



in partnership with Sunderland City Council



Annex 1

WEST AREA COMMITTEE
5th February 2009

REGENERATION ISSUES REPORT: APPLICATIONS FOR SIB

1. Barnes Burn Rejuvenation

Project Title:
Barnes Burn – Stream Rejuvenation and Habitat creation
SIB Requested:
£60,000

Section 1: Application Requirements

1.1
<p>Please note that this application will be presented to the relevant Area Committee for its consideration when determining your SIB Grant Application. The Agenda and the Minutes of the Area Committee Meeting will be available for inspection by members of the public. Please therefore ensure that your organisation is agreeable to the content of the information that is set out in the form.</p> <p>The Application Form should be provided in either electronic (e-mail or floppy disc) or typed format.</p> <p>If you have a problem with returning this form in either electronic or typed format, please contact the appropriate Area Regeneration Officer. Contact / address details are provided on the covering letter and in the Guidance Notes and Criteria and Project Guidelines.</p> <p>Please note that a representative of your organisation must be available to attend the pre-agenda and main committee meeting(s) to which this application is presented, as they may be required to answer questions. Failure to attend the meeting(s) may result in your application being deferred or rejected.</p> <p>Dates and Venues of future meetings are provided as supporting information.</p>
1.2 Which Area Regeneration Framework(s) does your project cover? (please tick)
Coalfield [] East [] North [] Washington [] West [✓] South []

Section 2: Sponsor Details

2.1 Name of Lead Organisation / Group:
Directorate of Development & Regeneration, Sunderland City Council
2.2 Address of Lead Organisation / Group:
PO Box 102 Civic Centre Sunderland SR2 7DN

2.3 Contact Name for Project:		2.4 Position in Organisation:	
Keith Hamilton		Deputy Manager Planning & Implementation	
2.5 Tel. Number:	2.6 Fax Number:	2.7 E-mail Address:	
0191 553 8786	0191 553 8770	Keith.hamilton@sunderland.gov.uk	
2.8 Day to Day Contact Name / Details: (if different to 2.3 above)			
As above			
2.9 Legal Status of Organisation:		2.10 Registered Charity Number (if applicable):	
Local Authority		N/A	
2.11 Does your organisation have a bank account into which funds can be paid?			
Yes			
2.12 Has the organisation received SIB support previously?			
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]			
If 'Yes' please provide details:			
Directorate of Development & Regeneration have received a number of grants to deliver a number of schemes and programmes across its service area.			
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?			
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]			
If 'Yes' please provide details:			
Local Authority			

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
Barnes Burn – Stream Rejuvenation and Habitat creation	
3.2 Project Start Date:	3.3 Project End Date:
April 2009	September 2009
3.4 Please Describe the project:	
<p>The Barnes Burn is a stream which runs west to east through Barnes Park Extension to culvert and then through Barnes Park and Burn Park, back into a culvert and to the River Wear at Galley's Gill.</p> <p>Much of the watershed has been lost due to the development of the housing estates to north and south taking water into the pipe system. Despite this the stream should carry a significant volume from the Barnes Valley itself.</p> <p>The project is intended to re-profile the streambed removing silt and other materials allowing a running profile to be developed.</p> <p>This in turn will allow further, physical inspection of the stream bed itself to ascertain whether</p>	

or not sinks have been developed in the bed which would see water prematurely drain away into the aquifer. Should this be the case the area can be dug out and clay installed to reseal the streambed.

Additionally it is intended to re-profile the banks of the stream in order to create habitats suitable for water vole and other endangered species in the hope that this will allow a reintroduction of a nationally rare species which is relatively common in Sunderland. As part of this it may be possible to re-profile the stream banks to create a number of linear wetlands/ponds should the local geology be suitable.

Works will be complimented with the installation of reed beds as a further habitat and also to act as a filter so improving the water quality.

It is anticipated that the above will create the best opportunity to harvest water into the system.

Arisings will be dealt with on site, used to improve the landform and to allow better maintenance of the grass sward or where this isn't possible removed to store.

3.5 What service does the organisation currently provide and how will this be complemented by the project?

Local Authority

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input checked="" type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funding being secured	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

Without the additional funding it will not be possible to carry out works on the stream through the Extension so leaving the stream in its currently unacceptable condition.

3.7 How will you publicise that you have received support from SIB?

(please refer to Section 3 of the guidance notes)

Press articles, signage within the Park (both during and after redevelopment), and resident newsletters etc.

3.8 Has there been any consultations concerning the need for this project?

Yes No

If 'Yes' please provide details:

The Project Team has worked with the Friends of Barnes Park Group to produce the proposed plans through regular meetings and have their support for the proposal.

3.9 Is there any documentary evidence available to support the need for this project?

Yes No

If 'Yes' please provide details:

Evidence to support the need and support for this project from the residents of Sunderland can be found in the following accompanying documents:
Barnes Park Friends Group minutes.

3.10 Who will benefit from the services provided by the project?

The 45,000 residents living in the local catchment area of the Park (within 1km of its boundary).

3.11 Will there be any implications for Council Services arising from this project?

Yes [] No []

If 'Yes' please provide details:

The cost of managing and maintaining Barnes Park extension is covered by Environmental Services.

However, the element of the proposal works within the Park will not in itself create an additional revenue implication. Any maintenance required to the stream bed being previously covered elsewhere.

As above there will be no revenue implication to the element of the works within Barnes park Extension on the principle that there is no new, additional out turn.

3.12 Does this project require the support or sponsorship of a Sunderland City Council Directorate?

Yes [] No []

If 'Yes' please provide details:

Directorate of Development and Regeneration will design and project manage the project.

3.13 Are any legal and other approvals required?

Yes [] No []

If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?

Yes [] No []

If 'Yes' please describe how the project will comply with the Policy:

The project will be managed and delivered by Sunderland City Council's Directorate of Development & Regeneration and will adhere to all Equal Opportunity Policies adopted by the Council.

