

**Applications for Washington Neighbourhood Fund**

**Application No. 1**

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Vehicle Activated Signs - Extension</b>
<b>Lead Organisation</b>	<b>SCC</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£26,525	£5305	£21,220
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
2 years	January 2022	December 2023

***ALL PROJECT DETAIL TAKEN VERBATIM FROM APPLICATIONS***

**Project Description:** The Area Committee approved £44,000 in June 2019 to fund the Washington VAS Programme. This included 10 signs, 2 per Ward to be rotated throughout the area's speeding hotspots as required. Based on the review of the programme presented to November Board, the Area Committee is requested to consider funding 4 additional signs (to match one sign per area as allocated by SCC) to give a maximum of 3 signs per Ward to be rotated, resulting in 12 sites annually per Ward.

5 new signs will result in 20 NEW rotational sites being added to the programme across Washington. Highways department will work with Councillors to confirm new speeding hotspots for inclusion in the programme. Officers will be invited to attend the February Board to discuss the programming, locations and utilisation of older signs

**Outputs**

5 new signs  
20 rotations

**Budget**

SCC will contribute the cost of one sign per area matched against WAC contribution of £21,220 for 4 signs

**Recommendation – Approve £21,220 Neighbourhood Fund (2021/22 budget)**

The Neighbourhood and Community Board recommend approval of this project, which delivers to Washington Area Investment Delivery Plan Priority of Invest in Highways and Road Safety.

## Application No. 2

### Washington Area Committee Funding Opportunity Call for Projects – Making Healthy Choices – Cook Well Live Well

#### 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 Health and Wellbeing priority (Washington Area Committee Neighbourhood Investment Delivery Plan). Wards covered 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 partnership working are encouraged.

#### Project Description

To deliver the area priority of **'Health and Wellbeing: Healthy Choices'** the Washington Area Committee invites local organisations to establish a holistic model to improve health and wellbeing for our local communities through the delivery of food-based activities that support families and children in improving health. The aim of the project is to use new **'cook well'** skills to equip people with the knowledge and tools to make healthy choices to **'live well'** - which can then lead to improved general well-being, improved self-confidence, and can help to address social isolation. Project proposals should also aim to reduce a reliance on processed and 'fast' foods and use a variety of methods to engage children, young people and families, focusing on improving health and wellbeing and to make healthy and nutritious food choices

#### Project outcomes

All proposals should identify how it will achieve the following:

1. Offer an all-round approach to help people understand the consequences of poor lifestyle choices and how they can be prevented, and how to enjoy the benefits that result in a healthier lifestyle
2. Provision of a range of interactive cookery courses, demonstrations, workshops and events based on the principles of following a healthy balanced diet. Sessions can also use digital methods to deliver if appropriate as well as practical face to face contact. Please confirm the number of sessions, resources and equipment to be provided, and local venues to be used.
3. Use education, learning and training to promote healthy eating and cooking, and how to cook on a budget
4. Promotion and messaging to help participants understand the benefits on lifestyle of eating well/healthy choices
5. Support/learning sessions that will show that a healthy and varied diet will maintain wellbeing.
6. Link to physical activity programmes to enhance the benefits of healthy eating and cooking well
7. Show how proposals will result in a balanced diet that helps tackle increasing obesity levels, lifestyle diseases, and poor dietary habits, and reduces health inequalities.
8. How the proposal will engage your target audiences – be clear who will be the target group/beneficiaries of your proposal
9. Show how your proposal will improve self-confidence and social isolation - how does your proposal 'reach into the local community'

All proposals should

- Evidence the organisation's experience in delivering health and food/cooking projects and initiatives
- Evidence good local knowledge of existing projects and partnerships delivering health and wellbeing projects in Washington
- Compliment and add value to other initiatives being delivered across the area
- Encourage a co-ordinated approach to delivering local benefit

- Evidence all staff are qualified to an appropriate level and the organisation has all relevant policies and procedures in place with regards to Health and Safety, food handling and food hygiene
- Show how you will undertake monitoring to show the number of people benefiting, the impact the project has made and any additionality identified from the project.

Applicants should evidence their knowledge of

1. Washington Area Committee Neighbourhood Investment Delivery Plan
2. Healthy City Plan
3. Community Wealth Building Strategy (SCC)
4. Low Carbon Sunderland
5. Sunderland City Council Resources – Healthy Recipes; Live Life Well, Change4Life

**Budget:**

The total budget available for this Call for Projects is **£50,000. This will be allocated as £10,000 per Ward.** Washington Area Committee anticipate awarding at least 2 projects per Ward. All applications will be subject to formal assessment and scoring.

**Next Steps**

Any interested Group or organisation should contact the ACDL to request an application pack  
 Email: [karon.purvis@sunderland.gov.uk](mailto:karon.purvis@sunderland.gov.uk), who will also be happy to answer any questions groups may have.

**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.

Successful applicants will be expected work in partnership as agreed and collaborate with the other applicants to deliver joint programmes and projects to avoid duplication. The ACDL will oversee the project performance and management of all approved applications

**Timescale**

Deadline for Applications	January 31 <sup>st</sup> 2022
Assessment & Consultation	February 17 <sup>th</sup> 2022
Award of grant (next available Area Committee)	March 17 <sup>th</sup> 2022

### **Application No.3**

The Neighbourhood and Community Board has agreed a Project Brief and proposed Call for Projects for a new project to support investment in Community Assets

#### **Washington Area Committee Funding Opportunity Call for Projects – Supporting Community Assets**

##### **Introduction and background**

Washington Area Committee would like to invite interested local Voluntary and Community Sector (VCS) groups who lease or manage community facilities in Washington to submit proposals to deliver a project in the local community which supports delivery of their priority to 'Support the voluntary sector to grow capacity and to provide additional services within the local community' (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 and partner organisations 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 and voluntary and community groups 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.

##### **Project Description:**

Community Wealth building is a strategic objective and focuses on actions that support communities to create wealth and retain more of the benefits of economic growth locally. It is an approach that recognises that the way money circulates in a local economy is important and that growth needs to be shaped and directed. Community Wealth Building aims to re-organise and control the local economy so that wealth is broadly held within the city and is generative, with local roots, so that income is recirculated, communities are put first, and people are provided with opportunity, dignity and well-being. The approach seeks to create resilient communities and local economic security.

Washington Area Committee's Delivery Plan identifies supporting the VCS to grow capacity and provide additional services, and supporting volunteering, as key priorities. By investing in local assets – both people and place, the Washington Area Committee is keen to help 'future proof' some of our valuable community facilities. To that end, the Committee is seeking applications from our local VCS which will repair, refurbish or help maintain the physical fabric of our much-needed community facilities

##### **Project outcomes**

All proposals should identify and evidence

1. Needed improvements or repairs required (reports or surveys/quotes to be provided)
2. How those improvements and repairs will help your organisation to provide, or continue to provide, services and activities for the benefit of the local community
3. How your proposal will contribute to the delivery of the Washington Area Committee's Delivery Plan and priorities

All proposals should

- Evidence the organisations' experience of successfully managing a community facility
- Show how proposed actions will benefit the broader local community

##### **Budget:**

The total budget available for this Call for Projects is **£100,000. This will be allocated as £20,000 per Ward.** The maximum an organisation can apply for per 'round' will be £5,000 (Small Grants Scheme Procedures and Processes). Washington Area Committee anticipate awarding at least 4 projects per Ward over a 12month period. All applications will be subject to formal assessment and scoring and the Councillors decision will be final.

##### **Next Steps**

Any interested Group or organisation should contact the ACDL to request an application pack and discuss your proposal

Email: [karon.purvis@sunderland.gov.uk](mailto:karon.purvis@sunderland.gov.uk), who will also be happy to answer any questions groups may have.

