

**At a meeting of the NORTH SUNDERLAND AREA COMMITTEE held at the BUNNY HILL CENTRE, HYLTON LANE, SUNDERLAND on MONDAY, 4<sup>th</sup> JANUARY, 2010 at 5.30 p.m.**

**Present:-**

Councillor Bell in the Chair

Councillors Charlton, Copeland, Foster, Francis, Howe, Shattock, Stewart and D. Wilson

**Also in Attendance:-**

Ms. Estelle Brown	- Youth and Community Lead, SNCBC
Mr. Graham Burt	- Strategy Development Manager, Sunderland City Council
Ms. Amanda Cantle	- Centre Manager, Bunny Hill, Sunderland City Council
Mr. Les Clark	- Head of Street Scene, Sunderland City Council
Sgt. G Dickson	- Northumbria Police
Ms. Colleen Doneathy	- Corporate Communications Team, Sunderland City Council
Mr. Andrew Griffiths	- Head of Neighbourhood, Gentoo
Ms. Vicky Happer	- Corporate Communications Officer, Sunderland City Council
Ms. Pauline Hopper	- Area Officer, Sunderland City Council
Insp. Lisa Musgrove	- Northumbria Police
Mr. Andy Neal	- Youth Development Group Manager, Sunderland Council
Mr. Ron Odunaiya	- Executive Director City Services, (Area Lead Executive) Sunderland City Council
Mr. Andrew Perkin	- Senior Partnership and Policy Officer, Sunderland City Council
Mr. Mike Poulter	- Head of Project and Service Development, Sunderland City Council
Ms. Julie Raine	- Director, City of Sunderland Colleges
Ms. Joanne Stewart	- Senior Democratic Services Officer, Sunderland City Council
Mr. Paul Young	- Centre Operations Manager, Sunderland City Council

Members of the North Sunderland Area Community

## **Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors G. Hall, J. Walton, L. Walton and N. Wright.

## **Minutes of the Last Meeting of the Committee held on 9<sup>th</sup> November, 2009**

1. RESOLVED that the minutes of the last meeting of the Committee held on 9<sup>th</sup> November, 2009 (copy circulated) be confirmed and signed as a correct record, subject to the amendment of Councillor Copeland being in the Chair and Councillor N. Wright's apologies being recorded.

## **Declarations of Interest**

There were no declarations of interest.

## **Questions to Area Committee**

The Chief Executive submitted a report (copy circulated) which informed Members of the Questions to Area Committees received to date and sought the Committee's agreement to extend the pilot for a review to be undertaken and reports to the March meeting.

(for copy report – see original minutes)

Ms. Joanne Stewart, Senior Democratic Services Officer, presented the report to the Committee, advising that to date the following questions had been received for each of the area committees as follows:-

-	Coalfield Area	-	0
-	East Area	-	3
-	North Area	-	0
-	Washington Area	-	7
-	West Area	-	1

In view of the relatively low number of questions received and the fact that this Committee was one of two not to have received any questions it was proposed to extend the pilot and undertake a review, with a report to be submitted to the March meeting for Members consideration.

The Chairman having thanked the Officer for her report, it was:-

2. RESOLVED that a review of the pilot to Questions to Area Committees be submitted to the March meeting of the Area Committee for Members' consideration.

## **North Sunderland a Prosperous Area**

The Chief Executive submitted a report (copy circulated) which asked Members to consider and identify their main proposals for further development and action in relation to their Prosperous Area priority theme.

(for copy report – see original minutes).

Ms. Pauline Hopper, Area Officer, reminded Members that the Committee had agreed its work programme for the year at its meeting held in June and that the Prosperous priority was the fourth to come to the committee for discussion and consideration.

Mr. Andrew Perkin, Senior Partnership and Policy Officer, took Members through each of the seven priority issues, as detailed below. Each priority was considered in turn and Members were given an update with regard to current activity and actions taken for each.

- i) Build on strengths of the area and attract business investment;
- ii) Provide co-ordinated advice and support to businesses;
- iii) Co-ordinate work of advice and business support agencies;
- iv) Work with employers to develop relevant training packages to meet skills shortages;
- v) Provide in-work support to those gaining new jobs;
- vi) Provide access to educational activities for all adults and raise aspirations and skills in relation to employability; and
- vii) Co-ordinate approach to enterprise support and development.

He advised Members that the North Sunderland Area was quite diverse with unemployment levels ranging from 2.9% in the Fulwell Ward to 10.4% in the Redhill Ward and a benefit claimant level of 22%.

Councillor Howe questioned if the 2.9% of unemployment in Fulwell took into account the high number of retired residents in the ward, and was advised that the figures were based on individuals who were economically active and therefore retired persons would not be included in the unemployment rates.

He then referred to the lack of initiatives and assets in the Fulwell area and queried that there was very little new developments coming into the ward. Mr. Perkin advised he did not have information to hand on the exact area but would respond to Members outside of the meeting.

Councillor Wilson commented that years ago local residents had, in the majority, worked in local businesses and asked if figures were available on how many businesses employed local people now. Mr. Perkin advised that this work could be carried out in small areas of the city or they could ask a large employer such as Nissan for details of their employees.

Councillor Wilson went on to ask if there was any way to put an obligation on new businesses to employ local residents and was informed that they could be encouraged to recruit locally and job centres/advisors could be asked to direct unemployed residents towards new ventures in their area.

With regard to the seafront, Mr. Perkin agreed with Councillor Wilson that the profile of the coastline needed to be raised and more images of it needed to be used in promotional materials for the city.

Councillor Foster referred to Northumbria Water being the sponsors for Castle View Academy which specialised in Business and Enterprise and commented that there was an opportunity to use the highly professional business people on the Board as experts to help in making improvements. Mr. Perkin advised that they were presently working with Castle View Academy and Thornhill School to promote specific aspects of business with a look to widening the project out into other areas and would take the Members suggestions on board.

Councillor Stewart asked how much the Council were doing to encourage employers to offer Modern Apprenticeships for school leavers. Mr. Perkin advised that the national approach to encourage businesses to adopt their apprenticeship scheme had not been as successful as they'd hoped. Work was being undertaken with the Learning and Skills Council on how to embed Modern Apprenticeships in business and a meeting was being held in the near future to discuss the matter.

Councillor Charlton commented that a scheme had been introduced last year, which the Council had submitted a bid for and Heads of Service in the Council, partners throughout the city and training providers were working together on the apprenticeship issue.

Councillor Stewart stated that the apprenticeship schemes were one of the few routes which could target young, local people into local employment straight from school. Councillor Bell commented that the working world had changed now and whereas in the past employers would look to develop and hone an employees skills to the job they were employed to do, nowadays businesses were looking for staff ready trained with the skills to go straight into a position.

In response to a comment from Councillor Copeland which referred to the Jobcentre plus not supporting newly unemployed residents getting back into work, Mr. Perkin advised that unfortunately following the merger of the job seeker and benefits services, the benefits service had appeared to become the priority. Work was being carried out with Job Linkage and the Job Centre to ensure they ran alongside one another to establish job outlets and be in the best position to offer all opportunities to each individual.

Councillor Shattock referred to the lack of quality hotel provision in the city, especially if there were plans to promote future events at venues such as the Stadium of Light. Mr. Perkin advised that they recognised there was a lack of quality bed space accommodation across the city but informed the Committee that the Council had been working with potential hotel developers and investors to rectify this but unfortunately without success to date.

Councillor Charlton informed Members that over the last 18 months the Council had received over 20 applications for hotel developments but it was

up to developers if they wished to take them forward. Council Officers worked with applicants to make the process as smooth as possible and hopefully in the future the right developers would be encouraged to come to the city and build.

In response to a query from Councillor Howe as to whether Gentoo would propose to build hotels in the city, Mr. Griffiths advised that they had been involved in discussions with the Council and prospective developers regarding their plans but in the current economic climate he did not think Gentoo would undertake a hotel development itself.

Mr. Odunayia explained that one of the key elements was to ensure that the Council worked with local businesses to best understand their needs and then support residents in achieving the skills required so that they were best placed for any future jobs which may arise once the recession ends.

In response to a question from Councillor Francis regarding the measure of successes, Mr. Perkin referred Members to the unemployment graph, contained within his presentation, and advised that seeing a reduction in unemployment across the city would indicate that there were more residents making an economic contribution and be seen as a measure of success.

Other indicators of success could be new businesses being launched and still running six months or a year later, reducing the number of residents claiming benefits and seeing a more physical presence of businesses, showing the city as a vibrant and sustainable economy that other developers would want to move to.

The Chairman having thanked the Officers for the report, it was:-

3. RESOLVED that the following actions identified in Annex 1a and 1b of the report be noted:-

- Sunderland arc to provide progress reports / further information to Area Committee regarding current and future activities when available; and
- Results from the 'Visible Workspace' project to be provided to the Committee once they are available.

### **Thematic Feedback Report**

The Chief Executive submitted a report (copy circulated) which provided Members with feedback from the established working groups for each of the five thematic priorities the Area Committee had agreed and considered as set out in the work plan for 2009/2010.

(for copy report – see original minutes).

In July, September and November 2009 the Area Committee had agreed a number of actions and proposals relating to the Attractive and Inclusive, Safe

and Learning priorities, respectively, which had both been formulated into action plans for Members to monitor.

Ms. Hopper took Members through the report highlighting any progress against the actions and identifying proposals which had come from them for Members consideration.

Mr. Andy Neal, Youth Development Group Manager, gave the Committee an update on the commissioning of youth work exercise, advising that documents were prepared to go out to tender following the needs analysis process and the setting of the tender specification. The decision on who to award contracts to would be made at the beginning of March and Members would be given an update on the outcome of the tendering process at their next meeting.

Mr. Simon Smart, Restorative Justice Manager, was keen to look at the Community Payback Scheme in more detail and was meeting with the Youth Offending Service and taking suggestions from the community on any areas that needed cleaning within their locality.

Councillor Howe commented that the probation service had once carried out a similar project tidying the Cut Throat Dene area in the Fulwell ward. He explained that only a small amount of work had been carried out at the site by them but that it had been appreciated.

Ms. Hopper advised that all other actions within the plans for the three themes were progressing and updates would continue to be fed back to the Committee.

The Chairman having thanked Ms. Hopper for her report, it was:-

4. RESOLVED that the report and action planes be agreed.

### **Financial Statements and Funding Requests**

The Chief Executive submitted a report (copy circulated) providing Members with the current expenditure from the SIB, SIP and Community Chest and applications for funding from these budgets in order to support new initiatives.

(for copy report – see original minutes).

Ms. Hopper presented the report, advising Members that there were 28 proposals for support from the 2009/2010 Community Chest budget, four proposals for support from the 2009/2010 SIB budget, one proposal to defer for support from the 2009/2010 SIB budget and one proposal for support from the 2009/2010 SIP budget. Members were also advised of the financial statement for 2009/2010.

Ms. Hopper took the Committee through each of the applications for SIB and SIP funding, the Community Chest proposals and the financial statement, and it was:-

5. RESOLVED that:-

- i) approval be given to the 28 projects recommended for support from the 2009/2010 Community Chest budget with a total value of £7,696 as detailed in Annex 1 to the report;
- ii) approval be given to the Sea Front Improvements recommended for support, from the 2009/2010 SIB budget with a total value of £32,000;
- iii) approval be given to the Sunderland History Fair recommended for support, subject to the condition as set out in the report, from the 2009/2010 SIB budget with a total value of £3,800;
- iv) approval be given to the ABOUT (A Body Of United Teenagers) recommended for support, subject to the conditions as set out in the report, from the 2009/2010 SIB budget with a total value of £23,685;
- v) approval be given to the Miners Memorial Window – Civic Suite recommended for support, subject to the conditions as set out in the report, from the 2009/2010 SIB budget with a total value of £5,000;
- vi) the application from the Community Leaders of the Future Project be deferred;
- vii) approval be given to the Sea Front Improvements recommended for support, from the 2009/2010 SIP budget with a total value of £96,000; and
- viii) the financial statement for 2009/2010 as detailed in Annex 4 to the report be noted.

**Area Review Process:- Introduction of a Referral Criteria and Process for Dealing with Issues of Local Concern Incorporating a Revised Mechanism for Councillor Call for Action – Initial Proposals**

The Chief Executive submitted a report (copy circulated) which outlined the proposed introduction of a referral criteria and process for dealing with an Area Review Process to be used by Area Committees, Scrutiny Committees and the Sunderland Partnership, and included amalgamation with the Councillor Call for Action Mechanism

(for copy report – see original minutes)

Ms. Hopper presented the report advising Members that they should contact her directly with any comments on the proposed referral criteria within the next two weeks, and it was:-

6. RESOLVED that:-

- i) the Area Committee support the introduction of the referral criteria and process for determining the appropriateness of undertaking an investigation triggered either by the non-mandatory referral/Councillor Call for Action route; and
- ii) subject to any comments received from the Area Committees, the Scrutiny Committees and the Sunderland Partnership, the

revised procedure be referred to Cabinet for approval, implemented and included in the Area Committee Handbook.

### **Area Voluntary and Community Sector (VCS) Networks and Volunteering in Your Area**

The Executive Director City Services submitted a report (copy circulated) which informed Members of progress and proposed future development regarding the involvement and representation of the Voluntary and Community Sector (VCS) within the new Area Arrangements.

(for copy report – see original minutes)

Ms. Amanda Cantle, Centre Manager, Bunny Hill, presented the report advising Members that the first meeting of the Area VCS Networks had taken place in December, where the draft terms of reference for the membership and nominations process had been discussed. Self nomination forms had been provided to Members and the VCS, with a deadline of 22<sup>nd</sup> January, 2010 for submissions. She commented that nominated individuals would represent the views of the VCS within their areas and not their own organisational interests.

The Chairman thanked Ms. Cantle for her report, and it was:-

7. RESOLVED that the update on the position of the Area VCS Networks and feedback in relation to the area based Volunteer celebrations be noted.

### **Responsive Local Services**

The Executive Director City Services and Chief Executive submitted a joint report (copy circulated) which presented Members with the current Service Standards for the services currently being reviewed as part of the Responsive Local Services (RLS) project and ascertained present service performance for the area.

(for copy report – see original minutes).

Mr. Mike Poulter, Head of Project and Service Development presented the report advising that the reporting systems were still in their infancy and as more 'live' information was fed into it more useful data would be produced and fed back to the Committee.

In response to a query from Councillor Francis regarding not prosecuting minors for littering, Mr. Poulter advised that he did not have the information with him but that he was aware that adults could be subject to on-the-spot enforcements. He would check the information regarding young people and report back to Members.



Councillor Copeland gave praise to the cleansing department staff involved in removing fly-tipping and graffiti from back lanes in Southwick and felt that it was making a big difference in her ward. Mr. Poulter agreed to pass the praise onto the relevant colleagues and departments.

Councillor Charlton referred to incidents of dog fouling and the reduction in stray dogs being sited around the city, congratulating the Dog Warden Service on a good job, and asked if information was available on the percentage of dog fouling incidents that were fined or taken to court. Mr. Poulter agreed to incorporate that information into future reports to the meeting.

Mr. Poulter commented that they planned to take one issue forward in each of the areas as a problem to focus upon and as residents were generally dissatisfied with the rubbish or litter lying around he suggested this may be the best item for this Committee to address, which Members agreed with.

Councillor Wilson asked if the Committee could also receive a report to a future meeting of the Committee on the issues with grit the city had experienced during the recent bad weather. Mr. Poulter advised that the responsive local services only dealt with the five areas as identified at the moment but that he would take the issue to the relevant department and request a report be submitted to a future Committee.

Councillor Wilson then referred to a resident who had been injured in Castletown following a fall on an untreated footpath and advised that he had contacted the Cleansing Section who had responded by providing grit at the site. Councillor Howe commented that he had also contacted the same service to advise of areas in his ward where grit bins were empty and he had been asked to inform residents of the provisions at the Beach Street Depot that they could access. Mr. Odunaiya commented that in reality the service should only respond to identified priorities and this would primarily be to service priority roads and networks and he would look into the Members receiving alternate advice.

Councillor Copeland commended those working in the grit service as she had contacted them to advise them that the roads and pathways to Southwick School had not been treated and were dangerous and the school was opening the next day and they had responded quickly in treating the area surrounding the school.

As a point of information Councillor Shattock advised that a report had been requested to be submitted to the Health and Well Being Review Committee on the number of accidents related to the bad weather and the cost to the health service. Information on the cost of gritting the city had also been requested as part of the report and she felt it may be beneficial for the Committee to receive a copy of the report once it had been finalised.

The Chairman having thanked Mr. Poulter for his report, it was:-

8. RESOLVED that

i) the report be noted for information;

- ii) that the issue of litter be the first of the five areas identified for action; and
- iii) that the Committee receive a report on the issue of grit provision.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) R. BELL,  
Chairman.

# **North Sunderland Area Committee**

**1 March 2010**

## **Report of the Chief Executive**

### **North Sunderland a Healthy Area Summary**

#### **1. Why has it come to Committee?**

1.1 At its June meeting, the committee agreed its work plan for the 2009/10 municipal year and the Health priority is the fifth to come to committee for discussion and consideration.

#### **2. Description of Decision**

2.1 Area Committee is asked to note the reports and the following **actions** identified in Annex 1a and 1b:

- Develop a programme to ensure that there is an increase in targeted individuals accessing services to improve their health.
- Officers to work in partnership and develop an evidence base for the North Area that will shape the future priorities of the Committee
- That the North Area Committee supports agencies to develop daily living solutions to promote individuals independence and well-being.

#### **3. Background**

3.1 Residents in Sunderland North report that their health is generally the same as the City average. They consider that older people in the area are not as able to get the services and support they need to continue to live at home as they want when compared with the City average. Their satisfaction with GPs is slightly less than the City average.

People with a limiting long-term illness including the factor of old age, provides an indication of a health problem or disability which limits their daily activities or the work they can do, consequently, this places additional pressure on health and social care services. Census information tells us that 24% of residents within Sunderland have limiting long-term illness (19.4% are people of working age). Within the Sunderland North area, Castle (25.2%), Redhill (27.6%), and St Southwick (29.3%) wards have a higher percentage than the Sunderland figure.

In relation to life expectancy residents in Fulwell (81.8) and St Peters (78.7) wards live longer than the City average of 76.4 years. Residents in Castle (75.6), Redhill (74.7), and Southwick (74) wards have a lower life

expectancy for all persons from birth than the City average. Female rates for life expectancy are higher across all wards in Sunderland North than that for males.

Mortality rates from circulatory disease are higher than the City average of 108 per 100,000 population in all of the wards in Sunderland North with the exception of Fulwell (62.75). The trend is the same in relation to mortality rate from cancer where all wards are higher than the City average of 136.15 per 100,000 population with the exception of Fulwell (106.38).

### 3.2 Who has been involved?

- Sunderland TPCT
- Health Housing and Adult Services
- City Services
- Sunderland CVS

### 2.3 Key Dates

- Aug 09: Initial meeting held with key partners to discuss priorities, what services are being currently delivered, any gaps, and general comments
- 30.11.09: Working Group to determine key priorities to be presented to March 2010 Area Committee
- 09.02.10: Pre meeting for Area Committee
- 18.02.10 : Report deadline for Area Committee
- **01.03.10 : Area Committee, discuss and agree recommendations**
- 01.04.10 : Feedback deadline
- 12.04.10 : Area Committee: Feedback presented
- 01.04.10 : Deadline for End of year report for Area Committee
- 12.04.10 : Area Committee End of Year report presented

## 3. Healthy Theme Area Summary

3.1 Attached as Annex 1 is the area summary for the Healthy theme. The annex covers:

- Priorities agreed at Area Committee
- Background/Key Issues
- Current activity
- Any gaps, identified needs or general comments
- Actions and Proposals with lead organisations identified

## 4. Recommendation

4.1 Area Committee is asked to note all of the **actions** identified in Annex 1a and 1b:

- Develop a programme to ensure that there is an increase in targeted individuals accessing certain services.
- Officers to work in partnership and develop an evidence base for the North Area that will shape the future priorities of the Committee
- That the North Area Committee supports agencies to develop daily living solutions to promote individuals independence and well-being.

## **5. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland North Local Area Plan
- Information provided by partners and officers at a Health workshop event August 2009 and one to one meetings

**6. Contact Officer:** Dave Leonard, Area Co-ordinator  
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 dave.leonard@sunderland.gov.uk

**Annex 1a:** Sunderland North Healthy Area Summary

**Annex 1b:** Report of the Director of Health Housing and Adult Services

**Annex 1c:** Sunderland North Health related Facilities

# Sunderland North HEALTHY Theme

## 1 Provide easier access to health services e.g. GPs and Hospitals

### Background/Key Issues

Residents' satisfaction with GPs is slightly less in the North than the City average. Satisfaction with hospitals is the same as the City.

### Current Activity

There have been changes to opening times at various GP surgeries across the area.

**Bunny Hill** primary care walk in centre provides additional health services.

A City-wide **exercise referral and weight management programme** provides greater choice of activities for patients. Exercise referral activities currently take place at the Wellness Centres and Community Wellness venues.

**Community Health Information Points** allow you to check your weight, blood pressure, heart rate, body mass index and body fat content. Points can be found at Wearmouth Community Development Trust and Southwick Primary School. The points also have interactive appointment check in terminals allow a patient to self-check-in for hospital appointments .

The NHS Operating Framework for the NHS in England 2008/09 sets out the Government's key priority for improving routine access to GP services in evenings and at weekends, requiring PCTs to ensure that at least half of their practices offer extended opening to patients. 50 of the 55 GP surgeries within Sunderland have extended opening hours including late nights and Saturdays.

The **Sunderland Exercise Referral and Weight Management programme** is an innovative example of an exercise referral system that meets the health challenges of a diverse city, and ensures that people at risk are identified sooner, and referred onto the appropriate support pathway.

Since April 09, throughput has exceed all targets :

- 100% compliance from all of the city's GP practices,
- over 125 GP's and Practice Nurses refer patients.
- Delivered within the cities 7 Wellness Centres and 4 Community Wellness venues
- Total number of referral received – 2666
- Individuals commencing their 15 week support programme – 1987

Since October 2009 the Exercise Referral team has delivered a **Stop Smoking Service** to individuals who have made the decision to Stop Smoking. It was acknowledged that the exercise referral team is positioned to be able to support clients on a number of lifestyle issues including stopping smoking. This truly is an effective approach to utilise the team who is already working with referred clients to deliver a more holistic service which will be of greater benefit to the referred individuals.

From September 2009, a **maternity lifestyle exercise specialist** has promoted the benefits of physical activity, nutrition and assist with improved lifestyle choices for pre and post natal women and their families within Sunderland. The maternity lifestyle exercise specialist's role is to address specific lifestyle factors with families of new born children which put them at risk of poorer health.

The programme targets and supports families (mother, partner and siblings) who are pregnant, and up to one year after delivery.

A **Specialist Weight Management** programme is delivered in partnership between the Wellness Service, STPCT, and City Hospitals. A multi-disciplinary team based at the Aquatic Centre consist of a psychologist, dietician and an exercise practitioner. The service is for individuals who have been identified by their GP as obese with a BMI greater than 40 . The service provides a traditional clinical programme within a leisure facility thus enabling the transition into an activities / healthy lifestyle easier for the referred individual to achieve.

### **Gaps/Needs**

Understanding where people want their health services to be delivered is recognised as a gap as not all services have to be delivered from GP practices, eg. NHS Health Checks for 40-74 yr olds. This issue is being identified within the community as the problem is this target group is not visiting their GP's and not receiving advice and treatment that would promote the quality of their lives and reduce premature mortality rates.

### **Action**

Develop a programme to ensure that there is an increase in targeted individuals accessing certain services.

## **2 Develop an evidence base to inform health priorities**

### **Background/Key Issues**

There is a lack of information/awareness of the key issues in the North area. The committee need to collect more evidence to ensure the priorities they have identified are the most relevant.

People with a limiting long-term illness including the factor of old age, provides an indication of a health problem or disability which limits their daily activities or the work they can do, consequently, this places additional pressure on health and social care services. Census information tells us that 24% of residents within Sunderland have limiting long-term illness (19.4% are people of working age). Within the Sunderland North Castle (25.2%), Redhill (27.6%), and St Southwick (29.3%) wards have a higher percentage than the Sunderland figure.

In relation to life expectancy residents in Fulwell (81.8) and St Peters (78.7) wards live longer than the City average of 76.4 years. Residents in Castle (75.6), Redhill (74.7), and Southwick (74) wards have a lower life expectancy for all persons from birth than the City average. Female rates for life expectancy are higher across all wards in Sunderland North than that for males.

Mortality rates from circulatory disease are higher than the City average of 108 per 100,000 population in all of the wards in Sunderland North with the exception of Fulwell (62.75). The trend is the same in relation to mortality rate from cancer where all wards are higher than the City average of 136.15 per 100,000 population with the exception of Fulwell (106.38).

25% of residents in Sunderland smoke, less residents in Fulwell (17%) ward smoke although levels are higher in Redhill (31%), and Southwick (28%). Other wards are in line with the City average. The percentage of residents that receive support through the NHS Stop Smoking Service and successfully quitting at 4 weeks is 42% citywide. In relation to Sunderland North the percentage of residents successfully quitting is highest in Fulwell (48%) wards which are also above the City average are Castle (43%) and St Peters (44%). Success rates are lowest in Southwick at 33% and Redhill 37%.

The percentage of adults in Sunderland that self report being obese (which means having a BMI of 30 or over) is 18%. Two wards in Sunderland North are above average, Castle and Redhill with levels of between 19.5% and 24.5%. St Peters has levels of between 18% and 19.5%, Southwick and Fulwell have the lowest levels between 11.5% and 15%.

Emergency hospital admission rates due to alcohol specific harm is highest in Southwick and Redhill with 610 to 1180 admissions per 100,000 population. Castle and St Peters wards are between 480 and 610 with Fulwell lowest between 0 to 300 admissions per 100,000 population.

### **Action**

Officers will work in partnership to develop an evidence base for the North Area that will shape the future priorities of the Committee

**With regard to the issues arising from the following three priorities, the Director of Health Housing and Adult Services has provided a report, set out below in annex 1b, on an approach to resident profiling about daily living needs in the Sunderland North area.**

## **3 Ensure adequate support for vulnerable adults**

### **Background/Key Issues**

The area suffers significant overall deprivation, which is linked to health deprivation. There is a need for more prevention and rehabilitation services to support people with mental health, drug and/or alcohol issues. In the Sunderland North area, the emergency hospital admission rate due to alcohol specific harm is highest in Southwick and Redhill wards.

