

Area Committee Well-being Fund – Project Proposal for Area Committee commissioning

Project Name: Middleton Regeneration Publicity & Promotion

Lead Organisation & contact details:

Re'new / South Area Management

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Project Delivery - How the project will be delivered :

The publicity and promotion scheme will be managed in partnership by South Leeds Area Management Team and Re'new. The work of both organisations on this project will be overseen and guided by the Middleton Regeneration Board. Board Members views will be incorporated into the development of branding. Promotional material will ensure that residents can identify change in the area with this branding.

Specific pieces of work will be sub-contracted out to specialist companies / individuals - the management of this will be overseen by Re'new.

Project Summary (including a brief description of the main activities and why this project is needed and its links to key priorities/actions particularly within the Area Committee's Area Delivery Plan):

The marketing and promotion project aims to heighten residents, organisations and local businesses awareness of the Middleton Regeneration Plan and what this will mean to their community in terms of the proposed actions and the long term benefits to the area.

The following types of communication activities would be funded through the amount requested from Area Well Being Budget:-

- Design time for the development of the logo / brand
- A glossy leaflet / brochure to be distributed to every household in Middleton
- Billboard posters / banners to be displayed in Middleton
- A community event to launch the action plan / strategy

The project fits within the Area Delivery Plan themes of Regenerating Areas and Involving Communities.

This project has been specifically designed to meet one of the key tasks that has been highlighted as part of the action plan. Re'new will project manage the scheme on behalf of Area Management. No contribution has been sought from other partners, as it is felt that it would be more appropriate for them to put funding into any future master planning exercises.

Outcomes (a summary the main expected outcomes, outputs and benefits to participants the project will achieve):

The project will produce symbolic brand for residents to associate regeneration developments in the area to. It is also hoped that with this increased promotion, it will encourage local people to get involved with various community engagement initiatives operating in the area, such as their local community forum, which will link directly into the Middleton Neighbourhood Network which is currently in the process of being developed.

This will also meet one of the actions of the Middleton Regeneration Action Plan which is to develop effective mechanisms to allow local people to become involved in what happens in their communities.

Project Cost:

An indicative figure of £8,000 revenue is being requested. It is anticipated that the full amount won't be spent in the 2007/08 financial year, as communication materials planned to be distributed to residents will be circulated in the Spring / Summer of 2008.

It is requested that £6,000 is allocated from the well being budget and the remaining £2,000 is taken from the Area Committees communication and consultation budget which is currently underspent.

Which geographic areas will benefit (i.e. particular neighbourhoods, wards etc): This will cover the Middleton Neighbourhood of the Middleton Park Ward. Information will be distributed to every household in the area to promote the work which will be undertaken through the Middleton Regeneration Strategy and Action Plan.