

LOCAL AREA AGREEMENT 2008/11

Outcomes Framework

Second Draft

Succeed Economically

Desired change for Succeed Economically

To deliver sustainable economic growth for Birmingham through comprehensive city centre, targeted area and neighbourhood based regeneration, developing key sectors and the knowledge economy and supporting people from welfare into work.

1. Create the conditions for sustainable economic and population growth and regeneration through transformational change in the city centre and local neighbourhoods.	
Why is it a priority for Birmingham?	<p>As the regional capital, driving forward economic growth in Birmingham is critical to both local and regional prosperity, closing the regional productivity gap, increasing GVA, increasing employment, and reducing worklessness and economic inequality in the city. As such this outcome strongly supports the Regional Economic and Spatial Strategies, Birmingham's designation as a New Housing Growth Point, implementation of the Birmingham Prospectus, and the aspirations of the Community Strategy.</p> <p>A key aspect of Birmingham's economic growth is the provision of a sufficient supply of good quality development land and premises to deliver transformational change across Birmingham, particularly the city centre, but also in local neighbourhoods. Local centres (such as Longbridge) and corridors, such as the A41/A34 and Central Technology Belt, are key employment drivers. Connecting local people to new employment opportunities will ensure all citizens benefit.</p> <p>To achieve our ambitious investment potential it is essential that the city demonstrates a high quality of life and has the right mix of housing and associated infrastructure to attract and retain the skilled workforce which will underpin our vision.</p> <p>The implementation of the City Centre Master Plan and the Area Investment Prospectuses will be critical to achieving this outcome.</p>

Succeed Economically

Create the conditions for sustainable economic and population growth and regeneration through transformational change in the city centre and local neighbourhoods.
Indicator
NI 170 Previously developed land that has been vacant or derelict for 5 years or more
Possible local indicator on square metres of new developments
Possible local indicator on the vitality of neighbourhoods potentially using the number of voids or LAGBI type measure
Possible local indicator (subject to further discussion) on Birmingham's attractiveness to business, for example its ranking in the Cushman & Wakefield European Cities Monitor of the best cities in Europe to locate a business

Succeed Economically

2. Increase the city's economic output and productivity through expansion of key growth sectors, greater enterprise and innovation in high value-added activity.

Why is it a priority for Birmingham?

Birmingham must fully exploit its designation as a Science City and maximize economic benefits from investment in new growth sectors and research activities. Continuing to diversify the city's economy, in particular its manufacturing sector, is essential. This must include key growth in sectors and regional clusters such as medical technologies, advanced materials, environmental technologies and creative and cultural industries.

As part of this process we must ensure local businesses can meet the challenges and economic opportunities of climate change and the development of a low carbon economy, and support growth of the city's knowledge-based economy through technology transfer and innovation. This will be achieved through strengthening the relationship work with the private sector to support collaboration with local colleges and universities, especially in the Central Technology Belt. In particular we want to use the expertise in the city to develop environmental technologies and other sectors that to support the transition to a low carbon economy (see Priority Outcome 5).

Birmingham's future economic competitiveness is dependent on fostering a culture of enterprise and innovation that supports business growth, in particular in high-technology and high added-value sectors.

SMEs continue to play a vital role in the city's economy, not least as a key entry route to employment, and it is critical that Birmingham provides the conditions and support they need to start-up, survive and grow. This includes ensuring that business support can effectively meet the needs of Birmingham's diverse businesses and communities. We must encourage greater business start-ups, growth and survival, particularly in priority areas through targeted work with local communities, schools and young people.

