

21 MARCH 2012

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

Progress Report on 2011/12 Workplan: Local Shopping Centres

1 Why has it come to Committee?

- 1.1 This report is presented on behalf of the Shopping Centres Task and Result Group and provides an update of progress against agreed actions in the current year's (2011/12) work plan (**Annex 1**).

2 Background

- 2.1 A Business Survey and Best Practice Review was completed in September 2011 and a draft report presented to the Task and Result group in October 2011. The group considered the report findings and recommendations and developed proposals which were agreed by Area Committee at the November 2011 meeting and have formed the basis for the work of the Task and Result group since this date.

3 Progress report

- 3.1 The Shop Local at Christmas campaign, delivered in Hetton, Houghton and Shiney Row proved to be popular with local people and received some positive feedback from shoppers and retailers. Local businesses and shops, local schools, voluntary and community sector (VCS) organisations and approximately 165 volunteers were involved in promoting local shopping over a three week period during November/December 2011. Twelve retailers actively took part.
- 3.2 The key messages from the consultation carried out during this period were:
- There is a need for more marketing and publicity
 - Support for small businesses is required
 - Traders would support the development of a traders forum or association
 - More visible activity and demonstrations would attract shoppers
 - New businesses need to be attracted (a wider range of business type is required)
- 3.3 The Task and Result group met on 21 February 2012 to discuss the outcome of the Shop Local campaign and how to use this information to move forward.
- 3.4 A Business Support Project giving advice, mentoring and support to 24 local businesses has been developed. The project and associated funding of £35,000 SIB was approved at the November 2011 Area Committee meeting and details of the project have been circulated for information. Andrew Perkin will lead on the project until we have a named replacement from the Business Investment Team.
- 3.5 As agreed by Committee in November 2011, a Marketing and Promotion project has been developed by the Communications Team and will be delivered in partnership with the VCS Network and Task and Result group. The project will develop a calendar of events and will link with key dates such as Easter, the Diamond Jubilee and Sunderland 2012 Olympic programme. Using the previously agreed £15,000 SIB, traders and shoppers will be involved in various activities to promote the 'Shop Local' theme. Julie Heathcote will lead on the project.

- 3.6 At the November 2011 meeting, it was agreed that a £20,000 SIB budget be available for street scene type projects. At the meeting on 21 February 2012, the Task and Result group discussed 'ad bins' which can be fixed or portable and are used to promote businesses, events or art work from local groups and schools. It was agreed that costs to purchase and install four bins (one at Hetton, two at Houghton and one at Shiney Row) be explored. The estimate has since been obtained and costs including installation will be £3,000. Committee are asked to approve the purchase and installation of the bins.
- 3.7 The Love Where you Live campaign, led by the Area Response Manager, was discussed by the Task and Result group and it was agreed that shopping centres and retailers need to be considered during the planning of future events. The next phase of the campaign will take place during March 2012 with a number of groups and volunteers taking part. It was agreed that the Love Where You Live branding should be used continuously throughout the year to encourage all sectors of the community (including businesses) to look after their own neighbourhood. The Area Response Manager, Area Officer and Community Co-ordinator will include this in the planning of future events.

4 Next Steps

- 4.1 A meeting will be held with local traders in Houghton Town Centre who have expressed an interest in forming a traders' forum or association. Relevant council officers will attend the meeting to update traders on the Shop Local projects and begin discussions regarding the development of a traders' forum. This work will be incorporated into the Business Support Project referred to in item 2.4 above.
- 4.2 A draft calendar of events will be produced, ensuring co-ordination and partnership working with other events, programmes and organisations throughout the area. This will be discussed and promoted with local traders to ensure they are updated and involved.
- 4.3 A shoppers' survey will be designed, using 3 or 4 key questions which can be used at all events to enable development of future activities.
- 4.4 The Task and Result group will continue to develop and monitor all projects as outlined in item 3 above.

Recommendations:

- Approve the purchase and installation of 'ad bins' referred to in 3.6 above
- Agree the next steps in item 4 above

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21 MARCH 2012

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

Progress Report on 2011/12 Workplan: Activities for Young People

1 Why has it come to Committee?

- 1.1 This report is presented on behalf of the Activities for Young People Task and Result Group and provides an update of progress against agreed actions in the current year's (2011/12) work plan (**Annex 1**).

