

11<sup>th</sup> March 2015**REPORT OF THE CHAIR OF THE PEOPLE BOARD****People Board Progress Report****1 Purpose of Report**

- 1.1 To provide an update of progress against the current year's (2014/15) People Board Work Plan.

**2. Background**

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the West People Board to action on behalf of the Area Committee. The People Board continue to initiate action on those priorities and **Item 4 Annex 1** outlines progress to date.

**3 Area Governance Arrangements**

- 3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-
- Influencing decisions on services delivered at a local level; and
  - Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensures maximum impact where necessary through utilising its own resources.
- 3.2 Area Place and People Boards were set up to support the Area Committee in identifying areas of priority and ensure action in line with those priorities.
- 3.3 Each ward has one elected member representative, whose role it is to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the People Board for this Area Committee is as follows:-

<b>Ward</b>	<b>People Board Membership</b>
Chair	Cllr Rebecca Atkinson
Barnes	Cllr Lee Martin
Pallion	Cllr Celia Gofton
Sandhill	Cllr Mary Turton
Silksworth	Cllr Pat Smith
St. Anne's	Cllr Susan Watson
St Chad's	Cllr Gillian Galbraith

**4. Key Areas of Influence/Achievements up to 26 February 2015**

- 4.1 Outlined below is a summary of the key areas of influence / achievements of the West People Board up to 26 February 2015.

<b>Action Taken</b>	<b>Outcome</b>
<b>Influence: People</b>	
<b>Youth Contract Performance and future delivery</b>	
	<ul style="list-style-type: none"> <li>Following previous consultation, the People Board members were provided with an update on the process to develop and move forward youth contract provision, which may include more flexibility for providers in terms of</li> </ul>

	<p>required outcomes to enable preferred delivery options to be maintained, whilst reducing unnecessary measurement and reporting and delivering the required efficiencies</p> <ul style="list-style-type: none"> <li>Based upon the performance information collated to-date and the need to secure further financial efficiencies from April 2015, consultation with elected members and youth providers has been critical to understand where delivery can continue to be improved and delivered whilst at the same time reducing delivery budgets.</li> </ul>
<b>Influence: Health and Wellbeing</b>	
<b>CCG Joint Working</b>	
	<ul style="list-style-type: none"> <li>The West Health Plan on Page was approved by West Area Committee at its April 2014 meeting. The plan aligned the outcomes of the Health and Wellbeing Board, Children's Local Area Board, HHAS Plan, SCCG, and Public Health with the West local area priority to improve the Health and Wellbeing of residents. It also identified all of the partners with whom Committee could work to encourage and improve communication, engagement and delivery.</li> <li>The Sunderland Clinical Commissioning Group (SCCG) recognises that engaging with partners is critical to prioritising and developing joint solutions for local and city-wide problems, developing and mobilising capacity within communities, influencing how public services are delivered within the resources available. The SCCG also recognises that our Area Committees, as local advocates and networkers, continue to be well placed to work with local communities in collaboration with partner organisations</li> <li>The SCCG would like to provide match funding to the West Area (£20,000) to enable the SCCG Locality Commission Groups and Area Committees to jointly fund the local Voluntary and Community Sector (VCS) to deliver projects in the community which provide support for the people in each locality – based upon the needs identified within the Joint West Health Plan on a page.</li> <li>People Board considered the match funding and has made a recommendation to Area Committee (Item 6) to accept £20,000 match funding from SCCG to support further delivery of the West Health Programme.</li> </ul>
<b>Influence: Education and Skills Strategy</b>	
	<ul style="list-style-type: none"> <li>The draft Skills Strategy was presented to the West People Board and a copy was circulated to the full Committee in January for their comment. Members asked that the VCS role with regard to the strategy is enhanced, explaining that the VCS should be heavily involved and should also be represented on the Education Leadership Board. Members also felt that youth provision across the City should be recognised for its unique contribution.</li> <li>Members also wished to ensure that those who are the most hardest to reach are given every opportunity to develop and prosper and reasons for dis-engagement must be understood so they can be addressed, working in partnership.</li> <li>Members very keen to understand the current gaps in</li> </ul>