Succeed Economically

<p align="center">Increase the city's economic output and productivity through expansion of key growth sectors, greater enterprise and innovation in high value-added activity.</p>
<p align="center">Indicator</p>
<p>NI 171 VAT registration rate (potentially modified to show net registrations/de-registrations) and/or NI 172 VAT registered businesses in the area showing growth</p>
<p>Possible local indicator on GVA per head (subject to timeliness of data)</p>
<p>Possible local indicator on regeneration strategy/inward investment</p>
<p>Possible local indicator on innovation (subject to further discussion), potentially measuring the number of patents applied for/granted</p>
<p>Possible local indicator on research and development (although given the current lack of readily available data at the city level, this would need to be developed from scratch)</p>
<p>Possible local indicator on levels of Total Entrepreneurial Activity (subject to further discussion)</p>
<p>Possible local indicator on knowledge intensive sectors employment and/or skills (subject to further discussion)</p>

Succeed Economically

3. Provide high quality infrastructure to support improved local and regional connectivity and accessibility, enhance global competitiveness and underpin future economic and population growth.

<p>Why is it a priority for Birmingham?</p>	<p>Sitting at the heart of the regional and national road and rail networks and with an international airport, Birmingham's transport gateways have a significant impact on investment decisions and the movement of people and goods. The redevelopment of New Street Station and the expansion of Birmingham International Airport are critical to the city and wider region's economic link to markets and key factors in attracting inward investment and employment.</p> <p>Local connectivity issues, both physical and digital are equally important, especially to link people to learning, employment, social and cultural opportunities. Creating local transport solutions through more sustainable patterns and modes of travel are key to reducing congestion, and in particular encouraging the use of public transport (bus, train and metro) is essential to sustainable growth.</p> <p>In addition this will need to be underpinned by a range of infrastructure to ensure a high quality of life for local people and to attract new people and investors to the city. This will include investment in water and green infrastructure as well as ensuring sustainable, secure energy supply.</p>
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Provide high quality infrastructure to support improved local and regional connectivity and accessibility, enhance global competitiveness and underpin future economic and population growth.

Indicator

NI 167 Congestion – average journey time per mile during the morning peak

NI 176 Working age people with access to employment by public transport and other specified modes

Possible local indicator (subject to further discussion) on the number/range of international destinations and international passenger throughput served by Birmingham International Airport

Succeed Economically

4. Increase employment and reduce poverty across all communities through targeted interventions to support people from welfare into work.

<p>Why is it a priority for Birmingham?</p>	<p>Improving employment rates is critical for the city's overall economic success, increasing GVA and for individuals' quality of life. All of our residents need to be able to contribute and benefit from our future economic prosperity. There is a strong correlation between poverty and under performance at school and in the labour force. Worklessness remains high in a number of areas and for some communities, and many of those in work have poor prospects of progression.</p> <p>We need to engage more effectively with employers to ensure people in our priority target groups and areas have the opportunity to access future employment opportunities created through new investment and also through the normal 'churn' in labour market. In parallel to this we will work with key partners to engage target client groups and ensure they have the necessary employability skills to access the available jobs. The Integrated Employment and Skills model, delivered through the city-region's City Strategy, will be key to delivering this.</p>
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<p>Increase employment and reduce poverty across all communities through targeted interventions to support people from welfare into work.</p>	
<p>Indicator</p>	
<p>NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods</p>	
<p>Possible local indicator on the proportion of children in poverty</p>	
<p>Possible local indicator (subject to further discussion) on the number of long-term unemployed (longer than 6 months) in target areas.</p>	
<p>Possible local indicator on jobs created</p>	

Succeed Economically

5. Create a vibrant low carbon, low waste economy through the best use of environmental technologies, and ensure that Birmingham is prepared for the impact of climate change.

Why is it a priority for Birmingham?

Historically, Birmingham's expertise and manufacturing skill helped drive the industrial revolution and create the high carbon economy of the nineteenth and twenty century. However the city recognises that there is a responsibility to ensure that future economic and population growth are managed in a sustainable manner which does not further contribute to climate change and environmental damage

Be Birmingham has already established its ambition to be a global leader in tackling climate change by reducing CO₂ emissions by at least 60% by 2026 and will be launching its strategy in June. By exceeding national targets Birmingham will use its expertise, including its science city status, the University of Birmingham's National Energy Technology Institute and East Birmingham and North Solihull regeneration zone to develop innovative solutions creating and attracting new businesses and jobs.

