

REPORT TO WEST AREA PEOPLE & PLACE BOARD
4th November 2014 & 11th November 2014

West Area Event 2015

1. Background

- 1.1 West Area Committee received a presentation from SunderlandLive in April 2014, which highlighted the programme of City-wide events for 2014.
- 1.2 Following the presentation several discussions have since taken place either individually or with VCS organisations and other service providers regarding aspirations for a West Area Event to celebrate communities and create the opportunity to promote the great work which is taking place across the Area.
- 1.3 It is also very clear that the Area has an incredibly rich heritage which it wishes to celebrate, as well as raise awareness of, such as World War 1 Heroes; Industrial Heritage; Famous names and places – the list is endless.

2. West Area Event – The Proposal

- 2.1 The Chair of the Area Committee, Chair of the People Board and the West Area Co-ordinator met with Zoe Channing from SunderlandLive to discuss ideas for a West Event.
- 2.2 The following ideas were discussed, to support the development of a creative brief, for West Area People and Place Boards to consider during their meetings in November 2014:
 - World War 1 Remembrance – artwork; reminisce; music of the time
 - Celebrating projects funded by Area Committee
 - Sports Activities and taster sessions
 - Youth Activities and taster sessions
 - Healthy eating – the Smoothie bicycle; cooking demonstrations
 - Arts and Crafts Activities
 - Doctor Who – linked to first Police Box being in Sunderland which later formed the basis of the Dr Who ‘Tardis’ – Tardis may be a mechanism to support people to travel back in time to WW1 to then take part in activities which teach our communities about what it was like to live in the West of Sunderland during WW1
 - Potential Knit and natter groups – knitting Dr Who scarves
- 2.3 Other ideas would be welcomed via discussions at November People and Place Boards and potentially the Area VCS Network.
- 2.4 A potential location for the event was highlighted as being Barnes Park – as the space and design of the Park allows for a large-scale event, with parking and good transport for the residents of the West Area of the City.
- 2.5 A potential date for a West Area Event was discussed and the weekend prior to the May 2015 half-term holiday (21-23rd May) may be a consideration, commencing with school activities during Thursday and Friday followed by a large-scale ‘celebration’ event on the Saturday involving local VCS, Heritage Groups etc.

- 2.6 Communication for the Event would be critical to its success. A fundamental part of the planning would include a Communications Plan – which would include working with Schools, VCS Network, partners to ensure all West residents knew about the event and received the opportunity to become involved as well as attend.

3. Finance

- 3.4 If agreed to submit a recommendation to Area Committee for a West Area Event, members may wish to consider the alignment of SIB funding to support our communities to celebrate their heritage, promote activities, celebrate their projects and create an opportunity for communities to come together.

5. Recommendations

- 5.1 Note the content of the report.
- 5.2 Consider and agree a recommendation for Area Committee in relation to the development of a West Area Event, to be held during 2015, and the approval of £40,000 SIB.