

COMMITTEE: CENTRAL AREA **REF NO:** CAC/19/06
DATE: 31 JULY 2019
SUBJECT: FUNDING REQUEST: NORWICH ROAD
CARNIVAL
REPORT AUTHOR: JAMES TURNBULL
HEAD OF SERVICE: JAMES FAIRCLOUGH

Short description of report content and the decision requested:

This report requests that the Central Area Committee consider allocating £4,500.00 to Ipswich Community Media to enable the delivery of the 'Norwich Road Carnival'.

This is a brand-new cultural celebration that aims to bring all ages and cultures together, that will include music, performance, stalls and art all designed to celebrate diversity.

List of Appendices included in this report:

None

This report has been prepared by James Turnbull

Tel: 01473 432224

Email: james.turnbull@ipswich.gov.uk

This report was prepared after consultation with:

Internal consultees

External consultees

Cad Taylor – Director, Ipswich Community Media

The following policies form a context to this report:

(all relevant policies must also be referred to in the body of the report)

Building a Better Ipswich 2017

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(papers relied on to write the report but which are not published and do not contain exempt information)

--

OTHER HELPFUL PAPERS

(papers which the report author considers might be helpful – this might include published material)

1. Introduction

- 1.1 This report requests that the Central Area Committee consider allocating £4,500.00 to Ipswich Community Media to enable the delivery of the 'Norwich Road Carnival'.
- 1.2 This is a brand-new cultural celebration that aims to bring all ages and cultures together, that will include music, performance, stalls and art all designed to celebrate diversity.

2. Background

- 2.1 Ipswich Community Media (ICM) is a non-profit, Community Interest Company working in some of the most deprived wards and neighbourhoods in Ipswich. ICM consists of a team of committed and skilled project co-ordinators, volunteers and assistants that have extensive experience of delivering learning and community engagement to the most disenfranchised in the community.
- 2.2 Since forming in 2015, ICM has helped build stronger, safer communities that all enjoy living in. ICM's vision is of a society where everyone can play their part in building connected and inclusive communities. Their mission is to enable people to take an active role in their communities through learning and volunteering and giving a voice to communities through language, media, music and creative arts.
- 2.3 Through learning courses and creative engagement, ICM ensures a genuine inclusivity right to the heart of the wider, diverse community, meaning crucial local issues can be addressed through a range of innovative and engaging methods.
- 2.4 Over the past year, ICM has worked with over 300 learners through a variety of programmes, predominantly ESOL, but also including IT, media, and creative arts courses. All projects regularly meet and exceed targets for learning and progression.
- 2.5 A sample of current provision includes a mental health project for young people, music media and creative arts engagement for young migrants, people with learning disabilities, young adult carers, and delivering a range of ESOL courses to some of the most marginalised migrant groups in the town, in particular Roma Romanians.
- 2.6 Throughout the year ICM delivers a myriad range of projects, workshops, community gatherings and outreach opportunities, all with the aim of giving people the chance to have a stake in their community. The organisation works in partnership, and these partnerships that have highlighted the need for everyone to get together and celebrate the communities which are worked with, promoting positive roles models across all the groups which helps to counter some to the negative media that this part of Ipswich (Westgate Ward/Norwich Road) can often suffer from.

- 2.7 Over the last three years ICM has co-ordinated and run pop-up engagement and youth workshops at the location on Barrack Corner that is planned for the festival to take place. This location is an open space where people naturally gather.
- 2.8 It was during these sessions that the young people were able to directly interact with hundreds of the passing communities and it was found that everyone was keen to talk, especially with the young people being at the helm of this project and share thoughts about Norwich Road.
- 2.9 The proposed event is a brand-new cultural celebration in the centre of the most diverse street in Ipswich, taking place on Saturday 31st August 2019, that aims to bring all ages and cultures together alongside schools, businesses, charities and organisations working in the area, but is ultimately open to all. The event will include music, artistic performance, stalls and art, all aimed at celebrating diversity, and will run from 11am to 5pm.

