

Delivering the Partnership's Ambitions: Pride in Breckland

PRIDE IN BRECKLAND SERVICE PLAN

Breckland Partnership Strategic Priority:	Safer and Stronger Communities		
Project Title:	Pride in Breckland		
Baseline Information:	In Breckland, 62.8% of people feel the people from different backgrounds get on well together. National average is 79%. Breckland 13 worst local authority in UK		
Lead Agency:	Breckland Council	Lead Officer:	Mark Stokes
Partner Involvement (Project Board Membership):	Breckland Council, Norfolk Constabulary, Norfolk Fire and Rescue Service, NHS Norfolk, voluntary/community sector, Norfolk County Council		

No	Action	Lead Agency	Q1 Milestone	Q2 Milestone	Q3 Milestone	Q4 Milestone	Measureable Outcome
1	Pride in Breckland Project Board	Breckland Council [All partners]	<ul style="list-style-type: none"> Project Board established Service Plan produced Service Plan set-up on TEN 	<ul style="list-style-type: none"> 1 meeting held 	<ul style="list-style-type: none"> 1 meeting held 	<ul style="list-style-type: none"> 1 meeting held Annual review of performance undertaken 	<ul style="list-style-type: none"> 4 Project Board meetings held 4 performance reports to LSP Board Annual review completed
2	Pride Coordinator	Breckland Council	<ul style="list-style-type: none"> Temporary worker employed 		<ul style="list-style-type: none"> Pride Coordinator recruited 		<ul style="list-style-type: none"> Pride Coordinator recruited
3	Launch	Breckland Council [All partners]		<ul style="list-style-type: none"> Launch events held in 5 towns 			<ul style="list-style-type: none"> 5 launch events held
4	PR and Marketing	Breckland Council	<ul style="list-style-type: none"> PR Brief produced 	<ul style="list-style-type: none"> Website launched Logo created Promotional materials produced 	<ul style="list-style-type: none"> 3 positive press releases 	<ul style="list-style-type: none"> 3 positive press releases 	<ul style="list-style-type: none"> 500 hits on website 6 positive 'pride' press releases

5	Pride in Breckland Awards 2009	Breckland Council		<ul style="list-style-type: none"> • Project Plan produced 	<ul style="list-style-type: none"> • Awards launched 	<ul style="list-style-type: none"> • Awards held 	<ul style="list-style-type: none"> • 100 nominations received
6	Pride Line	Breckland Council		<ul style="list-style-type: none"> • New Pride line launched • Publicity campaign undertaken 		<ul style="list-style-type: none"> • Performance review undertaken 	<ul style="list-style-type: none"> • 200 calls received to Pride line resulting in 100 new actions
7	Experience the Spirit of Brazil	Norwich and Norfolk Community Arts		<ul style="list-style-type: none"> • Thetford event held 			<ul style="list-style-type: none"> • 300 participants at event
8	Quick wins – Environmental projects	Dereham TC North Pickenham PC		<ul style="list-style-type: none"> • Dereham project delivered • North Pickenham project delivered 			<ul style="list-style-type: none"> • 2 quick win projects delivered by end of Q2
9	Community Clean-up scheme	Breckland Council		<ul style="list-style-type: none"> • Scheme launched 	<ul style="list-style-type: none"> • 4 'marquee' events held • 6 community clean-up events 	<ul style="list-style-type: none"> • 4 'marquee' events held • 6 community clean-up events 	<ul style="list-style-type: none"> • 8 'marquee' events held • 12 community clean-up events
10	Small grants programme	Breckland Council		<ul style="list-style-type: none"> • Programme launched 	<ul style="list-style-type: none"> • 10 grants made 	<ul style="list-style-type: none"> • 10 grants made 	<ul style="list-style-type: none"> • 20 grants made
11	Community Rangers	Breckland Council Voluntary Norfolk		<ul style="list-style-type: none"> • Review Community Rangers programme 	<ul style="list-style-type: none"> • Promote Community Rangers 	<ul style="list-style-type: none"> • 10 new Community Rangers signed-up 	<ul style="list-style-type: none"> • 10 new Community Rangers signed-up
12	Youth Council	Breckland Council Solent Theatre Company		<ul style="list-style-type: none"> • Participatory theatre event held with Youth Council 			<ul style="list-style-type: none"> • Event held with 25 members of Breckland Youth Council
13	Neighbourhood Charter	Breckland Council All Partners	<ul style="list-style-type: none"> • Charter drafted 			<ul style="list-style-type: none"> • Charter adopted 	<ul style="list-style-type: none"> • Neighbourhood Charter adopted
14	Criminal Damage (inc graffiti) clean-up	Norfolk Constabulary				<ul style="list-style-type: none"> • 1 event held in East Harling 	<ul style="list-style-type: none"> • 5 suspects involved.

