

14th January 2014**Report of the Chief Executive.****Strategic Initiative Budget (SIB) and Community Chest - Financial Statement and Proposals for further allocation of Resources****1. Purpose of the Report**

1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan and work plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an update position on progress in relation to allocating SIB and Community Chest.

2. Strategic Initiatives Budget: Financial statement and proposals

2.1 The table below shows the position at the start of the new financial year for 2013 -14 and following the last Area Committee meeting held September 2013.

	Committee Date	Allocated	Approvals	Balance
The allocation for 2013/14 is £287,261 (subject to approval), with an under spend of £58,874 from 2012/13 this totals £346,135				
				£346,135
Project Name				-
Green Spaces		20.06.2013	£100,000	£246,135
Addressing Social Isolation		20.06.2013	£30,000	£216,135
Washington Heritage Festival RETURN £5,164				£221,299
Houghton Feast 2012 RETURN £113				£221,412
North East Aircraft Museum –Access Road RETURN £163				£221,575
Washington Switch On RETURN £3				£221,578
Washington Miners Memorial RETURN £4,030				£225,608
New Balance				£225,608

The current balance of the 2013/14 SIB budget is **£225,608**.

2.2 Members will recall awarding **£15,000** to Beamish Museum to deliver the Heritage Banner Project in September 2012. This award was subject to match funding being in place to ensure all 9 remaining Primary Schools were included in this initiative. Applications for match funding have been unsuccessful and the Lead Agent has now indicated he is unlikely to be able to fulfil the original terms and conditions. This was considered at the November People Board and the Board is recommending to Area Committee that the award is returned to the budget.

2.3 Members will also recall the award of **£10,000** for Enterprise Grants for Young People in December 2011. There has been no take up of the grant and the Lead Agent reports this is unlikely to improve whilst the targeted age group remains. This was considered at the November People Board and the Board recommends to Area Committee the award is returned to the budget.

2.4 Should Members agree the above returns to the budget, a total of **£250,608** SIB will remain to be allocated from the 2013/14 budget at the time of this meeting.

2.5 **Call for Projects (SIB): Addressing social isolation and support for older people**

2.5.1 Following a second Call for Projects to allocate the remaining balance to address social isolation and support for older people, 3 applications have been received and are detailed in **Annex 1**, including amount of funding requested and project assessment score (SIB assessment procedures and protocols).

2.5.2 The following applications have been received:

1. Woodridge Gardens £3,840
2. Washington Millennium Centre £1,500
3. Washington Mind £575

A total of **£5,915** SIB has been requested from the remainder of the allocated budget of £9,226.

2.5.3 Members are requested to note should the above awards be approved the balance of £3,311 will be returned to the SIB budget.

2.5.4 Can Members also note the governance and monitoring procedures which will be implemented with regards to ensuring effective delivery detailed in **Annex 1 Paragraph 1.3**

3.0 **Healthy City Investment Fund**

3.1 Members are asked to note the remaining balance of the HCIF of £413 previously reported to Area Committee has now been added to the project's Capacity Pot to encourage grass root organisations to deliver key outcomes of the project. To date some 10 grants have been awarded.

4.0 **Recommendations for SIB funding from Place Board**

4.1 **Village Centre Improvement Project**

4.1.1 Washington Area Committee has undertaken to work responsively to influence local delivery of Street Scene services (RLS). The Place Board work plan has included activity re partnership working to deliver a co-ordinated approach to neighbourhood management and improvements – which can involve local communities and VCS organisations to deliver the Committee's Place priorities where appropriate. Area Committee approved a 'Project Matrix' approach to neighbourhood improvements which included village centres, industrial areas, plantations and shrub beds, parks etc.

4.1.2 Following a number of 'walk abouts' at a Ward level with local Members and relevant 'follow up' meetings, the Area Response Manager has worked with officers to identify a programme of works to contribute to developing and improving Village Centres.