In North Sunderland 1806 residents over 65 are receiving nursing, community based or residential care services. In relation to individual wards, more people in Castle, Redhill and Southwick are in receipt of care than the average for the area.

One of the primary aims of adult social care is to promote the independence of vulnerable, often older, people, particularly to help them to live as long as possible in their own home. The Council works with customers and their carers to assess the risk to individuals and their needs in undertaking identified activities of daily living (e.g. washing, bathing, getting out and about) via a national assessment process called Fair Access to Care Services (FACS).

### **Current Activity**

The Castletown Wardens provide a range of health promotion initiatives to young people.

Health, Housing and Adult Services (HHAS) are developing personalised support solutions tailored towards individual needs.

An Older Person Needs and Aspirations Study targeted to 1200 people in the city aims to gain feedback relating to people's housing needs and aspirations; their current or expected care requirements; whether they require adaptations / aids in their homes to help them to live independently for longer and whether they require any energy efficiency measures in their home. In addition Sunderland City Council are compiling the evidence relating to people living in the City with mental health; learning disabilities and physical disabilities. Once all of this information is assessed it will be compiled into a Housing Strategy for Accommodation with Care during 2010.

Sunderland City Council's Health, Housing and Adult Services provide a range of services to adults with a social care need and their carers, following an assessment of need. These services are provided citywide and include:



- Home care
- Day care
- Short breaks
- Equipment
- Supported accommodation
- Residential Care
- Intermediate Care
- Advice on welfare rights
- Direct payments
- Support at home through assistive technology
- Companionship Scheme
- Carers Emergency Scheme

Health, Housing and Adult Services (HHAS) are implementing a commissioning strategy for accommodation solutions for vulnerable people including supporting resettlement for people with disabilities and extra care for older people.

The Sunderland Active Bus can promote safe living and support in assisting people to live healthy and active lifestyles.

SAFC Foundation deliver sessions on substance misuse, peer pressure, confidence and self esteem raising through games, football and classroom activities.

Nexus have a social inclusion team who support vulnerable adults. In conjunction with Social Services, individual travel plans are developed and assistance is given to enable and empower those who need support to travel independently.

Total Place is a new initiative that looks at how a 'whole area' approach to public services can lead to better services at less cost. It seeks to identify and avoid overlap and duplication between organisations – delivering a step change in both service improvement and efficiency at the local level, as well as across Whitehall. Sunderland is included in one of the 13 pilot schemes across the Country and is looking at how health services can be delivered more effectively.

## **4 Support independent and safe living**

### **Background/Key Issues**

See the following report provided by the Director of Health Housing and Adult Services

### **Current Activity**

The Wellness Service provides a range of physical activity opportunities to increase levels of activity which contributes to maintaining independence.

The SAFC Fit for Footy Active Bus will operate across wards in the North area carrying out health checks, promoting active and healthy lifestyles and providing advice, guidance and support to enable people to be signposted to further sporting activity.

The Sunderland Active Bus can promote safe living and support in assisting people to live healthy and active lifestyles.

Health, Housing and Adult Services (HHAS) are implementing a commissioning strategy for accommodation solutions for vulnerable people including supporting resettlement for people with disabilities and extra care for older people.

A HHAS care management and assessment project provides advice, information and support about how people can receive the help they would like in daily living.

The Sunderland North Wellness centres are located at the Sunderland Aquatic Centre, the Seaburn Centre and the Bunny Hill Centre. Community Wellness venues are currently located at Fulwell Day Centre, Wearmouth Community Development Trust and the Downhill Centre.

A range of physical activity opportunities are available to increase levels of activity which contributes to maintaining independence (e.g. free swimming for older people).

## **5 Provide support services for people with dementia**

### **Background/Key Issues**

An aging population may lead to increase in demand for services for older people. Social isolation of older people needs to be considered to ascertain whether there is a need for more supported housing and preventative services. The Place survey shows that residents in Sunderland North consider that people in the local area are not as able to get the services and support they need to continue to live at home for as long as they want, as the City average.

### **Current Activity**

The Wellness Service provides a range of physical activity opportunities to increase levels of activity which contributes to improved mental health and wellbeing.

**REPORT TO THE NORTH AREA COMMITTEE 1 MARCH 2010**

**Annex 1b**

### **HELP WITH DAILY LIVING:**

### **AN APPROACH TO RESIDENT PROFILING ABOUT DAILY LIVING NEEDS IN THE NORTH AREA OF SUNDERLAND**

### **REPORT OF THE EXECUTIVE DIRECTOR, HEALTH, HOUSING AND ADULT SERVICES**

1. **WHY HAS THE REPORT COME TO THE COMMITTEE**
2. The purpose of this report is to:
  - Outline an approach to resident profiling about daily living needs in the North Area of Sunderland.
  - Consider how this intelligence could be used to provide a targeted response to support individuals who may not be aware that the Council could help them maximise their independence, an objective within the Local Area Agreement.
3. **BACKGROUND**
4. Supporting older people to live as independently as possible for as long as possible in their own home or suitably modified accommodation of their choice is a key objective for both the Council and NHS and captured within the Healthy City priority in the Local Area Agreement and the Sunderland Strategy. It was also identified as a priority area by the North Area Committee.
5. Moreover, National research evidence suggests that identifying older people earlier (both with complex needs who could be helped via the care management process and those with less complex needs who may need just “a little bit of help”) improves the quality of people’s lives. For example, preventing such individuals presenting to the Council and/or NHS at a crisis point when earlier intervention might have reduced their risk of admission to care or acute secondary health considerably.

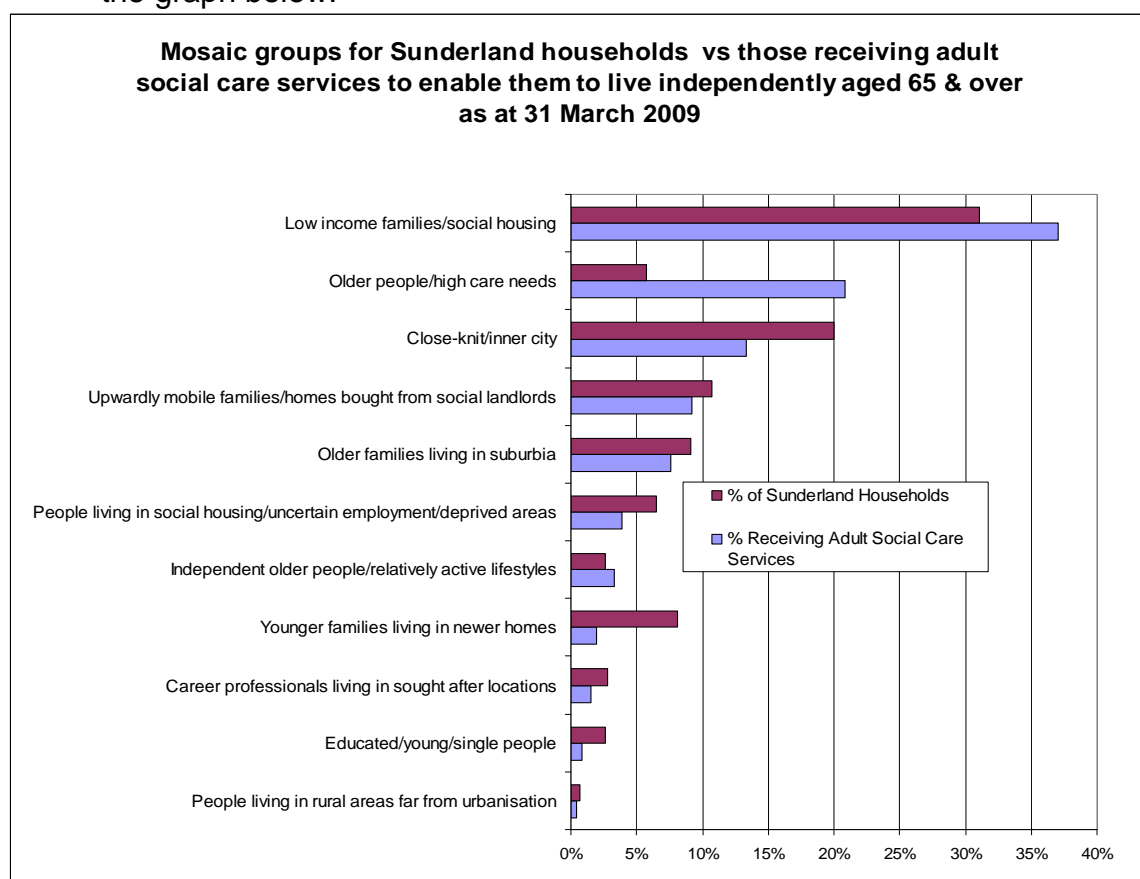
## 6. THE PRESENTING PROBLEM & HOW CUSTOMER INSIGHT CAN HELP

7. The Council needs to answer 2 simple questions:

- *Where do the people who have daily living problems live in the city?*
- *How can the Council assure itself that it's supporting, or encouraging, all those people with daily living problems to maximise their independence, one of the key objectives in the Local Area Agreement? (In other words, there's no "hidden" need)*

8. *An approach to profiling older people who may need some help and support*

9. Using social marketing data is a way of profiling the population according to social profile categories. The proportion of people aged 65 or over within each social profile category in Sunderland was compared to the proportion with adult social care provision in the community (in other words, excluding any individuals in residential/nursing care)<sup>1</sup> and this is shown in the graph below.



10. As you would expect, some groups access a greater proportion of adult social care than others because their level of dependence in daily living is higher than other groups. For example, 'Older people living in social housing with high care needs' need more support than 'Independent older people with relatively active lifestyles'. Therefore there are some groups that the Council should expect to provide a greater level of support to and predominantly these are 'Older people living in social housing with high care needs' and 'Low income families living in Social Housing'.

11. When looking specifically at these two categories and breaking the data down further to look at individual Wards, some variations can start to be seen between Wards and the North Area

<sup>1</sup> This includes people with ongoing adult social care packages and any additional people with one-off items of equipment provided over the last 2 years

as a whole. At this level it is possible to see that, although most Wards follow the pattern identified in the chart above, some do not (with the Council more than representing the number of people supported by adult social care in some cases and *potentially* under representing in others). It should be noted that there may be good reasons for these variations, for example, people being supported by family or friends, private funding of support, NHS support and/or RSL support, particularly Gentoo rather than via adult social care.

12. *Understanding Risk Factors Associated with Daily Living & Adult Social Care Intervention*
13. National research, although not replacing local intelligence, indicates that older people most likely to need adult social care often have some of the common issues identified in the following table.

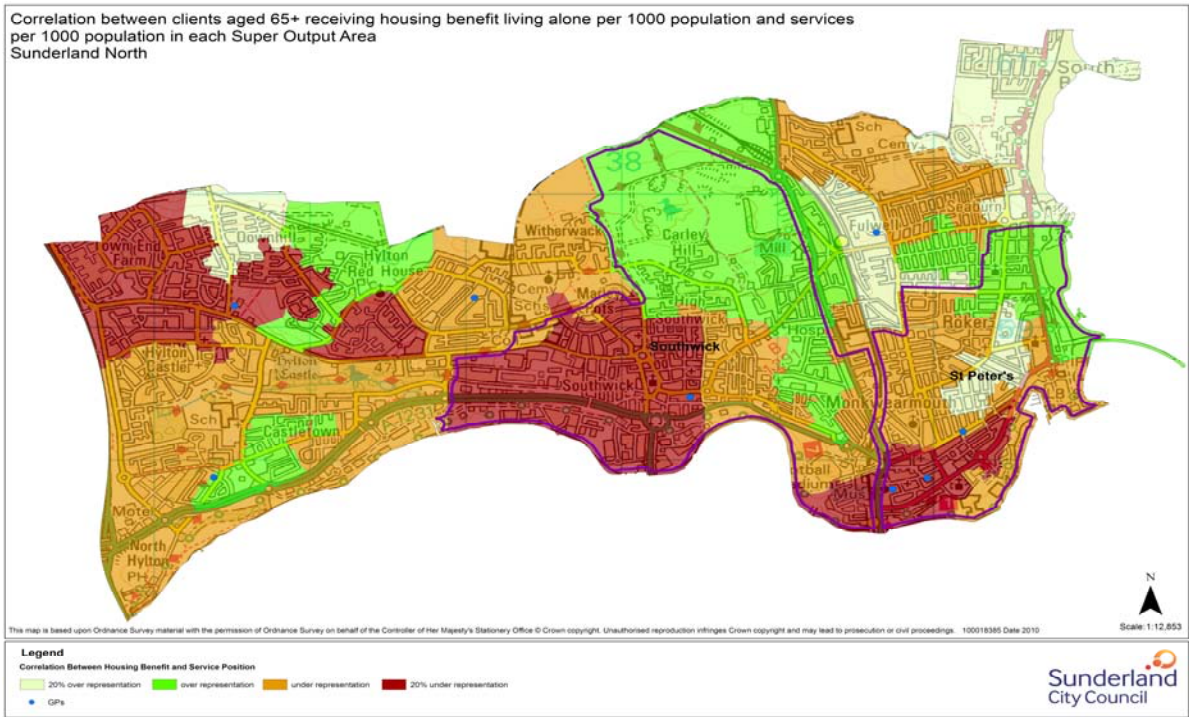
Table 1 – Risk Factors & Available Data Sources in Sunderland

