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Project Application 1: – Hendon 2000
SIB Requested: £1,800



Project Title:
Desktop Publishing Hardware and Software for Community Publishing Training
SIB Requested:
£1,800.00

Section 1: Application Requirements

1.1
<p>Please note that this application will be presented to the relevant Area Committee for its consideration when determining your SIB Grant Application. The Agenda and the Minutes of the Area Committee Meeting will be available for inspection by members of the public. Please therefore ensure that your organisation is agreeable to the content of the information that is set out in the form.</p> <p>The Application Form should be provided in either electronic (e-mail or floppy disc) or typed format.</p> <p>If you have a problem with returning this form in either electronic or typed format, please contact the appropriate Area Regeneration Officer. Contact / address details are provided on the covering letter and in the Guidance Notes and Criteria and Project Guidelines.</p> <p>Please note that a representative of your organisation must be available to attend the pre-agenda and main committee meeting(s) to which this application is presented, as they may be required to answer questions. Failure to attend the meeting(s) may result in your application being deferred or rejected.</p> <p>Dates and Venues of future meetings are provided as supporting information.</p>
1.2 Which Area Regeneration Framework(s) does your project cover? (please tick)
Coalfield [] East [x] North [] Washington [] West [] South []

Section 2: Sponsor Details

2.1 Name of Lead Organisation / Group:		
Hendon 2000 Ltd		
2.2 Address of Lead Organisation / Group:		
44 Mowbray Road Hendon Sunderland SR2 8EL		
2.3 Contact Name for Project:		2.4 Position in Organisation:
John Wilkins		General Manager
2.5 Tel. Number:	2.6 Fax Number:	2.7 E-mail Address:



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0191 565 4245	0191 510 1105	H2kteams@btconnect.com
2.8 Day to Day Contact Name / Details: (if different to 2.3 above)		
As above		
2.9 Legal Status of Organisation:		2.10 Registered Charity Number (if applicable):
Not for profit company limited by guarantee		
2.11 Does your organisation have a bank account into which funds can be paid?		
yes		
2.12 Has the organisation received SIB support previously?		
Yes [x] No []		
If 'Yes' please provide details:		
<p>£6,730 approved by East Area Committee in November 2002, to provide match funding for an ERDF funded project. £2,190 of the total amount was unused and later returned to budget.</p> <p>£11,325 approved by East Area Committee in December 2005, for production and distribution of East Area Eastwise Pilot publication</p> <p>£24,000 approved by East Area Committee in April 2007, for the East and North Areas Community Publishing Partnership Project.</p>		
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?		
Yes [] No [x]		
If 'Yes' please provide details:		

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
Desktop Publishing Hardware and Software for Community Publishing Training	
3.2 Project Start Date:	3.3 Project End Date:
October 2008	March 2009
3.4 Please Describe the project:	
<p>Over an 11-year period, we have developed the Eastwise publication into a recognised newspaper within the East regeneration area. We have solid connections across the statutory, private, community sectors and individuals, who provide regular contributions towards its contents, which translates to continuing local support for existing publications and demonstrates the desire to play an active part in producing content for local community publishing.</p>	



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We are seeking SIB funding to enable us to develop skills base amongst local residents and volunteers that will contribute to and help sustain Eastwise. To facilitate the progress of local residents and volunteers into the world of publicity, we are seeking alternative funding to provide tutoring fees to deliver regular training sessions in the locality, and in addition, we have established strong working links with stakeholders such as the University, to make it possible to transfer the skills learnt by mainstream journalism students to local residents and volunteers. By us receiving student who are learning journalism on placements. Those students will be required to engage with local residents and volunteers to share skills and knowledge, thus enabling development of skills that will further develop the learning options for the residents and volunteers who want to get further involved.

If the one off capital payment of SIB is awarded it would allow us to purchase a computer and desktop publishing software (Adobe In Design), and printer/scanner, to compliment and bring additionality to the project by providing hardward for residents and volunteers.

3.5 What service does the organisation currently provide and how will this be complemented by the project?

Hendon 2000 is the publisher of Eastwise community magazine, and a member of the Community Media Partnership, and is committed to increasing the opportunities for local people to actively participate in their local magazine and their community. The project will provide specialist equipment, which will enable this increased participation through skills development, and a taster for potential further progression for interested individuals.

