

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE on MONDAY, 28th MARCH, 2011 at 5.30p.m.

Present:-

Councillor Ball in the Chair

Councillors P. Dixon, Emerson, Errington, E. Gibson, Kay, Maddison, McClennan and Mordey

Also Present:-

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| Meg Boustead | - | Head of Safeguarding, Sunderland City Council |
| Charlotte Burnham | - | Head of Scrutiny and Area Arrangements, Sunderland City Council |
| Kath Butchert | - | YDG Manager, Sunderland City Council |
| Hazel Clark | - | East Area Voluntary and Community Sector Representative |
| Insp. John Connolly | - | Northumbria Police |
| Insp. Neal Craig | - | Northumbria Police |
| David Curtis | - | East Area Voluntary and Community Sector Representative |
| Paula Hunt | - | East Area Voluntary and Community Sector Representative |
| Matthew Jackson | - | Governance Services Officer, Sunderland City Council |
| Janet Johnson | - | Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Susan Kelly | - | CS Director, DBTW |
| Hugh Lewis | - | Head of Communication, Nexus |
| Liz McEvoy | - | Area Renewal Co-ordinator, Sunderland City Council |
| Vivienne Metcalfe | - | Community Development Co-ordinator, Sunderland City Council |
| Sandra Mitchell | - | Head of Early Intervention and Locality Services, Sunderland City Council |
| Keith Moore | - | Executive Director of Children's Services, Sunderland City Council |
| Helen Peverley | - | City Centre Area Response Manager, Sunderland City Council |
| Ian Richardson | - | Assistant Head of Street Scene, Sunderland City Council |
| Nicky Rowland | - | East Area Response Manager, Sunderland City Council |
| Ami Snowdon | - | Empty Property Assistant, Sunderland City Council |
| Sgt Colin Stephenson | - | Northumbria Police |
| Jamie Third | - | Community Relation Officer, Nexus |
| Nicol Trueman | - | Area Officer, Sunderland City Council |

Ian Warne - Station Manager, Sunderland East Fire Station
Jeremy Wicking - Media Officer, Sunderland City Council

Chairman's Welcome

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for Absence were received on behalf of Councillors M. Forbes, T. Martin, O'Connor and Wood along with Jen McKeivitt and Inspector Warcup.

Declarations of Interest

Item 3 – Community Action in Sunderland East – Progress Review –
Community Chest Applications

Councillor Maddison declared a personal interest as a Council appointed Member of Grangetown C.A.

Item 3 – Community Action in Sunderland East – Progress Review – SIP
Applications

Councillor Ball declared a personal and prejudicial interest as a member of the Raich Carter Sports Centre Management Board.

Councillor Mordey declared a personal interest as a Council appointed Member of Raich Carter Sports Centre

Councillor Errington declared a personal and prejudicial interest as a Member of Raich Carter Sports Centre.

Item 3 – Community Action in Sunderland East – Progress Review –
Education Business Connections SIB application

Councillors Ball, Emerson, E. Gibson, Mordey declared Personal and Prejudicial interests in the application as the applicants were close associates.

Councillors Kay and McClennan declared personal and prejudicial interests as employees of EBC.

Minutes of the Last Meeting of the Committee held on 10th January, 2011

1. RESOLVED that the minutes of the previous meeting held on 10th January, 2011 be confirmed and signed as a correct record subject to the inclusion of Hazel Clark and Jen McKeivitt in the attendance.

Community Action on Sunderland East: Identifying New Issues and Agreeing Actions (2010/11 Work Plan)

The Chief Executive submitted a report (copy circulated) which informed Members of the new issues within the area relating to Empty Properties, Sunderland East VCS Area Network and East Meets West.

(For copy report – see original minutes)

- **Empty Property Team**

Liz McEvoy and Ami Snowdon presented the update on the work of the Empty Property Team.

Ms McEvoy advised that there were over 2000 empty properties across Sunderland and within the East Area there were most empty properties in the Hendon area. There were also issues with the number of empty apartments within the city centre. The government had introduced a new homes bonus where there were rewards given to authorities for providing new housing stock. Empty properties brought back into use were included in new housing stock.

Ms Snowdon advised that there were 188 empty properties within the Hendon New Deal for Communities Area and within the Selective Licensing Area there were 142 empty properties. There was one property owner in Hendon who owned a number of empty properties and there had been meetings with this owner to attempt to find a way of bringing these properties back into use; since the meetings there had been a reduction in the amount of waste in the yards of these properties.

Councillor Kay commented that long term problematic empty properties do not necessarily become less problematic when they become tenanted.

Ms McEvoy advised that when meeting with owners the landlord accreditation scheme was discussed and in Hendon the selective licensing scheme required landlords to seek references from prospective tenants.

Councillor Mordey asked Ms Snowdon to circulate the priority list to the Hendon Ward Members and requested a map showing where the problem properties were located. He queried whether there had been any issues with getting landlords to sign up for the selective licensing.

Ms McEvoy advised that out of the 650 landlords the department were aware of in the selective licensing area there had been 421 landlords had submitted applications; there was the intention to prosecute any landlords who did not co-operate and there was only one landlord within the area with whom the department were having problems.

In response to a query from Councillor McClennan, Ms Snowden advised that there had not been an increase in the number of empty properties in the area as a result of the introduction of selective licensing. There were powers for dealing with problematic empty properties such as Empty Dwelling Management Orders and Enforced Sales however these legislative enforcement powers were a last resort if property owners refused to co-operate with the authority to bring the properties back into use.

2. RESOLVED that the update on empty properties be received and noted.

- **Sunderland East VCS Area Network**

Paula Hunt, East Area VCS Network representative, presented the report on the issues which had been raised through the East VCS Area Network. These issues included the decline in the condition of the railway embankment between Hunter Terrace and Percy Terrace and the mental health and welfare advice services which was operated in the area.

Ms Hunt asked the committee to consider appointing the VCS network to investigate the feasibility of developing the land at Hunter Terrace and Percy Terrace; and also the refer information related to an increase in mental health issues and problems with minority groups accessing advice into the developing priorities for 2011/12 and the Health Housing and Adult Services directorate provide the VCS network with information on the current support available for people with mental health issues or who have English as a Second Language.

3. RESOLVED that:-
 - a. The VCS network be appointed to investigate the feasibility of developing the land between Hunter Terrace and Percy Terrace for public use and report the findings back to the Committee.
 - b. Information relating to an increase in mental health issues and problems with minority groups accessing advice be fed into the Developing Priorities for 2011-12 Task and Finish group for consideration.
 - c. Health, Housing and Adult Services Directorate provide information on current support available to people with mental health issues, and advice available to people who have English as their second language on benefits and employment to East VCS Area Network to share with local community groups and charities.

- **East meets West**

Nicol Trueman, Area Officer, presented the report and advised that there had been difficulties in the Eden Vale and Thornhill areas which were on the border between the West and East areas. There was already a number of initiatives underway to tackle the issues and it was proposed that a Task and Finish group be set up with Members of both Area Committees to co-ordinate

the interventions in the area. It was recommended that the Chair and Vice-Chair along with one other Member join the group.

Councillor Mordey nominated Councillor Kay to join the group and this nomination was seconded by the Chairman.

4. RESOLVED that:
 - a. The information be received and noted and a stakeholder's conference be held in April 2011.
 - b. The Chairman and Vice-Chair along with Councillor Kay join the task and finish group.

Community Action in East Sunderland – Progress Review

The Chief Executive submitted a report (copy circulated) which informed Members of the progress made on the priorities identified as part of the 2010/11 Work plan along with the progress made on the development of the 2011/12 Work plan.

(For copy report – see original minutes)

- **2011/12 Priorities and Work Plan**

Nicol Trueman presented the report on the progress made on developing the work plan for 2011/12 and the priorities which had been identified as part of this process. There would be consultation with the area networks and the outcomes of this consultation would be reported back to the Area Committee in May.

Councillor Errington queried whether the changes to the Job Linkage service would result in changes to the opening hours or staffing levels.

Janet Johnson, Area Lead Executive, advised that the information would be sought from the SNCBC and fed back.

5. RESOLVED that the progress made on the 2011/12 work plan be received and noted and the final plan be received at the May meeting of the Committee.

- **Identification of Gaps in Youth Provision**

Sandra Mitchell, Head of Early Intervention and Locality Services, and Keith Moore, Executive Director of Children's Services, presented the report and advised Members of the three tier model of service delivery which was being used which included universal services designed to benefit the majority of young people through to specialist services which were intended for young people who were vulnerable and in need of specialist support.

Ms Mitchell advised that there had been concerns raised by the Area Committee over the reduction of provision across the East Area and the priorities for filling the gaps in provision were identified in the report. It was proposed that £30,000 be allocated through SIB funding to help with the delivery of youth provision following the loss of £300,000 funding, should the Area Committee agree.

Councillor Mordey queried how much work would be able to be done to plug the funding gap with only £30,000 being provided by the Area Committee. Mr Moore advised that it would not be possible to plug all of the gaps however it would enable some of the gaps in service delivery to be filled. Councillor Mordey then stated that it was important to protect youth intervention workers as they went out onto the streets and engaged with young people who would not be likely to access services otherwise; he felt that the best use of the Area Committee money would be to fund youth workers.

Councillor McClennan queried whether all of the Area Committees were being asked to provide £30,000; Mr Moore confirmed that this was the case.

Councillor Kay asked whether there would be any support given to the service providers to ensure that they used their available funds effectively.

Mr Moore advised that he would be happy to sit down with the providers and provide them with advice should they request this.

Kath Butchert added that the situation for voluntary sector organisations could change quickly; the Blue Watch Youth Project had recently received lottery funding.

Councillor Errington commented that it was important to look at what facilities people used and where the funding for the facilities came from. The Box Youth Project had to find the funds to maintain the building themselves while the Blue Watch Youth Project had most of these costs paid for. Ms Butchert advised that the conditions of the lease for the building often had an effect on costs; the Blue Watch Youth Project was formerly a Local Authority Youth Development organisation while the Box Youth Project was a former Community Association. Councillor Errington then stated that it was necessary to look at the leases and see why some organisations were receiving assistance but others were not.

Janet Johnson, Area Lead Executive and Deputy Chief Executive, agreed that Property Services could advise of the situation with specific community buildings.

Ms Mitchell added that the Joint Commissioning Board had discussed the future of the services and how the Authority would be able to support the providers.

Councillor E. Gibson stated that young people were the future and there was a need to invest in services for them. Youth Centres helped to build

confidence and other life skills and she did not want to see young people on the street with nowhere else to go.

In response to Councillor McClennan, Mr Moore advised that there was a publicity campaign to maximise the take up of free school meals to ensure that the level of Pupil Premium funding provided was maximised. The pupil premium was paid directly to schools and if Members had suggestions for what the schools could spend the money on then these would be fed back to the school. Councillor McClennan then added that there was a stigma attached to free school meals and there was a need to sell them well and advertise the benefits of them in order to reduce this stigma.

Councillor Mordey suggested that the Area Committee could commit SIB funding of £80,000 to the provision of services to young people instead of the original proposal of £30,000. The Committee agreed to this proposal and it was:-

6. RESOLVED that:-
 - a. The report be received and noted and the actions set out in the action plan be agreed.
 - b. Funding of £80,000 be allocated from the SIB 2011/12 budget to deliver positive activities for young people living in the East Area.

- **Crime and Fire Statistics**

Ian Warne, Station Manager, Sunderland East Fire Station, presented the statistics for deliberate fires within the East Area for the period 1st January, 2011 to 15th March, 2011. Mr Warne advised that Hendon and Millfield had been the arson capital of the city however there had been an Arson Worker funded for 2 years and this had reduced the number of fires by 16.9 percent in Millfield and 20 percent in Hendon. By working with the VCS groups it could be possible to build some stability into the provision of arson workers.

The Chairman commented that despite all of the hard work there was still a problem with bins being left in back lanes. Mr Warne advised that there was a pilot scheme underway intended to clean up rubbish and reduce the number of bins left out by using education and enforcement.

Inspector Neal Craig presented the crime figures for the Central Area and advised that there had been a reduction in crime of just over 8 percent which was 460 fewer crimes. There had however been an increase of over 20 percent for Other Thefts which was related to the rising number of metal thefts. Anti Social Behaviour within the area had increased slightly however there had been a reduction in youth related Anti Social Behaviour.

Inspector John Connolly presented the crime statistics for the East Area, he advised that overall the number of crimes had remained steady; there had been an increase of less than one percent. There had however been an increase in burglaries on dwellings of 50 percent which was a concern. The

number of thefts of motor vehicles had reduced by 22 percent as had criminal damage. Anti Social Behaviour had reduced by 19 percent.

Sergeant Colin Stephenson presented the crime figures for the Doxford area and advised that there had been an increase in crime of 3.5 percent. Similarly to other areas there had been an increase in metal thefts which had led to other crime increasing by 24 percent. Vehicle crime had also increased by nearly 8 percent while burglary from dwellings had plummeted by 37 percent. Youth related Anti Social Behaviour had reduced by 29 percent.

Councillor Mordey suggested that comparisons with the figures from other areas be provided.

Councillor Kay advised that while out campaigning for the up-coming local elections he had been informed by residents of issues surrounding low level Anti Social Behaviour; it was important to tackle these issues early to prevent them from escalating. Inspector Craig stated that Anti Social Behaviour was generally underreported.

7. RESOLVED that the update from Tyne and Wear Fire and Rescue Service and Northumbria Police be received and noted.

- **Progress Review**

Nicol Trueman presented the progress review and updated the Committee on the outstanding issues and presented an update on the Meet Your Councillor event which had taken place and had seen Councillors meeting with young people in the area.

Councillor E. Gibson referred to the visit she had undertaken to the Box Youth Project; the young people had said that they did not like to leave their area to attend events. The Multi Use Games Area was an excellent facility however it was unused during the winter as there was no lighting.

Councillor McClennan stated that she had visited Thornhill School and had spoken to pupils from years 7 and 9; they felt that there should be more opportunity for young people to engage in sports and suggested that there could be subsidised use of the sports halls at Crowtree Leisure Centre.

Councillor Kay advised that his visit to St. Anthony's School had unfortunately been cancelled and he had instead visited St. Mark's Youth Club. The young people stated that they were not happy living in the area, they often felt intimidated and frightened, especially by one family in particular. They had not previously told anyone about this as they were frightened as to what the repercussions would be. They also felt that there were issues in the area around youth facilities, potholes and buses. He had agreed to go back to the youth club in June to see what changes there had been.

Councillor Emerson advised that he had visited Venerable Bede School and the young people he had spoken to had raised dog fouling, litter, anti social behaviour and drunks as issues which annoyed them.

Councillor Mordey commented that on his visit to Southmoor School the young people had also raised these issues. He also stated that young people often said that they were talked to but not listened to; he felt that this had been a good way of listening to young people in the area.

Helen Peverley, Area Response Manager - City Centre, and Nicky Rowland, East Area Response Manager, presented the Responsive Local Services update.

Ms Peverley circulated copies of the structure of the Responsive Local Services team and advised Members of the contact details for the officers involved; if Members had any issues then they should contact their Area Response Manager. There had been issues with fallen branches as a result of the high winds and also rubbish and litter complaints which were related to the grit used on the roads during the winter. The Strategic Land Management System was close to implementation and would be discussed by Cabinet before being formally presented to the Area Committees.

Ms Rowland advised that there had been 164 investigations into fly tipping and there had been 13 Fixed Penalty Notices issued with one prosecution. There had also been Fixed Penalty Notices issued for dog fouling. Within Millfield there were regular complaints about dog fouling, especially in back lanes and in Hendon, Millfield and St, Michael's wards there were complaints about waste being left out. In Millfield there had also been work with the fire service to reduce the number of bin fires and there were weekly meetings with the refuse collectors and enforcement officers.

Councillor McClennan commented that there were 49 people listed on the structure in addition to the front line work force and asked how many people were involved overall.

Ian Richardson, Assistant Head of Street Scene, advised that there were 100 posts however this was subject to review. The team leaders would be out on the streets working on the front line to identify issues.

Councillor Kay commented that there had been issues in the back lanes surrounding St. Mark's Road however there had been improvements and residents had stated that there had been a reduction in the amount of dog fouling and there were fewer bins left out; there had also been a reduction in the levels of anti social behaviour. There was still an issue with dog fouling however residents accepted that this was the responsibility of dog owners to clean up, there was a need for education and enforcement.

Councillor Emerson stated that there was a need for education of residents who left bins out. They often did not see a reason to take the bins in. He queried what would happen to people who did not put the bins back into their

property. Ms Rowland advised that action would depend on the area and the issues within that area. If a notice had been served then it was a finable offence not to comply; there would be education offered before any enforcement action was taken.

Councillor Emerson then commented that there had been some residents in Ryhope who had carried out a litter pick but they had then not known what to do with the bags of rubbish they had collected as they could not leave the bags next to their bins for collection. He also queried whether the issues surrounding the emptying of dog waste bins had been addressed; Ms Rowland advised that this issue had been resolved.