### **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.

### **Timescale**

Deadline for Applications Round 1	January 31 <sup>st</sup> 2022
Assessment & Consultation	February 17 <sup>th</sup> 2022
Award of grant (next available Area Committee)	March 17 <sup>th</sup> 2022

### **Recommendation – Approve £9,800 Neighbourhood Fund (2021/22 budget) (See Annex 3 for proposal to match fund Neighbourhood Capital Investment Funding to total £100,000)**

The Neighbourhood and Community Board recommend approval of this project, which delivers to Washington Area Investment Delivery Plan Priority of ‘Support the voluntary sector to grow capacity and to provide additional services within the local community’

## Application No.4

### Applications for Washington Creative You

#### Washington Area Committee Funding Opportunity Call for Projects – Washington Creative You

##### **Introduction and background**

Washington Area Committee would like to invite interested local Voluntary and Community Sector (VCS) groups and partner organisations to submit proposals to deliver a project in the local community which supports delivery of their 'Services for Young People' (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 and partner organisations 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, '**Provision of services and activities for young people**' the Washington Area Committee has identified the need for a 'new offer' which not only provides a programme of creative activities and experiences but also supports young people's emotional and mental wellbeing and self-esteem and confidence to help them progress.

##### **Project outcomes**

All proposals should identify how it will achieve the following outcomes

1. A creative and innovative programme which will include a range of activities, opportunities and experiences across Washington
2. Provides activities or initiatives to reach out to young people not currently engaging in organised activities
3. Improves and supports emotional resilience, community cohesion and enables young people to make informed choices and raise aspirations
4. Ensure young people's needs are met and voices listened to
5. Uses a variety of methods to target and engage young people
6. Complements and adds value to existing young people's provision and where appropriate, works in partnership with existing initiatives
7. Deliver creative and innovative activities or schemes at locations most likely to engage young people and include an element of 'reaching into the community' in places where young people go
8. Increase the number of young people accessing creative activities by setting achievable targets/outcomes
9. Build skills and confidence amongst young people
10. Encourage young people to be active participants in their community
11. Have knowledge of relevant local provision, projects, activities and initiatives
12. All applications should be for Washington wide provision

All proposals should

- Evidence the organisations' experience in delivering both 'creative' projects and working with young people
- Complement and add value to other initiatives being delivered across the area (not just young people's projects)
- Show how proposed actions will benefit the broader local community

The Area Committee is keen to support proposals that evidence collaboration or a partnership approach. If organisations wish to come together and deliver different elements of the brief, the application must be clear with regards to separate roles of organisations, governance, reporting, and partnership protocols.

**Budget:**

The budget available for this Call for Projects is **£100,000**. Washington Area Committee expect to see as a **minimum** a 2year project. All applications will be subject to formal assessment and scoring collaborative applications will be weighted accordingly. All partnership applications will need to identify a lead for the whole project

**Creative You Application No.1**

<b>Name of Project</b>	<b>Washington Creative You</b>
<b>Lead Organisation</b>	<b>Sunderland Culture</b>

<b>Total cost</b>	<b>Match funding</b>	<b>NF Requested</b>
£116,410	£16,410	£100,000
<b>Project Duration</b>	<b>Start date</b>	<b>End Date</b>
<b>2 years</b>	April 2022	March 2024

- Taken Verbatim from the application form

**Project Proposal**

Our proposal brings together the expertise of Sunderland Culture and Washington Mind to deliver ‘Creative You’, a new two-year programme of high-quality creative activities, opportunities and experiences for young people in Washington. **This programme will develop the skills and confidence of 450 young people from all backgrounds to tell stories that are important and relevant to them.** One-off sessions, weekly creative activities and group projects will allow young people to try new things and learn techniques to build their confidence, emotional resilience, and wellbeing. Co-created projects will enable young people to be curious and imaginative, develop creative, communication and leadership skills and build aspirations. Young people’s creativity will be showcased and celebrated through public presentation of their work to build connections and sense of belonging.

Delivered from April 2022 to March 2024, ‘Creative You’ comprises:

- a series of creative taster sessions to launch the programme;
- a Young People’s Steering Group to shape and frame the programme.
- establishing three ‘Creative You’ groups offering regular participatory activities;
- opportunities to showcase work to the wider community through high profile exhibitions, events and activities in public spaces.

**Creative and Innovative Approach:** Our creative approach is inspired by an understanding of the benefits of storytelling in its different forms. Stories are the way we understand and make sense of our world. Stories connect us to places and people, help us develop emotional connections and empathy, and enable us to feel part of something bigger. Storytelling can contribute to inclusion and connection, build confidence, and bring about change. Our approach will enable young people to tell their stories through a range of artforms, eg visual arts, performance, music, creative writing. Co-creation is the model we will use to enable young people to tell their stories. Co-creation ensures young people’s voices are at the heart of ‘Creative You’, enabling the programme to be relevant and respond to young people’s needs. We will recruit 10 young people from the taster groups to guide the programme, organise events, plan projects, recruit artists, shape evaluations and support delivery. This young people’s steering group will benefit the project and the team will learn leadership and development skills whilst gaining confidence.

**Supporting emotional and mental wellbeing:** Young people consistently report to Washington Mind the need for increased provision of creative groups and outlets, as these are consistent and reliable wellbeing tools. For ‘Creative You’, Washington Mind will provide a suite of emotional and mental wellbeing support for young people accessing the programme. A flexible response to issues and young people’s needs will include:

- Accessible, early intervention / preventative groupwork
- Support with targeted work – e.g groupwork for young people accessing CAMHS services or for those on waiting lists;
- Dedicated counselling for young people
- Provision of wellbeing tools/resources for young people

- Training for artists and programme staff, with consultation/supervision where concerns exist regarding participants mental health
- Support for parents of participants and advice navigating referral systems
- Support to develop mechanisms to amplify young people's voices enabling them to feel heard.

**Engaging Young People with Creative You:** With our partners, we will identify schools and youth groups to work with on creative taster sessions to launch the programme and ensure young people across Washington who currently do not engage, can easily access sessions. Together for Children and Washington Mind will identify young people they support for referral to the programme. An Access Fund will help remove barriers to participation. Taster sessions will allow young people to engage in their own space to see what the project is about and find out how to join. We aim to work with **300 young people** across multiple taster sessions.

**Creative Programme Delivery:** Three 'Creative You' groups will be formed in locations across Washington to achieve a geographical spread. These groups will offer creative sessions in 10week blocks with sessions led by artists and supported by Washington Mind. Each weekly session will have 15 young people, with young people working across themes determined by the young people's steering group. Summer programmes will bring the 'Creative You' groups together in shared activities and events and engage new participants, supporting recruitment into the regular programme. Young people will produce the summer event in year 2. Achievements will be celebrated at the annual Bright Lights Festival – displaying the young people's work from the 'Creative You' groups work alongside a series of takeover events programmed by the young people. As well as delivery in local venues and spaces across Washington, Arts Centre Washington will be the 'Creative You' hub, utilising its theatre, gallery spaces, art studio, recording studio and flexible spaces. During the programme, young people will be referred into existing programmes delivered by Sunderland Culture and other cultural partners in the city to ensure sustainability and progression routes for young people

### **Partnership**

**Project Base:** Arts Centre Washington will be the hub for the 'Creative You' programme. Regular activities will be delivered from Arts Centre Washington and two partner venues in Washington Rainbow Centre in Concord, and Life House, Columbia. Taster sessions will be delivered from various Washington venues including school, cultural, heritage and community venues. Locations will be identified for summer events, and could include The Galleries, Washington Old Hall, Washington Library.