	<p>relation to delivery to enable the strategy to be implemented successfully – therefore they requested to receive a copy of the gap analysis when completed, as well as proposals for how we can develop our relationship with Schools, working with the VCS, health partners and youth providers.</p> <ul style="list-style-type: none"> <li>• Further training will be delivered in 2015 for elected members to understand their changing relationship with Schools moving forward.</li> </ul>
<b>Area Priority: Job Prospects</b>	
<b>Community Work Clubs</b>	<ul style="list-style-type: none"> <li>• People Board received a further update on the Community Work Club delivery outputs at their meeting in January.</li> <li>• The final pathway for all client types was circulated for information. The pathway has been shared across the VCS network as well as other areas of the city.</li> <li>• Direct contact details have now been shared between the VCS and the DWP to enable inappropriate referrals to be escalated and remedial action taken to ensure clients are placed onto the correct pathway</li> <li>• DWP staff have been trained to ensure clients are referred onto the correct support pathway and that advice offered is correct at initial point of contact</li> <li>• Benefit Advisers from the Council continue to attend the Community Work Clubs to ensure referrals are correct and re-signpost accordingly</li> </ul>
<b>Enterprise &amp; Personalisation</b>	<ul style="list-style-type: none"> <li>• As part of its priorities for the year 2013 – 14, West Area Committee identified Job Prospects as a priority and wanted to build upon the success of the previous enterprise scheme funded through Area Committee.</li> <li>• The West Area, in looking at the transformation of Adult Social Care considered the link between enterprise and the Personalisation agenda and how the establishment of new enterprise may assist in not only creating new employment opportunities but offer greater choice and control to Sunderland residents requiring support and assistance to maintain their independence.</li> <li>• In addition the West Area Committee wanted to be able to offer support to existing business in the West allowing them to diversify and grow their business within the personalisation agenda.</li> <li>• Two projects were developed. The first, to support new business via a Business Support Pilot Project. The second project to support existing business in the West Area.</li> </ul> <p>Business Support Pilot Project –</p> <ul style="list-style-type: none"> <li>• This contract was issued under an invitation to quote process and the North East BIC (NE-BIC) won the contract, in August 2014.</li> <li>• Since the start of the project 81 people from the West have registered for business support with the NE-BIC; however the numbers starting their businesses in the areas which match the personalisation agenda are much smaller. To the end of December 2014 there have been 5 clients from the West who have received support under this project, 3 have gone on to start their own businesses and 1 decided</li> </ul>

not to take the self-employment route but still managed to gain employment (was previously unemployed), the remaining client will start in self-employment in February 2014. Of the 3 new start businesses 2 are hairdressers, 1 is a joiner/handyman and 1 is Property Maintenance.

- The delivery organisation has been made aware of the West WIRES project and will raise awareness of this project to provide a further referral route.

#### Support for existing businesses –

- The contract for delivery of the project was awarded to the North East BIC (in collaboration with New Skills Consulting and Pulse Marketing) on the 20th August 2014. The project has 3 stages. Stage 1 is business intelligence, Stage 2 is business diagnostics and Stage 3 is analysis and reporting. Stage 1 of the project was completed in mid-December 2014, this encompassed desk based research in order to pull together the information to produce the business directory.
- Stage 2 of the project commenced in January 2015 with the production of the business diagnostic questionnaire. This will be sent to 100 of the businesses within the directory who are selected as being within a business sector which has potential to diversify into the personalisation sector. The business diagnostic will help to identify i) if there is an awareness of the personalisation agenda, ii) what the appetite within the business sector is to diversify into this sector and iii) the skills gaps and additional support that would be needed in order to achieve this.
- Following the completion of stage 2 of the project, Stage 3 can commence whereby data from the diagnostics will be analysed and the final report will be written up. This will be reported to a People Board later in the year along with recommendations for consideration.

#### Lessons Learnt -

- Overall, this project which is supporting new business in the West will make a difference to 10 people by giving them the bespoke business support, access to finance and specialist training they need to start a business and also to be able to offer those business services to residents with personal budgets. As a pilot project it will also provide vital learning to the West Area committee (and the wider Council), about the scope and nature of what works and what doesn't. This will provide an evidence base to underpin any further initiatives around job prospects that may be commissioned in the future.
- The project to support existing business in the West will provide the West Area Committee with a better understanding of the business make-up within the West through the business intelligence gathered. It will also provide data on the barriers and skills gaps that existing business have that prevent them from diversifying or expanding their business. This data in turn could help with a wider understanding of common entrepreneurial skills gaps, which could help with influencing schools and vocational training providers in the delivery of skills linked

