

East Area Committee



Cllr Ellen Ball
Chair of East Area Committee

East Area Committee set out its priorities for the year ahead to focus work and resources on issues that will bring real benefits to the local community. A snapshot of the funding that has been allocated broken down by People, Place and Economy is found below.

- Reducing the number of young people that are not in education, employment or training (Economy) £105,000
- Building futures- Community Kitchen (People) £19,700
- Supporting community groups to transform adult social care (People) £30,500
- Additional highway maintenance works (Place) £20,000
- Development of the Coastal Path (Place) £50,000
- Love where you live programme (Place) £36,053
- Improvements to local shopping centres (Place) £108,400
- Total £369,653



My colleagues the local Councillors, led the way, out in our local communities with partners and residents delivering a variety of excellent projects. Some of the highlights are:

- Undertaking 'Love Where You Live' campaigns to deliver environmental improvements and celebrate what is good about East Sunderland. The activities have ranged from the first community fun day held in Doxford attracting over 300 local residents to over 20 volunteers getting involved in tidying up Burn Park, Millfield and neglected land at the Six Streets, Hendon. It was great to see local schools get involved as well, for example, pupils from Hudson Road Primary designing a booklet on safe places to play, which was shared with every school child in the area.
- Councillors visited local shopping centres, consulted with local traders and residents to agree improvements that could be made to the appearance of the centres. As a result SIB funding was allocated to carry out a series of improvement works, including painting all street furniture, road markings, highway barriers and shop fronts at Vilette Road, Hylton Road, Grangetown and Ryhope Street South shopping centres.
- The Committee carried out a mapping exercise to identify the services that are provided for older people in East Sunderland. The information was used to compile an on-line Community Directory which was recently launched, identifying over 900 services specialising in provision for older people. A small grants scheme has been agreed to provide support for community groups with any additional capacity requirements as a result of their inclusion in the directory. The directory is a valuable tool in helping to manage demand for future adult social care services and in helping our local communities to be more self-sufficient by enabling them to access

the clubs, groups and services available in our neighbourhoods.

Resources have been provided to enable a community kitchen to be set up which has developed individuals ability and confidence to cook for themselves, promoting healthy living. The facility also provides a social outlet with broad band access, community library book collection scheme, support and advice on nutrition and healthy living opportunities all aimed at reducing social isolation.

- Supporting young people into education, employment and training by committing resources to provide mentoring and work experience and support for local businesses to take on apprentices. Our aim is to provide a progression route for young people who have completed work experience to move on into employment and get sustainable opportunities from their training.
- Working with East VCS Area Network and Natural England, the Committee have delivered a 'better than basic signage' scheme to promote the national coastal path running through Hendon and Ryhope. Connecting communities to their coast and encouraging people to 'go outdoors' and improve their health and wellbeing.
- Partners from across the area have worked hard to address crime and disorder through delivering various operations across the area, for example, Operation Lantern targeted anti-social behaviour along Hudson Road. This involved alcohol seizures and stop searches.

In addition to specific projects that we have resourced we have also influenced the design and delivery of a range of services to meet the specific needs of East Sunderland's communities as part of our work programme.

From a Place perspective, we have worked to:-

- Introduce a Dog Control Order Policy, which extends enforcement powers to include offences such as, keeping a dog on a lead or permitting a dog to enter land in specified location,
- Prioritise road repairs as part of the Highway Maintenance programme for 2014/2015,
- Consult on the Local Development Framework, Core Strategy which sets out housing, business and other development needs for the area, and
- Ensured that services managing commercial health and safety, pollution control, pest control and licensing laws are raising awareness of what they can provide to enable residents to deal with associated concerns effectively.

From a People perspective, we have worked to:-

- Inform and agree the specification for activities included in Youth Contracts, the Children Centre programmes and XL Youth Villages,
- Support the transformation of Library Services by identifying potential venues for community outreach programmes, community book reservation and collection services, and dealing with resident's concerns about the changes,
- Shape a review of Wellness Health programmes, so that services developed would meet the specific needs of our local communities.

Partnership working has been key to ensuring we get value for money and maximum benefit from our resources. There are many examples throughout this report of the excellent work that has taken place over the last 12 months. We are continuing to work closely with and support, the East Area Voluntary and Community Sector (VCS) Network. Relationships will continue to be strengthened in the future as opportunities arise for our communities to be seen as participants, rather than



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recipients of services.

We are developing relationships with a relatively new organisation, the Clinical Commissioning Group (C.C.G.) and its East Locality Team which is a group of G.P. practices working together to commission local health services. This relationship is important as services are better integrated across health and social care to ensure developments are locality focussed and meaningful engagement is undertaken to maximise involvement of our communities in their healthcare options.

We are committed to achieving positive impact for local people and our achievements this past year have resulted in a wide range of benefits, some of which are visual, for example, environmental improvements to open spaces and shopping centres, local community events, improvements to roads, and some of which are contributing to local peoples wellbeing, for example, training and employment opportunities for young people, increased provision of services for older people and support with healthy living.

In addition to larger scale projects a range of smaller scale support has been provided to community groups (47 grants have been awarded totalling £37,547) the benefits of which have

included holding local events for people to attend (e.g. community music, drama, coffee mornings, exhibitions and other social events), providing opportunities to increase participation in sport, (e.g. variety of different sports equipment, fishing equipment, football strips), and opportunities to improve general wellbeing (e.g. healthy eating activity sessions, cooking skills and diet advice, plants for volunteers to build a sensory garden, craft materials for free art classes).

We're committed to improving on the successes we have seen this year and will continue to keep local communities at the heart of everything we do. We will develop our relationships with partners and identify future priorities together to ensure local services are joined up and that local communities are taking an active role in shaping those services to meet local need.

As the Chair of East Area Committee I would like to thank all members of the Area Committee, including my two Vice Chairs, Northumbria Police, Tyne and Wear Fire Service, East VCS Area Network, Responsive Local Services and Locality Teams, and the C.C.G. for their hard work and support throughout the year in helping to make East Sunderland a better place to invest, work and live in.