

25 June 2018

Financial Report: Annex Four

Call for Projects: Think BIG, Act Local – Hendon



Submitted Application

In November 2017 East Sunderland Area Committee aligned £25,000 SIB to deliver a 'Think BIG, Act Local' project in the Hendon ward. In March 2018 Area Committee were provided information and agreed that a call for projects should be advertised across the East VCS Area Network inviting voluntary and community groups to submit ideas and suggestions to deliver actions against the Think BIG, Act Local brief, covering:

- Engage with residents, schools and community groups to promote effective and responsible environmental behaviours.
- Provide education, support and assistance where necessary in the management of household waste for individual properties, and/or present information to the Environmental Enforcement Team for formal action, in circumstances where education has not proved effective.
- Deliver face to face community engagement and key messages to improve communication channels between the community and the council by attending local community meetings, knocking on doors, walking the patch, reporting incidents, promoting good news stories, etc.

It is envisaged the project will coordinate activity with the council's Local Services Team within the ward, to ensure there is a SMART connection between the council's statutory function and powers relating to enforcement and the VCS ability to deliver community engagement.

The information below provides a summary of the full application submitted and which elements it covers.

Organisation / Output	Engagement	Education	Enforcement Team	Communication	Amount	Recommendation
Hendon						
Back on the Map	✓	✓	✓	✓	£24,999	

Application One

Name of Organisation	Back on the Map
Title of Project	Keep Hendon Tidy
Full Cost of project	£24,999
Match Funding	£0
Total SIB requested	£24,999
Start / End	July 2018 / January 2020
Declaration	Cllr Mordey Trustee

1. Engagement

BoTM are proposing to employ a part time Environmental Officer for 22.5 hours per week over an 18 month period to engage with the community in Hendon. To do this the ward will be split into four zones: Middle Hendon, Long Streets, East End and the Six Streets. Each zone will have dedicated cover of half a day each week, as a minimum. The post holder will work closely with CHANCE and Sunderland Bangladesh International Centre to build relationships in the East End

and the Six Streets and work will be targeted to streets where there are persistent problems with environmental crimes by gathering information from the Council's Customer Network Centre and Enforcement Team.

2. Education

The post holder will:

- Raise awareness of fixed penalty notices, formal warnings, cautions and fines served successfully by Sunderland City Council Enforcement Team in the ward.
- Provide information, advice and future guidance on the correct manner for disposal of waste and recycling, bin collection schedules, special collection service and household disposal site.
- Hold 'recycling' workshops to raise awareness of bin management.
- Arrange street meets where fly tipping is persistent and work with local people to change behaviours and address environmental crime.

3. Enforcement Team

Regular co-ordination meetings will be scheduled throughout the 18 months with representatives from the Council's Enforcement Team to act as intermediary between officers and residents, passing on local intelligence.

4. Communication

To ensure the residents, community groups, Councillors and other stakeholders are aware of the programme the post holder will deliver a schedule of neighbourhood walks with BotM's Clean Team volunteers and identify incidents of fly tipping, graffiti, contaminated bins and other environmental issues and liaise with the relevant services and/or householders to seek a resolution. They will attend local groups and resident meetings to educate local people and promote a responsible attitude to the local environment by publicising any enforcement results and good news stories. Where required establishing regular outreach neighbourhood surgeries. As an addition to the programme the post holder will promote and actively encourage residents to join in with the SIB funded Cleaner Communities programme events, bringing added value to both projects, as well as, building and sharing information with registered social landlords across the ward to generate interest from their residents.

Output Code	Target
residents involved in the programme	100
walkabouts hosted	60
workshops held	6
surgeries delivered	12
street meets organised	5

The lead organisation has a good record of managing, monitoring and delivering quality programmes funded by Area Committee.

The lead organisation are well established in the Hendon ward, and have been involved in numerous SIB funded programmes, bringing with it a thorough knowledge and understanding of existing partnerships, services and activities delivered in the ward.