<b>Risk Factor for those aged 65+</b>	<b>Data Source</b>
Problems with 1 or more activities of daily living, e.g. bathing, mobility around home etc.	2008 MORI Survey split down to ward
People on benefits	Housing Benefit Data
People living alone (& therefore significantly less likely to have a “full-time” informal carer)	Council Tax Benefit, Housing Benefit Data
Living in social housing	Housing Strategy
People known to have dementia	NHS data records

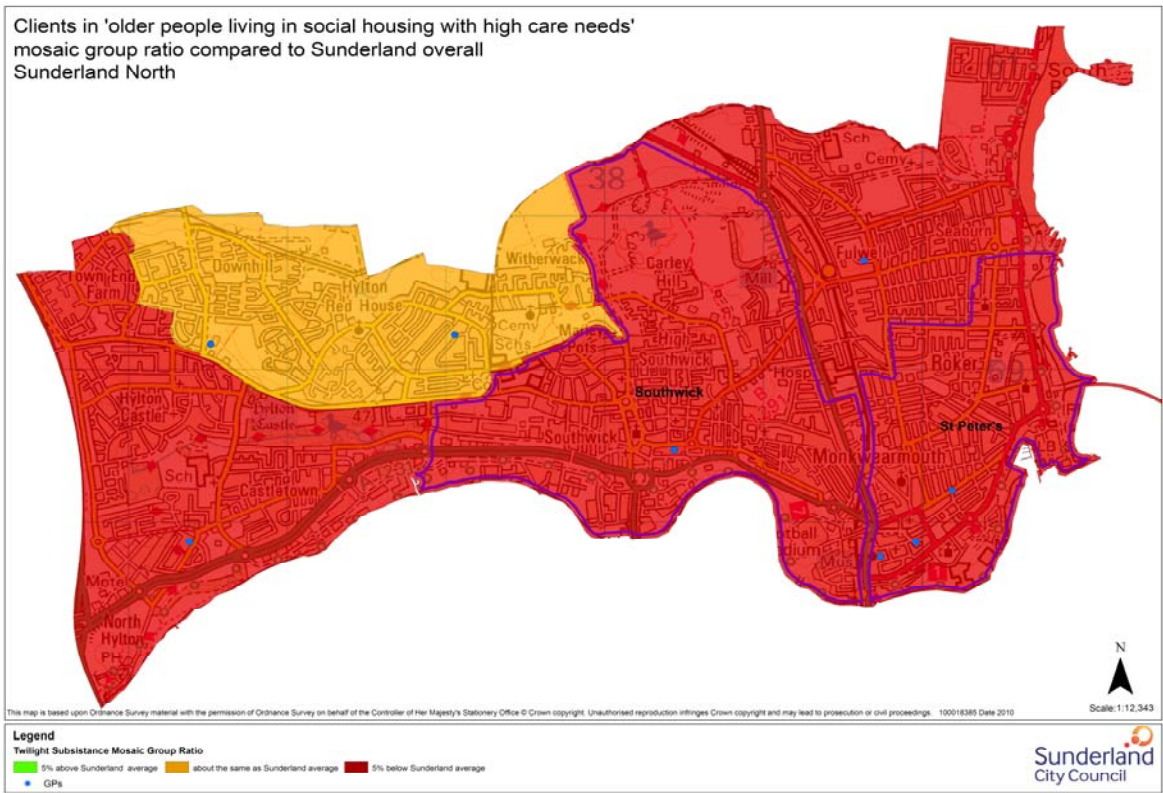
14. Some of these factors (problems with 1 or more activities of daily living, people on housing benefits and living alone) were analysed alongside the number of people provided with adult social care to Sub Ward/Ward level and this showed a correlation. This was then compared with the social marketing data.
15. To illustrate this, appendix 1 shows two maps of the North Area. Map 1 illustrates areas that are more than represented and potentially under represented with independent living solutions when looking at the ‘risk’ factor ‘housing benefit and living alone’. The areas shaded in red are those that are *potentially* most under-represented.
16. Map 2 shows Wards in the North Area where there is a 5% or greater under representation with independent living solutions when using the social marketing data. Using the two maps together it is then possible to see where there are overlaps of red shading. In this way, the Council can begin to predict those households may be *most* likely to need some advice, information or support with daily living.
17. **NEXT STEPS**
18. Community in-reach work involving the Third sector, for example offering groups and individuals who have been identified as ‘at risk’ support in their daily living and in their well-being.
19. Work with GP’s in areas where it has been highlighted that there might be an under-representation of people supported by adult social care and/or a density of individuals who might be “at risk” on the basis of the risk factors identified in the main body of this report.
20. **RECOMMENDATIONS**

21. That the North Area Committee support agencies to develop daily living solutions to promote individuals independence and well-being.

Appendix 1



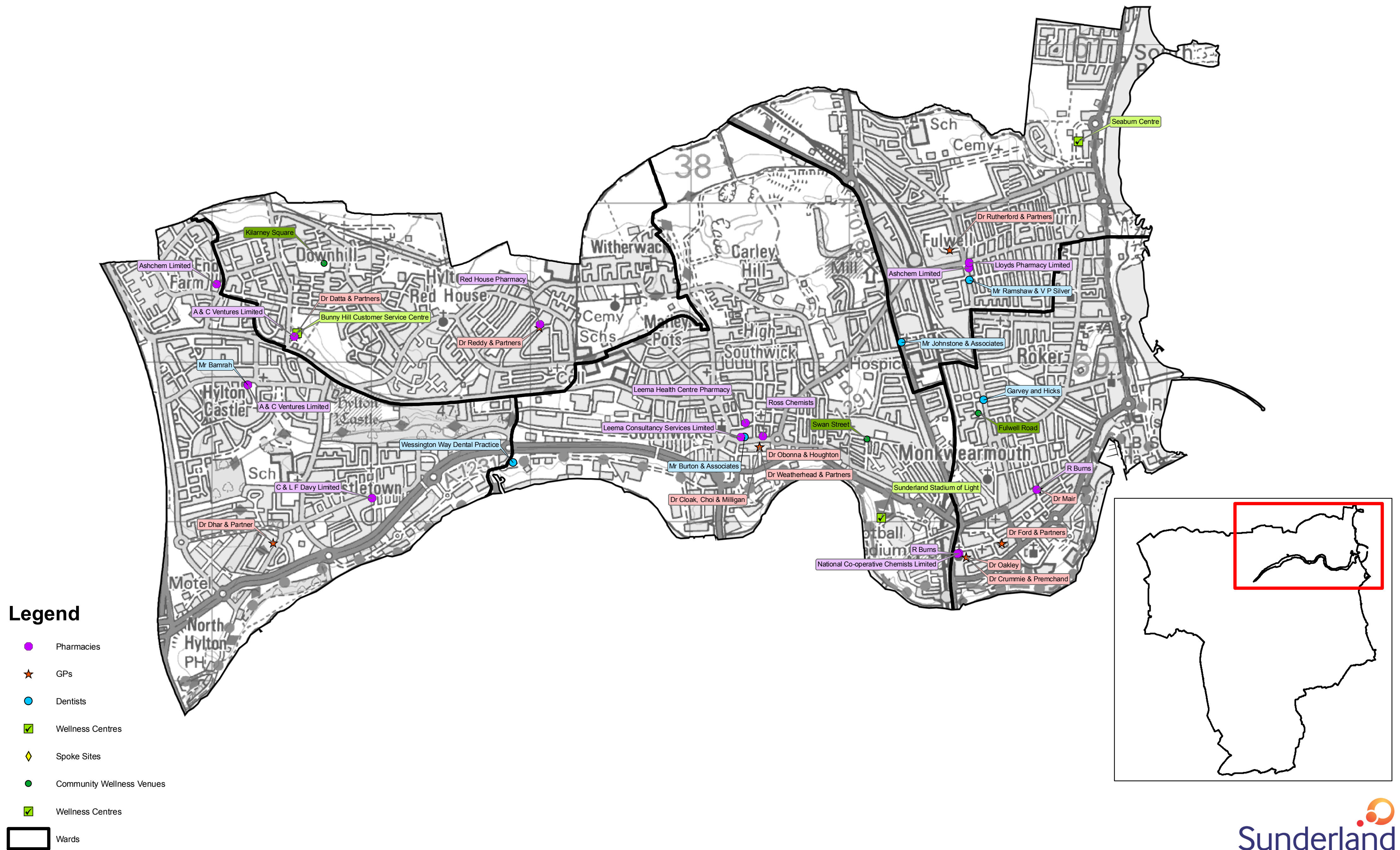
Map 1



Map 2



# Sunderland North Health



# North Sunderland Area Committee

1 March 2010

## Report of the Chief Executive

### Thematic Feedback Report

#### 1. Why has it come to Committee?

- 1.1 At its first meeting of the municipal year in June 2009, the Committee agreed the work plan for the 2009/10. As some priorities are not being discussed until 2010, it was deemed necessary to establish working groups outside of Area Committee and build in additional actions to ensure that all priorities are addressed throughout 2009-10.
- 1.2 Each Area Committee has a standing agenda item allowing for updates to be given on all five thematic priorities throughout the year and at the November meeting summary templates showing updates on actions were presented. Progress on key actions, with ratings of red, amber or green will be presented at each meeting. Progress on all other actions identified at Area Committee will be available on line via [www.sunderland.gov.uk/localareaplans](http://www.sunderland.gov.uk/localareaplans) and updated bi monthly to provide up to date information on performance and progress. In addition, the Area Action Plan updates presented to Committee will show performance against key indicators, again rated red, amber or green in comparison with the City performance. Area Action Plans for Safe, Attractive and Inclusive and Learning are attached at Annex 1.

#### 2. Thematic Feedback

- 2.1 In July 2009, the Area Committee agreed a number of actions and proposals, relating to the **Attractive and Inclusive** priorities, to be formulated into an action plan for Area Committee to monitor. This is attached as Annex 1. The Area Committee agreed a number of actions and proposals relating to the **Safe** priorities in September 2009, the **Learning** priorities in November 2009 and the **Prosperous** priorities were to be considered at the Area Committee in January 2010. This is also attached in Annex 1.
- 2.2 The **Healthy** priorities are being considered at this committee meeting. In August 2009 a workshop was held discussing both thematic priorities, with the understanding that any early achievements should be delivered between now and November 2009, or as soon as practically possible, instead of waiting until 2010.
- 2.3 Information is currently being collected from the workshops to inform action plans, to enable Area Committee to monitor progress on this standing item at each Area Committee, this will allow for the priorities to be continuously updated.

#### **4. Recommendation**

4.1 Area Committee is asked to agree the attached Annex 1.

#### **5. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Safer Sunderland Partnership
- North Sunderland Local Area Plans
- Information provided by partners and officers at workshop event August 2009 and one to one meetings

**6. Contact Officer:** Dave Leonard, Area Co-ordinator  
Tel: 0191 5611653 e-mail: dave.leonard@sunderland.gov.uk

Annex 1: Area Action Plans for Attractive and Inclusive, Safe, Learning and Prosperity



## North Area Action Plan- Attractive and Inclusive

Objective	Action		Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Redhill	St Peters	Fulwell	Castle	Southwick
Improve sea front and St Peter's riverside	Provide costings and information on keeping toilets at the sea front open all year round		Ron Odunaiya	Area Lead Executive agreed to funding of winter opening of sea front toilets for this year.	City Services to establish a forward strategy for future years and keep Area Committee informed - no further action for committee								
Improve sea front and St Peter's riverside	Provide report to Area Committee regarding 'quick wins' for sea front in advance of major strategy development		Dan Hattle	Area Committee agreed to provide £100,000 for sea front improvements. A fully developed SIP/SIB application is presented to this (January 2010) meeting	Area Committee to consider application. Lead agent to provide regular updates								
Reduce empty properties and invest more in residential areas	Individual Area Ction Plans to be developed regarding empty properties in all areas		Alan Caddick/ Derek Welsh	A report was presented to the November 2009 Committee.	Further updates will be presented once available	Empty properties back into use	387						
Increase partnership working with private landlords/tenants	Accredited Landlord Policy to be reviewed		Alan Caddick	Work is underway to scope out the review. The review will commence by March 2010	A draft Accredited Landlord Policy will be presented to Area Committee in June/July 2010								
Promote heritage and exisiting attractions (eg Fulwell Mill, Hylton Castle, St Peter's Church)	Develop SIB funding application and organise battle re-enactment event at Hylton Castle		Jane Hall	Jane Hall (CCS) liaisingwith sealed Knot (events organiser) to establish costs and other factors. A meeting was held in November to further develop.	SIB application to be developed - timescales tbc								
Promote heritage and exisiting attractions (eg Fulwell Mill, Hylton Castle, St Peter's Church)	Provide a report on the potential of bonfire celebrations at Hylton Castle for 2010		Estelle Brown	A multi agency meeting was held on the 17th September to develop a working group to take arrangements forward. The Community Wardens are taking a lead role in this (SNCBC)	Updates to be provided once a plan has been developed.								
Promote heritage and exisiting attractions (eg Fulwell Mill, Hylton Castle, St Peter's Church)	Receive SIP/SIB funding application to improve Thompson Park		Keith Hamilton	An outline scheme and plans have been developed.	An application for SIB/Southwick Ward SIP will come forward to the March 2010 meeting								