If 'No' please describe how your organisation addresses equal opportunities issues:

N/A

4.2 Does your project specifically address any of the following issues?

Ethnic Issues	Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:	
N/A	
Gender Issues	Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:	
N/A	
Disability Issues	Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:	

Section 5: Relationship of Project to the Area Framework(s)

5.1 Identify which Area Regeneration Framework Action Plan Strategic Priorities this project will address through the use of SIB, and demonstrate how these will be achieved:
<p>The Area Regeneration Framework Action Plan, strategic priorities that the Barnes Park development will address,</p> <p>The project reflects the City's commitment to its environment in the following terms.</p> <p>National climatic change and the demands of development have led to the loss of hundreds of kilometres of streams, ditches and other watercourses. This in turn has caused the loss of habitat and feeding ground for a range of species.</p> <p>Nationally rare but locally less so, water vole have survived in Sunderland as a remnant population. The rejuvenation of the stream in Barnes Park Extension will create the opportunity to provide a designed water vole habitat in the hope of encouraging the reestablishment of a local population.</p> <p>The proposal to create reed beds and linear along the length of the stream opens up the possibility of improving water quality.</p> <p>The above creates an educational opportunity for local schools to engage in studies within their local area rather than having to travel out to other sites and is therefore a more sustainable option.</p> <p>In parallel it is intended to provide a footpath/cycleway through Barnes Park Extension as an element of Sunderland to Chester le Street Cycleway. Whilst an independent project this will provide a high quality access route through the Extension.</p>
5.2 Identify outputs / outcomes against which the delivery of the project can be evaluated. Demonstrate how these will contribute to the Area Regeneration Framework(s).
<p>The development will ensure Barnes Park Extension becomes a more attractive, accessible Park, attracting a wider audience including groups which have been deemed "hard to reach".</p>

7.5 What are the financial implications for the project should it not receive SIB funding?

The project will not go ahead.

7.6 When SIB expenditure is complete how do you intend to continue this project?

7.7 Provide a profile of projected costs:

Funding Source	2007/08	2008/09	2009/10	Total Cost
SIB:				
Coalfield				
East				
North				
South				
West		£60,000		£60,000
Washington				
Other Sources (please state)				
1)				
2)				
3)				
4)				
Total Cost:		£60,000		£60,000

7.8 Please provide details of any 'in-kind' funding (e.g Peppercorn rents), if included within the 'Other Sources' of funding shown above.

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

Clearance	£4,600
Streambed irrigation	£20,000
Streambed repair	£20,000
Reinstatement	£5,000
Contingency	£5,000
Professional fees	£6,000
Total	£60,000

7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

The project will be managed accordance with Sunderland City Council's, Procurement Code of Practice

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

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Section 9: Declaration

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

Keith Hamilton

Position in Organisation:

Deputy Manager Planning & Implementation

Date:

9 01 09



in partnership with Sunderland City Council



2. Riverside Walk

Project Title:
Riverside Walk – 100 Steps to Claxheugh Rock
SIB Requested:
£55,000

Section 1: Application Requirements

1.1
<p>Please note that this application will be presented to the relevant Area Committee for its consideration when determining your SIB Grant Application. The Agenda and the Minutes of the Area Committee Meeting will be available for inspection by members of the public. Please therefore ensure that your organisation is agreeable to the content of the information that is set out in the form.</p> <p>The Application Form should be provided in either electronic (e-mail or floppy disc) or typed format.</p> <p>If you have a problem with returning this form in either electronic or typed format, please contact the appropriate Area Regeneration Officer. Contact / address details are provided on the covering letter and in the Guidance Notes and Criteria and Project Guidelines.</p> <p>Please note that a representative of your organisation must be available to attend the pre-agenda and main committee meeting(s) to which this application is presented, as they may be required to answer questions. Failure to attend the meeting(s) may result in your application being deferred or rejected.</p> <p>Dates and Venues of future meetings are provided as supporting information.</p>
1.2 Which Area Regeneration Framework(s) does your project cover? (please tick)
Coalfield [] East [] North [] Washington [] West [<input checked="" type="checkbox"/>] South []

Section 2: Sponsor Details

2.1 Name of Lead Organisation / Group:	
Development & Regeneration	
2.2 Address of Lead Organisation / Group:	
Civic Centre PO Box 102 Sunderland SR2 7DN	
2.3 Contact Name for Project:	2.4 Position in Organisation:
Keith Hamilton	Deputy Manager Implementation

2.5 Tel. Number:	2.6 Fax Number:	2.7 E-mail Address:
0191 5538786	0191 553 8770	Keith.hamilton@sunderland.gov.uk
2.8 Day to Day Contact Name / Details: (if different to 2.3 above)		
As above		
2.9 Legal Status of Organisation:	2.10 Registered Charity Number (if applicable):	
Local Authority	N/A	
2.11 Does your organisation have a bank account into which funds can be paid?		
Yes		
2.12 Has the organisation received SIB support previously?		
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]		
If 'Yes' please provide details:		
Development & Regeneration have received grants to deliver a number of schemes and programmes across its service area.		
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?		
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]		
If 'Yes' please provide details:		
Local Authority		

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
Riverside Walk – 100 Steps to Claxheugh Rock	
3.2 Project Start Date:	3.3 Project End Date:
May 2009	October 2009
3.4 Please Describe the project:	
<p>The main theme of the project is the improvement of the Riverside Walk between the 100 Steps, west of the Golden Lion to Claxheugh Rock, including the area around the Water Sports Centre.</p> <p>The footpath has fallen into disrepair and is suffering from minor subsidence due to erosion by the River.</p> <p>The footpath requires additional barriers to safeguard users from motorbikes.</p> <p>Ancillary works include the installation of trip rails to protect parts of the grassed area in the vicinity of Claxheugh Rock from egress by cars and motor bikes which habitually damage the grass sward and cause antisocial problems for legitimate users of the area.</p>	

3.5 What service does the organisation currently provide and how will this be complemented by the project?

Local Authority environmental services. The project is an environmental improvement scheme.

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input checked="" type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funding being secured	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

From extensive investigation there are no other funds available within the Authority or from outside Agencies to undertake this work.

3.7 How will you publicise that you have received support from SIB?

(please refer to Section 3 of the guidance notes)

The Area Committee Marketing Project will coordinate publicity and promotion.

3.8 Has there been any consultations concerning the need for this project?

Yes No

If 'Yes' please provide details:

There has been extensive consultation through the Ward Members regarding problems along the riverside and at Claxheugh Rock with various Community Groups and individuals.

3.9 Is there any documentary evidence available to support the need for this project?

Yes No

If 'Yes' please provide details:

3.10 Who will benefit from the services provided by the project?

The broad community will benefit from the project in that the attractive Riverside Walk will be made safe and accessible, as far as reasonably possible.

3.11 Will there be any implications for Council Services arising from this project?

Yes No

If 'Yes' please provide details:

The existing river walk is maintained through the Public Rights of Way Officer and is not to be extended, however, the new surfacing proposed should improve the revenue situation.

3.12 Does this project require the support or sponsorship of a Sunderland City Council

Directorate?
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]
If 'Yes' please provide details:
The Directorate of Development & Regeneration in terms of responsibility for Public Rights of Way,
3.13 Are any legal and other approvals required?
Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>]
If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?	
Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>]	
If 'Yes' please describe how the project will comply with the Policy:	
The project will be managed and delivered by Sunderland City Council's Directorate of Development & Regeneration and will adhere to all Equal Opportunity Policies adopted by the Council.	
If 'No' please describe how your organisation addresses equal opportunities issues:	
N/A	
4.2 Does your project specifically address any of the following issues?	
Ethnic Issues	Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:	
N/A	
Gender Issues	Yes [<input type="checkbox"/>] No [<input checked="" type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:	
N/A	
Disability Issues	Yes [<input checked="" type="checkbox"/>] No [<input type="checkbox"/>] (please tick)
If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:	
The footpath/cycleway will be constructed to comply with the requirements of the DDA.	

Section 5: Relationship of Project to the Area Framework(s)

Section 7: Financial Information

7.1 How much SIB funding is requested?				
£55,000				
7.2 Indicate the type of funding requested: (please tick)				
Capital [<input checked="" type="checkbox"/>] Revenue [<input type="checkbox"/>] Both [<input type="checkbox"/>]				
7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?				
There is no funding available from other sources.				
7.4 What other funding alternates have been considered and why were these not appropriate?				
Unfortunately partner options such as the Countryside Agency, Sustrans and Natural England no longer have appropriate funds. No other funding options have been identified.				
7.5 What are the financial implications for the project should it not receive SIB funding?				
It will not be possible to carry out the works without the support of SIB.				
7.6 When SIB expenditure is complete how do you intend to continue this project?				
The works will be a complete entity. There is an intention to investigate further funding for additional elements of the Claxheugh Riverside Masterplan, however this does not have a bearing upon the current bid.				
7.7 Provide a profile of projected costs:				
Funding Source	2007/08	2008/09	2009/10	Total Cost
SIB:				
Coalfield				
East				
North				
South				
West		£55,000		£55,000
Washington				
Other Sources (please state)				
1)				
2)				
Total Cost:		£55,000		
7.8 Please provide details of any 'in-kind' funding (e.g Peppercorn rents), if included within the 'Other Sources' of funding shown above.				

None

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

Trip rail 200m	10,000
Vegetation clearance	2,000
Stabilisation works	5,000
Footpath construction	20,000
Works to 100 steps	9,000
Wear Street steps	3,000
Professional Fees	6,000
Total	55,000

7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

The project is operated in accordance with Sunderland City Council's Procurement Code of Practice

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

Section 9: Declaration

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

Keith Hamilton

Position in Organisation:

Project Manager

Date:

09.01.09

3. Polish Partnership

Project Title:
Polish Partnership
SIB Requested:
£9960.00 total, 3,320.00 West

Section 1: Application Requirements

1.1
<p>Please note that this application will be presented to the relevant Area Committee for its consideration when determining your SIB Grant Application. The Agenda and the Minutes of the Area Committee Meeting will be available for inspection by members of the public. Please therefore ensure that your organisation is agreeable to the content of the information that is set out in the form.</p> <p>The Application Form should be provided in either electronic (e-mail or floppy disc) or typed format. If you have a problem with returning this form in either electronic or typed format, please contact the appropriate Area Regeneration Officer. Contact / address details are provided on the covering letter and in the Guidance Notes and Criteria and Project Guidelines.</p> <p>Please note: that a representative of your organisation must be available to attend the main committee meeting(s) to which this application is presented, as they may be required to answer questions. Failure to attend the meeting(s) may result in your application being deferred or rejected.</p>
1.2 Which Area Regeneration Framework(s) does your project cover? (please tick)
Coalfield <input checked="" type="checkbox"/> East <input type="checkbox"/> North <input type="checkbox"/> Washington <input checked="" type="checkbox"/> West <input checked="" type="checkbox"/> South <input type="checkbox"/>

Section 2: Sponsor Details

2.1 Name of Lead Organisation / Group:		
Education Business Connections Ltd		
2.2 Address of Lead Organisation / Group:		
Units 75& 78T, TNE BIC Wearfield, Sunderland Enterprise Park (East) Sunderland SR5 2TH		
2.3 Contact Name for Project:		2.4 Position in Organisation:
Barbara McClennan		Chief Executive
2.5 Tel. Number:	2.6 Fax Number:	2.7 E-mail Address:
0191 516 6411	0191 516 6412	info@ebcltd.org.uk

2.8 Day to Day Contact Name / Details: (if different to 2.3 above)	
Christine Vickers (Assistant Chief Executive)	
2.9 Legal Status of Organisation:	2.10 Registered Charity Number (if applicable):
Company Limited by Guarantee	1109144
2.11 Does your organisation have a bank account into which funds can be paid?	
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
2.12 Has the organisation received SIB support previously?	
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If 'Yes' please provide details:	
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?	
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If 'Yes' please provide details:	

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
Polish Partnership	
3.2 Project Start Date:	3.3 Project End Date:
01/02/2009	30/06/2009
3.4 Please Describe the project:	
<p>EBC is developing transnational links with groups in the Gdansk area of Poland and is working with the RC Foundation in Poland to help local schools, colleges and VCS organisations to better understand and deliver the enterprise agenda and help them to develop programmes that allow young people to develop up-to-date employability and entrepreneurial skills. The RC Foundation is a major charitable trust that acts as an umbrella for a range of organisations that deliver services in the Polish third sector. In some ways it is similar to a CVS.</p> <p>EBC was originally involved in a study visit to Gdansk in June 2006 and developed links with the RC Foundation and began to identify how we might work together. In May 2007 a couple of RC Foundation staff visited the North East and saw a 'low key' EBC event for primary pupils as part of a week long trip. Following that visit, EBC staff went back to Poland in May 2008 to speak at a regional conference and links have become stronger as a result.</p> <p>The funding for the latest work in Poland is in place – however EBC is looking for funds to</p>	

deliver events in Sunderland that the Polish people can see when they visit the city in late March 2008. EBC has been asked by the RC Foundation to show how three of our programmes are delivered so that the Polish visitors can see us 'in action' and then translate their learning into similar delivery models in Poland in May 2009.

Poland has done well in the allocation of the latest European Structural Funds and Sunderland can share its expertise with the accession countries so that they don't have to re-invent programmes we know well. This proposal, and the developing partnership, will showcase Sunderland, its schools and VCS organisations and will lead to further useful contacts and opportunities for all sectors.