4.1.3 Proposals include a range of options with regards to an overall approach for Members to consider and are detailed in **Annex 2**. In summary, Members are asked to consider the following delivery options:

1. Option 1: Agree only those works to be delivered through current programmes and responsibilities of RLS.
2. Option 2: Agree the proposed work programme of 'RLS' related services over and above contracted delivery and current maintenance programmes together with some community initiatives and local involvement. Each Ward will receive a varied programme of work to improve each of the villages as detailed in **Annex 2**

- 3..Option 3: Consider adding works referred to Property Services and Highways but for which no Core Budget is identified. These proposed works will enhance Option 2.
4. Option 4: Consider further enhanced schemes for some of the individual villages over and above Options 2 and 3. These have been estimated to be in the region of £20,000 - £25,000 each.

Members are requested to confirm the preferred approach.

- 4.1.4 The Place Board recommends a budget of **£80,000** be approved to deliver Option 2 as detailed in paragraph **4.1.3** above and in **Annex 2** and asks for further investigations with regards to actions and activity referred to Property Services with a view to returning findings to the Place Board for consideration.

4.2 Washington Events Programme 2014

- 4.2.1 Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity of the area. Members are asked to consider aligning SIB funding from the 2013/14 budget to support the delivery of a programme of events. The local VCS and community organisations will be encouraged to lead the programme following the transfer of 'events support' to Sunderland Live. The proposed programme is detailed in **Annex 2** and includes:
 1. Washington Heritage Festival 2014 (Community lead identified)
 2. Washington Illuminations 2014
 3. Washington Village Christmas Festival 2014

The Place Board recommends a budget of **£50,000** (SIB) be approved to deliver the 3 Washington events as detailed above and in **Annex 2** (subject to SIB appraisal, assessment and consultation)

- 4.2.2 Washington will celebrate its 50th birthday in 2014. Members are asked to approve funding through a Call for Projects to deliver a community programme of Washington 50 events throughout 2014. This method will encourage grass roots organisations to come forward and be part of the celebrations and will also look to ensure a legacy remains. It is essential that all sectors of the community can be involved. Members are asked to note a detailed project brief will be produced to support this proposal, with Area Committee consulted with regard to the detail and the outcomes required. If this proposal is agreed, Scrutiny and Area Arrangements will seek to implement the Call for Projects in February 2014. Details of ideas and proposals are included in **Annex 2**.

It is recommended that a budget of **£50,000** is approved to deliver activity, support and a community programme to celebrate Washington 50 as detailed in **Annex 2**.

5. Recommendations for SIB funding from People Board

5.1 A Local Approach to Employment and Enterprise

- 5.1.1 At the October meeting the People Board recommended the establishment of a business engagement and enterprise working group to look at 4 key areas of work:
 1. Engaging local businesses
 2. Skills conference/Jobs Fair for Washington at the new Managed workspace
 3. Support for local businesses – Focus on Concord shopping area including support to set up a local Trader's Forum
 4. Forward strategy for SIB funded key initiatives

That group has met twice and the People Board recommends a proposal to implement a 'menu of engagement' with local business, including establishing local business directory, to organise a local skills conference for Washington young people, to launch a 'shop local' campaign for Concord, to work with local independent traders of Concord to establish a Trader's association

and to implement Street Scene improvements, and to implement a Retail Business Support Project for independent Concord traders. Full details of the proposal are detailed in **Annex 2**.

The People Board recommends a budget of **£28,000** is approved to develop and deliver a local approach to employment and enterprise as detailed in **Annex 2**

- 6.0 Members are asked to note should all recommendations be approved as detailed in the report **£42,608** of the SIB 2013/14 budget will remain unallocated. Members are also asked to note a project proposal from the Washington Trust has been invited to full application and is to be submitted to the next Area Committee in April for a decision.

7. Community Chest: Financial statement and proposals

- 7.1 The table below details balances remaining following the last Area Committee meeting in September 2013 and project approvals as detailed in **Annex 3**.