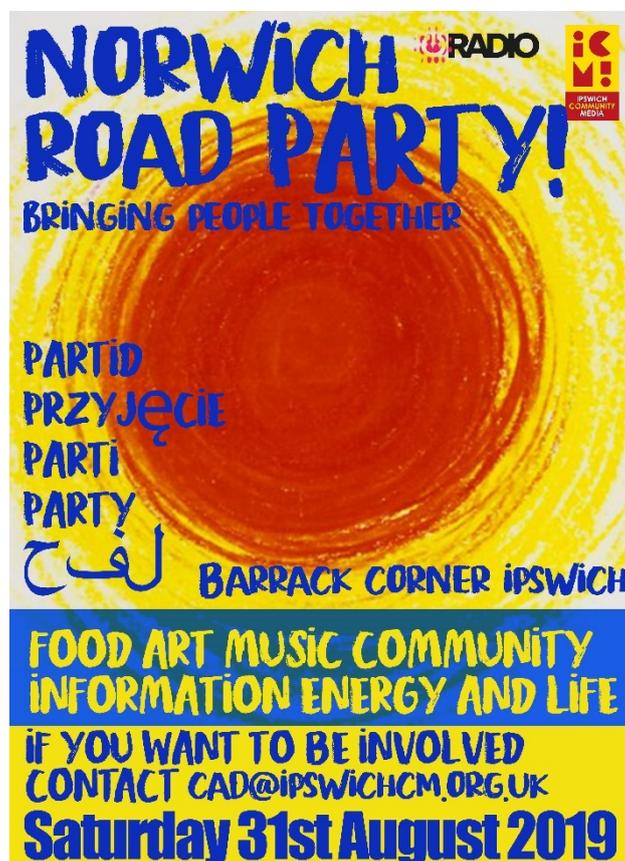


Figure 1 – Promotional flyer for the event.

- 2.10 ICM will be working in partnership with the International Church on Barrack Corner, and neighbours at ISCRE, Suffolk Refugee Support, Future Female Society, South Street Studios and BBC Suffolk, all of which are on the same road, are keen to come together as part of this event.
- 2.11 ICM has been an active member of the Destination Norwich Road meetings and firmly believes this proposal fits the aims and objectives of that project;

bringing life and awareness to an area, celebrating culture and diversity and supporting local businesses.

- 2.12 This project is about bringing engagement and creativity right to the heart of the streets. Four years ago, a project was run in the disused Co-op building on Carr Street; ICM worked with the University, College, Westbridge PRU, schools, mental health projects, film makers and artists, to have a programme of work in the windows and print pop up workshops in the shop, they had the freedom sound system on the high-street, and had visual film installations that public could engage with.



Figure 2 – South Street Kids Radio Project.

- 2.13 ICM is in the process of seeking approval from Suffolk Highways for this event to take place in the current proposed location. As this has not yet been granted, any funding awarded by the Committee will be contingent upon Suffolk Highways providing written confirmation that the proposed location and layout is approved.
- 2.14 The amount requested of the Central Area Committee budget is £4,500.00.

3. Relevant Policies and Area Action considerations

- 3.1 Building a Better Ipswich underlying principles:
- Priority 4: A Healthy Community
 - Priority 6: Safe Communities
- 3.2 To alleviate deprivation in the domain of:
- Health and Disability

4. Options Considered / Under Consideration

- 4.1 **Option 1** – Approve allocation of funding of £4,500.00, under the condition that approval is granted by Suffolk Highways for the event to take place in the proposed location.
- 4.2 **Option 2** – Approve allocation of less than £4,500.00 as a contribution to the same, under the condition that approval is granted by Suffolk Highways for the event to take place in the proposed location.
- 4.3 **Option 3** – Do not fund.

5. Consultations

- 5.1 ICM has continually talked and connected with residents, young people and local shops, and forged links with those who may not usually visit the area. A response that is often received when looking to combat negative connections with the Norwich Road area is that people need to celebrate and enjoy the diversity that is on offer.

6. Risk Management

Risk Description	Consequence of risk	Risk Controls	Probability of risk occurring taking account of controls (1: almost impossible - 6: very high)	Impact of risk, if it occurred taking account of actions (1: negligible - 4: catastrophic)
Lack of attendance	Poor use of public spending	Currently work in the area and engage with locals of all ages. Previous events have been run in the same location.	2	2
Actions to mitigate risk	Promotion of event through various routes.			
Accident at event	Injury to staff or public	Thorough planning of event. Sufficient staffing in place.	2	2
Actions to mitigate risk	Specific risk assessment to be undertaken by ICM, relevant insurances in place by attending organisations.			

7. Environmental Impact Assessment

- 7.1 ICM adheres to an Environmental Sustainability Policy that follows five principles; refuse, reduce, reuse, reform, recycle.
- 7.2 The organisation endeavours to use recycled batteries where possible, and it is intended that people will be attending the event by foot or public transport.

8. Equalities and Diversity Implications

- 8.1 ICM is a diverse community project, delivering to communities and individuals with backgrounds from across the world and paying close attention to the needs of all participants.
- 8.2 The organisation works in partnership with Ipswich and Suffolk Council for Racial Equality to actively promote equality and diversity.
- 8.3 It is intended that this project will have a positive impact on 'Race' and 'Religion or Belief', which are two of the protected characteristics identified in the Equality Act 2010. The event is an opportunity to showcase the many different cultures prevalent in the Norwich Road area and work to remove the preconceptions in place that often create a barrier to both intergenerational and intercultural engagement.

9. Financial Considerations

Item	Cost
Signage – vinyl etc.	£300.00
Promotional material	£300.00
Launch and promotional event for the first-year awareness <i>(Event to be held in early August to promote carnival, staffing cost)</i>	£400.00
Music and performance (Syrian band, gospel choir, 2 bands)	£500.00
PA	£500.00
Sound engineer	£200.00
Art hub	£400.00
Meeting room hire for 4 meetings leading up to event	£100.00
Stalls and gazebo hire	£200.00

Skipping workshop – high engagement	£300.00
Volunteer refreshments	£150.00
Co-ordination of the event	£1,000.00
<i>ON DAY: 2 facilitators at £20ph each for 10 hours = £400 (+ 10 volunteers)</i>	
<i>BUILD-UP: 2 facilitators at £20ph each, 5 hours a week x 3 weeks = £600</i>	
Administration, monitoring and evaluation	£400.00
Decoration and design	£250.00
Total Project Costs	£5,000.00
Match funding from ICV	£500.00
Total amount requested	£4,500.00

9.1 The amount requested of the Central Area Committee is £4,500.00.

9.2 Ipswich Community Ventures (ICV) has granted £500.00 towards the project.

10. Legal Considerations

10.1 The Council has the power to make grants to community projects through the Area Committees. The Area Committees have delegated Executive powers and devolved budgets.

10.2 Area Committees have the power to award grants in accordance with part 3, section 2 of the Council's Constitution i.e. the Area Committee terms of reference.

10.3 The Funding Guidelines expectation of the applicant being a constituted organisation, with named post holders was met by the Companies House registration as a Community Interest Company ([09657892](#)), and articles supplied. Year-end accounts were also supplied and the named bank account was already verified through the Council's payments system.

11. Performance Monitoring

11.1 Ipswich Community Media would be required to complete the Area Committee monitoring report as part of the standard funding agreement and may be invited to present to the Central Area Committee after a year.

11.2 ICM will be monitor progress using the following measurements: participants using the space; new footfall; projects engaged; first time people engaging with the arts and community work; young people specifically engaged in the

work; progression into further projects and volunteering; feedback on health and wellbeing, mental health awareness, and feelings of connectivity.

12. Conclusions

12.1 The Central Area Committee is asked to consider allocating funding to Ipswich Community Media to organise and run a 'Norwich Road Carnival' on Barrack Corner.

13. Recommendation

13.1 That the Central Area Committee considers the options for funding set out in section 4 and determines the allocation of funding from the Central Area Committee budget to Ipswich Community Media to deliver the 'Norwich Road Carnival'.

Reason: To enable the organisation to co-ordinate and deliver the 'Norwich Road Carnival', which aims to bring all ages and cultures together and celebrate diversity.