

SINGLE INITIATIVE BUDGET (SIB)**Application No.1 – SIB**

Funding Source	SIB
Name of Project	Hylton Castle Battle Re-enactment
Lead Organisation	Sunderland North Community Business Centre (SNCBC)

Total cost of Project	Total Match Funding	Total SIB requested
£28,000	£2,000	£26,000
Project Duration	Start Date	End Date
10 Months	November 2014	September 2015

The Project

This proposal seeks to enable Sunderland North Community Business Centre (SNCBC) to co-ordinate a re-enactment event of the Battle of Boldon Hill in March 1644 and deliver a range of learning and community engagement activities at the Castle and Play Park site in Hylton Castle in June 2015. The event aims to stimulate interest in Hylton Castle as a serious visitor attraction and to have an opportunity to showcase a detailed history of the area to raise local understanding of Sunderland's heritage, how Civil Wars have impacted on life within local communities, and provide activities to engage children and young people. The Sealed Knot Performance will include Regiments Drilling and Training, there will be a demonstration of artillery fire, a musket display and Pike Drill prior to the main battle. These displays will help visitors to put the action into perspective for example how a pike block interacted with the musketeers to repel a cavalry charge. The main battle of the day will include 15 artillery pieces and around 400 re-enactors.

It is intended the event will commence at 11am and conclude at 4pm and we have planned that up to 10,000 visitors will be attracted across the day. The demonstration will also include a horse parade, delivered by experienced and relevantly trained horse handlers who will be present during the event. We propose to deliver a volunteer training programme in the months prior to the event to support local residents to be involved in the running of the event, alongside SNCBC and partner staff, with the aim of increasing local capacity to support the delivery of future events in the North area of the City. SNCBC will cover the costs associated with this element of the proposal.

The Sealed Knot will deliver an Authentic Living History camp and demonstration including family orientated learning activities interpreting the life and times of the period and the public will have an opportunity to ask questions, handle objects and engage with re-enactors on all levels. A small group of re-enactors will camp at the Hylton Castle site for two evenings. Talks and demonstrations and have a go taster sessions will be available in the marquees, for example participative 'drill sessions' for children and young people, opportunity to take part in period skills and crafts and a colouring-in station and quizzes about the period for younger children. The Sealed Knot will provide their PA system and commentators who tell the story of the period and are happy to share this system for public announcements etc. SNCBC will work with local schools, youth clubs, uniformed groups and Community Organisation to co-ordinate visits to local nurseries, primary and secondary schools and clubs to highlight the history of the period, heritage of Hylton Castle and to raise awareness of the event. We will work with the University to involve students in filming and photographing the day and alongside local heritage Organisations and drama groups,

such as Beamish we will have characters in period dress mingling with crowds across the day's events.

SNCBC are aware through their involvement in the 2010 event that visitors to the site felt there were not enough activities to entertain the family around the Sealed Knot Demonstrations. They therefore propose to introduce some stalls selling local produce and crafts such as paintings, jewellery, pottery, flower arrangements, fresh produce from our local Downhill Allotment Project and an area to promote the wider Sunderland Heritage Attractions such as the work we are developing at Fulwell Mill and Bowes railway and also the Bus Restoration Trust, work with the Pier Tunnel and Port, Glass Centre and Seafront.

Fair rides, inflatables, a picnic area and children's entertainment area including face painters and balloon modelling will be available around the park area. It is intended that these activities are sensitive to the wider heritage event and we will provide on site food provision and will be involving the inspector of markets to keep a record of traders on site. SNCBC will consult with local residents as to other attractions they may wish to engage with.

SNCBC will be responsible for management of the event and of the contract with 'The Sealed Knot'. SNCBC hold employer and public liability insurance to £10 million pounds and will secure specific event insurance cover relevant to this event. The Sealed Knot has been operating for 44 years and is a registered Charity and Company registered by Guarantee. Only those trained to Sealed Knot standards are able to take part in battles, demonstrations or displays. The organisation holds Public Liability and Personal Members Injury Insurance to the value of £10 million and their re-enactment involves the use of Black Powder (we may be familiar with the term gun powder) and the movement of this is agreed in advance with the Northumbria Police Firearms and Explosives Licensing Department and follows a designated delivery route to its points of storage at Seaburn Camp and how and when it is transported to and from the Hylton Castle site. The Black Powder has to be held in suitable lockable steel containers, in a designated area with a 30m square pedestrian exclusion zone fenced off around the container enabling safe handling and issue of the powder. The container will be under security at all times provided by trained Sealed Knot Personnel. The specification of the containers is advised by the Powder suppliers, Orica, who identify the safe route of passage and deliver the powder and will only sign this over to the Sealed Knot event Organiser. Orica will only provide a dispatch date for the powder when they have a copy of the storage license issued by the Police Authority.

