

Summary of SIB Funding Applications

SIB Project 1 – Health and Greenspaces Project

Total cost of Project	Total Match Funding	Total SIB requested
£40,000	£20,000	£20,000

Background

A sum of £20,000 has been allocated by Public Health to the Coalfield area to maximise the use of greenspace, with the aim of increasing physical outdoor activity to improve physical and mental wellbeing. Discussions have taken place at Area Committee, Place and People Boards, the VCS Network and with various partners to formulate ideas and suggestions to develop a 'Health and Greenspaces' project. The key message which came from the discussions was that we should promote, publicise and co-ordinate what is already available. All of these factors will be considered during the delivery of the proposed project.

The network of cycle paths (also used by runners, walkers etc..) across the Coalfield area offers opportunities to access a wide range of green facilities and parks. The maintenance and further development of these paths is key to developing a 'whole area approach' to the use of outdoor spaces in a safe and enjoyable way for the benefit of the health of the community.

The Sport and Leisure Active Sunderland team are currently producing a Plan on a Page for each of a number of target sports/activities, these include walking and cycling. Over the coming months the team will be gathering together the relevant partners and stakeholders involved in each sport/activity to establish individual networks. These networks will take a strategic, city wide approach to the development of the sport/activity and in particular, the cycling and walking networks will contribute to the Green spaces agenda.

The Project

A 'Health and Greenspaces' working group, chaired by Area Committee Chair, will be set up to deliver the project. One of the key tasks is to develop a 'marketing strategy' which would 'centralise' information on the vast range of assets, activities and services which exist in the area. The working group will consult with Place and People Boards where relevant and report back to Area Committee on progress. It is proposed that the following actions are delivered by the project and involve relevant partners and officers to lead on each action.

- Improve and develop cycleways/shared use paths to create the Coalfield Cycle Network
- Create a link between the 'large parks' in the area (Herrington/Hetton Lyons/Rainton Meadows/Elba) with signed routes
- Develop two new circular routes suitable for running, cycling and walking
- Train volunteers/instructors to deliver activity e.g. Nordic walking, family fit camps
- Engage with other volunteer programmes including health champions
- Further develop the Love Where You Live project to improve local green spaces
- Develop more conservation activity with local groups and volunteers
- Install outdoor exercise equipment (trim trails) in Herrington Country Park and Hetton Lyons Country Park
- Install new and informative signage for Herrington Country Park, Hetton Park and Hetton Lyons Country Park
- Install way markers and direction signage on existing public footpaths and in parks
- Support the development of walking/cycling maps and routes
- Promote existing and develop new heritage walks
- Install goalposts on appropriate areas for 'informal play'
- Develop and deliver a marketing strategy
- Plan and organise a promotional 'launch' to take place in March 2015

The Working Group

Chair of Area Committee

Cycle Network and Public Rights of Way Officer

Communications Officer

Area Community Officer

Area VCS Network Rep

Rep from Sport and Leisure

Rep from Street Scene RLS

Rep from Groundwork

Rep from Sustrans

Recommendation: Approve

SIB Project 2 – Shopping Centre Support Project

Total cost of Project	Total Match Funding	Total SIB requested
£55,000	£0	£55,000

The Project

The proposed project has been designed using best practice and lessons learned from the existing project which has been delivered with SIB funding for the past two years. The project will commence in October 2014 has five elements to it:

1. One to One Support for Independent retail businesses including the offer of a small grant to those who fully engage with the programme. 20 'new' businesses will supported on a one to one basis to include a small grant of up to £500
 2. Programme of mentoring support to those in Hetton, Houghton and Shiney Row who have received one to one support during the previous phase of the project, but need some ongoing support. 20 businesses already engaged will be offered mentoring support
 3. Support for Trade Association in Houghton to continue to develop, and support to develop Traders Groups/Forums in Hetton and Shiney Row
 4. Marketing and promotion of the 'Shop Local' brand to be further developed including events and activities in and around Hetton, Houghton and Shiney Row shopping centres to encourage local people to visit.
 5. Environmental improvement scheme for local centres to include Front Street, Fencehouses and High Street, Easington Lane. Suggested improvements include painting of railings/planters, new bins, deep cleaning and working with the traders to smarten up the frontage of their shops. This will be done in conjunction with RLS/Street Scene staff and could be delivered in line with the Love Where You Live project.
- Items 1-3 will be led by Berni Whitaker, Business Investment Team
 - Item 4 will be led by Julie Heathcote, Senior Communications Officer
 - Item 5 will be led by Pauline Hopper, Area Community Officer with support from Debbie Hall, Area Response Manager

Total cost £55,000

Recommendation: Approve

SIB Project 3 – Local Events, Celebrations and Heritage

Total cost of Project	Total Match Funding	Total SIB requested
£10,000	£0	£10,000

The Project

The project will be delivered in two ways. The first will enable VCS Network partners to deliver a number of small events and projects to celebrate local heritage. The recently completed WW1 programme has engaged over 30 local groups and schools in providing history and heritage related events. This project will build on that model and set up a steering group as a 'sub group' of the VCS Network, involving history and heritage groups. Proposed project ideas will be invited via the Network and considered by the group, with the support of the Area Committee Chair. ELCAP will act as the 'hub' to co-ordinate project delivery and report back on performance.

The second will be to provide a central resource for those events, celebrations and heritage activities identified by elected members and Area Committee partners as important to the local area and will be delivered in partnership with the VCS Network between October 2014 and May 2015. This element of the project will be managed and co-ordinated by the Area Community Officer.

Recommendation: Approve

SIB Project 4 – Love Where You Live (LWYL)

Total cost of Project	Total Match Funding	Total SIB requested
£10,000	£0	£10,000

The Project

The SIB funding will enable the successful Love Where You Live campaign to be expanded and delivered in a planned way. The project will allow equipment, materials and horticultural items to be purchased to expand and enhance the scheme. Educational events for local schools will also be developed including assemblies, events and competitions to raise awareness amongst young people of the consequences of fly tipping, littering, graffiti and dog fouling. The creation of this fund will enable larger, more meaningful projects to take place by investing a small amount of funds. The project will be delivered using a partnership approach with the Customer Relationship Officer (CRO), VCS Network, Gentoo, Groundwork, SNCBC and local schools being involved. The project will be delivered via the VCS Network and be managed and co-ordinated by the Area Community Officer. Regular updates will be given to both the Place and People Boards to gain their input and suggestions.

Although there is no match funding, the environmental improvements will be carried out in partnership with volunteers and local groups, maximising the funds available by providing in-kind support.

Recommendation: Approve