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input checked="" type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input checked="" type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funding being secured	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

- (a) The project will provide a facility which would otherwise not be available for local people, the current facilities are used solely by the editorial staff for production of the magazine, and are not available for training use.
- (b) The project will provide an additional facility which through increased volunteer skills will enable greater participation and sense of ownership the magazine, and increased volume and quality of editorial contributions from local volunteers.

3.7 How will you publicise that you have received support from SIB? (please refer to Section 3 of the guidance notes)



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The project will be publicised with the help of the SIB funded Area Marketing and Communications project who will prepare agreed content to be carried in both publications, thus reaching the full joint audience.

The SIB logo will feature in the magazine to publicise the work of Area Committee.

3.8 Has there been any consultations concerning the need for this project?

Yes [x] No []

If 'Yes' please provide details:

The need for this project has been discussed and agreed by the Hendon 2000 management committee and the Eastwise editorial board, representatives on which include Back on the Map NDC, CEED, Hendon Young People's Project, local residents, Social Enterprise Sunderland, and the University of Sunderland

In addition, feedback from participating VCS organisations, volunteers and local residents involved in area wide Eastwise editions (September, November 07, January, March, May, July 08), indicates strong support for a publication rooted in local communities, and identifies more accessible skills training in publishing is an important element in achieving this.

3.9 Is there any documentary evidence available to support the need for this project?

Yes [x] No []

If 'Yes' please provide details:

Pareto UK consultancy report. – the report cites the importance of local content in the effectiveness of community publications in meeting the demands of their audiences.

Communities in Control – Real People, Real Power, white paper from the Department for Communities and Local Government. The paper cites the need for local people to be able to play an active part in decision-making. Developing the skills to actively contribute to local information media is an effective way to facilitate this active participation.

3.10 Who will benefit from the services provided by the project?

Volunteers contributing to the publication. Voluntary and community organisations and groups across the East area, local residents, stakeholder partners (e.g. local authority, NHS, University and COSC).

3.11 Will there be any implications for Council Services arising from this project?

Yes [] No [x]

If 'Yes' please provide details:

3.12 Does this project require the support or sponsorship of a Sunderland City Council Directorate?



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Yes [] No [x]
If 'Yes' please provide details:
Please note that whilst the project does not require the sponsorship of a Sunderland City Council, the Area Marketing and Communication Team may provide support to the project through preparation of editorial on SIB achievements.
3.13 Are any legal and other approvals required?
Yes [] No [x]
If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?	
Yes [x] No []	
If 'Yes' please describe how the project will comply with the Policy:	
<p>The project will comply with Hendon 2000's equal opportunities policies in a number of ways.</p> <p>Firstly in line with our commitment to equality of opportunity the partners will strive to ensure that all sections of the community have the opportunity to make a contribution to the planned publication, and the proposed facility will extend that opportunity.</p> <p>Secondly, as we currently do, we will aim to make the publications as accessible as possible for all readers, including producing audio cassette and large type versions on demand.</p> <p>Thirdly we guarantee that all residents of the target East area have the magazine delivered free through their door.</p>	
If 'No' please describe how your organisation addresses equal opportunities issues:	
4.2 Does your project specifically address any of the following issues?	
Ethnic Issues	Yes [] No [x] (please tick)
If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:	



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Gender Issues	Yes [] No [x] (please tick)
If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:	
Disability Issues	Yes [] No [x] (please tick)
If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:	
Large print or audio versions available on request (although these will be edited versions of the publications)	

Section 5: Relationship of Project to the Area Framework(s)