**Partners:** Central to this project is a new place-based partnership between Sunderland Culture and Washington Mind. This brings together Sunderland Culture's expertise in creative delivery and co-production/co-creation with young people with Washington Mind's experience in supporting young people's wellbeing and developing young people's leadership in mental health. The two organisations will work collaboratively as delivery partners for the 'Creative You' programme, and a partnership agreement will be put in place to support this. A project steering group will be established in addition to the core partnership, bringing in a wider range of partners. Together for Children has agreed to support the project through various pathways including their Early Help worker for young people at risk, social work teams and engagement officers. They will support referrals to programme and support young people to engage with the creative activities. They have agreed that area workers from Washington will sit on the steering group. This will enable us to support young people who face barriers to engagement.

The National Trust and Sunderland Music Hub are keen to work with us on this project, and we will connect with the Heritage Sunderland Partnership. We see schools as having a key role in helping young people engage with the programme, and Arts Centre Washington has existing relationships with Oxclose Academy, Washington School, Biddick Academy and St Roberts. We will connect with the Autism Outreach Team at Biddick Academy to ensure young people with SEND are able to participate in the programme. Additional partners are potential venues and spaces which can host the creative programme and provide a platform for showcasing work. Potential partners include The Galleries Shopping Centre, Washington Old Hall, Rainbow Centre, Concord, Washington Library and the Millennium Centre. We have existing relationships with public bodies, VCS organisations and communities across Washington and the city, engage with relevant health, community and cultural networks. There is strategic engagement with Sunderland City Council and via the Washington Area Network. Information about the programme will be shared via the VCS Area Network and the Health and Wellbeing Network.

## Objectives/Milestones/Outputs

Objectives	Milestones
Delivery Partner (Washington MIND) commissioned and contracted by Sunderland Culture	30 April 2022
'Creative You' Project Steering Group convened, with bimonthly meetings held	April 2022 onwards
Promotional information and resources developed	April - May 2022
Recruitment of young people in collaboration with partners	April 2022
Referral process to 'Creative You' programme by partners finalised	May 2022
Delivery of creative taster sessions in schools and youth clubs	April – May 2022
Evaluation approach agreed and finalised	May 2022
Creative Programme delivery - 3 x regular creative groups with activities in 10week blocks.	May 2022 – March 2024
Planning and delivery of summer activity event	July/August 2022
Recruitment and set up of Young People's Steering Group, followed by regular sessions	August/September 2022
Planning for Bright Lights 2023	Sept 2022 – Jan 2023
Bright Lights 2023 – showcase of young people's work	Feb 2023
Year 1 evaluation and Project Steering Group review	March 2023
Planning and delivery of summer activity event	July/August 2023
Planning for Bright Lights 2024	Sept 2023 – Jan 2024
Bright Lights 2024 and Creative You takeover to celebrate end of programme	Feb 2024
Final evaluation report	March 2024

## Outputs

### A Healthy City

Young People participating in area activities	450
Secondary Schools engaged	4
Carers receiving support and connecting to their community	10
People receiving 'health' information advice and guidance	250
People referred	10
People with disabilities benefiting	10

### A Vibrant City

People supported though mental health concerns or crisis	100
Volunteers recruited	3
Volunteer hours delivered	30
Volunteers in kind Contribution (hrs x £12ph)	£360
External organisations supported/involved	5
No. hrs delivering community activities	429
No. workshops/meetings held	227
No. young people participating in decision making	15
No. cultural and community events delivered	4
Visitors at neighbourhood events	10,000

## Budget

Item and Description	Total Costs	Match Costs	NF Contribution
<u>Staff costs:</u> Creative Producer: Pro-rata Salary and on costs - 1 day a week x 2 years.	£14,040		£14,040
<u>Staff costs:</u> Project Co-ordinator: Pro-rata Salary and on costs – 1.5 days a week x 2 years	£11,960		£11,960

<u>Partner Fee</u> Washington Mind - fee for provision of mental health / wellbeing support and facilitation.	£15,000		£15,000
<b><u>Creative You Programme:</u></b>			
<i>Year 1 April 22 – March 23</i>			
- Programme launch: 10 taster creative sessions in schools / community settings. £200 per session for artist fees / materials.	£2,000		£2,000
- Summer activity events including young peoples' mental health event: £2.5k for artist fees, production costs, materials.	£2,500	£1,500	£1,000
- Creative You Groups: Artist fees - 90 sessions at £120 per session.	£10,800		£10,800
- Creative You Groups: Materials - 90 sessions at £30 per session.	£2,700		£2,700
- Creative You Groups: Venue Hire	£750		£750
- Young People's Steering Group Sessions: 12 x £50 support fees and materials	£600		£600
- Bright Lights Festival 2023: £3,500 for artist fees, production costs, materials and workshops.	£3,500		£3,500
<i>Year 2 April 23 – March 24</i>			
- Summer activity events: £3,000 for artist fees, production costs, materials.	£3000		£3,000
- Creative You Groups: Artist fees - 90 sessions at £120 per session.	£10,800		£10,800
- Creative You Groups: Materials - 90 sessions at £30 per session.	£2,700		£2,700
- Creative You Groups: Venue Hire	£750		£750
- Young People's Steering Group Sessions: 18 x £50 support fees and materials	£900		£900
- Bright Lights Festival 2024: £4,500 for artist fees, production costs, materials and workshops.	£4,500		£4,500
<u>Access Fund:</u> To cover young people's access costs, eg bus fares, refreshments, personal equipment where there is barriers to participation.	£3,000		£3,000
<u>Marketing:</u> Design and production of digital/print promotional resources, digital content production, fees for promoted social media posts.	£5,000		£5,000
<u>Evaluation &amp; documentation:</u> Fee for external evaluation contract. Project documentation costs.	£4,000		£4,000
<u>Contingency:</u> 3% allocated to contingency to allow for unexpected or higher costs across planned programme.	£3,000		£3,000

<u>In-kind Support:</u> Venue hire - Arts Centre Washington £645 Theatre hire: 2 events - 15hrs x £43 p/hr £570 Low Barn: 2 events - 15hrs x £38 p/hr £1,575 Art Workshop: 70 sessions x £22.50 per session Staff time: £7,344 Chief Executive: leadership and line management: 1 day per month x £306 per day £3,264 Audience Development Manager: Venue, marketing and digital support: 1 day per month x £136 per day £1,512 Venue Technician: Technical support for Bright Lights: 12 days x £126 per day	£14,910	£14,910	
<b>Total</b>	<b>£116,410</b>	<b>£16,410</b>	<b>£100,000</b>

### Experience of the organisations and partners

**Sunderland Culture** has significant experience of delivering major revenue projects, with a strong track record of performance, governance and contract management. Sunderland Culture manages five cultural venues with extensive programme delivery experience. We deliver multiple public funded programmes, including a £1.4m Great Place Programme, £650k National Partners Programme and £450k Coastal Communities Fund as a partner of Sunderland City Council. We have extensive experience of local, regional and national partnership working to deliver creative projects with local communities. We have a strong track record in co-producing and co-creating work with young people, and have built our skills in working creatively with young people to enable their voices to be heard. We have experience in collaboration with young people on projects and events. We have worked with Celebrate Different Collective since June 2019, enabling the young people to programme and produce their own events and projects from inception to delivery. We are currently supporting the collective to co-curate an Arts Council Collection exhibition at Sunderland Museum & Winter Gardens. We work to remove barriers to participation in the arts. We have worked with young carers since November 2018 running arts and wellbeing sessions whilst developing their leadership skills. Young Carers worked with us and artists to develop their skills which they then used to run workshops with families at Hetton Carnival. We are about to start a mental health and creative writing sessions for young people in the Coalfields.

