



Report to:
 Northwards Housing Board
 15 August 2006

Item No:
11c

Title:	Community Sponsorship Strategy		
Date:	25 th July 2006		
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Confidential:	No		
For: (Please tick action required)	NOTING	DISCUSSION	APPROVAL √
PURPOSE OF REPORT			
To propose that Northwards Housing has a Community Sponsorship Strategy.			
RECOMMENDATION			
That the Board supports in principle the proposed Community Sponsorship Scheme and agree that consultation be undertaken with members of the Area Panels.			
IMPLICATIONS			
Equality & Diversity:	Yes-to ensure a range of diverse groups will be made aware of the Community Sponsorship Scheme and funding is provided to various sections of the community.		
Financial:	Yes- A budget for the Community Sponsorship be set aside each financial year, subject to the availability of financial resources.		
Staffing:	Yes- Frontline Officers need to be aware of the scheme and promote it in their work.		
Decency Target:	No		
Governance:	The paper will go to Area Panels for discussion and then the Board for final approval.		
Risk Assessment:	Not a primary risk area.		

BME

Elderly

Young

Disability

Lesbian/Gay/Bisexual/Transgender

Single Parents

Domestic Violence

Alcohol / Drug Mis-users

Consultation/Consideration:

	Yes, No or N/A:	Name:	Date:
Sub-Committee:	Yes	HR & Equality	25 July 2006
Area Panel:	Yes	To follow	
Ward Councillors:	No		

Northwards Housing Community Sponsorship Strategy

Aims

The purpose of the report is to propose that Northwards Housing has a Community Sponsorship Strategy.

Introduction

Northwards Housing has made some positive steps to improve the quantity, quality and diversity of Tenant and Resident involvement eg. the introduction of the 'Tenant Inspectorate Scheme.' We have also developed partnership working, such as working with 'Disabled Living' to change the focus of Mystery Shopping in order to assess services relating to tenants' and customers' diverse communication and access needs.

The recent Inspection (carried out by the Audit Commission) provided an opportunity to reflect and review Northwards Housing's current position and performance regarding informal tenant involvement and partnership working. It highlighted the opportunity for Northwards Housing to identify where improvements can be made to ensure the work carried out is effective, efficient and beneficial to tenants and residents living to the North Manchester and for the organisation.

The need for a Community Sponsorship Strategy

The purpose of having a Community Sponsorship Strategy is to provide the following:

1. To allocate funding for sponsorship of community activities, partnership working or events with transparent guidelines for Tenants, Residents and voluntary agencies to apply for funding,
2. To develop creative ways to encourage community cohesion and develop long-standing relations with diverse Communities in North Manchester, in particular hard-to-reach groups,
3. To encourage more groups to become involved with Northwards Housing on a regular basis and improve the Organisation's profile and reputation,

4. To develop accurate records of informal community involvement and partnership working in order to meet Audit Commission's requirements for the next Inspection in two or three years time,
5. To monitor the allocation of funding of diverse groups to ensure the decision-making process is fair and that no groups are disadvantaged,
6. To allocate an annual budget for funding community events and projects so that the organisation can consistently work with the North Manchester Communities.

Application

Appendix 1 provides proposed guidelines and a proposed application form for individuals and voluntary groups wishing to seek funding. These guidelines set out the criteria that must be met by the applicant before a panel (from Northwards Housing) will consider an application. It explains the decision making process and the maximum availability of funding for any one group.

Publicity

Publicity Material to advertise funding

To ensure no group is disadvantaged it is expected that Northwards Housing provides a variety of ways to attract interest from all sections of the community.

It is proposed that we develop:

1. Flyers promoting the scheme and these to be sent out to various Community groups, Voluntary groups, Faith groups, Educational establishments, and shops.
2. Web pages for the internet and intranet to promote the sponsorship scheme and provide an online form.

It is also proposed that frontline staff are made aware of this facility and promote it in their daily working life with tenants and agencies.

Publicity Material for events/ projects

It is also suggested to have the right to attend the event or Project launch where funding has been provided and promote it in either the Northwards tenants' newsletter or the internet.

Decision Panel

A panel of three (consisting of the Customer Service Manager, Resident Involvement Officer and Finance Officer) are suggested to carry out the following functions as panel members:

1. To assess and make a decision as to whether to grant sponsorship and respond to the applicant.
2. To monitor and review the process every quarter in order to ensure that diverse groups are making applications and sponsorship is offered to diverse groups.
3. To inform the Communication Officer of any forthcoming event or projects being sponsored in order to publicise Northward's Housing involvement,
4. To ensure one member from the delegated panel appropriately records and files applications, including any correspondence.
5. To identify any opportunity for further staff involvement (i.e. staff participating in events).

Finance

A total sum of £5000 has been identified for funding events/projects for the remainder of the 06/07 financial year. The Director of Business Services will review and make the recommendation to the Board to allocate a specific budget for the Community sponsorship in future years, and subject to the level financial resources.

