

**Washington Area Committee
SIB Funding Applications (2014/15 budget)**

Name of Project	Washington Neighbourhood Improvement Project
Lead Organisation	Sunderland City Council: RLS

Total Cost of Project	Total Match funding	Total SIB Requested
£125,000		£125,000
Project Duration	Start Date	End Date
2 years	July 2014	July 2016

The Project

This project supports the Area Committee's priority of 'Investment in Washington's built and natural environment – physical and environmental improvements' as included in the Washington Place Work Plan 2014/15. This will be through locality driven, ward based activity to improve and enhance the physical and environmental appearance of Washington. Washington Area Committee has undertaken to work responsively to influence local delivery of local services - with a particular influence on responsive services, street scene and further emphasis on locality working to meet needs identified at a Ward level. The Place Board work plan includes 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. The Area Committee has since approved SIB funding for the Village Centre Project which will roll out a dedicated programme of village enhancements over the next 12 months.

Area Committee Members are now keen to develop further emphasis on locality working and promoting the community leadership role of Members. Within that context Members wish to see opportunities for ward based initiatives developed with Members themselves being central to developing local partnerships whilst evidencing influencing local services and delivering a co-ordinated approach to 'neighbourhoods'. The project will undertake a coordinated approach to deliver local projects in partnership with multi agency partners and the local community. The projects will enhance the ongoing work that is developing within the villages of Washington.

All proposals and requests for action in each of the ward based programmes will be evidence based using intelligence from members and data to support how the local neighbourhoods within each of the 5 Wards will be enhanced. The projects will provide both environmental and physical improvements to an area based on requests from members and the community that do not duplicate the core services that are already delivered or look to replace services decommissioned by the Council.

It is anticipated that match funding or resources of a similar amount will be generated across the project's lifetime – where possible all proposals should endeavour to obtain additional funding or resources and not be 100% funded via the SIB grant.

RLS Area Response Manager will schedule regular meetings with members and frequent Walk and Talks will be programmed in at a Ward level, to identify not only problems but solutions to an issue. A range of relevant partners and the community will be invited along.

Area Response Manager will update Place Board and Area Committee of the progress and any issues to ensure value for money and the best use of available resource has been achieved. This might identify, for example, initiatives or activities across more than one Ward or might actually identify an issue that is 'area' focused and therefore requires escalating appropriately.

This proposal will

- develop Member's community leadership role
- deliver the localism agenda
- involve local residents in decision making with regards to local service delivery
- deliver Washington Area Committee priorities
- encourage local partnership delivery

It is proposed funding of £25,000 per Ward be allocated to:

- Develop and deliver programmes of work and initiatives in partnership with the local community to improve the physical and environmental appearance of Washington
- Where possible some element of match funding or resources will need to be committed to any proposal
- Work with local groups and organisations to identify work that addresses local area need – refer to CSN information and data, Member requests, complaints, requests from the local community and residents.
- Determine a 'walk and talk' programme at a Ward level involving key partners and residents to identify not only problems and issues but solutions
- Build on LWYL campaigns
- Contribute to delivering the new role of the Customer Relations Officer (RLS)
- Be co-ordinated with and enhance work being delivered through the Village Centre Improvements Project
- Ward Members to agree to a schedule of meetings with Area Response Manager to co-ordinate proposals, programmes and current responsibilities – at a Ward level.
- The ARM will also report via the current structures at Place Board and Area Committee to ensure consultation and information sharing, best use of resources, value for money and to avoid duplication.
- Normal SIB performance monitoring would also be adhered to with regard to achieving projected outcomes, outputs and spend, performance and monitoring

Outcome

To develop locality based working, with members as the community central point, influencing services and delivering a co-ordinated approach with the community and key partners

Outputs of the Project

No of programmes/initiatives delivered	25
No of partners engaged	20

Key Milestones

Schedule of Ward meetings scheduled	July 2014
10 programmes of work delivered	July 2015
Interim evaluation	July 2015
Full Project evaluation	July 2016

Funding

£25,000 will be allocated to each Ward to deliver a minimum of 5 programmes of work to enhance local neighbourhoods.

Recommendation: Approve