

Washington Area Committee
SIB funding applications

SIB Application No.1.

Name of Project	Washington VCS Support Project
Lead Organisation	Washington Trust

Total cost of Project	Total Match Funding	Total SIB requested
£79350	£4500	£74850
Project Duration	Start Date	End Date
2 years	June 2014	May 2016

The Project

This project supports the Area Committee priority of ‘Supporting Community Inclusion and Resilience’. This will be through targeted support for the VCS in Washington to encourage them to work together thus ensuring more resilience and aiding and building VCS capacity. This project will also strengthen and grow volunteering capacity across the area.

The 2 year project will be led by the Washington Trust and will employ a dedicated worker who will engage with other voluntary sector groups and organisations to grow capacity by engaging with residents and users to become more active in their local community through volunteering. A job sharing role will be considered to ensure the right skill sets are in place for successful project delivery and to make a difference at a local level.

The project will have two main strands, one offering support and advice to current organisations operating in Washington helping them with succession planning. This will address the issue of the number of groups which are managed and run by an aging population There is a challenge to bring in the younger generation. Targeted support, advice and mentoring will be provided.

As part of the first strand of the project, the development work will engage to seek out new opportunities and where there is the potential to establish a new group, the development worker will support this work by attending initial community or group meetings, sharing good practice, offering informal workshops, sharing policies and procedures, helping the group to become self-sufficient in the most appropriate way.

This strand will link directly to the second strand as detailed below by identifying new individuals who may be willing to volunteer to support some of the local groups and/or set up new groups

This work will strengthen communities in the areas where the groups are established and this can only be a positive thing in the current climate, where main stream providers are reappraising what they can deliver, due to changes in funding and budget reductions. It is anticipated that the new groups will require funding at some point in their development and the project worker will support small grant applications to Awards for All, BIFFA and SITA and other local funders who support new community groups and organisations.

The second strand is to develop a cohort of volunteers and this work will be split into two elements:

- One element will support the succession planning by supporting and developing volunteers to help run activities and organisations. This will grow capacity in the VCS so that it is better placed to meet current and future demand. It is anticipated that this strand of the project will involve some development work , organising and delivering training to volunteers, including management committee training in conjunction with partners. This will lead to some new community groups being established and it is anticipated that this will leave a legacy of resilience in the community and within the VCS.

- Another element of this work will be to recruit volunteers, who are able to give time on an adhoc basis, to support community and locality projects, without having to make an ongoing commitment. Volunteering will be actively promoted in and around Washington using a variety of publicity tools, attendance at events and activities. A 'Washington Volunteering website and data base will be established. This will ensure the project can remain in contact with the potential volunteers and share with them the volunteering opportunities as and when needed. This cohort will also be offered training so that those who wish to develop their volunteering role are supported to do so.

This project will be delivered in partnership with other VCS groups and key partners who have access to volunteers or who offer training to volunteers. The Trust is in discussions with Gentoo, Washington Mind and Age UK to ensure there is no duplication of work or unnecessary conflict. The Trust is aware that the Library Service held a volunteering day at the City Library and that others are planned for some of the areas, including Washington. We will meet with the lead officers to discuss how the two projects can work together and possibly share the data bases that each will hold. Subject to data protection issues being resolved we see that there will be some joint opportunities to work with a number of groups, which will be to the benefit of Washington and its residents.

Need for Project

The Trust has carried out research and held a number of meetings with local VCS organisations, including the Area Committee to determine the need for this project. The Council is also seeking new ways to engage with the Sector and for the Sector to fill the void that current government and local policies are creating as service delivery is reviewed and realigned.

The Washington Area Network has raised this area of need on several occasions with Area Committee who has agreed and supported the concept as a priority. It is clearly identified in the year's WAC People Board priority list and work plan – which was endorsed by the Area Committee. At the January 2014 meeting of the Area Committee it was indicated as a 'continuing priority' through to 2014/15.

Over the last 12 to 18 months at least two community associations closed and one major charity has been wound up, as well as a number of smaller groups stopping their activities due to falling numbers. Alongside that there are a number of organisations who are close to closing their doors and who have struggled over the last 2 years or so, some of these are known to Members as they have engaged with them to support and advise in which ever way they can

Over the summer months the Trust met with a number of community associations and community groups in Washington to identify areas where there is capacity to do more and to gather evidence of need. From this work some clear messages have been shared, groups in some areas of Washington have capacity to do more, residents and users are saying they would like things to happen more frequently than they do. However the elected officers of those organisations are telling us they are not able to do that because they do not have the volunteers or that they themselves are limited as to what they can do. They also tell us they have concerns about the future and who will run the organisations. During these discussions and consultation, it became clear that groups are not benefiting from funding unless they have support to prepare, write and submit the bids because the volunteers are busy running the activities and groups/organisations. The research has also told us that some groups are struggling financially, so we see giving this support to them, is a way of meeting needs that have been clearly identified.