It is expected that a cost will be incurred for the design and printing of flyers in order to advertise the scheme, which will be a one off cost of £500.

Recommendations

That the Board discuss the proposed Community Sponsorship Scheme and agree that consultation be undertaken with members of the Area Panels.

Northwards Housing Community Sponsorship Fund

Northwards Housing is committed to making a difference to Tenants and Residents living in North Manchester Communities. Our values require us to go beyond the provision of housing or the large scale investment programme to improve council homes in order to meet the Decent Homes Standard by 2010.

We have a corporate social responsibility to act properly and that part of this commitment includes giving something tangible back to the community.

Northwards Housing is a not-for-profit company with limited funds. However, we want to encourage communities of North Manchester (where Northwards Housing manages housing), rich in diversity, to work together to develop community activities, events or projects. Examples include sponsoring youth groups, football teams, art competitions, garden competitions, a knitting day etc.

We have decided that every year we will set aside some funding to sponsor community activities, events or projects in North Manchester area.

Funding

A sponsorship award of £500 will be the maximum allowed for the period 2006-2007 for any specific group. It may be at the discretion of the Panel to grant funding exceeding this amount subject to a compelling business case.

Guidelines

Awards will be made at the discretion of the Northwards Housing Sponsorship Panel. Please read the following requirements and criteria before making an application.

We are able to provide this in alternative communication formats. If you require this application in Braille, large print, tape or translated in another languages please email Seema Kohli on info@northwardshousing.co.uk or phone 0161 227 3030 or fax 0161 795 9091.

Criteria

You must provide evidence in the application form of how your activity, event or project meets the minimum criteria outlined below:

1. The activity, event or project must be of benefit to the North Manchester Community, not merely one individual,
2. Beneficiaries clearly include Tenants and Residents residing in Northwards Housings' area boundaries,
3. No further applications in one year will be considered where funding has already been granted to a successful group,
4. The reputation of the body and it's track record in using resources wisely,
5. The contribution of the funding encourages social harmony.
6. No funding will be awarded to any organisation or group that may bring the name or reputation of Northwards Housing into disrepute.
7. No funding will be provided to any body that has overt political affiliations.
8. Northwards Housing reserves the right to publicise material of any events it has funded.
9. Northwards Housing will preferably match funding of groups' own resources or other sponsorship.
10. The scheme will not fund activities which are the statutory responsibility of the Council or other public bodies.

Once you have completed an application form please send to the address below:

Seema Kohli
Customer Services Manager
Hexagon Tower
Crumpsall Vale
Blackley
Manchester
M9 8ZS

Northwards Housing Sponsorship Panel will meet to discuss your application and will aim to inform you of the decision within four weeks of the receipt of application.

Good luck!

For administration use:

Application No:



COMMUNITY SPONSORSHIP APPLICATION FORM

1.1 Please provide contact details

Name	
Address	
Direct Line telephone number:	
Fax:	
Email address:	

1.2 Please tick the relevant box

I am a tenant or resident who has not been involved with Northwards Housing

I am a tenant or resident with involvement with Prior involvement with Northwards Housing (i.e. Tenant and Resident Organisation, the Tenant Inspectorate Scheme, Mystery Shopping)

I am neither a tenant or resident but work with the North Manchester community in either voluntary or paid work. (please provide details of type of organisation You work for and how your organisation is funded)

Name of organisation

How is it funded.....

.....

.....

1.3 Please briefly describe what the event, project or scheme is and how it enhances or benefits:

- a) Community harmony,
- b) Partnership working, and
- c) Tenants and residents living in Northwards Housing area.

Enhancing Community harmony

Developing Partnership working

Benefits to Tenants and Residents in North Manchester (within Northwards Housing's area)

1.4 Finalising your Application

Please provide a breakdown of costs for your event or project.

Northwards Housing reserves the right to seek, if required, further clarification on any application and will contact relevant parties. In this instance, Northwards Housing will require a written response within 48 hours.

Northwards Housing reserves the right to publicise material of any events it has funded.

1.5 Declaration

I declare that:

The information given on this application form and in any other documentation that supports this application is accurate.

I understand that, where any materially misleading statements (whether deliberate or accidental) are given at any stage during the application process, or where any material information is knowingly withheld, this could (at the discretion of Northwards) render my application invalid and any goods received by us will be liable for repayment.

I confirm that the original wording and structure of this application form as it was originally provided has not been altered, deleted or added to in anyway.

I confirm that I and/or my organisation will take all reasonable precautions to ensure that goods received will not be misused or misappropriated in any way. In the event of fraud, I understand that Northwards Housing may take legal action to recover any misappropriated goods.

I agree that the information supplied on this form, including individual contact information, will be used to chart the success of the campaign, event or project and for Northwards Housing monitoring purposes.

Signed:	
Print Name:	
Date:	
Organisation Name (if applicable):	
Position (if applicable):	