

## COALFIELD AREA COMMITTEE

Wednesday, 23<sup>rd</sup> November, 2011 at 6.00 pm

VENUE – Herrington Burn YMCA, Houghton Le Spring, DH4 4JW

### AGENDA

|           | PAGE  |
|-----------|---|
| 1.        |   |
| (a)       | <b>Chairman's Welcome</b>   |
| (b)       | <b>Apologies for Absence</b>  |
| (c)       | <b>Declarations of Interest</b>   |
| (d)       | <b>Minutes of the Last Meeting held on 21<sup>st</sup> September, 2011</b>  |
|           | 1   |
| 2.        |   |
| *         | <b>Community Action in Coalfield : Progress Review</b>  |
|           |   |
| a.        | Local Shopping Centres  |
|           | 10  |
| b.        | Play Provision (Kirklee Field Development)  |
|           | 14  |
| c.        | Empty and Problematic Properties  |
|           | 16  |
| Work Plan | 21  |
| d.        | SIB Interim Performance Report  |
|           | 31  |
| e.        | Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest - Financial Statement and Proposals for Further Allocation of Resources |
|           | 40  |
| 3.        |   |
|           | <b>Influencing Practice Policy and Strategy</b>   |
| a.        | Sunderland in 2012  |
|           | 55  |
| b.        | City Village Concept  |
|           | 60  |
| 4.        |   |
|           | <b>Next Meeting – Wednesday 1<sup>st</sup> February, 2012</b>   |
|           | <b>Venue: Bernard Gilpin Primary School, Hall Lane, Houghton Le Spring, DH5 8DA</b>   |
|           | -   |

\* Denotes an item relating to an executive function

**E. WAUGH,  
Head of Law and Governance**

**Civic Centre  
SUNDERLAND**

**15<sup>th</sup> November, 2011**

**Contact:     Matthew Jackson, Governance Services Officer     Tel: 561 1055  
                  Pauline Hopper, Area Officer                             Tel: 561 7912**

**This information can be made available on request in other languages.  
If you require this, please telephone 0191 561 1055.**

**At a meeting of the COALFIELD AREA COMMITTEE held at DUBMIRE  
PRIMARY SCHOOL on WEDNESDAY, 21<sup>st</sup> SEPTEMBER, 2011 at 6.00 p.m.**

**Present:-**

Councillor Scott in the Chair

Councillors Anderson, Blackburn, Ellis, D. Richardson, Rolph, D. Smith, Speding  
and Tate.

**Also in Attendance:-**

|                    |   |                     |
|--------------------|---|---------------------|
| Ron Barrass        | Member of the Public  |                     |
| Susan Brown        | Area Community Co-ordinator   | Sunderland Council  |
| John Chapman       | Head of Neighbourhoods  | Gentoo              |
| Les Clark          | Head of Streetscene   | Sunderland Council  |
| Dave Ellison       | Area Response Manager   | Sunderland Council  |
| Graham Finlay      | Inspector   | Northumbria Police  |
| Victoria French    | Sport, Wellness and Partnership<br>Manager  | Sunderland Council  |
| Cllr Juliana Heron | Member  | Hetton Town Council |
| Pauline Hopper     | Area Officer  | Sunderland Council  |
| Matthew Jackson    | Governance Services Officer   | Sunderland Council  |
| Amelia Laverick    | Member of the Public  |                     |
| Vicki Medhurst     | Cultural Heritage Manager   | Sunderland Council  |
| Sandra Mitchell    | Head of Early Intervention and<br>Locality  | Sunderland Council  |
| Lisa Musgrove      | Inspector   | Northumbria Police  |
| Ann Owen           | VCS Representative  |                     |
| Malcolm Page       | Executive Director of Commercial<br>and Corporate Services and Area<br>Lead Executive | Sunderland Council  |
| Julie Parker       | Public Health Practitioner  | Sunderland TPCT     |
| Andrew Perkin      | Lead Policy Officer: Economy  | Sunderland Council  |
| John Rushworth     | Head of Headways Sixth Form   | Sunderland College  |
| Gerry Roll         | Parks Manager   | Sunderland Council  |
| Janet Snaith       | Head of Business Investment   | Sunderland Council  |
| James Third        | Community Relation Officer  | Nexus               |
| David Thompson     | Solicitor   | Sunderland Council  |
| Pauline Tsentas    | Youth Development Group Manager   | Sunderland Council  |
| Lee Wardle         | VCS Representative  |                     |

## **Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Hall, Heron and Wakefield

## **Chairman's Welcome**

The Chairman welcomed everyone to the meeting especially Inspector Lisa Musgrove who would be taking over from Inspector Graham Finlay as Neighbourhood Inspector for the Area. He thanked Inspector Finlay for all of his hard work over the years.

## **Declarations of Interest**

David Thompson, Solicitor, on behalf of the Head of Law and Governance, delivered a presentation which reminded Members of the rules around the declaration of interests and when a personal interest should also be prejudicial.

Councillor Anderson stated that the normal practice was that if a Member was a Local Authority appointed Member of a group a personal interest should be declared, the advice that it was only necessary if the Member wished to speak seemed to be at odds with this. Mr Thompson stated that this was what was detailed in the code and Mr Page agreed to clarify the situation.

In response to a query regarding the code of conduct from Councillor J. Heron Mr Page advised that there were formal requirements set out by the Standards board and the Council's arrangements followed these requirements.

## Private Streets

Councillors Anderson and Scott declared personal interests in the item as residents of private streets.

## **Minutes of the Last Meeting of the Committee held on 1<sup>st</sup> June, 2011**

On the Allotments and Community Gardens, Councillor J. Heron advised that Gillas Lane Primary School did not have their own allotment as was recorded in the Minutes but instead visited an allotment.

As a matter arising Vicky Medhurst, Cultural Heritage Manager, updated the Committee on the progress that had been made on the work around the appointment of a Heritage Community Development Worker. The North Area Committee was also developing Heritage as a priority and it was proposed that the committees work together on this subject. There had been some issues around the use of the SWITCH team to provide the worker however these had now been resolved.

Sandra Mitchell, Head of Early Intervention and Locality, advised that Mr Keith Moore, Executive Director of Children's Services would have attended to provide an update however the West Sunderland Area Committee, of which he was Area Lead Executive, was taking place at the same time as the Coalfield Area Committee, he would therefore attend a future meeting when there was not a clash with the West Sunderland Area Committee. Ms Mitchell then provided Members with a brief update on the restructure of the Children's Services department and how this would affect the Early Intervention and Locality Services. There had been a lot of work done around needs analysis and identifying what was currently delivered and there would be consultation taking place in September and October to develop a number of possible options and as part of this drop in sessions would be held for Members. It was intended that there would be a report delivered to the November meeting of the Cabinet.

1. RESOLVED that the minutes of the last meeting of the Committee held on 13<sup>th</sup> July, 2011 (copy circulated) be confirmed and signed as a correct record subject to the inclusion of the above amendment.

## **Community Action in Coalfield – Progress Review**

### Allotments and Community Gardens

The Executive Director of City Services submitted a report (copy circulated) which provided Members with an update on the progress made against the agreed actions in the current year's work plan on the Allotments and Community Gardens priority.

(For copy report – see original minutes)

Gerry Roll, Parks Manager, presented the report and advised that the condition survey had been carried out. Strimming and weeding had been carried out and there were talks with the Community Payback Scheme to carry out maintenance works.

The Chairman stated that the task and result group worked closely with Mr Roll and Ms Hopper and the work was starting to move more quickly.

Councillor Rolph queried whether the proposed site visit had been undertaken yet. Mr Roll advised that it had not yet taken place and the details were in the process of being finalised.

Councillor J. Heron referred to the community garden at Seaham Road and stated that this had been voted the best community access point.

The Chairman commented that he had noticed a lot of signs around the area from Lambton Estates regarding sales of land. He stated that Newbottle Allotments were a cause for concern and he wondered whether they were Council owned or not.

2. RESOLVED that the report and update from the task and result group be noted.

### Private Streets Review

The Executive Director of City Services submitted a report (copy circulated) which advised Members of the updated estimated costs for the making up and adoption of the private streets within the Coalfield Area and also allowed Members the opportunity to review the appropriateness of the Council's existing policy.

(For copy report – see original minutes)

Les Clark, Head of Streetscene, presented the report and advised Members that the Coalfield area had a large number of unadopted streets. The cost of making up these streets had increased since the last survey in 2006 with the estimated cost now standing at £13.25million to bring the 113 private streets in the area up to adoptable standard.

The Council would carry out the works however the residents of the private street would need to contribute to the cost of the works; the Council were responsible for making the connection of the street to the public highway. Developers were encouraged to upgrade unadopted streets to adoptable standard during the development works.

In response to a query from Councillor Richardson Mr Clark advised that the Council worked with the communities affected to ensure that any costs were split evenly among the residents.

Councillor Ellis stated that it was interesting to hear that the council wanted residents of private streets to come together to fund maintenance works while on adopted streets the council was not doing required maintenance due to a lack of available funds. She also queried what happened when the Council owned property on private streets.

Mr Clark advised that there were contingency funds in place for when works were required on private streets where the Council owned property.

Councillor Rolph stated that this was a subject she had been interested in for a long time and it was pleasing to see that the issue had finally been quantified. There were however factors that she hoped would have been covered that had not been included such as ways in which communities could have got together to raise the required funds; Council loans could be a way of helping people to get their streets up to an adoptable standard. The making up of unadopted streets was as much about the general environmental improvement as it was about the highway improvement, some of the unadopted streets were in a condition which could be likened to those experienced in third world countries. There was a Community Infrastructure Levy which was being introduced and she suggested that in areas where there were a lot of unadopted streets this could be used to cover the cost of

bringing the streets up to an adoptable standard; another option could be Section 106 planning obligations.

Mr Clark stated that he could not comment on Section 106 agreements as this was a planning matter and he would find out about the feasibility of using the Community Infrastructure Levy to fund works. There had been alternatives considered which included the possibility of land charges against properties.

Mr Page stated that the Community Infrastructure Levy had not yet been fully implemented however it could potentially be used as a funding source.

Councillor Anderson stated that this was an issue which had been ongoing for at least the last 20 years. She lived on an unadopted road and the residents of her street had spent £500 each to get a good quality road, although it was not up to adoptable standards; some unadopted streets were in an appalling condition with large craters in the road surface. People who lived on unadopted streets needed to take responsibility for the condition of the street, when they bought the houses they knew that the property was on an unadopted street and that they would be responsible for the upkeep of the road.

Councillor Speding queried whether streets needed to be gated to be classed as private. The Chairman confirmed that this was the case and that streets without gates but which were not adopted were still classed as public streets even though they were unadopted.

Councillor Tate stated that a lot of streets in the area had been owned by the Coal Board and when the houses had been sold the roads had been included with the properties. When the Coal Board had owned the streets they had not spent anything on maintaining the roads; there had been gas pipes replaced and the Coal Board had been given funds to resurface following the works, residents had been willing to contribute to ensure that the roads had been made up to adoptable standard however the Coal Board had been unwilling to invest in carrying out the required works.

The Chairman thanked Mr Clark for his report and it was:-

3. RESOLVED that the report be noted.

### Neglected Land

The Chief Executive submitted a report (copy circulated) which provided Members with an update against the agreed actions in the current year's work plan on the Neglected Land priority.

(For copy report – see original minutes)

Dave Ellison, Area Response Manager, presented the report and advised that there was a large amount of neglected land in the Coalfield area. There were checks being carried out with the Land Registry to try to establish who owned the

land and a matrix assessing the sites against a set of relevant criteria would be produced. The smaller sites could be tackled as 'quick wins'. A task and result group had been set up to examine this issue and the first meeting had taken place on 28<sup>th</sup> July with a further meeting on 19<sup>th</sup> August. There was currently no funding allocated to this priority however it was suggested that the task and result group look at whether SIB could be used to develop individual projects once the audit was completed.

Councillor Tate expressed concerns over what would happen if the council claimed the neglected sites; there would be a need to find funding to pay for the upkeep and ongoing maintenance of the sites. Mr Ellison agreed that any project needed to be sustainable and advised that there would be consultation carried out to ensure the sustainability of any projects.

Mr Ellison then went on to advise Members of the 'love where you live' campaign which was taking place; there were a lot of people taking part including schools and members of the voluntary and community sector. He would provide a copy of the programme of activities to anyone who wanted one.

Councillor Anderson commented that preventing the problems from occurring was better than trying to cure the problems after they occurred and also referred to the amount of litter that was dumped into people's gardens. She objected to young children being used to litter pick as she did not think that it was appropriate or safe.