15	Bliss Project (A project to raise standards and awareness of small businesses)	Breckland Council				<ul style="list-style-type: none"> • Promotion of awards to retail outlets and the public. • Awards given 	<ul style="list-style-type: none"> • 30 nominations
16	Focus in Breckland	Breckland Council		<ul style="list-style-type: none"> • Cameras distributed to members 	<ul style="list-style-type: none"> • 5 Cameras returned 	<ul style="list-style-type: none"> • All issues resolved 	<ul style="list-style-type: none"> •
17	Queen Mother's Garden - Dereham	Breckland Council Dereham Town Council Serco			<ul style="list-style-type: none"> • Preparatory meetings and scheme finance agreed 	<ul style="list-style-type: none"> • Target completion end February 	<ul style="list-style-type: none"> • Involvement of 1 local school and "The Gallery"
18	Swaffham Family Action Group (Bird box project)	Breckland Council				<ul style="list-style-type: none"> • event programmed for 19/02/09 	<ul style="list-style-type: none"> • Production of 100 bird boxes for distribution to schools and families
19	Swaffham Family Action Group (Pick & Eat event – community clean-up)	Breckland Council				<ul style="list-style-type: none"> • event programmed for 20/02/09 	<ul style="list-style-type: none"> • 20 volunteers engaged in activity
20	Dereham – Moorgate Allotments	Childrens Services Breckland Council Safer Neighbourhood Team				<ul style="list-style-type: none"> • Target completion March 	<ul style="list-style-type: none"> • 20 youths engaged in the project.
21	Croxton Parish Council Tree-planting	Breckland Council				<ul style="list-style-type: none"> • Event date 15/02/09 	<ul style="list-style-type: none"> • Tree planted • press release.
22	Crucial Crew	Fire Service Breckland Council				<ul style="list-style-type: none"> • Event date 9th -13th March 	<ul style="list-style-type: none"> • 1000 children engaged.
23	Mattishall – stile on public footpath	N.C.C Breckland Council				<ul style="list-style-type: none"> • Stile repaired 28/02/09 	<ul style="list-style-type: none"> • Complainant satisfied
24	Swaffham Library – clearance and resurfacing of unmaintained plot.	Breckland Council				<ul style="list-style-type: none"> • Target completion end February 	<ul style="list-style-type: none"> • Public satisfaction
25	Thetford – Mundford Road underpass (removal of graffiti)(Emotional links to Rosemary Musker School)	N.C.C Breckland Council				<ul style="list-style-type: none"> • Target completion end February 	<ul style="list-style-type: none"> • School-children satisfaction.
26	Thetford River Corridor Project (Ground Force Day)	Breckland Council				<ul style="list-style-type: none"> • Target event by end of 	<ul style="list-style-type: none"> • 15 volunteers involved in project.

		Thetford Volunteers				March	
27	"Cut it Out" play presentation to year 7/8 school children	Breckland Council			• Adaption of play commissioned	• Target date end of March	• 150 children involved
28	Highways (A11/A47) siting of litter bins	Breckland Council CPRE				• Meetings to choose sites and agree funding level. • Target installation date April 2009	• Quantifiable reduction in litter in laybys.
29	Dereham – Pride in Youth Arts	Breckland Council				• Celebratory event 24 th March	• 20 youth arts nominations

2009/10

No	Action	Lead Agency	Q1 Milestone	Q2 Milestone	Q3 Milestone	Q4 Milestone	Measureable Outcome
30	Breckland Blitz (A district – wide spring clean)	Breckland Council Community Volunteers	• Target date month of April				• 20 community clean-ups • Events in each of the market towns.
31	National Volunteer week (1 st – 7 th July)	Breckland Council Community Volunteers	• Pre-event promotion to media	• Celebratory events			• Increase of 25 volunteer activity.
32	Launch of Youth Rangers	Breckland Council		• Promotion to youth through youth council	• Launch of event		• 30 rangers involved
33	Plant a tree/bulbs	Breckland Council		• Advertising of promotion	• Engagement with the public and distribution of trees/bulbs		• 2000 trees dispersed.

EQUALITY IMPACT ASSESSMENT

Population Group	Population Sub-Group	Positive Impact	Negative Impact	Reason
Race	White	X		Increased sense of pride and belonging amongst all communities
	Black or Black British	X		
	Asian or Asian British	X		
	People of Mixed Race	X		
	Irish	X		
Gender	Migrant Workers	X		
	Male	X		
	Female	X		
	Transgender	X		
Disability	Physical/Learning/Mental	X		
Sexual Orientation	Lesbian/Gay/Bisexual	X		
Belief	Faith Groups	X		
Age	Young People	X		
	Older People	X		
Other Groups				

If you have indicated there is a negative impact on any group, is that impact:

Legal? YES NO

Intended? YES NO

Level of impact? HIGH LOW

If the negative impact is potentially discriminatory and not intended and/or of high impact you must complete a full EQIA.

How would you minimise or remove any negative impact that is of low significance?

SUSTAINABILITY APPRAISAL

Sustainability Objective	Positive Impact	Negative Impact	No Impact
Minimise the irreversible loss of undeveloped land and productive agricultural holdings			X
Limit water consumption to the capacity of natural processes and storage systems			X
Reduce contributions to climate change	X		
Minimise waste production and support the recycling of waste	X		
To avoid, reduce and manage flood risk			X
Protect, conserve, enhance and expand bio-diversity	X		
Maintain, enhance and preserve the distinctiveness and diversity of landscape and townscape character	X		
Conserve, and where appropriate, enhance the historic environment	X		
Improve the health and wellbeing of the population	X		
Reduce and prevent crime, and prevent the fear of crime			X
Improve the quality and quantity of publicly accessible open space	X		
Improve the quality, range and accessibility of essential services and facilities			X
Redress inequalities related to age, gender, disability, race, faith, location and income			X
Ensure all groups have access to affordable, decent and appropriate housing			X
Increase the vitality and viability of existing town centres			X
Help people gain access to satisfying work appropriate to their skills, potential and place of residence			X
Improve the efficiency, competitiveness and adaptability of the local economy			X

If you have indicated that your project has a positive impact on one or more of the Sustainability Objectives, please explain how:

Improve surroundings through a range of community and partner led projects aimed at improving local 'environment'.

If you have indicated that your project has a negative impact on one or more of the Sustainability Objectives, please explain how and what will be undertaken to mitigate the impact: