

Executive Summary
Applications for WAC Neighbourhood Fund

Application No.1

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| Funding Source | Neighbourhood Fund |
| Name of Project | Washington Area Committee Communications |
| Lead Organisation | Sunderland City Council |

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| Total cost of Project | Total Match Funding | Total NF Application |
| £10,000 | | £10,000 |
| Project Duration | Start Date | End Date |
| 1 year | July 2021 | June 2022 |

Project Description:

In December 2019 Washington Area Committee approved £10,000 to fund engagement and communication activities. This included Area Newsletters, leaflets and PR materials.

Washington Area Committee agreed a programme of Newsletters in each edition of Washington Way (Bi-monthly) together with an opportunity to feature WAC funded projects in every edition.

That arrangement has worked well over 2020/21 with 6 editions of the Washington Way including not only the Committee's newsletter, spotlights on key projects and initiatives but also promotion of the Council's services, support and information throughout the pandemic.

The circulation of the paper has grown over the last 18 months from 20,000 to 27,000. Both individual households receive the paper through their letter box and copies are rotated around key community and local venues.

Funding request

The Washington Way Editor has agreed to maintain the current arrangement and provide one again 6 editions plus features as required for £10,000. Given the increase in circulation this still provides good value for money.

Recommendation – Approve

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority Community Engagement and Involvement

Application No.2
Washington Area Committee Funding Opportunity
Call for Projects – Delivering Washington Heritage and Culture Offer

Introduction and background

Washington Area Committee would like to invite interested local Voluntary and Community Sector (VCS) groups to submit proposals to deliver projects in the local community which support delivery of their Heritage and Culture priority (Washington Area Committee Neighbourhood Investment Delivery Plan). Wards covered by the Washington Area are Washington Central, Washington East, Washington North, Washington South and Washington West.

There is an opportunity for local VCS groups with a proven track record in delivering grant funded projects to deliver this project on behalf of the Washington Area Committee. Formally constituted and 'not for profit' groups which include charities, schools, voluntary and community groups and public sector organisations can be involved. CICs can apply but must have three or more Directors that are not related. Registered organisations must be up to date with governance requirements. Applications demonstrating strong partnership working are encouraged.

Project Description: As part of the area priority, '**Investing in community heritage and celebrating local heritage**' the Washington Area Committee has identified the need for a 'heritage and culture' organisation to work with the Neighbourhood and Community Board and Area Committee to deliver the aims and action plans of the Washington Heritage Strategy (Refresh 2017). The proposed approach should also include opportunities to build the capacity of the smaller heritage and culture-based grassroots groups and organisations in Washington, help heritage organisations and 'assets' with regards to accessing funding opportunities and ensure Washington heritage assets and the developing broader heritage offer are linked together.

Washington Area Committee would like to invite project proposals which complement and work in partnership with existing heritage and culture projects in the area, provides a mechanism to deliver Washington Heritage Strategy and provide a 'plan of action' to support local heritage

Project outcomes

All proposals should identify how it will achieve the following:

1. Deliver the Washington Heritage Strategy (2017) Action Plan
2. Build the capacity of the smaller heritage and culture-based grassroots groups and organisations and support them to grow and develop and become an active partner in developing the Washington offer
3. Establish and manage a small scale 'grants' pot for grassroots organisations to contribute to delivering the Washington Heritage Strategy
4. Ensure the heritage assets and heritage offer for Washington are linked together (including new and developing Washington assets and initiatives) and how those services can be tailored to meet the needs and priorities of the local community
5. Identify how the Washington offer(current and future) can contribute to the city-wide approach to heritage and culture, and how this project will engage and work alongside the Heritage Sunderland Partnership to ensure not only a co-ordinated approach to delivering the citywide approach to heritage but also how the Washington offer is supported by the City
6. Support the development of a Washington based heritage forum

7. How it will generate opportunities to use local heritage and culture to attract match/external funding and support the smaller grassroots heritage/culture organisations to be partners in that approach
8. How it will generate opportunities to use local heritage and culture for a positive impact on the community, raising awareness of local history and heritage and its importance in being utilised to deliver other Area Committee priorities such as education, skills, training, and young people's provision

All proposals should

- Evidence the organisation's experience in delivering heritage projects and initiatives
- Evidence local knowledge re Washington's heritage offer
- Evidence local knowledge of the smaller grassroots heritage/culture organisations
- Compliment and add value to other initiatives being delivered across the area (not just heritage)
- Show how proposed actions can facilitate and support local groups and organisations to help deliver and engage for the benefit of the broader local community
- Support the heritage, history and cultural identity of Washington as a key priority
- Encourage a co-ordinated approach to delivering local benefit
- Support Low Carbon Sunderland

Applicants should evidence their knowledge of

1. Washington Heritage Strategy and assets
2. Heritage Sunderland - Vibrancy Statement
3. Planned investment in Washington's heritage and culture
4. Washington Neighbourhood Investment Plan
5. Low Carbon Sunderland

Budget:

The budget available for this Call for Projects is **£150,000**. Washington Area Committee expect to see as a **minimum** a 2year project and a mechanism (to include robust governance and procedures) to support smaller organisations to be partners in delivering the Washington Heritage Strategy. All applications will be subject to formal assessment and scoring.

Assessment

Each project application will be assessed against set criteria. The results of that assessment and a recommendation will be presented to the next available Area Committee.

Proposed Timescale

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| Deadline for applications | 31 st July 2021 |
| Assessment and consultation by | 30 th August 2021 |
| Award of grant (next available Area Committee) | 28 th September 2021 |

Next Steps

Any interested Group should request an application form. These are available by contacting Karon Purvis, Washington Area Community Development Lead

Email: karon.purvis@sunderland.gov.uk or telephone 07570 573356, who will also be happy to answer any questions groups may have.

Recommendation – Approve

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority Heritage and Culture