2 Background

- 2.1 Funding provided by SIB, Children's Services and Gentoo customer panel has been used in this financial year to develop an additional activity programme for young people. Area Committee agreed that school holiday activities and junior youth provision (12 and under) would be priority for the Coalfield area and that the detail of the activity would be developed and agreed through the Youth Task and Result group meetings. An SIB and Gentoo funded Responsive Youth Programme project was also designed with the aim of responding to hot spots of youth disorder and youth anti social behaviour.
- 2.2 In order to identify what is available for young people and where the gaps are. Area Committee requested that a complete picture of youth activity across the Coalfield area be available. This would include sessions delivered by commissioned contractors, XL youth provision, activity enabled by the SIB funded Responsive Youth Project, holiday activity and additional junior provision.

3 Progress

- 3.1 The Activities for Young People budget (referred to in 2.1 above) has, to date, delivered holiday activity for all school holidays between Easter 2011 and February half term 2012. A programme has been developed for the remaining school holidays in the current academic year, and it is also proposed that four term time junior sessions will be delivered as part of this project. The cost of holiday provision delivered and planned to date is £38,820, the projected cost of additional junior provision is £11,981, leaving a balance of £11,077. It is proposed that this is utilised to extend the holiday provision into the 6 week summer holiday period.
- 3.2 Through the SIB and Gentoo funded Responsive Youth Provision project (referred to in 2.1 above), a number of projects for 13-19 year olds have been delivered. A reduction in youth related ASB in Easington Lane being the most successful outcome. Junior provision is being delivered in Easington Lane and Houghton and the success of this will be evaluated to inform next steps. The Task and Result group met on 16 February 2012 and using intelligence available agreed that youth work at the Burnside skate park would continue, as it has helped to engage a number of young people who previously were involved in anti social and disruptive behaviour. To demonstrate the reduction in reported incidents and the drop in the crime statistics, further information will be included in the Annual Report to be presented to Committee at the April 2012 meeting. This budget is now fully committed.

- 3.3 To assist with the co-ordination and promotion of all activities for young people across the Coalfield area and to reduce duplication of services, the Youth Lead for the Coalfield has set up a 'provider' forum to bring together providers of junior and senior youth clubs and activity. Identified providers (Youth Development Group, Sunderland North Community Business Centre (SNCBC), Groundwork, Herrington Burn YMCA, Washington MIND, The Underground, XL Outreach, and Gentoo) now meet regularly to discuss good practice and identify gaps. At the last meeting of the Task and Result group, a representative from the 'Truth about Youth – North East' project agreed to work with the providers to develop a partnership project to challenge and change negative perceptions of young people.
- 3.4 The XL winter model has proved extremely successful in the Coalfield area. The provision at Burnside has attracted 215 individuals with a total number of 1284 attendances between them. 100 individuals have attended more than 4 times and 70 are new contacts for the Youth Development Group. All contracted youth sessions are delivering on target and mobile provision is still being delivered at Fencehouses.
- 3.5 At the February 2012 meeting of the Task and Result group, Washington MIND updated the group on their work in the area. An overview is included at Annex 2 to this report. The project is delivered using a contribution of £9,857 SIB funding approved at the November 2011 Area Committee and a representative from the project is in attendance at this meeting to provide further information.
- 3.6 The SIB funded Ear 4 U project, delivered by Impact Family Services, is due to come to an end at the end of March 2012. The project has exceeded targets, with referrals made to the project mainly being around issues of family conflict having a negative impact and affecting young people in a number of ways i.e. school attendance, anger and self-esteem and confidence issues. Over the last year the project has made strong working relationships with Hetton and Houghton Kepier School who have helped to raise awareness of the Ear 4 U project across their schools and their local communities. The key worker for the Coalfield area has also worked closely with a number of social workers and has assisted them in gathering information which has been used for child protection plans and court proceedings. The key worker has informed schools and services in the Coalfield area that the project will be coming to an end on 31st March 2012. The project will use the following weeks to bring an end to the support currently being provided to young people. A representative from the project is in attendance at this meeting to provide further information.

4 Next Steps

- 4.1 The next Activities for Young People Task and Result/Youth Operational group meeting will take place on Thursday 29 March 2012. The first item on the agenda for this meeting will discuss the summer programme for the XL Youth provision including locations and format of activities. All elected members are invited to attend in order to ensure that all views and intelligence can be considered in the decision making process.
- 4.2 The Task and Result Group will continue to develop and report on all activity for young people including commissioned youth contracts, XL provision, holiday activity and externally funded work delivered by partner providers.

