

EAST AREA COMMITTEE

29 September 2008

REGENERATION ISSUES REPORT: FEEDBACK ON PROJECTS PREVIOUSLY FUNDED THROUGH STRATEGIC INITIATIVES BUDGET (SIB)

Report of the Chief Executive (Acting)

1.0 Purpose Of The Report

1.1 This report provides information to the Area Committee on expenditure from the Strategic Initiatives Budget (SIB) on projects it has previously funded

2.0 Background

2.1 Each Regeneration Framework area has been allocated a minimum of £200,000 per annum over the last thirteen years from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Area Regeneration Frameworks, and to attract other funding into the area. Over this period, therefore, the Framework area has been allocated £2,709,172 in this way.

2.2 In order that the Area Committee can be kept informed of progress on projects it has previously funded as part of the SIB monitoring process, a programme of report backs has been scheduled.

3.0 Purpose of the Feedback Reports

3.1 The aim of the reports are to inform the Area Committee how the money it has been allocated through SIB has been used, how successful it has been in achieving its original objectives, and how the project will continue. Specifically, the reports have been asked to address the following key questions :

- How has the money has been used? How much was capital and revenue?
- What were the outcomes of the project? How has it helped to achieve the objectives identified in the original submission? Are there any statistics that will support the outcomes?
- What other funding the SIB allocation helped to attract?
- What are the key lessons learnt? What difference has the project made in comparison to other areas that did not have such funding? What added value did the project provide? Are there implications for existing service provision?

- Does the project need to continue? Has it come to its natural end? If not, how will it be funded? Has it been considered for mainstream funding? Have other funding sources been approached?
- 3.2 Once the presentation has been completed, Elected Members will be invited to ask any questions or offer comments concerning the project.

4.0 Feedback to this Committee

4.1 At this Committee meeting, the following feedback report will be presented:

- Hendon 2000 - East and North Areas Community Publishing Partnership Project - £24,000 in 2 April 2007.

4.2 The original application is attached as Annex 1.

5.0 Recommendations

5.1 That this report be noted.

Background Papers

Strategic Initiatives Budget (SIB): Regeneration Issues Reports to previous Area Committees

Regeneration Framework Files, East

ANNEX 1

Project Title:
East and North Areas Community Publishing Partnership Project
SIB Requested:
£40,000 East area £24,000 North area £16,000

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 [x] 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 2000 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:
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):
Company limited by guarantee, not for profit organisation	n/a
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 <input checked="" type="checkbox"/> No <input type="checkbox"/>	
If 'Yes' please provide details:	
<p>Hendon 2000: £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. £11,325 approved by East Area Committee in December 2005, for production and distribution of East Area Eastwise Pilot publication</p> <p>Colliery Chronicle: £10,000 approved by North Area Committee in September 2003 as a contribution towards set up costs/ Community News Training.</p>	
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?	
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If 'Yes' please provide details:	

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
East and North Areas Community Publishing Partnership.	
3.2 Project Start Date:	3.3 Project End Date:
April 2007	30.3.2008
3.4 Please Describe the project:	
<p>The project will explore the potential of a joint working relationship between two established community based publications - Eastwise, produced by Hendon 2000 Ltd in the East area, and the Colliery Chronicle developed by the Monkwearmouth Community Forum and whose worker is seconded from Education Business Connections Ltd, in the North area.</p> <p>This will take the form of synchronised publications in June and September of 2007, and January and March of 2008 in both areas, enabling the carrying of common content specifically advertising, public information, and editorial copy. This is the first time in the city that two community publications will have collaborated in this way.</p> <p>The project will explore the opportunities arising from this synchronisation and the resulting combined audience of approximately 102,000 readers in 39,000 households, with a presence in 10 of the 25 wards in the City. The focus is on developing a model for long-term sustainability for both publications through joint working and sharing resources and ideas.</p>	

The project will enable distribution of the Colliery Chronicle in the North to be extended to cover St Peter's and Fulwell areas in addition to the existing distribution in Castle, Southwick and Red Hill areas, while Eastwise will reach the entire east area (Hendon, Ryhope, St Michaels, Pallion and Millfield).

The project will tie together the print and distribution schedules of both titles, resulting in clearer reader awareness of distribution periods (i.e. when to expect delivery of their magazine) and enabling more effective follow up checking of deliveries.

Building on the success of previous area wide pilot distributions of Eastwise in March and September 2006, which has helped to promote greater partnership working/communication between voluntary and community sector organisations across the East Area, the project will provide an opportunity to develop linkages between voluntary and community (VCS) organisations across the East and North Regeneration Framework Areas, as well as providing information to residents across those areas on community activities and statutory services happening within their locality.

