Place Project Performance 2014/15

Below is a summary of all Place based SIB funded projects delivering during the final six months of 2014/15. The information shows how they have performed against any targets and what progress they have made to the end of March 2015.

Retail Support Business Project Business Investment Team	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of businesses supported one to one	12	15		£22,301	£21,051	
Number of business supported via workshops / grants	15	12				
Number of businesses received a grant	4	22				

This project was originally awarded a total of £50,000 to assist independent retail businesses throughout Hetton, Houghton and Shiney Row to improve business competitiveness, effectiveness and sustainability. A further £40,000 was awarded at June 2013 Area Committee to allow continuation of this project, to reach an additional 31 businesses with expert advice and to issue grants.

This phase of the scheme has now been completed, and the delivery organisation will continue to do some small scale mentoring until the next phase of the project commences. Most of the current activity is focused on mentoring those still needing support.

A Christmas market was held in Shiney Row on the 4th December. The market was a resounding success with Traders reporting increased business. Elected Members also commented positively about the market. There is strong support for it to be continued. Shiney Row was featured in the Community News and one of the shopkeepers has reported sales are up by 50%, as a result of the publicity.

A Shop Local discount vouchers scheme covering all areas was ran during the Christmas period.

Shopping Centres Marketing Programme SCC Communications Team	Output Target	Output Actual	Progress Indicator	Spend Target 2014/15	Spend Actual	Progress Indicator
	N/A			£7,239	£4,673	

The project was awarded £15,000 to provide marketing campaigns for the three local shopping centres of Hetton, Houghton and Shiney Row. The start balance for 2014/15 was £7,239 and a total of £4,264 has been spent on the following: three key projects:

- Christmas – Promotion of Shiney Row Christmas event, plus outdoor advertising and lamppost banners in the three centres
- Dementia Friendly – promotion of event and of the dementia friendly shops
- Remembrance – Promotion of 'A Foreign Field' exhibition and poppy hunt materials

Houghton War Memorial SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		£10,000	£10,000	

This project was funded £10,000 to refurbish the stone war memorial located in the grounds of St Michael and All Angels Church.

Project was delayed due to issues with the Church Commissioners but the Faculty, giving permission to go ahead, was finally agreed in September. Works commenced in October and were completed in time for the Remembrance Day Service on November 9 2014.

This project is now completed

Shop Scene Improvements SCC	Output Target	Output Actual	Progress Indicator	Spend Target 2014/15	Spend Actual	Progress Indicator
	N/A			£5,776	£3,466	

The project was funded to £15,000 to provide physical improvements to railings, seats, barriers and planters in the three shopping centres of Houghton, Hetton and Shiney Row, and to provide promotion of local shops. The start balance for 2014/15 was £5,776.

Funding has been used for resurfacing the short stretch of pathway at the front of the Nisa Store at Fencehouses which took place on Sunday 15 March. A new litter bin was also installed.

Neglected Land	Output Target	Output Actual	Progress Indicator	Spend Target 2014/15	Spend Actual	Progress Indicator
	N/A			£59,047		

This project was awarded funding in 2012 and 2013 to improve plots of neglected land across the Coalfield area. An additional award of £30,000 was awarded at January 2014 Area Committee in order to continue the successful work. The largest scheme at the Former Forest Estate, Easington Lane, has encountered delays due to ownership and legal issues which have now been resolved. The work to develop two grazing plots will commence on site in May 2015, followed by the development of a garden area, in partnership with the local primary school, in June/July 2015.

Allotments Improvement	Output Target	Output Actual	Progress Indicator	Spend Target 2014/15	Spend Actual	Progress Indicator
				£11,880		

This project was awarded £57,283 to improve allotments and sites in the Coalfield area. The start balance for 2014/15 was £11,880.

The grant is used as and when issues are identified, no progress up to end of 2014/ 2015

Love Where You Live	Output Target	Output Actual	Progress Indicator	Spend Target 2014/15	Spend Actual	Progress Indicator
				£5,583	£3,804	

This project was awarded £10,000 in April 2013 to develop a Love Where you Live Campaign across the area involving local community groups and schools. £5,583 was carried forward into 2014/15.

