

PRIDE in Breckland

Project Brief

Breckland Partnership

Pride in Breckland Project Brief

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PRIDE IN BRECKLAND

1. INTRODUCTION

- 1.1** In its' Business Plan for the financial years 2008/09 to 2010/11, Breckland Council has made provision for a project entitled 'Pride in Breckland'. The project has been initially funded as part of the Council's Area Based Grant with an allocation of £200,000 over a 3 year period, running from the financial year 2008/09.
- 1.2** The projects 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 key aims:
- A** To promote community cohesion
 - B** To promote a sense of Pride across the District
 - C** To develop respect for and ownership of our environment, through a range of community projects.
 - D** To develop and sustain real improvements to the quality of life for all residents of, and visitors to, the District.

2. PROJECT SCOPE.

2.1 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, with particular regard to the aims contained in paragraph 1.1.

2.2 For the Pride Campaign to be truly successful it is essential that the project involves partner organisations, businesses and communities from across the District. Therefore, as far as practicable, all elements of the community are to be encouraged to participate in the Campaign.

2.3 **The campaign is not about doing things to or for communities, rather it is about enabling and empowering communities**, it is only through acting together in this way that we can hope to make a sustainable difference.

2.4 By working in partnership we aim to: -

- Improve cross agency working
- Promote community involvement
- Create links with community, business and local self-help groups
- Offer advice on improving the environment
- Raise standards and promote best practice
- Provide a quality service
- Engage with so called 'hard to reach' groups
- Continually monitor and evaluate our services to improve efficiency

2.5 The following is a list of some of the projects that might be considered under the campaign, however, it is not meant to be in an exhaustive or prescriptive list:

- Community clean-ups
- Graffiti removal
- Promoting tidy business standards
- Environmental education projects
- Healthy lifestyles
- Environmental Service (Street Scene) improvements
- Citizenship
- Reduction in anti-social behaviour
- Recycling
- Reduction in the District's carbon emissions

3 FINANCE

3.1 General

Initial funding for the 'Pride in Breckland' campaign is funded through the Councils Area Based Grant, with £200,000 being made available over a 3 year period. Breckland Council is the accountable body for this funding.

This initial funding is intended to be the catalyst for other partners to identify resources to allocate to 'Pride' projects. The funding will be held centrally, with approved expenditure being authorised by the Project Director (Strategic Director for Services). Financial management is to be strictly in accordance with Breckland Council's *Financial and Contracting Regulations*.

3.2 Additional Funding

The direct funding of this project is intended to act as a 'pump primer' to attract additional funding (internal or external). Where such funding is allocated in support of specific projects a record of the full costs, including any additional funding, is to be maintained for audit purposes. Additional funding or resources allocated to the Pride project are to be accounted for by the appropriate accountable body.

In the case of projects which are already in existence, but fall under the scope of Pride in Breckland, the funding will remain within the original budget heading, however, the Project Coordinator is to ensure that a full record of Council and partnership expenditure on the 'Pride' initiative is maintained. **Please note:** the project funding is not intended to defray cost which would normally fall to an existing cost code.

3.3 Sponsorship

It is anticipated that 'Pride in Breckland' will attract external sponsorship, indeed such partnership working is actively encouraged. However, all offers of sponsorship are only to be accepted where they are in accordance with the Council's *Constitution and Financial Regulations*. Sponsorship may be accepted by the Project Director, who is responsible for ensuring that the sponsoring organisation is appropriate given the partnership approach to the 'Pride' campaign.

3.4 Initial Funding Recommendations

Following initial planning a proposed funding allocation for the 3 years of the project is attached at Annex A.

4. RISK MANAGEMENT AND INSURANCE

- 4.1** The Project Coordinator is to ensure that a Risk Assessment has been completed for initiatives undertaken as part of the 'Pride' campaign. Completed Risk Assessments are to be forwarded to the Project Coordinator prior to an event taking place.
- 4.2** In addition, where there is to be public or partner participation, the Project Coordinator is to ensure that appropriate insurance cover is in place. The Council's insurance *may* cover public volunteers, however, this must be confirmed for each event with the Council's Insurance Officer. Public participation forms are to be completed as required.