Mr Ellison advised that risk assessments were carried out to ensure that all participants were safe when carrying out activities.

4. RESOLVED that:-
  - a. The report be noted
  - b. The escalation of the issue of influencing Section 106 allocations and agreements using the relevant referral protocol be agreed
  - c. The actions set out in paragraph 3.3 of the report be endorsed and agreed to be taken forward
  - d. The principle of the allocation of SIB funding for the improvements of neglected land be agreed.

### Work Plan

The Chief Executive submitted a report (copy circulated) which enabled Members to consider the Committee's work plan for 2011/12.

(For copy report – see original minutes)

Ms Hopper presented the work plan and drew Members attention to the Local Shopping Centres priority. She advised that the three main local centres had now been identified and these were Hetton, Houghton and Shiney Row. She then introduced Andrew Perkin, Lead Policy Officer, who would be presenting an update on the progress made against this priority.

C:\Program Files\neevia.com\docConverterPro\temp\NVDC\2A3229B1-2135-491C-9A64-97AC31FEBC4F\4b67b6eb-b57f-4b5c-8448-c5137e0cc04d.doc



Mr Perkin advised that a survey had been carried out in all of the shopping areas and the feedback had been used to determine the attractiveness of each of the areas. He had spoken to the town centre managers from across the region and a customer survey had been developed and was due to be carried out. There were plans for events to be held in the centres to attract people to the area.

Janet Snaith, Head of Business Investment, added that working with retailers and looking at examples of best practice had the potential to help with developing a clear sense of direction. The Christmas period was the best time of year for retailers, with some making 50 percent of their annual sales during this period, there was a need to look at potential interventions which could be implemented to assist with attracting people into the area during this time.

In response from a query from Councillor Richardson, Ms Hopper advised that there had been £80,000 of SIB funding ringfenced for this priority. It was recommended that the Members agreed now to allocate some of this funding to providing improvements for the Christmas period, if there was a delay until the next Committee Meeting in November then it would be too late for anything to be implemented in time for Christmas.

In response to this the Chairman moved that SIB funding of £15,000; £5,000 for each centre; be allocated and this was unanimously agreed by the Members.

Ms Snaith asked what sort of timescale would be involved and was advised by Ms Hopper that the task and result group would be meeting in October and they would be deciding how the money should be spent.

Councillor Richardson then queried whether there was a Member from each of the wards on this task and result group, Ms Hopper advised that the only ward which was not represented was Hetton.

The Chairman then suggested that Councillor Blackburn join the group as he would be able to represent Hetton and his experience and knowledge would be of benefit to the group.

Ms Hopper then referred Members to the Dangerous and Speeding Traffic priority and asked Mr Clark to provide an update.

Mr Clark delivered a presentation detailing the work that had been done around this priority.

Councillor Blackburn stated that it was pleasing to see a map detailing the locations of accidents. He referred to the B1284 which had an accident rate 25 percent higher than other roads; however it was not shown on the map which was a concern.

Councillor Anderson agreed that the B1284 was a concern; this was a busy road and it was difficult for people to get across safely. While she had not heard of any fatal accidents occurring along the road there were a large number of serious

injuries which had occurred. It was little more than a country lane and was expected to carry motorway traffic; it had previously been described as the missing link in the East Durham link road and had been described by a senior police officer as a 'horrible' road due to the number of accidents which occurred. She appreciated that there were financial constraints however there had been promises that there would be improvements to the road done in phases. There were three schools along the road and this was a major concern as there were accidents involving school children. Thanks to the hard work of Councillor Blackburn there was now a puffin crossing on the road however this regularly was not operational. She felt that the B1284 needed to be made a high priority for improvements.

The Chairman stated that the lack of reporting of accidents along this road could be due to the accidents being relatively minor in nature.

Councillor Rolph stated that the B1284 continued on to Fence Houses and there were issues there due to the large increase in the volume of traffic following the construction of the new housing estate. She then referred to the football facility which had been built at Newbottle which caused serious parking issues. She also advised that the records did not tell the whole story as not all accidents were reported.

Mr Clark advised that when using statistics it was only possible to use the statistics which were available. However the criteria did not solely use statistics but also looked at the potential for accidents which included factors such as the proximity of schools.

Inspector Finlay advised that there were regular patrols to tackle speeding and dangerous driving and within the city there were 2,000 people a year who were issued with speeding tickets.

Councillor Speding stated that there were a number of areas where it was necessary to look at ways to reduce the traffic flow through the area. Roads where there were frequent speed limit changes were often a problem, there were roads which changed from a 30 mph limit to national speed limit and then back down to 30 or 40 mph within a short distance and some drivers did not reduce their speed when entering the lower limits. There had been speeds of up to 75 mph recorded by cameras located in 30 mph zones. He also expressed concerns over the roundabout at Herrington Burn which was too small for the volume of traffic it carried; there was also a lack of crossing provision, 4 bus stops were in close proximity to the roundabout however people could not safely cross the road to access these stops.

Councillor Blackburn advised that there were proposals for development of a site next to the roundabout and should this development take place then the roundabout would be rebuilt by the developers as part of the works.

Councillor Ellis endorsed the comments made by the other Members and stated that she found the number of near misses on the roads to be very frustrating.

5. RESOLVED that the work plan, and the updates on the actions contained therein, be noted.

Community Chest and Strategic Initiatives Budget (SIB) – Financial Update and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) which requested Members to consider proposals for the allocation of SIB and Community Chest to support initiatives which would deliver activity against priorities for 2011/12.

(For copy report – see original minutes)

Pauline Hopper, Area Officer, presented the report and advised Members of the six proposals for SIB funding which were detailed in paragraph 2.1 and Annex 2 of the report and the 15 requests for Community Chest funding which were outlined at paragraph 2.2 of the report and detailed in full at Annex 3 of the report.

Ms Hopper advised that on the Community Chest the application for the Remembrance Day Parade for Copt Hill, the parade would be at the Broadway not Easington Lane High Street as stated in Annex 3.

Ms Hopper also asked Members to approve the £15,000 from the previously ringfenced £80,000 SIB funding for shopping centres as discussed earlier in the meeting to provide improvements to the three main shopping centres for the Christmas period.

Following discussion of the applications it was:-

6. RESOLVED that:-
  - a. The financial information set out in paragraphs 2.1 and 2.2 be noted
  - b. The SIB applications totalling £81,200 be approved.
  - c. The 15 proposals for Community Chest funding be approved.
  - d. £15,000 be allocated to the provision of improvements to the three main shopping centres for the Christmas period, from the previously ringfenced budget.

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

(Signed) J. SCOTT,  
Chairman.

**COALFIELD AREA COMMITTEE****23 NOVEMBER 2011****REPORT OF THE CHIEF EXECUTIVE****COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW****Progress Report on 2011/12 Priority: Local Shopping Centres (Coalfield Shopping Initiative)****1 Why has it come to Committee?**

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

**2 Progress report on 2011/12 priority: Local Shopping Centres**

- 2.1 At the September 2011 meeting of Coalfield Area Committee a budget of £15,000 was approved to develop and deliver a marketing campaign in all three shopping centres– Houghton, Hetton and Shiney Row – in the run up to Christmas.
- 2.2 The Task and Result Group met in October 2011 and discussed ideas in order to draw up a draft programme for Christmas. This was then further developed by the Area Officer, Community Co-ordinator and Communications Officer in consultation with the Task and Result group. The draft programme is attached. (**Annex 2**).
- 2.3 A Business Survey and Best Practice Review was completed in September 2011 and a draft report presented to the Task and Result group in October 2011. The group considered the report findings and recommendations and developed proposals to be presented to Area Committee for consideration and agreement at this meeting (see item 3 below).

**3 Next Steps**

- 3.1 The Christmas programme will be delivered in conjunction with the Area Network, partners, local traders and the local community. A series of events has been developed with the Shopping Centres Task and Result group, supported by the Coalfield Community Co-ordinator, Communications Officer and Area Officer, working with the Network and local volunteers. The project, including Christmas light switch-ons, school and community carol singing, visits from Santa, discounts for local shoppers and promotional posters and leaflets has been designed, developed and supported by the Task and Result group, and wherever possible the events and activities will link to other Coalfield priorities such as activities for young people, heritage and support for older people. The Area Response Manager will offer support to this work from a street scene perspective. Area Committee are encouraged to become involved and attend relevant events and activities within their neighbourhoods during November and December 2011.
- 3.2 It is proposed that from January 2012 a Business Support Programme will be delivered. A brief will be developed in order to engage a specialist organisation providing dedicated support for retailers. The programme will offer support to existing businesses and encourage new retail start ups and is expected to begin development in January 2012. (subject to agreement by Area Committee). Cost approximately £35,000 to support 24 businesses.
- 3.3 It is proposed that from January 2012 an Events, Markets and Activities programme will be planned. The programme will incorporate local craft/food fairs, community events, art

displays, information points and mobile health and advice services. The option of using empty shops will be explored. This will be discussed with the events team before being developed with the VCS Network (subject to Area Committee approval). The intention is to increase footfall in order to attract new custom to existing retailers. Cost approximately £15,000

- 3.4 It is proposed that from March 2012 an Environment and Public Realm project be explored. This could include improvements to shop fronts including empty properties and those closed during the day. Opportunities for working with trainee artists (university) and installing 'fake fronts' to shops as has been successful in other areas such as Whitley Bay will be explored. Signage for car parks and other improvements will be investigated via City Services. Ensuring the cleaning regime for the shopping centres is adequate and exploring the benefits of providing floral displays will also be considered. Cost approximately £20,000
- 3.5 There is no one organisation or Council service responsible for the improvement of shopping centres. Therefore, it is proposed that the Business Support Programme should be led by the Business Investment Team, the events and marketing be led by the events and comms teams, and the environment and public realm by Street Scene. All activity will be co-ordinated by the Area Officer in conjunction with the Task and Result group and a wider range of partners where appropriate. All activity will be supported by the VCS Network organisations.
- 3.6 The previously agreed budget of £80,000 will be utilised to implement the above projects. A more detailed programme of work with accurate costs will be developed by the Task and Result group if Committee agree to the above proposals being taken forward. The Task and Result Group and Area Network will also seek in-kind and match funding from other sources and partners to maximise this budget.

**Recommendations:**

- Approve the Christmas Marketing Campaign at Annex 2
- Approve the proposals and associated costs in 3.2, 3.3 and 3.4 above

Contact Officer: Pauline Hopper, Coalfield Area Officer Tel: 0191 561 7912  
Email: [pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk)

## Shopping Centres Christmas Marketing Campaign

## Item 2a Annex 2

| Centre            | Main Event   | Shop Local   | Discount Days  | Consultation   |
|-------------------|--|--|--|--|
| <b>Hetton</b>     | <p><b>4.30 p.m. 25 November 2011</b><br/>Christmas lights switch on at the Redwood Tree, Hetton</p> <p>Mayor of Hetton Town Council</p> <p>Carols, music and family fun</p> <p>Santa's Grotto in the crèche at the Hetton Centre from 5.30 – 7 p.m.</p>  | <p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p> | <p>Info will be distributed on 25 Nov and 9 Dec during volunteer fair. Shop Local promotion will give information on discount days and promotions for local shops</p> <p>'I shopped local' stickers for retailers to give out</p>  | <p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) on 25 November and 9 December and throughout December at Hetton library</p> <p>Recycling promotion and safer neighbourhood information</p>          |
| <b>Houghton</b>   | <p>Christmas lights will be switched on 17 Nov</p> <p><b>3<sup>rd</sup> and 10<sup>th</sup> December 2011</b><br/>Carols, music and family fun in the Town Centre</p> <p>Santa's sleigh</p> <p>Santa's Grotto in Houghton Rectory Park 10.30 – 11.30 a.m. and 2.30 – 3.30 p.m.</p>                       | <p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p> | <p>Info will be distributed on 3 and 10 December 2011 in Houghton Town Centre. Shop Local promotion will give information on discount days and promotions for local shops</p> <p>'I shopped local' stickers for retailers to give out</p>                                | <p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) on 3 and 10 December at Rectory Park and throughout December at Houghton library</p> <p>Recycling promotion and safer neighbourhood information</p> |
| <b>Shiney Row</b> | <p><b>4.30 p.m. 24 November 2011</b><br/>Christmas lights switch on at the tree</p> <p>Drama group in traditional dress</p> <p>Carols, music and family fun</p> <p>Singers lead families to Santa's grotto</p> <p>Santa's Grotto at Shiney Row Advice and Resource Project (ShARP) from 5.30 – 7 p.m</p> | <p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p> | <p>Tuesdays 6<sup>th</sup>, 13<sup>th</sup> and 20<sup>th</sup> December 2011 at ShARP and in shopping centre. Shop Local promotion will give information on discount days and promotion for local shops</p> <p>'I shopped local' stickers for retailers to give out</p> | <p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) will be available in Shiney Row library and at ShARP</p> <p>Recycling promotion and safer neighbourhood information</p>                             |

Notes:

FLYER - Double sided flyer with details of the three events on one side, and Shop local this Christmas on the other.