In 2014 the budget has been used to purchase educational resources and the cost of a new sign for Houghton Centre for the Blind. Over the past 6 months £490 has been spent on various equipment to support LWYL projects.

Environmental Improvements	Call for Projects Small Grants

£30,000 was allocated at the January Area Committee for a Call for Projects under the LWYL Priority for projects that could, deliver environmental improvements involving the local community as well as providing educational messages. £28,288 was allocated to 7 projects

ELCAP – A Clean Sweep Project completed
The aim is to work with schools, community groups and residents throughout the Coalfield Area using a creative approach to raising awareness of the importance of taking care of the local environment.

This project was completed in July 2014

HBYMCA – Improving our Community
The aim is to work on site and within the community to establish 5 raised beds, working with community volunteers and young people.

To date they have been involved with a number of young people from their school inclusion project. They have

been working on the preparation of the raised beds and have also planted containers to distribute to nearby elderly residents. The project has enabled the young people to gain an ASDAN award in Environmental Improvements.

The project has delivered:
- Environmental sessions and flower planting at 4 Gentoo family Fun days throughout the Coalfields
- 2 environmental themed days with young people with learning difficulties and disabilities
- 6 sessions with young people aged 8-11 years utilising outdoor space and environmental education
- 6 sessions with young people aged 11-19 utilising outdoor space and environmental education

Groundworks – Poo Watch
The aim is to work with local schools & youth groups on an anti-dog fouling campaign. This will include creating information materials, spray painting dog poo in particular areas to highlight the problem and its effects on the environment.

Groundworks staff along with RLS and Local Councillors identified the following areas to target:
- Elba Park
- Herrington Country Park
- Fencehouses Gentoo estate
- Easington Lane – the Flatts
- Brinkburn Crescent green space
- Hetton Lyons Country park
- Houghton Cemetery

Poop patrols are being carried out in these locations where officers undertake walk-abouts, handing out poo bags and putting up stickers advising people to 'bag it & bin it'. They also spread the messages about how to dispose of dog poo and where to get bags from.

Workshops were delivered to 7 classes in primary schools across the area to 184 children in years 2 and 3 with Our Lady Queen of Peace and Dubmire visiting Elba Park to take part in the spraying event. As part of the workshops a competition was held to design a poster about the campaign. This was judged by Cllr John Scott and was won by a pupil at East Rainton Primary School. The design has been made into a poster that will be displayed throughout the area.

Groundwork- Spring into Action
The aim is to engage local residents in transforming a green space near Hetton Lyons Primary that is used as a drop off parking spot into an attractive community asset.

Following consultation with residents at Springwell Terrace, the initial physical improvements are now complete. Planters and boulders have been installed. The long term vision is to encourage the local community (local residents and parents from nearby school) to respect the site more and refrain from parking on the grassed area.

Work with the Hetton Lyons Primary School commenced in September 2014, two teachers and 6 members of the eco club were involved resulting in 15 barrel planters being filled and planted up creating a barrier to parking. Quarry stones were donated and flowers will be planted around the stones in April with resident and school planting sessions. 40 households were engaged with, by letter and a door knocking session. Parking has reduced in some areas and positive feedback has been received.

Hetton Green Watch – Naturally in Your Neighbourhood
The aim is to work with local schools on projects that highlight the negative impact of litter on wildlife and the environment. The project commenced in May with a litter exhibition raising awareness of the effects of litter on the environment delivered in 5 primary schools. These were delivered in partnership with Coalfield Customer Relationship Officer. A questionnaire was also completed by the children, the findings of which will assist the teachers in planning future lessons. Field trips took place in the Autumn term and a resource pack produced.

The project was given an extension and will be finally completed at the end of May 2015 when a full report will be submitted

SNCNC – Flatts Allotments Completion
The aim is to develop a community allotment and garden on waste ground adjacent to the Flatts youth project. Start of this project has been delayed and was due to start in October half term however the project has been delayed due to queries about the plot of land highlighted for use and whether or not this was included in the lease. This is now progressing and it is hoped that it will start in the summer.