Birmingham also needs to place greater emphasis on sustainable consumption and production, and working with partners will focus on reducing waste at source. By improving resource efficiency and reducing associated costs businesses will also improve their competitiveness and image and position themselves to take advantage of new opportunities developed through the delivery of our sustainable procurement compact.

Birmingham also needs to be prepared for the impact of a changing climate in order to prevent disruption to business and protect people and property. Over recent years flooding has damaged property and disrupted transport, and severe heat has caused transport problems, made some work places unusable and even caused loss of life. To enable the city to grow sustainably and attract inward investment we must be able to provide the appropriate guidance to ensure that all new homes, premises, infrastructure and supply chains are resilient to a changing climate.

Create a vibrant low carbon, low waste economy through the best use of environmental technologies, and ensure that Birmingham is prepared for the impact of climate change.

Indicator

NI 186 Per capita CO₂ emissions in the LA area

NI 188 Adapting to climate change

NI 191 Residual household waste per head

Possible local indicator on the levels of carbon emitted by new homes (target is 25% less by 2010)

Possible local indicator on tonnes of CO₂ saved

Possible local indicator on Birmingham's ecological footprint (measures the impact of Birmingham's consumption)

Succeed Economically

6. Improve Birmingham’s educational attainment and skills base to meet the economic needs of the city now and in the future.

Why is it a priority for Birmingham?

Education strongly influences life chances - the extent to which individuals succeed, enjoy life, contribute to the economy and participate in society. Birmingham has the best GCSE record of all the core cities, and the Community Strategy aspires to ensure that no one is disadvantaged by the schooling they receive within Birmingham but rather that it gives them a real “head start” in life. There remains much to be done though as some groups of children are currently significantly underachieving, including Black-Caribbean boys, Looked After Children and White boys on free school meals. Similarly performance across some deprived neighbourhoods is significantly below the city average.

The continuing restructuring of the local economy demands a growing base of skills amongst the local workforce. In future years there will be less jobs for people with no or low qualifications and already key sectors are reporting skills shortages and recruitment difficulties.

Birmingham must ensure its local workforce can offer the skills that local employers will need now and in the future. In particular targeted interventions are needed to ensure local people, particularly from priority communities, have the skills needed to access jobs and support in progressing once in employment.

Future priorities will include activities to raise educational attainment, developing apprenticeships, close skills gaps and enable career progression through workforce development, including management and leadership skills. The Integrated Employment and Skills model will be fundamental in delivering this.

In parallel there is a need to ensure the city can attract and retain a workforce with a full range of skills, in particular retaining more graduates through attractive and affordable housing and a strong quality of life and cultural offer.

Skills also have a wider application and improving adult skills levels will generate benefits across many spheres, enabling people to make better use of their talents, live more fulfilled lives and contribute more to Birmingham as a place.

Succeed Economically

Improve Birmingham's educational attainment and skills base to meet the economic needs of the city now and in the future.
Indicator
NI 72 Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy
NI 73 Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold)
NI 74 Achievement at level 5 or above in both English and Maths at Key Stage 3 (Threshold)
NI 75 Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths (Threshold)
NI 83 Achievement at level 5 or above in Science at Key Stage 3
NI 87 Secondary school persistent absence rate
NI 92 Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest
NI 93 Progression by 2 levels in English between Key Stage 1 and Key Stage 2
NI 94 Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2
NI 95 Progression by 2 levels in English between Key Stage 2 and Key Stage 3
NI 96 Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3
NI 97 Progression by 2 levels in English between Key Stage 3 and Key Stage 4
NI 98 Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4

Improve Birmingham's educational attainment and skills base to meet the economic needs of the city now and in the future.	
Indicator	
NI 99	Children in care reaching level 4 in English at Key Stage 2
NI 100	Children in care reaching level 4 in Maths at Key Stage 2
NI 101	Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)
NI 79	Achievement of a Level 2 qualification by age 19
NI 80	Achievement of a Level 3 qualification by age 19
NI 117	16 to 18 year olds who are not in education, training or employment (NEET)
NI 163	Working age population qualified to at least Level 2 or higher
NI 165	Working age population qualified to at least Level 4 or higher
NI 174	Skills gaps in the current workforce reported by employers
Possible local indicator (subject to further discussion) on basic skills attainment in priority wards / target areas	

Stay Safe In A Clean, Green City

Desired change for Stay Safe In A Clean, Green City

To reduce crime by shifting the emphasis over time from crime management and disruption strategies to crime prevention and tailored support and protection for our most vulnerable people.

