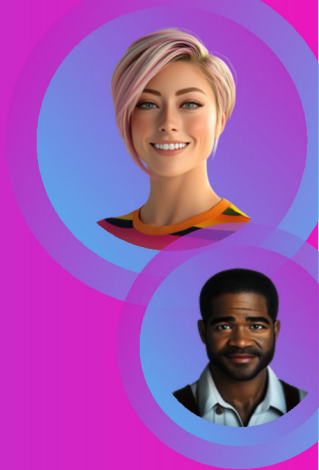




Bridgit Local: Preventative Digital Support for Birmingham

Co-designed with residents and Birmingham City Council to reduce demand, engage earlier, and empower communities.



Brum Chat is a new digital service developed in partnership with Birmingham City Council. Co-designed with local teams and residents, it offers a fun, approachable “Peaky flat capped” set of digital coaches to help residents find the right support earlier – from housing and employment to wellbeing and finance.



Our Aims

- **Reduce demand** on council teams by providing 24/7 digital advice and triage.
- **Scale early intervention**, preventing problems from escalating.
- **Support Care Act duties** through a new “Conversation 0” model for assessments and needs.
- **Engage residents earlier** with Google Ads, community networks, and hyperlocal outreach.
- **Strengthen local identity** with a service that feels friendly, Brummie, and co-created.

How Brum Chat Works

Residents create a profile, select their neighbourhood, and connect instantly.

AI coaches provide personalised support on **housing, employment, wellbeing, and finances**.

Accessible on **WhatsApp and web**, making advice available any time.

Community Rollout

Shared via **Warm Welcome Network, Food Network**, and **BBSC Thrive**.

Internal council comms to all staff and directors.

Ongoing **3-weekly campaigns** with training cards and demos.

LOOKING AHEAD

Relaunch of **Google Ads campaigns** to reach hidden carers and residents at the point of search.



“

Brum Chat is a linchpin in Birmingham’s prevention strategy – engaging residents before their needs escalate and easing pressure on our teams.

Philip Fletcher, Head of Early Intervention, Birmingham City Council

”

Brum Chat is pioneering a new model of preventative digital support. Find out more at www.brum.chat