SNCBC - Looking Good in the Coalfields
The aim is to offer a volunteering and work placement scheme to local residents carrying out physical improvements to the local environment. Start of this project was delayed and it began in October 2014.

Hetton Ward
SNCBC have delivered 3 litter picks to date around the Flatts Youth Centre and the local play park with children and young people from the commissioned play and youth sessions. The children and young people are all residents within the Easington Lane locality area. To date 28 children aged 8-10 years and 37 young people have engaged in the projects.

The sessions have taken place within the current sessions with an additional member of staff brought into support the activity. 5 local residents have also been involved in supporting this piece of work and are currently going through the Children's Centre volunteering pathway to enable them to continue to volunteer with the children and young people within play and youth sessions.

Adult volunteers have been recruited from the local PACT and residents meetings and also via the Loaves and Fishes Food Bank clients. Now the weather has improved the plan is to again visit the local space and arrange litter picks, plant seeds which have been donated through Kew Gardens and clean up the allotment space.

Houghton Ward
The children attending the YMCA Hut play project were involved in a litter pick on the old school site. A total of 16 children aged 8-10 years were involved. Clearing the site has meant that the children could incorporate the green space as an extension of their current commissioned play session and also enabled them to use the space to play games etc.

Further delivery will take place over the summer period 2015

Philadelphia Cricket Club		**Small SIB Grant**

£5,000 was awarded at the January 2014 Area Committee for Philadelphia Community and Cricket Club as contribution towards a £50,000 project to improve community facilities. The improvements to the club include updated lighting and heating, disabled toilet and an improved kitchen. This will allow the club to increase the community activities delivered on site, including a lunch club and social activities for older people.

The initial bid to BIFFA was unsuccessful but they were awarded £20,000 from SITA in October 2014 to allow a scaled down project to go-ahead.

SIB funding was used to match the SITA grant received from the Fast Track Enhancing Communities Fund allowing work to be completed.

The ramp & accessible toilet has proved a huge improvement and has prompted much positive feedback. The Club now hosts an Age UK luncheon club as well as a Braille Domino Group. Local sheltered accommodation organisations have expressed interest in using the facilities for afternoon tea and bingo sessions.
This project is now complete.

Local Celebrations 2014- ELCAP and Sunderland City Council	**Output Target**	**Output Actual**	**Progress Indicator**	**Spend Target**	**Spend Actual**	**Progress Indicator**
				£15,000	£11,058	

This project was awarded £15,000 in January 2014. £5,000 allocated to the VCS Network for a World War 1 Project with ELCAP leading this and the remaining £10,000 led by the Area Community Officer to develop a programme of activity in partnership with the VCS Network.

ELCAP WW1 projects completed. 16 projects supported throughout the Coalfield Area. These included Easington Lane School Planting Project and ELCAP's WW1 Project Launch which focused on women and their roles during the war.

The grant also supported the cost of:

- Traffic Management for the 4 Durham Miners Banner Parardes, the Remembrance Parades
- Shiney Row Christmas Switch on
- WW1 Poppy Trail
- Cost of installing a Blue Plaque commemorating the Wearside 160th Brigade

Houghton Feast Opening Ceremony 2014	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
				£10,000	£8,594	

June 2014 Area Committee approved a sum of £10,000 SIB for the Community Engagement and Friday opening programme of Houghton Feast 2014.

Sunderland Live is commissioned by Sunderland City Council to deliver a number of core events across the City during 2014, Houghton Feast being one of the core events. The services provided by Sunderland Live include Infrastructure, marketing, site and event management for all aspects of the Feast, fireworks and civic arrangements.
In addition to the core programme, and in line with previous years, a community element for the Friday evening opening event was funded through SIB.

The Theme for this year's opening ceremony was WW1 and a number of activities took place in the lead up to the event these included:

- Music Workshops in schools
- Ceramic Poppy Making in schools
- Poetry Competition sponsored by the Rotary Club on a WW1 Theme
- An artist was commissioned to make a life size soldier to be the centre piece of the opening ceremony.

The evening was a great success with all the schools that had been part of the workshops taking part along with performances from Houghton Pipe Band, Houghton Youth Brass Band, East Herrington School Choir and a dance performance from local young people from Zazz performing arts school.