Ward	Budget	Agreed	Balance
Washington Central	£7,474	£3,696.40	£3,777.60
Washington East	£8,574	£3,242.90	£5,331.10
Washington North	£4,620	£1,696.40	£2,923.60
Washington South	£10,148	£9,178.40	£969.60
Washington West	£9,466	£296.40	£9,169.60
Balance	£40,282	£18,110.50	£22,171.50

(Please note Washington East balance incorporates two returns of £83.50 and £1,000)

8. Recommendations:

Members are requested to

- 8.1 **Note** the financial statements set out in this report.
- 8.2 **Approve** the return of £15,000 from the Heritage Banner Project to the SIB budget
- 8.3 **Approve** the return of £10,000 from the Enterprise Grants for Young People Project to the SIB budget
- 8.4 **Approve** the SIB Call for projects applications to address social isolation in older people as detailed under Paragraph 3.2.1 and **Annex 1** totalling **£5,915**
- 8.5 **Approve** SIB (2013/14 budget) of **£80,000** to deliver the Village Centre Improvements Project as detailed under paragraph 4.1.3 and in **Annex 2**
- 8.6 **Approve** SIB (2013/14 budget) of **£50,000** to deliver the 3 Washington as detailed under paragraph and in **Annex 2** (subject to SIB appraisal, assessment and consultation)
- 8.7 **Approve** SIB Call for Projects for the Washington 50 Project as detailed in **Annex 2** totalling **£50,000**
- 8.8 **Approve** SIB (2013/14 budget) of **£28,000** to deliver a local approach to employment and enterprise as detailed in **Annex 2**
- 8.9 **Note** the **26** applications for Community Chest agreed and supported from the 2013/14 allocation, between September-December 2013 as set out in **Annex 3**.

Contact Officer:

Karon Purvis, Washington Area Officer
0191 561 2449 karon.purvis@sunderland.gov.uk

Annex 1: Call for Projects Addressing Social Isolation - SIB summary and recommendations

Annex 2: SIB applications and recommendations

Annex 3: Community Chest grants agreed September-December 2013

**Washington Area Committee SIB Call for Projects (2)
Addressing Social Isolation and support for older people
Project Summaries and Recommendations**

1.1 Background

Following a Call for Projects to address social isolation and support for older people, 3 applications have been received and are detailed under paragraph 1.2 below, including amount of funding requested and project assessment score (SIB assessment procedures and protocols). A total of £5,915 SIB has been requested from the remainder of an allocated budget of £30,000.

1.2 Summary of applications

Improving Wellbeing, Increasing relationships – Woodridge Gardens

This project proposal is to deliver activities for up to 50 older people, by new securing sessional workers for 16 hours a week to plan and deliver activities. The funding would provide 2 x16 week activity blocks would run from January to April then May to August 2014. Activities would include bingo, arts and crafts, films afternoons, quiz, and fitness, sing a long, reminiscence sessions, and advice and information sessions from local agencies. This is based on recent surveys. The housing 21 manager who runs Woodridge has agreed rooms can be used for activities free of charge. Currently no summer activities / programmes are being delivered. Funding is for additional workers who will also enhance partnerships and engage local communities. The total funding requested is **£3,840** – the project scored 45 out of a total 50 points available

Washington Millennium Centre- Washington Millennium Centre Lunch Club

This project would run from March to July 2014 to establish and provide a lunch club for older people ran by WMC staff and assisted by students from the Connect Course. This would run by weekly for three months until volunteers are identified to sustain the project. The lunch would consist of pie and pea and would be provided by a local bakery. The sessions would last approximately two hours on a Monday/Tuesday. Gentoo and Sunderland Carers have agreed to signpost and promote the club. The total requested is **£1,500** – the project scored 45 out of a total 50 points available

Washington Mind on behalf of Wellbeing in Mind- Anxiety Groups

This project would provide room hire refreshments and a Christmas get together for members of the Washington Mind Anxiety Group. The room hire would run from January to December 2014. All current members of the group are over 50 years of age. Working with partners and monitoring new referrals, the project aims to increase the number of friendships between residents and local community members and address isolation of older people. The key aim is to engage more older people and increase awareness of support available. There is a good experience of similar projects demonstrated by the lead organisation. The total requested is **£575** the project scored 46 out of a total of 50 points available.

