



UNLOCKING SOCIAL AND ECONOMIC INNOVATION TOGETHER (USE-IT)

Theme: Urban Poverty

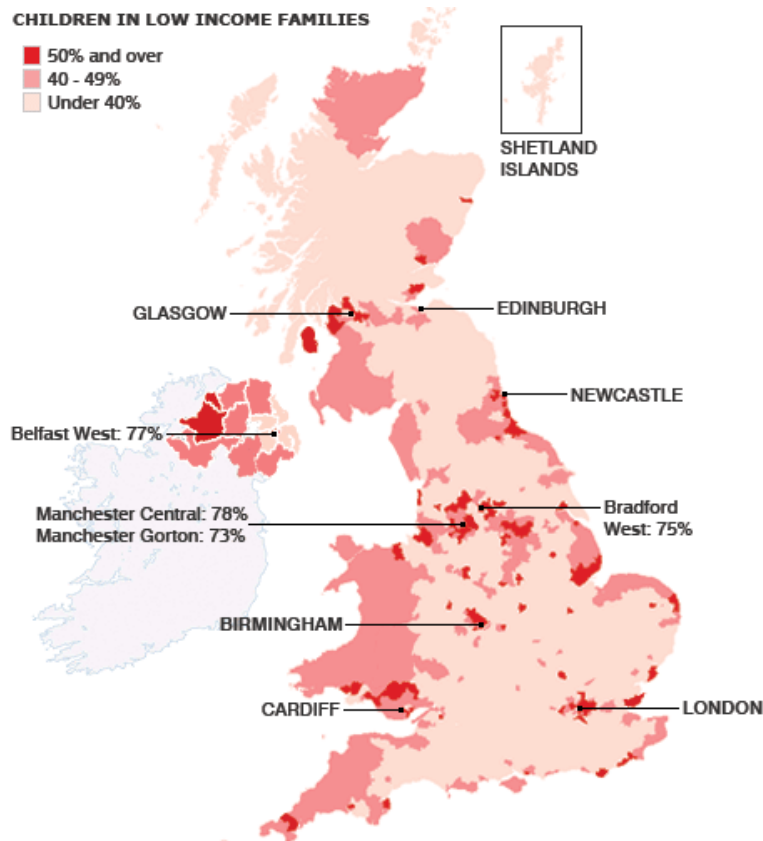
Place based approach with people in mind
Linking micro-assets (skills, talents, micro-funding) on the ground with macro assets
(anchor institutions and large investment projects)



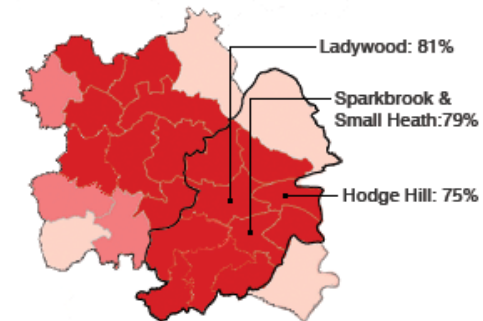
WHAT I'M GOING TO TALK ABOUT

- 1 Why did we decide to apply for UIA funding? Why UIA and not other mechanisms? What is the added value that UIA can bring to this type of projects?
- 2 How did we involve local stakeholders in the design of the project?
- 3 How we did we do the benchmark to demonstrate the innovativeness of our proposal?
- 4 The project journey so far
- 5 “How to get there” and “What I would have done differently”

