

**STRATEGIC INITIATIVE BUDGET (SIB)****Application 1**

<b>Funding Source</b>	<b>SIB</b>
<b>Name of Project</b>	Sea Road & Fulwell Signage & Lighting Project
<b>Lead Organisation</b>	Sunderland City Council

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB Application</b>
£13,555	£0	£13,555
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
One Year	March 2017	March 2018

**The Project**

Sunderland City Council, Strategy, Partnerships & Transformation Directorate have worked very closely with the Traders on Sea & Fulwell Road and have established a formally constituted Traders Association.

The Association have worked well to establish, hold monthly meetings, become formally constituted, elect a management committee and opened a joint bank account.

Since May 2016 the Traders have funded various promotional material including leaflets, window stickers and fund a facebook page which is updated independently and regularly includes promotion of the local area, business promotions and competitions and promotes events and activities delivered by City Council and VCS organisations.

In an aim to increase footfall the City Council and Traders propose the following

- Additional illuminations to support the Council Programme of the Illuminations and Christmas Lighting – candy wrapping of 14 lamp columns
- Installation of 2 Signs – Welcome to Sea Road
- Installation of Christmas Tree base or Planting of Permanent Tree
- Lights to wrap additional tree

**Recommendation - Approve**

The North Area People Board recommend approval of the application which delivers to the Raising Aspirations and Making Positive Changes Project and the priorities of Environment and Green Space and Job Prospects and Skills.