The Chairman commented that a dog walker in Ryhope had been clearing up their dog waste and then throwing the bags onto the roof of a bus shelter and these bags had then been blowing off the roof during the recent high winds.

Jamie Third, Nexus, agreed to ensure that the roof of the bus shelter was cleaned.

Hugh Lewis, Nexus Head of Communications, and Sharon Kelly, DB Tyne and Wear Customer Service Director, then presented the update from Nexus on the introduction of charges at the Car Park at the Stadium of Light Metro Station.

Mr Lewis advised that the car park had opened over 8 years ago and was unusual in not having parking charges. Over the last year there Nexus had put together a bid of a project of improvement works to the system and as part of this there was the need to manage the running costs and provide a quality service; DB Tyne and Wear were now operating the trains and car parks and it had been decided that the Stadium of Light car park should be brought into line with the other car parks on the network.

Ms Kelly advised that DB Tyne and Wear had needed to look into ways of raising revenue and car park charges were a good source of revenue. The charges also had benefits to customers as there was an increased staff presence which would help to improve security in the car parks.

Councillor Mordey queried how many spaces there were and what the parking charge was. Ms Kelly advised that there were 160 spaces and the charge was £1.60 per day. There had been notices displayed at the car park for 6 weeks prior to the introduction of the charges. Prior to the charges being introduced there was no information on usage of the car park; since the introduction of the charges there had been a slight dip in usage.

Councillor Kay commented that there were 9 Metro stations in Sunderland and 4 of these were within the East Area; 2 of these were major stations, Central Station and Park Lane Interchange; and there was only one station, Millfield, which had a dedicated car park. He queried whether there would be any charges imposed at this car park.

Following discussion, Ms Kelly agreed to found out whether the car park was owned by Nexus. Mr Hughes advised that the operating contract included provision for charging at strategic car parks.

8. RESOLVED that the progress review be received and noted.

- **Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for Further Allocation of Resources**

Nicol Trueman, Area Officer, presented the report and advised Members that there were 10 proposals for support from Community Chest, one proposal for support from SIP and four proposals for support from the 2010/11 SIB with a further proposal for funding from the 2011/12 SIB fund.

Ms Trueman referred Members to Annex 5a which detailed the proposals for support from Community Chest totalling £12,510; Annex 5b which detailed the proposal for SIP and Annex 5c which detailed the proposals for SIB.

Ms Trueman also drew Members attention to the three options outlined for the amendment of the previously approved allocation for the Education Business Connections (EBC), Community Leaders of the Future project.

9. RESOLVED that:-

- a. The financial statement be noted.
- b. Approval be given to the 10 proposals for support from the 2010/11 Community Chest.
- c. The SIP application be approved.
- d. The SIB applications be approved.
- e. The amendment to the previous allocation of funding to EBC be deferred as the meeting was inquorate.

(Signed) E. BALL,
Chairman.

Sunderland East Area Committee

23rd May 2011

Report of the Chief Executive

Sunderland East Area Committee – Annual Report 2010/11

1. Why has it come to Committee?

- 1.1 At its meeting in June 2010, the Committee agreed the work plan for 2010/11. It was agreed that the May 2011 meeting would consider the Committee's 'Annual Report'.

2. Background

- 2.1 The Annual Report at Annex 1 provides a snapshot of the Committee's work over the 2010/11 municipal year. There has been some major achievements and success achieved throughout 2010/2011 and changes implemented in the way the Committee operates has seen a greater alignment with priorities and a clearer focus on delivery.
- 2.2 The Annual Report celebrates the success and achievements and further suggestions have been made to continue to build upon successes based upon lessons learned throughout 2010/2011.

3. Recommendations

- Note and agree the content of the Annual Report.
- Agree the progression of lessons learned for the future year.

Contact Officer: Nicol Trueman, Area Officer (East) Tel: 0191 561 1162
Email: Nicol.trueman@sunderland.gov.uk

Background Papers: Sunderland East Area Committee Work Plan 2010/11
Progress Review Issues Log
Quarterly monitoring reports
Research and survey's of Councils and Partners

Annex 1: Sunderland East Annual Report 2010/11

Foreword

At the beginning of this financial year Sunderland East Area Committee set out its priorities for the year ahead and developed a Work Plan for 2010/2011 to monitor actions against these priorities. Those priorities included increasing employment and enterprise opportunities, identifying gaps in youth and play provision, reducing Anti Social Behaviour (ASB) and increasing confidence levels and delivering Responsive Local Services. The Committee invested a grand total **£953,277**, by awarding grants via area funding streams and attracting external funding, making in roads to improve the quality of life for local residents, although we recognise there is always room for improvement.

Throughout 2010/11, we have worked hard to ensure that we get value for money and maximum benefit from our resources. We have allocated funding to organisations which helped deliver the priorities outlined above. 52% of the Strategic Initiatives Budget (SIB) has been successfully allocated to those key priorities, which is an improvement of 42% on last year, which shows great progress, however we need to reach 80% which I'm confident we will. When awarding grants we focused on partnership working, which has ensured residents and the Voluntary and Community Sector (VCS) have helped to deliver local activity. This, in turn, has encouraged a wide range of organisations to support the work of Area Committee. Good examples of this successful partnership approaches include the work delivered by the East Youth Task and Finish group and Operation Ironclad.

The Youth Task and Finish group delivered a pilot between elected members and young people, completing joint road show surgeries in local schools and youth clubs. The road shows highlighted to elected members that young people share the same concerns as adults when it comes to their communities, for example, dog fouling, crime, etc. The Group established a successful Youth Tier Model. The model was used to assess the impact to the community, due to the reduction in funding which provided activities to young people. This model is being rolled out across the four Area Committees by Children Services. A priority identified by the model was to provide addition activity during school holidays and establish Junior Youth Clubs across the East, in addition to the 'youth core offer'. To enable action against the identified gaps the Committee have being the first to combine SIB with a grant from Children Services providing a total of £75,000 to allocate.

Operation Ironclad, led by Northumbria Police, helped reduce Anti Social Behaviour (ASB) levels across the area, with Area Committee receiving regular updates on statistics and results from the Police and Fire Services. This method of receiving statistical information is being adopted by other Area Committees. During the operation additional police and Community Support Officers (CSOs) were deployed to the City Centre over the busy festive period. They provided a highly visible and reassuring presence to the Christmas shoppers during the day and those enjoying our City later in the evening. December 2010 enjoyed the lowest levels of crime in the City Centre for 6 years. Central Neighbourhood Police team, which includes all of St. Michaels and Millfield ward and part of Hendon, provided a dedicated presence in and around Mowbray Park, particularly during the long warm summer evenings. The officers provided a highly visible and reassuring presence to families who enjoy the Park. The operation was also designed to support our City's entry in the 'Britain in Bloom' contest, with the City being awarded 'Best Large City'. Reports of ASB have reduced by 8% in the Mowbray Park area during the period of the operation. Anecdotally the officers received strong support from members of the community who enjoyed the park and welcomed an additional uniformed presence at key times. In addition, the existing taxi marshalling operation covering the weekend was extended to cover the popular Monday night in Sunderland City Centre.

Area Committee has a key role in influencing service delivery to ensure the specific needs of the local area are met. Over the last year, we have worked to inform and influence the Responsive Local Services (RLS) project and are now pleased to see the project moved into a key service delivery area responding to local need, within City Services, Streetscene. The Sunderland East area now has a dedicated team of officers working in the area to tackle issues such as litter, graffiti, refuse, grass cutting, dumping of waste and dog fouling. Already residents are seeing the difference and improvement made to services delivered by Area Response Managers (ARMs) and their teams, and a number of compliments and positive comments have been received.

Other key achievements I would like to acknowledge include:

- Being the first Area Committee in the City to Call for Projects to come forward, with a budget of £125,000 to increase employment and enterprise activity in the East.
- Massive environmental and safety improvements made to Ryhope Beach and Dene, as well as Hendon Promenade.
- The mini Olympics event delivered by East VCS Area Network.

Sunderland East Area Committee has also ensured a 'Ward' approach to developing solutions to local issues. Wards have been proactive focusing the Strategic Investment Plan (SIP) funding made available this year to drive forward locally based projects and initiatives.

For the first time Area Committee established Task and Finish groups. These groups were established against priorities to deliver action outside of meetings. I'll like to thank all the Councillors, partners and officers who meet up outside of Area Committee and worked hard over the last twelve months to make sure Committee made a difference in the area, and also to the Vice Chair for his support.



Cllr Ellen Ball, Sunderland East Area Committee, CHAIR

Introduction

One of the key aims of Area Committee is to strengthen local democratic accountability through empowering locally elected members to take decisions, shape and influence the delivery of local public sector services in the local area and develop and monitor improved services for the benefit of the local community.

In April 2010, it was agreed that Area Committee would select a limited number of priorities on which to base its work plan for 2010/11. Using evidence collected from members, officers and partners and the results of resident and community surveys and feedback, a number of key issues were highlighted and presented to Committee to select the key issues where Area Committee could influence service delivery to support improvements in the area and bring added value. To support the achievement of area priorities Area Committee have a delegated budget to allocate against the selected priorities and provide solutions to local problems.

At the May 2010 meeting it was agreed that Sunderland East Area Committee would focus its efforts where it can make a real difference and 4 key priorities, 1 reserved priority for 2010/11 were identified. This report provides a summary of the key achievements, service improvements and budget allocation (for the year 2010/11) against the key priorities of:

- Increasing opportunities in employment and enterprise
- Identifying gaps in youth and play provision
- Reducing Anti Social Behaviour (ASB) and increasing confidence levels in the community
- Deliver responsive local services
- Transportation(Reserved)

During this exercise it was recognised that there is a need to consider other cross cutting areas of work, e.g. equality and inclusion and community engagement, whilst delivering action against the priorities.

New issues emerged throughout the year and were discussed by Committee at each meeting. It was agreed to add the following to the work plan:

- Hendon and Ryhope Working Groups
- Greenspace Topic paper, under the Local Development Framework

The tables below provide an overview of funding awarded against each priority and the output results compared to 2009/10. The results clearly show an overall improvement against all outputs.

Table 1: Indicates the total amount of SIB and SIP awarded against priority

Priority	SIB and SIP awarded
Increasing opportunities in employment and enterprise	£140,000
Identifying gap in youth and play provision	£56,101
Reduce ASB, increase confidence levels	£126,466
Deliver responsive local services	£0
2009-10 priorities	£292,947
Community Chest	£53,857
Total	£953,433

Table 2: Overall outputs delivered during 2010-11: SIB/SIP

Action/Output	2010/11	2009/10
A1: number of new or improved community facilities	61	0
A2: number of people using new/improved community facilities	485	0
A3: number of VCS groups supported	75	0
A4: number of programmed work/improve appearance of street:	6	0
A5: number of feasibility studies completed	2	0
A6: number of community events held	65	0
H1: number of people benefiting from healthy lifestyle projects	765	200
H2: number of people engaged in sports	473	200
H3: number of older people supported	362	
L1: number of people receiving job training	1	
L2: number of people accessing advice and support	116	
L7: number of additional youth sessions provided	210	144
L8: number of additional young people engaged in activity	456	240
P1: number of people into full time employment	8	0
P2: number of jobs safeguarded	9	0
P3: number of people in voluntary work	45	0
S1: number of facilities with improved security	2	1
S4: number of victims of crime supported	211	0
S5: number of young people involved in diversionary activity	575	0

This report also provides information on the governance and operation of Area Committee meetings, including attendance, satisfaction and community involvement levels.

Key Priority: Increasing opportunities in employment and enterprise

Key Statistics

Unemployment Statistics (Source TWRI)

Ward	RAG	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10
Doxford	0.2	4.6	4.4	4.5	3.8	4.2	4.3	4.5	4.7	4.4	4.7	4.6	4.4
Hendon	0.4	18.9	19.0	19.9	19.9	19.8	19.6	19.9	19.7	19.5	19.8	20.6	19.3
Millfield	0.5	7.7	8.1	8.3	7.8	7.6	8.0	8.2	8.2	8.2	8.5	8.8	8.2
Ryhope	1.4	5.9	6.5	6.9	6.6	7.0	7.1	6.9	6.9	7.1	7.6	7.8	7.3
St Michaels	0.2	6.5	6.7	7.2	6.6	6.6	7.0	7.0	7.3	6.9	7.0	7.1	6.7
City	0.5	7.1	7.2	7.5	7.2	7.2	7.2	7.2	7.3	7.3	7.3	7.7	7.6

We know that across Sunderland East unemployment levels are lowest in Doxford ward and highest in Hendon ward. The City average over the year is 7.3%. Millfield and St Michaels are also higher than the City average. Unemployment reduced in Ryhope by 1.4%.

The place survey 09-10 tell us that Job Prospects is a major concern for East residents (40%), an increase of 17% on last year.

What we set out to do

- Investigate and research good practices that have given access to employment and enterprise opportunities in the most disadvantaged neighbourhoods.
- Increase opportunities in employment and enterprise.

Achievements Delivered

- Established a joint Task and Finish Group, made up of Councillors, East Voluntary and Community Sector (VCS) Area Networks and Officers representation.
- Aligned £125,000 SIB against the priority. In January 2011 agreed to invite statutory and voluntary and community sector (VCS) organisations to submit ideas against two projects:
 - Project one: Working with Families: Budget £50,000
 - Project two: Providing support to people not if receipt of benefits: Budget £75,000
- Prevented a local community group from closing down. In addition, to enhancing service delivery and retained eight members of staff in employment, with a further eight people taken up volunteering.

CHANCE Running costs	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of jobs safeguarded	8	8		£10,298	£11,390	(11%)
No. of people employed in voluntary work	8	8				

Revenue funding was awarded for running costs of the centre, with match funding being secured to deliver activity. The project has extended their opening hours for the centre and retaining eight members of staff in employment. A further eight people have taken up volunteering at the project. CHANCE now offer out of school activities, two nights week and have a growing youth and play provision, focusing on the environment, decision making, participation and culture.

The spending profile is slightly above the target, but the organisation has explained that this is due to some invoices for running costs being half yearly and not quarterly and therefore will balance itself out.

No concerns about the project to report.

Ryhope Community Association - People Power	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people using new community facilities	25	85	240%	£24,000	£22,969	4%
No. of VCS groups supported	20	51	155%			
No. of project feasibility studies funded	2	2				
No. of community or educational events held	4	4				
No. of older people receiving support	50	157	214%			
No. of people accessing improved advice and support	75	102	36%			
No. of people employed in voluntary work	15	22	47%			

Revenue funding was awarded to employ a Community Development Worker. The project has exceeded the outputs and is proving to be successful. The project supports the delivery of the Sunderland East Local Area Plan. The worker also is co chair of East VCS Area Networks and co-ordinates the East Area Forum and Ryhope Community Forum. 22 people having taken up volunteering at the project and 259 people and 51 VCS groups have received support.

No concerns about this project.

Community Involvement

- Consultation with Sunderland East VCS Area Network
- Representatives from Job Linkage, Etec and SES, acting as the voice of East VCS Area Network
- Back on the Map Succession Arrangements
- Assisting People into Work and Enterprise Reviews
- Learning Partnership: Local Enterprise Partnership and position statement for apprenticeships. Working Neighbourhood Strategy Project Level Evaluations, evidencing models of good practice.

Key Priority: Identifying gaps in youth and play provision

Key Statistics

- Estimated number of children and young people who reside in the East area, aged between 8-19 years old is 7,805.
- Estimated 5,159 (66%) children and young people who are engaged in some form of service delivery.
- The Council have recently awarded five ward contracts and 1 city wide youth provider contracts across the East area enabling provision of a minimum of three youth sessions per week across each of the five wards.

- The Place Survey 09-10 highlighted that residents feeling teenagers hanging around in the street is a very/fairly big problem in the East area which was slightly below the Sunderland average, but it had increased 7% since 08-09.
- The Place Survey 09-10 highlighted that 46% of residents felt that activities for teenagers need improvement, which is down 7% from 08-09 and under the Sunderland average of 52%.

What we set out to do

- Identify gaps in youth provision/work. Defined as targeting 13-19 year olds, (or 25 years old if individuals have learning difficulties/disabilities), in informal activities delivered outside of statutory core curriculum.
- Identify gaps in Play provision. Defined as targeting under 13's, this may cover community play parks, extended schools.

Achievements Delivered

YOUTH PROVISION:

- Established a joint Task and Finish Group, made up of Councillors, East Voluntary and Community Sector (VCS) Area Networks and Officers representation. At an East level the group;
 - Evaluation and feedback report on XL youth villages.
 - Identified the needs of young people, future gaps in funding streams and service provision.
 - Identified what existed currently, what would remain post March 2011, which indicated the estimated reduction in funding and hours.
 - Assessed the impact of the reductions to the communities across the East.
 - Prioritised the gaps based on the impact on the community.
 - § Activities during school holidays
 - § Junior work, 8-12 year olds
 - Presented and agreed a Youth Area Action Plan to deliver actions to support and increase the number of children and young people involved in positive activities.
 - Children Services to commission contracts based on Area Committees recommendations to deliver activities during school holidays and Junior Work for 8-12 year olds, from their Directorates budget of £30,000.
 - Aligned £50,000 SIB against the priority. Call for Projects.
 - Delivered Joint Youth and Elected Members Roadshow Surgeries, in each of the five wards.
 - Youth Tier Model and approach designed by the Group to be rolled out across the City.

