

Washington Area Committee SIB applications

Applications for Washington Events 2017 Programme

Project outcomes expected for this Call:

- **A programme of local events to be held throughout 2017, identifying proposed dates and venues for each event, and to include as a minimum**
 - **Summer Carnival**
 - **Washington Illuminations Switch On Event**
 - **Washington Christmas Festival**
 - **Support re road closures for Remembrance Parade**
 - **Support re road closures and transport costs for Banner Groups re Durham Miners Gala**
- **How all events identified in the programme will be co-ordinated and managed**
- **All infrastructure requirements for each event**
- **All relevant Event Management Plans for individual events – including health and safety, access, permissions, licensing etc.**
- **Communications Plans**
- **Promotional and Marketing plans**
- **Opportunities for additional resources**
- **How it will deliver Community participation and a partnership approach – utilising local community resources where appropriate. This should include the co-ordination of community programmes and community contribution or activity, including how it will liaise with the Area Committee's Place Board and the local VCS where relevant.**
- **The proposal should also identify how it will manage and co-ordinate specific steering groups and organisations for individual events where appropriate**

To note: The successful applicant will also be required to work through the WAC Place Board who will be responsible for providing any advice and guidance with regards to new sources of funding and that any match, agreement or contribution will be in line with general principles of the council having regard to reputation, procurement policy and procedures, corporate identity and appropriate advertising content and any other relevant City of Sunderland strategies, policies and procedures.

Application No.1

Name of Project	Washington Events Programme 2017
Lead Organisation	SNCBC

Total cost of Project	Total Match Funding	Total SIB requested
£68,500	£8,500	£60,000
Project Duration	Start Date	End Date
9 months	March 2017	December 2017

The Project

This proposal builds on the successful delivery of the 2016 Programme with SNCBC providing an extensive and inclusive cultural events programme across Washington to celebrate the on-going successful partnership between the Washington Area Committee and the local community. The proposal aims to further develop the excellent networks and partnerships forged over the past 12 months delivering events and supporting the Washington community - using the lessons learned from previously provided events the aim is to develop a bigger and better offer to the events package for Washington.

- Events to be delivered include:
 - **Durham Miners Gala – Saturday 8th July 2017** – Road closures and coaches for F Pit, Usworth and Glebe banner groups to transport the groups to and from the Durham Miners Gala.
 - **Washington Heritage Family Carnival – Saturday 16th September 2017** – Fun Family Carnival celebrating heritage in Albany Park, with entertainment from local performers, funfair, vintage vehicles, craft and heritage marquees filled with stalls, activities and information provided from local traders, heritage groups, banner groups, VCS organisations and local military groups. The event will commence with a parade of local miners banner groups, schools, theatre groups and performers through Concord to Albany Park, to commence the official start of the Carnival, which will be opened by the Mayor. The event will run from 10 am till 4pm and work with local schools prior to the event will develop a competition and get local families involved in the planning and running of the event. A mini shuttle bus service to and from car parks will be offered, to reduce parking congestion around Albany Park.
 - **Remembrance Sunday March and Service 12th November 2017**– Co-ordinate 2 parades, one in Harraton and one in Washington Village, arranging both road closures and a PA system for the Washington Village service.
 - **Christmas Lights Switch On - Concord – Monday 20th November 2017** – The Christmas illuminations switch on and fireworks display will also include staging area in the Concord shopping precinct with performers and entertainers in the run up to the switch on. A competition will take place prior to the switch on for one lucky boy or girl to switch on the illuminations. The lead will also work towards encouraging sponsorship from local businesses.

- **Washington Village Christmas Festival – Saturday 9th December 2017** – Christmas Festival that will take place in Washington Village on Spout Lane. Relevant road closure will be managed and a Christmas market with local traders and community organisation selling Christmas crafts and refreshments is proposed. This is alongside Santa's grotto, other entertainers, funfair and festive activities such as an ice rink and Santa train. Local community choirs will also sing throughout the day.
- All infrastructure requirements for each event will be met – based on the lead's extensive experience delivering the 2016 programme. This includes staging, fencing, toilets and pa systems, providing marquees and tables for stalls, security for the firework area ahead of the display, event cover and stewarding for crowd control including limiting access to specific event areas and effectively providing First Aid support, having clear procedures for lost children and vulnerable adults and effective incident management and reporting procedures in place.
- As a result of the work in 2016 the lead will co-ordinate with
 - The Sunderland Council network team and traffic management to identify and enable relevant road closures, ensuring relevant notices are posted, providing traffic management plans and risk assessments
 - The local Police, Fire Service and Bus Providers as part of the cities Multi-Agency Events Group
 - Sunderland Contract Monitoring Officers and Aurora to ensure illuminations are in situ, annual safety testing is carried out and communicating with Balfour Beatty to co-ordinate light switch on as part of the Christmas events.
 - Produce comprehensive Event Management Plans which are shared with the Multi-Agency group for comment and worked within an events planning sub-group, comprising key partners, to ensure all parties were included in the planning process for each event and that communication channels were effective in enabling all partners to understand and carry out their roles, while also raising awareness of and marketing the opportunity for Organisation and businesses to be included in the events.
 - All Health and Safety assessments for the events and will ensure partner Organisations and suppliers supporting the events operate to the required standards and guidelines. The SNCBC NEBOSH qualified Health and Safety Manager leads these areas of work and will take responsibility in the 2017 events.
- Having developed strong steering groups in 2016, the lead will build upon these and attract further members as appropriate, successfully managing varying needs and requirements, creating mutual outcomes and an overall satisfied locality group.
- Documentation of Event Management Plan, Communication Plan and Promotional and Marketing Plan as a result of the work with the Steering Group and calling upon the expertise across SNCBC of delivering a diverse range of local events. The Events Co-ordinator will be responsible for raising awareness and promotion positively promoting community participation through via steering groups, through the active engagement of local Community Organisations, encouraging and recording volunteering time.
- SNCBC are experienced event co-ordinators, attracting close to 5000 people to Washington Summer carnival, comments by those in attendance as 'the best Washington Carnival to date'. The organisation has also provided a summer programme of events to over 850 young people in 2015 and over 1200 in 2016 along with a variety of community fun days from venues across the City of Sunderland