## North Area Action Plan- Learning

Action		Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Redhill	St Peters	Fulwell	Castle	Southwick
Review of anti-bullying provision in schools and explore extending anti-bullying programmes in Primary Schools in the North		Lynda Brown	Meg Boustead (Head of Safeguarding) has established an anti-bullying strategy group to look at provision, policies in schools and anti-bullying initiatives across the City. As part of this she has commissioned a piece of work that will audit activity. Any Headteacher from Sunderland North schools are welcome to join the Strategy Group.	The information concerning Sunderland North will be extrapolated from the report and reported to a further North Area Committee by the rep for Children's Services (Lynda Brown).								
Review current policy for community use of school facilities outside of school hours		Helen Ford	An Extended Services Community Access group is currently developing guidance for schools around community use of their buildings and facilities. The group is made up of representatives from various teams within the council including Property Services, CS Safeguarding and Risk Management and Insurance. As well as developing written guidance, templates and a checklist for schools to use, the group has put together a frequently asked question document.	Helen Ford to provide a copy of guidance for Area Committee's information once finalised								
Review the use of underutilised youth and sports facilities, e.g. North Community Sports Centre		Kath Butcher/ Amanda Cantle	A meeting has taken place and plans are in place to bring together a group of young people who will come up with ideas around the use of North Community Sports Centre in the future. Improvements are planned for the renewal of seating areas. The football investment strategy will inform future developments.	Progress update to be provided by City Services								
Area Committee to receive a further report on the priority of raising aspirations across the City, presenting suggestions to help address the issues		Lynda Brown	A piece of work is underway that will result in a report to Area Committee on the type of activity that has been undertaken in the past and the impact of these initiatives in the North area, other parts of the City, and beyond. The report will include some suggestions of work that could be undertaken in the area	Lynda Brown to provide report - date to be confirmed	% of pupils attaining 5+ GCSE at A*-C	64%	59%					
<b>Review</b> - FACL to identify and support the development of new providers of family learning		Lynda Brown	A meeting has been held between FACL, the Area Co-ordination Team and Procurement, to review current arrangements and to explore new ways of identifying and appointing providers of family learning.		% of population aged 16-64 who have no qualifications	36.9%	39.2%					
Escalate to the 14-19 partnership a review of apprenticeship opportunities and greater public sector commitment to the creation of more full apprenticeships being required		Lynda Brown	The Curriculum group of the 14-19 Partnership have been asked to carry out research into apprenticeship opportunities in the City and plans for future increases. The report will also focus upon the impact of the Machinery of Government changes and the role of the National Apprenticeship Service (which will operate from 01.04.10). It will include the role that the City Council is taking in increasing Apprenticeship opportunities. Sunderland City Council have one of the highest rate of Apprentices in the North East.	The Learning Partnership will now take this forward	% of pupils attaining Key Stage 2 Level 4 English	81%	79%					
					% of pupils attaining Key Stage 2 Level 4 Maths	78%	77%					
					% of pupils attaining Key Stage 2 Level 4 5+ A-C	64%	59%					
					% of pupils attaining Key Stage 2 Level 4 A-C English & Maths	43%	34%					

## North Area Action Plan - Prosperous

Action	Lead Officer	Progress	Next Steps/Who?
Sunderland arc to provide progress reports/ further information to Area Committee regarding current and future activities when available	arc (tbc)		
Results from the 'Visible Workspace' project to be provided	Andrew Perkin		
The Family Learning Team at SAFC Foundation will work with FACL to develop an innovative signposting programme that will allow learners to further progress	Lesley Sphuler		

Performance Measure	City wide	Area wide	Redhill	St Peters	Fulwell	Castle	Southwick
% of working age population in unemployment	6.4		10	5.5	2.9	7	9.8
% of population aged 16-64 with no qualifications	36.9	39.2	47	30	27.1	43.5	47.7
% of working age population claiming out of work benefits	20.2	22.2	29	17	10.2	23.4	28.3
% of working age population claiming incapacity benefits	10.9	11.9	15	9	5.8	12.5	15.6

## North Area Action Plan- Safe

Objective	Action	Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Redhill	St Peters	Fulwell	Castle	Southwick
Tighter Control on sale of alcohol to under 21s and reduce underage drinking	Explore options to deliver joint operation between Trading Standard and Northumbria Police for covert operations	Insp Lisa Musgrove/ Tom Terrett	The Police and Trading standards are in the process of developing a joint operation	Northumbria Police/Trading Standards to feedback to Area Committee	% of residents who consider people being drunk or rowdy in public spaces to be a problem	32.70%	38.80%					
					% of residents who consider young people hanging around on streets to be a problem	50%	59%					
Provide more/better facilities/activities for young people	Provide further information regarding additional mobile youth provision with spec and costs	Andy Neal	Information was provided at the November 09 meeting	Further information will be provided once the commissioning exercise is complete. This will identify gaps in service provision and inform areas for future development (possibly with SIB funding)								
Provide more/better facilities/activities for young people	Continuation of the work done through Phoenix project and secure longer term project funding to allow for future planning.		Funding approved in November 2009 to deliver the Phoenix project to young people in the North area.	Progress reports will be provided to Area Committee	Number of young people contacted through the Youth Service							
					Number of youth related incidents of anti social behaviour	42.2		58.1	42.5	18.6	68.9	37
					Number of incidents of fire related anti social behaviour							
Provide a more visible Police/CSO/warden presence (reassurance and enforcement)	Forward strategy for Castletown Gating Order including funding application for £3,500 for initial period		Funding approved in November 2009 to continue current arrangements until March 2010	Comm Development Team and Diversity and Inclusion Team/Castletown Wardens- Development work with community group to sustain project								
Provide a more visible Police/CSO/warden presence (reassurance and enforcement)	Prepare funding application for Community wardens - liaise with Gentoo re match funding	Estelle Brown (SNCBC)	At the November AC meeting, SIB funding was awarded to continue with the project for a further 12 months	Area Committee to receive regular updates on progress/performance of the project								
Provide a more visible Police/CSO/warden presence (reassurance and enforcement)	Explore feasibility of developing a Community Payback Scheme to improve the quality of life, via LAPs priorities i.e. removal of graffiti	Simon Smart	Initial discussions have been held with the Youth Offending Service (YOS) who have agreed that it is feasible for Area Committee to discuss and recommend a hotspot in their area that will improve the quality of life for local residents e.g. removal of graffiti, litter picking etc..	Members are asked to consider potential areas and send details to the Area Officer two weeks before the next Area Committee. One location will be chosen by the Area Committee from the list presented. NB requests from victims of crime	% of people who feel safer	58%	82%					
					Rate of anti social behaviour incidents	113.6		127.7	108.8	50.8	131.3	120.7
					Crime Rate	82.5		79.3	76.7	50.5	70.9	116.5
Strengthen relationships between police and community to reduce fear of crime	Improve intelligence sharing with partners, police, Gentoo, Environmental Enforcement Officers and Cllrs	Insp Lisa Musgrove	This has been identified and noted. The LMAPS group in the North works to improve intelligence sharing. Councillors agreed to pilot informal meetings with the Police between Area Committee meetings. The first one was held in December 2009, the second will be held in February 2010.	The value of these meetings will be assessed in March 2010 to establish whether they are to continue	% of residents who feel they can influence decision in their locality	26.3	25					
					% of residents who strongly believe they belong to their neighbourhood	64.6	68					

Objective	Action		Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Redhill	St Peters	Fulwell	Castle	Southwick
Monitor use of CCTV and explore further need	Submit application for SIB funding to purchase head cams		Insp Lisa Musgrove										
Monitor use of CCTV and explore further need	Explore feasibility of funding two illuminated speed signs for the Sea Front		Dan Hattle	This has been incorporated into the application for Seafront Improvements as part of the SIP contribution from St Peters and Fulwell wards	Proposal to be presented to the January 2010 meeting								

**Sunderland North Area Committee meeting  
1<sup>st</sup> March, 2010**

**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Financial Statements and Funding Requests

**Author(s):**

Office of the Chief Executive

**Purpose of Report:**

This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest applications for funding from these budgets in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plan.

**Description of Decision:**

The Committee is requested to approve all 29 proposals for support from the 2009/10 Community Chest budget as detailed in Annex 1

Approve three proposals for support from the 2009/10 SIB fund as detailed in Annex 2

- Hylton Castle Re-enactment
- Kickz
- Community Leaders of the Future

Note the financial statement for 2009/10 report in Annex 3

**Is the decision consistent with the Budget/Policy Framework?                      Yes**

**Suggested reason(s) for Decision:**

SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.

Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

**Alternative options to be considered and recommended to be rejected:**

The circumstances are such that there are no realistic alternatives that could be considered.

**Is this a “Key Decision” as defined in the Constitution?**

No

**Relevant Review Committee:**

**Management Scrutiny Committee**

**Is it included in the Forward Plan?**

No

## **Sunderland North Area Committee**

**1<sup>st</sup> March, 2010**

### **Report of Chief Executive**

### **Financial Statements and Funding Requests**

#### **1 Purpose of the Report**

- 1.1 This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budgets in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plans.

#### **2.0 Description of Decision (Recommendation)**

- 2.1 The Committee is requested to approve all 29 proposals for support from the 2009/10 Community Chest as detailed in Annex I.
- 2.2 The Committee is requested to approve that Citywide Community Chest applications are considered at the final meeting of each municipal year, as detailed in Section 6.4 of this report.
- 2.3 The Committee is requested to consider three proposals for support from the 2009/10 Strategic Initiatives Budget as set out below and detailed in Annex 2

##### **Recommend Approval**

SIB applications

- |                                   |         |
|-----------------------------------|---------|
| • Hylton Castle Re-enactment      | £15,000 |
| • Kickz                           | £23,500 |
| • Community Leaders of the Future | £11,543 |

- 2.4 The Committee is requested to approve the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events as detailed in section 4.5 of this report.
- 2.5 Note the financial statement for 2009/10 in Annex 3

#### **3.0 Background**

- 3.1 The Council has reduced the amount of Regeneration Frameworks across the City from six to five. This has resulted in a new calculation of SIB funding to be awarded to the Sunderland North Area Committee of £288,548 to be allocated up until March 2010. All allocations of funding should be matched against the criteria outlined in delivering the key priorities of the area, identified within the Local Area Plan (LAP).
- 3.2 SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. This equates to £266,540 for the North. At a meeting in September 2009 the Committee discussed how to split the funds across the five wards of Fulwell, St Peter's, Southwick, Redhill and Castle. The

Committee agreed to contribute £50,000 to the Sea Front Improvement project and divide the remaining £216,540 between the five wards, giving each ward a total of £43,308. Fulwell and St Peters wards identified an additional £15,000 per ward as a further contribution to the Sea Front Project. Each ward will identify areas of priority within their own ward and applications for SIP funding will be presented to Area Committee for a decision. This funding is available until March 2011.

- 3.3 The Committee will be aware that the Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward, plus any unclaimed allocations identified from previous years. This scheme is operated under Section 137 of the Local Government Act.

#### **4.0 Current Position SIB**

- 4.1 Following the January 2010 Committee meeting, a balance of £175,571 remained to be allocated this financial year.
- 4.2 The projects in Annex 2 request a total of £50,043. Should Committee grant this request the remaining balance would be £125,528.
- 4.3 Members should note that any uncommitted expenditure from this financial year will be carried forward to the following year's budget.
- 4.4 As part of the ongoing review of SIB procedures and governance, the SIB application form and guidance has been amended to ensure that funding is allocated on an area basis only. This is to ensure projects are tailored to meet the needs of that particular area. From May 2010, area specific application forms will be available and, therefore, organisations wishing to apply for funds to deliver a project in more than one area of the City must complete an application for each area. Projects should be evidence based and must ensure they meet the needs of the area to which they are applying.
- 4.5 Additionally the Area Committee is requested to approve the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events. Due to the lead in times for SIB project governance, known local groups will be contacted to ensure they are able to meet appropriate Committee deadlines.

#### **5. Current position SIP**

- 5.1 The full allocation of £266,540 remains to be allocated and fully expended by March 2011. At the last meeting Committee agreed to further contribute a total of £96,000 from SIP towards Sea Front improvements the request the remaining balance is now £170,540.

#### **6 Current Position Community Chest**

- 6.1 To date approvals for each Ward total:

Castle	£9290
Fulwell	£11588
Redhill	£3876
Southwick	£11555
St. Peter's	£6741



6.2 The projects listed on Annex 1 total:

Castle	£0000
Fulwell	£2600
Redhill	£13,993
Southwick	£3391
St. Peter's	£2665

6.3 Should the Committee grant the requests listed on Annex 1 the remaining balances, including the unclaimed allocations identifies from previous years, would be:

Castle	£2210
Fulwell	£639
Redhill	£1963
Southwick	£992
St. Peter's	£3517

## **7.0 Reasons for the Decision**

7.1 SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.

7.2 Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

## **8.0 Alternative Options**

8.1 Each project is required to indicate what alternative options they have considered during the application business process.