PLAY PROVISION:

- Area Committee received an update on the review of the Play and Urban Games Strategy (PUGs).
- Agree the priorities for future investment in the East area.
 - The areas of land at Burdon Lane near to the Ryhope Engine Museum and (J19) at Blyton Avenue/Wraith Avenue are agreed for further work to take place to assess feasibility.
 - Refurbish and add value to play facilities in Backhouse Park, via section 106.

More locally, significant progress has been made and this is evidenced in the performance table below. Note C&YP = Children and Young People, MUGA = Multi Use Games Area, DUGA = Dual Use Games Area

Sunderland East	2004-2006	2007- Spring/ Summer 2010	Total
Total number of play facilities in the area = 16			
Number of new play areas Box Youth MUGA, Beechbrook, Ryhope DUGA, Hudson Road, Grangetown, St Matthews Field, Ryhope Rec –Play, Diamond Hall	2	6	8
Number of refurbished play areas Backhouse Park, Ryhope Rec MUGA, Mowbray Park Play, Mowbray Park kick about	1	3	4
	As at April 2007	As at April 2010	
Percentage of C&YP with access to high quality play 1km	21%	76%	
Investment	£127,700	£867,903	£995,603
Number of C&YP consulted		882	882
Number of VCS organisations engaged		3	3
Lets Play celebration events		2	2
Key highlights <ul style="list-style-type: none"> • Extensive development of St Matthews Field with supporting road safety measures. • Two MUGA at Ryhope and adjacent to Box Youth Club. • Gaps in play provision reduced in Hendon and East End by developments next to Hudson Road and Grangetown Primary Schools. 			

Other achievements delivered which complemented priority

Blue Watch Youth Project Youth Support Worker	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people benefiting from healthy lifestyle projects	120	125	4%	£12,226	£12,332	(0.9%)
No. of young people benefiting from youth inclusion/diversionary project	60	66	10%			
No. of additional young people engaged in youth activities	40	49	23%			
Revenue funding was awarded to employ a dedicated worker to deliver a project aimed at reducing the misuse of alcohol and illegal substances amongst young people in the Ryhope and Grangetown area. The worker has made links with statutory and VCS specialist across the area and have use different methods of engagements, ranging from, 1-2-1 surgeries to establishing an allotment site at the Centre making positive contacts with the neighbouring Ryhope allotment members, creating a cross generational project.						
Although the spending profile is slightly more than originally projected, the outputs have been exceeded. There are no concerns to report about the project.						
St Aidans RC Secondary School Community Learning Centre	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of new or improved community facilities and equipment	1	0	(100%)	£27,000	£0	100%
No. of people accessing improved advice and support	35	0	(100%)			
No. of additional youth sessions been delivered per week	3	0	(100%)			

No. of new additional young people engaged and participating in youth provision	25	0	(100%)			
<p>Capital funding was awarded to deliver a one-off capital project to support a building extension positioned at the main entrance, allowing members of the public access during the day, night and weekend, enabling local providers to delivery community learning and youth activities in the heart of St Michaels Ward.</p> <p>There was a delay in securing the match funding during 2010 to complete the work. However, the school confirmed that it has now been secured. The works will be completed in August 2011 during the Summer school holidays, as it will cause the least disturbance. The school will also provide Committee with an evaluation report by September 2012, outlining the success and difference the community room has made to the area.</p>						
Tyne and Wear Fire and Rescue Phoenix Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
S5 No of young people benefiting from youth inclusion/diversionary projects	25	22	(12%)	7,456	7,554	(1.3%)
<p>Revenue funding was awarded for running costs to deliver Phoenix Respect (L2) and Advance Course (L3), with Youth Offending funding Phoenix (L1). The project has received regional and national accolades and awards. Other Fire and Rescue authorities are adopting the model to roll out in their areas.</p> <p>The target has slighted under performed on the outputs and overspent slightly.</p>						
The Olympian Boxing Club Regeneration Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people engaged in sports activity	250	412	65%	£25,645	£25,645	
No. of additional youth sessions been delivered per week	4	3	(25%)			
No. of additional young people engaged and participating in youth provision and engaged in sports	250	342	37%			
<p>Capital funding was awarded to improve a derelict building in Ryhope. The award provided roller shutters to improve security, a new heating and water systems, and new gym equipment, providing a fully functional community asset. The Club have received high profile in the local press. Attendance rates exceed the target projected. The Club provide sessions on fitness development around: well balanced diet, nutritional advice, rest, hydration, boxing techniques both contact and non contact to all ages groups, male and female participants.</p> <p>The Club do not deliver four sessions a week, due to volunteers capacity. However the Club has exceeded the expected targets for attendance and participation figures.</p> <p>Although extra support had to be given to the Lead Agent with completing paperwork, as it was the Club's first grant award, the project has been successful implemented.</p>						
Hendon Young People's Project Roof repairs	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people using new or improved community facilities	1	1		£4,289	£2,438	43%
<p>Capital funding was awarded to repair a section of the roof. The project is now fully achieved on outputs and milestones and complete, with £1,851 to be returned to budget.</p>						

Family Impact Services Ear for You	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
L2 No. of new young people engaged and participating in	30	25	17%	7,150	7,150	
<p>Revenue funding was awarded to employ a part time work to deliver a specialist service to children and young people. The service offers one to one support for children and young people who have/are experiencing bullying issues, or other social issues (eg domestic violence, family breakdown, sexual abuse or family substance use).</p> <p>The reason the project has not reached its expected target, is the level of support needed has been extremely high as the young people problems referred into the project have been complicated. However, the organisation is confident that it will catch up during Q1 in 2011.</p>						
Education Business Connections Community Leaders of the Future	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A3 Number of community/voluntary groups supported	1	0	100%	£5,820	£2,134	63%
P3 Number of people employed in voluntary work	30	0	100%			
S5 Number of young people benefiting from youth inclusion/diversionary project	30	0	100%			
<p>Revenue funding was awarded to develop young people's 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.</p> <p>The project was due to commence within a local secondary school in September 2010, but did not. All five secondary schools were approached with an offer to deliver the project within their school. No schools were interested. In February 2011 the group were advised that due to the fact no schools were interested in participating the grant may have to be returned to budget, but for an informed decision to be made the group were asked to indicate the proposed changes by amending the original application, highlighting the changes. It was identified that the changes constituted a significant change in the outputs, funding and time plan, and therefore the Area Committee would need to make a decision on recouping the grant or reducing the original total, allowing the project to still be delivered. In March 2011 the organisation informed the Area Officer that Thornhill School were willing to participate in the project. On the 28 March 2011, the item was outlined in a Committee report. Unfortunately the meeting was not quorate. A discussion could not be held on how to progress the matter.</p> <p>The report is presented again under the financial report for Committee to consider options against this project.</p>						

Community Involvement

- Consultation with Sunderland East VCS Area Network
- Representatives from Hendon Young Peoples Project, Sans Street Youth and Community Centre and The Box Project acting as the voice of East VCS Area Network
- Consultation with Lambton Street Youth Centre, Young Asian Voices and Blue Watch Youth Centre.
- Thornhill School, Southmoor School, St Marks Youth Centre, Venerable Bede School provided venues for the road show surgeries.

- Northumbria Police, Neighbourhood Policing Team activity participated and engaged in the Task and Finish Group

Key Priority: Reducing Anti Social Behaviour (ASB) and increasing confidence levels in the community

Key Statistics

- § Within the East area, 23% of residents feel unsafe in their local area, compared to a citywide average of 18% (residents survey)
- § Sunderland East residents are most likely to see ASB as a problem (25.9%) compared with the City as a whole (22.2%) with a significant reduction in the percentage of residents in the area who agree the police and local public services are dealing with ASB – from 36% in 08-09 to 29% 09-10 (place survey 2009-10)
- § From the table below, we know ASB is reduce but unfortunately the perception of crime remains high.

Number of Antisocial behaviour incidents reported at a ward level.

	April_June10	July_Sep10	Oct_Dec10	Jan_March11	Total
Doxford	164	127	145	70	506
Hendon	641	608	448	309	2006
Millfield	666	635	619	417	2337
Ryhope	262	235	184	132	813
St. Michael's	411	458	369	315	1553
Area					7215

What we set out to do

- Reduce ASB
- Increase confidence levels in the community

Achievements Delivered

- Established Joint Police and Elected Members meetings.
- Councillors representative on all four Local Multi Agency Problem Solving groups (LMAPs).
- Purchased 5 vehicle actuated signs, designed and delivered a rolling programme to reduce speeding and dangerous driving across each of the five wards throughout 2011-12.
- Provided a high profiled police presence in and around the Bridges Shopping centre during December 2010-January 2011 to reduce shop lifting, risk of theft from person and alcohol fuelled ASB. Outcome, recorded the lowest level of crime in 6 years.
- Provided a high profiled police presence in and around Mowbray Park and Sunnyside Gardens during September 2010 to March 2011, to reduce ASB, alcohol related disorder, increase confidence in the community and provide reassurance to visitors of these key attractions. Outcome, saw a reduction of 8%.
- Reviewed Friday and Saturday Taxi Marshalling scheme, and agreed with partners to carry out a three month pilot which will see Friday night Park Lane coverage cease and the savings made be used to allow Monday nights at Green Terrace to continue, up until end of August 2011.
- Provided an enhanced level of service across the Ryhope, Grangetown and Hendon are during 5pm-11pm, with extra patrols during school holidays between 10am and 4pm every day.
- Deliver enhanced patrols in identified known areas of ASB in the Doxford area.

- Discussed deliberate fire statistics at a ward level, compared trends in the previous year. Staff from Tyne and Wear Fire and Rescue and RLS worked closely to target wheelie bin and refuse fires. Outcome, noticeable reduction in deliberate fires.

Community Involvement

- Shop Watch
- Pub Watch
- City Centre Management
- Local retailers
- Registered social landlords

Budget

Sunderland City Council Mill Hill Road	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities or equipment	1	1		£20,000	£20,000	
<p>Capital funding was awarded to install a pedestrian refuge island positioned at various points along Mill Hill Road adjacent to the play park / recreational area and the new housing developments. It provides a safer crossing point for all pedestrians and road users alike when accessing the local facilities. In addition to reducing speeding vehicles and improving road safety, increasing the level of confidence residents have in the council and police.</p> <p>Project now complete.</p>						
Sunderland City Council VAS Programme	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
Outputs not due until Q1 11/12	Nil	Nil		£31,250	£27,211	13%
<p>Capital funding was awarded to purchase five Vehicle Actuated Signs (VAS) along with a small percentage of revenue to deliver the project. The VAS display an illuminated graphic of the speed limit roundel. One sign will be installed, per ward and be relocated every 3 months.</p> <p>The sockets have been installed and the first five sites have the VAS up and working. Saving have been made through the procurement process, making a saving of £1,900 which will be returned to budget. This will leave a budget to deliver the rolling programme over the next 12 months, throughout 2011-12.</p>						
Northumbria Police Operation Ironclad	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No of addition police on the streets.	11	11		£57,823	£57,152	1.2%
<p>Revenue funding was awarded to deliver five projects across the East.</p> <p>i) Bridges Shopping Centre; during December 2010 and January 2011, there was a high profile visible police presence in and around the City Centre between 12noon and 9pm. The project reduced shop lifting offences, risk of theft from a person and alcohol fuelled ASB.</p> <p>ii) Mowbray Park/Sunniside Gardens; during September 2010 to March 2011, there was a high profile visible police presence in and around Mowbray Park and Sunniside area to reduce ASB and alcohol related disorder, increase confidence in the local community and provide reassurance to visitors of this key attraction in the East area.</p> <p>iii) Taxi Marshalling; during October 2010 to March 2011, the scheme was extended on a Monday night. The marshalling scheme prevents drink related disorders and violence in taxi ranks as it provides a supervised queuing system, which avoids delays, frustrations, queue jumping, arguments, disorder and assaults. Since being established there has been no reported incidents. Due to discussions between elected members and the police the scheme has been extended until August 2011.</p>						

iv) Ryhope, Grangetown and Hendon; during September 2010 to March 2011, there was a high profile visible police presence in and around the Ryhope and Grangetown. This complement the work of the Neighbourhood Team currently funded to work in the New Deals for the Community (NDC) area, within the Hendon ward. This allowed the team to provide an enhanced level of service across the whole of the Ryhope and Grangetown area during 5pm and 11pm, with extra patrols during school holidays between 10am and 4pm every day.

v) Doxford; during September 2010 to March 2011, there was a high profile visible police presence by enhancing patrolling the area around Morrison's on a Friday and Saturday night to target youth disorder. The project was success in reducing it by 25.9%, the best in the City.

The under spend of £671 has been re-profiled in Q1 of 2011, to carry the Marshalling scheme up until May 11, after which mainstream funding will be used to support the scheme until August 11.

Victim Support Victim Support Worker	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
H1 Number of people benefiting from healthy lifestyle projects	160	165	3%	£10,442	£9,792	6%
L1 Number of people receiving job training	1	1				
P2 Number of jobs safeguarded	1	1				
P3 Number of people employed in voluntary work	1	1				
S4 Number of victims of crime supported	200	211	6%			

Revenue funding was awarded to employ an outreach worker four days per week who will be based within Hendon. The worker provided direct support to residents across the East, in a variety of ways but also worked to recruit a team of local volunteers who were trained to the required Victim Support standard.

The project exceeded the outputs and under spent by £650, which will be returned to budget.

East Community Association Improving security	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
S1 Number of homes/ businesses/ community facilities with improved security	1	1		£1,128	£1,128	

Capital funding was awarded to replace the front doors of the community centre with strong security doors. Project now complete and outputs and milestones achieved.

Sunderland City Council Pedestrian Crossing at Strawberry Bank	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	0	(100%)	£1,823	£0	100%

Capital funding was awarded to install a pedestrian crossing on Strawberry Bank.

Design has now been completed. The consultation process ended 6 May 2011. The work is scheduled in for August 2011, which is a delay of three months 2011.

Northumbria Police Holly Court Removal	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of events/programme of work to improve appearance of street	1	1		£1,800	£1,800	

Capital funding was awarded to remove a wall at the gable end of a small block of housing

owned by Cheviot Housing. For approximately five years this area was a focal point for local youths to congregate and consume alcohol. Since being demolished the area has seen a reduction in disorder.

Project completed.

Key Priority: Deliver Responsive Local Services

Key Statistics

- Dedicated Response Team now in place for each area including Area Response Manager, Response Officer, Ward Team Leaders and Environmental Enforcement Officers
- Staff Reporting Line has reduced the number of customer service requests and over 40% of all requests for service are now reported and actioned by staff before customers are required to take action

The outcome.....

- Residents see action in their local area
- Regular attendance at Area Committees; Residents Meetings; Customer Focus Groups
- Joint Walks – friendly and engaging staff
- Working with Partners
- Strategic Land Management
- Post Code Management

What we set out to do

- Increase the number of residents who feel they can influence priority setting and decision making in their local area
- Increase in the number of residents satisfied with the level of customer service
- Increase in residents satisfied with services provided in their neighbourhood
- Increase in service requests dealt with right first time – including reduction in time for end to end service delivery
- Increase in the number of residents who feel informed about what is happening in their area
- Tailored to local needs which are responsive to the customers' needs in their local area
- Published standards for customers to review
- Easily accessible services and customers know how to access them through targeted communication
- Actively seek customer comments on performance and change performance to address the comments received
- Recognised as excellent, fit for purpose and value for money
- Actively working across the City, in partnership to achieve added value
- Services that local Councillors can be proud of and enable local Councillors to be recognised for driving high quality services which are meeting the needs of communities at every level.

Achievements Delivered

City Centre

- Development of University Park in partnership with University of Sunderland
- Blanket disclaimer for City Centre to remove graffiti responsively and quickly
- Supporting businesses to manage their waste to ensure the City Centre is clean and tidy
- Additional cleaning machine procured to deep clean pavements

- Removing litter from land which is not owned by City Council, with the philosophy that if we can see it, a customer can see it, so we remove immediately
- Coordinated approach to City Centre management working alongside quick win projects, festivals and events and business liaison

East

- Positioned additional litter and dog waste receptacles in areas throughout Ryhope and St Micheal's ward's following direct requests and in consultation with Ward Councillors and residents groups.
- Clearance of litter from open land other than Council owned land throughout East area to facilitate a cleaner and more attractive City.
- Noted an increase in resident satisfaction relating to the back lanes of historically difficult areas in Hendon by the co-ordination of enforcement and cleansing with refuse collection in key areas.
- Piloted the collection of bulky household items and special collection's on the same day as refuse collection in areas of Hendon and Millfield, thus reducing the time waste is present in rear lanes and reducing the amount of subsequent litter.
- Targeted enforcement activity in Millfield to educate students in the correct disposal of household refuse and storage of wheelie bins resulting in a significant drop in wheelie bins fires within the ward
- Re-distributed street cleansing equipment and operatives to ensure that all areas receive the appropriate level of cleanse, by hand or mechanical sweeper.

