

5 OCTOBER 2015

REPORT OF THE CHAIR OF THE AREA PEOPLE BOARD**East Sunderland Area People Board Progress Report****1 Purpose of Report**

- 1.1 In June 2015 the Local Area Plan's priorities associated with People were referred to the East Sunderland People Area Board to action on behalf of the Area Committee. This report provides an update on the work plan, as set out in **Annex 1**.

2 Key Areas of Influence / Achievements

- 2.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area People Board up to 30 September 2015.

Action Taken	Outcome
<p>Area Priority 2: Embed and strengthen the Community Connectors model.</p> <p>Area Action: identify a ward hub to deliver or complement a range of services which include reducing social isolation, supporting people with disabilities and supporting carers.</p>	<p>In July 2015, Area People Board councillors identified proposed hubs in each of the five wards, these are:</p> <ul style="list-style-type: none"> • Doxford Ward: The Box Youth Project • Hendon Ward: CHANCE • Millfield Ward: St Marks Community Association • Ryhope Ward: Ryhope Community Association • St Michaels Ward: St Nicholas Church <p>During the Summer meetings were held with members from the organisations to discuss how the Community Connectors model could be rolled out across the East. The main principles of the model would be to provide a physical presence in the ward and co-ordinate and support services and activities which complement the Area Committee's work plan.</p> <p>The model will be discussed in greater detail at the November Area Board. It is expected that a SIB request will be submitted in at a future meeting to support the delivery of the project.</p>
<p>Area Priority 3: Develop Stronger Communities and Encourage Self Help.</p> <p>Action: 1</p> <p>Up Skilling Volunteers: Set up a task group to identify</p>	<p>In March 2015, East Sunderland Area Committee agreed to establish a Task Group which would consider how the Committee could contribute towards up skilling volunteers in the East Area. Several meetings of the Task Group have been held with partners across the area, which resulted in the completion of a Training Needs Analysis. The analysis was informed by a survey completed by 115 East volunteers (40% return) who identified 36 courses. It is worth noting however, that the volunteers identified an interest in more than one course, meaning on average a volunteer would complete six</p>

<p>what is available to access currently, what the training needs of the sector are, cross reference both to identify barriers and bring back a future report for consideration. Co-ordinate and support volunteering opportunities across the council and partners.</p>	<p>courses.</p> <p>Some courses were in higher demand, for example, 85 volunteers are interested in carrying out First Aid training. Others were more specific to the organisation's needs, i.e. Conservation Cleaning, but could be beneficial to others organisations.</p> <p>Cost of training, the time of delivering a course i.e. daytime and awareness of opportunities available were highlighted as common barriers towards accessing existing training provision.</p> <p>To address these barriers the project is seeking a one off grant award for revenue costs to design, develop, host and manage a community e-learning management system (CLMS). This could reach up to 5,000 volunteers providing access to 100 on-line modules, with the added ability to develop new modules.</p> <p>The Area People Board a recommending that the funding request for £11,000 SIB 2015 / 2016 is supported, which is discussed further under the area budget report.</p>
<p>Area Priority 3: Develop Stronger Communities and Encourage Self Help.</p> <p>Area Action 3: Encourage outdoor education and support the establishment of a camping exchange.</p>	<p>A Camping Exchange programme exists in Durham. It involves local schools working together using 'camping' as a tool to educate pupils, connecting the project directly with the core curriculum e.g. English, maths, science, history and geography.</p> <p>In July 2015 a Call for Projects was advertised with VCS groups and schools in the East area seeking expressions of interest from organisations which are interested in the camping exchange concept. Eight organisations submitted an expression, these are:</p> <ul style="list-style-type: none"> i) Barbara Priestman Academy ii) Diamond Hall Infants School iii) Hudson Road Primary School iv) Mill Hill Primary School v) Ryhope Junior School vi) St Pauls Church of England School vii) Valley Road School viii) Groundworks North East <p>A workshop with the organisations will be held in October hosted by Reynolds Outdoor Specialist, who are a local independent business specialising in outdoor equipment, to discuss options around a 'rent a tent' scheme which will provide access to camping kits for small or large groups to learn outdoors.</p>