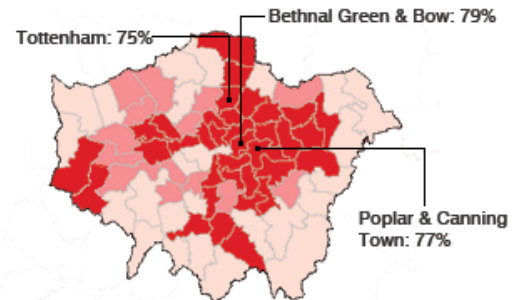
UNDERSTANDING THE CHALLENGE



BIRMINGHAM AND SURROUNDING AREA



LONDON



SOURCE: Centre for Economic and Social Inclusion and Donald Hirsch

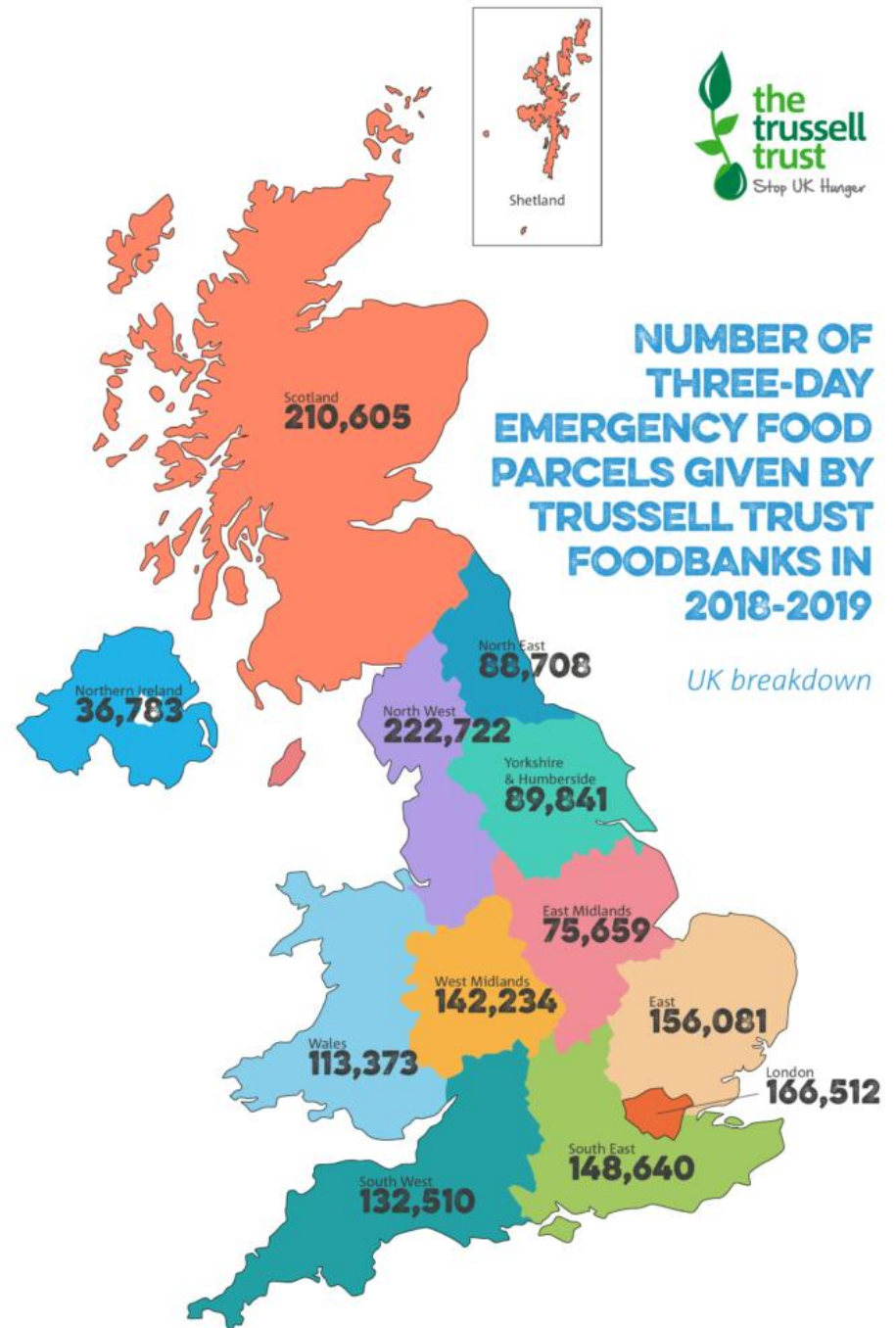
UNDERSTANDING THE CHALLENGE



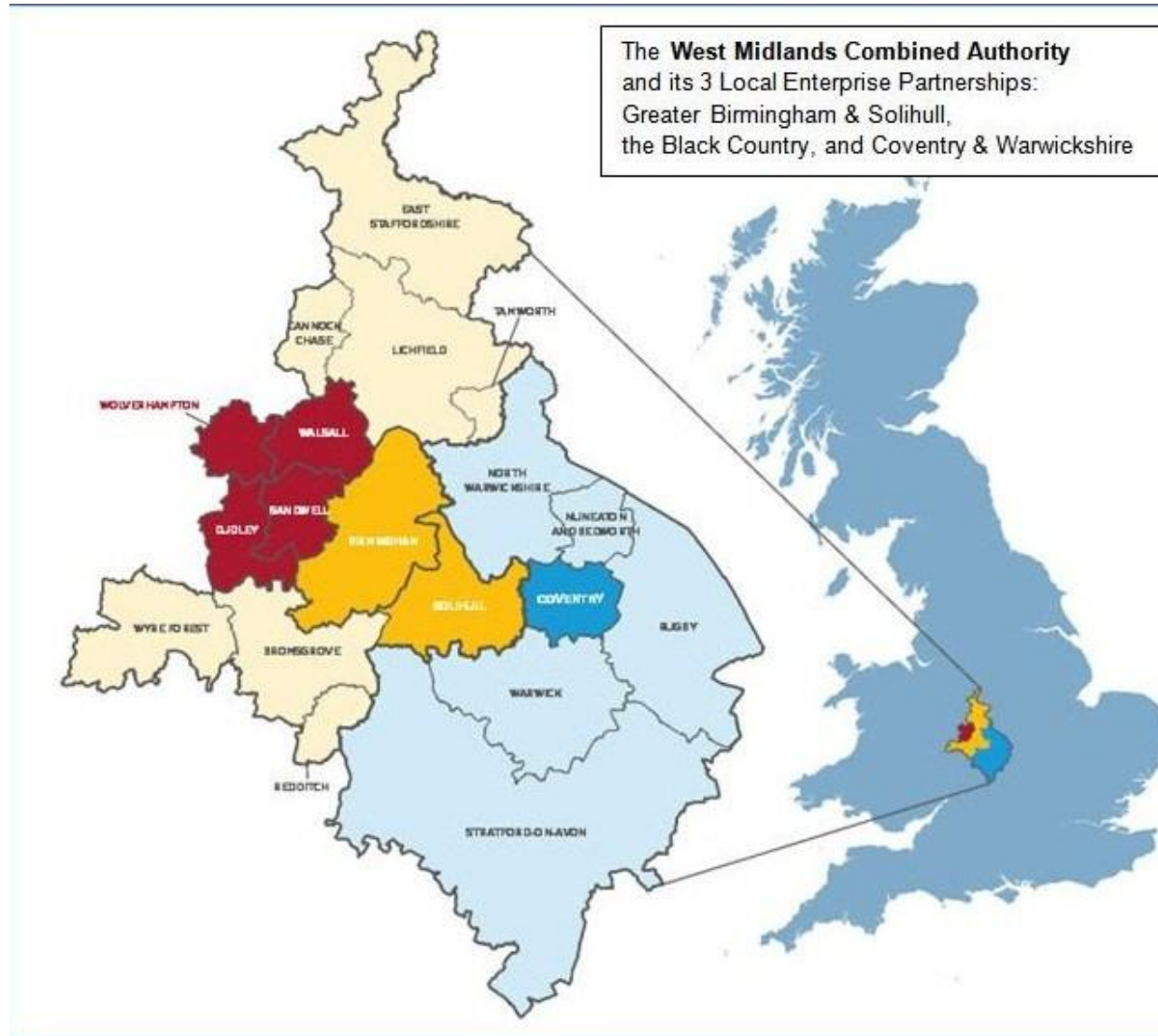
“Confidence high as Birmingham continues record levels of development”