1.3 Project Monitoring Procedures

Given this new approach adopts some of the principles for governance and monitoring from both the SIB and the more recently approved responsive protocols governing Community Chest, the following monitoring procedures will be implemented with regard to all approved projects:

- On approval the Community Chest governance protocols will be implemented – all lead agents will receive an offer letter, terms and conditions etc. which will include reference to the processes regarding claiming the first £1,000 of the grant.
- On receipt of the first claim and terms and conditions, the Area Community Officer will visit the project to ensure delivery, outcomes etc. are being achieved in line with the approved project application. It is this monitoring visit which will agree payment of grant in line with the offer of grant – the project will need to be able to provide relevant evidence of project delivery.
- The Area Community Officer can request further evaluation and performance information at any time.
- The Area Community Officer can carry out further monitoring and evaluation visits as required.
- The project is required to submit a detailed project evaluation at the end of the project.

1.4 Recommendation

Members are requested to **approve** the above applications:

SIB Application 1

Funding Source	SIB
Project Title	Village Centre Improvements Project
Lead Organisation	Sunderland City Council. City Services. Responsive Local Services

Total Cost	Total Match	Total SIB
£80,000	In kind/contracted provision	£80,000
Project Duration	Start date	End date
12 months	March 2014	March 2015

Project Description and Background

Washington Area Committee has undertaken to work responsively to influence local delivery of Street Scene services (RLS). The Place Board work plan has included both strategic influencing actions and local actions to ensure proposals for activity, initiatives and partnership working will deliver a co-ordinated approach to neighbourhood management and improvements – which can involve local communities and VCS organisations to deliver the Committee’s Place priorities where appropriate.

In January 2013 Area Committee approved a ‘Project Matrix’ approach to neighbourhood improvements which included village centres, industrial areas, plantations and shrub beds, parks etc. It also approved the Place board and RLS to work with partners and other organisations to look at ways to help deliver responsive services through partnership working, co-ordination and collaboration.

Following a number of ‘walk abouts’ at a Ward level with local Members, and follow up meeting with Ward Members, the Area Response Manager has worked with relevant officers to identify a programme of works to contribute to developing and improving Village Centres.

A summary of the proposed programmes is included in the table below:

Ward/Villages	Activity	Budget
Washington Central Washington Village, Lambton Village, Biddick, Glebe, Columbia	Washington 50 planters, tree cages, working to support Washington Village in Bloom group, removal of brick planters in Lambton village, box in eaves, Pub garden tidied, clean up and replanting of planters and containers in biddick, trees removed and bulb planting	Total budget identified £16,000
Washington East Barmston, Harraton, Fatfield and Teal Farm	Washington 50 planters, painting and refurbishment, bulb planting schemes, hedge reduction and works at the Arts Centre	Total budget identified £10,000
Washington North Concord, Sulgrave, Usworth	Washington 50 planters, replacement of hanging baskets, bedding schemes, bollards in Concord, painting of fences and barriers, reduction and lifting tree canopies, options for barriers and boulders to be explored (Sulgrave).	Total budget identified £19,000
Washington South	Washington 50 planters, trees lifted or	Total budget

Ayton, Rickleton, Oxclose	removed, hard prune at bus link in Ayton, removal of shrubs and grass, redesign of seated area in Rickleton, painting of street furniture, prune back of woodland, consider options for barriers/boulders. Oxclose stone cleaned, options for walled areas to be considered, adoption of 3 small areas by Oxclose Community School (Princes Trust), removal and thinning of trees in Oxclose, options for barriers along footpath	identified £19,000
Washington West Blackfell, Albany, Springwell, Donwell	Washington 50 planters, bulb planting schemes, trees, landscaping and shrubs, play area, additional pruning schemes, tidy up at pub entrance in Albany, paint wheel, removal of shrubs, trees and grassed area.	Total budget identified £14,000

Total project cost **£80,000**. It is proposed the programmes are rolled out over a 12 month period.

Additional activity has been identified which have been referred to other services such as Property Services and Highways. Proposals include damaged paths and roads repaired including trip hazards, shop front facias repainted, lampposts either refurbished or replaced, shop front supports repaired or replaced, pot holes in car parks, and fences or barriers repaired.

In many cases Property Services are indicating there is not a budget to allocate to these works even though these 'infrastructure issues' will enhance the visual amenity of the proposed improvements to the village centres. In many cases the Area Response Manager is still awaiting estimated costs for this work although some issues have been referred back as essential re health and safety. Consideration of addressing these issues is included in Option 3.