7. Reduce the most serious violence, including tackling domestic violence, gang and gun related crime, and violence in public places.	
Why is it a priority for Birmingham?	<p>Birmingham's strategic assessment evidences the ongoing need to focus on a broad range of contributing factors within the violent crime arena of such a large and diverse city. Domestic violence is a specific area of concern and the diversity of Birmingham's population and the arrival of new communities and cultures means this contributor to violent crime has potential to grow if not challenged repeatedly and vigorously.</p> <p>Gun crime and the resulting gang culture has a negative impact on neighbourhoods and the reputation of the City which is out of all proportion to the number of incidents and individuals involved. It can adversely affect business decisions concerning investment in the city and applications for University placements, Birmingham is a major contributor to the National guns and gangs issue. Achieving Priority Outcome 6 (Educational attainment and skills) will, in certain neighbourhoods of the city, be dependant on addressing gang issues.</p> <p>Violent crime not only has a terrible effect on the individuals who experience it, but can generate fear and damage the social and economic life of the city. Although Birmingham has seen significant overall reduction in crime, the less dramatic reductions in violent crime, especially in public places, is perhaps one of the main reasons why the public fear of crime has not fallen in line with the overall reduction in offences committed. Reductions in violent crime of all types not only have obvious benefits for potential victims but will also have a positive financial impact on health and social care costs. Serious sexual assault is a continuing problem and is often associated with the growing night time economy and widespread misuse of drugs and alcohol. Despite some recent improvement, hate crime also remains a problem, and often manifests itself in violence in public places.</p>

Stay Safe In A Clean, Green City

Reduce the most serious violence, including tackling domestic violence, gang and gun related crime, and violence in public places.
Indicator
NI 15 Serious violent crime rate
NI 29 Gun crime rate

Stay Safe In A Clean, Green City

8. Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

Why is it a priority for Birmingham?

The volume of crime committed in Birmingham has a direct bearing on the extent to which people want to live, work and visit the city. Residents' surveys consistently cite the level of crime as the most important factor in making somewhere a good place to live. Although Birmingham is one of the safest core cities, crime, anti-social behaviour, fear of crime and lack of safe and welcoming facilities for young people are significant issues in many parts of the city. Businesses can also be discouraged from investing in areas undergoing regeneration because of crime and anti-social behaviour or the perceptions of it. A proven and effective way to address these problems is through cross partnership strategies, targeted action, and commitment to invest in prevention delivered at a neighbourhood level.

The Community Safety Partnership annual strategic assessment and the twice monthly pan Birmingham Tasking Group will identify emerging serious acquisitive crime and anti social behaviour issues, and local community involvement through neighbourhood policing, safer estates groups, and engagement forums at a neighbourhood level, will identify those local issues of real importance to communities.

Clean streets, parks and open spaces free of litter, graffiti and other environmental degradation has a major impact on the quality of life of residents, the overall attractiveness of neighbourhoods, perceptions of crime and safety, and the actual incidence of offending. A high quality local environment can exercise a strong influence on businesses making investment decisions, and conversely poor environmental quality drives businesses and jobs away from the city.

Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

Indicator

NI 16 Serious acquisitive crime rate

NI 25 Satisfaction of different groups with the way the police and local council dealt with anti-social behaviour

Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

Indicator

NI 39 Alcohol-harm related hospital admission rates

NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting)

Stay Safe In A Clean, Green City

9. Reduce re-offending through the improved management of offenders and effective treatment of drug and alcohol using offenders.

Why is it a priority for Birmingham?