Hendon and Ryhope Working Groups

What we set out to do

As members will be aware a group of officers, working under the direction of the Deputy Executive Director of City Services, has been addressing a number of local issues and concerns in connection with:

- Lack of pedestrian access to Ryhope Beach from Ryhope Beach
- Overgrown pathways and dumping of waste in Ryhope Dene.
- Littering and other issues regarding Hendon Promenade
- Coastal Signage

Achievements Delivered

RYHOPE BEACH ACCESS

- Members will recall that in March 2008 Cabinet approved the removal of the existing unsafe building/structure which was located above Northumbria Water Limited (NWL) outfall pipe on Ryhope Beach. There had been no authorised pedestrian access to the beach at this location since March 2007 and the unsafe structure was demolished by the council in December 2009.
- Sunderland City Council has worked closely with NWL to design and construct a new pedestrian access from Ryhope Beach Road down onto to the beach. This new access features concrete steps down onto the beach which have been constructed and installed by NWL on behalf of the council and which were installed at the same time as NWL replaced their outfall pipe at this location. A handrail is also being installed to the steps. We are currently liaising with the contractor to confirm the installation date.
- Construction works were expected to have been completed early in the New Year but were delayed for several weeks due to the severe weather we experienced over the winter. Upon completion of the works in April, the Area Response Manager undertook a deep clean of the area to remove accumulations of waste which had been dumped over an extended period of time.

- NWL carried out works on the slope adjacent to the access track at Ryhope Beach for safety reasons, the slope was regraded and benched to allow safe working access below, whilst renewing their outfall pipe. Other minor re-grading works to the cliffs were carried out adjacent to this, to allow construction of the steps. The images below show the new steps



- The Area Response Manager has also made arrangements for the road leading down to the beach to be inspected weekly and cleansed on a regular basis
- Following advice from the Council's Public Rights of Way Officer and Legal Services, a Stopping Up Order is required to restrict the last 63m of Ryhope Beach Road, turning it from a restricted byway to a bridleway. This is being carried out under the existing powers available to the Council under section 118 of the 1980 Road Traffic Act paragraph 26. An application is currently being prepared by Legal services and it is expected that it will be considered by magistrates in June 2011.

RYHOPE DENE – CLEARANCE WORKS

- Following an inspection of Ryhope Dene, a programme of works was undertaken to address issues of antisocial behaviour by opening out the access, cutting back and removing the overgrown shrubbery and accumulations of dumped waste in the Dene. This was programmed over a two week period in November 2010 and the following environmental improvements were undertaken:
 - Strimming of areas of vegetation.
 - Pruning of trees and shrubs to allow safe passage.
 - Litter picking.
 - Removal of fly-tipped waste.
 - Cutting back of the vegetation on the steps to better define pathway edges.
 - Install natural barriers along the footpath using prunings from the trees and shrubs.
- Consultation was carried out with the Senior Countryside Officer to ensure that the works caused minimum disturbance to both wildlife and the countryside environment.
- A regular maintenance programme has been devised and is now in place at this location.

- The photographs below help to give a greater appreciation of the improvements that have been achieved in Ryhope Dene.



Image of the Entrance to the Dene 'before' Clearance works carried out



Image of the Entrance to the Dene 'after' Clearance works carried out



Footpath before clearance works carried out



Footpath after clearance works carried out and edge protection installed

HENDON PROMENADE

- Under advice from the contractor the repair work on the Hendon Promenade railings was put on hold until the risk of severe winter weather had passed. A site commencement meeting took place on Wednesday 24 April, and work to carry out the repair work started in May 2010.
- Under advice from the Health and Safety Team an additional section of handrail was also installed on the southern ramp.
- To resolve the issue of litter and debris accumulating on the promenade, street-cleansing works are now carried out to coincide with busy visitor periods.

- After a series of complaints regarding the build up of algae on the southern slipway ramp, the ramp was power-washed to remove this build up. The area is now inspected weekly and if there is a build up of algae, arrangements are made to remove it with the pressure wash. This inspection regime will prevent the algae from building up in the future.

COASTAL SIGNAGE

- Officers have undertaken a review of Coastal Water Safety Signage at Hendon and Ryhope.
- Each of the coastal areas has been given a unique beach reference locator code to assist the emergency services.
- In the East Area new signage is being installed at Salterfen, Ryhope Beach Road, Ryhope Dene and Hendon Promenade.
- Examples of the new primary and secondary signage at Ryhope Beach



Greenspace Topic paper, under the Local Development Framework

Key Statistics

- Up to 28% of Sunderland is greenspace, not including countryside.

What we set out to do

- Refresh Green Space Survey from 2002 in two stages
 - Host a workshop to engage the community in identifying new open spaces not shown on the survey maps and build a sense of community ownership in the planning process.
 - Involve stakeholders in completing a participatory appraisal for each open space, assessing the value of area/land to the community.

Achievements Delivered

- Investigated the feasibility of opening up the old site of Grangetown Primary school to the public to access as a local greenspace for their community. Formally opened the land in February 2011 with Sunderland East VCS Area Network delivering a mini Olympics Event.
- Over 50 updates were received on land usage and a further 10 on proposed future projects.

Community Involvement

- Consultation with East VCS Area Network, The Woodland Trust, Durham Wildlife Trust, Natural England, Gentoo, University of Sunderland and Taylor Wimpey

Other actions and projects delivered throughout 2010-11

This section outlines the performance on all projects which delivered activity during financial year 2010/11 aligned to priorities from 2009-10.

Sunderland Maritime Heritage MV Willadora Renovation	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
P3 Number of people employed in voluntary work	14	14		£40,000	£16,074	60%
<p>Capital funding was awarded to restore a listed ship with the national historic ships register, called M V Willadora. The group are aiming to launch the ship onto the river in the Summer 2011, providing journeys up and down the river with historical talks being given about the river, ship buildings and the MV Willadora. 14 people are employed in voluntary work delivering this project.</p> <p>The project has been delayed due to the ill health of the Lead Agent. However the Management Committee have kept the Area Officer up to date with progress and are confident of delivering the project by the end of Q2.</p>						
Friends of Barley Mow/ Backhouse Parks: Improvements	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No outputs due until Quarter 2 11/12	N/A	N/A		£50,000	£22,800	54%
<p>Capital funding was awarded to deliver a number of improvements to Backhouse Park, these included; bridge works; new litter and dogs bins; install seats; tree felling and pruning, improve the entrances and footpaths.</p> <p>Due to a delay during the Winter months the organisation were unable to keep to schedule, therefore were not able to draw down the grant as expected. As the funding was SIP there was concerns about the funding not been available during the new financial year, however, reassurances have been given by the Finance Team that funding will remain.</p> <p>After a discussion with the Lead Agent, it has been agreed to extend the deadline date for completion from March to July 2011.</p>						
Sunderland Heritage Forum Sunderland Heritage Quarter	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events/ programmes of work to improve appearance of streets	2	2		£13,600	£13,479	0.9%
A6 Number of community or educational events held	6	6				
<p>Revenue funding was awarded to employ a consultant and a co-ordinator to develop a strategy to deliver the feasibility study which was developed in 2009, with the aim to develop a heritage quarter in the East End of Sunderland.</p> <p>Although the outputs have been delivered, the Forum has yet to submit a strategy and action plan, as outlined in the project description. This has been requested as a matter of urgency.</p>						

Sunderland MIND Wellbeing Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
H1 Number of people benefiting from healthy lifestyle projects	32	63	97%	£9,259	£9,193	0.7%
H2 Number of people engaged in sports activities	20	11	(45%)			
H3 Number of older people receiving support	18	20	11%			
<p>Revenue funding was awarded to employ a part time worker to improve people's physical health, mental health and wellbeing. The project has engaged 63 people into the programme and recently purchased two multi user memberships from the Raich Centre, which is allowing up to 10 service users per week access leisure facilities and low costs. The worker has been delivering different activities ranging from Cowboy Supper to drop in advice from Nexus Travel.</p> <p>The project as exceeded H1 and H3 output, but have not been successful in delivering against H2. The organisation has been requested to look at this and improve the output during Q1 of 2011-12. Although the project has slightly under spend, there are no concerns about this project.</p>						
Ryhope Colliery Welfare Football Club – Port a cabin	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	0	(100%)	£21,178	£0	100%
<p>Capital funding was awarded to purchase a port a cabin providing changing facilities and toilets for match officials, spectators, players and guests at Ryhope Recreation Park.</p> <p>Survey works at the site were due to be undertaken end of November 2010 but due to bad weather, these were delayed until January 2011. Addition funding from Sunderland City Council provided match funding of £11,822 (SIP £21,178+SCC £11,822= £33,000). Currently discussing extending the lease of the land with Church Commissioner, to allow the group to access alternative funding streams in the future. The planning application for the works was submitted in January 2011 and planning was approved in March 2011. Tenders have been received to install the pre-fabricated building. It is hoped that installation will take place in June 2011. Works on the reconfigure of the existing building commenced in April 2011.</p>						
North East Disability Resource Centre: New flooring	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£4,000	£4,000	
<p>Capital funding was awarded to purchase a new floor for the centre. Over 55 users have benefited from this project. Project Completed</p>						
Sunderland Angling Club Fishing Competition	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of community or educational events held	1	1		£1,000	£1,000	
<p>Revenue funding was awarded to support the deliver of a Sea Fishing Competition. Project delivered and was promoted in the local press. Project completed.</p>						
Grace House Appeal	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£1,675	£1,675	
<p>Revenue funding was awarded to contribution towards the building of Grace House.</p>						

Sunderland City Council Parade Traffic Management	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of events held	1	1		£1,353	£859	37%
Revenue funding was awarded to contribution towards the traffic management for the Ryhope Remembrance Parade. £494 returned to budget. Project completed.						
Deptford and Millfield Community Association – Improvements to main hall	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£24,009	£24,009	
A3 Number of community / voluntary groups supported	10	10				
H2 Number of people engaged in sports activities	50	50				
H3 Number of older people receiving support	50	185	270%			
Capital funding was awarded to replace the flooring, renew all the wall boards, panels and skirting boards, strip the current wallpaper and replace, gloss and varnish the entire room and renew lighting and fittings. The group has a totally refurbished the main hall, which is providing a much needed facility in the area, with residents participating in sports, social and leisure activities, along with a further 10 community groups and 185 people who use the premises have benefited from the works.						
Friends of St Mary Magdalene's Community Centre	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£33,175	£31,460	5%
A2 Number of people using new or improved community facilities	150	200	33%			
A3 Number of community / voluntary groups supported	7	7				
A6 Number of community or educational events held	1	21	2,000%			
Capital funding was awarded and have refurbished the main hall, kitchen, office, hallway and staircase and developed an IT suite and learning room. Regular activities, events and social activities are delivered at the building. The doors recently opened and already over 200 people have access the centre, 7 VCS groups have received support and 21 events have been held. Jim Montgomery officially opened the centre in on 10 May 2011. There is a total £1,715 to be returned to budget.						
Grangetown CA - Accessibility project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£4,781	£4,781	
Capital funding was awarded to enhance the community building by refurbishing and equipping the existing premises into an accessible provision. This was achieved through installation of a ramp through a dedicated entrance, to ensure a safe and inclusive facility easily accessible to the local community. In addition, new windows, blinds, carpet and furniture was purchased. Project completed.						

Sunderland City Council Hylton Castle Re-enactment	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of community or educational events held	5	5		£3,000	£3,000	
S5 number of young people benefiting from youth inclusion / diversionary projects	100	400	300%			
Revenue funding was awarded to deliver a battle re-enactment at Hylton Castle. The event was carried out over a two day period (14/15 August 2010), and delivered 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 took 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 consisted 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. Project completed.						
Sunderland City Council Street Light Relocation	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events / programmes of work to improve appearance of streets	1	1		£700	£700	
Capital funding was awarded to relocate a column. The light has been relocated, project completed.						
Hendon Young Peoples Project - ICT Equipment	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	40	56	40%	£4,369	£4,369	
L8 Number of new additional young people engaged and participating in youth provision	40	65	63%			
Capital funding was awarded to enable young people to gain access to up to date IT and printing equipment, to help them with homework, CV writing, gaining information on the internet. Trained youth workers are on hand to help guide young people in a friendly and professional manner. Project completed.						
Sunderland City Council Doxford Lake	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£35,000	£23,951	32%
Capital funding was awarded to bring the lake in Doxford Park up to an acceptable standard. Unfortunately the lake was not receiving a sufficient water supply to ensure a proper movement of water through the system. This together with the loss of the water recirculation which was originally designed to be furnished from the cascade led to the lake becoming almost stagnant and septic.						
Water was remove from the lake, the lake was then dredged removing those materials to a licensed tip, allowing a full inspection to be carried out. The inspection has been carried out, along with partnership work between the Friends group of Doxford Park and Groundworks in developing the park itself. Additional funding has been secured, which is why there has been an under spend on the project.						
However, the group have requested an extension to the project up until June 2011 to allow planting to the lake edge and cascade. The extension has been agreed, with the understanding that if the funding is not claimed potentially £11,049 will be returned to budget.						

Sunderland City Council Seafront Improvements	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events / programmes of work to improve appearance of streets	2	2		£10,000	£10,000	
Capital funding was awarded as a contribution towards vehicle actuated sign and public realm works. Project completed.						

Governance and Operation of Committee Meetings

The first meeting of this year was designed to enable all elected members, officers and partners present, to contribute to the discussion and decision making in a participative way. The meeting was evaluated by asking all in attendance to complete a short questionnaire and the results of this survey were used to improve and further develop the roles of members, officers and partners to ensure effective operation and participation in meetings.

Meetings throughout the year have continued to be well attended and participative. On average a total of 14 out of the 15 elected Sunderland East councillors, 15 council officers, 8 partners and at least one members of the public take part in each meeting. Pre and post meetings take place to identify relevant issues and implement improvements for future meetings. Examples include -

- Making the reports and associated papers more concise and informative.
- Ensuring venues for meetings are suitable and accessible.
- Providing accurate and clear financial information.
- Ensuring agreed actions are followed up.

The standard agenda implemented at the beginning of the year continues to work well and is designed to bring consistency and focus to each of the Area Committees.

- Item 1, includes welcome, apologies, declarations of interest and minutes of previous meeting.
- Item 2, discusses new issues to assess whether Committee can influence services or deliver relevant actions.
- Item 3, provides a progress report on the previously agreed workplan and associated actions and requests for funding.
- Item 4, offers the opportunity for Committee to be consulted on, and influence, relevant issues

In relation to Area Committees, results from the Members Survey 2011 will be used to improve Area Committee meetings, most noticeably the involvement with the public. The Chair is keen to see different venues used during 2011.

	All of the time	Most of the time	Occasionally	Never
Are the meeting venues easily accessed by partners and the community?	32%	52%	12%	4%
Is the layout of the room satisfactory?	24%	48%	20%	8%
Are the length of the meetings satisfactory?	8%	80%	12%	0%
Is the balance of the Committee agenda satisfactory (i.e. performance management/general information/problem solving etc)?	20%	52%	24%	4%
Is the involvement with partners satisfactory?	21%	46%	29%	4%
Is the involvement with the public satisfactory?	13%	30%	30%	26%

The relationship between Area Committee and the Voluntary and Community Sector (VCS) Area Network has continued to develop over the course of the year by

- Nominated partner VCS representatives attending Area Committee
- East Area Community Co-ordinator attending Area Committee providing support and guidance to the Area Network representatives
- Nominated partner VCS Area Network representatives participating in relevant sub groups of Committee (i.e. Task and Finish Groups)
- Vice Chair of Area Committee acting as co-chair of the VCS Area Network
- Area Officer attending VCS Area Network to consult with, and inform the meeting regarding relevant Committee business
- Agenda of the Area VCS Network developed to complement and feed into that of Area Committee
- Consultation with Area Network members on work plan and priorities
- VCS Area Network and individual partners delivering projects and services identified in the work plan

Finance: Area Funding Streams

SIB

A budget of £277,456 was available during 2010/2011. A total of £140,187 was carried over from 2009/10, with £1,481 being returned to budget from grants which had been under spent throughout the year, bringing the total to be allocated for 2010/11, to **£419,124**.

Under the revised governance arrangements for SIB, resources are allocated against the priorities outlined in the Local Area Plan. At the beginning of the municipal year, Area Committee set out to allocate a proportion of SIB funding by proactively identifying projects to deliver against agreed priorities and 'call for projects' to meet local need (SIB Call for Project Budget: £335,299, 80%). However, it was recognised to remain flexible and responsive therefore Committee were receptive to organisations also identifying need and gaps in line with the priorities in the LAP and applying for funding to deliver against these priorities (SIB Opportunities Budget – £83,825, 20%).

