

BRECKLAND PARTNERSHIP
PARTNERSHIP BOARD MEETING

Report of Rob Walker, Director of Community Services, Breckland Council

PRIDE IN BRECKLAND UPDATE

1. Purpose of Report

- 1.1 The purpose of this report is to provide an update and overview of the Pride in Breckland campaign.

2. Recommendations

It is recommended that the Breckland Partnership Board:

- 2.1 Note the contents of the report.

3. Information, Issues and Options

3.1 Background

- 3.1.1 The Pride in Breckland campaign is a key delivery vehicle for the Breckland Partnership (LSP) and is intended to act as the catalyst for a variety of community and partnership based projects or initiatives, which directly support Council priorities.

- 3.1.2 The Breckland Partnership (LSP) launched the Pride in Breckland campaign in July 2008. The project's objective is to address the long and short term issues, which have a negative impact on community cohesion. To this end the project has the following goals:

- To improve the quality of life for all Breckland residents and to make the district an even nicer place to visit
- To develop the respect and sense of ownership in the local area
- To expand relationships between different sections of the community
- To encourage the sense of pride in the district

- 3.1.3 In its Business Plan for the financial years 2008/09 to 2010/11, Breckland Council made provision for Pride in Breckland. The project was initially funded as part of the Council's Area Based Grant with an allocation of £200,000 over a 3 year period;

Year 1 08/09: £75,000

Year 2 09/10: £75,000

Year 3 10/11: £50,000

The project funding supports the appointment of a full time Project Coordinator role over the three year period at Grade 8 level.

Remaining budget

2010/11 - £31,000

3.2.1 Completed Projects

Many projects and initiatives have been successfully delivered since the launch of Pride in Breckland in July 2008. The following two projects are an example of what has been recently achieved. A list of all completed projects and initiatives can be found in Appendix A.

Wayland Celebration of Culture

On the evening of Saturday 4th September, Pride in Breckland hosted an evening of cultural celebration at Watton Sports and Social Club. The aim of the night was to introduce the residents of Watton to the various cultures that make up the town through capawoira demonstrations, belly dancing, samba bands and bag pipe playing. There was also food on offer from Poland, Portugal, Brazil and Lithuania.

In excess of 80 people attended during the night, split between 14 different nationalities.

The Pride in Breckland Green Team (Future Jobs Fund Team)

Pride in Breckland's environmental task force continues to deliver environmental outcomes across Breckland's communities. The task force assess, target and clean up hot spot areas whilst carrying out projects where lack of volunteers have hindered a project. Some of the projects tackled so far include;

- BMX track construction – Swanton Morley
- Wall conservation – Great Hockham
- Dyke clearance – Sporle
- Hedge trimming - Hardingham

3.2.2 Future projects

With the profile of Pride in Breckland continuing to rise, a variety of community based projects and initiatives will continue to be delivered to help achieve the goals of Pride. The following three projects are an example of what is currently planned. An entire list of future projects can be found in Appendix B.

Pride in Breckland Youth Awards 2010

In conjunction with the Breckland Youth Council, Pride in Breckland will deliver an awards ceremony on 22nd October to celebrate the young people of our district who help us to make a difference. The awards are similar to the larger Pride in Breckland Awards which will be delivered in March 2011.

Pride in Breckland Awards 2011

Pride in Breckland will once again deliver an awards ceremony similar to the event in 2009 which celebrates and rewards those people in our communities who help us to make a difference. RAF Marham has kindly agreed to host the awards at their barracks near Swaffham.

The Breckland Blitz II

During April and May, Pride in Breckland ran a community blitz campaign which encouraged residents to do one small thing to help make their community cleaner and greener in time for Spring. The project was a huge success thanks to over 100 volunteers arranging community litter picks across the district. With grass verges and trees now beginning to die back for winter, Pride in Breckland will deliver the second Breckland Blitz during November.