5 COMMUNICATIONS AND MARKETING.

5.1 Effective communications are key to the delivery of the aims of the 'Pride' campaign. Communications will be conducted in accordance with the Council's Communications Strategy. In addition to press releases for all 'Pride' initiatives, the Project Coordinator is to ensure that:

- a. A quarterly update report is submitted to the Breckland Partnership Board
- b. Executive, Ward and Town/Parish Councillors are kept informed of activities within their sphere of interest
- c. All partners involved in a project are to receive due recognition in any press release
- d. Articles are to be provided for partnership 'in house' publications
- e. Project updates are to be posted on the Council's and Partnership's web sites [both of which are to be reviewed on a weekly basis]
- f. The 'Pride in Breckland' logo and strap line are to be used on all articles released for publication
- g. The 'Pride in Breckland' campaign is actively marketed and sponsorship secured
- h. Partners are encouraged to adopt, as appropriate the 'Pride in Breckland' branding

5.2 The Project Coordinator is responsible for actively marketing the 'Pride' campaign, gaining the support of volunteers and partner organisations as well as seeking the communities ideas on possible projects which might be considered as part of the scheme.

5.3 **Please note:** when established, Community Forums will provide initial point of contact with residents. The current Police SNAP meetings will also be a good source of information as to the real areas of concern within respective communities.

6. PROJECT TIMETABLE.

- 6.1** An initial timetable for the Pride Project is attached at Annex B, however, it should be noted that this is a dynamic programme and may change. The Project Coordinator is the author of the project plan and as such the only person authorised to make amendments to the overall programme.
- 6.2** Changes within individual projects will be at the discretion of appropriate project leads, provided there is no discernable change to the overall outcomes and objectives. Revised project plans are to be submitted to the Project Coordinator for all substantial changes.

7. PROJECT MANAGEMENT

7.1 'Pride in Breckland' is Breckland Partnership initiative which directly contributes to the aims and objectives of the LAA, Sustainable Community Strategy and Partner business plans. The Project Board is as follows:

Project Director - Strategic Director (Services) Breckland Council

Project Board Members Members to be agreed but might include: -

Norfolk County Council Officer

Norfolk Constabulary Officer

Norfolk Fire and Rescue Service Officer

Voluntary / Community Sector representation

Media Officer

Project Coordinator * (Breckland Council)

* **Please note:** the Project Coordinator is a full time post, which will be funded as part of the project funding.

7.2 Meetings

Project Board Meetings will be coordinated by the Project Coordinator. Project Board meetings will be held on a monthly basis. Action points will be produced and circulated within 5 working days of each meeting.

7.3 Project Plan

The overall Project Plan is to be updated and circulated to Partnership Board members quarterly or more frequently as required.

7.4 Individual Project

Individual projects within the 'Pride in Breckland' are to be initiated with an Initial Project Brief. Templates to be developed in accordance with the remit of the campaign.

8. INDIVIDUAL PROJECT BRIEFS

8.1 Individual Project Briefs following the first meeting of the Project Board.

8.2 **Please note:** some projects are either already being delivered or are simplistic in nature and therefore a project brief will not be required.

ANNEX A: INITIAL FUNDING RECOMMENDATIONS

An allocation of £200,000 revenue funding will be made available from the Area Based Grant to support the Pride Project, allocated as follows: -

Year 1:	£75,000
Year 2:	£75,000
Year 3:	£50,000

A Pride Coordinator will be recruited to a full time post [on a Grade to be determined]. The post will be funded for Years 1-3 from the project allocation detailed above.

ANNEX B: PROJECT TIMETABLE

An indicative project timetable is provided below: -

Breckland Partnership support for Campaign secured	May 2008
Cabinet support for Campaign secured	June 2008
First Project Board meeting held	June 2008
Project Briefs developed and agreed	July 2008
Project Plan produced	July 2008
Project Coordinator appointed	August 2008
Delivery on 'new' projects commenced	August 2008
6 month performance review	December 2008