

Communities Fund – Bid Form

1. Applicant details

Local authority (accountable Body for project)	Stoke-on-Trent City Council
Name of project lead	Joanne Tyzzer
Title	Acting Director
Address	Place Growth and Prosperity Stoke-on-Trent City Council Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1RN
Email	Joanne.Tyzzer@stoke.gov.uk
Partners	<ul style="list-style-type: none">- Stoke-on-Trent City Council- Burslem Regeneration Trust- Staffordshire Chambers of Commerce- City Learning Trust- Burslem Port Trust- Synectics Solutions- Steelite International- Autonet Insurance- SwanBank- Burslem Park- Staffordshire University- Potteries Heritage Society- Titanic Brewery- Our Burslem community group

2. Which grant phase are you applying for (please tick one only)?

Phase two (2017/2018 Funding will need to be spent by 31 March 2018

CLEAR CRITERIA

3. Which services or service areas are you interested in redesigning? Why have you chosen these services/areas? (300 words)

Burslem Business Community Hub

Having driven the industrial revolution and benefited from the prosperity, local pride and municipal investment that resulted, Burslem was not prepared for the aftermath of globalisation from the 1980s onwards and the rising unemployment, degradation and abandonment that resulted.

One of our challenges is to reverse the wider implications of this economic decline and the associated social consequences. We have therefore conceived a multi-partner strategy that covers all key local organisations and aims to make Burslem a better place for people to live, work, visit and invest in.

This multi-partner strategy targets service areas that are centralised within a business community hub. It will be our own model of a town centre business district which will seek to catalyse the local economy in a town characterised by high levels of deprivation and dereliction. The execution of this strategy will have regard to the UK's commitment to the UN Sustainable Development Goals.

1. We will target the promotion and re-use of vacant heritage sites and buildings and seek to nurture partnerships with owners and developers. This will have a wider remit than just retail, and will embed social and environmental goals through engagement with the community to understand their priorities and challenges for renewal.
2. We will work with local businesses to understand what they need from the community and what they can give to it to ensure long term sustainability for them.
3. We will encourage these existing businesses to contribute and help us deliver on our vision for the local community, connecting their needs to the town. This will include promoting corporate social responsibility policies amongst our partners.
4. We will utilise our broad membership to include business and other partners in encouraging educational programmes. We will promote accessibility to lifelong learning, advocating the learning economy throughout Burslem.

CLEAR PLAN

What models/approaches are you considering? What success criteria may be used, how will these be measured and how are you looking to make the project sustainable if successful? (300 words)

Strategy

Our Strategy, as outlined above, shows a clear vision that provides our focus and a route forward.

We are adept at multi-partner working, and plan to use these skills to execute on our plan for Burslem.

Execution

Execution of our strategy will be based on project groups where delegated accountability is provided and activities focus on delivering the goals across each of the 4 service areas:

1. Re-use of vacant heritage sites and buildings.
 - Partners with the Council: Burslem Regeneration Trust, City learning Trust, Potteries Heritage Society
 - KPIs: Number of vacant buildings brought back into use within 12 months >5 (including pipeline committed)
2. Local business sustainability and community involvement
 - Partners with the Council: Burslem Regeneration Trust, Staffordshire Chambers of Commerce
 - KPIs: Quarterly business survey to understand issues facing local businesses and how we can help, along with tangible evidence of how we have helped
3. Corporate social responsibility within the town
 - Partners with the Council: Synectics Solutions, Steelite, Autonet
 - KPIs: Social investment within the town increases by 50%. UN sustainable development goals embedded within business community.
4. Educational programmes and lifelong learning
 - Partners with the Council: City Learning Trust, SwanBank, Staffordshire University
 - KPIs: Training programme delivers employment for those that have fell through the gaps in ordinary services (10+ people). Long-term unemployed receive training to get them back to work (30+). Internet access provisioned for all to apply for education or work.

Sustainability

We will deliver an exit project in order that this work can continue when funding ends. This includes maintaining both roles identified in the 'resources' section.

- We will objectively identify the work that we and all our partners need to do
- We have already established the right skills and knowledge base to continue the work

RESOURCES

4. How much money are you applying for, what would you spend the money on and what dedicated resource would you apply to this project? (300 words)

Total funding requested - £64,837

The Burslem Business Community Hub plans for two new roles:

- Business Community Hub Manager
- Community Hub Assistant

Planned expenditure on these roles, and the activities associated with them, is detailed below. We have commitment from our partners at no-charge for additional dedicated resource in the following areas:

- Website hosting, design and updates
- Office availability
- IT support and maintenance
- Training (IT, local expertise, marketing and financial control)

Planned expenditure:

Area of Expenditure	Business Community Hub Manager	Community Hub assistant – part-time
Recruitment	£3000	£900
Salary, benefits and NIC	£34,120	£9567
Software licences	£500	£500
Training	resourced through partner organisations	
Computer and IT Support	£600	£600

	Hardware and IT support provided by local business	Hardware and IT support provided by local business
Apportionment of business costs	£300 Support provided by Staffordshire Chambers of Commerce for office space	£300 Support provided by Staffordshire Chambers of Commerce for office space
Communication & Marketing	£2000	£500
Travel	£1200	£200
Community engagement and professional services	£3000	
Website	£0 Support provided by Burslem Port Authority & Burslem Regeneration Trust	
General project and initiative costs for services redesign	£4500	
Sustainability project costs	£1500	
Insurance	£800	
Other start-up expenses	£750	

PARTNERSHIP

5. Who will form the partnership and how we this aid delivery? (300 words)

We have already build a multi-partner coalition, each committed through their own organisations to cooperative working in Burslem. Each partner is committed to this bid and their associated accountabilities for delivery and sustainability. They are:

- Stoke-on-Trent City Council – Local Authority supporting the bid and project lead
- Burslem Regeneration Trust – a not-for profit organisation that acts as our umbrella group, bringing cohesion, direction, a broad skill base, and responsibility for ensuring our Key Performance Indicators are achieved
- Staffordshire Chambers of Commerce – provision of business support, representation, and directing training needs. The Chambers will also provide office accommodation for the Community Hub team at no cost.
- City Learning Trust – educational improvement expertise to facilitate return to work programmes
- Burslem Port Trust – internet hosting capability via the Burslem Regeneration Trust website provided at no cost
- Local business - the three largest local businesses, Synectics Solutions, Steelite International and Autonet Insurance, have committed expertise and funding for the Burslem Regeneration Trust and this bid.
- SwanBank – community focused church that will provide expertise and facilities that will help achieve our goals, including the Burslem Bookroom.
- Burslem Park – events partner
- Staffordshire University – advisory panel for life-long learning
- Potteries Heritage Society – expert advice for reuse of heritage buildings
- Titanic Brewery – advisory panel and meeting room facilities
- Our Burslem – community group with 5000+ Facebook members, with significant expertise in marketing and events

LEARNING

6. Do you agree to share your learning with others as per prospectus and participate in the evaluation until 2020 (please tick one only)?

Yes



No