The Sealed Knot is responsible for the ordering, purchase and safety of the Powder and provide a 24 hour security surveillance as part of their insurance requirements. There are detailed documented procedures for the distribution of the powder which can only be issued to members with the appropriate qualifications and licence, as identified on their individual relevant sealed knot membership card. Any unused powder is transported immediately back to the Seaburn Campsite after issue and none will be held in store on the Hylton castle site after the event.

The Sealed Knot has its own relevantly trained and experienced medics division who attend to all members requirements, including any injury or incident that may occur in their presentations. To maximise crowd safety The Sealed Knot provide crowd control and safety measures relevant to their performance elements, specifically providing pedestrian fencing and an inner rope perimeter is erected around the full battle scene with ornage fencing in front of the viewing area which is 18 feet from the battle area, in line with guidelines set out in their comprehensive risk assessments and approved by their insurance providers. Sealed Knot also undertake comprehensive full risk assessments for the use of camp fires/stoves flammable materials and their 'vendors' and products. The Sealed Knot has a Head (of Board) for Safety and they operate all presentations and battle re-

enactments in line with well documented and tested safety protocols which are firmly based on crowd control situations and the management of volunteers. Many of their members have career experience in the management of events and have a nominated internal events planning team who are present at every aspect of their activity.

The Sealed Knot will provide authentic living history activities on the Hylton Castle site and operate to comprehensive risk assessments and insurance cover to provide these activities. A small group of members, with around 20 tents will live authentically on the site. The remaining Sealed Knot personnel will be provided with camping facilities at the Seaburn Camp site, in line with arrangements for the 2010 event. The land is owned by Sunderland City Council who have given in principle agreement to the use and no further permissions are required. The Sealed Knot run the campsite and provides 24 hour security to the site, including guarding of the Black Powder. SNCBC understand the requirement to provide power, water and portable toilets, an Elsan Disposal Tank for caravan waste, or access to an appropriate drain and two light general skips for disposal of rubbish.

SNCBC will engage in dialogue with local residents and dog walkers living near to the Seaburn camp to ensure they are full aware of the event. Members will gain access to the site through presentation of their membership card with a current photo on, the site will be marked out for camping plots, with a maximum speed limit of 5mph on the campsite and all animals to be kept on a lead at all times. We will consider options for fencing the area and understand Heras fencing was erected around the full perimeter of the site for the last event.

SNCBC were involved in the 2010 Battle Re-enactment on the same site and are therefore familiar with the requirements to obtain the necessary permissions for the use of land on a Scheduled Ancient Monument. We will apply for Statutory Monuments Class Consent by submitting application showing the site layout, location of various facilities and marquees, method statement, fire certificates, risk assessments for erection of marquees and as appropriate exhibitors and Insurance certificates from all parties. English Heritage will inspect and advise on the works and their compliance with the consent. We understand the need to consult with neighbours and other interested parties, consider traffic and crowd management and security, signage on and off site the site and licensing for entertainment. We will ensure water is tested at both sites prior to use and will ensure adequate toilets and facilities are available on the site in the most accessible places which cause minimal damage to the environment.

SNCBC will lead a multi-disciplinary events planning committee who will meet minimum of monthly and will initiate a dedicated Event Safety Team, headed by the SNCBC Health and Safety Manager who is NEBOSH qualified and delivers Health and Safety training to Durham Council for their employees across a range of delivery disciplines. He will work in close liaison with the Safety Officer from Tyne and Wear Fire and Rescue (TWFR). The schedule of meetings and planning activities that need to be undertaken on the run up to the event and to clear away will be clearly documented in a comprehensive event plan that will be submitted to Sunderland City Council for approval. We have recent experience of liaising with the Council Event Planning Team for an event held at Downhill and hold comprehensive approved documentation for the use of fair rides and inflatables and the regular checks that need to be undertaken on these throughout the event. If we are successful in this application we will liaise with local suppliers to identify any reciprocal arrangements that can be agreed, such as if an entry fee is not charged they donate a % of the takings back to the event or provide toilets on site free of charge.

SNCBC provided stewards to the 2010 event and familiar in carrying out stewarding at their own events. The 2010 event had a total of 20 stewards complimented by a lead steward from partner Organisations who is responsible for procedures within each individual

marquee. Operators of marquees are required to submit method statements and risk assessments and final inspections will be undertaken by the NEBOSH qualified Health and Safety Manager and Safety Officer from TWFR. Those marquees that are large enough to require a means of raising alarm will be identified by the two parties as part of the event pre-inspection. We will reflect the Steward numbers from the 2010 event as a minimum but are likely to operate with a higher number to support the additional community and children's activities that we propose to hold on the site.