**Arts Centre Washington** provides a year-round theatre and performance programme, exhibitions and community arts classes, courses and activities. Arts Centre Washington has a strong track record in engaging young people in the arts. Its current offer includes a youth theatre, Saturday Art Club, and Right Track young musicians projects. A recent project 'Poems Of Town' saw young people creating music inspired by stories of Washington, alongside Field Music and writer Paul Summers. 'Creative Me' is a new project providing arts, mental health and wellbeing sessions for young people as a legacy of the Art Studio. It stages the annual Bright Lights youth arts exhibition which is a platform for young people to show their artwork. Previous projects included Remix, a young people's weekly takeover of the Arts Centre with 14 sessions for young people each week, and Artzine, a collaborative zine project. The project will be led by Rachel Hamer, Sunderland Culture's Young People and Communities Producer who is based at Arts Centre Washington. Rachel brings extensive experience of developing and delivering innovative creative projects, and co-producing work with young people.

As our delivery partner, **Washington Mind** has strong leadership and project management capacity in place to deliver the mental health support and facilitation workstreams. As a partner, it is delivering activities which align with existing areas of expertise. Washington MIND is accredited by the British Association of Counselling and Psychotherapy (BACP). It is a member of Sunderland Child and Adolescent Mental Health Partnership (CAMHS), and has SLA's with 6 local schools. Washington Mind has a history of co-producing services with young people – examples include Underground Neighbourhood and Strange

Things zine, Mental Health Zine Library and Rainbow Renegades, who organised Washington's first Out and Proud event at Arts Centre Washington.

**This application has been submitted through Area Committee's Neighbourhood Fund procedures and using the formal Neighbourhood Fund governance protocols and guidance, the application has been assessed and the Panel score is 112/150**

This application:

1. Evidences a good track record of successful delivery and previous experience of similar projects in the application. The proposal is clear with regards to what it will deliver and how. Project Management and monitoring systems are good. Milestones realistic, timelines and activity clear and relevant.
2. Evidences it meets the key priorities of the Washington Area Committee Delivery Plan – supporting young people, social isolation and mental health as well as health and wellbeing
3. This proposal has evidenced some partnership working and is committed to further developing those partnerships. It does not detail how it will add/compliment existing provision for young people. Formal partnership agreement in place with partner
4. This proposal meets the project outcomes as detailed in the published Project Brief:
  - Offering creative and innovative activities, opportunities and experiences – Fully meets
  - Improve and support emotional resilience and enabling young people to make informed choices – Fully meets
  - Ensures young people's needs are met – very 'engaging' programme – fully meets
  - Reaches young people, locations most likely to engage – Partially meets
  - Builds skills and confidence – Fully meets
  - Encourages active participation, benefits - partially meets – could be stronger on youth social action and volunteering etc.
5. Uses a range of methods to engage and involve and uses a youth steering group to involve young people in the decision making

**Officer Recommendation: Approve subject to the following terms and conditions:**

- 1. Plan in place to ensure no duplication and programmes compliment other youth provision being delivered in the area (Good Vibes, Holiday activities, Youth Provision)**
- 2. Stronger links to young people's volunteering programmes and social action projects in Washington**
- 3. Agree to quarterly performance meetings with the Washington ACDL**

## Creative You Application No.2

<b>Name of Project</b>	<b>Washington Youth reACTION</b>
<b>Lead Organisation</b>	<b>Groundwork NE</b>

<b>Total cost</b>	<b>Match funding</b>	<b>NF Requested</b>
£118,678.60	£18,904.60	£99,774
<b>Project Duration</b>	<b>Start date</b>	<b>End Date</b>
<b>2 years</b>	January 2022	December 2023

- Taken Verbatim from the application form

**Project Proposal:** Youth reACTION will establish 2year youth programme offering youth sessions (detached and at delivery sites), delivered by experienced youth workers (1 Lead Youth Coach, 2 Support Youth Coaches). Sessions will initially engage local young people through outreach work - where they gather/meet, assessing needs and interests. We will work closely with local partners and stakeholders to provide a wraparound service for each young person that addresses any additional needs, including mental health, education, and health support as required (with partners such as: Kooth, Changing Lives, Wise Steps, Moving on Tyne & Wear). Sessions will provide a safe, friendly environment for young people to participate in activities; sport, arts, music, team-building and traditional youth club activities. Our aim is for activities to be led by young people and for them to take ownership, with staff supporting/facilitating. We will recruit volunteers from the local community to assist with sessions, and act as mentors, with a view to leave volunteers in place as a legacy. Volunteers will be supported with appropriate training and DBS checks. Learning from other successful youth work projects tackling anti-social behaviour (such as Street Games in Peterlee and Tackling Anti-Social-Behaviour at Lobley Hill) we will work closely with local police and fire officers; raising awareness of short/long-term impacts of criminal and anti-social behaviour and the effect it has on local communities. This will cover issues such as drugs, alcohol, cybercrime, anti-social behaviour (ASB), arson, hate crime and domestic abuse. Our aim is to provide a safe, reflective environment for young people to assess their actions going forward, in a non-judgemental space. This will help young people make more positive choices.

**Supporting emotional resilience community cohesion and enabling young people to make informed choices and raise aspirations:** It is not uncommon for young people to open up to youth workers regarding issues they face in their day-to-day lives. Young people often have no-one to talk to, unsure of where to turn to for help. Our experience is that when young people feel such trust, they feel comfortable to confide in our staff; this is where the opportunity to start building emotional resilience begins. Slowly, young people begin to realise that they have the power to make informed choices, to change their lives and that their background and circumstances need not hold them back. We will establish links with local community venues to get young people involved with local residents. This encourages a relationship between young people and local residents, reinstating a sense of community. Young people often feel separate from their community - feeling detached can result in groups forming, leading to anti-social behaviour.

**Ensuring young person's needs are met and voices listened to:** We value youth voice and have already an established Youth Board - Youth of Today. The board is comprised of Young People from across our programmes, meeting remotely fortnightly to discuss our provision and any other issues they feel are affecting young people today. Every young person will be given the opportunity to join Youth of Today. Outside of our Youth Board we will encourage young people to share ideas. Our aim is for young people across Washington to feel they are part of something, that they can make a positive impact and that their voices are heard. This project will be youth led – with ideas generated by young people turned into reality, from social action to activity ideas.

**Building skills and confidence:** Young people are more likely to make positive choices across their lives when they feel empowered. Sessions will provide a variety of fun youth activities whilst also improving skills, developing confidence and highlighting any further areas of need in their community. We will incorporate healthy eating on a budget, travel, employability skills, teamwork and social action projects that benefit young people and local communities.

**Benefits be to the wider community:** Directly combat the impact of crime in local communities – we will ensure that the impact of crime in communities is reduced/minimised through innovative, locally designed interventions or social action projects. These help to increase community resilience; creating an environment where communities flourish, feelings and perceptions of safety are increased and crime is not tolerated.

Reduce crime – Identify early, anyone at risk of being drawn into ASB/crime, providing preventative/diversionary interventions. Intervene at earliest possible opportunity with people already involved or suspected to be involved in criminal activity, to turn them around through Young ReACTION activities. We will aim to reduce anti-social behaviour and provide diversionary activities based at identified local community venues.