Crucially, the project will enable us to explore the potential for, and the viability of, the operational issues involved in establishing and networking community based publications in two regeneration areas - as a model, which potentially could be extended to serve all six areas in the City.

Additionally, the project will underpin focused community development work in the two areas. In 2005, Hendon 2000 was appointed by Sunderland Community Development Network to undertake the pilot stage development of an Area and Neighbourhood Forums in the East Framework area, and as an organisation has now taken the decision to pursue the formation of an area wide VCS forum in 2007.

The East and North Areas Community Publishing Partnership will provide an opportunity to further build on that work, using the two established publications to disseminate information to organisations and households across the two regeneration areas. It must be emphasised that the objective would not be to dilute the identity of individual communities within the extended Areas, but to focus on their various strengths so that their best aspects could be utilised to collectively support the successful development of future Area Forums for the benefit of these communities as a whole.

As a result of the previous East Area Committee SIB funding for the Eastwise pilot project, Hendon 2000 has well established links with Ryhope Development Trust (RDT) for the Ryhope area, with Pallion Action Group and Ford, Pallion and Millfield Community Development project (FP&M), for the Millfield area, and with all of the secondary schools in the St Michael's area, and will publish its well received directory of groups within the special editions of 'East Area Eastwise' magazine.

The Colliery Chronicle (developed through the Monkwearmouth Community Forum), based in Grange Park Primary school, has a wide network of partners across the North area, including Southwick Health and Community Forum, Sunderland Housing Group, Education Business Connections and Sunderland North Family Zone. It is delivered free of charge to Monkwearmouth, Southwick, Marley Potts, Carley Hill, Witherwack, Red House, Hylton Castle, Castletown, Town End Farm and Downhill.

Input will also be sought from the SIB funded Area Marketing and Communications project, as this will provide an excellent opportunity to promote the work of the North and East Area Committees to local organisations and residents.

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

Eastwise currently publishes on a monthly basis and distributes free to 6,000 households in the Hendon and East End area, the Colliery Chronicle publishes quarterly and distributes free to 12,000 households in the North area.

The project will complement this by enabling extension of copies printed and distributed as follows:

Eastwise - 15,000 additional copies to Millfield, Pallion, St Michael's, Grangetown and Ryhope giving a total run of 21,000 in full colour.

Colliery Chronicle – 6,000 additional copies to Fulwell and St Peter's (giving a total print run of 18,000 and increasing the full colour pages from 6 to 8).

Both publications carry advertising, and are committed to maximising earned income, in order to minimise their need for, and requests for, future public funding (e.g. SIB, NDC, ERDF). By enabling joint working and the resulting combined market audience, the project will increase the attraction for advertising clients and make a significant investment in the sustainability of the community-publishing model.

In particular, we are keen to provide an advertising vehicle for local employers who might otherwise struggle to promote their products and services to such a wide, targeted audience. Both publications have well established delivery mechanisms that have been checked to prove that all households are being reached in their target areas.

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 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 checked="" type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

We have identified two equally valid boxes to tick –

(b) SIB funding will enable the project to reach a joint audience of 39,000 households and 102,000 readers, rather than the smaller individual audiences for each publication.

(d) SIB funding will meet the additional costs involved in extending distribution areas, print and associated overheads, and enable the two publications to work together over the period required to develop a sustainable revenue base through advertising and sponsorship.

Neither publication could achieve this without SIB support or in less time than the project period.

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

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 both magazines to publicise the work of the respective Area Committees.

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

Yes [x] No []

If 'Yes' please provide details:

There have been a number of discussions with key personnel over the course of the last year – including Ford Pallion and Millfield Community Development Project, Ryhope Development Trust, and Pallion Action Group.

Representatives from the Colliery Chronicle have discussed the proposal with their management group that includes representatives from a range of local community groups and community activists.

Following a series of discussions over the quarter leading up to Christmas 2006, Eastwise and the Colliery Chronicle have engaged the services of an independent consultant, Tom Scott, of Pareto UK, to assist with the preparation of a detailed partnership working framework. Included in this will be a joint marketing strategy that will address issues around revenue generation over the next 12 months and beyond.

The individual publications have discussed and agreed the proposal with their respective boards, representatives on which include, for Eastwise – Back on the Map, CEED, Hendon Young People's Project, local residents, Social Enterprise Sunderland, Job Linkage, and the University of Sunderland, and for the Chronicle - Grange Park Primary school, Monkwearmouth Community Forum, Southwick Health and Community Forum, local people and Education Business Connections.