It is clear from this research, consultation and previous discussions with the Area Network and Area Committee that capacity and support to the sector remains an issue and without this development work being undertaken the Councils future way of working with the VCS will either be more limited. This means that Washington is at risk of losing out due to the capacity issues and the failure to engage with smaller local organisations who are able to make a real difference at a local or neighbourhood level.

Partnership

Members of the Area Network were consulted on the project during 2013 and meetings were held with a number of community groups and church groups during the period July 2013 to September 2013. They have influenced the focus of the project as have the outcome of the 1 to 1 meetings which also enabled some of the discussion at the Area Network meetings. Members of the network have stated

that the need is there and key workers have advised their groups are committed to supporting the project where appropriate. From the 1 to 1 meetings we know that a number of community groups will welcome being involved in the project if the bid is successful.

The Trust recognises the role(s) of the City's Area Community Officer (ACO), the recent city led VCS review and the direction of travel the City Council is taking to support area based VCS groups. We do not see a clash with the role of the ACO as that post will not have the capacity to work with the range of groups and number of volunteers the project will work with. We see the project as additional capacity to meet the identified need.

We anticipate from the discussions that will be held, once the project officer is in post, then others will be engaged in supporting the delivery of the volunteer project and this may lead to a co-ordinating role at times for the project officer.

Outputs of the Project

Output Code	Description	Number
A3	No. of community/voluntary groups supported	6
P3	No of people volunteering	100

Key Milestones for the Project

Member of staff appointed	July 2014
3 x VCS SWOT undertaken	January 2015
Washington volunteer database launched	January 2015
Year 1 Review completed	August 2015
100 volunteers engaged	April 2016
4 volunteer training courses delivered	April 2016

Funding

Item	Total Cost	SIB
Recruitment	1200	1200
Project co-ordinator (inc on costs)	63250	63250
Travel, transport, telephone, office supplies	6000	6000
Management costs	2400	2400
Training and volunteer costs	2000	2000
Office base and ICT	4500	0
	79350	74850

Reaching Communities was considered as was Greggs Trust, but as Washington is not seen as an area of high deprivation and the number of funding requests these organisations get, we know this project will not be high on the list of projects to be supported due to it being based in Washington. In addition some of the work will be classed as infrastructure support and funders will only support such work in exceptional circumstances. We are also aware that other areas of the City have been successful in securing grants to support volunteering, those areas score much better than Washington re IMD's. Washington has not been eligible to bid for some of the funding streams that the other groups across the City have. We have also considered applying for a number of small grants to deliver the project but this would carry to great a risk to try to secure this amount through such grant schemes and most will only fund projects for one year.

Following formal consultation and assessment a number of queries have been submitted to the Lead Agent for clarity.

Technical Assessment/Scoring Panel 55/80

The technical assessment has identified the following issues with application:

- No job description or person specification for the post to ensure a robust business case for the proposal. It is essential the duties, skills required and the proposed grade of the post matches the salary suggested.
- There is no information to confirm the management structure and line management for this post

- Does not clearly articulate how it will not duplicate existing provision currently provided through the City Council
- Does not clearly articulate how it will work in partnership with existing provision currently provided through the City Council
- Does not evidence value for money re delivery of key outputs. Includes only 6 groups over 2 years.
- Whilst beneficiaries are identified as Washington groups – there is low output number quoted (see above)
- In the Risk Assessment the applicant identifies a need to get the right person with the right skills to meet the person specification – however a job description and person specification is not included or available.
- The organisation does not evidence experience of employing a worker or having the relevant management structures in place.

Consultation comments and responses:

1. Members have requested that the Trust agrees to explore options for accreditation, upskilling, and formal recognition of volunteering re CVs, employment opportunities etc. particularly for younger people.
Response: The priority is to establish a pool of volunteers, the project is inclusive but it cannot get into the arena led by job centre plus where unemployed people are directed towards volunteering to get work experience, we need people who will commit to medium/long term volunteering if the project is to succeed.
2. Members have asked the Trust commits to ensuring recruitment/increasing numbers of young volunteers.
Response: The project is inclusive and will encourage young people to volunteer as it will everyone, but we cannot commit to ensuring we increase numbers, the bid is as set out in the application
3. The Trust is asked to forward a Job Description and Person Specification for the post
Response: The Job Description and person spec will be completed once we know the funding is secured and we are clear about any conditions that may be attached to that.
4. Please provide a detailed breakdown of the Project Co-ordinator costs (including the on costs etc.) across the 2 years
Response: Salary will be £27,500 fixed for two years, on costs in year one will be £3712.50 in year two it will £3712.50 the same as year one but we expect a pension contribution of £810 to be added to the on costs in year two. This gives a total of £63240 which is within the budget we set of £63250
5. Members have concerns regarding the low outputs proposed - numbers of groups projected across the 2 years – this does not represent value for money. Can the Trust consider increasing how many groups it will work with across the 2 years or provide evidence of the proposed target?
Response: We hope to work with more groups as the community development element of the project is delivered, but as everyone knows, issues in the sector are complex, the issues are known and that is what the bid has set out to address with positive outcomes at the end of the two years, at this stage we cannot increase the outcomes
6. Members have concerns with the numbers of volunteers projected across the 2 years – can the Trust evidence this is realistic or consider increasing the projected numbers
Response: The experience of the trustees and some of the organisations we have talked to support the cautious approach we are taking as one keen volunteer is worth 10 who have had their arms twisted and who have mixed views about volunteering. We see this as a challenge and the target is realistic, if we achieve more during the life of the project then that will be a bonus. Happy to discuss this with members on the night and Sarann will be attending area committee too and she is the regional volunteer development officer for the Autistic Society so can talk in more detail if required.
7. The Trust is requested to ensure it fosters partnerships with other organisations running volunteering schemes – to avoid conflict, duplication and displacement. How will this happen?
Response: Committed to in the bid and will be achieved through networking and the area network meetings plus the reporting process
8. The Trust is also requested to ensure no overlap or confusion with organisations supporting volunteering arrangements such as VCAS and the Volunteer Centre – how will this be achieved?

Response: Committed to in the bid and will be achieved through networking and the area network meetings plus the reporting process

9. The Trust is requested to consider and articulate how it will ensure this post does not duplicate the developing role of the Washington Area Community Officer who will be proactive in ensuring capacity building is integral to development of a collaborative VCS Network and its member groups and who also supports VCS groups to work with the Council to deliver activity which supports the City's priorities

Response: When we know the role of the Area Community Officer as that has not been shared publicly, we will work with them to ensure there is no duplication, however the Trust like other VCS organisations is still waiting to hear what the outcome of the VCS review is and the new ways of working. It was reported at area committee that the outcome would be known by December 2013, I am hoping to attend a meeting on the 28th April for an update on the VCS relationship project and what decisions have been taken so far. We are committed to the statement we made in the bid.

10. Members are suggesting job sharing would not be appropriate

Response: We note the view

11. Members have requested a sustainability plan for the project – the application touches on the VCS groups sustainability and plans to address the Trust's sustainability but not the project – what will happen after 2 years?

Response: We have set out how we see the work becoming self-sustaining, we have always been honest and said this was a time limited project and given the current climate who can predict two years ahead. We are committed to our statement in the bid.

Overarching comment from applicant: The Trustees welcome the fact Members agree the need for support to the sector, in general terms the bid that was submitted was one that we have evidence of need for, as shown in the submission, to deviate from that without the evidence, would mean we were being asked to deliver a different project and one that could very well fail. The Trustees wish Members to know that the project will be constantly monitored and if anything is not working, or groups are not engaging, we will bring this to their attention as early as we can and any changes will follow the process that is already in place. We look forward to discussing at the meeting, any concerns members have before they make a decision on the application, as you know we are always open and transparent in how the Trust does its business.

With reference to the above:

Recommendation: To defer for the following reasons:

- The applicant to provide a Job Description and Person Specification for this post to ensure the post includes relevant skills and duties appropriate to the proposed salary
- The applicant confirm line management and management structures for this post

SIB Application No.2

Name of Project	Washington Health Champions Dementia Awareness Module
Lead Organisation	SCC – Public Health

Total cost of Project	Total Match Funding	Total SIB requested
£7,000	£0	£7,000
Project Duration	Start Date	End Date
12 months	May 2014	April 2015

The Project

The project will develop and deliver a dementia awareness module as part of the Health Champion Programme which will be open to anyone living, working or volunteering in the Washington locality and would be administered through the Health Champion Programme and completed through either a workshop or e-learning programme. The workshops would be a half day session delivered in Washington. SIB funding would allow for 12 courses with 18 participants per course (potentially 216 in total). The courses will also create awareness and understanding about dementia so that early signs

and symptoms can be recognised in the community at a grassroots level, and help organisations to become more dementia friendly. The training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of the less healthy behaviours that are currently the norm in some communities and so reduce health inequalities. It also supports other policy objectives identified including enabling people to have greater control over their own lives.