Celebrate the activities and work of the young people delivered at identified local venues and involve local residents to establish volunteers to support beyond the 2 years

## Partnership

**Project Base: Not confirmed** - During the project planning stage, we will identify local community venues across three of the five wards. We will utilise them as delivery centres for the Youth reACTION project. These venues will be based on the needs of local young people; this allows us to deliver our services right in the heart of the neighbourhoods where it is needed most. Also, it can often provide some much-needed revenue for community venues. Part of our work will also involve detached outreach work across all of the five wards, this will be carried out wherever the young people who will benefit from this project hang out. Our youth workers will engage with them and invite them to come along and be a part of the project, also gaining some ideas as to what the young people would like to gain from the project. Groundwork have hubs in the local area, both in Sunderland city centre, and at Campground waste and recycling centre (Wrekenton) which will be used during planning and delivery stages for staff.

**Partners:** Partnership working remains a fundamental part of our delivery; we believe that in order to maximise the impact we make on people’s lives we need to work in partnership with stakeholders across the public, private and voluntary sector, including local, regional and national perspectives and that relate or add value thematically to the work we do. We work in partnership to advance our mutual interests. We have a long history of working closely with a range of local partners and maintain good relationships in order to best affect positive change for our beneficiaries and communities. Groundwork North East & Cumbria are well networked in the region and the sector from top board level, to a delivery basis.

We have worked in Washington delivering a range of projects, including Family A, and as such have worked with a multitude of partners in the area. These include: Rainbow Family Centre, Friends of Usworth Park, Washington Academy, Local Council, Sunderland North Community Business Centre, Prince’s Trust. We will continue to foster a collaborative approach in order to reduce duplication and ensure projects can align and add value to one another. We will work with organisations who deliver similar/complementary activity to:

- Reduce duplication
- Refer young people to appropriate programmes (either complementary activity, or support activity, e.g. mental health support)
- Align to local needs

Ultimately, Youth reACTION, aims to add value, not duplicate or displace provision, as well as simplifying services and opportunities for young people. We work with partners and other local stakeholders to wrap around individual’s needs.

## Objectives/Milestones/Outputs

Objectives	Milestones
Recruitment of Delivery Staff	10/1/2022
Identify existing organisation and establish networking links	01/02/2022
Identify Local Community Bases	01/02/2022
Consult with local resident and young people on concerns	01/03/2022
Work with Young People and Community venues to establish Youth Hub	01/03/2022
Organise, promote and facilitate regular youth hub sessions	ongoing
Work with Young people to establish social action projects	ongoing
Work with Young people and residents to ensure legacy of the delivery	1/12/2023

## Outputs

Stated overall target of 500 young people aged 14-24 who are NEET/unemployed (or as risk of becoming so) and resident in Washington have accessed support.

### A Dynamic City

People receiving digital training	30
People with increased confidence in using IT	50
People carrying out digital job searches	50
People accessing IT equipment/WiFi in a community building	150

### A Healthy City

People benefiting from healthy lifestyle initiatives	300
People benefiting directly from this project	500
Young People 11-18 participating in area activities	200
Young people reduced substance misuse	40
People signposted into VCS/Community services	300
People receiving information, advice and guidance	500
Environmental projects delivered	2

### A Vibrant City

People supported through crisis or mental health concerns	300
People receiving information, advice and guidance on benefits/debt	250
People feeling safer in their communities due to interventions	100
Volunteers recruited	6

## Budget

Item and Description	Total Costs	Match Costs	NF Contribution
<u>Staff costs:</u> Project Manager	£8,320	£8,320	
<u>Staff costs:</u> 1 x FTE Lead Youth Coach	£40,560		£40,560
1 x FTE Support Youth Coach	£37,440		£37,440
1 x FTE Trainee youth Coach	£10, 584	£10,884	
Staff Travel - £50/month x 18	£1,200		£1,200
Room hire £14/hr, 9hrs per week for 2 years	£13,104		£13,104
Social action at £250 1 per every 6months	£1,000		£1,000
Social media activity £20/month	£240		£240
Refreshments at £15/week	£1,560		£1,560
Activities and resources @ £30 per week	£2,670		£2,670
Celebration Event/end of project evaluation	£2,000		£2,000
<b>Total</b>	<b>118,678.60</b>	<b>£18,904.60</b>	<b>£99,774</b>

## Experience of organisation and partners

Regionally, we have experience delivering projects with similar themes, in terms of delivery, outcomes and size. Examples include:

- **Tees Valley Pathways, DurhamWorks, Northern Directions: Youth Employment Programmes:** The programme supports the region's most vulnerable 15 to 29 year olds, who are

not in education, employment or training (NEET), across Tees Valley, County Durham, Northumberland, Newcastle, North Tyneside. We provide wrap around 1:1 support whilst offering bespoke employment and training opportunities. Young people are supported into employment and sustained employed for 6 months, and complete various confidence motivational and employability sessions during that time. (Total value c.£8.7m)

- **NCS (National Citizens Service):** Groundwork NE & Cumbria has worked with NCS since 2012, delivering the life-changing experience for young people in Redcar, Sunderland, Sunderland, Gateshead and Northumberland. Designed for 16-17 year olds, helping them to realise their potential and smash their future goals, NCS is a youth programme that runs every summer and autumn, during school holidays, empowering young people, teaching the value of social action, and tackle real-world issues close to home
- **Kickstart: Gateway Provider** c.£15m 2020-ongoing. Target to support 2000 young people across the region into employment, including c.100 in Groundwork.
- **Be Tech Savvy**, Digital Inclusion Project: Supporting employability and digital skills training for young people across the North East, aged 15-29 (funded by Yorkshire Building Society) (*available for referrals to Young People from reACTION*)
- **#iWill: Northern Navigators:** The programme consists of workshops, including: risk-taking behaviours, sexual health, benefits of volunteering, employability, team building and self employment and social action planning. The aims programme are to support young people to feel happier, healthier and less lonely; to encourage engagement into services that can help and support them make positive and healthy choices; to recognise that skills, training and employment will provide a sense of purpose, achievement and belonging; in turn reducing the feeling of loneliness. (*See below for case study*)
- **Lad's Shed, Arson Reduction Programme:** Recent project in Middlesbrough, engaging young people who could be engaged in anti-social behaviour, deliberate fires. We work to engage young people in detached Youth Work, moving to creative sessions at a local allotment. Sessions are youth led, and work with local volunteers to create multiple benefits in the community.
- **Youth of Today, Youth Board:** The board is comprised of Young People from across our programme and meet remotely once a week to discuss our provision and any other issues they feel are affecting young people today. We currently have 12 active members, who are consulted regularly on projects ideas and business need. The Youth of Today acts as an arm of our board of trustees, whilst holding their own initiatives and projects.

We have delivered similar projects in the Washington area, including:

- #iWill with Holley Park, Usworth and Wessington Primary Schools, and Washington Academy Prince's Trust group
- Kick the Dust with Friends of Usworth Park
- FACL with Rainbow Family Centre

**This application has been submitted through Area Committee's Neighbourhood Fund procedures and using the formal Neighbourhood Fund governance protocols and guidance, the application has been assessed and the Panel score is 68/150**

This application

1. Evidence of experience of 'youth' related initiatives but fails to meet the Project Brief outcomes with regards to creative or innovative activity or provision demonstrated, mentions reaching into the community but does not evidence knowledge of where young people go, some reference to practical upskilling rather than creative and emotional/life skills, not strong on community benefit or participation, and lacks detail of where and how the proposal will deliver Washington wide provision
2. Uses a current delivery model and offer is not tailored or specific to the brief. Focus on addressing ASB? Insufficient evidence of how current and new young people will be identified
3. No reference to existing youth projects. Lack of knowledge and awareness of local delivery and services although lists organisations some of which are not local.
4. Good management and monitoring systems in place risks covered as well as mechanisms to deal with them

**Officer Recommendation: Decline**

### Creative You Application No.3

<b>Name of Project</b>	<b>The Tribal Youth Project</b>
<b>Lead Organisation</b>	<b>Little Onion Club</b>

