes for the city. Here's my next challenge to you. Let's take the collective determination and partnership approach we've used to analyse the problem – and deploy it just as effectively in delivering the solutions.

Closing plenary

Next steps

The hard work starts now – this is not the end only the beginning. The steering group is now going to look at pulling all this information together into actions.

This means a culture change. Some of the findings will mean a new way of working. We need to move away from a deficit approach to an asset based approach. We want to develop outward-facing services, working across organisations to make things happen and enabling greater ownership by local people and communities.

We want to encourage a climate of Bank of Dave-style "positive deviance".

The partnership work and the Social Inclusion Process will continue. We are going to draft a "green paper" by September, and there will be an opportunity for everyone to comment and contribute towards it before the recommendations are published in the autumn. We will be looking to put into place short, medium and long term goals.

We want to set up a repository of information so we can develop a collective memory of city and make it all available for everyone to access.

There will be another summit in the autumn which will focus on implementing the recommendations from the process.

Close

The Bishop thanked everyone for coming and invited everyone to the next summit in the autumn.