EBC will deliver the following programmes (info enclosed);

- Welcome to the World of Work - 100 pupils
- All Directions Modern Foreign Language Days - 60 pupils
- Switch onto ICT - 100 pupils

Whilst each event last for a full day, the amount of preparation and securing the support of business supporters is very time consuming. Schools need to show how the work links with achievement, the curriculum and what opportunities the links with new businesses can bring. The employers are likely to be harder to recruit than ever with cutbacks and fewer people on the books.

Each event will take an average of 12 business supporters some of whom will be new and will take time and support to be able to deliver at the event.

The 'Entrepreneurs of the Future' programme we are running in Poland is also attached.

EBC is working with the Council's International Team to identify further opportunities and other potential partners the Polish delegation should meet, including the University and other local third sector groups, during their visit to the city.

We will work with the following schools:

Houghton Kepier (Coalfields);

Pennywell 360 Academy (West) - to show how a 'different' type of school works;

Washington (Washington).

We have worked with these schools over many years and our partnership links with them are very strong, although our latest work with Pennywell goes back to the pre Academy days in 2007 whereas we have worked with both Houghton Kepier and Washington this academic year.

3.5 What service does the organisation currently provide and how will this be complemented by the project?

EBC is an independent education business partnership that has been based in the city for 10 years and works across the region. We deliver programmes in schools with pupils aged from 7 to 19 and have a particular expertise in working with disaffected learners, pupils in special units and pupils with significant learning barriers.

We have a portfolio of over 40 programme and our main funding comes from the LSC, schools and sponsorships. This project is an opportunity for several local schools to help

showcase to an international audience how they work with business partners and also how partnerships work across the city. To deliver these events EBC will have to recruit and prepare a number of business partners who will come from across the private, public and voluntary sectors.

We want this project to be of the best possible quality so that the Polish visitors can see the schools and their partners at their best - the emphasis is on delivering something special rather than simply a standard event. They need to have a 'wow' factor - excellent resources, high quality business input, clear objectives and a real 'buzz'.

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input checked="" type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funds being secured (max 6 months)	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

The Polish visitors are coming the week beginning 30th March 2009 ECB will deliver all of these events in Sunderland, which will promote opportunities for wider transnational VCS partnerships. If needed, EBC might be able to find resources to deliver basic events but these would not have the opportunity attached to publicise wider partnerships and offer opportunities for other groups to work to foreign partners. Our chance of finding other funds is limited because of the time of year - schools traditionally do not 'buy into' our work in March/April because of other curriculum demands. By being able to offer schools the opportunity to take part in an event, cost free, we are confident they will embrace the opportunity this project offers their pupils.

3.7 How will you publicise that you have received support from SIB?

(Please refer to Section 3 of the guidance notes)

We will be promoting the project through media releases and through exposure on our website. All event materials will have SIB/local authority branding and we will invite the local councillors to attend the relevant events.

3.8 Has there been any consultations concerning the need for this project?

Yes No

If 'Yes' please provide details:

Barbara McClennan is a board member of ESFVON, the umbrella body that provides specialist support for the VCS in european matters. ESFVON has run several visits to Gdansk since 2005 hoping to spark parntership opportunities and get groups working together. This is the first practical project to emerge from these visits - both sides very much want to be able to report a success that can lead to other activities. We hope that this puts Sunderland organisations at an advantage.

The proposed programmes to be delivered under this proposal have all been developed

following on-going partnership work with schools from across the city in which schools identified the products and services they wanted EBC to develop and deliver.

Local schools are often in a dialogue with EBC and we know that there is a strong demand for programmes that bring employers into schools, involve innovation and creativity as key themes and encourage pupils to consider a wider range of possible career options, including working in the VCS.

3.9 Is there any documentary evidence available to support the need for this project?

Yes No

If 'Yes' please provide details:

3.10 Who will benefit from the services provided by the project?

- * Local schools who will receive high quality programmes that will bring local employers into school and enhance work based learning and enterprise links for the pupils.
- * Local organisations who will have the opportunity to showcase their skills and potentially look for their own 'match' in Poland.
- * Local authority that will have an opportunity to make links with a city in a key part of the Baltic that has significant economic potential being in easy reach of Russia, Sweden, Denmark, Finland and Germany.

3.11 Will there be any implications for Council Services arising from this project?

Yes No

If 'Yes' please provide details:

3.12 Does this project require the support or sponsorship of a Sunderland City Council Directorate?

Yes No

If 'Yes' please provide details:

Whilst we have answered 'no' to this question we are working with the International Officer (Catherine Auld) to look at ways in which the five day visit to Sunderland can be afforded some civic support i.e. a tour of the city, meeting key potential partners etc beyond the scope of this application to SIB. This civic element would be in the hands of the local authority and not EBC - discussions are ongoing.

3.13 Are any legal and other approvals required?

Yes No

If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?

Yes No

If 'Yes' please describe how the project will comply with the Policy:

These programme will fit the policy because;

- (1) All programmes will be delivered in accessible venues
- (2) Consultation with schools about any special needs of pupils will take place well ahead of the events
- (3) Special needs of business partners will also be accomodated
- (4) Support will be available for any pupils requiring assistance to engage fully with the events

If 'No' please describe how your organisation addresses equal opportunities issues:

4.2 Does your project specifically address any of the following issues?

Ethnic Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:

Gender Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:

Disability Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:

Section 5: Relationship of Project to the Area Framework(s)

5.1 Identify which Area Regeneration Framework Action Plan Strategic Priorities this project will address through the use of SIB, and demonstrate how these will be achieved:

This project is designed to have strategic fit with two key themes in the city strategy - Learning City and Prosperous City. Each of these points starts with a quote from the Sunderland Strategy and is followed by how this programme addresses these braod aims for the city.

Prosperous City -

* To produce an enterprising and productive global city - this project is designed to put the city in something of a 'shop window' for how we can deliver effective education and regeneration programmes and how that expertise might be 'sold' abroad.

* We will have a culture of enterprise to support growth and promote a diverse economy - the

programmes EBC will deliver as part of this project are designed to bring out enterprise and creativity skills in young people as well as highlight how those skills are used in the workplace.

Learning City -

* To create a city with a thriving learning culture - EBC is attempting to make links between what we do here in Sunderland with the learning available elsewhere in the EU. The stories about how technically skilled the Poles are compared favourably to equivalent workers in the UK are well known yet many Polish educators feel their system is one-dimensional and does not encourage creativity or enterprise. This programme should highlight some of the good practice in both countries and identify how it can be transferred.

* Links with other towns, cities and countries are to be encouraged - this is target set for 2025, but there is no harm in beginning a long journey sooner rather than later.

* Providers and employers need to work in partnership to ensure provision is comprehensive, inclusive and responsive - all three programmes we will be delivering in this proposal are a partnership between private, public and voluntary sector organisations, local schools and EBC. This is the type of comprehensive partnership in action approach we most want the Polish delegation to experience.

* Digital Challenge will enable us to use technology to aid learning by excluded groups - a key element of the Switch on to ICT programme is that we call upon the support of several ICT community ambassadors to work with the pupils and often have the LIAZE bus in attendance. This underpins the recognition of Sunderland as a leading Digital City both by the pupils at the event and the Polish delegation.

5.2 Identify outputs / outcomes against which the delivery of the project can be evaluated. Demonstrate how these will contribute to the Area Regeneration Framework(s).

Number of events delivered - 3

Number of schools worked with - 3

Number of pupils engaged - 260

Number of business partners - 12 per event (average)

These are the bare facts - this programme is about a wider ambition to build sustainable links between organisations in Sunderland and Gdansk (with the potential for wider links across Poland at a later date) that cut across the private, public and voluntary sectors. There are opportunities that could arise for college and university linkages, business contacts and opportunities for VCS organisations to market their skills and knowledge.

As with standard EBC events, the plan is that the pupils taking part will have the benefit of meeting a wide range of business partners, have a real insight into the world of work, appreciate the values of foreign languages and overseas markets and get a clearer idea of the employability skills they will need to succeed in the workplace. As many of these are 'soft skills' (teamwork, communication, good timekeeping etc) it is often an opportunity for the less academically gifted to appreciate they have skills and attitudes employers could want in the future but also emphasises the need to have good basic skills such as reading, writing and being able to work with numbers.

As the Area Frameworks are being adjusted, the contribution for this programme is to the wider City Strategy and in particular to the Learning and Prosperous City elements.

5.3 If the project relates to two or more Framework Areas, on what basis have you decided how to share the costs?

We are promoting this proposal to three areas and costs will be shared equally across the areas - £3,320 each.

Section 6: Management Arrangements

6.1 Describe how the project will be managed:

Barbara McClennan will have overall management responsibility but Christine Vickers, Assistant Chief Executive, will have operational responsibility for the EBC staff involved in actual delivery.

6.2 Are there any significant risks or uncertainties that may affect either the timetable of the project, or whether it achieves its objectives?

No - the project is good to go. EBC is already set to go to Poland in February 2009. EBC is only paid from Polish EU funds when we are working directly in Poland - there are no funds to support what we deliver for them in Sunderland.

The only real barrier might be the availability of business supporters in the current economic downturn, but we have two/three months to prepare for the events and will work hard to ensure we have a good and varied attendance.

Section 7: Financial Information

7.1 How much SIB funding is requested?

£9,960

7.2 Indicate the type of funding requested

Capital Revenue Both

7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?

No

7.4 What other funding alternatives have been considered and why were these not appropriate?

- 1) Funding from schools - not appropriate as they and their pupils are being used for demonstration purposes, their contribution is to help showcase this partnership work.
- 2) Private sector sponsors - not a good time to be asking for funds.
- 3) EBC - we are being paid for what we do in Poland but not for the work here in Sunderland.

7.5 What are the financial implications for the project should it not receive SIB funding?

Will go ahead but in a diminished form - fewer if any schools, fewer if any pupils, less opportunity to involve/promote other Sunderland partners, less strategic impact.

7.6 When SIB expenditure is complete how do you intend to continue this project?

We hope it will lead to a confirmed relationship with the RC Foundation that will lead to future work funded at the Polish end - what we are doing is a demonstration project both here and in Poland. We also hope that other partnerships might emerge from this work that could also be of benefit to Sunderland organisations.

7.7 Provide a profile of projected costs:

Funding Source	2008/09	2009/10	2010/11	Total Cost
SIB:				
Coalfield	3,320.00			3,320.00
East				
North				
South				
West	3,320.00			3,320.00
Washington	3,320.00			3,320.00
Other Sources (please state)				
1)				
2)				
3)				
Total Cost:	9,960.00			9,960.00

7.8 Please provide details of any 'in-kind' funding (e.g Peppercorn rents), if included within the 'Other Sources' of funding shown above.

Support from business partners;
3 events @ 6hrs @ £15/hr average for 12 people per event = £3,240.00

Use of premises;
3 events @ 6hrs @ £25/hr average = £450.00

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

Recruiting employers to support events (100hrs @ £20/hr)	£2,000
Event delivery costs (3 events, 5 staff @ £20/hr for 8hrs)	£2,400
General support for Polish delegation (30hrs @ £20/hr)	£600
Work with schools to prepare for events (100hrs @ £20/hr)	£2,000
Catering (3 events - 20 people each @ £4.33)	£240
Pupil transport (6 buses @ £250/bus)	£1,500
Evaluation (60 hrs @ £20/hr)	£1,200
Total	£9,960

7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

EBC has a purchasing system that ensures we seek three quotations for work - in this case the catering and buses would be provided on the basis of the best quotes received. We have based the calculations for this bid on costs for the most recent events we have delivered involving catering and transport.

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

The programmes we propose to deliver are attached, along with a summary of the work we are going to do in Poland. We think this is a valuable trans-national project to build links between organisations in Sunderland and an area of Poland with which it shares considerable shipbuilding and heavy industry heritage but with both areas now seeking to build new economies around areas such as new technology, a strong small business base and tourism.

Section 9: Declaration

This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share the information with other bodies responsible for auditing or administering public funds for these purposes.

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

Barbara Mc Clennan (digital signature)

Position in Organisation:

Chief Executive

Date:

23/12/2008

4. Best of the West

Project Title:
Best of the West magazine
SIB Requested:
£20,500

Section 1: Application Requirements

1.1
<p>Please note that this application will be presented to the relevant Area Committee for its consideration when determining your SIB Grant Application. The Agenda and the Minutes of the Area Committee Meeting will be available for inspection by members of the public. Please therefore ensure that your organisation is agreeable to the content of the information that is set out in the form.</p> <p>The Application Form should be provided in either electronic (e-mail or floppy disc) or typed format. If you have a problem with returning this form in either electronic or typed format, please contact the appropriate Area Regeneration Officer. Contact / address details are provided on the covering letter and in the Guidance Notes and Criteria and Project Guidelines.</p> <p>Please note: that a representative of your organisation must be available to attend the main committee meeting(s) to which this application is presented, as they may be required to answer questions. Failure to attend the meeting(s) may result in your application being deferred or rejected.</p>
1.2 Which Area Regeneration Framework(s) does your project cover? (please tick)
Coalfield <input type="checkbox"/> East <input type="checkbox"/> North <input type="checkbox"/> Washington <input type="checkbox"/> West <input checked="" type="checkbox"/> South <input type="checkbox"/>

Section 2: Sponsor Details

2.1 Name of Lead Organisation / Group:		
Hendon 2000 Ltd		
2.2 Address of Lead Organisation / Group:		
44 Mowbray Road Hendon Sunderland SR2 8EL		
2.3 Contact Name for Project:		2.4 Position in Organisation:
John Wilkins		General Manager
2.5 Tel. Number:	2.6 Fax Number:	2.7 E-mail Address:
0191 565 4245 0799 0548 136 mobile	0191 510 1105	h2kteams@btconnect.com

2.8 Day to Day Contact Name / Details: (if different to 2.3 above)	
John Wilkins	
2.9 Legal Status of Organisation:	2.10 Registered Charity Number (if applicable):
not for profit company limited by guarantee	n/a
2.11 Does your organisation have a bank account into which funds can be paid?	
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
2.12 Has the organisation received SIB support previously?	
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
If 'Yes' please provide details:	
<p>East Area Committee - £11,325 December 2005, East Area publishing prototype. East Area Committee - £24,000 September 2007, for Community Media Partnership development funding (Eastwise). North Area Committee - £16,000 September 2007, for Community Media Partnership development funding (Colliery Chronicle). East Area Committee - £1,800 November 2008, for computer hardware and software for volunteer use.</p> <p>all projects successfully delivered.</p>	
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?	
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If 'Yes' please provide details:	
n/a	

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
Best of the West magazine	
3.2 Project Start Date:	3.3 Project End Date:
05/01/2009	30/05/2009
3.4 Please Describe the project:	

The project will publish a pilot edition of a new public service, community magazine titled 'Best of the West' in the West Area in partnership with a group of local VCS projects; Pennywell Neighbourhood Centre, Pennywell CA, St Luke's Neighbourhood Trust and FPMCDP, being the initial partners.

The project will promote local groups through editorial content and a directory of voluntary and community groups, community news and information, and will also promote the work of the West Area Committee SIB.

The project will involve: Development work with stakeholder partners and with the established local editorial group, copy gathering, rewrites, photography, design, layout.

Together with our partner in the Community Media Partnership, the Colliery Chronicle, we will deliver short courses for local volunteers in digital imaging, desktop publishing and digital photography.

The project will develop a linked website for the pilot publication.

We will also explore the future sustainability for the title, assess the potential local advertising market, and opportunities presented by links with the two other existing community titles in the city - Eastwise and the Colliery Chronicle.

The project will explore potential contributions by student placements on the University of Sunderland Journalism course, and the opportunities for local schools and youth projects to play an active part.

The project will aim to produce a first edition of 28,000 copies for distribution to Barnes, Pallion, St Anne's, Sandhill, Silksworth and St Chad's wards in April 2009, which will be delivered free to every household.

3.5 What service does the organisation currently provide and how will this be complemented by the project?

Hendon 2000 currently delivers a well established community magazine, Eastwise, in the east area of the city, and works through the Community Media Partnership (CMP) with the Colliery Chronicle to extend combined reach to the north area. Together the two titles have a combined audience of currently 48,000 households, which is likely to rise to approximately 55,000 with the imminent reorganisation of the area wards.

Community based publications provide a local identity, an effective vehicle for public service information and the promotion of local groups, and a recognised way of involving the local community and fostering local democracy. Their blanket distribution also enables effective communications between elected representatives and their constituencies, combats social exclusion, and offers the opportunity for long term sustainability with substantial elements of advertising revenue. They also offer a much needed alternative to mainstream media, employing local staff and training local people in a variety of media related skills.

The neighbourhood focus of these titles is the key to their success, promoting a positive local identity for residents, and enabling a range of other public agencies to get their message across within a clearly defined community context.

The Best of the West project will explore the issues around the extension of a similar locally managed model into the West Area through a full scale pilot edition, which would offer an increased audience for partnership activities, e.g. shared advertising markets - both public and business, and shared content. The combined audience potential of the CMP with a full scale West Area publication will be in the region of 80,000 households (or an approximate readership of 160,000).

Establishing a combined audience on this scale would be a significant step towards safeguarding the future of the partnership, including the two existing publications, bringing the benefits of public service publishing to an extended audience, and providing the city with a

network of alternative media on a scale unique in the UK.

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input checked="" type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funds being secured (max 6 months)	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

Preliminary consultation with local groups has established strong support for the proposed new title, but has also clearly identified that there is no local capacity, either in terms of time or expertise, to realise the project. The group has therefore concluded that the best way to progress the project is to call on the expertise of the publishers of existing community titles, Eastwise and Colliery Chronicle.

The project will require intensive work within a relatively short period, and the project applicant would not be able to commit those resources without SIB funding.

3.7 How will you publicise that you have received support from SIB?

(Please refer to Section 3 of the guidance notes)

Support from SIB will be publicised in the proposed Best of the West magazine, as well as in Eastwise and the Colliery Chronicle, using the appropriate logos and in editorial features. Support will also be publicised in any linked websites which are produced, (e.g. www.eastwise.org.uk - average 11,000 hits per month), and acknowledged on any business stationery, questionnaires, surveys etc used as part of the project. Eastwise has recently won a national Community Media Beacons Award (one of only nine in the UK), and SIB support will be fully acknowledged in all PR materials and activities relating to the awards. The Area Committee Marketing Project will be involved at all stages.

3.8 Has there been any consultations concerning the need for this project?

Yes No

If 'Yes' please provide details:

Hendon 2000 attended three initial discussions with local groups in the West Area, and the idea was raised at the West Area Forum where there was support, and it was thought more appropriate for it to be progressed through a smaller group of any interested parties.

Subsequently a short programme of three meetings and preliminary development sessions were held with interested local groups - Pennywell Neighbourhood Centre, Pennywell CA, St Luke's Neighbourhood Trust and FPMCDP, (see attached session outlines, notes and attendances), and an initial management/editorial board was established. The sessions looked in some detail at the requirements, commitments and responsibilities involved with community publishing, enabling the group to build up a basic understanding and make a number of informed decisions on progressing a local publication.

A variety of other discussions/consultations were conducted by partners within their own networks, and through their working contacts with other groups, local representatives, and agencies e.g. childrens centres and NHS, producing a generally very supportive response to the proposal.

Hendon 2000 has also discussed the idea and its potential with a variety of interested parties including our partners in the Community Media Partnership, the Colliery Chronicle; the Tansy Centre, where there is an established group of local history enthusiasts; with Corporate Communications at the Local Authority, and with Senior Lecturing staff at Sunderland University.

The response to our discussions and consultations has been uniformly supportive, indeed enthusiastic, about the potential of this project for the West area and beyond for the City as a whole.

3.9 Is there any documentary evidence available to support the need for this project?

Yes No

If 'Yes' please provide details:

Notes of sessions/discussions with local partners (attached) which underline local groups' perceptions that a method to promote local VCS in the west is needed, and that the community publications in the east and north areas are demonstrating an effective mechanism to achieve that (see attached feedback summary for Eastwise).
The conclusions of the group partners is that this pilot project approach is required to explore the issues around the idea and demonstrate the potential of the idea throughout the area, and that an organisation with experience of community publishing would be best able to bring the project to fruition.

Pareto report (attached) - produced by an independent, Business Link approved, consultant - the report lays out the business model for sustainability for community publications clearly based on the maximisation of readership and distribution areas. The report identifies the long-term aim of realising a strategic collaboration to deliver enhanced community media that is viable and sustainable, to enable a move away from a dependency on public funding.

3.10 Who will benefit from the services provided by the project?

VCS groups promoted in the west area, 6,000 local residents as readers, public agencies needing to reach the community, local business wanting to advertise, local residents involved in skills training.

3.11 Will there be any implications for Council Services arising from this project?

Yes No

If 'Yes' please provide details:

n/a

3.12 Does this project require the support or sponsorship of a Sunderland City Council Directorate?

Yes No

If 'Yes' please provide details:

n/a

3.13 Are any legal and other approvals required?

Yes No

If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

n/a

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?

Yes No

If 'Yes' please describe how the project will comply with the Policy:

The project will comply with Hendon 2000's equal opportunities policies in a number of ways. Firstly in line with our commitment to equality of opportunity the partners will strive to ensure that all sections of the community have the opportunity to make a contribution to the planned publication.
Secondly, as we currently do with Eastwise, we will aim to make the publication as accessible as possible for all readers, including producing audio cassette and large type versions on demand.
Thirdly we guarantee that all residents in the West are will have the magazine delivered free through their door.

If 'No' please describe how your organisation addresses equal opportunities issues:

n/a

4.2 Does your project specifically address any of the following issues?

Ethnic Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:

n/a

Gender Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:

n/a

Disability Issues Yes No

If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:

n/a

Section 5: Relationship of Project to the Area Framework(s)

5.1 Identify which Area Regeneration Framework Action Plan Strategic Priorities this project will address through the use of SIB, and demonstrate how these will be achieved:

priority - an attractive and inclusive area - develop communities that are confident and have an atmosphere of mutual support, respect and trust - the percentage of people who believe that people from different backgrounds get on well together will increase - people who feel that can influence decisions in their locality will increase.

The project will strengthen community identity by including editorial pieces/stories on the variety of groups, individuals and age ranges, ethnicities, and beliefs which go to make up the area. It will include information on local developments, plans for the future, ward surgeries, police events, consultations, and a comprehensive directory of VCS groups to promote increased access to provision.

Encouraging and enabling local people, with skills training where possible, to contribute to the magazine itself, strengthens local links and fosters confidence/belief in active citizen participation. A publication which is locally 'owned' and produced will develop community trust and be perceived as having integrity, giving it a clear advantage over public relations focused media when communicating public information.

priority - a city where everyone can be supported to make healthy lifestyle choices - provide interventions that will enable people to maintain good levels of health and wellbeing.

Experience in the east and north areas has demonstrated the effectiveness of community publications in promoting a healthy lifestyle message - for example the effectiveness of a recent NHS flu jabs campaign carried in Eastwise and Colliery Chronicle was measured by the number of readers' responses to a linked competition, and in comparison with other methods of spreading the message, was found to be much more effective. Community publications can also carry a range of features and information on local sports, wellness centres, and healthy eating promotions, all of which promote a picture of a healthy community. The project will publish content on healthy lifestyles.

priority - working with the Voluntary and Community Sector - Partners recognise that the Voluntary and Community Sector (VCS) has an important role to play in achieving the objectives for the city.

As independent organisations, the VCS can bring distinctive value to the work of the partnership and local communities.

The project will follow the example of community publications in the east and north and publish an extensive free directory of VCS groups and organisations for the area, offering an at a glance listing giving an overall picture of a vibrant community infrastructure, and enabling groups to promote their basic details. In addition much of the content and features making up the body of the publication will be concerned with/contributed by VCS groups, their news and achievements, celebrating their place in the community, their worth to local people, and the opportunities they offer. The project will provide editorial support and advice for local groups to produce their own content for the publication, and training for local people to produce their own content.

priority - partners and other funders make grants, or have contracts to the value of about £11m to some of the 600 VCS organisations that are in city and it is estimated that

volunteering activity is worth approximately £10m.

The project will promote the value of local VCS groups as part of the local economy, and the achievements resulting from the many contracts in which the sector is engaged, particularly with local partners. In addition the project will provide the opportunity for local businesses to promote themselves and their links to the VCS effectively.

In particular the role of VCS as learning providers can benefit from promotion within a local publication in terms of attracting learners and demonstrating their worth to funders. For example, Ryhope Community Association in the east received a massive response for their I.T. courses after advertising in Eastwise, and groups such as Pallion Action Group and Hendon Young Peoples' Project routinely produce feature updates on their activities which serve to maintain a high profile for their work.

priority - sunderland west a safe area - everyone can feel welcome and part of a community which is safe, inclusive and successful - (residents are saying they are not feeling safer - the perception gap continues despite a comprehensive marketing and communications plan to help address this nationally recognised problem)

The project will offer a new, community managed communications vehicle for the area, aiming to promote positive messages about community safety, giving local people a say on perceived local problems, and overcoming stereotypical images of, for example, young people's behaviour. As an independent publication, the proposed magazine has the opportunity to address negative perceptions which can be immune to 'corporate' approaches to communications.

The project will also promote positive messages about the area beyond its geographical boundaries through the linked website format.

5.2 Identify outputs / outcomes against which the delivery of the project can be evaluated. Demonstrate how these will contribute to the Area Regeneration Framework(s).

voluntary/community groups supported/directory - 1 x comprehensive listing of west area VCS groups published

- will raise general awareness amongst the readership of level of VCS activities in the area, effectiveness to be assessed by response to readers prize draw linked to the directory information, and by responses experienced by featured VCS organisations as a result. Feedback from VCS organisations post publication will also be sought, as a measure of the contribution made by the project to community inclusion.

3 x publishing topic courses delivered, local residents receiving training - 9.

- will encourage local resident/group participation in the project, contributing to more active citizenship and sense of ownership, community confidence, respect and trust.

local residents supported in volunteering - 9

- will encourage active participation in the community.

magazine published - 1 x edition, 28,000 copies distributed

- milestone.

website created x 1

- milestone.

businesses supported - 5 advertisements taken out by local business

- involvement of local business, initially at a modest level, will serve as an indicator of their awareness of their place within the community in general, their relationships with local VCS groups and services, and of their local customers as community members and supporters and users of the VCS.

income generated - £2,500

- indicator of potential for sustainability.

features on community safety x 2

- contribute to awareness of community safety issues, effectiveness gauged by reader response to linked competition.

features on healthy living x 2

- contribute to awareness of healthy living agenda, effectiveness gauged by reader response to linked competition.

features on VCS x 10

- contribute to detailed awareness of activities of local VCS and value to community, effectiveness gauged by VCS feedback post publication.

number of contributors/groups supported to produce own copy x 5

- will add to the capacity of local VCS groups to promote themselves within the publication, and use promotional materials effectively when targeting funders, thus increasing their value and contribution within the community.

number people responding to published VCS opportunities/services - 20

effectiveness gauged by reader response to linked competition.

5.3 If the project relates to two or more Framework Areas, on what basis have you decided how to share the costs?

n/a

Section 6: Management Arrangements

6.1 Describe how the project will be managed:

The project as a whole will be managed by Hendon 2000, and the project manager will co-ordinate the day to day development work associated with producing the pilot edition with staff teams from Eastwise and the Colliery Chronicle, and report on the project to SIB and to the local management/editorial group.

There will be a management/editorial group for the title, based on the initial group of partners, and made up of representatives from VCS groups in the West area to oversee content (advertising and editorial), editorial policy, and to support the development of a long term management framework, with local resident participation.

Eastwise currently is managed by an Editorial Board consisting of interested individuals/residents and representatives of stakeholder organisations in its operating area. The Colliery Chronicle is a CIC with its own management group.

Any subsequent issues to the proposed pilot edition will be managed by the editorial board to respect the independence of the publication while working to maximise any advantages to be gained by partnership arrangements with the Community Media Partnership. The role of the editorial board is to meet prior to the magazine print date to identify any problems or opportunities arising from that issue, and to discuss matters of policy (e.g. suitability of advertisers etc).

6.2 Are there any significant risks or uncertainties that may affect either the timetable of the project, or whether it achieves its objectives?

- (1) Initial canvassing of local business advertising clients may take longer than planned, depending on availability of local resources (staff and volunteers) resulting in reduced income from that source. However, successful production and distribution of the pilot edition will demonstrate the opportunities to potential clients.
- (2) Contributions of content from VCS groups may not reach the volume, variety and range desired due to the restricted initial distribution area, and this may affect how the pilot publication is perceived by potential future partners across the wider west area.
- (3) Distribution of the publication in a 'new' area will pose a challenge, teams of local distributors will need to be recruited and trained to ensure confidence in delivery.
- (4) Levels of participation by local partners, either in the management of the publication or in the development process, cannot be guaranteed at present. Again, the pilot edition, once published and printed, can be used to demonstrate the potential to future contributors and partners.

Section 7: Financial Information

7.1 How much SIB funding is requested?

£20,500

7.2 Indicate the type of funding requested

Capital Revenue Both

7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?

allocated - £2,500 element of an Awards For All grant, allocated for initial exploration of the new publication in the west area and potential links with a citywide partnership.

7.4 What other funding alternatives have been considered and why were these not appropriate?

Community Foundation - an application was made for support for a new publication, but rejected as 'not fitting within current funding priorities'.
Coalfields Regeneration Trust - initial enquiries made, advised that funds are currently oversubscribed/committed for revenue projects.

7.5 What are the financial implications for the project should it not receive SIB funding?

The project will not go ahead in the immediate future.

7.6 When SIB expenditure is complete how do you intend to continue this project?

A part of the development work for the project will be an exploration of potential advertising revenue sources, primarily local businesses, public sector and VCS. This will form a central plank of support for continuation of the project beyond SIB.
The project will also explore opportunities to make application for grants for education and training of local residents, linked to transferable skills and employability through community publishing in various formats.
The project will also explore the potential for a business start up with the establishment of a Community Interest Company (CIC).
Membership of the Community Media Partnership, and appropriate beneficial working arrangements with other community publications will also be explored.

7.7 Provide a profile of projected costs:

Funding Source	2008/09	2009/10	2010/11	Total Cost
SIB:				
Coalfield				
East				
North				
South				
West	20,500			20,500
Washington				
Other Sources (please state)				
1)	awards for all	2,500		2,500

2)	ad revenue		2000		2,000
3)					
Total Cost:		23,000	2,000		25,000

7.8 Please provide details of any 'in-kind' funding (e.g Peppercorn rents), if included within the 'Other Sources' of funding shown above.

n/a

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

All activities to be carried out by senior Eastwise/Colliery Chronicle staff/tutors - costs to include associated overhead costs - heat, light, telephone, connectivity, mobile phone, stationery, travel, room hire, etc.

Development work with stakeholder partners and establish local editorial group, exploration of legal models, project management - £3,100

Gather copy, rewrites, photography, design, layout. - £5,500

Deliver short courses for local volunteers in digital imaging, desktop publishing and digital photography. - £3,900

Development, hosting and maintenance of website. - £2,000

Explore opportunities for sustainability, Assess/survey local advertising market, produce recommendations report - £2,500

Edition #1 - 28,000 copies in Barnes, Pallion, St Anne's, Sandhill, Silksworth and St Chad's wards (April 2009), delivered free to every household. - print and distribution - £8,000. Format and pagination of publication as yet undecided.

7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

Whilst the project will be operated in line with the City Council's procurement and purchasing guidelines, print and distribution for each title will be operated within established contracts for Eastwise and the Colliery Chronicle (print - Trinity Mirror Group).

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

n/a

Section 9: Declaration

This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share the information with other bodies responsible for auditing or administering public funds for these purposes.

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

John Wilkins

Position in Organisation:

General Manager

Date:

13/01/2009