POSTERS – Two to be produced. One with the details of the three events on, and one with the shop local branding, and an empty space for the retailers to add their own info eg opening times, special offers etc.

PR - Something to be sent to the Echo and the local radio stations about the events

ONLINE - Information to be added to website, facebook and twitter pages and Sunderland events website

DISCOUNTS – Two discount days in each shopping centre (dates tbc) e.g. order your Christmas turkey and get the stuffing and sausages free, buy a cup of coffee in our café and get a free mince pie, order your Christmas flowers and get 10% discount (to be confirmed once consultation with shop keepers is finalised)

SUGGESTION BOX AND CONSULTATION – To end on 20 December and prize winners announced next day

RECYCLING PROMOTION – See through recycling bin filled with cans – guess how many cans, nearest wins the prize. To be used as an educational tool.

SAFER NEIGHBOURHOOD INFORMATION – Information regarding the reduction in crime (particularly ASB) to be distributed. Information about activities for young people will be given out. Police to provide key messages to improve negative perceptions of crime

CAROLS, MUSIC etc.. – Further details once finalised. Awaiting confirmation from schools, bands, choirs and local organisations/volunteers

STREET SCENE – Liaising with colleagues to ensure activity does not impact on cleaning regimes etc

TIMING OF MAIN EVENTS – Consulting with local shop keepers re remaining open until after 6 p.m. at Hetton and Shiney Row on the day of the switch on

23 NOVEMBER 2011

## REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

## COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

## Progress Report on 2011/12 Priority: Play Provision (Kirklee Field Development)

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

- 1.1 Members may recall the Play and Urban Games Review report which was presented to Area Committee in September 2010 where the achievements of the Play and Urban Games Strategy were highlighted and the next phase of play development priorities were agreed. The potential to improve Kirklee Field was confirmed as a priority within the Review.

**2. Background**

- 2.1 During an Elected Member consultation exercise conducted in 2010, a number of priorities for play in the Coalfield were identified and these formed the basis of an addendum to the existing Play and Urban Games Strategy, known as the 'Moving Forward Play Update 2010'.

Adopted by Cabinet in December 2010, the addendum detailed the following outstanding play priorities for the Coalfield Area:

| Priority Number | Action   | Estimated Resources                  | Status  |
|-----------------|--|--------------------------------------|---|
| 41              | The development of a new sub-area provision as part of the Easington Lane development - Review the current status and monitor developments with planning.      | Developer Build                      | On-going                                      |
| 43              | Redevelopment of Hetton Park/ Bogs play provision  | Some Section 106 funding in place    | 2012 Action                                   |
| 44              | The development of a large sub-area provision as part of the Lambton Cokeworks development – Review the current status and monitor developments with planning. | Developer Build                      | On-going                                      |
| 45              | Undertake consultation on need and possible location for play in Chiltern Moor area  | Some Section 106 funding in place    | 2012 Action                                   |
| 46              | Refurbishment of Kirklee Field Play Area   | £83,500 Section 106 funding in place | 2012 Action                                   |
| 47              | Refurbishment of Boundary Field Play Area  | None                                 | Timeline to be agreed if resources identified |
| 48              | Undertake consultation on preferred location for play in east Rainton area (Elemore/ Quarry  | None                                 | Timeline to be                                |



|    |  |      |   |
|----|--|------|---|
|    | House View)  |      | agreed if resources identified                |
| 49 | Consult with Gentoo on play provision and longer term developments to identify further gaps and how these will be narrowed | None | 2012 Action                                   |
| 50 | Consult on the need and potential upgrade of Old Durham Road Play Area   | None | Timeline to be agreed if resources identified |

### 3. Current Position

3.1 The following Section 106 contributions have been allocated to develop play at the Kirklee Field site:

|    | Detail of Agreement                                      | Amount            |
|----|--|-------------------|
| 1. | Gentoo - Windsor Crescent/Hall Lane                      | £19,040.00        |
| 2. | Gentoo - Windsor Crescent/Hall Lane                      | £36,452.00        |
| 3. | Gentoo - Land adjacent to Kings Way and Windsor Crescent | £28,040.00        |
|    | <b>Total</b>   | <b>£83,532.00</b> |

3.2 To provide a sub area sized play area to a similar specification as those already provided elsewhere in the city, the capital funding required is in the region of £115,000 to £120,000. The Coalfield Area Committee is asked to contribute £36,468 to make up the shortfall.

3.3 Once funding has been secured, this development can then be progressed in 2012, at the start of the new financial year.

### 4. Background papers

4.1 Play and Urban Games Strategy –Moving Forward Update 2010

4.2 Area Committee Report –Play and Urban Games Review September 2010

#### Recommendations

- Agree to progress the development at Kirklee Field, identified as a priority at September 2010 Area Committee and adopted by Cabinet in December 2010.
- Agree to accept a Strategic Initiative Budget (SIB) application for £36,468 to support the Kirklee's development.

#### Contact Officer:

Victoria French. Tel 0191 5614688

E-mail [Victoria.french@sunderland.gov.uk](mailto:Victoria.french@sunderland.gov.uk)

23 NOVEMBER 2011

## REPORT OF DIRECTOR OF HEALTH HOUSING AND ADULT SERVICES PRIVATE HOUSING TEAM

### COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

#### Progress Report on 2011/12 Priority: Empty and Problematic Properties

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

The report provides an update of progress against agreed actions in the current year's (2010/11) work plan (**Annex 1**).

#### 2 Background

2.1 During the development of new priorities for the 2011/12 Work Plan, members, partners and officers held workshops and meetings to discuss the issues surrounding empty properties. It was acknowledged that some problematic properties are often not empty and that some empty properties do not necessarily cause problems. Therefore the priority heading has been amended to 'Empty and Problematic Properties'.

2.2 In February 2011 The Department for Communities and Local Government (DCLG) introduced the New Homes Bonus. It will reward local authorities for increases in its housing stock, including empty properties that have been brought back into use. This is calculated by subtracting the stock of empty homes in October in one year from the October of the previous year to give the net change. The data is taken from the Local Authority Council Tax Base statistical releases. The payment is made for a six year period.

2.3 Sunderland City Council, in partnership with the Homes and Communities Agency, developed the Sunderland Housing Priority Plan (SHPP) which included 6 overarching strategic priorities. One of the strategic priorities was related to bringing empty properties back into use. The SHPP was supported by the Empty Property Strategy (2007-2011) which covered the city. This strategy has now ended and an Empty Property Action Plan (2011-2012) developed on an area basis to support the SHPP is now in place.

#### 3 Progress

3.1 It was agreed by Area Committee during the development of the 2011/12 Work Plan that the Lead Agent and the Empty Properties Officer would continue to work with the Area Committee to progress actions in the Work Plan including the development of an area based Empty Properties Action Plan. The Action Plan, as described above in 2.3 was presented to the members of the Committee on 15<sup>th</sup> July 2011 to consider and comment upon.

#### 4 Cabinet Report on Implications of the Empty Property Action Plan in the Coalfield Area

4.1 The target to bring empty properties back to use in 2011/12 is 100. As at 24<sup>th</sup> October 2011, there are 49 properties that have been brought back to use, which are shown in **Annex 3**.

- 4.2 Maudlin Street, at the top of Hetton Downs is the last remaining terrace of former colliery houses in the locality. A Neighbourhood Renewal Assessment carried out earlier this year concluded that there was no viable future for the houses and best option available to the Council was to acquire the properties with a view to clearance and retention of the land for future development use. Funding was allocated from the Homes & Communities Agency to enable purchase. The Council has bought ten of the twenty-eight properties in the street by negotiated purchase and offers have been accepted by a further three owners. The eventual demolition of such properties will positively contribute to empty property action plan targets.
- 4.3 Officers from Gentoo have confirmed that 9 of their properties are still empty on their development in the Coalfields and all are currently being marketed for sale.
- 4.4 In February, the Hetton Road Estate was identified as an area needing intervention following complaints of anti social behaviour, empty properties and housing disrepair. A study was carried out and it was found seven of the boarded empty properties were owned by Gentoo and one boarded empty property privately owned. The Gentoo properties were boarded because they were being targeted by anti-social behaviour. Additional patrols were carried out between City of Sunderland, Gentoo and Northumbria Police. One family living in a private rented property were evicted due to their behaviour. Six of the seven Gentoo properties have since been brought back to use. The one long-term empty privately owned property has been earmarked for the Homes and Community Agency Scheme and the owner has committed to the Scheme.
- 4.5 The Empty Property Assistant and Senior Environmental Health Officer regularly visit the Houghton Racecourse Access Point and Easington Lane Access Point. They have advised staff that if residents would like to speak to an officer regarding disrepair or an empty property, this can be arranged to meet at one of the access points.

There is a greater synergy between Sunderland Council, Gentoo, Northumbria Police and other sections of Sunderland City Council to tackle the problematic, long-term unoccupied properties. The Empty Properties Assistant regularly meets up with Anti-Social Behaviour, Environmental Services, Environmental Health and Planning Services to discuss and share information about a particular property. Monthly walkabouts are held, so that we are all working efficiently and strategically to engage with the owner and if necessary use joint enforcement action.

- 4.6 Cabinet approval has been given to the Empty Property Action Plan and the Financial Assistance Policy in relation to Empty Homes Assistance. £577,000 of New Homes Bonus “windfall funding” has been awarded to the Council this year based on increasing the housing stock through new build properties and through returning empty properties back into use. This funding is available for use across the whole City. £250,000 of this funding will be used to offer loans to owners to refurbish empty properties. It is proposed that the average loan will be £5,000 and will be a 50% contribution towards improvement works. 50 additional properties will be improved and returned to use. The loan will be an equity loan, with the loan being repaid as a percentage of the value of the property on the first disposal of the property. It is also proposed that £327,000 will be put into a loans fund to which Registered Providers or similar organisations, such as Housing Co-operatives, could bid for to purchase and improve problematic empty homes. For example, this could be a former right to buy now owned by a private landlord or whatever property is

problematic in an area. The Council will have nomination rights and after management and repair costs, receive the proceeds of the rent until the value of the loan is recovered. This will allow up to a further 5 properties to be returned to use, thus, perpetuating the New Homes Bonus in future years and bringing additional Council Tax revenues into the Council. If this is not utilized it is proposed that any remaining funds be offered as loans, as described above.

- 4.7 In November 2010, the Government's Comprehensive Spending Review set out £100m that the Government is investing to support housing associations to refurbish over 3,000 empty properties across the country. As part of the Empty Property Action Plan (2011-2012), the Council is currently working with Gentoo on a proposed pilot project to identify, refurbish and let 10 empty properties each year until 2014. It is proposed that young unemployed people will be used along side contractors to refurbish selected empty properties. The young people will also have the opportunity to be rehoused with Gentoo and gain a recognised qualification. Once refurbished, Gentoo will lease the property from the owner for a five year period and act as managing agent for the owner. In the first year of the project, the owner will receive rent but in later years, it is proposed that the owner will receive part rent with the other part being recycled back into the project. A proposal has been submitted to the Homes and Communities Agency (HCA), which administers the scheme, by Gentoo the outcome of which is expected in the near future. If the proposal is successful, the refurbishment of the properties will be added under the relevant areas in the action plan. Initially, it is proposed that the first year will be a pilot project and properties are likely to be in the Council's or Gentoo's renewal areas. There have been several long-term problematic properties in the Coalfields area that have been earmarked and put forward by the Empty Properties Team.