	to entrepreneurialism.
<b>Area Priority: Health and Wellbeing</b>	
<b>Healthy Lifestyles</b>	<ul style="list-style-type: none"> <li>• The Healthy Lifestyles Programme is progressing, with Farringdon Community Sports College supporting the programme by hosting and managing the West Healthy Lifestyles Coordinator, who commenced in post on 10 November 2014.</li> <li>• Work has been undertaken with FACL to identify those courses funded by Skills Funding Agency which can be used to support the programme with additional courses funded through the Area Committee.</li> <li>• The work plan for the Coordinator has been agreed, to ensure immediate outcomes are achieved and evaluated. A full update on delivery and progress to-date was presented to the People Board in January 2015.</li> <li>• The West Healthy Lifestyles Co-ordinator will support the West Area Event, delivering activities to schools and families.</li> </ul>
<b>West Health Programme</b>	<ul style="list-style-type: none"> <li>• West Area Committee on 3rd December 2014, following a progress update report from the West People Board, approved £80,000 to support further projects which work towards addressing the key priorities within the West Health Plan on Page</li> <li>• Mental Wellbeing is important part of overall health and wellbeing. There are many different definitions of mental wellbeing but many include areas such as life satisfaction, optimism, self-esteem, feeling in control, having a purpose in life, and a sense of belonging and support.</li> <li>• The West Area Committee has supported projects for a number of years to improve health and wellbeing, advocating the Health Champion Programme; Dementia Awareness; Healthy Eating; Increasing Physical activity.</li> <li>• More recently, as an outcome of both the Health Champion Programme and also the Community Work Club project, it is clear that mental health is a real issue or people within the West (and in fact nationwide). However, even more concerning is the lack of engagement by those individuals, who are most in need of support. This lack of engagement it appears, from the feedback received during the Community Work Club lessons learnt feedback, is either fear of the repercussions or lack of awareness.</li> <li>• To commence the West Health Programme, the People Board invited project proposals, to a value of £31,421, which complemented and worked in partnership with existing support in the West area to address the following outcomes: <ul style="list-style-type: none"> <li>• Deliver activities which build upon community resilience and identify causes of poor mental health and wellbeing</li> <li>• Deliver activities which consider the use of alternative therapies connected to worklessness / welfare reform</li> <li>• Ensure that evidence collated throughout the project can be used to support the West Area Committee to work alongside the CCG to improve pathways, by understanding the current barriers to engaging with services for the harder to reach / vulnerable groups.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• 19 project proposals were received and assessed using the SIB small grant process against the outcomes noted above</li> <li>• People board agreed that 9 projects met the brief and were successfully awarded the funding. (Item 6 Annex 3)</li> </ul>
<b>Walk and Talk Programme</b>	<ul style="list-style-type: none"> <li>• A report was presented to the Place and People Board in February 2015, summarising the opportunities for members to identify People and Place based issues and progress improvements on a ward and area basis.</li> <li>• The programme continues to be incredibly successful and offers the opportunity for ward Councillors to be dynamic, flexible and implement small-scale people and place based projects, which have a huge positive impact on their local communities.</li> <li>• Members at the People and Place board agreed a recommendation for Area Committee to align a further £60,000 (£10,000 per ward) SIB funding to support the delivery of improvements - that are additional to the core offer of the council, identified as part of a Walk and Talk programme, the detail of which is contained within the finance report – <b>Item 6 Annex 1</b>.</li> </ul>
<b>West Event 2015</b>	<ul style="list-style-type: none"> <li>• Date agreed as Thursday 21st, Friday 22nd and Saturday 23rd May 2015</li> <li>• Location is Barnes Park</li> <li>• Event Steering group has been established including partners from Police, various heritage organisations alongside Library Service, heritage service and VCS organisations</li> <li>• Health and Safety Co-ordinator appointed and event safety plan is being developed. The Multi Agency Event Group has been advised.</li> <li>• Programme developed for the Heritage Event working with local VCS organisations, Empire Theatre, WW1 Steering Group, Gentoo, Beamish Museum, Sunderland Museum as well as the Sunderland Council Heritage team</li> <li>• All West Schools invited to bring children during the 21st and 22nd May 2015</li> <li>• Communication Plan developed to promote the event to ensure maximum attendance from the West of Sunderland</li> <li>• A Police 'Tardis' is being commissioned through local company Learning Curve, the Police Box will be used as the portal to transport people's minds from 2015 to 1915.</li> </ul>

## 5. Recommendations

5.1 Note the content of the report.

5.2 Members are requested to consider the progress and performance update with regard to the West People Board Work Plan for 2014/2015 **Item 4 Annex 1**.

5.3 Consider and agree the recommendation of the People Board to extend the Walk and Talk programme. **Item 6 Annex 1**

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