Target

Budget £419,124	Target	Actual	Difference
SIB: Call for Projects	£335,299 (80%)	£218,073 (52%)	£117,226 (28%)
Opportunities Budget	£83,825 (20%)	£201,051 (48%)	

SIP

A one off budget of £227,293 was available between March 2009 to March 2011. It was agreed to split SIP equally across four wards, where SIP has not yet been allocated, therefore each ward was allocated £56,823 each. During the 1st year £30,903 was allocated, with a remaining balance of **£196,390**.

Allocation of Area Funds against priorities for 2010/11

One of Area Committee's aims this year was to proactively identify and fund organisations to deliver against identified priorities. As shown (below) 52% of SIB funding was allocated against identified priorities in the 2010/11 work plan, 48% was allocated against other priorities, mainly from 2009/10 work plan. The target is 80/20, we achieved, 52/42, which is an improvement on the previous year (2009/10) of 42%.

However there is room for improvement.

Funding	Employment and Enterprise	Youth and Play	Reducing ASB	RLS	Others	Total
SIB	£140,000	£45,106	£123,515	£0	£110,503	£419,124
SIP	£0	£10,995	£2,951	£0	£182,444	£196,390
Total	£140,000	£56,101	£126,466	£0	£292,947	£615,514

Match funding

A primary aim of SIB and SIP funding is to attract match funding from other sources in order to maximise the benefits to local projects and communities.

Area Committee funding streams were successful in attracting a further **£284,062** (reduction of 1%/£2,138 from previous year) into the East area.

Community Chest

The total amount of Community Chest available for 2010/11 was £53,857. Of this amount **£53,701** has been allocated. 118 projects have been delivered by local community and voluntary organisations across the East area, supported through Community Chest awards

Satisfaction levels

- The place survey (09-10) highlighted that activities for teenagers (46%), the level of crime (43%) and clean streets (39%) were the top areas for improvement in the East area.
 - Over 4 in 5 people in East Sunderland (83%) say they are satisfied with their local area as a place to live, the highest rank of all of the 5 areas and above the City average (80%)
 - Satisfaction with the Council is the same as in Sunderland in general, as is dissatisfaction.
 - East Sunderland residents are in line with the City as a whole in terms of how well informed they feel the Council keeps them about the services and benefits it provides (53% compared with 55%) and how they feel they can influence decisions which affect their local area (36% compared with 32%).
- (source residents survey 2010)

The member satisfaction survey 2011 highlights the following:

- § 70% Members find the council average, poor or very poor in promoting the work that they do as an Area Committee Member
- § 77% of members who responded feel that the Council clearly communicated its purpose and its intended outcomes for citizens and service users
- § 79% of members feel that Area Committees are effective most or all of the time.
- § 90% of members feel that they are clear on the role of Area Committees

Lessons Learned

- We need to align local needs and priorities with strategic plans and priorities such as Local Transport Plan/Capital Programme and highways and speeding issues and proposals. Area Committee can have a more positive influencing role regarding the allocation of strategic resources as well as being able to bring local benefit and resources.
- Better planning with regard to scheduling of event related applications, e.g. parade traffic management.
- A co-ordinated approach to addressing overlapping priorities and issues across more than one area needs developing.
- We need to progress the 'Call for Projects' framework (80/20) which prevents speculative applications which do not deliver the required outcomes. New year, new work plan, new criteria for accessing area funding. In addition, to attracting higher levels of match funding.
- We need improved protocols and guidance with regard to Task and Finish Group. The group should include relevant expertise and potential conflict of interest for Members, partners and officers should be minimised.
- The new agenda format encourages better involvement of partners and officers at Area Committee meetings. Partners need to become more involved in discussion and Officers to inform discussion more, offering options on the way forward for elected members to consider.
- We need to build a common vision and sense of belonging for all communities and local people for them to feel their views are listened to and they can influence decisions.
- We need to improve the Area Committee's influencing role through better use of Item 4.
- The successful community engagement/development techniques should be fully utilised, reaching all communities and promoting participation.
- The effective partnership working has developed positive and productive working relationships and has delivered the best outcomes. This should be the way forward for improving services in the area.
- We need to look at different ways to work and recognise that it is not always the content of meetings that gets the results, it is often the work that is developed outside these meetings including the VCS Networks, 'Virtual' Network and liaising with individual members and partners.
- The joint officer working between the Area Officer, Area Response Manager, Community Co-ordinator and Community Link Officer has produced some early results. This 'Area Team' approach needs further development to maximise support and resources and ensure best value for the area.
- Information in reports should be provided at an area level with trends shown from previous years.
- Attendees to be encouraged and reminded to sign the Attendance Register.
- It would be useful, to prevent confusion at the beginning of the meeting, if elected members completed and returned their 'Declaration of Interest' sheet before the meeting to Democratic Services. This will enable the Chair to know before hand which colleagues have declared an interest when moving through the agenda, and allow the opportunity for members to leave the room.
- Joint elected member and officer/partner approach works, when solving problems and delivering actions.

- For the Council to further promote the work of Area Committee, internally and externally.

Next Steps

Following this 'End of Year' review and evaluation of the 2010/11 work plan, the next steps are for Area Committee to assess how successful it has been in achieving its objectives, fulfilling its influencing role, ensuring service improvements, and delivering real benefits at a local level.

Sunderland East Area Committee are currently developing their 2011/12 work plan, having identified new priorities, and agreeing which areas of work from 2010/11 work plan require further focus and support.

Six priorities are provisionally agreed and will be included in proposals for the new work plan for 2011/12. They are:

- | | |
|--------------------------------|---|
| 1. Youth and teenagers | <i>(continuation of current priority 'identifying gaps in youth and play')</i> |
| 2. Welfare Advice | <i>(to be incorporated into the current 'employment and enterprise' priority)</i> |
| 3. Public Transport | <i>(continuation of current reserved priority 'transportation')</i> |
| 4. Tackling Crime | <i>(continuation of current priority 'reducing ASB and increase confidence levels')</i> |
| 5. Cleaner and Greener Streets | <i>(continuation of current priority 'Responsive Local Services')</i> |
| 6. Coastal Path | <i>(to continue on from the Ryhope and Hendon Beach Working Group)</i> |

This new work plan for 2011/12 will be presented to the Sunderland East Area Committee at the first meeting of the new municipal year for approval.

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Background Papers: Sunderland City Council Constitution, Section 10.2
Quarterly Monitoring Return Forms
Performance Reports
Place Survey 2009-10.
Sunderland East: Priorities for 2010-11 Action Plan
Sunderland East Local Area Plan

REPORT OF THE CHIEF EXECUTIVE

Sunderland East Area Committee: Work Plan for 2011/12

1. Why has it come to Committee?

- 1.1 Committee agreed in March 2011 the next steps regarding the process to be used in shaping and informing the final work plan for Area Committee, against the provisional emerging priorities for the East area. This included:
 - Seeking views from local residents and the Community and Voluntary Sector, via the Sunderland East VCS Area Network.
 - Using qualitative research available within the Council.
 - Draft final work plan presented to elected members for comment and observation.
- 1.2 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within Sunderland East.
- 1.3 It provides a transparent framework for elected members, partners, and officers to work from, as well as, acting as a focal point for local residents to find out what the Area Committee are undertaking to make a difference within their neighbourhood.
- 1.4 Key information for members to consider tonight and agree are:
 - Key priorities
 - Actions
 - Lead Agents
 - Deadline Date/Forward Plan
 - Call for Project (SIB 2011-12 budget)
 - Outcome measures
- 1.5 If adopted, the work plan will inform the majority of work for Sunderland East Area Committee for 2011 – 2012, as it will form part of the standing agenda, along with progress updates being provided on Sunderland City Council's website after each Area Committee meeting. The Work Plan is made up of six work streams, each of which represents a key priority for Committee, these are:
 1. Cleaner and Greener Streets
 2. Coastal Path
 3. Employment, Enterprise and Welfare Advice
 4. Public Transport
 5. Tackling Crime
 6. Youth and Teenagers
- 1.6 The information and feedback received since March 2011, has been collated and the final plan is attached at **Annex 1**. The "Lead Co-ordinator" identified against each priority, will have the overall responsibility in ensuring that the actions listed are delivered, providing Committee with updates and possibly additional options, actions or recommendations for Members to consider throughout the year.

Key Priorities (subject to approval)

2. Cleaner and Greener Streets: Lead Co-ordinator, Helen Peverley and Nicky Rowland, Sunderland City Council

2.1 Key service requests identified for the East area are: rubbish and litter lying around; refuse collection; noise pollution; graffiti; animal fouling; road and pavement repairs and the lack of greenery in certain areas and better use of land. The aim of the priority is to improve the appearance of neighbourhoods. It is proposed to achieve this by delivering a Walk and Talk programme, which will discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.

2.2 The East area comprises of 5 wards, 3 of which make up the City Centre. It is proposed to host:

- 5 'Walk and Talk' sessions, on a 3 monthly cycle, in each of the five wards throughout the forthcoming year, making a total of 20 'Walk and Talk' sessions, in addition.
- 2 City Centre 'Walk and Talk' sessions

2.3 Three elected members per ward to:

- Identified proposed 'route', up to four geographical areas. (maps to be supplied)
- Agree order of rolling programme. (One per quarter)
- Agree dates and time of 'Walk and Talk' sessions. (include police/ARMs/Communication Team)

2.4 Elected members from Hendon, Millfield and St Michaels to:

- Nominate their ward representative.
- Identified proposed 'route', up to two geographical areas. (maps to be supplied)
- Agree order of rolling programme. (Two per year)
- Agree dates and time of 'Walk and Talk' sessions. (discuss with police/ARMs/Communication Team)

Example of a Walk and Talk Programme Schedule

Ward	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Doxford	X			x			X			X	
Hendon		X			X			X			X
Millfield	X			X			X			X	
Ryhope		x			X			X			X
St Michaels	X			X			X			X	
City Centre		X						X			

2.5 Walk and Talk Sessions to include:

- Ward Councillors
- Street scene (Area Response Managers)
- Neighbourhood Police Team Representatives
- Gentoo
- VCS Area Network
- General public

- 2.6 Elected members and relevant Officers will be invited along to attend. Communication Team will promote as part of the Community Leadership Programme to members of the public.
- 2.7 During the sessions issues raised will be logged by the ARM and referred to the relevant service area to address. However, there maybe a time when core budgets are not suitable. It is therefore proposed to have a 'Walk and Talk Improvements Budget' to support the deliver of action against the priority.
- 2.8 Options for Committee to consider are:

Option 1

Each Walk and Talk session is allocated £1,000 to spend on identified improvements.

Total requested £24,000. (£4,000 per ward per year, £4,000 for City Centre)

Option 2

Each Walk and Talk session is allocated £1,500 to spend on identified improvements.

Total requested £36,000. (£6,000 per ward per year, £6,000 for City Centre)

Additional Options for consideration, not agreement:

- *Local ward Councillors may wish to enhance the Walk and Talk Improvements Budget with Community Chest.*
- *Local Police Inspectors may wish to enhance the Walk and Talk Improvements Budget with LMAPs budget.*

- 2.9 Recommendation to support Option 2.

3. Coastal Path: Lead Co-ordinator: Tim Ducker, Sunderland City Council

- 3.1 Marine Coastal Access Act will ensure, that by no later that 2015, a pedestrian coastal path will run from Seaton Carew to South Bents, into Ryhope and onto Hendon and Roker. Under the MACA Natural England is the lead with statutory implementation duties. To do so, Natural England is working in partnership with Durham, Hartlepool, Sunderland Councils and Durham Heritage Partnership Coast. The path will be between 2-4m wide with spreading room either side. During the Summer 2011, a ground survey will be carried out with land owners to identify the route and associated boundaries. A report will then be produced and consulted on, and the report with received comments submitted to the Secretary of State (SoS). The SoS will then approve the proposed layout and associated works as drafted or with amendments in light of consultation responses. Once agreed works will commence along the coastal line.
- 3.2 Durham Heritage Partnership coast, with support from Sunderland City Council have submitted a Heritage Lottery bid to create a multi-user route along the coast, decision expected July 2011. Whether this path would follow the same line as the Natural England coast path is still to be determined.
- 3.3 Committee are requested to establish a Task and Finish Group. The purpose of the Group would be to consider how 'we' can connect the path to the community and identify a suitable route from Hendon beach up to the City Centre, onto Wearmouth Bridge. If agreed, nominations to be received at the meeting.

3.4 The first meeting of the Group will agree the terms of reference and be responsible in delivering the actions indicated in the Annex, providing Committee with regular updates to enable Members to monitor progress of the Group.

3.5 There is no request to allocate SIB against the priority.

4. Employment, Enterprise and Welfare Advice Lead Co-ordinator(s) Lead Agent of SIB Call for Project and Joan Reed, Sunderland City Council

4.1 It was proposed to merge employment and enterprise, with access to welfare right, the aim being to increase employment and enterprise opportunity. Regarding the Employment and Enterprise element, which was identified as a priority from the previous year, Area Committee invited organisations to submit funding applications against two project briefs:

1. Working with Families, budget £50,000
2. Delivering employability support to individuals not eligible for support under mainstream provision via the new Work Programme, budget £75,000.

The outcome of which is referred to in the finance report.

4.2 Since March 2011, discussions have been had on informing Area Committees of the councils intended approach to Welfare Rights Provision (welfare benefits, debt, housing and employment advice). This includes the implementation of a new advice delivery model as part of wider council service improvement activity and service redesigns.

4.3 The Strategic Change Manager recently attended Sunderland East Area Committee to outline the availability of welfare rights provision in the area. A proposed action was that a Task and Finish Group was to be established to review the area welfare rights contract – to ensure that future services met local need.

4.4 What has been apparent during the consultation process is that the presenting issues and concerns do not just affect the East Area and therefore the provision of good access to information advice and guidance in relation to welfare right issues has been recognised as city wide issue which requires a city wide response.

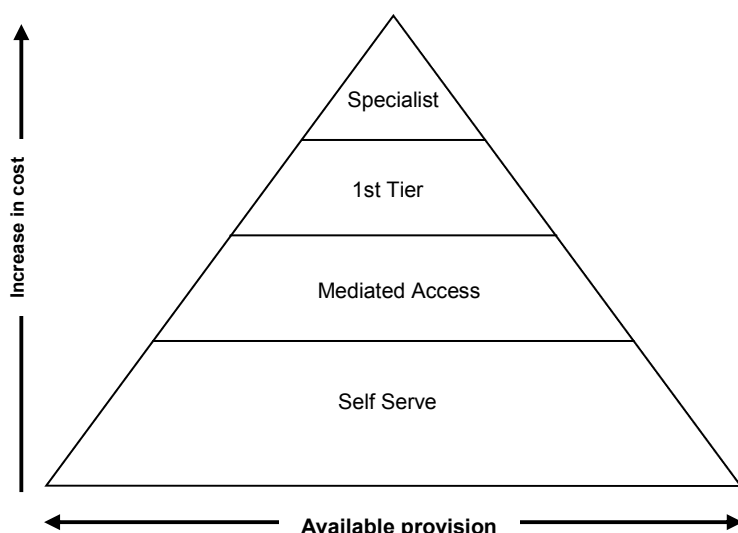
4.5 Demand for welfare rights advice has continued to rise and is projected to rise further due to the impact of ongoing welfare reform and personal debt levels.

4.6 The council is addressing these issues through the development of an improved service delivery model which can better meet demand from within existing overall resources, and also result in customer service improvements.

4.7 The model is one that can be implemented city wide and forms one of the outcomes from the ongoing council wide Health Inequalities and Information, Advice and Guidance (IAG) reviews.

4.8 This model is also the way that the council intends delivering ALL information, advice and guidance in the future and not just in relation to welfare rights, although this will be the first area taken forward and evaluated to inform ongoing implementation.

4.9 The Advice Model



- 4.10 The intention is that instead of residents coming into services at any of the above 4 levels (as now) in future customers will receive services at the most appropriate level for them with self serve and mediated access being the main ways that the council delivers information/ advice both directly and through its partners.
- 4.11 To support this, the councils website will be significantly improved with regards to interactivity, and links established to partners own websites (where appropriate). The Customer Service Network will be the main internal deliverer of this information but agencies that the council funds will also be expected to implement this model, and to provide appropriate self help materials / self service points within their premises.
- 4.12 Significantly the model also recognises that not all residents can self serve, so opportunities to provide mediated access will also be developed. This could include for example providing a community centre and staff with computers and self help materials and training on how to use these so that they can in turn help their own customers with basic queries.
- 4.13 Transferring a significant level of current demand to lower cost access channels in turn frees up some capacity to take forwards work with those groups that do require specialist or other expensive interventions. The Welfare Rights and Financial Inclusion Unit will be creating 'in reach ' roles from within its existing resources specifically to take on this activity.
- 4.14 While the model being developed is a city wide one Local Area Committees have been identified as playing a pivotal role in helping take forwards the development of mediated access within each area. It is recognised that Members are aware of the challenges within each area and of the groups that to be involved/ engaged in developing this functionality, ensuring local residents can more effectively use this provision.
- 4.15 There should also be an opportunity for Area Committees to be involved in influencing the contract activity within their area.
- 4.16 Therefore it is suggested that rather than forming a task and finish group we should embark on a short programme of Committee updates and discussions over the next nine months that will allow Committee members to receive information and influence developments at key points within the service improvement activity.