**Recommendation:**

- To note the information regarding the Empty Property Action Plan and receive regular updates

Contact Officer: Alan Caddick, Head of Housing Tel: 0191 566 1711  
Email: [alan.caddick@sunderland.gov.uk](mailto:alan.caddick@sunderland.gov.uk)

## Item 2c Annex 3

| Address              | Property Type | Action   | Empty From | Re-occupied | No. | Ward       |
|----------------------|---------------|--|------------|-------------|-----|------------|
| EDWIN STREET         | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 09.04.10   | 01.04.11    | 1   | COPT HILL  |
| ST OSWALDS TERRACE   | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 03.12.10   | 01.04.11    | 2   | SHINEY ROW |
| IRONSIDE STREET      | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 28.8.10    | 04.04.11    | 3   | COPT HILL  |
| ELECTRIC CRESCENT    | TERRACED      | SOLD AFTER INFORMAL ACTION   | 01.04.01   | 05.04.11    | 4   | COPT HILL  |
| BALFOUR STREET       | TERRACED      | Let following an Access to Housing Inspect. by Empty Prop. Officer | 26.10.10   | 06.04.11    | 5   | COPT HILL  |
| FAIRY STREET         | TERRACED      | Let following an Access to Housing Inspect. by Empty Prop. Officer | 19.12.10   | 07.04.11    | 6   | COPT HILL  |
| DENE AVENUE          | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 12.07.10   | 07.04.11    | 7   | COPT HILL  |
| BRINKBURN CRESCENT   | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 18.02.08   | 10.4.11     | 8   | HOUGHTON   |
| BORROWDALE CRESCENT  | HOUSE         | Let following an Access to Housing Inspect. by Empty Prop. Officer | 21.03.11   | 11.04.11    | 9   | SHINEY ROW |
| RAILWAY COTTAGES     | TERRACED      | Let following an Access to Housing Inspect. by Empty Prop. Officer | 18.2.11    | 11.04.11    | 10  | SHINEY ROW |
| STATION AVENUE SOUTH | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 01.04.10   | 18.04.11    | 11  | HOUGHTON   |
| ELEMORE LANE         | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 14.01.08   | 23.04.11    | 12  | HETTON     |
| BRIDLE WAY           | HOUSE         | SOLD AFTER INFORMAL ACTION   | 17.12.07   | 29.04.11    | 13  | COPT HILL  |
| WHITEFIELD CRESCENT  | HOUSE         | SOLD AFTER INFORMATION ACTION LA                                   | 3.5.10     | 29.4.11     | 14  | SHINEY ROW |
| FENTON TERRACE       | TERRACED      | Let following an Access to Housing Inspect. by Empty Prop. Officer | 16.02.11   | 01.05.11    | 15  | SHINEY ROW |
| LEYBURN GROVE        | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 27.11.08   | 02.05.11    | 16  | HOUGHTON   |
| FAIRY STREET         | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 22.03.10   | 06.05.11    | 17  | COPT HILL  |
| CHESTER STREET       | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 25.10.10   | 9.5.11      | 18  | HOUGHTON   |
| IRONSIDE STREET      | TERRACED      | SOLD AFTER INFORMAL ACTION   | 08.10.08   | 12.05.11    | 19  | COPT HILL  |
| OUTRAM STREET        | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 08.06.09   | 18.05.11    | 20  | COPT HILL  |
| BROMPTON TERRACE     | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 02.07.10   | 19.5.11     | 21  | COPT HILL  |
| BAULKHAM HILLS       | HOUSE         | SOLD AFTER INFORMATION ACTION LA                                   | 29.07.10   | 22.05.11    | 22  | SHINEY ROW |
| NEWBURN CRESCENT     | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 15.03.09   | 28.5.11     | 23  | HOUGHTON   |
| CATHEDRAL VIEW       | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 22.04.10   | 12.05.11    | 24  | COPT HILL  |
| CAROLINE STREET      | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 24.09.10   | 10.06.11    | 25  | COPT HILL  |
| REDLANDS             | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 1.5.10     | 11.6.11     | 26  | SHINEY ROW |
| LANGLEY STREET       | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 18.9.10    | 13.6.11     | 27  | SHINEY ROW |
| VOLTAGE TERRACE      | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 18.08.08   | 14.6.11     | 28  | COPT HILL  |
| BRADLEY AVENUE       | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 12.05.10   | 24.5.11     | 29  | COPT HILL  |

| Address               | Property Type | Action   | Empty From | Re-occupied | No. | Ward       |
|-----------------------|---------------|--|------------|-------------|-----|------------|
| ELIZABETH STREET      | TERRACED      | Let following an Access to Housing Inspect. by Empty Prop. Officer | 04/05/2011 | 05/07/2011  | 30  | COPT HILL  |
| DUNKIRK AVE           | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 10/11/2008 | 07/07/2011  | 31  | COPT HILL  |
| CHESTER STREET        | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 27/07/2010 | 23/07/2011  | 32  | HOUGHTON   |
| LANGLEY STREET        | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 16/09/2010 | 11/07/2011  | 33  | SHINEY ROW |
| STATION AVENUE SOUTH  | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 30/09/2009 | 21/07/2011  | 34  | HOUGHTON   |
| DORSET STREET         | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 24/02/2010 | 26/07/2011  | 35  | HETTON     |
| WHITEFIELD CRESCENT   | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 03/07/2010 | 01/08/2011  | 36  | SHINEY ROW |
| EWEHILL TERRACE       | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 01/04/2010 | 03/08/2011  | 37  | HOUGHTON   |
| BURN PARK ROAD        | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 23/05/2011 | 19/08/2011  | 38  | HOUGHTON   |
| LAWNSWOOD             | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 20/12/2010 | 14/08/2011  | 39  | COPT HILL  |
| SOUTH STREET          | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 19/01/2011 | 29/08/2011  | 40  | HOUGHTON   |
| RAILWAY TERRACE NORTH | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 30/11/2009 | 30/08/2011  | 41  | SHINEY ROW |
| VICTORIA TERRACE      | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 16/08/2009 | 02/09/2011  | 42  | SHINEY ROW |
| GERTRUDE STREET       | HOUSE         | Let following an Access to Housing Inspection                      | 07/09/2011 | 20/09/2011  | 43  | HOUGHTON   |
| KIRKSTONE CLOSE       | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 10/08/2010 | 01/09/2011  | 44  | COPT HILL  |
| IRONSIDE STREET       | TERRACED      | LET AFTER INFORMAL ACTION LA                                       | 13/05/2009 | 05/09/2011  | 45  | COPT HILL  |
| STORE TERRACE         | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 25/05/2010 | 13/08/2011  | 46  | HETTON     |
| ROSS LEA              | HOUSE         | OCCUPIED AFTER INFORMAL ACTION LA                                  | 03/09/2010 | 10/09/2011  | 47  | SHINEY ROW |
| MOORE CRESCENT NORTH  | HOUSE         | OCCUPIED AFTER INFORMAL ACTION LA                                  | 14/12/2010 | 30/09/2011  | 48  | COPT HILL  |
| BURNS AVENUE NORTH    | HOUSE         | LET AFTER INFORMAL ACTION LA                                       | 24/08/2011 | 03/10/2011  | 49  | COPT HILL  |

| Priority | Issue   | Local Action to Influence Services  | Lead Agent           | Progress Report   | Area Committee's Influencing Role   |   | RAG      |
|----------|---|---|----------------------|---|---|---|----------|
| Heritage | A co-ordinated approach required  | Local Heritage Community Development Worker   | Vicki Medhurst       | A Heritage Community Development worker (HCDW) took up the temporary (1 year) post on 31 October 2011 and has the responsibility of delivering the Coalfield and North area Heritage Action Plans. The worker's time will be split 50/50 between the two areas.         | Development of heritage projects  | Community Development worker in post<br><b>COMPLETE</b>         | <b>G</b> |
|          | Lack of awareness/interest  | Promote heritage within the Coalfield area.   | T&R Group            | This has already begun through the VCS Network and the Coalfield Community Challenge and will be further developed by the HCDW  | Raising the profile of the area   | Increase in heritage related enquiries and events               | <b>G</b> |
|          | Lots of uncaptured local knowledge and enthusiasm                                   | Engage community groups and residents to work together to deliver heritage activities. The Coalfield Community Challenge project has already raised the awareness of heritage in the area. A heritage 'steering group' made up of local organisations and historians is producing a calendar for 2012 | Susan Brown and HCDW | The VCS Network and partners have been involved in a number of heritage related activities. 18 local groups currently engaged. £5,000 of the heritage budget was allocated to the Coalfield Community Challenge project. The Heritage worker will develop this further. | Engagement of VCS and residents.  | No of groups engaged<br><br><b>Currently 18 groups involved</b> | <b>G</b> |
|          | Budget required to deliver small scale projects/ implement relevant recommendations | Allocate a proportion of SIB funding to address the heritage priority   | Area Committee       | A sum of £40,000 was 'ring fenced' for the Heritage priority. Individual projects are now being taken forward. Including the development of a village atlas and heritage trails.  | Influence budgets (Council/partners/ external)                                      | Projects being delivered<br><b>COMPLETE</b>                     | <b>G</b> |
|          | Increase interest/participation of young people                                     | Develop educational and participative heritage projects   | Vicki Medhurst       | The Heritage Community Development Worker will develop the education projects. A number of schools already participate in the Coalfield Community Challenge   | Engagement of young people  | No of schools or youth groups involved                          | <b>A</b> |
|          | Public transport  | Identify venues which are accessible by public transport.<br><br>Local organisations, such as ELCAP, are supporting community activity against the priorities by providing community transport  |                      | Events and displays are being held in accessible venues using Community Transport to support this where necessary. The rep from Nexus will promote events and provide information on public transport.  | Events and services delivered accessible by public transport or community transport | Increased community involvement                                 | <b>A</b> |

| Priority               | Issue   | Local Action to Influence Services   | Lead Agent                         | Progress Report   | Area Committee's Influencing Role                  | Outcome Measure                    | RAG             |
|------------------------|---|--|------------------------------------|---|--|------------------------------------|-----------------|
| Local Shopping Centres | No comprehensive area information available     | Development of baseline information for three selected centres. Members of the Area Network have been consulted.   | Andrew Perkin                      | A report has now been produced and discussed by the Shopping Centres T&R group.   | Engagement of stakeholders. Improvements suggested | Report produced<br><b>COMPLETE</b> | <b>G</b>        |
|                        | Improve physical appearance of shopping centres | Target responsive local services to areas most in need   | Dave Ellison                       | Area Response team are ensuring that street scene issues are tackled and queries and issues from residents are followed up. The Coalfield Street Scene team will support the Christmas marketing campaign                   | Influence targeted service provision               | Increase in satisfaction levels    | <b>G</b>        |
|                        | Support local traders                           | Carry out an audit to further investigate the current situation in local centres. This is now complete and the Area Network provided ideas and suggestions during a workshop on 10 November 2011 | Andrew Perkin                      | The audit is complete and a marketing campaign to support local traders during the Christmas period is underway. A programme of activity is proposed to the November Area Committee meeting for approval.                   | Consultation and engagement with local traders     | No of local businesses supported   | <b>A</b>        |
|                        | Lack of new shoppers                            | Carry out a survey with local shoppers/non shoppers  | Andrew Perkin                      | The Area Network held a workshop on 10 November and discussed issues which will be fed into the Shopping Centre Task and Result group for consideration/action  | Consultation with residents and visitors           | Increase in shoppers               | <b>A</b>        |
|                        |   | Research best practice   | Andrew Perkin                      | Research complete. Results have been provided as part of the final audit report. Proposals are presented to the November meeting for Area Committee approval.   | Identify new ways of working                       | New projects implemented           | <b>A</b>        |
|                        | Public transport                                | Promote and use community and public transport   |                                    | A rep from Nexus is acting as an 'adviser' to the T&R group and has agreed to support this priority where possible. The Christmas marketing campaign will be promoted by Nexus and supported by ELCAP's community transport | Identify issues and influence service provision    | Increase in shoppers               | <b>A</b>        |
|                        | Priority  | Issue  | Local Action to Influence Services | Lead Agent  | Progress Report                                    | Area Committee's Influencing Role  | Outcome Measure |