The Businessdesk.com

FOOD BANKS ROUGH SLEEPING



UNDERSTANDING THE CHALLENGE



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GREATER ICKNIELD MASTER PLAN



Big place transformations

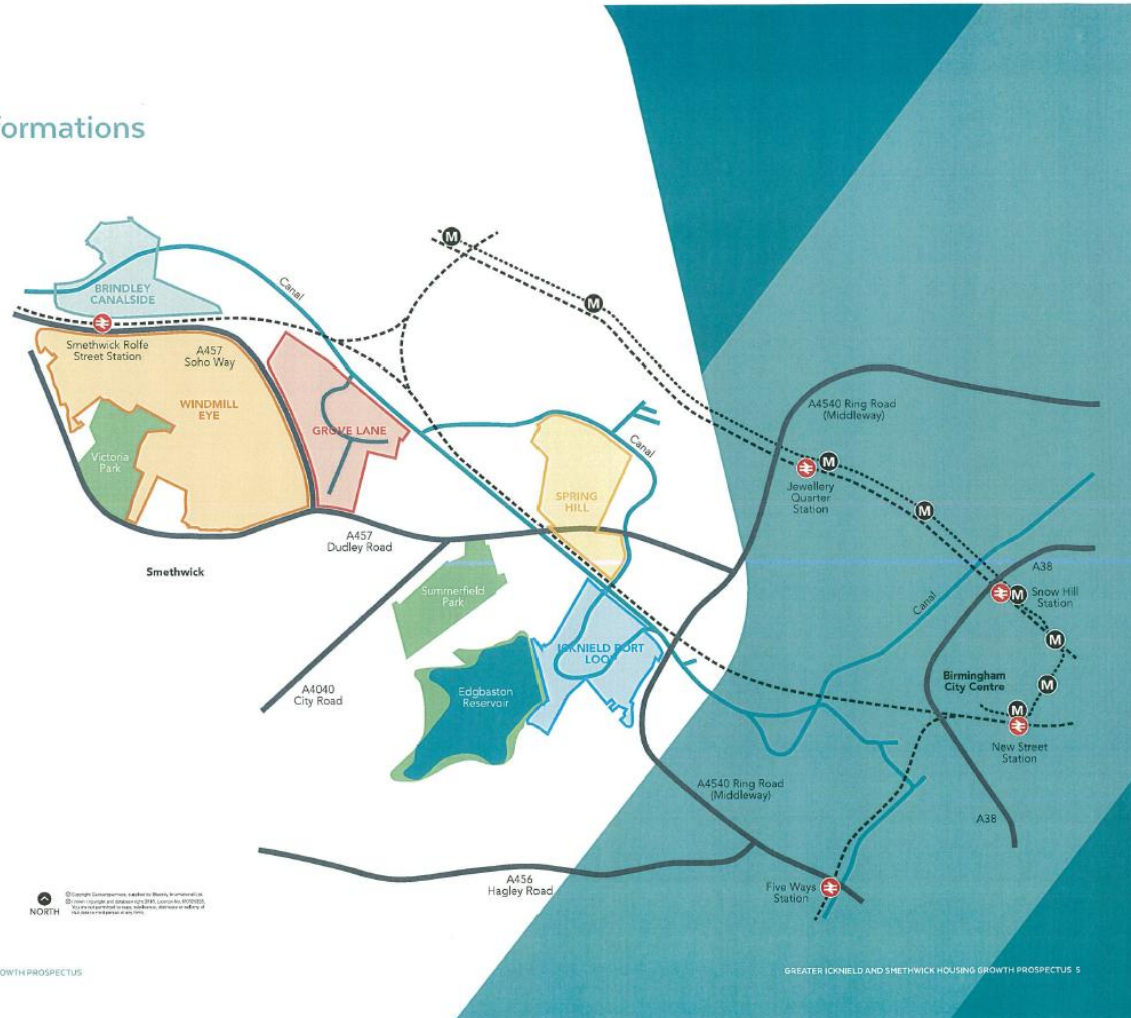
There are 5 major opportunities to deliver significant growth and create exciting new places at Grove Lane including the new Midland Metropolitan Hospital, around Icknield Port Loop, at Spring Hill, and complementing recent development at Brindley Canalside and Windmill Eye.