In addition, feedback from participating VCS organisations and local residents involved in recent special area wide Eastwise editions (March and September 06), and regular Colliery Chronicle contributors indicates strong support for a sustainable partnership approach rooted in the respective local communities, and acknowledgement that this can only be achieved through marketing and advertising sales on the back of a sustainable readership size and demographic.

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, will be available from 16th February 2007.
The Community Development Challenge: Department for Communities and Local Government Community Empowerment Division – p21 'key roles of community development'.
Continuing local support for existing publications

An element of evidence for the need for the project is derived from the SCDN plan underpinning the service level agreement with Hendon 2000 that lasted through to June 2006. This in turn has been developed to address the progress criteria identified in the guidance 'Performance Management Framework for Community Empowerment Networks (CEN)' produced by the Office of the Deputy Prime Minister. The document cites four progress criteria for Neighbourhood-level development, one of which is that 'the CEN helps to ensure that the voice of people in neighbourhoods is being heard where it matters', and that 'the CENidentifies channels and mechanisms through which local voices can be heard'.

3.10 Who will benefit from the services provided by the project?	
Voluntary and community organisations and groups across the North and East areas, local residents, stakeholder partners (e.g. local authority).	
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?	
Yes [] No [x]	
If 'Yes' please provide details:	
Please note that whilst the project does not require the sponsorship of a City Council Directorate, the Area Marketing and Communication Team will provide support to the project	
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.</p> <p>Secondly, as we currently do, we will aim to make the publications as accessible as possible for all readers, including producing audiocassette and large type versions on demand.</p> <p>Thirdly we guarantee that all residents of the target North and East areas 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?	
<u>Ethnic Issues</u>	Yes [] No [x] (please tick)
If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:	

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:

City Strategic Objective – 'Extending Cultural Opportunities',
City Objective – 'Ensuring a Sense of Place' – The project will help to promote the Area.

City Strategic Objective – 'Creating Inclusive Communities',
City Objective – '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'.

City Objective, 'Working towards Active Citizenship' The project will help to... 'strengthen and support the community and voluntary infrastructure and existing groups and organisations'

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).

4 special issues of Eastwise to be published, 2 x 64, 2 x 32 pages
21,000 copies to be printed and distributed free to every household in the East area
3 key VCS partners to be involved (Pallion AG, Ryhope CDT and Pallion & Millfield CDP)
Distribution teams of local residents to be maintained
Protection of up to 3.5 fte jobs at Hendon 2000
40 VCS organisations to be promoted (estimate of key, active groups in the East area)

4 special issues of the Colliery Chronicle to be published simultaneously with Eastwise
18,000 copies to be printed and distributed free to households in the North area.
Key partners include Grange Park Primary school, Southwick Community Forum, Monkwearmouth Community Development Trust and EBC
Distribution is through an established network of local residents.
Over 20 VCS organisations in the North area are involved in the publication in some way
The Chronicle has one worker currently seconded from EBC and that job will be further secured through this funding

Establishing joint working practices and strategies between the two organisations such that we can develop a sustainable working arrangement (such as shared copy, advertising, market research and marketing strategy, participation by public sector supporters – SHG, Council, Police, Primary Care Trust etc) all of which help to share costs and make both

publications stronger business propositions.

The above outputs/outcomes will help to bring VCS organisations across the North and East Areas together, so improving cohesion.

5.3 If the project relates to two or more Framework Areas, on what basis have you decided how to share the costs?

The publication costs of both Eastwise and the Colliery Chronicle over the relevant four editions have been calculated and apportionment is based upon analysis of the budget sheets. With the additional print costs, distribution and development costs taken into account the proportion of extra costs is shared 3:2 in favour of Eastwise, which has the greater overheads to cover. This equates to a contribution of £24,000 East SIB and £16,000 North SIB.

A central tenet of the project is the continued autonomy of the two partner publications, as product, management and community served; to safeguard and reflect this, costs involved with each as far as this project is concerned, are apportioned on the individual requirements of each publication, i.e. Eastwise costs to the East Area, and Colliery Chronicle costs to the North Area.

Section 6: Management Arrangements

6.1 Describe how the project will be managed:

The project as a whole will be managed by Hendon 2000, and the current project manager and staff teams from both publications will co-ordinate the day to day development work associated with producing the joint editions.