Better management of offenders and treatment of those abusing drugs and alcohol will result in a reduction in the number and seriousness of offences subsequently committed, with obvious benefits for the city and its residents. The pressures placed on social care and health services as a result of drug misuse and the breakdown of families is considerable.

A high proportion of Birmingham's crime is known to be committed by a relatively small number of prolific offenders. A targeted response to restrict their offending will have a significant impact on overall crime rates. Drug abuse is a major driver of acquisitive crime and the combined impact of drugs and alcohol is a key driver of violence.

The effective management of offenders, especially prolific and chaotic offenders, is highly dependent on close, joined up partnership activity.

Reduce re-offending through the improved management of offenders and effective treatment of drug and alcohol using offenders.

Indicator

NI 30 Re-offending rate of prolific and priority offenders

NI 38 Drug-related (Class A) offending rate

NI 45 Young offenders engagement in suitable education, employment or training

Stay Safe In A Clean, Green City

10. Protect Birmingham’s children, young people and vulnerable adults from harm.

Why is it a priority for Birmingham?

The safety and protection of vulnerable children is rightly a statutory responsibility. Birmingham, like all major cities, has a high volume of cases and incidents to manage and expectations for higher quality care to fulfil. Current demand and performance therefore makes this a priority. Similarly safeguarding adults who are vulnerable due to age, physical or learning disability, mental health issues or other reasons remains an ongoing priority for Birmingham.

Protect Birmingham’s children, young people and vulnerable adults from harm.

Indicator

NI 141 Number of vulnerable people achieving independent living

Possible local indicator on safeguarding

Possible local indicator on children being bullied

Stay Safe In A Clean, Green City

11. Prevent the development of violent extremism.

Why is it a priority for Birmingham?

As with other major cities, violent extremism represents one of the most acute threats to the continuing economic growth and social wellbeing of Birmingham. Encouraging integration and understanding of shared values are essential to inhibit and prevent its growth in the city, which remains a very real, if hidden, challenge.

Prevent the development of violent extremism.

Indicator

NI 35 Building resilience to violent extremism

Be Healthy

Desired change for Be Healthy

To reduce health inequalities and to shift the emphasis over time from secondary care to primary and community care, with a greater focus on the customer and those with complex needs.

12. Reduce inequalities in health and mortality across Birmingham and support more people to choose healthy lifestyles and improve their wellbeing.	
Why is it a priority for Birmingham?	<p>Despite recent improvements, Birmingham’s citizens are still not living as long as they should be when compared to the UK average. This pattern is repeated within the city where the more deprived areas of the city experience unacceptably low levels of health and wellbeing and life expectancy, damaging residents’ quality of life and inhibiting access to employment which could otherwise lift them out of poverty. These ‘health gaps’ represent perhaps the most basic and brutal form of inequality and one which the Community Strategy seeks to address, with life expectancy at or above the national average across all wards by 2026.</p> <p>Healthy lifestyles and disease prevention are becoming increasingly critical as Birmingham’s population ages, the incidence of chronic long term illness increases (often eventually leading to disability), and the impact of major public health issues such as obesity becomes increasingly felt. Effective health promotion and associated encouragement of physical activity reduces health problems (and ultimately mortality rates), improves overall quality of life and in the long term moderates the strain on acute health services.</p>

Reduce inequalities in health and mortality across Birmingham and support more people to choose healthy lifestyles and improve their wellbeing.
Indicator
NI 119 Self-reported measure of people’s overall health and wellbeing

Reduce inequalities in health and mortality across Birmingham and support more people to choose healthy lifestyles and improve their wellbeing.

Indicator

NI 120 All-age all cause mortality rate

NI 123 16+ current smoking rate prevalence

NI 137 Healthy life expectancy at age 65

Be Healthy

13. Develop personalised care and support for older people and other vulnerable adults to live healthier, more independent and inclusive lives, and provide better support for people with long term conditions and their carers, including improving end of life care.