|                             |  |   |                                   |  |   |   |          |
|-----------------------------|--|---|-----------------------------------|--|---|---|----------|
| Activities for Young People | Negative perceptions of young people in some areas                     | Celebrate positive achievements.<br><br>The Area Network and RLS have promoted the input of young people during the Love Where You Live Campaign. | Linda King/Julie Heathcote        | Some positive stories have emerged from the XL youth village activities and the additional provision through the Responsive Youth Provision (RYP) pilot. An article in the November edition of Community News promoted activities available.   | Promote success                             | Positive news stories <b>Article in Community News praises young people</b>                                     | <b>G</b> |
|                             | Hotspots of youth disorder   | Provide targeted activity in areas most at risk<br><br>Use local intelligence to target youth provision   | Linda King                        | The Responsive Youth Provision (RYP) pilot project was set up with £10,000 SIB. The project has been successfully delivered at Easington Lane and Houghton Racecourse Estate and the police have reported an improvement in behaviour in the targeted areas (reported youth related ASB has reduced by 19.3% in the year to November 2011). The budget has now been increased from Area Committee and Gentoo funding. LMAPS and the Police will continue to be consulted on which areas to target. The winter programme of XL Youth Villages will provide targeted activity at locations with most need. | Influence service delivery and budgets      | Reduction in youth disorder <b>Reported youth related ASB has reduced by 19.3% in the year to November 2011</b> | <b>G</b> |
|                             | Relevant and adequate youth activities                                 | Work with Youth Development Group to evaluate provision   | Linda King/Wendy Cook             | Each meeting of the Task and Result group identify issues and highlight gaps in provision in order to develop solutions. A planned programme of contracted youth sessions is discussed at each meeting, and adapted to suit the demand. Linda King has been identified as the Youth Lead for the Coalfield area and will lead future meetings.   | Identify and review activities and services | Increase in use of contracted youth provision   | <b>G</b> |
|                             | Allocation of Children's Services £30,000 budget for positive activity | Area Committee (via Youth Task and Result Group) to identify areas of need  | Linda King                        | Area Committee, LMAPS, Police and YDG to identify areas most in need of additional provision   | Influence mainstream budgets                | Funding allocated <b>COMPLETE</b>   | <b>G</b> |
|                             | Lack of out of school activity for 8-12 year olds                      | Map provision of existing services. Area Network supporting this piece of work by providing local intelligence                                    | Children's Services locality team | This will now be explored along with 13-19 provision at future Task and Result group meetings. Rachel Putz Coalfield locality manager to be involved in group  | Identification of gaps in service           | Audit of local provision  | <b>R</b> |

|   |  |   |   |  |   |          |
|---|--|---|---|--|---|----------|
| Development of services for 8-12s required      | Work with Youth Development Group to evaluate provision and target resources | Linda King<br>Sandra Mitchell/<br>Rachel Putz | A programme of activities will be developed for 8-12 year olds as part of the T&R group. Future development of these activities will be considered by the Head of Early Intervention and Locality Services and the Locality Manager   | Target mainstream and area resources   | Structured activity for 8-12 year olds  | <b>A</b> |
| No identified lead on provision for 8-12s issue | Work with Children's Services to identify lead agent                         | Sandra Mitchell/<br>Rachel Putz               | Sandra Mitchell updated Committee at the September meeting and a meeting was held with the Coalfield Locality Manager, Rachel Putz, early in November. Further meetings will develop the knowledge around provision for this target group. Rachel will be the named contact   | Review current arrangements  | Identified lead<br><b>COMPLETE</b>  | <b>G</b> |
| Holiday provision                               | Evaluate current provision to identify what should continue                  | Linda King                                    | A comprehensive programme of activity for the Summer holidays was delivered and evaluated to inform the October half term programme. The October programme has now been delivered to include the LDD (learning difficulties and disabilities) group at Dubmire which had been identified as a gap. Funding to deliver holiday activity until June 2012 has been agreed. Task and Result group to develop a programme for the rest of the academic year. | Influencing mainstream budgets   | No of holiday activities provided<br><br><b>The October holiday programme delivered a minimum of 3 youth and 3 play sessions in each ward</b> | <b>A</b> |
| Play parks and play areas                       | Promote and utilise existing sites   | Victoria French                               | The lead agent will provide an update to the November Area Committee and work with members to develop and agree a way forward for the next phase of play site improvements. This follows previous consultation with members regarding the prioritising and funding of play areas as part of the Play and Urban Games Strategy (PUGS)  | Influence the next stage of the Play and Urban Games Strategy (PUGS) including maximising S106 funding | Number of new play areas  | <b>A</b> |
| Public transport                                | Promote and use community and public transport                               | Task and Result Group                         | Accessibility issues are taken into account when services are being developed and delivered. Community transport has been utilised for outings and trips and opportunities to take part in youth activities have been promoted by Nexus.  | Ensure provision is accessible and transport is available  | Increase in young people accessing services   | <b>A</b> |

| Priority               | Issue   | Local Action to Influence Services  | Lead Agent                     | Progress Report  | Area Committee's Influencing Role  | Outcome Measure                                   | RAG      |          |
|------------------------|---|---|--------------------------------|--|--|---|----------|----------|
| Allotments and gardens | Inaccurate or incomplete baseline information | Audit of all sites required   | Gerry Roll                     | An in depth audit of all sites to include occupied, vacant and derelict plots has been carried out and a plan of each site is now available to the Task and Result group   | Review and update of current information   | Plan of each allotment site<br><b>COMPLETE</b>    | <b>G</b> |          |
|                        | Derelict plots                                | Pilot programme on two allotment sites  | Gerry Roll                     | Burnside and Britannia Terrace have been selected as the two pilot sites. A programme of work has begun on Burnside and five derelict plots have been cleared and are now being brought back into use. A small team of park staff will clear out unkempt gardens between November 2011 and March 2012.             | Escalate issues to the Head of Service for Street Scene via the Task and Result Group                    | Reduction in vacant/ unkempt plots                | <b>A</b> |          |
|                        | Inappropriate use of plots                    | Identification of plots being used illegally or incorrectly. Information should be forwarded to the T&R Group or to the Allotment Officer | Gerry Roll                     | The recent audit has identified a number of sites where plots are not being cultivated and used for other purposes. Following a police operation two sites were identified as being used illegally and tenancies have been terminated. There will be an ongoing programme to address all inappropriate activity.   | Escalate issues to the Head of Service for Street Scene, or to the Police, via the Task and Result Group | Reduction in plots not being used for cultivation | <b>R</b> |          |
|                        | Waiting lists                                 | Correspond with those on waiting list to confirm still interested   | Ethel Wilson                   | All on waiting list have been contacted. Waiting lists have been revised   | Review and revise current waiting lists  | Reduction in waiting lists<br><b>COMPLETE</b>     | <b>G</b> |          |
|                        | Community gardens                             | Develop community allotment plots within existing sites. The VCS Network will support the development of community gardens                | Ethel Wilson/<br>Susan Brown   | To be developed now audit is complete. It is proposed that £5,000 from the previously agreed allotments budget be utilised to further progress this element of the priority. The Community Co-ordinator will work with the Allotments Officer to develop community gardens across the whole of the Coalfield area. | Support development of community use   | Community spaces created                          | <b>R</b> |          |
|                        | Budgets and funding                           | Identify ring fenced and mainstream budgets   | Gerry Roll                     |  |  | Influencing mainstream budgets                    |          | <b>R</b> |
|                        |   | External funding and partnership working  | Pauline Hopper/<br>Susan Brown | Gentoo and Groundwork are part of the Task and Result group and have agreed to form an 'action group' with VCS Network and Area Officer to look at how Area Committee actions can be supported   | Attracting funding to area   | External funding secured                          | <b>A</b> |          |

|                                |  |  |                              |  |   |                               |            |
|--------------------------------|--|--|------------------------------|--|---|-------------------------------|------------|
|                                |  | Allocation of area budgets to support work   | Pauline Hopper               | A budget of £35,665 SIB has been 'ring fenced' for this priority.  | Targeting of resources                          | SIB allocated <b>COMPLETE</b> | <b>G</b>   |
|                                | Public transport   | Action to be developed   |                              | Action to be developed   |   |                               |            |
| <b>Priority</b>                | <b>Issue</b>   | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>            | <b>Progress Report</b>   | <b>Area Committee's Influencing Role</b>        | <b>Outcome Measure</b>        | <b>RAG</b> |
| Child Poverty                  | Development of Child and Family Poverty Strategy           | Neighbourhood model of service delivery  | Raj Singh                    | Phase 2 of the Strategy has now been developed   | Consultation and involvement during development | Strategy produced             | <b>G</b>   |
|                                | Child Poverty needs assessment                             | Neighbourhood model of service delivery  | Raj Singh                    | Results of pilot will be reported to Area Committee once complete  | Initiatives delivered to meet local need        | Development of local services | <b>G</b>   |
| <b>Priority</b>                | <b>Issue</b>   | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>            | <b>Progress Report</b>   | <b>Area Committee's Influencing Role</b>        | <b>Outcome Measure</b>        | <b>RAG</b> |
| Dangerous and speeding traffic | Co-ordinated or strategic approach required                | Identification of road safety issues and development of an overall plan  | Les Clark                    | The Lead Agent attended the September meeting of Coalfield Area Committee to provide an update regarding the strategic approach to traffic related issues. Information on accidents and other intelligence will form part of the information gathering exercise to inform next steps. Area Committee will receive a further update in the new financial year 2012/13 | Ensure services meet local requirements         | Area action plan or strategy  | <b>A</b>   |
| <b>Priority</b>                | <b>Issue</b>   | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>            | <b>Progress Report</b>   | <b>Area Committee's Influencing Role</b>        | <b>Outcome Measure</b>        | <b>RAG</b> |
| Support for Older People       | Content and quality of current services                    | Audit of local services provided for older people. Coalfield Community Co-ordinator is assisting with this via the VCS network   | Gail Black/Alan Clark (HHAS) | An audit of locally provided services (including statutory and voluntary sector) is underway.  | Highlight areas of concern to HHAS              | Improved service provision    | <b>A</b>   |
|                                | Accessibility to services                                  | Audit of where local services are delivered/accessible. A workshop attended by VCS Network organisations has supported this work | Gail Black/Alan Clark (HHAS) | As above   |   | Audit produced                | <b>A</b>   |
|                                | Mobility and 'getting around' - including public transport | Highlight areas of concern and promote accessible services   | Gail Black/Alan Clark (HHAS) | As above   |   | Audit produced                | <b>A</b>   |

|                  |   |  |                                |   |  |  |            |
|------------------|---|--|--------------------------------|---|--|--|------------|
|                  | Money and debt advice – mobile and outreach services      | Promote on line or telephone support. Further develop outreach services -  | Task and Result Group          | Recent research has shown that there is an increased demand for advice. Locally delivered sessions are being reviewed e.g. SHARP. An application for SIB is presented to the November 2011 meeting  | Partnership working e.g. DWP   | More outreach and accessible advice.                           | <b>A</b>   |
|                  | Promote support available – market and advertise          | Local groups to promote support to their members. VCS Network are assisting in the promotion of local services                     | Task and Result Group          | Once the audit is drafted the group will address these issues.  | Promote services to local people   | More publicity about what is available                         | <b>A</b>   |
|                  | Volunteers for services available e.g. allotments         | Encourage and develop local communities to become volunteers   | Area Network/ Volunteer Centre |   | Identify volunteering opportunities and training available   | Number of volunteers engaged                                   | <b>A</b>   |
|                  | Social interaction (especially those in residential care) | Promote and support services such as befriending and visiting schemes. Members of the VCS Network are delivering social activities | Task and Result Group          |   | Identify needs and gaps in provision   | More people attending activities available                     | <b>A</b>   |
|                  | Public transport  | Promote and use community and public transport   | Task and Result Group          | A number of projects aimed at supporting older people have been supported by using ELCAP community transport. Luncheon clubs, social outings and shopping trips are some examples of how services are being delivered by using the community transport scheme. Projects accessible by public transport will promote timetables etc.. wherever possible. | Support to retain community transport in the area. Escalate transport issues to the relevant committees and to Nexus | Increased number of older people being able to access services | <b>A</b>   |
| <b>Priority</b>  | <b>Issue</b>  | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>              | <b>Progress Report</b>  | <b>Area Committee's Influencing Role</b>   | <b>Outcome Measure</b>   | <b>RAG</b> |
| Empty properties | Planned approach  | Development of an area based Empty Properties Action Plan. Local intelligence has informed the development of the plan             | Liz McEvoy                     | A draft has been prepared and was presented to Area Committee by lead agent. A report is presented to the November meeting. Final version of the Empty Property Action Plan was approved by Cabinet in November 2011.   | Input into development of plan   | Area Plan with targets agreed                                  | <b>G</b>   |