	<p>Information from the workshop will be presented to the November People Board. It is expected that a SIB request will be submitted to a future meeting to support deliver of the project.</p>
<p>Area Priority 4: Deliver a partnership approach to improve health and wellbeing.</p> <p>Area Action 2: Reducing demand on A & E services targeting BME communities and new parents.</p>	<p>In June 2015, Area Committee agreed to prioritise the need to reduce the demand on A&E Services by targeting ‘frequent flyers’ from East area, specifically members from the Black Ethnic Minority (BME) community and parents of young children.</p> <p>Early discussions were held at July’s People Board. Points included:</p> <ul style="list-style-type: none"> • 40% of patients are discharged without treatment. • Lack of public awareness around how to access urgent and emergency care and what is the appropriate choice for ‘the situation’. • Need to improve working relationships between health and housing specialists and share information to ensure the home is healthy for the patient’s needs. <p>Further discussions are being held on how it is possible to identify frequent flyers. Once identified options to consider supporting in the East are:</p> <ol style="list-style-type: none"> i. Produce or use existing promotional materials which include key messages around what alternative choices are available in terms of accessing urgent and emergency care, in addition to A&E. ii. Commission a Common Childhood Illness Course, e.g. nappy rash, teething symptoms, etc. targeting families with young children via the Council’s Family Workers Team. <p>A further report will be presented at a future meeting.</p>
<p>Area Priority 5: Influencing the design, delivery and review of People based services.</p> <p>Leisure Partnership Update</p>	<p>An update on the Leisure Partnership and the Active Sunderland Approach was provided at the July People Board. The council has appointed Sports and Leisure Management (SLM) as a joint venture partner and from 1 June SLM, who operate as Everyone Active, will manage the council’s sports and leisure facilities. SLM will be responsible for day to day leisure centre operations, while strategic decisions will be made at Joint Venture level.</p> <p>Working together, Sunderland City Council and SLM will continue to invest in facilities and enhance and expand services under the new joint venture arrangement.</p>

	<p>Raich Carter Leisure Centre was one of the centres which transferred over under the joint venture scheme resulting in refurbishments been carried out, including a new gym.</p> <p>The new partnership is tasked with encouraging more people in the city to take part in physical activity, sport and leisure more often. Building on work already underway through the city's Active Sunderland approach which works with individuals, schools, communities and sports clubs creating, enabling and providing opportunities for people to be active and to increase their activity levels.</p>
<p>Area Priority 5: Influencing the design, delivery and review of People based services.</p> <p>Live Life Well Services</p>	<p>In July 2015, Area Board received an update on the development of the Integrated Wellness Service, now known as the Live Life Well Service. The Live Life Well Service was procured in January 2015, with the service delivery commencing from 1st April 2015. The model is a new approach to mental and physical wellness, focusing on:</p> <p><i>Healthy Places</i> - increased investment in supporting active travel and outdoor space.</p> <p><i>Central Hub / Gateway to Healthy Opportunities</i> - enable people to improve their own health with information and signposting available through a range of media. Complementing the Area Committee's Community Connectors model.</p> <p><i>Health champions / Personal Information and Advice</i> - build on the successful Sunderland Health Champions programme to ensure that people who are thinking about making a change can.</p> <p><i>Outreach</i> - identify and address health issues arising in specific neighbourhoods e.g. stop smoking services for young pregnant women and delivery of NHS Health Checks in disadvantaged neighbourhoods.</p> <p><i>Support for Healthy Living</i> - recognising that some people need extra support to make the necessary changes to improve their mental or physical health; dedicated Wellness Coordinators will help people to build a plan for themselves and/or their families using the opportunities available that best suit their daily lives.</p> <p><i>Further opportunities</i> - there will be a range of commissioned and non-commissioned direct delivery such as NHS Health Checks, Stop Smoking Services, Substance Misuse Services and services aimed at improving Mental Wellness.</p>

<p>Area Priority 5: Influencing the design, delivery and review of People based services.</p> <p>Early Intervention and Locality Working Youth Commissioned Contracts</p>	<p>In September 2015, Area People Board received an update on the performance of current commissioned youth contracts and the XL youth team. Representatives from The Box Youth Centre and XL Team were in attendance, apologies were received from Hendon Young Peoples Project. There was no representation from Blue Watch Youth Centre or Lambton Street Youth Centre. All performance data is available via sharepoint.</p>
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3. Recommendations

3.1 Members are requested to:-

- (a) Note the updates provided on the Community Connectors model, Camping Exchange, Reducing demand of A & E services, the Leisure partnership update and the Live Life Well Service.
- (b) Note the East Sunderland Area People Board Work Plan, as set out in **Annex 1**.
- (c) Note the Area People Board's support and recommendation to approve £11,000 SIB project proposals for the area priority 'Up-skilling Volunteers' and support the establishment of the community e-learning management systems, as set out in the Area Budget Report.

Annex 1 East Sunderland Area People Board Work Plan 2014 / 2015

Background Papers East Sunderland Area People Board Agendas, Reports and Action List
East Sunderland Up Skilling Volunteers Task Group: Training Needs Analysis Findings July 2015
East Sunderland Call for Projects Brief: Camping Exchange

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