<p>Why is it a priority for Birmingham?</p>	<p>Current trends will lead to a greater proportion of poorer, non-white older people with complex social care needs in the city than is the case nationally. Birmingham has a responsibility to its older and more vulnerable citizens to offer sufficient support to maximise their independence and enable them to live active, fulfilling lives. This is also vital to manage the risk of escalating costs.</p> <p>People with long term conditions very often face restrictions on their lives and sometimes reduced quality of life itself. Better support can at least partially ameliorate these negative effects and provide increased independence and more control of conditions. Given Birmingham's ageing population and the rising number of people with long term conditions the importance of this issue can only increase over time. Related to this is improved advice, recognition and support for carers, and improvements to the quality of end of life care.</p>
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Develop personalised care and support for older people and other vulnerable adults to live healthier, more independent and inclusive lives, and provide better support for people with long term conditions and their carers, including improving end of life care.

Indicator

NI 124 People with a long-term condition supported to be independent and in control of their condition

NI 129 End of life access to palliative care enabling people to choose to die at home

NI 135 Carers receiving needs assessment or review and a specific carer's service, or advice and information

Be Healthy

14. Improve the health of Birmingham’s children and young people and protect them from potentially damaging lifestyles and behaviour.	
Why is it a priority for Birmingham?	Child health is undoubtedly a major priority, and lifestyles and behaviour established in childhood can bring serious adverse consequences in later life. Like many other major cities, Birmingham has major problems to overcome to ensure that all children and young people live full and healthy lives, making wise choices that support rather than compromise future health and wellbeing. One illustration of this is that both childhood obesity and teenage pregnancy are currently at unacceptable levels.

Improve the health of Birmingham’s children and young people and protect them from potentially damaging lifestyles and behaviour.	
Indicator	
NI 56 Obesity among primary school age children in Year 6	
NI 112 Under 18 conception rate	

Enjoy A High Quality Of Life

Desired change for Enjoy A High Quality Of Life

To improve the life experiences of our people and increase customer service quality and choice for people across the city.

15. Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.

<p>Why is it a priority for Birmingham?</p>	<p>As with many large cities, poor quality housing has been a major problem in Birmingham. The consequences were felt by residents in terms of poor health, low quality environment, crime, and reduced educational achievement. The lack of good quality housing has also deterred business investment as it has not been regarded as an attractive location in which skilled workers wish to live.</p> <p>Much has been achieved recently in bringing the city's housing stock up to an acceptable level. But there remain major strategic challenges for housing in terms of meeting (a) population growth projections, (b) demands for affordability; and (c) the aspirations of people who are able to choose where they live so that fewer feel they have to leave the city.</p>
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Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.

Indicator
NI 154 Net additional homes provided
NI 155 Number of affordable homes delivered (gross)
NI 187 Tackling fuel poverty – people receiving income based benefits living in homes with a low energy efficiency rating

Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.

Indicator

Possible local indicator on vulnerable households living in the private sector assisted to improve their home towards the decent homes standard

Enjoy A High Quality Of Life

16. Improve Birmingham’s neighbourhoods, particularly the least affluent ones, in terms of deprivation, service delivery and overall quality of life for residents.	
Why is it a priority for Birmingham?	<p>The Community Strategy is clear in its desire to make sure that no one is disadvantaged by where they live in Birmingham. And, despite the achievements that have been made in ‘closing the gap’ that exists in outcomes for citizens in some parts of the city, there are still a number of neighbourhoods where much remains to be done. Continuing, targeted efforts to reduce deprivation must be made and the quality of service delivery (and user satisfaction with it) needs to improve. A key aspect of improving neighbourhoods is the development of thriving and attractive local centres.</p> <p>One of the particular challenges facing the more deprived neighbourhoods can be the potentially transient nature of the population. A ‘revolving door’ of poverty can exist where those residents who achieve a high enough level of income move out, often to be replaced by very vulnerable individuals, especially those newly arriving in the UK. New arrivals and population ‘churn’ can make effective intervention from public sector agencies difficult, but getting it right must be regarded as a priority.</p> <p>It is also important to ensure that Birmingham’s more stable neighbourhoods continue to improve, to provide a good quality of life for residents and provide an environment which will attract businesses and skilled professionals to the city.</p>

Improve Birmingham’s neighbourhoods, particularly the least affluent ones, in terms of deprivation, service delivery and overall quality of life for residents.
Indicator
NI 5 Overall/general satisfaction with local area
Possible local indicator on changes in levels of deprivation at neighbourhood level and improvements achieved through neighbourhood funding

Enjoy A High Quality Of Life

17. Raise Birmingham’s profile and attract more people, trade and opportunities through renowned facilities and events across the cultural, sport and creative sectors, and ensure residents have access to high quality facilities, programmes and activities locally.

