

BRECKLAND PARTNERSHIP

03 February 2011

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 an 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 for information and planning purposes.

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

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

3.2 Issues

Budget

3.2.1 The Remaining budget for the period 2010/11 currently stands at £18,000.

3.2.2 On 2nd December 2010, The Breckland Partnership agreed the following:

- To agree to fund the Pride in Breckland campaign £50,000 to provide a further year of delivery (2011/12) to include the funding of a Pride Coordinator, the associated on-costs and funding for the delivery of local

community projects.

- To utilise the current Pride Project group to take the funding decisions in relation to the Pride in Breckland grants from April 2011.
- To seek further partnership commitment in order to develop the project for the long-term and to promote the project through our respective partnerships and contacts.
- To consider ways in which the Breckland Partnership can shape the future delivery of the project and to assist in delivering the Big Society agenda and empowering local communities in Breckland.

Projects

Completed Projects

- 3.2.3 Many projects and initiatives have been successfully delivered since the launch of Pride in Breckland in July 2008.
- 3.2.4 The Pride in Breckland Future Jobs Fund Team's task was to assess, target and clean up hot spot areas whilst carrying out projects where lack of volunteers have hindered a project.
- 3.2.5 The team completed their project in January 2011 (please refer to the separate report by Mark Fretwell Partnership Officer).
- 3.2.6 A list of all the completed projects and initiatives can be found in Appendix A.

Future projects

- 3.2.7 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.
- 3.2.8 *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 base near Swaffham on March 18th 2011. Nominations closed on 31st January.
- 3.2.9 *Heroes Welcome Project* - The Pride in Breckland project in partnership with the Wayland Chamber of Commerce has launched the nationwide Heroes Welcome scheme in Watton. The scheme encourages local businesses to offer a warm welcome, service up grade, special acknowledgement or even a discount to any member of the Armed Forces. Participating shops are identified via a window sticker which is issued to them once they sign up.
- 3.2.10 The media launch including General Sir Richard Dannatt the former Chief of Staff for the British Army.
- 3.2.11 *i Spy Spring in Breckland* - Pride in Breckland is working in partnership with the Wensum Valley Trust to deliver an interactive workbook which encourages families to explore the Breckland countryside. The books will list 5 walks all based around Breckland's market towns and they will list creatures and plants to look out for as spring arrives in Breckland.
- 3.2.12 *Community Clean Ups* - Three community clean ups will take place during February in Necton, Hockering and Watton. An estimated 25 volunteers will take part in the three activities.