<b>Total cost</b>	<b>Match funding</b>	<b>NF Requested</b>
£118,678.60	£0	£97,875
<b>Project Duration</b>	<b>Start date</b>	<b>End Date</b>
<b>2years</b>	January 2022	December 2023

- Taken Verbatim from the application form

#### **Project Proposal**

The Little Onion Club and Building Blocks Day Centre have partnered up to deliver The Tribal Youth Project. The Tribal Youth Project will offer a safe space in the community beginning with two nights a week in a highly deprived area, to encourage youths to mix with their peers, provide a sense of belonging and forge positive relationships whilst offering skills for life with an environmental concept. We will be offering a full varied programme to gain skills, knowledge, self-esteem and connectedness whilst being inclusive and supportive of all cultures, ethnicities, identities and beliefs. All programmes have been selected based on their innovative approaches on creative content including design, build, market and manufacturer. We intend to plan targeting, recruiting and retaining youth participation using a number of methods for right-fit content development including youth skills assessment, community mapping, market need assessment with local businesses in our area as well as outreach (including social media). Skill based initiatives for youth are a prominent component of youth development work in that of areas of income deprivation, employment deprivation, health deprivation and disability, crime, barriers to housing and services and living deprivation, and as such the content will include the following all with promoting the benefits of positive wellbeing:

Woodwork and joinery; Plumbing; Electronics; Exercise; Cookery; Crafts

Sessions will be youth lead and not that of a planned timetable of only one or two projects booked in at any one time. This will ensure that young people's needs are met. A target will be set for a Youth Committee to be eventually developed so voices are heard and they will have a spokesperson to listen to suggestions/ideas. Our unique aim is to deliver our Life Skills package with a significant environmental impact promoting: reducing the amount of carbon in the air, innovations to reduce the water consumption, outdoor cooking with no electricity, make and mend and recycling. The use of an on-site workshop is already in place and we have adequate space to build upon the outdoor cooking area to develop an eco-brick greenhouse. Ultimately the goal will be to engage in a monthly pop-up shop to sell their creative products which will then have an impact on the broader community. This will also be an opportunity to partner up and add value with other provisions in the area (for example The Little Onion Club who could sell home grown produce). In year two we are targeting to increase to three sessions a week and an increased number of attendees. The venue Building Blocks Day Centre is ideally located at Concord Bus Station, which is positively encouraged to use with being safely lit up and a central gateway to all the local bus services in Washington.

#### **Partnership**

##### **Project Base: Building Blocks Day Centre**

**Partners:** Building Blocks Day Care have now been operating for a couple of years at their establishment in Concord, Washington. Already offering an array of sessions/workshops from pre-schoolers to teens and many adult groups. Partnering up with The Little Onion Club will we now focus on the 'Youth Sector' which we believe is missing in the immediate area. The facilitator side for The Little Onions will be the expertise of

crafts/cooking/healing/wellbeing/environmental and Building Blocks will provide the experience of woodwork/joinery/plumbing/electronics/sport. There is currently a healthy eating and exercise programme running now within the building for adults which we intend to also maximise support and benefits.

Oxclose and District Young Peoples Project Washington have a good extensive package available and are currently running in Glebe, Ayton, Oxclose, Sulgrave and Springwell. This would fit very well within our position here based at Concord along with the large open space to run outdoors whenever possible. Research has shown and we believe there isn't anyone else in the area who offer the activity sessions which focuses on the same programme outcomes which The Tribel Youth Project will provide. Our skills, environmental and creative sessions would not be duplicated as we have crafted our sessions to offer uniqueness and something different. We do not believe that the sessions provided will be duplicated therefore we know we can offer much more value for money, a new and exciting social value improvement to both the youth and local organisations and activities which offer interests and abilities for young people of this age group. We have currently established positive local partnerships who we will approach to support us if this application is successful. A full list can be provided if necessary.

We intend to do this by continuingly talking to them about new ideas, feedback and Our approach is to work closely with our partners to ensure we value their input and new creative knowledge ways to improve the sessions we deliver. We will research to link with other local organisations where possible for continuous improvement which will be address at our internal committee meetings throughout the year. Local organisations based in Washington will be utilised as a priority where possible

### Objectives/Milestones/Outputs

Objectives	Milestones
Two weekly sessions	31/01/22
10 spaces to be filled in each session	1/12/22
Eco-brick green house built	01/09/22
First Pop up shop	20/06/22
Three weekly sessions	31/1/23
Space for 15 attendees in each session	31/12/23
Monthly pop up shops	31/12/23
Outdoor kitchen pop up shop	31/8/23

### Outputs

#### A Healthy City

People benefiting from healthy lifestyles initiatives	80
People benefiting from this project	80
People who have increased activity and participate in exercise/sport	80
Young people participating in area activities	80
Young people 11-18 participating in increased activity sport/exercise	40
Support people to live at home longer	20
People receiving information, advice and guidance	10
People with learning or physical disabilities benefiting from the project	5
Environmental projects	6
Litter picks	10

#### A Vibrant City

People supported though crisis or mental health concerns	10
Volunteers recruited	3
Volunteer hours delivered	250
External organisations involved or supported	4
No. hours spent delivering community activities	500
No. meetings/workshops held	12
No. children/young people participating in decision making	20
Visitor footfall at neighbourhood events	50

## Budget

Item and Description	Total Costs	Match Costs	NF Contribution
Staffing costs included for two years at 2 sessions 1 <sup>st</sup> year and 3 sessions 2 <sup>nd</sup> year  Project Manager £17,550 Two facilitators £11,700 Outreach worker £8,020	£82,875.00		£82,875
Materials/equipment at £6,000 for the 1 <sup>st</sup> year and £9,000 for the 2 <sup>nd</sup> year.  This includes Health and Hygiene Certificates/DBS	£15,000.00		£15,000
	<b>£97,875</b>		<b>£97,875</b>

### Experience of organisation and partners

Victoria Calder in recent years has worked with two of the Secondary Schools in the Washington area and an Apprenticeship Assessor with Jigsaw Training and General Physics covering 17-21 years across the North East. Lee Nicholson has experience of running sports programmes across Darlington and currently has three employees under the Kick Start Programme.

**This application has been submitted through Area Committee's Neighbourhood Fund procedures and using the formal Neighbourhood Fund governance protocols and guidance, the application has been assessed and the Panel score is 60/150**

This application:

1. Whilst it mentions some organisations in the area, it does not evidence knowledge of what other organisations are delivering.
2. The proposal includes limited detail of what will be delivered – no evidence of creative or innovative delivery.
3. The proposal does not demonstrate knowledge in the field of emotional resilience support, community cohesion of young people being able to make informed choices. There is no detail on the methodology identified to ensure young people's needs are met. Some skills building and confidence building.
4. The proposal does not show how it can deliver at locations most likely to engage young people. Little creativity. Will deliver only in Concord although some mention of other venues but nothing specific.
5. whilst some reference to engaging young people through Youth Tribal no detail of how those young people will engage/be engaged'
6. Achievable targets and outcomes for young people not adequately covered
7. Not a lot of evidence of having relevant expertise with the target age group
8. Limited detail with regards to management and monitoring systems, limited risks and issues identified. Milestones - limited information re objectives. Outputs quoted unrealistic – some of them not relevant to this project

**Officer Recommendation: Decline**

## Application No.5

### Delivering Washington Heritage & Culture

#### **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. Your application should show also 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
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 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 good local knowledge re Washington's heritage offer
- Evidence good 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. Future planned investment in Washington's heritage and culture offer
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.

