

<b>Project Brief</b>	
<p><i>The Project Brief is the <b>first</b> thing to do. It should be completed before <b>any</b> activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
<b>Project Name</b>	Central Area CEF – Team Up to Clean Up Campaign 2017/18
<b>Project Manager</b>	Kate Mills
<b>Document Author</b> (if different from Project Manager)	As above
<b>Organisation Name</b>	Groundwork North Yorkshire on behalf of Central Area CEF



### **Benefit**

*Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.*

One of the Central Area CEF’s key objectives in the 2016-17 Community Development Plan is ‘Tidy Environment’ and to achieve this the Board are keen to work in partnership with local communities to clean up neglected areas across the town and surrounding parishes.

In response to the success of the recent Team Up to Clean Up Campaign in 2016 the Central Area CEF would like to replicate the benefits/successes and continue the programme in to 2017-18

### **Details of the Project**

*Please list the details of your project*

After the success of the first round of the ‘Team Up to Clean Up’ Campaign in the summer of 2016 it has been suggested that a second round should be promoted in 2017/18.

Team Up to Clean Up 2017/18 will be an ambitious participation campaign to inspire local people in the parishes of Brayton, Barlow and Selby Town to take action to improve local spaces and places within their community. This is a high-profile project is intended to raise awareness of the Central Area Community Engagement Forum (CEF) and will involve a consortium of community and voluntary organisations across the area and will be supported by the local media.

In addition to transforming spaces and creating awareness of the work of the CEF the campaign will aim to bring communities together and engage people of all ages and abilities with their community and the environment.

In total, three projects will benefit from a cash reward of £3,000 each from across the area.

### **Project Objectives**

*What will the project deliver, or what changes will it bring about and how are these linked to the CEF’s Community development plan (CDP) for the area?*

This project will meet objective one of the 2016-17 Community Development Plan i.e. : TIDY ENVIRONMENT which aims to provide a tidy environment by working in partnership with local communities and town centre stakeholders to improve neglected areas within the public realm.

The 'Team Up to Clean Up' Campaign will:

**Raise awareness:** Do something engaging, eye-catching and different which will create a local buzz around the Central Area. It will aim to engage local people with their surroundings and make them aware of the importance of investing in their local community.

**Transform neglected spaces:** Make attractive spaces or places for the benefit of the local community that will transform an area to provide a unique opportunity and have an impact locally.

**Bring communities together:** The project will have the potential to unite and involve a cross-section of the local community, through the engagement of volunteers.

## Benefits

*Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.*

The key benefits of 'Team Up to Clean Up' will be:

- To improve either a neglected space or place in Brayton, Barlow or Selby Town.
- Provide a tangible physical improvement by doing / creating something different and inspiring people to get involved
- To raise awareness of the key objectives of the Central Area - Community Development Plan
- To engage and involve all sections of the community, especially the encouragement of inter-generational activities
- To improve public access
- Quick to complete.

## Project Approach / Delivery Options

*Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.*

The delivery of the 'Team Up to Clean Up' Campaign will be undertaken by Groundwork and managed by the Central Area CEF

Applicants may nominate a site via the on-line nominations form on the Selby District Council's website at <http://www.selby.gov.uk/central-area-cef>

Selection of winning projects - Eligible projects will be shortlisted independently by Groundwork, and then they will go forward to the Central Area CEF's Partnership Board to determine the three winning projects.

'Team Up to Clean Up' will aim to support creative projects that capture the attention of local people and inspire them to appreciate their local area. It is hoped these will provide different and innovative experiences from regular approaches to community engagement activities and regeneration of spaces and places.

Examples of the type of projects that could meet the requirements of a 'Team Up to Clean Up' community engagement project could include:

- Reinvigorating a neglected local space around an art installation
- Introducing new planting to encourage wildlife as a beneficial element of an urban space
- A food growing project that encourages people to grow their own
- A neglected building that requires a facelift.
- Cross-generation of the community come together to plan and create a project led by a group of local people

## Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

The project will be delivered in the final quarter of 2017 and first quarter of 2018 as follows:

January 2017	Central Area CEF to launch the 'Team Up to Clean Up' Initiative in partnership with the local media.
8 Feb to 2 March 2018	Nominations to be received from local community groups
2 March 2018	Submission deadline: <b><u>Friday 2nd March 2018</u></b>
14 March 2018	Central Area CEF Partnership Board will select the winning projects
1 April 2018	Work on three projects to commence on-site, with completion by end of July 2016
Late June 2018	Evaluation of initiative by Groundwork
July 2018	Feedback of evaluation to Central Area Partnership Board

## Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

**Costs:** Team Up to Clean Up Community Engagement Project funds will be managed and paid by Selby District Council in the form of a grant, and will be outside the scope of VAT. Funding will be available to contribute towards the revenue and capital costs of each project.

The community engagement projects will be awarded a grant of £3,000 which will be paid upon project completion and the submission of satisfactory monitoring information to Selby District Council.

**People:** Groundwork will provide 10 hours of additional support for managing the initiative which will equate to £500 charged at the AGREED daily rate of £50 per hour in the price schedule dated 11<sup>th</sup> August 2016.

The **TOTAL** budget for this Project including fees will be **£9,500 + VAT**

## Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

The Team Up to Clean Up Campaign will be managed by Groundwork and paid for by Selby District Council Central Area CEF. Funding will be available to contribute towards the revenue and capital costs of each project up to £3,000.

## Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Risk	Reducing the Risk
Funding shortfall: funding is insufficient to meet the requirements of the project in full	<p>The Board will have options including:</p> <ul style="list-style-type: none"><li>• Delay the campaign</li><li>• Cut back the scale of the campaign</li><li>• Phase the projects</li></ul> <p>The most likely option is to delay the campaign, so that scale is not compromised and so that delivery of the main parts of the project is not hindered.</p>
Planning or other formal consent is required: there is a risk of failure, or of a prolonged process to secure approval	<p>Any scheme that does require consent would be delayed by the process, and by any subsequent appeals.</p>
Public dislikes the scheme; there is a risk of public dissatisfaction and possible loss of confidence	<p>We will carry out any appropriate public consultation to publicise the plans and to provide an opportunity for feedback before proceeding to delivery and will review the project detail in the light of feedback we receive.</p> <p>We do nevertheless expect broad public support for the campaign.</p>
Delay in delivery	<p>A delay in timescales for implementation could result in a lost opportunity. In addition, a delay could jeopardise the opportunity afforded by funds that are available.</p>

## Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

Not applicable