Funding will allow the commissioning of a local provider with one session per month provided, but would need some flexibility to commission more courses if the demand was high. Face to face training remains the most preferred form of training provision. Classroom training is preferred because of the unique qualities and learning opportunities that arise when face to face instruction occurs, and it allows students to share their personal experiences, thoughts and challenges in relation to the content

The courses would be delivered across a 12 month period and the costs include a sum to ensure the project is monitored and outcomes recorded. This would include tracking

- Number of people attending training.
- The number of people to whom information/advice/guidance were provided
- The number of people signposted to services
- The number of people formally referred to services

The Need for the Project

Health inequalities are a major issue throughout Sunderland, including in Washington. Not only are poorer health outcomes experienced in Sunderland when compared with other parts of the country, but also there are significant systematic health inequalities consistently identified in Sunderland.

Sunderland is experiencing a rapidly ageing population. People aged 65+ rose from 38,700 in 1981 to 47,108 in 2011 and by 2021 the 65+ age group is projected to rise to 57,221 – an increase of over 21.5% in 10 years. The oldest group, those aged 85+ is predicted to increase significantly from 5,250 to 7,757 by 2021 (2011 Mid-year estimates, ONS). A further projected outcome is that there will be a further 40% increase to 4,200 in the expected number of older people with dementia in the City by 2025. It is estimated that 37% of people aged 65+ have problems with daily living, compared to a figure of 30% of England. The number of older people who will need some help with daily living is predicted to rise by more than 25% to over 22,400 over the next 15 years, simply because there will be more older people living longer in the city. 37% of people 65+ currently need support with daily living, 58% of people 65+ are affected by a limiting long term illness, and the number of people aged 65+ with dementia is expected to increase by 58% in the next 20 years.

Ward based figures suggest over 8000 people are aged 65+ across Washington. This equates to 14% of Washington's overall population. Given the predicted increases as detailed above it is therefore likely the number of people aged 65+ with dementia and the number of people having problems with daily living will also rise considerably.

Outputs of the Project

Output Code	Description	Number
	No. people attending training sessions	200
	No. people to whom information/advice/guidance is provided	100
	No. people signposted to services	25

Key Milestones for the Project

Provider commissioned	June 2014
1 st course held	June 2014
Bi annual evaluation	Dec 2014
12 courses completed	June 2015
Project evaluation	July 2015

Recommendation: Approve

Washington Area Committee: Call for Projects – Washington Events 2014

Application No.1: Washington Illuminations

Applicant: Sunderland Live
Budget: £10,000

Project Brief

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity for the area.

Washington Area Committee would like to invite project proposals to deliver the Washington Illuminations Project (Concord).

The project proposals must include evidence of

- Event management plans for the event(s) – how will you manage each of the events including health and safety, access, permissions, licensing etc.
- A programme of activity
- A Communications Plan
- Promotional and Marketing plans
- Community participation and a partnership approach – utilising local community resources where appropriate
- Creativity and innovation

This application:

1. Details how the Sunderland Live team will manage the event and identifies all partners and relevant licenses, permissions and health and safety requirements. The organisation has a wealth of experience managing events, festivals and occasions.
2. Sunderland Live has detailed the headlines of the programme of activity
3. A Communication Plan involving local representation is included. The organisation proposes a tiered approach to communications with both a Steering Group and an operational Group to provide relevant and ongoing dialogue with regards to the design and development of the event.
4. A detailed Promotional and marketing plan is included in the proposal
5. The organisation identifies how it will ensure a partnership approach with local community participation in the design and development of the event.

Technical Assessment: 72 /80

Recommendation: Approve

SECTION 3

EVENT MANAGEMENT OF WASHINGTON ILLUMINATIONS (SWITCH ON CONCORD) & WASHINGTON VILLAGE CHRISTMAS FESTIVAL 2014

The Sunderland Live Team has a wealth of experience in event management and 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.

SECTION 5

Event Title: **Washington Illuminations (Switch On Concord) 2014**

Venue: **Hardstanding – Front Street, Concord, Washington**

Date: **Monday 17th November 2014 (Possible Date)**

17.30 – 19.00

Entrance Fee: **Free**

Programme of Activity:



- A stage will be located outside the shops on Front Street, Concord and will include a programme of live music. This will include performances from local school children and a local band. A canopy will be provided to cover the stage which will allow the programme to continue in the case of wet weather.
 - A professional compere will host the event
 - Santa Claus will be on stage to greet the crowd and will present the school children with a selection box.
 - A Switch On of the Christmas Tree Lights will take place at the end of the event and the Mayor and Mayoress will switch on the lights.
 - The event will close with a firework display.
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- Sunderland Live will engage with the nearby local shops on Front Street, Concord in relation to offers for food and drink over the event period

Application No.2: Washington Village Christmas Festival

Applicant: Sunderland Live
Budget: £10,000

Project Brief

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity for the area.

