

Washington Area Committee Call for Projects

Applications for Washington Events Programme 2016

The Project Outcomes expected from proposals for this Call for Projects are:

- Identified responsibility and methodology for the co-ordination and management of the events included in the proposed schedule with proposed dates and venues for each event.
- Identified all infrastructure required for the events.
- Develop and co-ordinate community programmes, contribution or activity including how they would manage and co-ordinate specific steering groups and organisations for individual events. The application should also include how it will develop the community participation and partnership approach for each event, utilising local community resources where appropriate.
- Identify how they will liaise and consult with the Area Committee Place Board particular with reference to the Place Board having responsibility for providing advice and guidance with regards to new additional sources of funding, and that any Council with regard to reputation, procurement policy and procedures, corporate identity and appropriate advertising content.
- Identify how they will develop all relevant Events Management Plans, a Communications Plan, and Promotion and Marketing Plan.
- Pilot a 'business approach model' raising additional resources for the programme.

Application No.1

Name of Project	Washington Events Programme 2016
Lead Organisation	Sunderland North Community Business Centre

Total cost of Project	Total Match Funding	Total SIB requested
£58,000	£8,000	£50,000
Project Duration	Start Date	End Date
10 months	March 2016	January 2017

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 90 out of 100 for the technical assessment element of the process.

This application:

1. Evidences a good track record of successful delivery and experience.
2. Evidences it meets at least one of the key priorities of the Washington Local Area Plan.
3. This proposal meets most of the project outcomes as detailed in the published Project Brief:-

- **Venues and dates identified** – all in line with previous delivery programmes.
- **Realistic budget breakdown** – Comparable for main events even though applicants have each determined different method of 'breakdown/budget headings'. Realistic total costs. Similar income generation/match forecast. Businesses already engaged. Free for charities, appropriate fees for traders.

- **Milestones and outputs** – Realistic milestones re planning and delivery for each event. Realistic outputs.
- **Community involvement and programming** – identifies fully how the proposals will involve the local community organisations in planning and delivery via individual steering groups, consultation, VCS Network, active partnerships, base in Albany and other local projects. Identifies a number of businesses who have already been engaged. Lots of partners (current) identified.
- **Appropriate Infrastructure** – evidenced and identified.
- **Programming** – comparable proposed programming. Radio host, competitions, children’s activities identified for Illuminations Event.
- **Events management, Planning, relationships, MAG etc.** – Excellent experience of producing relevant ESPs and associated documentation re event management. Managed a range of other events across the City. Knowledge of required standards and guidelines re event co-ordination. Knowledge and experience re required resourcing. Can bring additional Health and Safety resources – bank of experienced Event staff. Has identified Event Co-ordinators for each event.
- **Communications, Promotion and Marketing** – methodology evidenced. Events co-ordinator to raise awareness and utilise a number of routes re PR.
- **Risk and Health and Safety** – Excellent arrangements re health and safety via NEBOSH qualified staff re assessments and documentation/plans. Risks identified with consideration of managing impacts, planning etc.
- **Monitoring and performance management** – evidence of good monitoring and performance engagement methods and procedures. Adequate monitoring plan with key dates identified re supervision of performance (less than 10% tolerance).

RECOMMENDATION TO APPROVE – subject to the following conditions:

- Lead confirms costs of waste removal via RLS included in budget.

Application No.2

Name of Project	Washington Events Programme 2016
Lead Organisation	Northern Events company

Total cost of Project	Total Match Funding	Total SIB requested
£57,100	£7,100	£50,000
Project Duration	Start Date	End Date
10 months	March 2016	January 2017

This application has been submitted through Area Committee’s Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 70 out of 100 for the technical assessment element of the process.

This application:

1. Evidences experience of delivering similar events.
2. Evidences it meets at least one of the key priorities of the Washington Local Area Plan.
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-

- **Venues and dates identified** – Proposes a 2 x day event for Carnival. Friday evening event to include music and fireworks. No evidence of how they will consult residents. Identified wrong date for Remembrance Sunday Parade.
- **Realistic budget breakdown** – Comparable for main events even though applicants have each determined different method of 'breakdown/budget headings'. Realistic total costs. Some inconsistencies in this application - underpriced fireworks when comparing with previous years especially for Illuminations event. Marquees higher priced for Christmas event but no evidence re specification. Similar income generation/match forecast. Small fees anticipated for charities.
- **Milestones and outputs** – Realistic milestones. No dates for evaluations. Unrealistic outputs – how to evidence 12,000 beneficiaries?
- **Community involvement and programming** – Not identified method of engaging local community in actual planning and delivery – no direct input into decision making. Lots of partners identified.
- **Appropriate Infrastructure** – evidenced and identified.
- **Programming** – comparable proposed programming.
- **Events management, Planning, relationships, MAG etc.** – Knowledge of relevant policies and ESP processes. Knowledge and experience re required resourcing.
- **Communications, Promotion and Marketing** – Promotion methods identified
- **Risk and Health and Safety** – will carry out relevant Health and Safety Plans.
- **Monitoring and performance management** – Has undertaken to include event management plans on live files, create logs for timely action and where relevant to be shared to ensure target dates are met. NEC directors to monitor re relevant actions.