

Application No.1

Name of Project	Improvements to The Hollow, Westheath Avenue
Lead Organisation	Gentoo

Total cost of Project	Total Match Funding	Total SIB requested
£20,000	£10,000	£10,000
Project Duration	Start Date	End Date
One month	June 2011	June 2011

The Project

There is a square area of land approximately 600m² located along Westheath Avenue, Grangetown. There is a mixture of concrete and grassed land within this area. It is proposed to enhance the surface of the concrete area, to help improve access onto the land and also establish a play provision in the centre.

The play provision would not include installing slides or swings, instead it would be about providing more traditional street games, for example, the painting of a hop-scotch and snakes and ladders grid, which will be bright and cost effective. Making the overall appearance of the area better.

The project will benefit the local community, in particular, families, by providing a clean and safe environment for local children and young people to enjoy a local play provision.

Need for Project

Gentoo recently completed a resident's survey. Residents in Grangetown proposed this project as an idea. Gentoo are supporting the project via their devolved budget scheme. Unfortunately the devolved budget will not cover all costs. Therefore Gentoo are seeking support to deliver the project from the East Area Committee.

Outputs of the Project

Output Code	2011-12 Q1	Total
L9: Number of new youth play services provided	1	1

Financial Information

Item and Description	Total Costs	SIB
Capital works	£20,000	£10,000

Recommendation Approve, reduced to £5,000

- As there is no fixed play equipment being installed it is recommended that the award is reduced down from £10,000 to £5,000, subject to confirmation that the works can continue, if not, the offer withdrawn.
- The Green Space Topic Paper is updated and the news of re-developing the area of land is promote through the East VCS Area Network and Area Newsletter.
- No support is required by Sunderland City Council. Gentoo are responsible for maintaining the land.

Full Application No.2

Name of Project	Sunderland Festival
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIB requested
£40,000	£37,000	£3,000
Project Duration	Start Date	End Date
One week	July 2011	July 2011

The Project

The new Sunderland Festival (formerly known as the kite festival and friendship festival) will take place between 1 - 4 July 2011. The festival will be City wide with the main site located at North Area Playing Fields. Because of the location of the main site in Washington and the link to Independence Day the festival's theme will be Americana. The main site will feature:

Local and regional Bands night - Friday 1 July and a Country and Western evening - Saturday 2 July. During the day time the Saturday and Sunday programme includes: Classic American Car Display, American Football Display, Baseball and Basketball Demonstrations and competition, Fun Fair, Kite Flying, Cheerleading demonstrations, Music and dance performances from schools across Sunderland.

The emphasis of activity on the main site will be on participation as well as enjoying the entertainment. Additional activity will be taking place at:

Arts Centre Washington - Arts & Craft Fair Saturday 2 July

Drive In Movie Saturday 2 July venue to be confirmed

City Centre - Market and Music in Sunnyside Gardens Saturday 2 July

Barnes Park - Swing and Jazz Bands Sunday 3 July

Roker - International Brass Bands performing on the seafront Sunday 3 July

Washington Old Hall - Independence Day activity - 4 July

Need for Project

Previous festivals - Sunderland International Friendship Festival and prior to that the Kite Festival, on the North Area Playing Fields site have attracted significant visitors from across the City. The new Sunderland Festival will have activity taking place across the city with activity being held in each area.

The festival will also encourage participation whether that is children and young people showcasing their music and dance talent or the opportunity to play American Football, Basketball or Baseball, Kite flying or joining in a wide range of children's activity.

Outputs of the Project

Output Code	2011/12
S5: no. of young people benefiting from youth inclusion/diversionary project	50
P3: No. of people employed in voluntary work	100
A6: no. of community or educational events held	5
S6: No. of young people engaged in youth activities	100

Financial Information

Item and Description	Total Costs
Reduction in income to ensure community accessibility	£3,000

Recommendation **Approve, increased to £5,000**

- 3,000 for the Sunderland Festival
- £2,000 for the East VCS Area Network to encourage a wider range of celebration events to be co-ordinate across the area to raise the profile of East assets, i.e. parks, historical points of interested, etc. which will complement the Sunderland Festival and provide more activity in the East area for residents, delivered by residents and the East VCS. Building upon sense of place and belonging.