Recommendations:

- This report, presented on behalf of the Task & Result group be noted
- Committee agree that four junior youth clubs as outlined in 3.1 above are developed
- Committee agree that the remaining balance of SIB as outlined in 3.1 above be used to extend holiday provision into the school summer holiday period
- Elected members attend the Task and Result group meeting on 29 March to agree the locations and format of XL summer provision

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**Washington Mind Young People’s Project (16-25 years old)
Delivery in Coalfields.**

Washington Mind is celebrating our 30th year of providing Mental Health and Wellbeing services in the local area. We are independent charity but are affiliated to National Mind, the largest Mental Health Charity in England. Washington Mind is a forward thinking organisation with a small team of both paid and volunteer professionals including qualified and student therapists, independent mental health advocates, support workers, trainers and group facilitators, all working within the process of recovery.

There are enormous unmet mental health needs, evidence shows that 1 in 4 people in the UK will at some point in their lives experience a mental health problem. The development of community-based services to replace the remote institutions of former years has meant that the vast majority of people with more serious mental health problems now live within their own communities. There is still a stigma surrounding a mental health diagnosis, social exclusion for those affected by it and people still have difficulty in accessing appropriate services when they need them. Current Government policy and guidance requires that resources be directed towards promoting inclusion rather than maintaining exclusion. We have held a number of other consultations including our Annual Review and Consultation on 4th March 2010 and over 500 young people (16-25) took part in a survey about mental health provision in the area. This involved a range of stakeholders taking part to ensure we are meeting the needs of the local community and that their views help to shape the services we deliver.

Washington Mind currently provides 1-1 counselling services on the following days and venues in the Coalfield locality.

Monday	Tuesday	Wednesday	Thursday	Friday
Herrington M/G 9-5pm	Houghton Kepier M/G 9-5pm	Westbourne M/G 9-11.30am	Houghton Kepier M/G 9-12 noon	Hetton G/P 9-12 noon
Hetton Centre Youth Room 10-12 noon	Houghton Kepier M/G 9.30-1pm	Herrington M/G 11.30 – 5pm	Westbourne M/G 1-4pm	Herrington M/G 9 - 3.30pm
Hetton Centre Youth Room 2-5pm	Westbourne M/G 9 - 3.30pm		Houghton M/G 9-12noon	
			Herrington M/G 2-4pm	

Washington Mind Young People’s Project works with 16-25 year olds who experience or are at risk of developing mental health problems or emotional distress throughout the Sunderland locality. The project has an open referral pathway and offers wellbeing and recovery services, 1-1 Counselling as well as psycho-educational and therapeutic group work and Computer Cognitive Behavioural Therapy (CCBT).

Referrals to Washington Mind services

The recording data runs the same as the financial year April to April.

Year	Total Referrals	Number of YP	Percentage Y/P
2007/08	221	21	10%
2008/09	376	69	18%
2009/10	474	116	24%
2010/11	1035	276	26%
2011- to date...	859	215	25%

Geographical breakdown of young people (276) referred from 1/4/2010 – 31/3/2011...

- Washington 118 = 43%
- Coalfield 123 = 44%
- City 35 = 13%

Geographical breakdown of young people (215) referred from 1/4/2011 – 13/2/2012...

- Washington 96 = 44%
- Coalfield 83 = 39%
- City 32 = 15%
- Unsure 4 = 2%

Over the last 1 $\frac{3}{4}$ years 206 (42%) young people referred to the Washington Mind's Young People Project reside in the Coalfield locality. With the open referral pathway many of the young people self refer to Washington Mind Young Peoples Project and as a result often have little or no contact with statutory NHS services. So although we offer 1-1 counselling services in the Coalfield locality, GP practices may not always be the most appropriate venues for young people to access.

There are many barriers that young people may face when accessing mental health services such as knowledge of services, service provision and how to access services and accessibility, service delivery, stigma associated with mental health, and appropriate non stigmatising venues that young people find accessible. Many people also believe that Washington Mind is only for people who reside in Washington. I believe that by having an appropriate non stigmatising youth venue in the Coalfields could help us reduce many of these barriers.

Although at present we offer 1-1 therapy from the Hetton Centre Youth Rooms the project is keen to develop and establish some group work with the young people and run some art based interventions (Photography, Digital media, Art). Research shows that art based interventions can have a therapeutic effect upon people's mental health, and I believe can be used as an active engagement tool to engage with young people regarding mental health. These can be used for a variety of reasons such as a way of expressing themselves and how they are feeling, diversionary in that people can switch off from their problems whilst engaging in art based activities, and learn new skills, interests and hobbies. I also hope to display the work that the young people create with exhibitions throughout Sunderland, giving the young people a sense of achievement boosting self esteem. This work will also provide opportunities for young people to volunteer in creative mental health interventions.

