

## **BRECKLAND COUNCIL**

### **Report of Steve Askew, Executive Member for the Communities Portfolio to the CABINET – June 10<sup>th</sup> 2008**

#### **PRIDE IN BRECKLAND**

##### **1. Purpose of Report**

- 1.1 To seek Council support for a 'Pride in Breckland' campaign, delivered through the Local Strategic Partnership

##### **2. Recommendations**

It is recommended that the Cabinet approves:

- 2.1 (a) A Pride in Breckland campaign as detailed in the Project Brief as attached at Appendix 1.
- (b) An allocation of £200,000 of revenue funding to support the Pride Project, allocated as follows:
- Year 1:£75,000  
Year 2:£75,000  
Year 3:£50,000
- (c) The recruitment of a Pride Coordinator, as a full time post at grade funded for years 1-3, from the project allocation at (b) above.

**Note:** In preparing this report, due regard has been had to equality of opportunity, human rights, prevention of crime and disorder, environmental and risk management considerations as appropriate. Relevant officers have been consulted in relation to any legal, financial or human resources implications and comments received are reflected in the report.

##### **3. Information, Issues and Options**

###### **3.1 Background**

- 3.1.1 The Council has received additional funding for financial years 08/09 to 10/11, in the form of an Area Based Grant. Although not ring fenced this grant has been allocated by Government Office to enable the Council to build stronger communities.
- 3.1.2 The Government Office staff, they are looking for the Council to work with partners and the community to develop a strong model for engaging and empowering cohesive and inclusive communities. Progress will in part be measured by 2 National Indicators included in the recently negotiated Local Area Agreement. Further evaluation will be undertaken as part of the Comprehensive Area Assessment, which is an outcomes focused assessment to be undertaken by the Audit Commission, the details of which are yet to be developed.
- 3.1.3 Community Forums and Area Committees will form a key element of the Councils approach to devolving local decisions and empowering communities at a more local level. Equally, greater analysis of issues affecting community cohesion is required in order to further inform our approach. The Pride Project will compliment this process by providing the delivery vehicle for partnership projects that have tangible and lasting improvements to building stronger communities.
- 3.1.4 The Project is designed to be scalable, to accommodate a Pride in my Street, Village, town or District and could if successful be scaled up to be the delivery vehicle for the Norfolk County Strategic Partnership. It is proposed that the Council provide the initial funding for this project, with a revenue allocation of £200,000 over 3 years.

3.1.5 The Project would have the following aims:-

- a. Promote cohesive and inclusive communities across the District
- b. Develop a greater sense of Pride in the District;
- c. Develop respect for and ownership of our environment, through a range of community projects;
- d. Develop and sustain real improvements to the quality of life for the residents of and visitors to the District.

3.2 Issues

3.2.1 The Pride in Breckland campaign is intended to act as the catalyst for a variety of community and partnership based projects or initiatives, which directly support the Breckland Local Strategic Partnership and Council's Priorities, as part of the Sustainable Communities Strategy, with particular regard to the aims contained in paragraph 4.1.

3.2.2 For the Pride Campaign to be truly successful it is essential that the project involves all elements of society within the District, therefore, as far as practicable, all elements of the community are to be encouraged to participate in the Campaign. It is only through acting together in this way that we can hope to make a sustainable difference. By working in partnership the project is intended to:

- a) Improve communications
- b) Promote community involvement
- c) Create links with the community, business and local self-help groups
- d) Offer advice on improving the environment
- e) Raise standards and promote best practice
- f) Provide a quality service
- g) Engage with so called hard to reach groups
- h) Continually monitor and evaluate our services to improve efficiency

3.2.3 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:

- a) Community Clean Ups
- b) Graffiti Removal
- c) Promoting Tidy Business Standards
- d) Environmental Education Projects
- e) Healthy Life Styles
- f) Street Scene Improvements
- g) Citizenship
- h) Anti social Behaviour
- i) Recycling

3.2.4 A number of early projects have already been identified which could be delivered under the Pride in Breckland Project, these include:

- a) A Neighbourhood Charter
- b) Pride Line
- c) Adopt a Park
- d) Community Clean Ups

e) Breckland in Bloom

- 3.2.5 A Project Brief has been produced and is attached at Appendix 1 to this report. The Project Brief includes details of the Project Board and an initial project time table. The project will require a full time dedicated officer at an appropriate level to promote the project, liaise with partners and coordinate the delivery of community projects. It is proposed to recruit a full time member of staff at Grade (to be evaluated). The costs will be included with the allocation.
- 3.2.6 A number of partners have already expressed a wish to become involved in the Pride Project, which will build on work already undertaken by the Police and Fire Service. It is therefore intended to manage the Pride Initiative as an LSP project, with a wide group of partners with a view to encouraging them, where appropriate, to adopt the Pride branding. It is also anticipated that the Project will be able to attract additional funding either from partners or through actively seeking sponsorship.
- 3.2.7 The Campaign Coordinator will submit quarterly update reports to the Council.

3.3 Options

- 3.3.1 The Council is under no obligation to develop a community Pride Project, however, the Area Based Grant, albeit not ring fenced has been allocated by Government Office to assist the Council in Building Stronger Communities. An opportunity exists to work with Local Strategic Partners to develop local initiatives into a District wide Pride Campaign, which would support the delivery of the County LAA targets and the Breckland Community Strategy.

3.4 Reasons for Recommendation(s)

- 3.4.1 The Pride Campaign supports the Councils Priorities promoting cohesive and inclusive communities across the district.

**4. Risk and Financial Implications**

4.1 Risk

- 4.1.1 Risk Management Project officers will ensure that a Risk Assessment has been completed for initiatives undertaken as part of the 'Pride' Campaign. In addition, where there is to be public or partner participation, project officers are to ensure that appropriate insurance cover is in place. The Council's insurance *may* cover public volunteers however project officers will confirm this for each event with the Council's insurance officer.

4.2 Financial

- 4.2.1 Finance General. Pride in Breckland is funded through the Council's revenue budget with £200,000 being made available over a 3 year period. The Council remains the accountable body for this funding, which will be held centrally, with expenditure authorised by the Project Director (Strategic Director of Services) only. Financial management is to be strictly in accordance with the Council's Financial and Contracting Regulations.

- 4.2.2 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, will be maintained by the Campaign Co-ordinator for audit purposes. 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 expenditure on the 'Pride' initiative is maintained.

4.2.3 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.

4.2.4 Initial Funding Recommendations - Following initial planning a proposed funding allocation for the 3 years of the project is attached as part of the Project Brief at Appendix A.

## **5. Legal Implications**

5.1 All Sponsorship agreements will be considered by the legal department prior to an agreement being entered into.

5.2 Third party participation in events will be closely controlled with insurance cover being confirmed prior to any event.

## **6. Other Implications** [Insert statement or confirm 'none' as appropriate at each sub-paragraph]

a) Equalities: [Has an Equalities Impact Assessment been conducted? Yes – All projects will be considered by the legal department prior to formal agreement.

b) Section 17, Crime & Disorder Act 1998: None

c) Section 40, Natural Environment & Rural Communities Act 2006: None

d) Human Resources: None

e) Human Rights: None

f) Other: [e.g. Children's Act 2004] None

## **7. Alignment to Council Priorities**

7.1 This Project supports the Priorities as set out in the Councils Business Plan with shared themes contained within Breckland's Sustainable Community Strategy:

- Building Safer and Stronger Communities

*Ensuring that communities are safe, secure, integrated with fairness and equality of opportunity for all.*

- Building Prosperous Communities

*Healthy, prosperous and sustainable communities*

- A Clean and Green Environment

*Our Green Agenda*

7.2 The Pride agenda will directly support our partners through the Local Strategic Partnership, with priority for increasing community participation in a broad range of activities.

7.3 A range of agencies and stakeholders will be involved in the coordination and delivery of 'Pride in Breckland', which will drive progress on community cohesion and the development of vibrant, sustainable and inclusive communities in Breckland

## **8. Ward/Community Affected**

8.1 This project is district wide and therefore it has the potential to impact on all our communities.

Background Papers  
*Draft Corporate Plan*

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Key Decision Status (Executive Decisions only):

Appendices attached to this report:  
*Appendix 1 – Pride in Breckland Project Brief*