5.1 Identify which Area Regeneration Framework Action Plan Strategic Priorities this project will address through the use of SIB, and demonstrate how these will be achieved:
<p><u>City Strategic Objective</u> – ‘Extending Cultural Opportunities’, <u>City Objective</u> – ‘Ensuring a Sense of Place’ – The project will help to promote the Area.</p> <p><u>City Strategic Objective</u> – ‘Creating Inclusive Communities’, <u>City Objective</u> – ‘Working Towards Social Inclusion’, City Objective – ‘Working Towards Community Cohesion’ – The project will help to...’ensure that local communities are involved in raising awareness, changing attitudes, and developing a positive approach to building a fair, confident and successful community’.</p> <p><u>City Objective</u>, ‘Working towards Active Citizenship’ The project will help to...’strengthen and support the community and voluntary infrastructure and existing groups and organisations’</p>
5.2 Identify outputs / outcomes against which the delivery of the project can be evaluated. Demonstrate how these will contribute to the Area Regeneration Framework(s).
10 local residents/volunteers using the equipment 12 training sessions carried out 10 local residents/volunteers developing publishing skills 12 contributions/articles/features/pieces to Eastwise resulting from equipment use
5.3 If the project relates to two or more Framework Areas, on what basis have you decided how to share the costs?
N/a

Section 6: Management Arrangements



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6.1 Describe how the project will be managed:

The project will be managed by Hendon 2000, and the current project manager and staff team will co-ordinate the day to day skills development work. Eastwise currently is managed by an Editorial Board consisting of interested individuals/residents and representatives of stakeholder organisations in its operating area. The role of the editorial board is to meet prior to the magazine print date to identify any problems or opportunities arising from that issue, and to discuss matters of policy (e.g. suitability of advertisers etc).

6.2 Are there any significant risks or uncertainties that may affect either the timetable of the project, or whether it achieves its objectives?

There are no significant risks relating to the project which links in with ongoing publishing activity with a well established publication. Should the applications to other funding sources for the revenue elements of the project be unsuccessful then the skills development will be scaled down and take place over a longer timescale, while other sources of funding are explored.

Section 7: Financial Information

7.1 How much SIB funding is requested?

£1,800.00

7.2 Indicate the type of funding requested: (please tick)

Capital Revenue Both

7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?

Funding applications have been made to the Community Foundation (£4250) and Awards for All (£8835) for revenue costs relating to extended skills training and development work for volunteers and local people, specifically tutor costs involved.

7.4 What other funding alternates have been considered and why were these not appropriate?

Back on the Map NDC – Back on the Map now funds its own publication, and has no funds available.

Advertising revenue – the generation of advertising revenue is as yet an uncertain source of funding and requires more development work.

7.5 What are the financial implications for the project should it not receive SIB funding?

The project will go ahead but at a much reduced scale and over an extended period, thus not realising its full potential during the next scheduled development phase of the publication.

7.6 When SIB expenditure is complete how do you intend to continue this project?

The project will enable the development of a skills base amongst local residents and volunteers that will contribute to and help sustain Eastwise. Funding will be sought



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to continue with tutoring and working links with stakeholders such as the University will enable skills transfer from mainstream journalism students and local volunteers.

7.7 Provide a profile of projected costs:

Funding Source	2007/08	2008/09	2010/11	Total Cost
SIB:				
Coalfield				
East	1,800.00			1,800.00
North				
South				
West				
Washington				
Other Sources (please state)				
1) Community Foundation	4,250.00			4,250.00
2) Awards for All	8,835.00			8,835.00
3) Hendon 2000	2,815.00			2,815.00
Total Cost:	17,700.00			17,700.00

7.8 Please provide details of any 'in-kind' funding (e.g Peppercorn rents), if included within the 'Other Sources' of funding shown above.

Hendon 2000 Ltd - staff time £2,415, print costs £200, room hire £200

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

development worker/tutor time	8500
journalist/tutor time	3150
associated print costs/promotion	1350
computer/software	1800 (SIB element)
volunteer expenses	1200
staff travel	200
publications and subscriptions	200
meeting/training room hire	600
refreshments	200
materials	500
Total	£17,700



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7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

PC cost – the project has used online product information from reputable suppliers to identify the best value equipment/system, peripherals and software (a summary is included with this application, and copies are available if required)– the information will be rechecked should this application be successful to ensure its currency prior to any purchases being made.

Falcon Computers –	
Designer Home System 2 inc 24" TFT	£889.45
Epsom Stylus Printer/Scanner/copier	£ 49.99
Adobe InDesign CS3 - complete package	£ 859.75

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

Section 9: Declaration

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

John Wilkins

Position in Organisation:

General Manager

Date:

7/08/2008