Washington Area Committee would like to invite project proposals to deliver the Washington Village Christmas Festival. This is a new event and proposals demonstrating an innovative and creative approach are encouraged. The project proposals must include evidence of

- Event management plans for the event(s) – how will you manage each of the events including health and safety, access, permissions, licensing etc.
- A programme of activity
- A Communications Plan
- Promotional and Marketing plans
- Community participation and a partnership approach – utilising local community resources where appropriate
- Creativity and innovation

This application:

1. Details how the Sunderland Live team will manage the event and identifies all partners and relevant licenses, permissions and health and safety requirements. The organisation has a wealth of experience managing events, festivals and occasions.
6. Sunderland Live has detailed the headlines of the programme of activity for a full day event to include Christmas themed street entertainment, exhibitions and craft activities, local theatre and dance, and a Christmas themed market (crafts/farmers)
7. A Communication Plan involving local representation is included. The organisation proposes a tiered approach to communications with both a Steering Group and an operational Group to provide relevant and ongoing dialogue with regards to the design and development of the event.
8. A detailed Promotional and Marketing Plan is included in the proposal
9. The organisation identifies how it will ensure a partnership approach with local community participation in the design and development of the event.

Technical Assessment: 70 /80

Recommendation: Approve

SECTION 6

Event Title:	Washington Village Christmas Festival 2014
Venue:	Hardstanding - Spout Lane (Road Closure required)
Date:	Full day event – Saturday (possibly 22 nd November)
Entrance Fee:	Free



- Santa's Grotto located in a marquee on the hard standing in Spout Lane. Every child will receive a selection box from Santa Claus. A marquee will be designed to create a traditional Santa's Grotto. The Grotto will be located in a prominent location.



- A Farmers/Craft Market will be sited in a marquee which will be located on Spout Lane. This will provide an opportunity for visitors to purchase some seasonal produce and Christmas gifts.



- A stage will be located at the top of Spout Lane and will include a programme of live music throughout the day to include performances from local schoolchildren, Dance Academies and Local Theatre Groups. Some seating will be available in this area however the majority of this area will be standing room. A canopy will be provided to cover the stage which allows a contingency for wet weather.



- Sunderland Live will work with a media partner/competitor to host the event.

- The Community Centre will be utilised to locate Promotional Exhibits from local Community Groups alongside face painters and craft activities.

- Sunderland Live will link in with Holy Trinity Church and Washington Old Hall to confirm if they will be hosting activity on this weekend. This activity will be included in any promotional materials.

- Sunderland Live will engage with the nearby local Restaurants and Public Houses in Washington Village in relation to offers for food and drink over the event period.

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- Christmas Themed Street Entertainment will be located throughout the site to interact with visitors and direct to venues.
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Washington 50 – A Community Programme

1. Background

Round 1 applications for the Washington 50 Community Programme (Call for Projects) closed 7th March.

2. The following applications have been successful following assessment and scoring and consultation with the full Area Committee (SIB Small Grants procedures and protocols)

Organisation	Activity/Event	Funding awarded
Usworth Miners Banner Group	5 th July Brass and popular music event	£950
ApExtra	History book Washington 50 Blackfell primary school children. To be rolled out to every primary school child	£3,000
Springwell Village Community Venue	Commemorative Day 6 th September + commemorative art work	£3,210
Tenants of Peacehaven Court	Garden Party July 2014 to unveil art work	£674
Teal Farm Residents Association	Celebration Event 14 th June, time capsule and planting of cherry tree	£3,000
Miners & Community Heritage Group	6 art compositions portraying development of Washington as a new town	£3,060

Total awarded £13,894

Balance remaining for Washington 50 community programme: £36,106

3. One application from Keep Kids Active for themed Washington 50 sessions and activities for young people was not supported.
4. Round 2 closes April 14th. More than 35 queries and requests for packs have been made to date (including Round 1 as allocated above)
5. Members are also asked to note the Council's Corporate Communications Team are working closely with Scrutiny and Area Arrangements to provide PR and marketing resources. This includes posters, bunting, promotional banners and pull ups and an events toolkit for the community.