- 4.17 This programme should be linked to the wider Information, Advice and Guidance (IAG) Review as well as focussing on some specific elements of welfare rights activity.
- 4.18 The products from IAG are being identified, developed and implemented over time. It has been recognised that it is vital to involve all local Area Committees in this ongoing activity. It is proposed therefore that the Head of Customer Service Development (Liz St Louis) and the Strategic Change Manager (Joan Reed) attend East Area Committee to provide briefings and receive feedback at key stages, as outlined in the Annex, including:
- | | |
|----------------|--|
| July 2011 | Briefing on the IAG review – including a discussion of the future role for 1 st tier advice providers |
| September 2011 | Briefing on Mediated Access Proposals and discussion
Consultation on local access points |
| January 2012 | Update on 1 st tier contacts |
- 4.19 The outcome being to improve local access to information, advice and guidance. There is no request to allocate SIB funding against this priority, as it already has £125,000 aligned against from 2010-11 which was rolled over into 2011-12 financial year.
- 4.20 There is no request to establish a Task and Finish Group or allocate further SIB funding.

5. Public Transport, Lead Co-ordinator (s) James Third, Nexus and East VCS Area Network

- 5.1 Committee are aware that Nexus are working with Sunderland City Council's Cabinet on the Accessible Bus Network Design Project. The actions listed in the Annex recommend that Nexus become a member of Area Committee, with Committee acting as a consultative body, with support from Nexus, East VCS Area Network and Sunderland City Council's, Communication Link Officer.
- 5.2 There is a request to establish a Task and Finish group to complete a mapping exercise. Nominations to be received at the meeting.
- 5.3 There is no request to align SIB funding to the priority.

6. Tackling Crime: Lead Co-ordinator, Neal Craig, Northumbria Police

- 6.1 Key crimes identified for the East area are: speeding and dangerous driving; burglary; car crime; criminal damage; ASB; most serious violent crime; violent crime; primary and secondary fire; hate and victimisation.
- 6.2 As part of the consultation process on the work plan, a joint meeting was held with elected members from the East area and local police Inspectors from Northumbria Police to discuss how best to tackling crime during 2011-12. Six operations were discussed focusing on the following:
Lead: Northumbria Police
- i) Operation Christmas Kraken: extra patrols during December in and around The Bridges and Sunniside area of the City Centre
 - ii) Operation Forge: Education and enforcement project delivered in partnership with Thornhill School, in and around the surrounding area.

- a. Operation Jackbox 2: Extra patrols to focus mainly in Hendon area, with the flexibility to be deployed across all five areas, if peaks of crime occur throughout 2011-12, acting responsively to local hotspot areas identified via LMAPs and Crime Task and Finish Group.
- b. Operation Deal: Targeting motor bike and youth disorder in known areas of the East.
Lead: Tyne and Wear Fire and Rescue Services
- c. Operation Anvil: Targeting fly tipping across the area, to reduce the number of secondary fires.
- d. Championing the East: A community approach to tackle arson and other ASB, mainly in Hendon initial with a view of rolling it out across the other five wards.

6.3 There is a request to continue the joint meetings between Northumbria Police and East area elected members, renaming the group, 'Crime Task and Finish group' and a request to align £74,599 from the SIB 2011-12 budget, subject to full application(s) and appraisal.

7. Youth and Teenagers: Lead Co-ordinator, Pauline Tsentas, Sunderland City Council

7.1 Continuing on from the already established Youth Task and Finish Group the Annex reflected the actions which were agreed by Committee in March 2011. In addition to agreeing the action plan, Committee agreed to call for projects to deliver positive activities in the East, particularly, activities during school holidays and establishing Junior Youth Clubs. The budget was agreed at £50,000, with £30,000 being allocated from Children Services Area budget.

7.2 In response to the timing of the Easter Holidays and May half-term holidays, relative to funding decisions and Area Committee meetings, a decision was taken to provide a programme of holiday activities across the City which was funded from the £30,000 allocation. In the East this was for a range of activities over two weeks in each ward. A similar programme has been considered for May half-term.

7.3 Children Services Area budget has been reduced by £5,000 to cover activities being delivered during the Easter and May school holidays, which was an identified priority of the Committee. The refreshed total is £25,000, alongside Committee's SIB, bringing the total call for projects to £75,000. East VCS Area Network shared information across the area, inviting applicants from the VCS and statutory sector as well as promoting it on Sunderland City Council's website. The deadline for applications is 31 May 2011, noon. A report will be presented to the July 2011 meeting to consider. Ensuring the successful Lead Agent is awarded the funding before the start of the Summer school holidays.

7.4 The request is to continue the Task and Finish Group, which will have responsibility for implementing the agreed actions outlined in the Annex, on behalf of Committee, providing Committee with regular updates to enable Members to monitor progress of the Group.

7.5 There is no request to allocate further SIB funding against the priority.

8. Aligning a proportion of SIB against Committee priorities

8.1 If the work plan is adopted the Committee will be agreeing to align the following totals against each of the priorities, therefore ring fencing it for expenditure, subject to funding application and scoring appraisal.

Priority	SIB already agreed	SIB proposed
Cleaner and Greener	£0	£36,000
Coastal Path	Nil	Nil
Employment, Enterprise and Welfare Rights	£125,000	£0
Public Transport	Nil	Nil
Tackling Crime	£0	£74,599
Youth and Teenagers	£50,000	£0
Total	£175,000	£110,599

8.2 Balance to allocate for 2011/12 is £208,528, if it was agreed to align £110,599 (53%) from SIB 2011/12 budget, the Committee would have £97,929 remaining, which would complement the 80/20 target outlined in the Annual Report.

9. Sunderland East Area Committee: membership

9.1 At the beginning of each municipal year it has been agreed that Committee will approve the membership of the Committee. The proposed membership of Sunderland East Area Committee for 2011-12 is:

Sunderland East Area Committee	
Area Councillors	E Gibson, D Errington, R Vardy, M Mordey, B McClennan, T Martin, L Scanlan, P Dixon, I Kay, E Ball (Chair), A Emerson (Vice Chair), C Fairs, P Wood, M Forbes, P Maddison
Local Strategic Partnership (LSP) Representatives	J Snaith, J Raine, S Douglass, N Crawford
Area Partners Representatives	Northumbria Police: N Craig and J Connolly Tyne and Wear Fire and Rescue: I Warne East VCS Area Network: H Clark, P Hunt and D Curtis Gentoo: A Duffy
Area Directorate Representatives	Sunderland City Council: M Boustead, C Alexander, G Wilson, V Metcalfe, J Wicking, S Woodhouse
Supporting Officers	Area Lead Executive: J Johnson Area Officer: N Trueman Democratic Service Officer: M Jackson

10. Recommendation

Members are requested to agree and adopt the work plan as outlined in Annex 1, in addition to:

1. Cleaner and Greener Streets
 - a) Members to support deliver of the Walk and Talk programme in their ward.
 - b) Agree either option 1 (£24,000) or option 2 (£36,000) from the SIB 2011/12 budget, subject to full application and appraisal.
2. Coastal Path
 - c) Agree to establish a Task and Finish Group
 - d) Nominate representatives onto the Group
3. Employment, Enterprise and Welfare Advice
 - e) Note update on priority, agree to support city wide approach, as outlined in Annex 1.
 - f) To end the Employment and Enterprise Task and Finish Group.
4. Public Transport
 - g) Agree to establish a Task and Finish Group
 - h) Nominate representatives onto the Group
5. Tackling Crime
 - i) Rename group to 'Crime Task and Finish Group.

- j) Agree to align £74,599 from the SIB 2011/12 budget, subject to full application and appraisal.
6. Youth and Teenagers
- k) Youth Task and Finish group to continue.
- l) Note the 'Call for Projects' at a total of £75,000.
- m) Agree actions as outlined in Annex 1.
7. Membership
- n) Agree the membership of Committee, as set out in section 9.1

Contact Officer: Nicol Trueman, Area Officer (East) Tel: 0191 561 1162
Email: Nicol.trueman@sunderland.gov.uk

Background Papers: Sunderland City Council Constitution, Section 10.2
Performance delivered against priorities 2010/11
Terms of Reference of LAP Task and Finish Group
Sunderland East: Priorities for 2011-12 Action Plan
Sunderland East Local Area Plan
Sunderland VCS Area Network: Workshop Feedback

Annex 1: Sunderland East Area Committee: Work Plan 2011-12

Sunderland East Area Committee: Work Plan 2011-12

Priority: Cleaner and Greener Streets

Lead Co-ordinators

ANNEX 1

**Helen Peverley, City Centre
Nicky Rowland, East area**

Outcome Measure 1: Deliver activity to improve local quality of life and increase public satisfaction in the area.

Outcome Measure 2: Challenge service providers to improve the standards of service and the levels of public satisfaction and trust with them

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	R A G
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<p>1. Proposed to have a walk and talk improvement budget, to support the deliver of action against the priority.</p>	<p>Allocate a proportion of SIB 2011-12 budget to solve small problems identified by ward members, to deliver improvements in their local area.</p>	<p>Area Committee</p>	<p>Options for Committee to consider are: Option 1: Each session is allocated £1,000 to spend on identified improvements. Total requested £24,000. (£4,000 per ward per year, £4,000 for City Centre) Option 2: Each walkabout is allocated £1,500 to spend on identified improvements. Total requested £36,000. (£6,000 per ward per year, £6,000 for City Centre) Additional Options for consideration, not agreement: • Local ward Councillors to enhance the Walk and Talk Improvements Budget with Community Chest. • LMAPs to enhance the Walk and Talk Improvements Budget with LMAPs budget.</p>	<p>May-11</p>	<p>Option 1 £24,000 Option 2 £36,000</p>	<p>Identify projects for allocation of budgets delegated to Area Committee.</p>	
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Priority: Cleaner and Greener Streets **Lead Co-ordinators** Helen Peverley, City Centre
Nicky Rowland, East area

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
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2. To improve the appearance of streets across the East area. It is proposed to deliver a Walk and Talk programme across the 5 wards and the City Centre. The Walk and Talk Programme is to discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.	The East area comprises of 5 wards, 3 of which make up the City Centre. It is proposed to host: • 5 'Walk and Talk' sessions, on a 3 monthly cycle, in each of the five wards throughout the forthcoming year, making a total of 20 'Walk and Talk' sessions, in addition. • 2 City Centre 'Walk and Talk' sessions	Local Ward Cllrs, with support from Officers		Jul-11	Nil	Engage and involve local people and organisations in developing and delivering area priorities.
	Three ward members to: • Identified 'route', up to four geographical areas. (maps supplied) • Agree order, dates and time of 'Walk and Talk' sessions. (include police/ARMs/ Communication Team)	Local Ward Cllrs, with support from Officers		Jul-11	Nil	Identify projects for allocation of budgets delegated to Area Committee.
	Elected members from Hendon, Millfield and St Michaels to: • Nominate their ward representative. • Identified 'route', up to two geographical areas. (maps supplied) • Agree order, dates and time (discuss with police/ARMs/ Communication Team).	Local Ward Cllrs, with support from Officers		Jul-11	Nil	Identify projects for allocation of budgets delegated to Area Committee.
3. Selective licensing and Neighbourhood Management Scheme in Hendon.	Health, Housing and Adult Services to provide an update on scheme.	G Wilson, HHAS		Nov-11	Nil	Aware of external factors.

Sunderland East Area Committee: Work Plan 2011-12

Priority:

**Seaton Carew to South Bents Coastal Path Lead Co-ordinator
Ryhope and Hendon Coast**

Tim Ducker, Sunderland City Council

Outcome Measure 1:

Ensuring that local initiatives meet local requirements

Outcome Measure 2:

Attracting external funding

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Connecting the path to the community and identifying a suitable route from Hendon beach up to the City Centre, onto Wearmouth Bridge.	Task and Finish group to be established to consider, what the new access is? How do we get the most out of it? Raising awareness of responsibilities of users?	N Trueman, OCE	Committee to nominate members of Task and Finish Group. Terms of reference to be agreed. Lead Agent to be identified.	Jul-11	-	Local groups involved in decision making.	
2. Natural England are the lead agent on installing the Seaton Carew to South Bents Coastal Path.	Access Forum in May will receive a presentation on the coastal path. An East representative to attend and provide feedback to the Task and Finish Group.	N Trueman, OCE		Jul-11	-	Engage and support partner agencies in delivery area priorities.	
3. The coastal path is for pedestrian use only.	Durham Heritage Partnership have submitted a Heritage Lottery Bid to upgrade the path into a multi user route. Task and Finish Group to receive an update on outcome.	T Ducker, City Services	The bid has gone through round one, and an application has been submitted for round two.	Jan-12	-	Monitoring and sharing of information.	

Sunderland East Area Committee: Work Plan 2011-12

Priority: Employment, Enterprise and Welfare Advice

Lead Co-ordinator

Joan Reed, Sunderland City Council

Outcome Measure 1: Increasing opportunities to employment, enterprise and welfare advice

Lead Agents of SIB award

Outcome Measure 2: Improving local access to information advice and guidance

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Call for projects to deliver two projects: working with families and employability support for people not in receipt of benefits.	Area Committee to receive a report on the 'call for project' with recommendations to approve the strongest applicant(s).	N Trueman, OCE		May-11	£125,000	Initatives are delivered to meet local requirements as fully as possible.	
	Lead Agent to produce performance reports to Area Committee.	N Trueman, OCE		Nov-11 and Apr-12	-	Monitor the quality and effectiveness of the services delivered.	
2. During consultation exercise on the emerging priorities it was recognised that good access to information, advice and guidance in relation to welfare right issues do not just affect the East area and has been recognised as a city wide issue, that requires a city wide response.	Briefing on the Information, Advice and Guidance Review, including a discussion on the future role for 1st tier advice providers.	Liz St Louis and Joan Reed, SCC		Jul-11	-	Influence service improvement activity.	
	Briefing on Mediated Access Proposals and discussion. Consultation on local access points.			Sep-11			
	Update on 1st tier contracts			Jan-12			

Sunderland East Area Committee: Work Plan 2011-12

Priority: Public Transport Lead Co-ordinator James Third, Nexus East VCS Area Network

Outcome Measure 1: Improve the standards of service and the levels of public satisfaction and trust with them

Outcome Measure 2: Consult, engage and involve local people and VCS in development and delivery

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. To establish a formal structure to feed residents and VCS concerns through from the East Area into Sunderland City Council's Cabinet and Nexus.	Nexus to be invited to become a member of Sunderland East Area Committee.	M Jackson, OCE		May-11	Nil	Involve partners in developing the work plan.	
	Using existing structures within the community, for example, surgeries, VCS Area Network meetings, etc to gather feedback from the public and forward onto Nexus, via Area Committee.	East VCS Area Network		Ongoing	Nil	Actively review activities of other agencies within the area.	
2. Act as a consultative body on behalf of Cabinet for the Accessible Bus Network Design Project.	Share and consult residents and VCS groups on plans agreed, and promote initiatives taken to improve local quality of life and public satisfaction.	East VCS Area Network and Communication Team		Ongoing	Nil	Involve residents and VCS in developing the work plan.	

Priority: Public Transport Lead Co-ordinator James Third, Nexus

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
3. Advice and information link needed between advice centres and Nexus to promote offers on travel tickets.	Connection to welfare advice priority. Nexus to make links with advice centre and promote special offers.	Nexus		Sep-11	Nil	Involve partners in developing the work plan.	
4. Identifying gaps in bus routes.	Complete mapping exercise. Stage 1, identify bus routes, stage 2, identify main services/building, stage 3, overlay information and identify gaps, considering times, fees and target audience. Recommendations on way forward to be presented to Area Committee.	Nexus and East VCS Area Network		Nov-11	Nil	Involve residents and VCS in developing the work plan.	

