

**ITEM 2c ANNEX 1  
SIB/SIP FUNDING APPLICATIONS**

**Application No.1 – SIB**

<b>Funding Source</b>	<b>SIB</b>
<b>Name of Project</b>	Sunderland Festival
<b>Lead Organisation</b>	Culture and Tourism

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£60,000	£57,000	£3,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
5 months	May 2011	September 2011

**The Project**

The new Sunderland Festival will take place between 1 - 4 July 2011. The festival will be city wide with the main site located at North Area Playing Fields. Because of the location of the main site in Washington and the link to Independence Day the overall festival's theme will be Americana.

The main site will feature:

Local & regional Bands night - Friday 1 July  
Country & Western evening - Saturday 2 July

Daytime Saturday & Sunday programme including:

Classic American Car Display  
American Football Display  
Baseball and Basketball Demonstrations and competition  
Fun Fair  
Kite Flying  
Cheerleading demonstrations  
Music and dance performances from schools and community groups across Sunderland

The emphasis of activity on the main site and across the city will be on participation as well as enjoying the entertainment.

Additional activity will be taking place at:

Arts Centre Washington - Arts & Craft Fair Saturday 2 July  
Drive In Movie Saturday 2 July - venue to be confirmed  
City Centre - Market and Music in Sunnyside Gardens Saturday 2 July  
Barnes Park - Swing and Jazz Bands Sunday 3 July  
Washington Old Hall - Independence Day activity - 4 July

**The Need for the Project**

Previous festivals - Sunderland International Friendship Festival and prior to that the Kite Festival, on the North Area Playing Fields site have attracted significant visitors from both Washington and the wider area.

The new Sunderland Festival will have activity taking place across the city throughout the weekend providing greater opportunities for people to see and participate in American themed activity. There will be activity taking place in each of the 5 areas of the city enabling residents to take in something on their own doorstep as well as in a neighbouring area.

The festival will also encourage participation whether that is children and young people showcasing their music and dance talent or the opportunity to play American Football, Basketball or Baseball, Kite flying or joining in a wide range of children's activity.

The funding from North Area Committee will provide access to the festival activity for a greater number of people from the North area. This will include reduced car parking fees, reduced catering prices, and transport for North area local groups wishing to perform at the festival.

### The Outputs for the Project

Output Code	Description	Number
A6	Number of community or educational events held	5
S5	Number of young people benefiting from youth inclusion/diversionary projects	50
S6	Number of additional young people engaged in youth activities	100
P3	Number of people employed in voluntary work	100

Milestones and Key Events	Forecast Dates
Programming of main site	May 2011
Programming of area activity	May 2011
Promotion of events	June 2011
Delivery of event	July 2011

### Recommendation: Approve

The application supports the Attractive and Inclusive theme of the local area as well as the heritage priority for the North area, with local community and voluntary groups being given the opportunity to participate in the delivery of the festival and represent the North area.

### Application No. 2 – SIB

<b>Funding Source</b>	<b>SIB</b>
<b>Name of Project</b>	International Oral History Conference
<b>Lead Organisation</b>	LHNE

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£10,800	£1,000	£9,800
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 Year	June 2011	May 2012

### The Project

The project will:

1. Support and develop the delivery of the first north east international oral history conference in July 2011. This conference will attract an international audience to Sunderland. It is an opportunity to promote and celebrate Sunderland in relation to the national/international oral history networks
2. Develop a number of opportunities for the delivery of new training programmes (informal learning) based on the skills and techniques of developing oral history recordings using both sound and vision. These will involve IT based learning in what is considered a high skilled areas.
3. Provide opportunities for up to 20 individuals to access training.
4. Develop a learning/equipment resources for access by groups and individuals. This will support the long term benefits of the project within the community. This can be seen as a library resource of equipment and skills.
5. Record individuals on both audio and video for use in publications/broadcast /exhibitions.
6. Provide an opportunity for individuals to celebrate their achievements at the International conference in July through exhibitions and promotion.

7. Incorporate official tours of St Peter's Church into the programme of events. Use and develop the work of local people to facilitate this. In addition provide an opportunity for a riverside walk for delegates supported by the local community.
8. Provide an opportunity for 15 people to attend the conference and represent their community.
9. The project offers an opportunity to create the development of a new citywide oral history network and active oral history specialist in the community. The conference in July 2011 provides an international platform for the development of this work and a focus for encouraging and facilitating the opportunity for communities and individuals to get involved. The project will help to ensure the strong representation of Sunderland as a cohesive community at the conference, as well as a leader in the development of the regional collection of our cultural heritage through oral histories

The Project will work directly with four local history societies; Monkwearmouth local History Society, Southwick History Society, St Peters Church Volunteers, Fulwell History Society. Living History will also support the training of volunteers in skills that will support the digitisation of their collections. This will develop increased access and ensure the safeguarding of local collections.

Living History will support the societies in wider outreach developments with the community and schools. The project will develop a leaflet that will combine information from the societies and be circulated to schools etc. LHNE will encourage each society to consider an independent project proposal that may look at future funding for community engagement, project and educational outreach. Each society will participate in the conference and use the market place and ICT equipment to advertise and promote the projects. In addition the art work from school children will be displayed around the conference facilities over the 2 day event.

### **The Need for the Project**

LHNE are part of Sunderland Heritage Forum and The Sunderland Heritage Quarter Developments; providing a secure and stable base for these projects to operate and thrive. We have consulted our audiences through these networks as well as through our contact within the local community through local history societies (we host events through out the year and request suggestions and feedback for future events) and other specialised networks.\* This project is an opportunity to provide for further outreach and deliver opportunities to those who wish to become more involved at a local level and access needed training, resources and learning. the project has consulted with representatives of thested groups who will benefit with a remit to improve the sharing and outreach capacity of the individual groups.

It is also precipitated by the hosting of the international oral history conference to be held in July 2011. this information has been sent through the VCS network. LHNE have also consulted with individual groups and work with the regeneration officers for the area.

\*We had 5000 visitors and users through 2009-10 in this new facility, who are consulted about services, resources and opportunities.

### **The Outputs for the Project**

Output Code	Description	Number
P3	Number of people employed in voluntary work	85
L5	Number of adults obtaining qualifications (non accredited)	90
A3	Number of community/voluntary groups supported	16
A6	Number of community or educational events held	17

Milestones and Key Events	Forecast Dates
Advertised and establish a programme of training and project opportunities	August 2011
Advertise opportunities for becoming involved in the international conference	June 2011
Book the conference for delegates and develop and organise any participation. Develop exhibition for local representation at conference	June 2011
Develop leaflet information for groups/ co-ordinate potential programmes for the north side	November 2011
Encourage and develop links with groups and wider community/Increase access to society resources through some digitisation	December 2011
Evaluation and review of success of project long term aims to establish loaning service of resources/long term link with schools additional celebration and exhibition of work achieved	February 2012

**Recommendation:** Approve

This application supports the Attractive and Inclusive theme of the Local Area Plan as well as the Heritage priority for the North area. This will also afford local history groups to increase volunteering opportunities and sharing their knowledge and expertise to a wider audience.