There is also an additional option for Members to consider and that is to deliver major improvement schemes and enhancements to selected villages. Costs are likely to range between £20,000 - £25,000 per scheme. The schemes would have a major impact visually and would provide additional amenity for residents. It is anticipated that the local community would need to be proactively involved in any major scheme.

Options for delivery are:

- 1. Option 1: Agree only those works to be delivered through current programmes and responsibilities of RLS.
- 2. Option 2: Agree the proposed work programme of 'RLS' related services over and above contracted delivery and current maintenance programmes together with some community initiatives and involvement. Each Ward will receive a varied programme of work to improve each of the villages as detailed in **Annex 2**
- 3..Option 3: Consider adding works referred to Property Services and Highways but for which no Core Budget is identified. These proposed works will enhance Option 2.
- 4. Option 4: Consider further enhanced schemes for some of the individual villages over and above Options 2 and 3. These have been estimated to be in the region of £20,000 - £25,000 each.

Recommendation: Area Committee is recommended to approve £80,000 SIB from the 2013/14 to deliver the Village Centre Improvements Project.

SIB Application 2

Funding Source	SIB
Project Title	Events Programme 2014

Total Cost	Total Match	Total SIB
£50,000		£50,000
Project Duration	Start date	End date
12 months	January 2014	January 2015

Project Description and Background

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity of the area. Members are asked to consider aligning SIB funding from the 2013/14 budget to support the delivery of a programme of events. The local VCS and community organisations will be encouraged to lead the programme following the transfer of 'events support' to Sunderland Live. The proposed events include:

1. Washington Heritage Festival 2014 (Community lead identified)
2. Washington Illuminations 2014
3. Washington Village Christmas Festival 2014

1. Washington Heritage Festival 2014

Building on successes of previous events, Area Committee is requested to support the delivery of the 2014 event via the voluntary and community sector. A local heritage group has volunteered to co-ordinate the development and delivery of the event and will be required to submit a full SIB application detailing the proposed programme of activity, events management and community involvement and engagement. The group will be supported through the City Council and will be expected to co-ordinate local interest groups to ensure a varied and interesting programme for the residents of Washington. Estimated budget is **£30,000**

2. Washington Illuminations

The Washington Illuminations Event held in Concord Shopping Centre is a well established event with high numbers of attendance. It is proposed that this event is again supported via Area Committee and a budget is ring fenced to encourage the community or a voluntary sector organisation to co-ordinate the event. This will be promoted via the Area Network and Scrutiny and Area Arrangement will support any community or voluntary organisation who wishes to apply to lead the project. In addition sponsorship will be explored. It is also proposed that this project facilitates a switch on for Washington Village. As with the Heritage Festival a local organisation will be required to submit a full SIB application detailing proposed activity, events management and community engagement. Estimated budget is **£10,000**.

3. Washington Village Christmas Festival

It is proposed that the VCS be encouraged to lead and co-ordinate a Christmas Festival for Washington Village. It is proposed that this event is supported via Area Committee and a budget is ring fenced to encourage the community or a voluntary sector organisation to co-ordinate the event. As above a local organisation will be required to submit a full SIB application detailing proposed activity, events management and community engagement. Estimated budget is **£10,000**.

Recommendation: Area Committee is recommended to align and approve £50,000 SIB from the 2013/14 budget to deliver the Washington Events Programme for 2014 (subject to relevant SIB applications assessment and consultation).

SIB Application 3.

Funding Source	SIB
Project Title	Washington 50 Community Programme

Total Cost	Total Match	Total SIB
£50,000		£50,000
Project Duration	Start date	End date
10 months	February 2014	December 2014

Project Description

It is proposed that Area Committee support the development and delivery of a community programme to celebrate Washington's 50th birthday in 2014.

Washington New Town will be 50 years old in 2014 and to celebrate the 'Golden' birthday a number of features, events and celebrations will take place throughout the year. The Council are currently looking at how to develop ideas and a plan. The plan will include a media launch in early 2014 with features in the local media, banners for lamp-posts and roundabouts, a 60's Day/Evening with incentive to encourage 60 attire; an official launch of the Community Health and Green Spaces Project (possibly with a Big Walk or Bike Ride), and the design of a bank of logos which can be used on a tool-kit for anyone who wishes to hold an event to celebrate.