Sunderland East Area Committee: Work Plan 2011-12

Priority:

Youth and Teenagers

Lead Co-ordinator:

Pauline Tsentas

Outcome Measure 1:

Increase the number of young people participating in positive activity

Outcome Measure 2:

Increase the number of young people influencing local decisions

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Challenge negative perceptions of young people, celebrate positive achievements	Deliver joint surgeries between local ward councillors and young people across the wards.	A Abdul, Children Services	First pilot deliver throughout February and March 2011. Evaluation report to be written, promoting lessons learned.	Jul-11	-	Views of young people are feed into Area Committee.	
2. Reduction in funding. Committee prioritised two gaps in provision, activities during school holidays and Junior work, 8-12 year olds.	Committee to invite organisations to submit a funding application which will deliver activities during school holidays and establish Junior Youth Clubs across the East area.	N Trueman, OCE	The funding opportunity was advertised in April, deadline for applications 31 May. Recommendation report to be submitted July 11 meeting.	Jul-11	SIB £50,000, Children Services £25,000	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	
3. Young people at road shows have asked for unlit Multi Use Games Area (MUGAs) and Dual Use Games Area (DUGAs) to be lit up to allow access during the Winter.	Encourage VCS groups, who have had MUGAs installed via Council funding, to open the site up and allow community access. Indicate number of MUGAs/DUGA's in the East, investigate feasibility and costs to light sites. Report to be presented to Task and Finish Group for consideration.	M Curry and V French, City Services	1. 2 MUGA's: Barley Mow and Hall Farm; 3 DUGA's: Black Road, The Gill and Town Moor. Estimated costs £10k per site, totalling £50k, (subject to site evaluation and design). Investigate the suitability of street lights, not flood lights, being installed at five locations. Present findings to Task and Finish Group.	Jul-11	SIB £50,000, Estimate only not to be agreed	Ensure services meet local requirements.	

4. Young people need access to local facilities i.e. school playing fields on an evening and weekend.	Share recent scrutiny report on Extended School provision with Task and Finish Group, and consider at an area level.	R Baker, Children Services		Jul-11 -		Ensure services meet local requirements.	
Priority: Youth and Teenagers		Lead Co-ordinator: Pauline Tsentas					
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
5. It was felt that there is a hidden pressure on groups to constantly provide new ways of working and it was felt that this prevents good working practices being continued.	It is common practice to evaluate projects funded via grants or contracts. Lessons learned should be show cased and considered when designing future service delivery or allocating future commissioning contracts or grants.	tbc		Sep-11 -		Ensure services meet local requirements.	
6. Financial barrier when wanting to participate in positive activity, i.e., swimming.	Children and young people are encouraged to sign up to a free Life card, which provides a level of discount to activities to Council sport, wellness and leisure facilities.	V French, City Services		Sep-11 -		Supporting Sunderland First Initiative and Economic Masterplan	
7. Aiming High (disabled children and young people), concerns that with recent reviews Aiming High services would be affected.	As part of the budget process it has been confirmed that front line services have been protected and that current levels of service delivery will be maintained in the immediate term.	M Boustead, Children Services	This provides the Committee with more time to plan and consider the outcomes of ongoing national and local reviews. Lead to keep Committee aware of developments.	Nov-11 -		Consult, engage and involve partners in developments.	

<p>8. The East area has a number of local clubs and groups available for CYP to attend. Unfortunately a lot of CYP and families do not know about them.</p>	<p>Publicise services across the East to young people, families, carers and professional. To provide options for young people to participate in activities. Include any new provision or alternative activity, for example, sports clubs in the publicity.</p>	<p>tbc</p>		<p>tbc</p>		<p>tbc</p>	
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Priority: Youth and Teenagers **Lead Co-ordinator:** Pauline Tsentas

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
<p>9. Pupil Premium: low uptake from eligible families who qualify for free school meals (FSM). This will affect the level of funding schools receive.</p>	<p>Connect with the Child and Family Poverty Strategy to increase uptake of FSM within the East.</p>	<p>tbc</p>		<p>tbc</p>		<p>tbc</p>	

<p>10. General feeling that the services currently being delivered has made a dramatic difference in reducing NEETs across the East area. Concerns that these will increase.</p>	<p>Evaluate the impact: have recent changes reduced access to education or employment skills training? Are schools more or less involved in addressing NEETs? Can the Pupil Premium make a difference? Is there an increase in NEETs? Are more young people declaring themselves as homeless? What is the impact of the Education Maintenance Allowance ceasing and the benefits review on 16-18 year olds? Evaluation period between April 2011-April 2012. A report to be presented to a future East Area Committee.</p>	<p>B Scanlon, Children Services</p>		<p>May-12</p>		<p>tbc</p>
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Sunderland East Area Committee: Work Plan 2011-12

Priority: Tackling Crime

Lead Co-ordinator

Neal Craig

Outcome Measure 1: To reduce crime in Sunderland East

Outcome Measure 2: To increase confidence levels within communities

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. To reduce crime in Sunderland East, City target 2% and increase confidence levels within our communities.	Joint meetings between police and elected members to continue. To be held before Area Committee and renamed Tackling Crime Task and Finish Group.	N Trueman, OCE		Jul-11	Nil	Consult, engage and involve partners in developing and delivering the priority.	
	LMAPs to be strengthened by ARMs attendance. Connecting cleaner and greener streets priority.	H Peverley and N Rowland, City Services		Jul-11	Nil	Improve standards of service.	
	PACT meetings to be strengthened by ARMs and or Ward Managers to attend, outcomes of which to be feed into appropriate lead e.g. LMAPs, Task and Finish Group, Area Committee.	H Peverley and N Rowland, City Services		Jul-11	Nil	Improve standards of service.	

	Information from Daily Reports to be discussed at LMAPs.	N Craig, J Connolly		Ongoing	Nil	Increasing public satisfaction and trust levels.	
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Priority: Tackling Crime

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
2. Gather intelligence and discuss.	Issues feed from existing structures indicated above to feed into Task and Finish for discussion.	N Trueman, OCE		Ongoing	Nil	Challenge service providers to improve standard of service.	
3. Extra patrols needed over Christmas period to police City Centre.	Operation Christmas Kraken	N Craig	Recommendation: Alternative funding sought to cover between 50% to 100% of costs. Total bid £15,262.	Dec-11	£7,631	Reducing crime, increasing confidence	
4. Violence, ASB and racial tensions in St Micheals and Millfield ward.	Operation Forge	N Craig / S Woodhouse	Recommendation: 50% split between West and East AC. S Woodhouse to provide support in developing the project. Total bid £21,636.	Jun 11- Mar 12	£10,818	Reduce violence, ASB and improve racial relationships	
5. Extra patrols needed , high visibility of Officers of patrol in Hendon, Ryhope and Doxford wards.	Operation Jackbox 2	J Connolly	Supportive, but additional patrols would need to stretch across all five wards, not just Hendon. To target peaks in crime, as and when.	Jun 11 - Mar 12	£43,308	Increase confidence levels	

6. Motor bike disorder	Operation Deal	J Connolly	SSP looking at motor bike disorder at a City level. Awaiting outcome of report. Motor bike disorder to be picked up under Operation Jackbox 2, above.	Jun 11 - Sep 11	Nil	Reduce motor bike disorder	
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Priority: Tackling Crime

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
7. Tackling fly tipping to reduce secondary fires.	Operation Anvil	I Warne	Fund one year only, second to be funded, subject to success of first year and SIB being awarded for 2012-13. Total bid £13,283.	Jun 11 - Mar 13	£6,642	Reduce fly tipping, deliberate fires and increase fix plenty notices.	
8. Tackling arson and other AS	Championing the East	I Warne	As above.	Jun 11 - Jun 12	£6,200	Reduce deliberate fires and increase community engagement	

Sunderland East Area Committee Timetable 2011-12

Item/Timetable	Jul-11	Sep-11	Nov-11	Jan-12	Mar-12	Apr-12
Cleaner and Greener	To commence Walk and Talk programme.	progress update		progress update		progress update
Coastal Path	Task and Finish Group establish.			Update on Lottery bid		
Employment and Welfare Advice		Consultation on local welfare advice access points.	Lead Agent SIB monitoring report	Update on Area Contracts.		Lead Agent SIB monitoring report
Public Transport			Update on mapping exercise, and options report.			
Tackling Crime	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.
Youth and Teenagers	Call for projects agreed. Evaluation report on youth roadshows presented.	Monitoring report on Youth Action Plan presented.		Monitoring report on Youth Action Plan presented.		Monitoring report on Youth Action Plan presented.
Issues Log	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.
Area funding requests	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest

Influencing Policy	Consultation on policy	Consultation on policy	Consultation on policy	Consultation on policy	Consultation on policy	Consultation on policy
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SUNDERLAND EAST AREA COMMITTEE
23rd MAY 2011
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) - Financial Statement and Proposals for further allocation of Resources

Author(s):

Chief Executive

Purpose of Report:

This report requests Area Committee to consider of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that will deliver activity against priorities for 2011/12.

Description of Decision:

The Committee is requested to approve the following from the 2011/12 budget:

Annex 1:

- Approve 14 proposals for support from the 2011/12 Community Chest. All projects total £7,605.

Annex 2:

- Approve 5 SIB proposals from the 2011-12. As outlined in 2.3.

Agree one of the three options outlined in section 2.4.4. in relation to Education Business Connections, Community Leaders of the Future Project.

Is the decision consistent with the Budget/Policy Framework?

Yes

Suggested reason(s) for Decision:

SIB is a budget delegated to Area Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Sunderland East Work Plan. Its main purpose is to benefit the local community and to attract other funding into the area.

The Area Committee has a budget of £277,456 for 2011/12, with a further £125,000 carried over from 2010-11 which has been ring fenced to deliver a call for projects to increase employment and enterprise opportunities in the East area.

The Community Chest forms part of SIB, of which £250,000 is available for the scheme in 2011/2012 across all wards. £10,000 is available for each ward (Doxford, Hendon, Millfield, Ryhope and St Michael's) in addition, £5,914 was carried over from previous years, making this years total balance £55,914.

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

Is it included in the Forward Plan? No

Relevant Scrutiny Committees:

SUNDERLAND EAST AREA COMMITTEE

23rd MAY 2011

REPORT OF THE CHIEF EXECUTIVE

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for further allocation of Resources

1. Why has it come to Committee?

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Work Plan 2011/12, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating SIB and Community Chest.

2. FINANCIAL STATEMENT SUNDERLAND EAST AREA COMMITTEE FUNDING STREAMS 2011/2012

Community Chest 2011/12			
	Budget	Approvals total	Balance
Doxford	£10,297	0	£10,297
Hendon	£10,261	0	£10,261
Millfield	£10,789	0	£10,789
Ryhope	£12,035	0	£12,035
St Michaels	£11,532	0	£11,532
Total	£55,914	0	£55,914

Strategic Investment Plan (SIP):				
	Approved/ Returned	Income	Expenditure	Balance
Returned to Hendon ward	23.05.11	£1,851		£1,851
Remaining balance		£1,851		£1,851

Strategic Initiatives Budget (SIB): list of approved projects from 2011/12				
	Approval Date	Income	Expenditure	Balance
Carried over from 2010/11	-	125,000	-	125,000
SIB approved for 2011/12	-	277,456	-	402,456
<i>Employment Call for Projects</i>	<i>04.01.11</i>	-	<i>125,000</i>	<i>277,456</i>
Sunderland Heritage Forum	28.03.11	-	18,928	258,528
<i>Youth Call for projects</i>	<i>28.03.11</i>	-	<i>50,000</i>	<i>208,528</i>
Funding returned to budget	23.05.11	4,265		212,793
Cleaner and Greener Call for Projects	23.05.11	-	36,000	176,793
Tackling crime Call for Projects	23.05.11	-	74,599	102,194
Remaining balance		406,721	304,527	102,194

2.1 Community Chest

- 2.1.1 The table below details the budget, total of project recommended for approval and the balance, if approved. The project proposals are set out in **Annex 1**.
- 2.1.2 Following the March 2011, £5,914 was returned to budget, bring the final total for allocation from £50,000 to £55,914. The projects recommended for approval from the 2011/12 Community Chest budget total £7,605. This would leave a collective balance of £48,309 to allocate. A breakdown is shown below:

Table 1: Community Chest Balance

Ward	Budget remaining	Project proposals	Balance
Doxford	£10,297	£2,200	£8,097
Hendon	£10,261	£1,300	£8,961
Millfield	£11,789	£1,750	£10,039
Ryhope	£12,035	£1,000	£11,035
St Michael's	£11,532	£1,355	£10,177
Total	£55,914	£7,605	£48,309

2.2 Strategic Investment Plan (SIP)

- 2.2.1 Following the March 2011 Committee meeting, £1,851 SIP has been returned to budget, by Hendon Young People's Project, as there was an under spend on carrying out roof repairs. Advice has been sought and confirmation given that Hendon ward can re-allocate the funds.

2.3 Strategic Initiatives Budget (SIB)

- 2.3.1 During the March 2011 Committee meeting it was agreed to ring fence £50,000 SIB from the 2011/12 budget, enabling Committee to implement the 'call for projects' protocol. Statutory and Voluntary and Community Sector (VCS) organisations have been invited to submit applications to deliver a project totalling £75,000 (£25,000 provided by Children Services) with the outcome aimed at delivering activities during school holidays and establishing junior youth clubs, as outlined in the work plan. In addition, a further £18,928 was awarded to the Sunderland Heritage Forum to deliver the Sunderland Heritage Quarter project. The budget was £208,528.
- 2.3.2 Since March 2011, £4,265 has been returned to budget, bringing the total up to £212,793.
- 2.3.3 Subject to approval, as outlined in the work plan, Committee have agreed to align £36,000 towards the Cleaner and Greener Streets priority and £74,599 towards the Tackling Crime priority, leaving a final balance of £102,194 to be allocated during 2011/12.
- 2.3.4 There are five applications recommended for approval, as set out in **Annex 2**.

SIB Budget 2011-12

1. Gentoo	£5,000
2. Sunderland City Council	£5,000
3. Sans Street Youth Centre	£10,512

2.3.5 Projects 1, 2 and 3 are recommended to be approved from the 2011/12 budget total £20,512. Should the Committee approve these proposals the Committee will have a budget of £81,682 SIB 2011/12.

CALL FOR PROJECTS:

- 4. SES Sustainable Enterprise Strategies CIC £74,696
- 5. Sunderland North Community Business Centre (S.N.C.B.C.) £49,982

2.3.6 Project 4 and 5 are recommended to be approved from the £125,000 which was ring fenced from the 2010/11 budget and carried forward into 2011/12. The total requested is £124,678, leaving a balance of £322 which would be added to the main SIB stream, bringing the final total for allocation throughout 2011/12 at **£82,004**.

2.4 Education Business Connections (EBC)

2.4.1 Area Committee were approached in March 2011 to consider options against and EBC grant award, unfortunately the meeting was not quorate, and therefore a discussion could not be held. Colleagues from Legal Services have advised the Area Officer to re-present the information, to provide a further opportunity for a discussion at Area Committee.

2.4.2 As part of SIB governance, when an organisation who has received a grant from Area Committee wish to amend the terms and conditions of a grant there is guidance to follow. If the proposed change is under 10% Area Co-ordination Team can make a decision to either reject or approve the amendments. If the change is over 10% the decision is referred to Area Committee as it is seen as a significant change to the original agreement. Based on an amended application received from the above organisation, the milestones and outputs are above 10%, therefore identified as significant change.

2.4.3 In addition, two of the three city wide schools are not participating, as originally agreed, which are reflected in the 'Grant Total Two' figure.

2.4.4 At July 2010, Area Committee agreed to fund Education Business Connections £11,543 to deliver a project 'Community Leaders of the Future'. In essence the organisation sought revenue funding for salaries and running costs to deliver a multi area programme open to secondary and special schools with a key theme of volunteering, developing employability skills and delivering accredited training to participating young people aged between 11-13. The table below reflects the changes proposed by EBC.

Section	Originally agreed	Proposed change	Difference
EBC proposed	£11,543	£10,619	£924 (8%)
Other areas	£11,543	£9,979	£1,564 (14%)
Milestones	September 2010- December 2011	February 2011 – December 2011	6 months delay
No. of community groups supported.	8	7	1
No. of young people volunteering	230	135	95 (59%) reduction
No. of young people into in diversionary activity	230	135	95 (59%) reduction

2.4.5 Committee are requested to consider the above information and select one of the three options outlined below:

- i) Reject the changes, and recoup all unclaimed expenditure
- ii) Approve the changes (selecting option a) or b) below)
 - a) Reduction of grant by £924 (8%)
 - b) Reduction of grant by £1,564 (14%)

Recommendations

Committee is requested to:

- Note the financial statement set out in section 2.
- Agree the recommendations set out in Annex 1 (Community Chest proposals)
- Agree the recommendations set out in Annex 2 (SIB applications)
- Agree one of the three options outlined in section 2.4.4.