#### Application No.1

<b>Name of Project</b>	<b>Washington Heritage &amp; Culture Project</b>
<b>Lead Organisation</b>	<b>North East Business &amp; Innovation Centre</b>

<b>Total cost</b>	<b>Match funding</b>	<b>NF Requested</b>
£165,600	£15,600	£150,000
<b>Project Duration</b>	<b>Start date</b>	<b>End Date</b>
<b>2 years</b>	January 2022	December 2023

- Taken Verbatim from the application form

#### Project Proposal

The **Washington Heritage and Culture Project** will be co-ordinated by North-East Business and Innovation Centre (NEBIC) and led by members of the Heritage Sunderland Partnership who are working in Washington and committed to development of the **Washington Heritage sector** and delivering **the Washington Heritage Strategy**. These partners include:

Bowes Railway, North-East Land Sea and Air Museum (NELSAM), Washington Old Hall (National Trust), Social Enterprise Acumen, Sunderland Culture, Sunderland City Council Heritage Team, and Community Opportunities.

The different skills and experience of these partners will be brought together to form a steering group to support the successful outcomes for the project and ensure a legacy for the future. The resource time given by members of the steering group will be provided as match funding to the project. Key to this project is establishing a full-time co-ordinating role to lead the partners to manage and deliver the heritage objectives and outcomes listed within the project proposal. The partnership will appoint a **Washington Heritage and Culture Development Co-ordinator** to manage and deliver the project over 2 years to:

- Engage Washington based Heritage Partnership organisations, and wider heritage partners in the Washington locality including smaller friends and support groups to inform a place-based mapping exercise that will inform a practical, digital/virtual 'Washington Heritage Offer'.
- Enable participation of all heritage partners to build on **the Washington Heritage Strategy**. This will include mapping/updating physical and operational assets including staffing, equipment, buildings, collections, skills and knowledge relating to each partner or individual organisation or small group. This

will establish and help determine the offer/activities of the organisation, its resources and capacity, volunteer involvement, ambition and needs. The information will be collated to build and establish a connected network of partners, understand gaps in resource to strengthen capacity and identify overlaps where resources can be shared.

- Build the **Washington Heritage Partner Network** and establish regular partner and project communications through regular meetings and updates. This will ensure all partners have a voice, deliver project progress and build connection between partners. We recognise the capacity issues smaller organisations can have in contributing and attending meetings and as such will enable virtual connections and reimburse out of pocket expenses to attend meetings.
- Gather knowledge of the specific support that is available to the Washington Heritage sector such as enterprise, training, employability and capacity building to support locally, regionally and nationally to avoid duplication.
- Promote the development of heritage enterprises, heritage placements and employment in the heritage sector by linking with colleges and universities, other cultural partners, kick start and placement schemes and encouraging volunteering, working closely with the Washington REACT project and Sunderland Community Wealth Building Strategy.
- Work with training partner, Social Enterprise Acumen to develop a programme based on identified training needs of groups with a heritage specific focus. The main areas expected will be Money, People and Communication. Where existing training and support exists, the groups will be signposted to these opportunities. The training offered will 'fill gaps' and be bespoke to the Washington Heritage sector. Each participant will be offered group trainings and up to 4 hours 1: 1 support for their group to build capacity and a skills legacy for the future.
- With the partnership, develop and deliver a marketing/communications plan to produce a **Washington Heritage Brand** including digital and printed formats. This will establish Washington as a heritage destination and bring partners together to strengthen a strong and robust collective offer and visual presence and voice. Work with Sunderland Tourism Visit Sunderland, and help support the objectives of Sunderland Vibrancy Board
- Work with **Washington VCS** and partners to recruit and upskill volunteers. Celebrate the role volunteers play within the heritage sector and what that brings collectively to our town and City. We would offer a programme of training and inspiration through speakers and visits to wider heritage venues. We will also create skilled volunteering opportunities within the partnership. This element of the programme will work in close partnership with the Washington VCS and training programme funded through Washington Area Committee.
- Led by North-East Business and Innovation Centre (BIC) we will establish criteria and manage the fair distribution of a small-scale grants programme involving a panel in the decision making. Diversity and inclusion are important, and this will be key to recruiting the panel which may include young people and under-represented groups. The aim of the grants will be to build capacity so they will be seen as grants for investment and a way of leveraging additional grant funding into the groups and the Washington area.
- Deliver a diverse cultural heritage '**Washington Offer**' through direct delivery of activities by all partners to raise awareness of Washington Heritage through engaging local residents. Examples of projects may include some of the ideas listed below but this will be determined through consultation with residents and delivered on a call-off basis
  - Inspired by all partner venues/activities work with Sunderland Culture to build a 2-year programme that explores and shares several lesser-known stories about Washington through exhibitions and performances. Bringing together heritage (what people did) and culture (what people do) is key to widening audience for our heritage.
  - Engaging Artists of all disciplines, ages and abilities to breathe life into our places, stories and buildings and objects. **Match funding will be sought for this.**
  - Work with local schools, youth clubs and uniformed groups to explore their local heritage within the curriculum, providing free access to local venues, developing activity resource packs and learning materials and developing intergenerational projects.
  - Celebrating the industrial heritage of Washington through an area wide heritage project.
  - Promote heritage as a vehicle for addressing social isolation, wellbeing and inclusion, coming together

to remember, improve health and well-being and promoting an active lifestyle by developing walking routeways, cycle trails, family heritage spotter quizzes and providing access to digital links for heritage celebration packs.

- Encourage other heritage and cultural partners in Washington to participate in the city's annual calendar of events, exhibitions and programmes to enable wider exposure of Washington's rich heritage, and to impact positively on the city's vibrancy and tourism agenda.
- Develop an annual heritage festival/celebration and linking with local events such as the Springwell 1940s weekend, Albany Park Carnival, Heritage Open Days, Sunderland Heritage Partnership Celebration weeks
- Working with local Universities to seek additional funding for a community participation project "**Mapping the Landscape Washington**" will be an opportunity for residents to discover Washington Heritage.
- NELSAM delivering twelve-week programme/s of activities to address social isolation and improve health and wellbeing.
- Raise awareness of traditional heritage techniques and supporting local residents to explore these skills e.g. Bowes providing tasters and courses in joinery, blacksmithing, engineering etc.
- Share learning from the Washington Heritage and Culture Project with the Heritage Sunderland Partnership, including disseminating research/development to wider heritage partners.

As the project develops, the partnership will work together and with external partners to seek additional funding to further strengthen the outcomes. These would include:

- Training – as needs are identified and opportunities arise for skills and employability training in the sector.
- Digital investment into digital offer, systems and experiences
- Environment – linking heritage sites, programmes and activities with sustainable travel routes. Seek, alternative and more sustainable opportunities when delivering events and programmes i.e. using recyclable supplies and equipment, sharing partner resources and limiting waste and energy usage
- The Arts which is a key point of access for heritage. Artists of all disciplines, ages and abilities can breathe life into our places, stories and objects. It is a way for many more people to access and participate in our heritage. Partnering with Sunderland Culture to set up a working group to develop a bid to NLHF to tell the story of Washington and its people to the residents of the new town.

Community consultation and participation will be foremost in the planning and delivery of all areas of this project. Opportunities to engage and participate throughout the Washington Heritage calendar will be identified and worked into the plan. A total of £20,000 has been allocated to the 'small grant fund' over the life of the project. Broad allocations of funding have been made in relation to delivery elements of the budget and these will be reviewed on a quarterly basis as needs assessments develop by engaged Organisations.