There are a number of services/teams involved from the Council and the Washington Area Arrangement Team will be the conduit between the Council, the Area Committee and VCS in terms of linking / joint-working and promoting any events that take place over the year. Ideas already coming through from some Members and the VCS include a party on the evening of the Heritage Festival to celebrate the birthday, photographs and pictures of Washington, using the Addressing Isolation projects to help those hard-to-reach groups celebrate. A suite of logos should be ready to show Members in January 2014 (Area Committee) and these logos are a combination of both Corporate design and Place Board Members ideas as part of the Village Centre Improvements Project. The Council will also support VCS and Community Groups to hold celebrations and events through sign-posting and use of the Events Toolkit. In addition to the work at a strategic level it is essential the community itself is involved in developing ideas to celebrate. It is also necessary that a legacy evolves – hopefully through ideas and projects working with young people and local residents.

Area Committee is being asked to align SIB to enable a Call for Projects to develop a community programme of events, culminating in a birthday party celebration at the Heritage Festival in September. This method will encourage grass roots organisations to come forward and be part of the celebrations and will also look to ensure a legacy remains. It is essential that all sectors of the community can be involved. Members are asked to note a detailed project brief will be produced to support this proposal with Area Committee consulted with regard to the detail and the outcomes required. If this proposal is agreed, Scrutiny and Area Arrangements will seek to implement the Call for Projects in February 2014.

In addition some resource would be made available to produce marketing material including '50' branded packs for those community groups wanting to hold events etc. (Posters, banners, bunting etc.).

Recommendation: Area Committee is request to align £50,000 to a Call for projects for the Washington 50 celebrations.

SIB Application 4

Funding Source	SIB
Project Title	A Local Approach to Employment and Enterprise
Lead Organisation	Sunderland City Council.

Total Cost	Total Match	Total SIB
£30,000		£30,000
Project Duration	Start date	End date
12 months	March 2014	March 2015

Project Description and background

At the October meeting the People Board recommended the establishment of a business engagement and enterprise working group to look at 4 key areas of work:

1. Engaging local businesses
2. Skills conference/Jobs Fair for Washington at the new Managed workspace
3. Support for local businesses – Focus on Concord shopping area including support to set up a local Trader’s Forum
4. Forward strategy for SIB funded key initiatives

That group has met twice and the People Board recommend the following initiatives to the Area Committee to deliver a targeted and local approach to employment and enterprise:

1. Engaging with local businesses

Sunderland City Council’s Business Investment Team (BIT) has commenced compiling a local business database/directory which would be utilised to engage with small to medium local businesses to deliver key messages from the Area Committee. It is proposed those key messages would be support for Washington young people into opportunities, identifying what it is that business needs re support to work with us, marketing our young people and promoting the new managed work space.

BIT and the Area Community Officer have now completed the exercise of compiling the database from known sources and previous work. The Working Group and the People Board is now recommending further market research is carried out to produce an up to date Washington Business Directory. It is proposed to engage with the University or the College to ascertain if a student could carry out this research and design a system to manage the database, as a work placement. A small resource may be required to facilitate this work.

In addition it is proposed a small budget is allocated to determine a menu of engagement (based on key messages) – email/electronic ‘pack’ of information, information packs, list of contacts and support identifying what is on offer. Again a small budget may be required to produce material and packs. Estimated costs **£2,500**

2. Washington Skills Conference

The group has also identified proposal for a Washington Skills Conference focusing on young people and being held at the new Managed Workspace (due to launch by April 2014). The first part of the session to include information, stands etc to show what is on offer for young people. The second part to focus on employers and identifying what our young people can bring, what support is available, marketing of any real opportunities. The Youth Opportunities Project to have a key role in event re co-ordination. Aim is for an early summer event after exams but before summer break. In addition young people’s groups, projects and

schools can be consulted to determine what would attract young people to such as event. Costs associated with co-ordinating and managing such as event are likely to be in the region of **£2,500** to provide refreshments, marketing and guest speaker(s).