Application No.3

Name of Project	Sans Streets Running costs
Lead Organisation	Sans Streets Youth and Community Centre

Total cost of Project	Total Match Funding	Total SIB requested
£46,809	£25,785	£21,024
Project Duration	Start Date	End Date
6 months	July 2011	December 2011

The Project

The organisation are seeking revenue funding for salaries and building costs to prevent the centre from closing after June 2011. Due to a reduction of funding streams the organisation are in crisis and are at risk of dissolving. Short term revenue funding is sought to allow the group to continue until decisions are known on outstanding funding applications with external agencies. The reserves the organisation have are currently being used and will allow the building and staff to continue to run, at a reduced level, up until the end of June 2011. Decisions on funding applications are expected by September 2011. During the next six months the organisation will endeavour to secure future funding and generate an income to sustain the project.

Need for Project

Services at risk, if funding is not secured are: Monday: 9am-3pm (Social Inclusion), Tuesday: 9am-4pm (Heritage Project) and 5pm-8.30pm (Youth Club), Wednesday 9am-3pm (Social Inclusion) and 6pm-8pm (Young Asian Voices Youthy), Thursday 8.30am-4pm (Office) and 6pm-9pm (Community groups sport hall hirings), Friday 8.30am-12pm (Office) and 6.30pm-9pm (Youth Club).

Sans Street estimate that approximately 300 young people access the centre per week.

Outputs of the Project

Output Code	2011-12 Q2	2011-12 Q3	Total
L2: Number of people accessing improved advice and support	15	3	18
L6: Number of young people aged 16-19 years old not in employment, education or training encouraged into further education and employment	10	0	10
L7: Number of additional youth sessions been delivered per week	6	6	12
L8: Number of additional young people engaged and participating in youth provision	50	50	100

Financial Information

Item and Description	Total Costs
Salaries (Manager 22.5 hrs, Admin 9 hrs, Cleaner 5hrs per week)	£14,010
Building (Heating, lighting, insurance, telephone, internet)	£7,014
Total	£21,024

Recommendation **Approve, at a reduced rate of £10,512**

- The project is a high risk investment for Committee. There are no guarantees that future funding will be secured.
- Reduce the award from £21,024 (6 months) to £10,512 (3 months), by which time a decision will be known on outstanding funding applications.

Application 4

Name of Project	Employment Support for people 'not in receipt of benefit'
Lead Organisation	SES Sustainable Enterprise Strategies CIC

Total cost of Project	Total Match Funding	Total SIB requested
£89,431.06	£14,735.20	£74,695.86
Project Duration	Start Date	End Date
15months	June 2011	September 2012

The Project

The project will provide employability support for people 'not in receipt of benefit' by providing employment, enterprise and in-work money advice to residents in the East Area of Sunderland. This will include: Business start-up advice and business planning, employment information, advice and guidance, including all aspects of job research, job applications and interview techniques and in-work benefits and money advice.

The project will be co-ordinated and delivered by a locally based consortia consisting of SES (Sustainable Enterprise Strategies), SNCBC Job Linkage (Sunderland North Community Business Centre and FISCUS).

SES is the lead applicant and will manage and co-ordinate the project and will also design and deliver the enterprise and self employment component. SNCBC will focus upon the delivery of employment support. FISCUS will concentrate on addressing the financial barriers faced by local residents entering the world of work or self employment, such barriers include, debt, tax credit, money advice and taxation. The project will employ 4 members of staff (2 of which are part-time), who will work with 320 local residents from the Doxford, Hendon, Millfield, Ryhope and St Michael's Ward. All 3 delivery agents have outreach sites in the East area.