## **9.0 Relevant Consultations**

9.1 Financial Implications

The Director of Financial Resources has been consulted on this report and all costs associated with developing SIB, SIP and Community Chest applications.

9.2 Implications for Other Services

Each project is required to indicate what implications there may be for other services in the application business process.

9.3 The Public

Each project is required to indicate what consultation it has undertaken and other documentary evidence it has to support its proposal in during the application business process. Residents have been consulted about the priorities in the Local Area Plans and bids support these identified priorities.

#### 9.4 The Race Relations (Amendment) Act 2000 and the Councils Race Equality Scheme.

Each project is required to indicate whether it has an equal opportunities policy, or what measures it employs to address equal opportunity issues, during the application business process.

#### 9.5 Public Relations and Publicity

Each project is required to indicate how it will promote funding awarded from Area Committee.

#### 9.6 Councillors

Members have been consulted on all applications for SIB, SIP and Community Chest support and the implementation of the review.

### 10.0 List of Appendices

10.1 Annex 1 Community Chest: Proposed projects for approval

10.2 Annex 2 SIB: Proposed projects

10.3 Annex 3 Financial statement

### 11.0 Background Papers

11.1 The following background papers were used:

- Community Chest and SIB Application Forms
- Schedule of projects circulated at the panel meeting held on 9<sup>th</sup> February, 2010
- Reports to previous Area Committees
- Progress reports from current SIB projects
- Sunderland North Local Area Plan

**COMMUNITY CHEST 2009/2010**  
**PROJECTS PROPOSED FOR APPROVAL**

	<i><b>Recommended Grant subject to final estimates, invoices, up to £:</b></i>
<b>FULWELL WARD</b>	
<b>Fulwell Junior School</b> – Contribution towards purchase & installation of display screen, projector, etc.,	750
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.,	100
<b>Various footpath works Fulwell Area</b> – Contribution towards footpath repairs etc.,	1500
<b>Sunderland Headlight</b> – Contribution towards purchase of desktop packages.	50
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	100
<b>Sunderland Diabetic Support</b> – Contribution towards laptop, room hire, printing costs etc.,	50
<b>Sunderland &amp; District Table Tennis Club</b> – Contribution towards centenary celebrations, purchase of equipment etc.,	50
<b>Total</b>	<b>2600</b>
<b>REDHILL WARD</b>	
<b>All Friends Together</b> – Contribution towards tutor costs, craft workshops, room hire, equipment etc.,	1830
<b>Redhouse Academy</b> – Contribution towards allotment/garden project.	2000
<b>HALO (Holistic and Lifestyle Opportunities)</b> – Purchase of equipment.	2000
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.,	100
<b>Various Locations within Redhill Ward</b> – Contribution towards street furniture.	7000
<b>Bunny Hill Cheerleading Club</b> – Purchase of outfits and costumes for competitions.	488

<b>Downhill Diamonds</b> – Contribution towards wheelchair ramp and works.	575
<b>Total</b>	<b>13,993</b>
<b>SOUTHWICK WARD</b>	
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.,	100
<b>Southwick Neighbourhood Youth Project</b> – Purchase of equipment.	473
<b>Southwick Girls Group</b> – Purchase of games and equipment.	238
<b>Grange Park Primary School</b> – Purchase of 'Storyphones' ICT system.	495
<b>High Southwick Methodist Church</b> – Contribution towards decoration costs.	600
<b>Southwick Health &amp; Community Forum</b> – Contribution towards trips, entrance fees, craft materials etc.,	485
<b>Thompson Park C.A.</b> – Contribution towards renewal of flooring.	1000
<b>Total</b>	<b>3391</b>
<b>ST. PETER'S WARD</b>	
<b>Roker Youth Club</b> – Contribution towards leisure activities for young people.	915
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.,	100
<b>Barbary Coast Residents Association</b> – Contribution towards admin costs for newly formed group.	500
<b>St. Andrew's Sea Scouts</b> – Purchase of cleaning equipment.	500
<b>Sunderland Headlight</b> – Contribution towards purchase of desktop packages.	50
<b>Pipkin Rabbit Rescue</b> – Contribution towards care of abandoned pets.	50
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	50

<b>Royalty Theatre</b> – Contribution towards updating of fire regulations, re-wiring etc.,	500
<b>Total</b>	<b>2665</b>
<b>Total of Projects</b>	<b>22,649</b>

**Application 1**

Name of Project	Hylton Castle Re-enactment
Lead Organisation	Sunderland City Council

Total Cost of Project	Total Match Funding	Total SIB Requested
£40,000	£13,000	<b>£ 27,000</b> <b>(£15,000 from North Committee)</b>
Project Duration	Start Date	End Date
1 year 3 months	Summer 2010	August 2010

**The Project**

Following requests from Local Residents and the Castle in the Community, to stimulate interest in Hylton Castle and the surrounding area, as a visitor attraction, and to raise awareness of the area's rich and diverse heritage, a large scale re-enactment based on the Battle of Boldon Hill, which took place during the English Civil War will be carried out over a two day period (proposed dates 14/15 August 2010), and will deliver a number of living history displays, as well as offering a range of family orientated learning activities interpreting the life and times of the period.

The re-enactment will take place on and around Hylton Castle, with an identified camp site at Seaburn to accommodate the visiting re-enactors which will be in the region of 500 – 1000 people. The event will consist of a wide range of family orientated learning activities, encouraging visitors to participate by handling objects and engaging with the re-enactors on all levels.

**The Need for the Project**

The project builds upon the work currently ongoing through the Castle in the Community, who are working with a number of partners, including English Heritage, Sunderland City Council and local voluntary and community groups to enable the future development of Hylton Castle.

The group have continually worked to raise awareness and the importance of the Castle to the area and the City, in terms of its heritage importance, and this has included a number of events and activities within the area. This event would support their aims and aspirations in terms of bringing visitors to the area, and highlighting the importance of the heritage asset, as well as engaging and encouraging the local community to expand their knowledge of the community's history and heritage.

**The Outputs for the Project**

Output Code	Description	2009/10	2010/11	2011/12
A6	No of community or education visits held: - Four pre education outreach visits - One main event over two days.		5	
S5	No of young people benefiting from youth inclusion/diversionary projects [ Four pre education outreach visits * 25 young people per session = 100] (Not including attendance at main event)		100	

### The key milestones for the Project

Milestone and key event	Forecast Dates
All funding confirmed and secured	May 2010
Project event team meetings held to confirm programme, event management, health and safety etc	Monthly – Feb – Aug 2010
Education & out reach work	Jun – Aug 2010
Successful delivery of event	14/15 August 2010
Event Evaluation	September 2010

Recommendation: **Approve subject to:**

- The availability of matched funding
- That the project demonstrates compliance with the Equal Opportunities policy and ensures that the event is available to all groups

## Application 2

Name of Project	Kickz	
Lead Organisation	SAFC Foundation	

Total Cost of Project	Total Match Funding	Total SIB Requested
£47,000	£23,500	<b>£23,500</b>
Project Duration	Start Date	End Date
1 Year	2010	2011

### The Project

SAFC Foundation has a dedicated Kickz programme in the Seaburn area of Sunderland (classified as Sunderland North). The programme will fund a full time specialist member of staff, who together with existing staff, trainees and volunteers will run three evening sessions per week for 48 weeks of the year, a total of 288 two-hour sessions over the course of the project. These sessions will be run at times appropriate to issues eg a Friday night.

### The Need for the Project

The need for the provision has been identified by the Police, Seaburn Centre, local residents and the young people themselves. The lack of alternative provision in the area means this service is vital to the community and maintaining the reduction in anti social behaviour which has come about due to the Kickz project – 47%.

### The Outputs for the Project

Output Code	Description	2009/10	2010/1 1	2011/1 2
P3	Number of people employed in voluntary work	5	5	
L6	Number of young people aged 16-19 years old not in employment, education or training encouraged into further education and employment	5	5	
L7	Number of additional youth sessions been delivered per week			
L8	Number of additional young people engaged and participating in youth provision	50	50	
S5	Number of young people benefiting from youth inclusion/diversionary projects	300	300	
S6	Number of additional young people engaged in youth activities	50	50	
H2	Number of people engaged in sports activities	300	300	

### The key milestones for the Project

Milestone and key event	Forecast Dates
20 young people gain accreditation	July 2010
2,000 individual engagements	July 2010
5 young people progress to apprenticeships/senior members/volunteers	July 2010
100 young people gain accreditation	March 2011
4,000 individual engagements	March 2011
5% reduction in incidents of anti social behaviour involving young people in the	March 2011



Concord area at times when sessions are running	
300 individual young people participating in sessions	March 2011

Recommendation: **Approve subject to:**

- Undertaking further actions to sustain the outputs and outcomes of the project

### Application 3

Name of Project	<b>Community Leaders of the Future</b>
Lead Organisation	Education Business Connections

Total Cost of Project	Total Match Funding	<b>Total SIB Requested</b>
£75,915	£18,200	<b>£57,715 (£11,543 from North Committee)</b>
Project Duration	Start Date	End Date
Two years	March 2010	February 2012

### The Project

It is a two-year project which includes a high profile citywide competition open to all secondary and special schools with a key theme of volunteering whilst developing both key employability skills, work readiness and entrepreneurship on participating young people. It will culminate in a high profile awards event to mark the European Year of Volunteering in 2011. There will be 4 large scale events during the two years. A secondary school from each of the five regeneration areas, with pupils in the range 11 to 13, will be invited, to take part in the competition and activities plus 2 citywide special schools and one citywide voluntary aided school.

The project includes a number of core elements all designed through a phased learning programme to raise awareness in targeted young people of the impact they can make in supporting local VCS organisations in their community. There is also accredited training for young people resulting in NCFE awards. In particular the programme will aim to develop young people's work readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the city and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship.

### The Need for the Project

The project would appear to fill a gap for schools and young people. The applicant states that having worked with all the city's secondary schools, there is a clear demand and an unmet need to deliver more activities. In particular, the application states that schools have requested curriculum enhancing activities around involving business and enterprise activities, friendly competitions between schools, programmes which embed employability skills and which reward pupils' achievements, as well as connecting the schools to local communities. This project would actually meet all of these requirements, in particular for the 8 schools involved and their pupils (which will number 30 from each secondary and 10-15 in each special school). There is evidence in the application around the importance of volunteering and the need to engage young people in this activity as early as possible in terms of developing their citizenship skills, an understanding of their communities as well as learning, life and employability skills.

### The Outputs for the Project

Output Code	Description	2009/10	2010/11	2011/12
A3	Number of community/vol groups supported	8		
P3	No of young people in voluntary work	230		
S5	No of young people benefiting from youth inclusion/diversionary activities	230		

### The key milestones for the Project

Milestone and key event	Forecast Dates
Market and recruit project to schools	April 2010
Presentations and initial classroom work	May – July 2010
Official launch	June 2010
Project activity: Classroom activities; Pupils review business plans, etc; re-profile income generating target etc; Mix of face-to-face and online support from third sector organisations and EBC to complete gathering of evidence for NCFE qualification submissions; Cut off for completion of NCFE qualification portfolios Updating of website based on project activity Mid term evaluation	September – December 2010
Skills/industry/employment Event	October 2010
Project activity	November – June 2011
Third Sector Event	May 2011
Fundraising Enterprise Event	July 2011
Project activity	August – November 2011
Celebratory Event	December 2011

### Recommendation: Approve

The project is innovative and ambitious and requires a high level of support from schools, including a commitment to identifying and supporting at least 30 young people over a 2 year period. The project has now been discussed with the schools identified and they have given their initial commitment to supporting the project for a two year period. The project is also reliant on commitment from a number of voluntary sector organisations to ensure success of the project. These commitments have now been confirmed.