These offer a range of opportunities for developers and investors.

Development will deliver:

- 5160 new homes.
- 137ha of brownfield land redeveloped.
- At least £400m investment in infrastructure.
- £400m potential investment in housing.

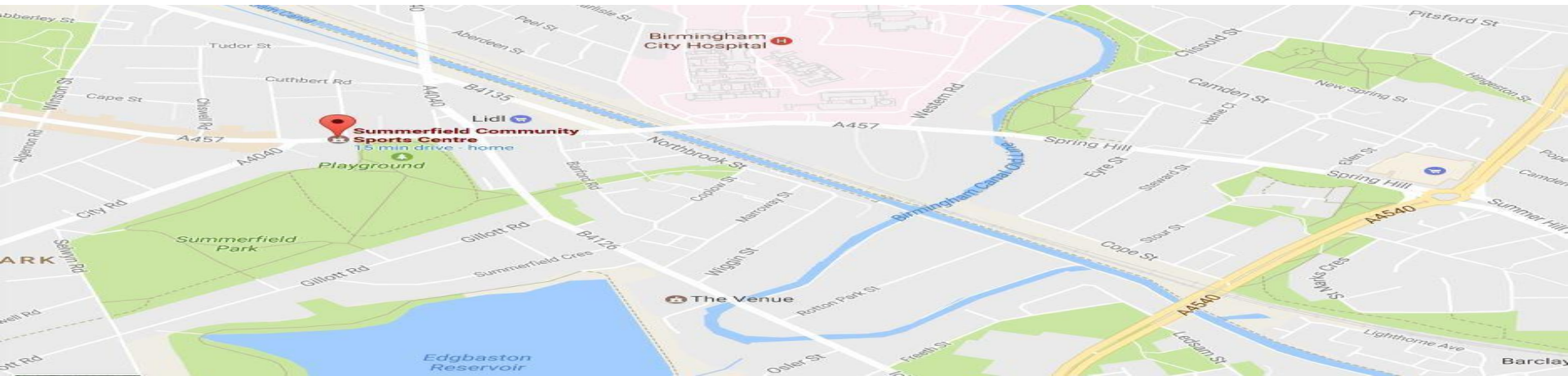
“
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”



WHY UIA FUNDING AND WHY IS USE-IT! DIFFERENT?

Two well known models of support didn't work for us:

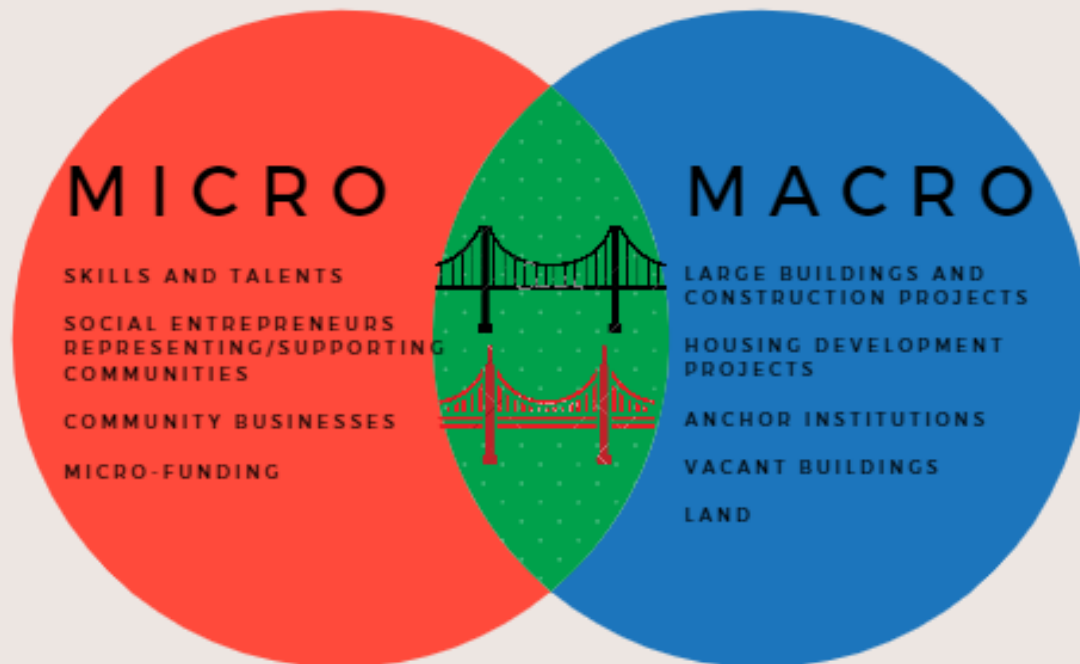
- **“bottom-up”**, in other words working at a community level helping to develop local people and organisations – this approach have done some great work but then left those individuals/organisation high and dry when the money runs out.
- **“top-down”**, in other words large infra structure investment justified on a “trickle down” theory of benefit to disadvantaged neighbourhoods which, we now know, never works.
- **USE-IT! is the first scheme that tries to bridge the two different models** – and does so by working with the existing micro assets and macro assets. In other words USE-IT! is a model that works with and respects what is already there – asset based approach



INNOVATIVE APPROACH

The FRAMEWORK

Connecting macro-assets with micro assets



INNOVATION

Anti strategy

permission to fail –paradoxically when we are not obsessing about hitting targets and instead trying something risky and fundamentally different –we generate valuable learning because even learning by mistake is more valuable than repeating the old same (that clearly didn't work since we needed the innovative funding in the first place!)

= over 90% success rate and much more added value

Brave vision, system change – often working against the system we are a part of

Specific activity focused on opportunity

Organic growth with existing resources – nothing new, unlocking existing assets (organisations, individuals, places, buildings)



HOW USE-IT! WORKS?

Partnership of 15 organisations - unusual match, partnership that would not form otherwise
→ bridging public and private sector and linking research and action in one project

Working together **with** local residents, organisations and developers to make sure that investment happening locally (e.g. new hospital and housing developments) benefit people living in that area

Empowering local residents by Community led Research – people are as much drivers for the change as the large investments are

Unlocking local skills (in this case medical skills) and opening opportunities for local residents to access good quality jobs within the NHS

Creating social businesses linked to macro-assets opportunities (new markets)

DIFFICULTIES VS OPPORTUNITIES

- Difficulty in explaining the concept – people are so used to having a strategy with clear activities, outputs, outcomes etc
- Managing the partnership of this size – and realising that there isn't one vision for the project
- Budget limitation – austerity
- Austerity – opportunity to do things differently
- Building on early wins – to unlock more opportunities
- Steering away from grant dependency – opening doors – making connections for people they wouldn't have had without us

SUCCESSSES TO DATE:

Tripled targets on unlocking local skills – over 250 individuals on the NHS jobs scheme – people with overseas medical qualifications

System change within NHS + other NHS Trusts replicating the model (HOPP)

Network of Social Enterprises created and 120 Social Enterprises created / supported to grow; 5 consortia of SEs formed (Health+Care, Retail, Built Environment, Tourism and Food Consortia); Birmingham established as **SE City** = visibility, critical mass and more innovation

85 Community Researchers trained and a Community Lab established.

USE-IT! is already recognised as a **new way of thinking** – need to change rhetoric from negative to positive when working with disadvantaged communities – empower them as opposed to bring them down!

Expectation: For the USE-IT model to be a **model** that can be replicated across other Birmingham neighbourhoods

An aerial night photograph of a city, likely Birmingham, showing a dense network of roads and buildings illuminated by city lights. The lights create a complex, web-like pattern against the dark background of the night sky.

Thank you!

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