|   |  |   |   |  |   |                        |            |
|---|--|---|---|--|---|------------------------|------------|
| Enforcement                                       | Identify nuisance properties. Area specific officers including Area Officer, Area Response Manager, Environmental Enforcement Officer, Community Co-ordinator, Empty Properties Officer, ASB Officer and Environmental Health Officer will meet in late November to share information and strengthen collaborative working across all Council Directorates | Liz McEvoy  | Nuisance properties identified using a matrix. Issues area addressed on an ongoing basis by the Empty Properties Assistant.   | Part of matrix includes referrals from ward members  | Number of notices issued                      | <b>G</b>               |            |
| Private landlords                                 | Agree a date and hold a landlords' forum to discuss the Empty property Action Plan.  | Liz McEvoy  | Intend to use the next Landlord Forum to promote the Empty Property Action Plan with a particular focus on landlords with empty properties  | Encourage local landlords to participate   | Number of accredited landlords                | <b>A</b>               |            |
| Learn from best practice (e.g. square root group) |  | Area Committee  |   | Encourage partnership working and community ownership  |   | <b>A</b>               |            |
| Identify 1 or 2 hotspots for improvement          | Local intelligence to be gathered  | Liz McEvoy  | Statistics have shown which wards are above the City average for empty properties and these will be targeted. Additionally, areas that are displaying a number and range of problems with regards to the private rented sector will be targeted as "hot spots" such as "The Racecourse" are. These are agreed by SMT. | Develop improvements to meet local need  | Properties brought back into use              | <b>A</b>               |            |
| HCA funding - explore further and consider match  |  | Liz McEvoy  | An application for funding has been submitted to the HCA. The outcome should be known by November 2011  | To help identify empty properties which are refurbished through the project.   | Funding secured/ funding allocated            | <b>A</b>               |            |
| <b>Priority</b>                                   | <b>Issue</b>   | <b>Local Action to Influence Services</b>                 | <b>Lead Agent</b>   | <b>Progress Report</b>   | <b>Area Committee's Influencing Role</b>      | <b>Outcome Measure</b> | <b>RAG</b> |
| Neglected land                                    | Identify neglected land  | Identify sites which could be categorised as 'neglected'. | Dave Ellison  | A portfolio of identified neglected sites is being further developed to include information on land ownership, previous and present use and future plans. This will be presented to the Task and Result group in December 2011 and a report brought to the January 2012 meeting of Area Committee. | Development of land use to meet resident need | Audit produced         | <b>A</b>   |

|  |  |                             |  |   |  |          |
|--|--|-----------------------------|--|---|--|----------|
| Industrial sites/fly tipping   | Report incidents   | Dave Ellison                | During the audit of sites some areas of regular fly tipping have been identified and measures are being put in place e.g. barriers and boulders to block access and the installation of flash cams where possible  | Influence enforcement powers                                  | Reduction in fly tipping                                       | <b>A</b> |
| Ownership (SLM large and small plots)  | Provide local intelligence to lead agent and Task and Result group | Craig Logue/Ian Crosby      | The lead agent has been liaising with the SLM project staff and is in the process of setting up a system with Land Registry to identify ownership on specific pieces of land. Comprehensive information will be available in January 2012.   | Development of land use                                       | SLM system updated   | <b>A</b> |
| Investigate adverse possession of appropriate sites                              | Provide local intelligence to lead agent and Task and Result group | Property Services           | This issue will be addressed via the Task and Result group once the audit has further developed and been prioritised for action  | Advise and influence policy regarding adverse possession      | Identified sites   | <b>A</b> |
| Involve Property Services in addressing issues                                   |  | Colin Clark                 | The Head of Land and Property will be consulted where appropriate and will be invited to attend the Task and Result group once the audit is further developed  | Development of land use                                       |  | <b>A</b> |
| Work with landowners - eg Lambton Estates  |  | Colin Clark                 | Once ownership of land has been established for all identified sites, the Head of Land and Property will be consulted where appropriate and will be invited to attend the Task and Result group to advise on how to liaise with land owners.   | Escalate issues regarding enforcement to land and property    | Sites cleared and brought up to an acceptable standard         | <b>R</b> |
| Link with other priorities - greenspace, unadopted roads, empty properties etc.. | Provide local intelligence to lead agent and Task and Result group | Pauline Hopper/Dave Ellison | The Task and Result group met with Clive Greenwood to discuss areas identified to date and how this would link to the work being carried out as part of the greenspace audit. The Lead Agent is working with the empty properties officer, ASB officer and planning officers to ensure all priorities are linked. The information collected will inform next steps for use of specific sites | Consider links to other strategies and identify joint working |  | <b>G</b> |
| Allocation of funding relating to Section 106 Agreements                         | Identify local community need                                      | Area Committee              | The process for allocating S106 has set criteria and regulations. The opportunity to influence Community Infrastructure Levy is being explored. This is a long term action which will be implemented once the Community Infrastructure Levy policy is developed.   | Influence allocation  | Allocation of S106/ Comm Inf Levy influenced by Area Committee | <b>R</b> |

|                 | Unfinished developments          |   | Building Control  | The lead agent is liaising with the relevant officers who will be invited to attend the Task and Result group if required  | Escalate relevant planning or policy issues                           | Reduction in unfinished developments | <b>A</b> |
|-----------------|----------------------------------|---|-------------------|--|---|--------------------------------------|----------|
| Priority        | Issue                            | Local Action to Influence Services                            | Lead Agent        | Progress Report  | Area Committee's Influencing Role                                     | Outcome Measure                      | RAG      |
| Unadopted Roads | Policy regarding unadopted roads | Information and issues provided to Lead Agent                 | Stephen Pickering | A significant amount of work has been carried out to determine a baseline position in regard to private streets. An extensive desktop study together with on site photography exercise to identifying all the unadopted streets in the Coalfield Area and across the city has been undertaken. An officer from City Services attended the September meeting of Coalfield Area Committee to give a presentation regarding the findings of the report and the proposed increase of the budget for 2012/13. | Requested review of current arrangements                              | Report to Area Committee             |          |
|                 | Poor road surfaces               | Carry out minor repairs as part of area or mainstream budgets | Area Committee    | A number of minor improvements have been undertaken using area SIP allocations. However, this one off budget is now fully spent  | Ensure planned road and building works consider ways to improve roads | No of improved road surfaces         |          |



23 NOVEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN COALFIELD – PROGRESS REVIEW

Strategic Initiatives Budget (SIB) Interim Performance Report

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

**1.1** The aim of the interim report is to inform the Area Committee of how the money it has allocated through SIB and SIP has been used during April 2011 – September 2011, how successful it has been in achieving its original objectives, and how the projects will continue to perform.

**2.0 Background**

**2.1** SIB and SIP is allocated in order to support specific strategic priorities identified in the Local Area Plan, with the overall aims of benefiting the wider community and attracting other funding into the area. In order that the Area Committee can be kept informed of progress of projects funded to date an interim report has been produced for members to consider and question, as appropriate.

**3.0 Performance Update**

In June 2011 the Area Committee agreed the (Coalfield) Work Plan Strategic Priorities for 2011/12:-

- Heritage
- Local Shopping Centres
- Activities for Young People
- Allotments and Gardens
- Child Poverty
- Unadopted Roads
- Dangerous and Speeding Traffic
- Support for Older People
- Empty Properties
- Neglected Land

This report outlines the performance of all projects which have delivered activity during quarter one and quarter two of the financial year, and are aligned to the key strategic priorities outlined above.

**Priority: Heritage**

| Heritage Feasibility Study  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Feasibility studies produced  | 1             | 1             | G                  | £2,000       | £2,000       | G                  |
| <p><b>Total SIB - 10,000</b><br/>                     The research and consultation for the study was completed and results fed back to a stakeholder event on 25 March 2011. The Report and Action Plan were completed 31 May 2011 the final payment was made in quarter 1. The report was presented to Area Committee with recommendations in July 2011. The recommendations are now being taken forward by the Heritage Task and Result Group.</p> |               |               |                    |              |              |                    |

| <b>Kepier Hall Car Park</b>   | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
|---|----------------------|----------------------|---------------------------|---------------------|---------------------|---------------------------|
| New or improved community facilities  | 1                    | 1                    | G                         | £10,000             | £10,000             | G                         |
| People using new or improved facilities   | 24                   | 24                   | G                         |                     |                     |                           |
| <b>Total SIB allocated £10,000</b>  |                      |                      |                           |                     |                     |                           |
| <p>The funding was awarded to contribute to remedial works to the car park to reduce flooding and provide an improved facility for community groups and their clients. The work will also prevent further damage to the ground floor of the Kepier Hall which has been caused by standing water. The work was completed by the end of June 2011 and has been reported as successful in terms of improved accessibility.</p> |                      |                      |                           |                     |                     |                           |

| <b>Coalfield Community Challenge</b>   | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
|--|----------------------|----------------------|---------------------------|---------------------|---------------------|---------------------------|
| Community/voluntary groups supported   | 20                   | 32                   | G                         | £6,000              | £7,140              | G                         |
| Events/programmes of work to improve appearance  | 2                    | 12                   | G                         |                     |                     |                           |
| Community or educational events held   | 3                    | 28                   | G                         |                     |                     |                           |
| People carrying out voluntary work   | 30                   | 90                   | G                         |                     |                     |                           |
| <b>Total SIB allocated - £12,000</b>   |                      |                      |                           |                     |                     |                           |
| <p>This project has been designed to build on the success of the Coalfield in Bloom project and provide a mechanism to enable the local community to influence and deliver area priorities selected by Area Committee. The project is supporting the promotion of local heritage and the improvement of allotments and gardens and is progressing exceptionally well. This is due to the success of the various events and programmes which attracted greater than expected input and involvement from community groups and volunteers. The community activity and involvement continues to develop with a diverse range of activities, including Junior Fencing at St Johns which looked at the sporting activity as well as delivering sessions over 10 weeks with Youth Workers and local people in the Fence Houses area. The Hetton History group embarked on a collection of both visual and audio recordings on the history of Hetton and will have a publication out for Christmas. Shiny Row Resource project held an open day and also took part in "Love Where You Live" campaign which attracted five new volunteers. The community gardens across the wards are also taking shape and Penshaw CA has applied to several external funders to further develop their site. The steering group meets to discuss and generate ideas to take forward and this will take place in December. The project has gone slightly over budget its forecast for Q1 and Q2 due to the increased activity. This was agreed with the Area Officer.</p> |                      |                      |                           |                     |                     |                           |

| <b>Rectory Park Regeneration</b>  | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
|---|----------------------|----------------------|---------------------------|---------------------|---------------------|---------------------------|
| Improved community facilities   | 1                    | 1                    | G                         | £24,090             | £24,090             | G                         |
| Events/programmes of work to improve appearance   | 1                    | 1                    | G                         |                     |                     |                           |
| <b>Total SIB allocated - £50,000</b>  |                      |                      |                           |                     |                     |                           |
| <p>The project is now complete and all the funding has been claimed. Works to the boundary walls were completed and the new seats have been installed. New double gates have been erected matching that of the existing Park design. This project has generated almost an additional £100,000 of Council funding to add to the £50,000 awarded by Area Committee. The lead agent is continuing to work with the Friends group to apply for funding from external sources.</p> |                      |                      |                           |                     |                     |                           |

| Houghton Feast  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Community/voluntary groups supported  | 1             | 0             | A                  | £5,000       | £0           | A                  |
| Community or educational events held  | 7             | 0             | A                  |              |              |                    |
| Number of young people benefiting from youth inclusion/diversionary activities  | 20            | 0             | A                  |              |              |                    |
| <b>Total SIB allocated - £5,000</b>   |               |               |                    |              |              |                    |
| <p>Although the artist workshops did happen in September, the Houghton Feast event was not yet completed by the end of quarter 2 (ended 17<sup>th</sup> October) and the outputs; milestones and expenditure will not be reported until evaluation has been carried out, therefore ranked as Amber. The Lead Agent has been asked to provide a full update mid November which will be circulated for information. The event, however, has been reported a success with more community and school groups than ever taking part</p> |               |               |                    |              |              |                    |

| Sunderland Festival  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Community or educational events held   | 1             | 1             | G                  | £3,000       | £3,000       | G                  |
| People employed in voluntary work  | 100           | 160           | G                  |              |              |                    |
| Number of young people benefiting from youth inclusion/diversionary activities   | 100           | 105           | G                  |              |              |                    |
| <b>Total SIB allocated - £3,000</b>  |               |               |                    |              |              |                    |
| <p>Coalfield Area Committee made a £3,000 contribution to this Citywide event. Sunderland Festival was delivered as a three day event between 1<sup>st</sup> and 3<sup>rd</sup> July 2011 with activity taking place at Northern Area Playing Fields, Washington, Barnes Park, Sunnyside Gardens, Arts Centre Washington, Marine Walk, Roker, Washington Old Hall and Herrington Country Park. The theme was Americana and the activity across the city reflected this theme through music, dance, and classic American football. In addition a series of kite making workshops took place in schools in each area prior to the event in an effort to encourage young people and their families across the city to travel to the main site at Northern Area Playing Fields. A drive in movie of 'Grease' was shown at Herrington Country Park.</p> |               |               |                    |              |              |                    |