## Financial Statement for 2009-10

<b><u>SIB: North SIB Statement 1st March 2010</u></b>				
* £288,548 was allocated for 2009-10, £28,712 was carried over from 2008-09: Balance £317,260				
	<b>Committee Date</b>	<b>Main Fund 80%</b>	<b>Opportunities: 20%</b>	<b>Total 100%</b>
<b>Available Funding 2009/10 *</b>	29.06.09	£253,808	£63,452	£317,260
Project Name	-	-	-	-
Hylton Castle & Dene Business Plan Extension	07.09.09	-	£12,110	£305,150
Phoenix Project	09.11.09	£15,274	-	£289,876
Community Neighbourhood Support Initiative	09.11.09	-	£46,320	£243,556
Castletown Gating Order	09.11.09	£3,500	-	£240,056
Sunderland History Fair	04.01.10	-	£3,800	£236,256
ABOUT Project	04.01.10	-	£23,685	£212,571
Seafront Improvements	04.01.10	£32,000	-	£180,571
Miners Memorial	04.01.10	-	£5,000	£175,571
<b>Balance</b>	-	<b>£203,034</b>	<b>-£27,463</b>	<b>£175,571</b>

<b><u>SIP: North Statement 1st March 2010</u></b>			
	<b>SIP Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/2010</b>	£266,540	£0	£266,540
Central allocation for Sea Front Regeneration	£50,000	£50,000	£0
Castle	£43,308	£0	£43,308
Fulwell	£43,308	£23,000	£20,308
Redhill	£43,308	£0	£43,308
Southwick	£43,308	£0	£43,308
St Peter's	£43,308	£23,000	£20,308
<b>Balance</b>	<b>£266,540</b>	<b>£46,000</b>	<b>£170,540</b>

**Community Chest: North Statement 1st March 2010**

\*,£10,000 was allocated per ward from 2009-10, Budget includes carry over from 2008-09 of £25,020

	<b>Community Chest Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/10 *</b>			
Castle	£11,500	£9,290	£2,210
Fulwell	£14,827	£11,588	£3,239
Red Hill	£19,832	£3,876	£15,956
Southwick	£15,938	£11,555	£4,383
St Peter's	£12,923	£6,741	£6,182
<b>Total</b>	<b>£75,020</b>	<b>£43,050</b>	<b>£31,970</b>

**SIB: North SIB Statement 1st March 2010**

\* £288,548 was allocated for 2009-10, £28,712 was carried over from 2008-09: Balance £317,260

	<b>Committee Date</b>	<b>Main Fund 80%</b>	<b>Opportunities: 20%</b>	<b>Total 100%</b>
<b>Available Funding 2009/10 *</b>	29.06.09	£253,808	£63,452	£317,260
Project Name	-	-	-	-
Hylton Castle & Dene Business Plan				
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Phoenix Project Community Neighbourhood Support Initiative	09.11.09	£15,274	-	£289,876
Castletown Gating Order	09.11.09	-	£46,320	£243,556
Sunderland History Fair	09.11.09	£3,500	-	£240,056
ABOUT Project Seafront Improvements	04.01.10	-	£3,800	£236,256
Miners Memorial	04.01.10	-	£23,685	£212,571
	04.01.10	£32,000	-	£180,571
	04.01.10	-	£5,000	£175,571
<b>Balance</b>	-	<b>£203,034</b>	<b>-£27,463</b>	<b>£175,571</b>

**SIP: North Statement 1st March 2010**

	<b>SIP Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/2010</b>	£266,540	£0	£266,540
Central allocation for Sea Front Regeneration	£50,000	£50,000	£0
Castle	£43,308	£0	£43,308
Fulwell	£43,308	£23,000	£20,308
Redhill	£43,308	£0	£43,308
Southwick	£43,308	£0	£43,308
St Peter's	£43,308	£23,000	£20,308
<b>Balance</b>	<b>£266,540</b>	<b>£46,000</b>	<b>£170,540</b>

**Community Chest: North Statement 1st March 2010**

\*:£10,000 was allocated per ward from 2009-10, Budget includes carry over from 2008-09 of £25,020

	<b>Community Chest Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/10 *</b>			
Castle	£11,500	£9,290	£2,210
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Red Hill	£19,832	£3,876	£15,956
Southwick	£15,938	£11,555	£4,383
St Peter's	£12,923	£6,741	£6,182
<b>Total</b>	<b>£75,020</b>	<b>£43,050</b>	<b>£31,970</b>

## **NORTH AREA COMMITTEE**

### **REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES**

**1 MARCH 2010**

#### **CONSULTATION ON FOOTBALL, PLAY & WELLNESS**

##### **1.0 Why has it come to Committee?**

- 1.1 The purpose of this report is to consult with the Area Committee in relation to the:
- i) Football Investment Strategy (FIS) – proposed priorities for investment
  - ii) Play and Urban Games Strategy – identification of priorities for future investment
- 1.2 The report will additionally provide an overview of Wellness programmes and seek feedback from the Committee in relation to future areas of work.

##### **2.0 Description of the Decision (Recommendation)**

- 2.1 The Area Committee are requested to note the content of this report and provide feedback on the proposals outlined within the report.

##### **3.0 Football Investment Strategy**

- 3.1 As the Area Committee may be aware, the city has developed a Football Investment Strategy (adopted by Cabinet in January 2010) that sets out a clear 'vision' for football facilities and the player pathway in Sunderland, across public, private and school based provision. It establishes a clear approach to the level of provision including the implementation of local standards for playing fields and ancillary facilities.
- 3.2 Whilst some improvements have been made, a key priority for the city remains to contribute to Sport England's target, of a 1% increase in sport and physical activity participation year on year. Football is one of the highest participation activities nationally, with opportunities to engage with residents of all ages, abilities and disabilities in playing, volunteering, coaching and spectating.
- 3.3 As part of the work to complete the FIS a full assessment of local needs and demand for football has been completed, which has resulted in a tiered model of provision and standards which will help to ensure football sites have defined purpose, and that development principles are embedded into the delivery. Working in partnership with the FA and the Football Foundation (FF) the City Council has secured an in principle commitment of £1m investment to match the City Council's £700,000 contribution. It is intended the Strategy will improve satisfaction rates in community based facilities and increase participation in sport amongst adults and young people.
- 3.4 Within North Sunderland, provision for football has been mapped through the Football Investment Strategy and a list of the pitches can be seen in Appendix 1.
- 3.5 The Area Committee may also be aware that previous football investment has been made locally in recent years which includes:
- Castle View School - multi-use games area
  - Redhouse Academy - multi-use games area and one senior grass pitch
  - Thompson Park – multi use games area
  - Improved drainage at Billy Hardy football pitch

- NOF Green Spaces funding to improve pitch drainage at Community North Sports Complex and Marley Potts
- More efficient pitch maintenance programmes introduced following the purchase of new equipment

3.6 Based on the evidenced gathered during the development of the FIS and the assessment of need, the following improvements are proposed:

#### **Football Investment Priorities Phase 1 (2010-2012)**

Site	Project	Number of Teams	Participants and spectators
Billy Hardy	4 change pavilion (pre-fabricated)	6	210
Thompson Park	4 change pavilion (pre-fabricated)	22	770
Community North Sports Complex	Fence one pitch	26	690
Monkwearmouth School	Fence four pitches	18	270

#### **Football Investment Priorities Phase 2 (2013-2018)**

Community North Sports Complex - Relay sand filled artificial turf pitch with 3G and improve drainage to four pitches

Marley Potts - Upgrade/Replace existing pavilion

#### **Football Investment Priorities Phase 3 (2018-2022)**

Billy Hardy Sports Complex - Develop floodlighting and spectator facilities

Red House Academy - Small training facility 3G standard

Castle View School - Small training facility 3G standard

Rolls Royce Field - New 2 change pavilion

Fulwell Mill - Upgrade pavilion and improve ground works to two pitches

3.7 The proposals are consistent with implementing the tired model of provision detailed in the FIS and the six factors for prioritising investment as detailed below:

- i. Cost and Value for Money – to ensure that funds have the greatest impact on reaching participants and increasing participation
- ii. Playing Capacity – recognising that sites with a higher playing capacity enable more people to play football
- iii. Football Development – in line with FF requirements, ensuring the development of FA Charter Standard Clubs are at the heart of investment
- iv. Match Funding – must be identified to enable delivery of the priorities
- v. Facilities Development – prioritising projects which address gaps in provision
- vi. Multi-sport Potential – recognising synergy between sports to provide both value for money and broader opportunities to raise participation.

3.8 Following Phase 1 developments all projects identified within the priorities for investment for Phases 2 & 3 will require an appropriate level of funding and officers will continue to work closely with funding bodies such as the Football



Foundation to ensure that Sunderland is well placed to take advantage of external funding streams.

- 3.9 Durham County FA, the governing body for Football in our sub-region, has been working with the city closely in the city's efforts to secure host city status for England's submission for the World Cup in 2018. The process of developing a submission has strengthened links between Durham FA and local partners, which has supported the parallel process of developing a football investment strategy and the world cup legacy plans.

**3.10 The Committee's comments and observations would be welcome in relation to the investment proposals.**

**4.0 Play and Urban Games**

- 4.1 The Strategic vision for play in the city outlined in the Play and Urban Games Strategy – Moving Forward (2007-2012) is that:

Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide supported by affordable supervised provision as appropriate.

- 4.2 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by £500,000 revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide.
- 4.3 The City Council is now supported by an emerging network of partners in play, who have grown to include organisations such as, Play England, Tyne and Wear Play Association, Gentoo, voluntary sector groups, schools and residents associations.
- 4.4 The achievements of the Play Pathfinder Programme are as follows:
- Match funding the £2.1million DCFS capital grant and £200,000 City Council funding, by a further £1.8million from external funding
  - Developing an inspiring partnership with the Aiming High Pathfinder for disabled young people to develop an integrated service model for play
  - Maximising partner skills through commissioning a range of voluntary sector organisations, to deliver neighbourhood based consultation
  - Undertaking a mid-programme review of consultation, to reflect local feedback and embrace the community leadership role of Elected Members
  - Engaging over 3,000 children and young people citywide in the design of play spaces and play services, including a young people's inspection team
  - On target for the delivery of 28 new or refurbished high quality play spaces citywide by the end of March 2010
  - In the North, an increase from 35% children and young people, with access to high quality play spaces 1km from their door in 2008, to 62% high quality access in March 2010
  - On target for the delivery of a unique City Adventure Play Park

- Launch of the 'Lets Play' campaign, to inspire families to get involved in their local play spaces and to challenge negative perceptions of children playing
- Designed and refurbished the following local play facilities, Roker, Rothley Court, Community North, Southwick, Thompson Park – Big Lottery

4.5 The programme delivery has not been without its challenges. The programme has been supported by Elected Members to build confidence in communities, who in some cases fear that play may create problems rather than solve them. This has included coordinating multi-discipline teams to ensure a 'one council' solution, prior to any new play development. Tackling perceptions against play provision remains a key challenge moving forward. Nonetheless, the developments have led to a sustained improvement in resident satisfaction levels. Since 2004, a net improvement of 19% to the current date, has been seen through the annual MORI survey. This measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey.

4.6 Following significant progress against the action plan within the current Play and Urban Games Strategy, an addendum to the document is being prepared. This will consider revised guidance issued by Government and Play England, but mainly seek to review progress and update the action plan. The Area Committee may be aware that as the Play Pathfinder developments are finalised in March 2010, work has started to determine the process for prioritising sites the next phase of developments.

Elected Members have previously been asked at Area Committee for their views on possible next steps for play development. The following suggestions have been forwarded to date; Marley Potts, Castletown, Foreshore.

**4.7 The Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.**

## **5.0 Other Consultation**

### **5.1 'Wellness...it's a walk in the park' Programme**

Providing the city's residents with opportunities to be physically active is a primary aim of the Wellness Service. In recent years the development of Wellness Centre's, community based activities, exercise classes and a host of prevention and intervention services have reinforced the role of the Wellness Service as the city's primary provider of physical activity opportunities.

5.1.1 Phase 1 of the Walking Programme will see the launch of the 'Wellness ....its a walk in the park' programme. Phase one consists of 'way marked' walking routes within ten city parks. Walks for the North area of the city have been planned from Hylton Dene Park and Roker Park.

5.1.2 Depending on the size of the park, the marked walk routes are approximately 1, 2 or 3 miles in distance and are suitable for walkers, runners, wheelchair users and pushchairs. The launch week is scheduled for 6-10 April 2010.

5.1.3 Phase 2 of the programme aims to expand the walking routes to incorporate other areas of interest within the geographic area. **To assist with the preparation of Phase 2, the Committee is requested to provide feedback on possible locations or routes they consider would benefit from inclusion.**

## 5.2 Active Sunderland Project

5.2.1 The Active Sunderland Project operates in all areas within the city, with the main purpose of increasing participation in sport and physical activity, but also raising awareness of local and city wide opportunities to be active. The team of Activators have been working with a variety of community organisations and local businesses, to reach out to residents and support them in being active. In addition, the Active Sunderland Bus provides the Activator team with a base from which they can operate in public spaces and organise local events. The Active Bus contains health and fitness testing equipment, allowing the Activators to offer health checks and raise awareness of the benefits of a healthy lifestyle.

5.2.2 Considerable work has been undertaken to highlight suitable locations for the Active Sunderland Bus visit and also platforms from which the Activators can operate, there may be many other venues which could be accessed to extend the project.

5.2.3 Within North Sunderland, the Active Sunderland Bus has already accessed:

- Hylton Riverside Retail Park
- Morrison's Supermarket
- Sunderland Stadium of light
- Hylton College Campus
- Gentoo Residents Associations

5.2.4 In the coming weeks, the Bus will return to Seaburn Sea Front, BunnyHill Customer Service Centre and Sunderland Stadium of Light.

**5.2.5 The Committee is requested to provide feedback on possible locations they consider would benefit from the Active Project and the Bus visiting.**

## 6.0 **Conclusion**

6.1 The Area Committee are requested note the content of this report and provide feedback on the proposals outlined within the report.