Partnership

Building on relationships and partnerships established over 2016, this proposal will continue to work with VCS organisations and statutory partners which includes (but not exclusive) Washington Area Committee, the Area VCS Network, local Schools, Washington Millennium Centre, Washington Trust, and with local businesses and organisations such as Greggs, Gentoo, Police, and Wetherspoons. Links established with the local heritage groups, miner's banner groups and local military support groups will be maintained.

Bowes Railway Museum, Washington Village C.A, Washington Theatre Group, The Rainbow Children's Centre, The Cross Keys, Washington Arms, Happy Ever After Crafter, Olivia's Coffee Shop, Sainsbury's, Asda, Black Bush, Gentoo, Washington Chippy, The Wrmryders, The British Legion, Washington History Society, Washington Old Hall ,and Emerson's Pet Shop have all been involved in the previous programme and it is anticipated these established links and partnerships will contribute to the 2017 programme.

Outputs of the Project

This proposal estimates at least 3500 people to the Summer Carnival and work with 40 Organisations. A minimum of 1000 residents are expected to visit the illuminations and 2000 visit the Christmas Festival where we will work with 30 Organisations. 1000 are expected to attend the Remembrance Events and 500 at the Durham Miners Gala and across these two events it is anticipated 15 Organisations will be worked with.

Description	Number
No. of beneficiaries	6000
Organisations engaged	40
No. of events	5

Key Milestones and objectives for the Project

Steering Groups established – plan activities and discuss programmes	March 2017
Communications, PR and marketing plans agreed	May 2017
Events applications to MAEG, road closure applications	June 2017
Community engagement activities confirmed	June 2017
3 x Safety Events Plans submitted	July 2017
Events delivered	July – Dec 2017
Evaluation report	December 2017

Funding

Item	Total Cost	SIB
Staffing costs – stewards, security, event cover, first aid	13,500	10,500
Infrastructure – staging, PA, fencing, toilets, tables, marquees	22,000	19,000
Resources, programme delivery, bands, fireworks, radio, cleansing,business and community engagement, entertainers	22,000	22,000
Traffic management, road closures, permissions, illuminations testing and switch on	4,500	4,500
Event co-ordination, ealth and safety, resources	2,000	2,000
Community activities – lead in	2,000	2,000
In kind – businesses and organisations	2,500	0
TOTAL COST	£68,500	£60,000

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 the Panel score is 141/150

This application:

- 1. Evidences a good track record of successful delivery and experience – successful delivery of Washington Events 2016 Programme**
- 2. Evidences it and initiatives meets at least one of the key priorities of the Washington and co-ordinates with a range of activities, projects – Community inclusion and Heritage and Culture**
- 3. This proposal has evidenced good partnership working and is committed to further developing local inclusion and collaboration – building on relationships and partnerships established 2016 this proposal will continue to work with VCS organisations and statutory partners. Links established with the local heritage groups, miner's banner groups and local military support groups will be maintained. All partners identified in the proposal have all been involved in the previous programme and it is anticipated these established links and partnerships will contribute to the 2017 programme.**
- 4. This proposal meets the project outcomes as detailed in the published Project Brief:-**
 - a. **Venues and dates identified** – all in line with previous delivery programmes.
 - b. **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. Identifies a number of businesses who have already been engaged. Lots of partners (current) identified.
 - c. **Appropriate Infrastructure** – evidenced and identified.
 - d. **Programming** – comparable proposed programming. Radio host, competitions, children's activities identified for Illuminations Event.
 - e. **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-ordinator for each event. Excellent arrangements re health and safety via NEBOSH qualified staff re assessments and documentation/plans. Risks identified with consideration of managing impacts, planning etc.
 - f. **Communications, Promotion and Marketing** – methodology evidenced. Events co-ordinator to raise awareness and utilise a number of routes re PR.
 - g. **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). Realistic milestones re planning and delivery for each event. Realistic outputs.
- 5. Added value and value for money**
 - Match funding of £11,000 identified
 - Additional expertise and staffing if required

Consultation comments

- No mention of how additional resources will be generated. Need some explanation of how the match will be achieved
- Application makes very clear how they will continue to forge relationships and engage the local community.
- Good the proposal identifies lessons learnt from previous experience and how they will address those issues.

RECOMMENDATION: APPROVE subject to confirmation of how additional resources will be generated and how match of £11,000 will be achieved