The project's proposals and associated outputs will directly contribute to the strategic aims and objectives of the Sunderland East work plan for 2011/12, contribute to Sunderland City Council Draft Employment Strategy, Sunderland Child and Poverty Strategy Phase 2 and the Sunderland Economic Master Plan

Need for Project

The funding from East Area Committee will assist the project to fill existing gaps in provision; as identified by:

- East Area Employment and Enterprise Task and Finish Group indicated that the East Area had the lowest business start-ups rate of the 5 areas within the City.
- The Sunderland Employment Strategy 2011-14.
- Independent research indicated a significant number of people in Sunderland who are not eligible for Jobcentre Plus support, but who do want to work and are currently being supported by the City's Job Linkage network. These are people are not in receipt of any form of out-of-work benefit.
- The City's Economic Master Plan and Employment Strategy identified the following, employment rate for Sunderland has deteriorated, below average business density, low business start-ups, low levels of VAT businesses, Sunderland identified with the lowest business stocks in the UK, Sunderland is the third least competitive city based in the UK.

In addition...

- The recent Work Programme for the City (to commence in the Summer 2011) will not support those who are 'not in receipt of benefit'.
- Local research suggests that barriers to business start ups are: lack of business skills and confidence, lack of guaranteed income associated with self employment status, lack of awareness of the benefits of self employment, complexity of the tax and benefit system, covering childcare costs, income uncertainty in the early stages of self employment and lack of local role models. The project will provide advice on all tackling all these barriers.
- SNCBC, FISCUS and SES have worked in a close partnership for a number of years responding to local needs, focusing on income maximisation and reducing poverty among people and families in Sunderland through work and enterprise.

Outputs of the Project

Output Code	2011/12/13
P1 No of people going into employment	73
P2 Jobs safeguarded	4
P4 No of new businesses	37
P5 No people accessing improved advice and support	320
A6 No of community events	5

Item and Description	Total Costs
Salaries (4 posts) (86%)	£65,263.95
Beneficiary Support Fund (100% SIB)	£2,400.00
Staff Travel (100% SIB)	£1,440.00
Overheads, room rental and stationery (100% SIB)	£1,300.00
SES Management & Co-ordination (54% SIB)	£3,459.91
FISCUS Management (40% SIB)	£ 832.00
Total	£74,695.86

Recommendation

Approve

- Match funding attracted
- Back on the Map on Vilette Road and Ryhope Community Association on Black Road, have both offered use of their premises to assist in delivering the project.

Subject to

- The Lead Agent presents performance reports to Area Committee, as and when required.
- Project to be promoted and information provided to East VCS Area Network in order to facilitate sharing of information and networking opportunities.

Full Application No.5

Name of Project	Working with families
Lead Organisation	Sunderland North Community Business Centre (S.N.C.B.C.)

Total cost of Project	Total Match Funding	Total SIB requested
£52,982	£3,000	£49,982
Project Duration	Start Date	End Date
1 years & 3 months	June 2011	September 2012

The Project

S.N.C.B.C. propose to lead a Family Initiative (FI) which will be delivered by S.N.C.B.C, FISCUS and Sustainable Enterprise (SES). The proposal will provide a 'whole family' approach progressing from unemployment and benefit dependency towards work or self employment. It is modelled on the Family Employment Initiative that S.N.C.B.C. has delivered successfully in the Coalfields area of Sunderland since 2008.

The Project Team will comprise of a full time Senior Employment Consultant, support by 1.5 of enterprise support time provided by SES and 2 days per week of a FISCUS Money advice worker. The team will deliver a service to 250 unemployed residents from the Doxford, Hendon, Millfield, Ryhope and St Michaels wards.

The delivery model for the project is reflective of the client employability journey as described in the Regional Employment Framework (REF) offering three broad elements of service that is client engagement, information, advice and guidance and employer engagement, including post employment support. The service will provide individually tailored support, delivered in a one to one group environment, which is flexible and responsive. It will be developed through building a relationship of trust between the client and relevant support consultant and will ensure the service is client led through formulation of an action/development plan, with each client, that will be regularly reviewed to enable client progression to be recognised and celebrated and will ensure each individual can recognise the achievements and progression they have made. The project will also provide intensive personal support which enables the circumstances and the needs of the wider family unit to be understood and considered when mapping the effective progression for the individual client.