### **Partnership:**

**Partners:** This proposal is built on a partnership approach, led by NEBIC who have extensive experience of working with small to medium enterprises included those who are community-based. Partners asked the NEBIC to lead as they are not a direct heritage delivery partner in the Washington area but have relevant expertise. The partners include local delivery organisations, Bowes Railway Company, North-East Land, Sea and Air Museum and Washington Old Hall and wider heritage strategic partners such as Sunderland Culture, Business Acumen, National Trust, Sunderland Council Heritage Team and Community Opportunities, the latter whom will employ the staff member proposed within this application. We have consulted with the Chairperson of Sunderland Heritage Partnership and the learning from this proposal will be fed into the wider City Partnership as an opportunity to share models of good practice that are developed through the Washington delivery.

Partners have taken into consideration projects currently running in the Washington Area and will ensure they work in partnership with these including Washington VCS volunteering project, REACT skills and employability project, Washington Health and Wellbeing Hub comprising Washington MIND, Millennium Centre, Community Opportunities and ShARP, the WhiSP project, projects for young people offered by such as ODYPP and the Washington Events portfolio delivered on behalf of Area Committee.

We will work closely with NEBIC Community Wealth Project who are providing match funding into this

application providing specialist hands on support and industry mentoring to social enterprises, including charities, to help them become sustainable, innovate and grow.

The Project lead will develop a Memorandum of Understanding with the Steering Group and set out delivery expectations in a Service Level Agreement with each partner. Community Opportunities will recruit/employ the Heritage and Culture Co-ordinator, who will work from a base in Washington Old Hall (National Trust).

**Project Base:** The hub of the project will be delivered from Washington Old Hall, but the project will be delivered from heritage sites across all five wards of Washington.

### Objectives/Milestones/Outputs

Objectives	Milestones
Draft work plan – January to March 2022	10/10/2022
Recruit staff member	31/01/2022
Draft work plan – April 2022 to March 2023	15/03/2022
Agree partnership meeting timetable	January 2022 and monthly to September 2022 and then bi-monthly
Agree grant panel systems and processes and scope of financial support available	30/04/2022
Commence rollout of 'activity' delivery for residents	March 2022
Undertake six monthly reviews and annual evaluation	30/09/2022 onwards
Monthly review of performance and spend by lead agent and partnership representative/s	31/01/2022 onwards

### Outputs

It is proposed that a minimum of 500 adults and 150 children will engage with the project which will bring an additional 5,000 to 10,000 visits (this target will be reviewed/defined once the specific project activities are determined), to events, exhibitions and activities. 300 people will be signposted into wider services available in the Washington area. It is envisaged that 50 volunteers will provide 500 hours of volunteering, 40 organisations will be supported and 50 individuals within those organisations will receive advice and guidance, and at least 30 cultural, heritage and community events will be held. We will actively work to engage young people to progress into training/education opportunities relevant to roles in the heritage sector.

#### A Dynamic City

No. people accessing digital support	50
No. young people into education, employment or training	10
No. adults into education, employment or training	40
No. people with disabilities into education, employment or training	8

#### A Healthy City

No adults enjoying a healthier lifestyle	500
Young People benefiting from the project	125
People signposted into public/VCS services	300
People receiving 'health' information advice and guidance	50

#### A Vibrant City

Volunteers recruited	50
Volunteer hours delivered	500
External organisations supported/involved	40
No. hrs delivering community activities	3848
No. residents participating in decision making	100
No. heritage, cultural and community events delivered	30
Visitors footfall at neighbourhood events	5 - 10,000

## Budget

Item and Description	Total Costs	Match Costs	NF Contribution
Staff – 2year post @ £27,500 plus on costs	£75,600	In kind time from partners  24 hours per yr x 8 partners = 192 hours x 2 years x £25 per hour = £9,600	£66,000
Specialist enterprise support	£3,000	£3,000 – NEBIC – community wealth	£0
Participatory Activities including expenses for small group attendance	£20,000		£20,000
Training and 1:1 support	£10,000		£10,000
Small Grants Pot	£20,000		£20,000
Heritage Celebration events and linked with Washington Events	£12,000	£3,000 – Community Opportunities	£9,000
Room access (staff and meeting, event) Office (ICT, telephone, stationery) laptop etc	£10,000		£10,000
Management – grant pot, payments, HR and payroll for staff member, H&S, MI and returns	£15,000		£15,000
<b>Total</b>	<b>£165,600</b>	<b>£15,600</b>	<b>£150,000</b>

### Experience of the organisations and partners

**Lead/Accountable Body:** The BIC have managed over 35 publicly funded projects over the last 25 years. All have received clean audit reports. Several have included working in partnership with regional and local bodies and steering group arrangements described above have operated well to manage both the finances and outputs ensuring accurate reporting and timely remedial action if so required.

**Other Partners:** All named partners in this bid are members of the Heritage Sunderland Partnership and fully committed to delivering the Washington area priority, ‘**Investing in community heritage and celebrating local heritage**’. All but one of the partners is actually based in Washington

**This application has been submitted through Area Committee’s Neighbourhood Fund procedures and using the formal Neighbourhood Fund governance protocols and guidance, the application has been assessed and the Panel score is 131/160**

This application:

1. Evidences very robust project management and monitoring systems, realistic milestones and outputs, good risk assessment, and good budgetary management systems. Excellent experience demonstrated by all partners
2. Includes good, strong partnership arrangements and governance. Good lead with some knowledge of the area and most partners based or working in the Washington

3. Evidences how it will meet the key project outcomes in the brief:

- How it will deliver the Washington Heritage Strategy (2017) Action Plan - fully meets building on the WHS and enabling partners to deliver the actions
  - Build the capacity of the smaller heritage and culture-based grassroots groups in Washington, and how it will support them to grow and develop and become an active partner in developing the overall Washington offer – fully meets. Detailed programmes and support included
  - Robust governance for managing a small scale ‘grants’ pot – fully meets
  - How it will generate opportunities to use local heritage and culture to attract match/external funding and support the smaller grassroots heritage/culture organisations – Yes – identifies areas for bringing in additional funding with examples and uses the small grants pot as a ‘grant for investment’
  - Good knowledge of Washington’s heritage assets/offer – Yes. Demonstrates some knowledge of new and planned investment. Strong in terms of linking opportunities to create a wider offer for the community
  - Generate opportunities to use local heritage and culture for a positive impact on the community – Yes. Uses heritage as a vehicle for other outcomes – social isolation, wellbeing, social enterprise, inclusion and coming together
  - Utilised to deliver other Area Committee priorities such as education, skills, training, and young people’s provision – Yes
  - How the Washington offer can contribute to the city-wide approach to heritage and Culture – Yes – links to citywide provision and refers to other initiatives
  - How this project will engage and work alongside the Heritage Sunderland Partnership to ensure a co-ordinated approach – Yes. HSP are part of the proposal and ideally placed to support and ensure links are considered
  - Support the development of a Washington based heritage forum – Yes
  - Reference/knowledge and co-ordination with Heritage Sunderland Partnership – Yes
  - Reference/knowledge of Low Carbon Sunderland and how the proposal can aid delivering the agenda – No reference
4. Evidences how the community (heritage groups and local residents) will be targeted – Clear how groups, organisations and partners will be targeted. Makes reference to other WAC outcomes and priorities. Some information to support how the project will benefit the wider community – this could be strengthened and would benefit from more information on HOW those not currently engaged would be encouraged
5. Evidences a strong partnership approach with good governance arrangements - The main focus of the whole application is the value and benefit of partnership. All partners are named and a partnership agreement/SLA will be in place with each named organisation. Between the partners there is a wealth of expertise and knowledge, with each partner playing to their own strength. Steering group and regular review of the project will ensure it is on track and adapted to changing need if necessary. This is the strength of the application

**Officer Recommendation: Approve subject to the following terms and conditions:**

**1. Agree to regular performance meetings with the Washington ACDL**