Why is it a priority for Birmingham?	<p>Top quality cultural, leisure and sporting assets and facilities are a vital ingredient in Birmingham’s development and growth into a world city. Their presence makes the city a great place to live but also attractive to visit, with numerous opportunities to enjoy, learn and participate in events and activities. One of Birmingham’s core strengths is its rich and diverse cultural offering (including a strong and growing creative industries sector) which brings great economic and other benefits to the city and needs to be promoted more strongly. This is one of the key factors in drawing tourists to the city and is also of vital importance in attracting people, especially young skilled professionals, to move to Birmingham.</p> <p>High quality, easily accessible cultural, sport and leisure facilities at a neighbourhood level also play a major contribution to residents’ overall quality of life through provision of enjoyable, healthy, safe and positive activities.</p>
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Raise Birmingham’s profile and attract more people, trade and opportunities through renowned facilities and events across the cultural, sport and creative sectors, and ensure residents have access to high quality facilities, programmes and activities locally.	
Indicator	
Possible local indicator on tourists who think Birmingham is a good place to visit or similar (potentially based on existing performance indicators already in use by relevant agencies)	
Possible local indicator on citizens very or fairly satisfied with cultural, leisure and sporting “offers” across the city (potentially based on existing performance indicators already in use by relevant agencies)	
Possible local indicator on participation in cultural activities - sports, libraries, museums and arts	

Making A Contribution

Desired change for Making A Contribution

To re-invigorate civic and community pride and generate an active and caring citizenship across the city, with empowered people who are fully informed, involved and engaged in the design and co-production of services and public choices for the city and its communities.

18. Strengthen community cohesion and integration between residents of different backgrounds.

<p>Why is it a priority for Birmingham?</p>	<p>The diversity of Birmingham's communities is one of its unique strengths and a high proportion of residents think people from different backgrounds get on well together. A key aim is to strengthen the links <i>between</i> communities so they understand what unites them and how they can all contribute to creating a successful, fair, diverse, cosmopolitan city. Tensions and differences will always exist and we need opportunities for discussing them and resolving problems before they escalate and are manifested in levels of hate crime and fear of hate crime in the city.</p>
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Strengthen community cohesion and integration between residents of different backgrounds.

Indicator

NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area

Possible local indicator on outcomes in terms of life opportunities such as education, employment, housing, health, crime and anti-social behaviour

Possible local indicator on perceptions of rights and responsibilities, and recognition of the contributions of different groups

Making A Contribution

19. Encourage more active participation of Birmingham’s citizens in neighbourhood and citywide organisations, events and civic institutions.	
Why is it a priority for Birmingham?	The active involvement of Birmingham’s citizens – including its young people - in community life and city governance (including voting in elections) not only strengthens key institutions, local democracy and the voluntary and community sector but is also essential if the city is to successfully tackle the challenges it faces. None of the major issues highlighted in the Community Strategy can be effectively and permanently resolved without the proactive involvement of the people of Birmingham and their vast assets in terms of skills, knowledge and practical insight. This culture of active citizenship must be consistently encouraged and will provide real benefits at neighbourhood and citywide levels, but also to individuals themselves through new opportunities and experiences, development of new friendships and skills, and potentially a greater sense of achievement and fulfilment.

Encourage more active participation of Birmingham’s citizens in neighbourhood and citywide organisations, events and civic institutions.	
Indicator	
NI 3 Civic participation in the local area	
NI 4 Percentage of people who feel they can influence decisions in their locality	
Possible local indicator on support for third sector	