## 7.0 **Background Papers**

- 7.1 The following background papers were relied upon to compile this report.
- Leisure Facilities Research 2004
  - New National Performance Framework for Local Government 2008
  - Active Sunderland Bus, from application to Sport England 2008
  - Leisure Centre statistics from Centre records
  - Play Pathfinder Terms and Conditions 2008
  - Sustainable Communities Scrutiny Committee Report February 2010

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## APPENDIX 1

### Sunderland North pitches

Site name	Community use	Senior football	Junior football	Mini-soccer	Synthetic
Bexhill Primary School	No		1		
Billy Hardy Sports Complex	Yes	2			
Carley Hill Primary School	Yes		1		
Castle View School	Yes	3			
Castletown Primary School	Yes		2		
Community North Sports Complex	Yes	5		10	1
English Martyrs RC Primary School	No	1			
Fulwell Infant School	Yes		1		
Fulwell Quarry Playing Fields (Fulwell Mill)	Yes	2			
Hylton Castle Primary School	Yes		1		
Hylton Red House Primary School	Yes		1		
Hylton Red House School	Yes	1			
Maplewood School	Yes		1		
Thompson Park	Yes	3			
Marley Potts Playing Field	Yes	2			
Monkwearmouth School	Yes	4			
Redby Primary School	Yes		1		
Rolls Royce	Yes	1			
Seaburn Dene Primary School	Yes		1		
Southwick Primary School	Yes		1		
St Bennett's RC Voluntary Aided Primary	No		1		
St John Bosco Primary School	Yes		1		
The Stadium of Light	No	1			
University of Sunderland (Seaburn Camp)	No	1			
Witherwack Primary School	Yes		1		

**RESPONSIVE LOCAL SERVICES**

**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE**

**1. PURPOSE OF THE REPORT**

- 1.1 To provide the Area Committee with the 'Responsive Local Services' project update for the period of November 2009 to January 2010.

**2. INTRODUCTION/BACKGROUND**

- 2.1 Area Committee reviewed the current service standards and service performance information at their meeting in January 2010, for the following services - graffiti removal, refuse collection, litter, dog fouling and grass cutting services.
- 2.2 At the January meeting members considered the information provided and brought forward issues for consideration / action. Members also requested additional information to be included in the future performance reports.
- 2.3 North Committee did not bring forward any one specific service issue in relation to the first five services being reviewed, however updates to the questions which were raised will be presented at Committee from the Responsive Local Services Issues Log

**3. SERVICE PERFORMANCE – NOVEMBER 2009 TO JANUARY 2010**

- 3.1 An officer will attend the area committee in March to highlight the work being undertaken in relation to service performance analysis, and they will present a snapshot of performance information focusing on litter for the area, visually using a GIS Mapping tool to support committee discussion.
- 3.2 It is intended that the Committee receives further updates relating to service performance at future meetings, once approval has been sought from the committee in relation to the usefulness of the visual mapping tool.

**4. LOCAL AREA PLANNING AND PROBLEM SOLVING**

- 4.1 The current service standards (presented to Committee in January 2010) coupled with current performance information provides committee with a sound platform to discuss area issues in relation to the five services noted.
- 4.2 Members will be able to review the information provided by the officer in attendance and the feedback from previous issues raised. Members will then be encouraged to discuss opportunities for any local problem solving activities which may involve wider partners.
- 4.3 An existing group outside of the committee could be used to facilitate this exercise or committee may wish a time limited sub group to be developed to undertake the joint work to address the problem.

## **5. STREETSCENE RESTRUCTURE**

- 5.1 In relation to 'Area Teams' working across the City, there is currently a review being undertaken across City Services Streetscene Division, to ascertain if the current staffing structure is fit for purpose to deliver Responsive Local Services.
- 5.2 The review covers:
- Review of current structures and business processes
  - Review of workforce profile and investment required to deliver fit for purpose structure
  - Implementation of new business processes in relation to ensuring services are efficient, effective and able to respond to local needs / concerns
- 5.3 Following approval, Area Committee will be updated on any changes arising within Streetscene Services.

## **6. RESPONSIVE LOCAL SERVICES - COMMUNICATIONS**

- 6.1 It is imperative that communication activities support the Responsive Local Services project moving forward, to ensure the Council and the Area Committee receives full recognition for action taken.
- 6.2 Initial communication activity will include the following:
- Promotion of Neighbourhood Helpline
  - Promotion of the Staff Reporting Line and the 'eyes and ears' approach being taken by front line staff
  - Procedure for members and staff within the council to report positive stories to the Communications team, where a service has been responsive in approach, to ensure the member and / or service receives the recognition for action taken
  - Promotion of Service Standards on [www.sunderland.gov.uk](http://www.sunderland.gov.uk)
  - Responsive Local Services update to feature in Area Newsletters

## **7.0 LAND OWNERSHIP**

- 7.1 As part of the Responsive Local Services project a subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land. The database will also include present maintenance arrangements.
- 7.2 This piece of work will then be extended to review longer term needs for land to ensure adequate budgets are aligned as required to keep land effectively maintained and safe.

## 8.0 ENFORCEMENT

- 8.1 Members requested further information relating to Enforcement and the number of Fixed Penalty Notices issued per area and the number of Legal Notices issued.
- 8.2 Members are requested to note the figures and recommend a presentation to Area Committee in April 2010, from the City Services Local Environment Manager, responsible for Enforcement across the City. To present detailed information in relation to the Enforcement service and procedures therein.

Fixed Penalty Notices Issued	Dog Fouling					Littering					Inappropriate disposal of household waste					Refusal to clear Litter and waste on land					Inappropriate disposal of Commercial Waste					
	Ward	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	20	25	22	25	26	11	201	8	6	43	34	22	16	5	16	0	2	1	0	0	0	0	0	1	0	2

	Failure to produce licence to transfer waste (Waste Carriers Licence)									
Ward	N	E	C	We	Wa					
April 2009-January 2010	0	2	0	0	7					

Legal Notices Issued	Sec 46- Requirement to present household waste disposal in prescribed manner					Sec 93- Requirement to cleanse areas adjacent to commercial premises					Sec 92- Requirement to remove litter and detritus from private land					Sec 92- Formal warnings of intended action by Authority				
Ward	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	52	1655	0	0	0	0	0	0	0	0	0	5	1	0	0	1	11	5	0	0

- 8.3 Legal Notices are issued to warn and advise residents of the correct waste management procedures and the implications of not following the procedures.
- 8.4 Members will note that figures for the East area are higher than across the City. This is because litter, waste and fly-tipping in East Sunderland (Hendon) has been targeted by the Enforcement Team due to a large problem in this area. A longer term work programme is currently being developed to ensure targeted enforcement action is undertaken city-wide.

## 9.0 NEXT TRANCHE OF SERVICES TO BE REVIEWED

- 9.1 Whilst undertaking the review of the first five services within the Responsive Local Services project, it has become apparent which services should be considered to be reviewed as part of the second tranche. The services to be considered for future review are:

- Highways maintenance including pot holes and inspection regimes
- Enforcement

## **10.0 WORKING WITH KEY PARTNERS**

- 10.1 To enable the Responsive Local Services project to be delivered effectively, it is imperative that all key partners are involved in the development of services to ensure they are responsive and fit for purpose.
- 10.2 Initial discussions have been held between the council and Gentoo to review joint working arrangements in relation to customer service requests and enquiries, land ownership, as well as the continuation of the area agreement work already undertaken.
- 10.3 Aurora Street Lighting Ltd has also been trained to access service requests via our council customer contact system, this is enabling service requests received by Sunderland City Council can be referred directly to Aurora for immediate action.
- 10.4 Streetscene staff are also reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency service requests such as dangerous columns.

## **11.0 RECOMMENDATION**

- 11.1 The North Area Committee are requested to note this report for information and to accept further updates relating to Responsive Local Services.

## **12.0 BACKGROUND PAPERS**

- 12.1 Staff Reporting Line information statistics – November 2009 to January 2010
- 12.2 Customer Services Requests for Service statistics – November 2009 to January 2010
- 12.3 Customer Complaints statistics - November 2009 to January 2010
- 12.4 Customer Compliments statistics - November 2009 to January 2010
- 12.5 Area Committee Responsive Local Services Issues Log – January 2010
- 12.6 Enforcement Officer FPN Database – 2009 to January 2010
- 12.7 Member Enquiry statistics – November 2009 to January 2010

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## **Sunderland North Area Committee**

**1<sup>st</sup> March 2010**

### **Report of Director of Strategy, Nexus**

## **Accessible Bus Network Design Consultation (Local bus links)**

### **1. Why has it come to Committee?**

This report is provided to the Committee to provide details of the proposals for the Bus Network in Sunderland North and to request members of the Committee to provide comments and feedback to confirm or improve the proposed design.

### **2. Description of Decision (Recommendations)**

#### **2.1 Area Committee is asked to agree:-**

- to cascade the information about public events to organisations and individuals
- to provide comments and feedback on the proposals

### **3. Background**

- 3.1 The Accessible Bus Network Design project was set up in 2009 to design a bus network that better meets the aspirations of local people, in response to the Integrated Transport Authority's new Bus Strategy.
- 3.2 The key changes proposed for Sunderland relate to enhancing a number of routes and increasing off-peak services.
- 3.3 The proposals as presented can be achieved within existing resources, by withdrawing a small number of poorly-used early-morning services and Link Up (the Demand Responsive Service).
- 3.4 The proposals will benefit the residents of Sunderland by enabling more people to access key locations both in the daytime and in the evening.

### **4. Main content of the Accessible Bus Network Design Consultation (Local bus links) report**

- 4.1 This report gives a high-level summary of the proposals for the Accessible Bus Network, and explains the process for consulting on the network.
- 4.2 The design involved close liaison between Nexus, council officers and bus operators. It focused on making improvements to the 'non-core' network that was agreed with bus operators in advance. Initial design is now complete, and the output is affordable within Nexus' existing budget for provision of secured services.
- 4.3 The detailed proposals for the network in Sunderland North are shown in Appendix 1. The main changes are:

#### *New off-peak links*

- New hourly evening and Sunday link from Roker/Seaburn/Leechmere to Sunderland Royal Hospital (services 18/19)
- New half hourly link from Barmston to employment sites in Sunderland Enterprise Park and Sunderland Royal Hospital/City Centre (service 73)
- New hourly link to Concord/Waterview Park/Sunderland Enterprise Park/Sunderland City Centre from Blackfell (service 73)
- New hourly evening and Sunday service between Washington and Waterview Park/Sunderland Enterprise Park/Royal Hospital/ Sunderland City Centre (service 73)

#### *New peak link*

- Additional evening peak journeys added between Seaburn and Sunderland North Estates (service 99)

#### *Re-direction of poorly used resource*

- Poorly used early morning/late evening and Sunday journeys on services 4, 23 (Stagecoach), 9, 35, 36A/C, 100 (Veolia) would be withdrawn but the funding and resource used currently to provide these services would be re-allocated to provide many new improved links (described above).
- The Link Up (Demand Responsive Transport) service would be withdrawn, however, the resource would be re-allocated onto 'fixed-route' service provision and utilised within the Sunderland District.

- 4.4 The results of the initial design proposal are affordable within existing budgets. Further enhancements may be possible by working in different ways with the bus operators. Where consultation reveals a need for further growth that cannot be accommodated within existing budgets, additional sources of local funding may need to be explored, the enhancement earmarked for future delivery when funding becomes available, or alternative approaches to delivering bus networks may be examined.
- 4.5 Work is being carried out into branding and marketing the revised network to grow ridership and keep public subsidy to a minimum. Consideration is also being given to an appropriate fare structure for services where Nexus has responsibility for pricing.
- 4.6 Subject to confirmation of resources and procurement processes, it is intended to implement the parts of the revised network that are currently within Nexus's control, in spring 2011.
- 4.7 The revised network will be subject to rigorous consultation and communications processes to ensure that the proposed network achieves the correct balance between public aspirations and available resources. During this process Nexus will consult with all stakeholders, as well as with the general public. The consultation will be managed in line with best practice guidance stated in 'Code of Practice on Consultation' (HM Government, 2008).
- 4.8 The overall consultation process in Sunderland is in two stages:
- Elected Members (February 2010)
  - General Public (15 March– 4 June 2010)

The main public events planned for Sunderland North are on 21 April, at Bunny Hill Centre from 10am – 12.30pm and at the Aquatic Centre from 3 – 7pm. These will be drop-in events with details of the proposals available and Nexus staff present to discuss them.

In addition, all materials will be made available from 15 March via the Bus Strategy link on the Nexus website ([www.nexus.org.uk](http://www.nexus.org.uk)), as well as printed copies available from local venues and on request from Nexus.

There will be a questionnaire for feedback also available from 15 March or comments can be emailed directly to [bus.strategy@nexus.org.uk](mailto:bus.strategy@nexus.org.uk) or posted to Bus Strategy, Strategy Department at Nexus.

Comments and feedback must be received by Nexus no later than 4 June 2010.

- 4.9 Once the consultation is complete, final recommendations will be presented to the Executive Management Team for approval. It is possible that a number of different costed options will be presented: one option will be achievable within current levels of funding, and one or more additional options may require sources of additional funding in order to be deliverable.
- 4.10 There will then be a communication programme with all consultees on the outcomes of the consultation.

## **5. Background papers**

Bus Services in Tyne and Wear: Charter for Growth (ITA/Nexus, 2009)

<http://www.nexus.org.uk/wps/wcm/resources/file/eb21f50c7fe3d56/Bus%20Strategy%20Full%202009.pdf>

## **6. Contact Officer:**

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## **List of Appendices**

Appendix 1 – map of Sunderland North showing proposed bus routes

# Sunderland North

- New5-5A
- New 18-19
- New 73-73A
- New 99
- New 558
- New 700
- New X8
- Current
- Commercial Services