**Priority: Local Shopping Centres**

| Shopping Centre Scoping Exercise  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Feasibility studies produced  | 1             | 0             | R                  | £5,000       | £0           | R                  |
| <b>Total SIB allocated £5,000</b>   |               |               |                    |              |              |                    |
| Due to delays with the shopper's survey the report will now not be completed until quarter 3. |               |               |                    |              |              |                    |

**Priority: Activities for Young People**

| Community Leaders of the Future                    | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Community voluntary groups supported               | 2             | 2             | G                  | £2,997       | £2,997       | G                  |
| People in voluntary work                           | 25            | 25            | G                  |              |              |                    |
| Young people engaged in youth inclusion activities | 25            | 25            | G                  |              |              |                    |

**Total SIB allocated - £11,543**

The project was designed to develop young people's readiness and employability skills, foster a sense of entrepreneurship and an understanding of the difference volunteering makes. Thirty year 7 pupils from Houghton Kepier Sports College have selected Houghton District Centre for the Blind as the community project they will raise money for. The Academy has raised £439.62 to date. They have planned an enterprise cake sale to coincide with the year 7 Halloween disco and will also hold a raffle at Christmas. 25 Learners have achieved a NCFE level 1 award in Exploring Enterprise Skills. The school attended a skills, industry and employment event on Tuesday 28<sup>th</sup> June 2011 at the Hetton Centre and a third sector event on Thursday 14<sup>th</sup> July 2011 at The Bethany Christian Centre, Houghton Le Spring.

| Phoenix Project (T&W Fire and Rescue Service)                                  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Number of young people benefiting from youth inclusion/diversionary activities | 8             | 8             | G                  | £3,382       | £2,770       | G                  |

**Total SIB allocated - £13,578**

The course was designed to change behaviour of young offenders or young people at risk of offending. Eight young people from the Coalfield area (age 11-17) have participated in the course during this year. Advanced Phoenix Courses and Respect Courses are being delivered to participants each week. The underspend will be reconciled in the next quarter.

| The Underground Project  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Additional youth sessions being delivered                                      | 24            | 18            | A                  | £16,197      | £13,174      | A                  |
| New additional young people engaged and participating                          | 25            | 47            | G                  |              |              |                    |
| Number of young people benefiting from youth inclusion/diversionary activities | 130           | 166           | G                  |              |              |                    |
| Additional young people engaged and participating                              | 22            | 42            | G                  |              |              |                    |

**Total SIB allocated - £32,394**

The purpose of this project is to provide a music project to young people and to employ a full time worker to develop the Underground through a transition to a sustainable voluntary project. The Underground have a constitution and a young person led Management Committee. They have charity status now approved and the management committee recently trained by VCAS. The Wednesday education sessions provided 8 accreditations and the development of a partnership with the City of Sunderland College is now on the horizon, providing valuable income to help develop the project and more importantly become economically stable. High numbers of young people are still attending music sessions. There is continued work with Sunderland North Business Community Business Centre to offer more youth provision including during holiday time. The project has been invited to take part in a music exchange visit with partners in Sunderland's twin town of Essen, Germany. The reasons for the under achievement in relation to expenditure is due to administrative delays regarding the staff secondment. The worker is in post and carrying out the duties, once all necessary paperwork is completed the salary will be fully claimed. The underachievement in the number of youth sessions being delivered is due to working in partnership with other providers to combine sessions to gain best value and engage with more young people which is demonstrated in the other outputs.

| Responsive Youth Provision   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Number of young people benefiting from youth inclusion/diversionary activities   | 60            | 153           | G                  | £5,000       | £,2,239      | A                  |
| <b>Total SIB allocated - £10,000</b>   |               |               |                    |              |              |                    |
| <p>The project provides a 'rapid response' targeted youth provision in areas identified by the police and partners as having high levels of youth disorder. The project is a pilot which is providing activities to meet need and will be organised and delivered by the Youth Development Group in conjunction with the existing and contracted youth provision (SNCBC) to ensure a joined up approach. The project is progressing exceptional well, with high numbers of young people attending the sessions. To date, Dance, Mini Moto, Decks, DJing and mobile youth provision have been successfully delivered in Easington Lane and Houghton Racecourse Estate. The Task and Result group for Youth Provision will be consulted with regard to future activity. The reason for the under spend is because activity for quarter 2 was not completed until 11<sup>th</sup> October, which delayed payment, however, this will be caught up in the next quarter. There has been positive feedback from partners including the police and a reduction in reported youth related anti social behaviour (ASB).</p> |               |               |                    |              |              |                    |

| Monument View Workshop and Classroom  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Improved community facilities   | 1             | 1             | G                  | £25,000      | £25,000      | G                  |
| Young people benefiting from youth or diversionary projects   | 25            | 7             | R                  |              |              |                    |
| <b>Total SIB allocated - £25,000</b>  |               |               |                    |              |              |                    |
| <p>The project had support from Northumbrian Water whose contractor team have installed initial external electrical works to the value of £5,000. The workshop is now complete they are in the process of fitting it out with equipment in order for it to be fully operational by December 2011. The NVQ's will be developed over the next 6 months however the qualifications will not be delivered within the original proposed timescales due to delays on the building work. The project has now ended but a follow up visit will be arranged for June 2012 to assess the benefit to young people.</p> |               |               |                    |              |              |                    |

**Priority: Child Poverty**

| Ear 4 U  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| People accessing improved advice or support  | 30            | 30            | G                  | £6,050       | £6,050       | G                  |
| Number of new (additional) young people engaged and participating in youth provision   | 5             | 5             | G                  |              |              |                    |
| <b>Total SIB - £20,900</b>   |               |               |                    |              |              |                    |
| <p>The project 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 or family substance use), which is then affecting their attendance at school. The project meets with the child or young person to discuss the issues and meets with the family members to give coping strategies and offer support. The project has successfully engaged with young people across the Coalfield area and is now receiving a large number of referrals from schools. There is a high demand for the service and a waiting list for referrals. Good links have been made with schools, Community CAMHS, LA Parenting Team and Children and Families Social Work Teams. They have also been able to refer families onto their own services such as Family Mediation, family support workers and child contact centres. None of the children that were supported re-referred, suggesting that interventions had been successful. This project was awarded further funding of £7,700 on 13<sup>th</sup> July 2011 to extend the project to quarter 3 and 4. This extension will allow the project to secure alternative funding to continue with delivery.</p> |               |               |                    |              |              |                    |

**Priority: Unadopted Roads**

| South View Phase 3                                  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Programmes of work to improve appearance of streets | 1             | 1             | G                  | £6,100       | £5,373       | G                  |

**Priority: Dangerous and speeding traffic**

| Wensleydale Avenue Traffic Calming                      | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Programmes of work to improve the appearance of streets | 1             | 1             | G                  | £20,000      | £20,000      | G                  |

**Total allocated SIB £10,277 + £9,723 SIP**

The project has delivered a traffic calming scheme to address the identified speeding problems along Wensleydale Avenue, Penshaw. The project is complete.

| Sunderland Road/High Lane Gateway                       | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Programmes of work to improve the appearance of streets | 1             | 0             | R                  | £25,000      | £0           | R                  |

**Total SIP allocated - £25,000**

The project will reduce the existing 60mph speed limit, first to 50mph, then 40mph, then 30mph into the residential area of Newbottle Village. A Traffic Regulation Order (TRO) has been approved. The implementation process is underway, construction will begin by the end of October.

| Lake Road Subway Steps               | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--------------------------------------|---------------|---------------|--------------------|--------------|--------------|--------------------|
| New or improved community facilities | 1             | 1             | G                  | £1,185       | £1,185       | G                  |

**Total SIP allocated - £1,185**

The funding has paid for removal of redundant steps adjacent to the underpass leading up to the pedestrian bridge at Lake Road. This forms part of a larger scheme to provide a surface crossing facility to reduce the need to use the subway. The work has been completed.

| Lake Road Footpath                   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--------------------------------------|---------------|---------------|--------------------|--------------|--------------|--------------------|
| New or improved community facilities | 1             | 1             | G                  | £10,500      | £10,500      | G                  |

**Total SIP allocated - £10,500**

The project has constructed a footway along the north side of Lake Road between Elizabeth street and Gravel Walks and the work has been completed.

| Vehicle Activated Signs                   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| CCTVs and monitoring equipment installed. | 3             | 0             | R                  | £11,500      | Nil          | R                  |

**Total SIP allocated - £11,500**

The project was designed to install vehicle activated signs on Seaham Road, High Lane, and Hetton Road. It has been delayed because there have been objections from residents about the locations of the signs and further discussions are underway with elected Members. Feedback to relocate one sign has been given, but this will entail further consultation with other residents.

| Fencehouses Gateway Feature                             | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Programmes of work to improve the appearance of streets | 1             | 1             | G                  | £730         | Nil          | A                  |

**Total SIP allocated - £4,500**

The project provided traffic signs and road markings on the B1284 at the entry to Fence Houses. The work was completed in March 2011 and has become part of the adopted (publicly maintainable) highway infrastructure. The purpose is to improve road safety and provide a gateway feature. The project was awarded an additional £800 on 1<sup>st</sup> July 2011 to create a floral display at the foot of the signs to provide a more visually attractive focal point. Planted tubs have now been placed at the grass verges and the project will be completed in quarter 3 when the tree and bulb planting will take place with local schools during October to November.

| Traffic Calming Robin Lane/Hazard Lane                  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Programmes of work to improve the appearance of streets | 1             | 0             | A                  | £10,000      | Nil          | A                  |

**Total SIP allocated - £10,000**

The physical works are now complete. This comprises of the reduction of the speed limit on Robin Lane and Hazard Lane from 60mph to 40mph in the vicinity of East Rainton, and from 60mph to 30mph on the section of Hazard Lane adjacent to Hetton School. In addition, road markings and traffic signs will be used to create 'Gateway' features to emphasise the reductions in the speed limit. The project is intended to reduce the frequency and severity of traffic accidents on Robin Lane and Hazard Lane. Although the physical works are complete the expenditure will not be drawn down until after a visit is undertaken to check of the works. Therefore the output will be reported once the works have been 'signed off'.

**Priority: Neglected Land**

| Elemore Vale Steelworks                        | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Homes/businesses/Community facilities improved | 2             | 2             | G                  | £6,000       | £5,104       | G                  |

**Total SIB allocated - £6,000**

The project has provided additional works at Elemore Vale to enhance the extensive work carried out by the Woodland Trust last year. Works included wiring of fencing, installing knee rails and high spec painting of steelworks to further restrict motorcycle access. The remaining funds will be claimed when the second phase of work, to include site management and biodiversity works, is complete.



| Bird Terrace Environmental Improvement   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| New or improved community facilities   | 1             | 1             | G                  | £3,262       | £3,262       | G                  |
| Programmes of work to improve the appearance of streets  | 1             | 1             |                    |              |              |                    |
| <b>Total SIP allocated - £3,262</b>  |               |               |                    |              |              |                    |
| <p>The project improved a piece of land at Bird Terrace, Peshaw that was not previously being maintained. A redundant concrete base was removed and a footpath and landscaping installed during March 2011. The project is now complete and the final payment was made in quarter 2.</p> |               |               |                    |              |              |                    |