Contact Officer: Nicol Trueman, Area Officer (East) Tel: 0191 561 1162
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Background Papers: Community Chest Applications
SIB Applications
Scoring Matrix and consultation comments

Annex 1: Community Chest Applications

Annex 2: SIB Executive Summary of Applications

Sunderland East Area Committee – 23 May 2011 – Community Chest

Ward	Organisation and project proposal		Allocation 2011/2012	Project proposals	Previous Approvals	Balance remaining
Doxford	Doxford Park Community Bowls – contribution towards purchase of new uniforms.	300				
	Benedict Biscop Primary School – contribution towards a visit to France by school pupils.	1200				
	Doxford Park Stay Healthy Group – contribution towards fitness classes, room rental and an event.	700				
	Totals		10,297	2,200	0	8,097
Hendon	Bright Star Nursery – contribution towards developing an outdoor space.	700				
	Sunderland Heritage Forum – contribution towards securing a boat in the Dragon Boat Race Summer 2012.	600				
	Totals		10,261	1,300	0	8,961
Millfield	50th Sunderland St. Bede URC Brownies – contribution towards Brownie Packs.	300				
	Deptford Boating Club – contribution towards purchasing emergency flares.	450				
	Muriel Harrison School of Dance – contribution towards 50 th anniversary celebration event.	500				
	Indian Welfare Association – contribution towards an Onam celebration event.	500				
	Totals		11,789	1,750	0	10,039
Ryhope	Ryhope Infant School – contribution towards developing a community garden at the school.	1000				
	Totals		12,035	1,000	0	11,035
St Michaels	Bishopwearmouth Ladies Probus Club – contribution towards Christmas Lunch.	266				
	St John's Toddler Group – contribution towards installing a baby changing facility.	500				
	33rd Sunderland St Nicholas Brownies – contribution towards Brownie Packs.	250				
	Barley Mow Bowling Club – contribution towards 85 th anniversary for the Club.	339				
	Totals		11,532	1,355	0	10,177
Totals			55,914	7,605	0	48,309

Application No.1

Name of Project	Improvements to The Hollow, Westheath Avenue
Lead Organisation	Gentoo

Total cost of Project	Total Match Funding	Total SIB requested
£20,000	£10,000	£10,000
Project Duration	Start Date	End Date
One month	June 2011	June 2011

The Project

There is a square area of land approximately 600m² located along Westheath Avenue, Grangetown. There is a mixture of concrete and grassed land within this area. It is proposed to enhance the surface of the concrete area, to help improve access onto the land and also establish a play provision in the centre.

The play provision would not include installing slides or swings, instead it would be about providing more traditional street games, for example, the painting of a hop-scotch and snakes and ladders grid, which will be bright and cost effective. Making the overall appearance of the area better.

The project will benefit the local community, in particular, families, by providing a clean and safe environment for local children and young people to enjoy a local play provision.

Need for Project

Gentoo recently completed a resident's survey. Residents in Grangetown proposed this project as an idea. Gentoo are supporting the project via their devolved budget scheme. Unfortunately the devolved budget will not cover all costs. Therefore Gentoo are seeking support to deliver the project from the East Area Committee.

Outputs of the Project

Output Code	2011-12 Q1	Total
L9: Number of new youth play services provided	1	1

Financial Information

Item and Description	Total Costs	SIB
Capital works	£20,000	£10,000

Recommendation Approve, reduced to £5,000

- As there is no fixed play equipment being installed it is recommended that the award is reduced down from £10,000 to £5,000, subject to confirmation that the works can continue, if not, the offer withdrawn.
- The Green Space Topic Paper is updated and the news of re-developing the area of land is promote through the East VCS Area Network and Area Newsletter.
- No support is required by Sunderland City Council. Gentoo are responsible for maintaining the land.

Full Application No.2

Name of Project	Sunderland Festival
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIB requested
£40,000	£37,000	£3,000
Project Duration	Start Date	End Date
One week	July 2011	July 2011

The Project

The new Sunderland Festival (formerly known as the kite festival and friendship festival) will take place between 1 - 4 July 2011. The festival will be City wide with the main site located at North Area Playing Fields. Because of the location of the main site in Washington and the link to Independence Day the festival's theme will be Americana. The main site will feature:

Local and regional Bands night - Friday 1 July and a Country and Western evening - Saturday 2 July. During the day time the Saturday and Sunday programme includes: Classic American Car Display, American Football Display, Baseball and Basketball Demonstrations and competition, Fun Fair, Kite Flying, Cheerleading demonstrations, Music and dance performances from schools across Sunderland.

The emphasis of activity on the main site will be on participation as well as enjoying the entertainment. Additional activity will be taking place at:

Arts Centre Washington - Arts & Craft Fair Saturday 2 July

Drive In Movie Saturday 2 July venue to be confirmed

City Centre - Market and Music in Sunnyside Gardens Saturday 2 July

Barnes Park - Swing and Jazz Bands Sunday 3 July

Roker - International Brass Bands performing on the seafront Sunday 3 July

Washington Old Hall - Independence Day activity - 4 July

Need for Project

Previous festivals - Sunderland International Friendship Festival and prior to that the Kite Festival, on the North Area Playing Fields site have attracted significant visitors from across the City. The new Sunderland Festival will have activity taking place across the city with activity being held in each area.

The festival will also encourage participation whether that is children and young people showcasing their music and dance talent or the opportunity to play American Football, Basketball or Baseball, Kite flying or joining in a wide range of children's activity.

Outputs of the Project

Output Code	2011/12
S5: no. of young people benefiting from youth inclusion/diversionary project	50
P3: No. of people employed in voluntary work	100
A6: no. of community or educational events held	5
S6: No. of young people engaged in youth activities	100

Financial Information

Item and Description	Total Costs
Reduction in income to ensure community accessibility	£3,000

Recommendation **Approve, increased to £5,000**

- 3,000 for the Sunderland Festival
- £2,000 for the East VCS Area Network to encourage a wider range of celebration events to be co-ordinate across the area to raise the profile of East assets, i.e. parks, historical points of interested, etc. which will complement the Sunderland Festival and provide more activity in the East area for residents, delivered by residents and the East VCS. Building upon sense of place and belonging.

Application No.3

Name of Project	Sans Streets Running costs
Lead Organisation	Sans Streets Youth and Community Centre

Total cost of Project	Total Match Funding	Total SIB requested
£46,809	£25,785	£21,024
Project Duration	Start Date	End Date
6 months	July 2011	December 2011

The Project

The organisation are seeking revenue funding for salaries and building costs to prevent the centre from closing after June 2011. Due to a reduction of funding streams the organisation are in crisis and are at risk of dissolving. Short term revenue funding is sought to allow the group to continue until decisions are known on outstanding funding applications with external agencies. The reserves the organisation have are currently being used and will allow the building and staff to continue to run, at a reduced level, up until the end of June 2011. Decisions on funding applications are expected by September 2011. During the next six months the organisation will endeavour to secure future funding and generate an income to sustain the project.

Need for Project

Services at risk, if funding is not secured are: Monday: 9am-3pm (Social Inclusion), Tuesday: 9am-4pm (Heritage Project) and 5pm-8.30pm (Youth Club), Wednesday 9am-3pm (Social Inclusion) and 6pm-8pm (Young Asian Voices Youthy), Thursday 8.30am-4pm (Office) and 6pm-9pm (Community groups sport hall hirings), Friday 8.30am-12pm (Office) and 6.30pm-9pm (Youth Club).

Sans Street estimate that approximately 300 young people access the centre per week.

Outputs of the Project

Output Code	2011-12 Q2	2011-12 Q3	Total
L2: Number of people accessing improved advice and support	15	3	18
L6: Number of young people aged 16-19 years old not in employment, education or training encouraged into further education and employment	10	0	10
L7: Number of additional youth sessions been delivered per week	6	6	12
L8: Number of additional young people engaged and participating in youth provision	50	50	100

Financial Information

Item and Description	Total Costs
Salaries (Manager 22.5 hrs, Admin 9 hrs, Cleaner 5hrs per week)	£14,010
Building (Heating, lighting, insurance, telephone, internet)	£7,014
Total	£21,024

Recommendation **Approve, at a reduced rate of £10,512**

- The project is a high risk investment for Committee. There are no guarantees that future funding will be secured.
- Reduce the award from £21,024 (6 months) to £10,512 (3 months), by which time a decision will be known on outstanding funding applications.

Application 4

Name of Project	Employment Support for people 'not in receipt of benefit'
Lead Organisation	SES Sustainable Enterprise Strategies CIC

Total cost of Project	Total Match Funding	Total SIB requested
£89,431.06	£14,735.20	£74,695.86
Project Duration	Start Date	End Date
15months	June 2011	September 2012

The Project

The project will provide employability support for people 'not in receipt of benefit' by providing employment, enterprise and in-work money advice to residents in the East Area of Sunderland. This will include: Business start-up advice and business planning, employment information, advice and guidance, including all aspects of job research, job applications and interview techniques and in-work benefits and money advice.

The project will be co-ordinated and delivered by a locally based consortia consisting of SES (Sustainable Enterprise Strategies), SNCBC Job Linkage (Sunderland North Community Business Centre and FISCUS).

SES is the lead applicant and will manage and co-ordinate the project and will also design and deliver the enterprise and self employment component. SNCBC will focus upon the delivery of employment support. FISCUS will concentrate on addressing the financial barriers faced by local residents entering the world of work or self employment, such barriers include, debt, tax credit, money advice and taxation. The project will employ 4 members of staff (2 of which are part-time), who will work with 320 local residents from the Doxford, Hendon, Millfield, Ryhope and St Michael's Ward. All 3 delivery agents have outreach sites in the East area.

The project's proposals and associated outputs will directly contribute to the strategic aims and objectives of the Sunderland East work plan for 2011/12, contribute to Sunderland City Council Draft Employment Strategy, Sunderland Child and Poverty Strategy Phase 2 and the Sunderland Economic Master Plan

Need for Project

The funding from East Area Committee will assist the project to fill existing gaps in provision; as identified by:

- East Area Employment and Enterprise Task and Finish Group indicated that the East Area had the lowest business start-ups rate of the 5 areas within the City.
- The Sunderland Employment Strategy 2011-14.
- Independent research indicated a significant number of people in Sunderland who are not eligible for Jobcentre Plus support, but who do want to work and are currently being supported by the City's Job Linkage network. These are people are not in receipt of any form of out-of-work benefit.
- The City's Economic Master Plan and Employment Strategy identified the following, employment rate for Sunderland has deteriorated, below average business density, low business start-ups, low levels of VAT businesses, Sunderland identified with the lowest business stocks in the UK, Sunderland is the third least competitive city based in the UK.

In addition...

- The recent Work Programme for the City (to commence in the Summer 2011) will not support those who are 'not in receipt of benefit'.
- Local research suggests that barriers to business start ups are: lack of business skills and confidence, lack of guaranteed income associated with self employment status, lack of awareness of the benefits of self employment, complexity of the tax and benefit system, covering childcare costs, income uncertainty in the early stages of self employment and lack of local role models. The project will provide advice on all tackling all these barriers.
- SNCBC, FISCUS and SES have worked in a close partnership for a number of years responding to local needs, focusing on income maximisation and reducing poverty among people and families in Sunderland through work and enterprise.

Outputs of the Project

Output Code	2011/12/13
P1 No of people going into employment	73
P2 Jobs safeguarded	4
P4 No of new businesses	37
P5 No people accessing improved advice and support	320
A6 No of community events	5

Item and Description	Total Costs
Salaries (4 posts) (86%)	£65,263.95
Beneficiary Support Fund (100% SIB)	£2,400.00
Staff Travel (100% SIB)	£1,440.00
Overheads, room rental and stationery (100% SIB)	£1,300.00
SES Management & Co-ordination (54% SIB)	£3,459.91
FISCUS Management (40% SIB)	£ 832.00
Total	£74,695.86

Recommendation

Approve

- Match funding attracted
- Back on the Map on Vilette Road and Ryhope Community Association on Black Road, have both offered use of their premises to assist in delivering the project.

Subject to

- The Lead Agent presents performance reports to Area Committee, as and when required.
- Project to be promoted and information provided to East VCS Area Network in order to facilitate sharing of information and networking opportunities.

Full Application No.5

Name of Project	Working with families
Lead Organisation	Sunderland North Community Business Centre (S.N.C.B.C.)

Total cost of Project	Total Match Funding	Total SIB requested
£52,982	£3,000	£49,982
Project Duration	Start Date	End Date
1 years & 3 months	June 2011	September 2012

The Project

S.N.C.B.C. propose to lead a Family Initiative (FI) which will be delivered by S.N.C.B.C, FISCUS and Sustainable Enterprise (SES). The proposal will provide a 'whole family' approach progressing from unemployment and benefit dependency towards work or self employment. It is modelled on the Family Employment Initiative that S.N.C.B.C. has delivered successfully in the Coalfields area of Sunderland since 2008.

The Project Team will comprise of a full time Senior Employment Consultant, support by 1.5 of enterprise support time provided by SES and 2 days per week of a FISCUS Money advice worker. The team will deliver a service to 250 unemployed residents from the Doxford, Hendon, Millfield, Ryhope and St Michaels wards.

The delivery model for the project is reflective of the client employability journey as described in the Regional Employment Framework (REF) offering three broad elements of service that is client engagement, information, advice and guidance and employer engagement, including post employment support. The service will provide individually tailored support, delivered in a one to one group environment, which is flexible and responsive. It will be developed through building a relationship of trust between the client and relevant support consultant and will ensure the service is client led through formulation of an action/development plan, with each client, that will be regularly reviewed to enable client progression to be recognised and celebrated and will ensure each individual can recognise the achievements and progression they have made. The project will also provide intensive personal support which enables the circumstances and the needs of the wider family unit to be understood and considered when mapping the effective progression for the individual client.

SES will provide support to those residents wishing to consider enterprising opportunity and potential ventures. The service will provide each client with an individual needs assessment and business diagnostic which will create an action plan which will be utilised by the Business Advisor and client to track and realise progress and development of the business idea. Assistance will be provided from pre-start-up stage through to support given once trading, such as, identifying and discussing opportunities and barriers to progressing enterprise ideas. Motivation and orientation, business idea generation, addressing beneficiary issues personal finances, revising skills and resources including life skills and enabling referral to key skills and vocational training provision and supporting clients to develop their communication and presentation skills. Developing business plans which includes market research, legal considerations, exploring funding investment and also assistance securing premises, stock equipment, utilities, insurance, banking, and marketing, sales, basic bookkeeping.

FISCUS will offer one to one targeted support to residents which will include checking benefit entitlement and helping residents to access support they may be unaware of, providing better off in work enterprise calculations to explore benefit support available in part time and full time work of self employment across a range of income levels. The support will enable the early identification of any money concerns and issues and will provide advice on budgeting and

money managements. It will support individuals and families in identifying issues with debt and will work with them to compile a financial statement and household budget to alleviating financial worries.

Need for Project

SNCBC, SES and FISCUS are all represented at the Sunderland Enterprise Consortia which brings together enterprise delivery agents and they have identified how employment and enterprise measures can be streamlined to provide bespoke service for Sunderland East residents.

The Local Area Plan clearly identifies the strategic priorities of creating a prosperous and learning city which is attractive and inclusive and highlights the importance of social and cultural opportunities been available to our inclusive communities which we need to sustain, this proposal will enable this to happen.

The main gaps in provision within the City of Sunderland have been identified by the Sunderland Employment Strategy 2011-14 the independent research indicating a significant number of people in Sunderland who are not eligible for Jobcentre Plus support, but who do want to work and are currently being supported by the City Job Linkage network which will cease to be funded by Sunderland City Council at 30th September 2011.

The Job Linkage Review carried out by Roger Tym and Partners in Autumn 2010 on behalf of the Council and Ekosgen March 2010 evaluated the success of the Coalfield Regeneration Trust Family Employment Initiative (FEI), which was recognised by Area Committee as a good model to adopt. This proposal has been directly modelled on the suggestions in these reviews which identifies the importance of individual responsive support, delivered by staff that could be trusted and did not pigeon hole people which was flexible and could respond quickly through drop in service by also provides one to one appointments and dedicated time for individuals. The service is designed to enable clients to recognise their transferable skills and consider linked and alternative occupational opportunities from those they normally pursue.

Outputs of the Project

Output Code	2011/12
P1 No of people going into employment	40
P2 No of jobs safeguarded	8
P4 No of new businesses started	10
P5 No of people on out of work benefits going into employment	40
L1 No of people receiving job training	20
L2 No of people accessing improved advice and support	250
L4 No of adults obtaining qualifications (accredited)	33
L5 No of adults obtaining qualifications (non-accredited)	67
L6 No of young people aged 16-19 years old who are NEET and encouraged back into FE or employment	11

Item and Description	Total Costs	SIB Contribution
SNCBC – Senior Employment Consultant (i x full-time or 2 x part-time) (100%)	£26,391	£26,391
SES – Business Advice Consultant (1.5 days – 0.3 FTE) (100%)	£8,136	£8,136
FISCUS – Money Advice Consultant 92 days – 0.4 FTE) (100%)	£9,605	£9,605
Beneficiary Fund (100%)	£2,150	£2,150

Travel (100%)	£880	£880
Overheads, room rental and stationery (100% SIB)	£2,820	£2,820
Management and Management Information (0%)	£3,000	£0
Total	£52,982	£49,982

Recommendation

Approve, subject to

- Match funding is increased during the life time of the project.
- The Lead Agent presents performance reports to Area Committee, as and when required.
- Project to be promoted and information provided to East VCS Area Network in order to facilitate sharing of information and networking opportunities.
- Coordination of delivery through VCS venues to be through the East VCS Area Network.