SES will provide support to those residents wishing to consider enterprising opportunity and potential ventures. The service will provide each client with an individual needs assessment and business diagnostic which will create an action plan which will be utilised by the Business Advisor and client to track and realise progress and development of the business idea. Assistance will be provided from pre-start-up stage through to support given once trading, such as, identifying and discussing opportunities and barriers to progressing enterprise ideas. Motivation and orientation, business idea generation, addressing beneficiary issues personal finances, revising skills and resources including life skills and enabling referral to key skills and vocational training provision and supporting clients to develop their communication and presentation skills. Developing business plans which includes market research, legal considerations, exploring funding investment and also assistance securing premises, stock equipment, utilities, insurance, banking, and marketing, sales, basic bookkeeping.

FISCUS will offer one to one targeted support to residents which will include checking benefit entitlement and helping residents to access support they may be unaware of, providing better off in work enterprise calculations to explore benefit support available in part time and full time work of self employment across a range of income levels. The support will enable the early identification of any money concerns and issues and will provide advice on budgeting and

money managements. It will support individuals and families in identifying issues with debt and will work with them to compile a financial statement and household budget to alleviating financial worries.

Need for Project

SNCBC, SES and FISCUS are all represented at the Sunderland Enterprise Consortia which brings together enterprise delivery agents and they have identified how employment and enterprise measures can be streamlined to provide bespoke service for Sunderland East residents.

The Local Area Plan clearly identifies the strategic priorities of creating a prosperous and learning city which is attractive and inclusive and highlights the importance of social and cultural opportunities been available to our inclusive communities which we need to sustain, this proposal will enable this to happen.

The main gaps in provision within the City of Sunderland have been identified by the Sunderland Employment Strategy 2011-14 the independent research indicating a significant number of people in Sunderland who are not eligible for Jobcentre Plus support, but who do want to work and are currently being supported by the City Job Linkage network which will cease to be funded by Sunderland City Council at 30th September 2011.

The Job Linkage Review carried out by Roger Tym and Partners in Autumn 2010 on behalf of the Council and Ekosgen March 2010 evaluated the success of the Coalfield Regeneration Trust Family Employment Initiative (FEI), which was recognised by Area Committee as a good model to adopt. This proposal has been directly modelled on the suggestions in these reviews which identifies the importance of individual responsive support, delivered by staff that could be trusted and did not pigeon hole people which was flexible and could respond quickly through drop in service by also provides one to one appointments and dedicated time for individuals. The service is designed to enable clients to recognise their transferable skills and consider linked and alternative occupational opportunities from those they normally pursue.

Outputs of the Project

Output Code	2011/12
P1 No of people going into employment	40
P2 No of jobs safeguarded	8
P4 No of new businesses started	10
P5 No of people on out of work benefits going into employment	40
L1 No of people receiving job training	20
L2 No of people accessing improved advice and support	250
L4 No of adults obtaining qualifications (accredited)	33
L5 No of adults obtaining qualifications (non-accredited)	67
L6 No of young people aged 16-19 years old who are NEET and encouraged back into FE or employment	11

Item and Description	Total Costs	SIB Contribution
SNCBC – Senior Employment Consultant (i x full-time or 2 x part-time) (100%)	£26,391	£26,391
SES – Business Advice Consultant (1.5 days – 0.3 FTE) (100%)	£8,136	£8,136
FISCUS – Money Advice Consultant 92 days – 0.4 FTE) (100%)	£9,605	£9,605
Beneficiary Fund (100%)	£2,150	£2,150

Travel (100%)	£880	£880
Overheads, room rental and stationery (100% SIB)	£2,820	£2,820
Management and Management Information (0%)	£3,000	£0
Total	£52,982	£49,982

Recommendation

Approve, subject to

- Match funding is increased during the life time of the project.
- The Lead Agent presents performance reports to Area Committee, as and when required.
- Project to be promoted and information provided to East VCS Area Network in order to facilitate sharing of information and networking opportunities.
- Coordination of delivery through VCS venues to be through the East VCS Area Network.