3. Concord Shop Local & Retail Support Project (including the formation of a Concord Traders Association).

A 'Shop Local' marketing campaign is proposed for concord shopping area. Based on a very successful initiative in the Coalfields the following activity is recommended:

- Local traders to identify key needs – this will identify what support is required for marketing and communication
- Marketing campaign - a Shop Local Campaign – linked to events, launches etc., community events such as fetes, carnivals and festivals. Also linked to other campaigns and delivery of mobile services (health bus). The campaign can also support community events by promoting them. Businesses can also promoted community events and initiatives
- Survey of shoppers – why they do or do not use local shops, what would they like to see, what would help them shop local.
- Links to the VCS Network and the VCS Sector
- Photo opportunities and press releases
- Voucher booklets

This initiative will support local business and the neighbourhood and promote the local shopping offer and local community events. This project will be led by SCC Communications Team and the estimated cost is **£5,000**.

Improvements to the Street Scene are being considered as part of proposals to improve village centres. However in addition it is proposed that **£3,000** be allocated for ad bins which could be utilised and managed via a new Traders Association. They could also be used to advertise community events and partnership working.

The final aspect of this proposal is for a **Retail Support Project** to support Concord Shopping Centres re business advice and support, mentoring and guidance. The project is aimed to assist independent retailers to improve competitiveness, effective trading and sustainability. A budget of **£10,000** for business support is proposed together with a grant pool of **£5,000** overall (20 grants of £250).

Based on best practice currently being delivered through a similar project in the Coalfields the following activity is recommended:

- A retail specialist to be commissioned to work with traders on a 1:1 and in small groups to provide relevant business guidance, advice and mentoring re all aspects of business development. If businesses join the programme they are then able to access a small grant to help support their business development. Examples of this might be new equipment, training, business planning, improvements to the premises etc. This grant scheme was administered through SCC.
- The development of a Traders Association based on the successful development of Houghton Traders Association which now proactively leads on all communications on behalf of local traders. They have now formally formed as a constituted association with a committee, branding and a website. The Traders Association also produces a

regular newsletter and holds its own meetings and is supported by the Independent Retail Specialist and the Council's Business Investment Team

Recommendation: Area Committee to approve £28,000 SIB to develop and deliver a local approach to employment and enterprise.

COMMUNITY CHEST 2013/2014 WASHINGTON AREA PROJECTS AGREED: FOR INFORMATION

WARD	PROJECT	AMOUNT	ALLOCATION 2013/2014	PREVIOUS APPROVALS	BALANCE REMAINING
Central	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance parade	£60			
	John F Kennedy Primary School – Materials and transport costs for World War 2 project with Year 4 children	£1,000			
	1st Washington Scout Group – (Joint with W.East) purchase of Olympian metal garage and gas bottles	£1,000			
	Washington Boxing Club- Purchase of equipment including ring cover, gloves, guards and skipping ropes	£1,000			
	Biddick Community Basketball Club Purchase of equipment and kit	£400			
	Totals (7)	£3,336.40	£16,024	£8,910	£3,777.60
East	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Washington Athletic FC -Purchase of football equipment	£1030			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			

	Royal British Legion -PA system for remembrance parade	£60			
	1st Washington Scout Group – (Joint with W.Central) purchase of Olympian metal garage and gas bottles	£1,000			
	U3A Wessington War Memorial Group- Resin Poppies to be places at properties including fixing costs	£2,000			
	FUNDS RETURN Washington Grange £83.50				
	FUNDS RETURN W & Harraton Angling £1,000*				
	Totals (6)	£4,326.40	£18,799	£10,225	£5331.10 includes returns
North	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Usworth Colliery Primary School - Senior citizens remembrance tea, Christmas event and items for breakfast club	£1,000			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance parade	£60			
	Washington New Tavern Football Club Purchase of equipment and kit	£400			
	Totals (5)	£1,696.40	£13,230	£8,610	£2,323.60
South	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance	£60			

	parade				
	Washington Cricket Club –Installation of new drainage system	£4,260			
	Oxclose Village Primary School Purchase of Apple I Pad Mini and accessories	£4,622			
	Totals (5)	£9,178.40	£21,093	£10,945	£969.60
West	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance parade	£60			
	Totals (3)	£296.40	£12,337	£2,871	£9169.60
Totals	26 applications agreed	£18,110.50	£81,483	£41,201	£22,171.50**

*Washington Easts returns included in balance remaining column