SNCBC have a comprehensive training programme for staff and volunteers who undertake stewarding duties including, but not limited to, health and safety awareness, manual handling, equality and diversity, dealing with conflict and aggressive behaviour, accident reporting, using fire extinguishers, accredited first aid training, safeguarding, lost children and dealing with security incidents. All stewards, whether paid staff or volunteers, will be required to undertake disclosure and barring service clearance (previous CRB clearance) and training in these areas. First aid provision will be arranged with St Johns Ambulance, to ensure medical support for staff and the public at all times, and designated First Aid points will be clearly signposted and we will ensure suitable access routes for emergency vehicles and potential for helicopter access with TWFRS and Northumbria Police. All Stewards and staff all equipped with radio equipment and designated staff will have fully charged mobile phones and secure mobile charging stations will be available during rest breaks.

An Evacuation Plan with clear risk assessments, designated evacuation points and emergency escape routes will be compiled and it is not envisaged that escape lighting will be required as this is a daytime event. A specific Fire Evacuation Plan will be documented and fire points will be provided in clearly signed areas around the site portable foam and carbon dioxide extinguishers around the site and a fire point will be located next to the black powder container. Marquee and catering traders are required to provide firefighting equipment in line with their documented risk assessments and will be monitored by Environmental Health and the Site Manager. The public address system will be utilised as an aid to the safe circulation of people and to direct people away from any areas of concern. A Site evacuation plan will also be documented for the campsite and the Sealed Knot has a nominated Incident Controller and Camp Commandant to ensure maximum safety for their members. The event in 2010 highlighted the need for security at the campsite when members are away carrying out their presentations and this has been built into our application.

We appreciate that English Heritage have a duty of guardianship of the Castle and its attached land and we will be sensitive to the soft land, minimising vehicular access to and on the site and enabling suitable off-site parking of vehicles at Bunnyhill, SNCBC Downhill Centre and with agreement Castleview Academy. We also have a team of volunteers who will support the clean up exercise and clearance of the Seaburn Campsite and Hylton Castle sites following the event and will include ongoing support to the site to support replanting and tendering to grass areas should this be required. We will promote travel to the event by public transport, advertising bus routes and times, providing a safe and secure bike park and promoting walking routes. We will have clear plans to collect, recycle and dispose of rubbish created at the event and the campsite and will work in close partnership with Sunderland City Council to do this. Campers on the site will use wooden pegs to pitch their tents and be sensitive to the land when cooking. We understand that sections of the fencing need to be removed to enable safe emergency access routes and we will ensure these are carried out by relevantly qualified staff and securely stored during the event. We will act in accordance with the gating orders and will work in partnership with any required Sunderland City Council departments.

We will promote the event locally through leaflets, posters, distribution of information through VCS networks and advertising on partner websites. We will advertise regionally

through local media press releases and good news stories in papers and posted on facebook. We will advertise nationally through heritage information sites, at other heritage events and within the Sealed Knot advertising of its events. We will work closely with the University, College and schools and local photography groups to film the event and take a range of photographs to be displayed in educational establishments.

The Need for the Project

The need for the event has been identified by the Sunderland North Area Committee to support the development of a heritage site and to engage the local community and visitors from across the region to raise awareness of visitor attractions in Sunderland and specifically the North ahead of a Lottery bid submission to develop facilities on the Hylton Castle 'Castle' site. The Project builds on the work currently ongoing through the Castle in the Community Project who are working with a number of partners including Sunderland City Council, English Heritage and local schools and Organisations to enable the future development of Hylton Castle.

The Outputs for the Project

Output Code	Description	Number
A6	Number of community or educational events held	1
P3	Number of people volunteering	15

Milestones and Key Events	Forecast Dates
Booked Sealed Knot	31.10.14
Apply for English Heritage Consent	10.11.14
Book Site Infrastructure – Toilets, Fencing, St. Johns Ambulance	01.12.14
Set Up Events Committee – Compile Detailed Action Plan by 01.12.14	1.11.14
Set up Health & Safety Committee – Compile Detailed Action Plan by 14.12.14	14.11.14
Communicate with Northumbria Police & Tyne & Wear Fire and Rescue	31.12.14
Delivery of Event	27.6.15

Application No.2 – SIB

Funding Source	SIB
Name of Project	Battle Re-enactment Project
Lead Organisation	Sunderland Live

Total cost of Project	Total Match Funding	Total SIB requested
£30,000	£0	£30,000
Project Duration	Start Date	End Date
1 Day	June 2015	June 2015

The Project

Sunderland Live will deliver a one day event to be held on 27 June 2015 at Hylton Castle. Working closely with The Sealed Knot the event will include a Living History camp, battle

performances and a range of displays from local and regional heritage related organisations and societies.