There will be a joint management group made up of representatives from each editorial board to oversee common shared content (advertising and editorial), and to support the development of a long term shared management framework.

This will be further enhanced by input from Pareto UK (a Business Link recommended consultancy) who are advising the joint working group on how to progress an effective business model.

Eastwise currently is managed by an Editorial Board consisting of interested individuals/residents and representatives of stakeholder organisations in its operating area. The proposed joint editions will continue to be managed by their existing editorial boards to respect the individual identities of each publication. The role of the editorial boards 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 two areas of risk;

- (1) The two projects fail to identify effective working practices – we have been in discussions for several months already and plans are underway for a pilot shared publication in March 2007 and we are engaging in detailed discussions that are facilitated by Pareto UK.
- (2) Advertising revenue does not materialise as expected – we are working on a joint rate card and a joint marketing plan (this could involve working with a professional agency to help us sell advertising space in both publications).

Section 7: Financial Information

7.1 How much SIB funding is requested?				
£40,000 (East area £24,000 North area £16,000)				
7.2 Indicate the type of funding requested: (please tick)				
Capital [] Revenue [x] Both []				
7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?				
Hendon 2000 contribution £18,000 – costs incurred in production of standard edition of 'Eastwise' and funded through NDC Back on the Map. (see section 7.7)				
ERDF contribution for Colliery Chronicle of £4,950 - standard production costs				
7.4 What other funding alternates have been considered and why were these not appropriate?				
Grant making trusts – the project does not fit in with any current grant maker's criteria.				
Community Fund – would not allow project to progress within the required timescale, also maximum grants available are not sufficient for our current needs.				
Back on the Map NDC – Back on the Map already funds the publication for its own area of operation (Note - This is shown under section 7.7 as NDC funding).				
Advertising revenue – the generation of advertising revenue is under investigation for the existing publications, however as yet this is an uncertain source of funding and requires much more development work (hence the input from Pareto UK, and this proposal).				
7.5 What are the financial implications for the project should it not receive SIB funding?				
The project will not go ahead				
7.6 When SIB expenditure is complete how do you intend to continue this project?				
The project will enable the development of a stable advertising revenue base that will help sustain the two publications once SIB support is completed. SIB will taper off over the lifetime of the project and the course of four joint issues (June and Sept 07, Jan and Mar 08) as revenue from advertisers and other areas of investment is planned to develop and grow to cover costs.				
7.7 Provide a profile of projected costs:				
Funding Source	2006/07	2007/08	2008/09	Total Cost
SIB:				
East		£24,000		£24,000
North		£16,000		£16,000
Other Sources (please state)				
1)	NDC		£18,000	£18,000

2)	ERDF		£4,950		£4,950
3)	EARNED INCOME		£49,850		£49,850
Total Cost:			£112,800		£112,800

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

None

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

Print costs - £36,800 (EW £26,400, CC £10,400)

Eastwise – Jun and Sept 07 - £9,000 per issue, Jan and Mar 08 - £4,200 per issue
Colliery Chronicle – Jun07, Sept, Jan08 and Mar 08 - £2,600 per issue

Distribution - £14,800 (EW £9,600, CC £5,200)

Eastwise - Jun and Sept 07 - £2,800 per issue, Jan and Mar 08 - £2,000 per issue.
Colliery Chronicle - Jun07, Sept 07, Jan08 and Mar 08 - £1,300 per issue.

Staff costs - £48,320 (EW £34,000, CC £14,320)

Eastwise costs approx £6,000 to produce per edition in staff time. Estimate an additional cost of £2,500 in staff time per issue for marketing development to cover both titles. This would also cover liaison with groups and contributors throughout the east area, preparation and layout of extra content

Colliery Chronicle staff costs average £3,080 per edition. Development of wider distribution area and team, and additional design and layout would incur an additional cost of £500 per issue.

Other costs - £12,880 (EW £8480, CC £4400)

Associated overhead costs including heat, light, telephone, connectivity, stationery, travel, etc.

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.

Whilst the project will be operated in line with the City Council's procurement and purchasing guidelines, print and distribution for each title is already operated within established contracts (with Johnson Press and Trinity Mirror Group).

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):

The project has the following targets per issue for advertising revenue:

June 07 - £5,000, September 07 - £8,950, (November 07 - £9,400), January 08 - £11,750, March 08 - £14,750

SIB support is not sought for the November 07 issue – there will be a review of project progress to date in October 07, and if necessary the November issue will be suspended while

a revised action plan is prepared and implemented.

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:

25th January 2007