

## Sunderland West Area Committee



**Councillor Peter Gibson,  
Chair of Sunderland West Area Committee**

At the beginning of the financial year, Area Committee developed its priorities for the year ahead. A Work Plan was established to detail those priorities and the actions required to achieve them.

The West Area's local priorities were agreed as:

- Activities for Young People
- Job Prospects for Young People
- Health and Well Being
- Environmental and Street Scene improvements, including shopping centres

The establishment of the Place and People Boards has seen more focused support to Area Committee to deliver action in line with local priorities and influence the delivery of core services at a local level.

West Area Committee, through the People and Place Boards' has influenced the following services:

- Early Intervention and Locality Based Services: considered how services are delivered across the locality services and directly influenced the development of new youth contracts for the city.
- Health and Wellbeing: considered the delivery of the Health and Wellbeing Strategy and how community activity can be developed and supported at a local level to meet local health priorities.
- Street Scene Services: considered and influenced how services are delivered relating to Responsive Local Services and Highways.

We have worked hard to ensure that we get best value and maximum outcomes from our Strategic Investment Budget and Strategic Investment Plan funding and have allocated the budget to support the delivery of the priorities outlined in the 2012/13 Work Plan.

Some key achievements delivered include:

- Identified barriers to young people moving into employment and worked with local voluntary and community sector organisations to develop a programme that would help remove those barriers and

support young people to move into learning, training, volunteering and employment.

- Developed and funded an apprenticeship scheme targeted at young people aged 16 – 24 from the West area of the city. Offering employers of small and medium enterprises the opportunity to appoint an apprentice and support young people to access sustainable employment.
- Financially supported the delivery of an enterprise coaching scheme in the West area to support local people to establish their own businesses, resulting in 37 new businesses starting up in the West area of the city.
- Supported and funded the development and delivery of school holiday activities for young people aged 5 – 19 across the West area of the city. The activities were delivered in partnership with local activity and youth providers from the West.
- Supported and funded the development of a health programme targeted at improving men's health across the West with a focus on cancer in men. The project offers educational advice, support and activities that would help enable residents to recognise the lifestyle factors that contribute to cancer and improve their lifestyle activities.
- Identified environmental improvements and worked with partners, residents and officers within the Council to complete these improvements to make the West area a more attractive place to live.
- Influenced the policy relating to land disposal for non operational land owned by the Council.

Overall, the West Area Committee has taken a focused approach, identifying clear priorities, which tackled concerns and issues that were pertinent to the local area and highlighted by residents. This approach has seen the establishment and development of very successful partnership working, which has helped to make the local area a better place to live.

Finally, I would like to thank members, officers, partners and local residents for all of their hard work and support, helping Area Committee and the Place and People Boards deliver the many successes we have achieved this year. I look forward to continuing to work with you all to further improve the services delivered in the West of the city.