The Living History display will offer a range of family-orientated learning activities interpreting the life and times of the period. Visitors will be encouraged to ask questions, handle objects and engage with the re-enactors on all levels. We will offer a mix of talks and demonstrations, object-handling and have-a-go taster activities (for example, participative “drill sessions” for both children and teenagers/adults and hands-on period skills and crafts).

In addition to the Living History element, the event will be punctuated with displays and cameo performances which will take action from the history of the engagement. These displays will also help visitors to put the action into perspective in terms of how a pike block interacted with the musketeers to repel a cavalry charge etc; demonstrations of artillery firing and a general build up towards the main battle of the day. This will include a minimum of 15 artillery pieces, pike, musket and horse. Actual numbers cannot be guaranteed but a good turnout would be anticipated

Heritage, community groups and schools within Sunderland will be encouraged to contribute displays for exhibiting at the event thus creating additional audience for the event as well as ensuring there is involvement

The Sealed Knot members will take up residence at Seaburn Camp for the weekend of the event

Marketing

- Media launch involving some members of the Sealed Knot
- Roadside banners
- A3 posters designed and distributed prior to the event.
- A5 leaflets designed and distributed prior to the event.
- An advertisement to be produced and shown on the Big Screen at Sunderland Festival
- Opportunities to promote the event at Penshaw Bowl, Vintage & Retro Festival and Sunderland Festival
- Feature about the event on Sunderland Live’s Website, Twitter, Facebook and Instagram Pages, facts and figures below:

Website Monthly Unique Visitors:	16,522
Website Monthly Page Views:	40,453
Facebook Followers:	5,843
Twitter Followers:	5,754
Instagram Followers:	401

- E-Newsletter to be sent to Sunderland Live’s subscribers
- media promotion using print, radio and television, extensive promotion through social media and information on both Sunderland Live and See It, Do It websites.

- Liaison with Sunderland Live's Business Partners to share event information on Partner mailing lists (in excess of 100,000 people)
- Sunderland Live will ensure evaluation of the event is carried out on the event site and a report will be presented to the Area Committee following the event.

Event Management

Sunderland Live was formed in April 2013 from an already well-established Sunderland City Council events team. The Company has taken on the mantle of delivering a citywide programme of award-winning events that are helping to establish Sunderland regionally, nationally and internationally as a leading destination for events.

From family-friendly experiences to corporate occasions and large scale festivals, Sunderland Live provides and delivers events suitable for all. Over the past 2-3 years the events programme in Sunderland has grown from 15 events to 31 events being delivered by or in partnership with Sunderland Live

The Sunderland Live team have a wealth of experience in event management including:

- Programme Design
- Equipment Hire
- Site Design
- Site Management
- Procurement
- Event Management
- Communications and Media Management
- Liaison with Suppliers, Emergency Services and Contractors
- Brokering partnerships
- Relationship Management
- Health & Safety

The Sunderland Live Team will:

- Liaise with suppliers and procure all infrastructure. All documentation and risk assessments will be collated as part of this process. Sunderland Live will also work with their preferred suppliers to ensure best value for money.
- Liaise with local schools with regard to access to land for parking for visitors.
- Liaise with Sunderland City Council Highways Section to ensure a road closure is obtained prior to the events to accommodate the infrastructure and pedestrian access.

- Liaise with Sunderland City Council Licensing Section to ensure any licences required will be obtained prior to the events.
- Ensure Event Safety Plans are produced which will ensure all health and safety elements, access, traffic management, stewarding, risk assessments, contractor documentation, licences, first aid, lost children and cleansing are in place. The Event Safety Plans will ensure that the events meet the relevant standards as stated in the 'Safer Events Policy' adopted by the City of Sunderland and other partners in Tyne and Wear. Sunderland Live will present the Event Safety Plans to the Multi Agency Group to ensure any issues/comments are dealt with prior to the events.
- Ensure members of the team are dedicated to the events to include Event Management, Site Management, Health and Safety, Relationship Management, PR and Marketing.

Additionality

Sunderland Live has extensive media and business partners contacts that will be utilised for this event. These include advertising and editorial coverage in key newspapers and publications, promotion through radio partners; promotion through social media and business partners.

Sunderland Live has a number of key suppliers who provide the company with best rates for equipment. We will work closely with these suppliers to ensure value for money regarding the infrastructure supplied.

The Need for the Project

Direct request from North Area Committee to Sunderland Live to develop a proposal for this event to deliver to the local area priority of Heritage

The Outputs for the Project

Output Code	Description	Number
A6	Number of community or educational events held	1

Milestones and Key Events	Forecast Dates
Successful Application	31.10.14
Development of Event	1.11.14
Delivery of Event	27.6.15

Recommendation – Area Committee to consider both applications taking into account results of the formal appraisal and consultation process which will be presented verbally at Area Committee