The project would also be keen to work in partnership to develop the Hetton Centre Youth Rooms into a 'one stop shop' for health service for young people offering a holistic approach to young people's health in Hetton le Hole (Coalfields) and would look at developing partnership working with an array of Youth Provision to work on an outreach basis from the HCYR. The venue would offer direct access for assessment, help and/or signposting, a range of resources e.g. factsheets, service directories access to web based resources

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REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

Progress Report on 2011/12 Workplan: Allotments and Community Gardens

1 Why has it come to Committee?

- 1.1 This report is presented on behalf of the Allotments Task and Result Group and provides an update of progress against agreed actions in the current year's (2011/12) work plan (**Annex 1**).

2 Background

- 2.1 Area Committee previously agreed that the main focus for the work of the Allotments Task and Result group would centre around the two sites of Burnside and Britannia Terrace. In addition to these two sites the group has also worked with the allotments officers to support improvements on sites across the whole of the Coalfield area. A site audit has been produced and areas of most concern are being addressed.

3 Progress

- 3.1 To date, the improvement works have been concentrated on Burnside allotments and have included the installation of new fencing, a barrier and gate at the entrance to the site, clearance of vacant plots, termination of tenancies for non-cultivation or inappropriate use, strimming and clearing of pathways and demolition and removal of redundant sheds and structures. All identified improvements on the site will be substantially complete by the end of March 2012.
- 3.2 Tenants at Burnside allotments were consulted with regard to installing a water supply on site. The majority of responses were not in favour of taking up this opportunity at present and further information is required. This will be revisited with tenants once improvements on site are completed, but in the meantime it is proposed that this offer is made to tenants on alternative sites, beginning with Herrington Welfare site.
- 3.3 A meeting has been held with horse owners at Burnside allotments. This initial meeting was an information gathering exercise which will inform further proposals for the keeping of horses on all allotments in the Coalfield area. A further meeting will be set up once options have been explored by the Lead Agent.
- 3.4 Replacement fencing at Fletcher Crescent Allotments, New Herrington, has been installed. Derelict plots have been cleared at Hutton Street Allotments, Hetton le Hole, and South View and Henry Street, Shiney Row. These plots can now be offered for rent in order to reduce the waiting lists.
- 3.5 The Task and Result group met on 7 February 2012, beginning with a site visit to Britannia Terrace allotments, Fencehouses. The issues observed at the site are major and will incur a large amount of staff and financial resources in addition to that already available from mainstream and income related sources. A large piece of land adjacent to the allotment site is also in need of attention and should be considered as part of a larger scheme. A number of options for improvement were discussed including a 2-3 year plan using a staged approach. It was agreed that consultation needs to take place with

planning colleagues, property services, allotment holders and other partners before any proposals are made to Area Committee. Consultation with residents and users of the wider site will be undertaken during the development of a proposed solution.

- 3.6 The informal footpath running through Britannia Terrace allotments is an established access route from Chilton Moor to Dubmire Primary School. The path is in a very poor state of repair and overgrown.
- 3.7 The Community Challenge project is supporting current initiatives such as Love Where You Live and development of Jubilee Celebrations with an allotment or community garden focus. Using the Love Where You Live theme as a tool for engagement, the project will offer advice and support to the community consultation phase of the improvements at Britannia Terrace as described in 3.5 above.

4 Next Steps

- 4.1 Improvement works on all sites with problem or derelict plots will continue. As plots are cleared they will be offered to those on the waiting lists. Information regarding the progress on bringing plots back into use and reducing waiting lists will be provided to Area Committee as part of the Annual Report at the April 2012 meeting.
- 4.2 A follow up meeting will be convened with horse owners at Burnside to discuss options for the keeping of horses.
- 4.3 The Lead Agent will develop an accurate site plan to include ownership of all parts of the Britannia Terrace site and explore options for the improvement of a) the path, as described at 3.6 above, and b) the whole site.
- 4.4 At present the focus for Area Committee will remain on Burnside and Britannia Terrace, and Allotments Officers will progress improvements on all other sites as part of mainstream service delivery and maintenance. The Task and Result group will meet at the end of March 2012 to further progress this priority and progress reports will continue to be provided to Area Committee.

Recommendations:

- Members are requested to note the report.
- Members are requested to agree the next steps as outlined in item 4 above

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