### Additional Projects

| River Wear Trail   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| New or improved community facilities   | 1             | 0             | R                  | £19,500      | 0            | R                  |
| <b>Total SIB allocated - £19,500</b>   |               |               |                    |              |              |                    |
| <p>The riverside works are complete. The bridge at Cox Green has been delayed due to negotiating prerogative and awaiting title deeds from the land owner. This work will now be carried out by mid December 2011. It is proposed that improvement works on the Alice Well will include renewal of broken stones and re-grouting of the wall. The water supply will not be reinstated due to concerns from Northumbrian Water regarding contamination to drinking supply. The Fatfield Bridge will be closed in November for planned major works at the site and therefore the works funded by this project will be carried out on the Fatfield side at the same time. All funding will be claimed by Q3 of 2011/12.</p> |               |               |                    |              |              |                    |

| Walking Route to Rainton Meadows   | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Improved community facilities  | 1             | 0             | R                  | £34,000      | £0           | R                  |
| <b>Total SIB allocated - £20,000 + £14,000 SIP</b>   |               |               |                    |              |              |                    |
| <p>This project will provide a safe walking route From Fencehouses to Rainton Meadows at Redburn Row. The project will be significantly delayed due to residents' objections and delays with land registry applications for adverse possession. Depending on a positive outcome from further consultation the project is expected to begin during quarter 4.</p> |               |               |                    |              |              |                    |

| Easington Lane Lighting  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|--|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Homes/businesses/Community facilities improved   | 1             | 1             | G                  | £3,500       | £3,500       | G                  |
| <b>Total SIB allocated - £3,500</b>  |               |               |                    |              |              |                    |
| <p>The project is now complete. It involved installing three lighting columns along a footpath leading from Easington Lane High Street (next to the library), behind Jubilee House and to the Flatts Youth Centre. The area used to be unlit and as a result many residents felt unsafe. Young people use the area to access the youth provision, residents use as a short cut and dog walkers use the open space to exercise their pets. Some users of the footpath felt threatened when the surrounding area was not visible. The installation, maintenance and power supply costs were included in the project total and will ensure the area is inspected on a regular basis. Any opportunity for disorder at this location will be minimised by the introduction of lighting.</p> |               |               |                    |              |              |                    |



| Grangewood Play Site Footpath Lighting  | Output Target | Output Actual | Progress Indicator | Spend Target | Spend Actual | Progress Indicator |
|---|---------------|---------------|--------------------|--------------|--------------|--------------------|
| Homes/businesses/Community facilities improved  | 1             | 1             | G                  | £18,228      | £18,228      | G                  |
| <b>Total SIB allocated - £13,775 + £4,453 SIP</b>   |               |               |                    |              |              |                    |
| The project is complete and has installed six lighting columns on two footpaths behind the Grangewood Surgery at Shiney Row. This has improved safety and reduced fear of crime for residents and visitors using the footpaths to access the surgery and other amenities. |               |               |                    |              |              |                    |

### Recommendation

- Consider and then discuss the performance information provided above

Contact Officer: Pauline Hopper, Area Officer (Coalfield) 0191 561 7912  
[pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk)

**COALFIELD AREA COMMITTEE  
23 NOVEMBER 2011  
EXECUTIVE SUMMARY SHEET – PART I**

|  |                               |
|--|-------------------------------|
| <b>Title of Report:</b><br>Strategic Initiative Budget (SIB) and Community Chest - Financial update and Proposals for Further Allocation of Resources  |                               |
| <b>Author(s):</b><br>Chief Executive   |                               |
| <b>Purpose of Report:</b><br>This report requests Area Committee to consider 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.  |                               |
| <b>Description of Decision:</b><br>The Committee is requested to approve the following from the 2011/12 budget:<br><b>Annex 5:</b> <ul style="list-style-type: none"> <li>• Approve 4 SIB proposals from the 2011/12 budget as outlined in 2.1. of Item 2e</li> </ul> <b>Annex 6:</b> <ul style="list-style-type: none"> <li>• Approve 14 Community Chest requests from the 2011/12 budget as outlined in 2.2 of Item 2e</li> </ul>  |                               |
| Is the decision consistent with the Budget/Policy Framework? <span style="float: right;">Yes</span>  |                               |
| <b>Suggested reason(s) for Decision:</b><br>SIB is a budget delegated to Area Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Coalfield Work Plan. Its main purpose is to benefit the local community and to attract other funding into the area.<br><br>The Area Committee has a total SIB budget of £238,257 for 2011/12, which includes £1,564 returned to budget from a previously funded project.<br><br>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 (Copt Hill, Hetton, Houghton and Shiny Row) in addition, £2,880 was carried over from previous years, making this years total balance £42,880. |                               |
| <b>Alternative options to be considered and recommended to be rejected:</b><br>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<br>Is it included in the Forward Plan?<br>No   | Relevant Scrutiny Committees: |

23 NOVEMBER 2011

## REPORT OF THE CHIEF EXECUTIVE

## Strategic Initiative Budget (SIB) and Community Chest – Financial Update 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, with the overall aim to benefit the wider community and to attract other funding into the area. This report provides an update position on progress in relation to allocating SIB and Community Chest.

## 2. Funding streams 2011/2012 as at 23 November 2011

## 2.1 SIB – Financial Statement (projects approved to date)

|  | Committee Date | Main SIB Fund Approvals | Opportunities Approvals | Total 100%      |
|--|----------------|-------------------------|-------------------------|-----------------|
|  | -              | -                       | -                       | <b>£238,257</b> |
| <b>Project Name</b>  | -              | -                       | -                       | -               |
| Easington Lane Lighting  | 01.06.2011     | £3,500                  |                         | £234,757        |
| Elemore Vale Steelworks  | 01.06.2011     | £6,000                  |                         | £228,757        |
| Sunderland Festival  | 01.06.2011     |                         | £3,000                  | £225,757        |
| Grangewood Play Site Footpath Lighting   | 01.06.2011     | £13,775                 |                         | £211,982        |
| Houghton Feast   | 13.07.2011     | £5,000                  |                         | £206,982        |
| Allotment Improvements   | 13.07.2011     | £30,000                 |                         | £176,982        |
| Activities for young people  | 13.07.2011     | £30,000                 |                         | £146,982        |
| Ear 4 Project  | 13.07.2011     | £7,700                  |                         | £139,282        |
| Houghton Crest   | 21.09.2011     |                         | £3,500                  | £135,782        |
| St Matthews Lighting   | 21.09.2011     |                         | £4,418                  | £131,364        |
| Russell Foster Football Centre   | 21.09.2011     |                         | £4,900                  | £126,464        |
| <b>Total allocated</b>   |                | <b>£88,275</b>          | <b>£15,818</b>          |                 |
| <b>Balance</b>   | -              | -                       | -                       | <b>£127,191</b> |
| NB: - In quarter 1 the following has been recouped: £726.62 from The South View Phase Project. |                |                         |                         |                 |

Following the September 2011 meeting there was a remaining balance of £127,191. Funding requests presented to this meeting, detailed in **Annex 5** are as follows:

| <b>Project</b>                             | <b>Amount</b> | <b>Recommendation</b>     |
|--|---------------|---------------------------|
| Wellness Programme Extra Care              | £9,000        | Approve                   |
| Welfare and Benefits Advice (ShARP)        | £23,166       | Approve                   |
| Youth Work Training (Herrington Burn YMCA) | £5,600        | Approve (with conditions) |
| Young People's Project (Washington MIND)   | £9,875        | Approve                   |

Projects presented total £47,641. Should all of the proposals be approved the remaining balance for the 2011/2012 allocation would be £79,550.

A number of priorities have previously been allocated a budget from which projects have been, and are being, developed. **Annex 4** shows budgets agreed, projects approved and balance remaining for each of these individual budgets.

The Community Challenge project has successfully delivered a range of heritage and gardening events and programmes via the VCS Network (update provided in Interim Performance Report at Item 2d). Ninety local people have been involved in volunteering for these events, and the Community Challenge is now exploring new ways of supporting the allotments priority by involving the community. The Committee is asked to allocate £5,000 from the already approved allotment budget to the Community Challenge project to continue the successful work around allotments and community gardens.

## 2.2 Community Chest

The table below details balances remaining following the last meeting in September and project proposals received as detailed in **Annex 6**. An exercise to reclaim underspends and unused grants has been undertaken and the table below includes grant to be reclaimed for each ward and revised balances.

| <b>Ward</b>  | <b>Available following September 2011 meeting</b> | <b>Project Proposals to this meeting</b> | <b>Grant to be reclaimed</b> | <b>Balance</b> |
|--------------|---|--|------------------------------|----------------|
| Copt Hill    | £6,415  | £533                                     | £1,639                       | £7,521         |
| Hetton       | £5,084  | £1,464                                   | £1,290                       | £4,910         |
| Houghton     | £8,016  | £3,078                                   | £2,319                       | £7,257         |
| Shiney Row   | £6,629  | £3,958                                   | £1,351                       | £4,022         |
| <b>Total</b> | <b>£26,144</b>                                    | <b>£9,033</b>                            | <b>£6,599</b>                | <b>£23,710</b> |

## 3 Recommendations

Committee is requested to:

- Note the financial information set out in sections 2.1 and 2.2 and Annex 4
- Approve the recommendations set out in Annex 5 (SIB applications)
- Agree to £5,000 SIB from the approved allotment budget being allocated to the Community Challenge project
- Approve the 14 proposals for support from 2011/2012 Community Chest set out in Annex 6

**Contact Officer:** Pauline Hopper, Coalfield Area Officer  
5617912 [pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk)

**Annex 4** SIB budget and balance for each priority  
**Annex 5** Summary of SIB/SIP project applications  
**Annex 6** Community Chest proposals

**SIB Budgets**

**Item 2e Annex 4**

Budget approved 5 Jan 2011: **£40,000**

| Priority                 | Project                         | Date       | Expenditure | Balance |
|--------------------------|---------------------------------|------------|-------------|---------|
| <b>Heritage Priority</b> | Coalfield Community Challenge   | 30.03.2011 | £5,000      | £35,000 |
|                          | Delivering Heritage Action Plan | 21.09.2011 | £35,000     | £0      |
| Remaining balance        |                                 |            | £40,000     | £0      |

Budget approved 5 Jan 2011: **£80,000**

| Priority                | Project                         | Date       | Expenditure | Balance |
|-------------------------|---------------------------------|------------|-------------|---------|
| <b>Shopping Centres</b> | Marketing Project for Christmas | 21.09.2011 | £15,000     | £65,000 |
| Remaining balance       |                                 |            | £15,000     | £65,000 |

Budget approved 5 Jan 2011: £5,665

Budget approved 13 July 2011: £30,000

**Total £35,665**

| Priority                      | Project                                | Date       | Expenditure | Balance |
|-------------------------------|--|------------|-------------|---------|
| <b>Allotment Improvements</b> | Name of project                        |            |             | £35,665 |
|                               | Environmental Improvements to Burnside | 21.09.2011 | £3,382      | £32,283 |
| Remaining balance             |  |            | £3,382      | £32,283 |

Budget approved 13 July 2011: **£30,000**

| Priority                           | Project                     | Date       | Expenditure | Balance |
|------------------------------------|-----------------------------|------------|-------------|---------|
| <b>Activities for Young People</b> | Activities for Young People | 21.09.2011 | £30,000     | £0      |
| Remaining balance                  |                             |            | £30,000     | £0      |

## Summary of SIB Funding Applications

### **Project 1 - Wellness Programme in Extra Care Housing**

|                              |                   |                            |
|------------------------------|-------------------|----------------------------|
| <b>Total cost of Project</b> | <b>Total SIB</b>  | <b>Total match funding</b> |
| £18,000                      | £9,000            | £9,000                     |
| <b>Project Duration</b>      | <b>Start Date</b> | <b>End Date</b>            |
| 4 months                     | January 2012      | April 2012                 |

#### **The Project**

The Wellness Service proposes to work with the two Extra Care Housing schemes (ECH) in the Coalfields area, Bramble Hollow (which has 48 apartments) and Cherry Tree Gardens (which has 47 properties), to develop physical activity opportunities and programmes at each individual scheme to meet the needs of adults and older people in order to promote health, reduce social isolation, increase physical activity, and therefore contribute to reducing inequalities in health. The provision of outside activity equipment will encourage people to use the outdoor space; get fresh air and take part in physical activity - promoting fun, activity and a sense of wellbeing

The project will install a set of easy to use 'outdoor gym' equipment, that provides a 'get on and go' circuit and requires no adjustment by the users. The equipment is designed for anyone including those who have limited mobility and assists in improving the users overall strength, cardiovascular fitness, flexibility and balance, all of which contribute to improving all aspects of an individuals health and wellbeing and assists in helping people to live independently. In addition these pieces of equipment may be accessed by friends and families who visit the extra care schemes, therefore bringing the community closer together.

As the equipment is located externally to the ECH schemes, in the garden areas, the equipment will also be promoted for use to the wider community, particularly older adults, as well as the families/visitors to the ECH schemes. The use of the equipment will be promoted through the ECS to the individuals, to their families and friends.

Because of its external location there is 24 hour access to the equipment - however, this will need to be carefully managed as the scheme is restricted to external visitors after the hours of 6pm until 8am - unless access is organised via arrangement with the Court Manager. CCTV covers the garden areas of the schemes. The equipment is secured into the ground and should withstand vandalism/attempted theft. Any incidents will be reported to the Police.

The usage of the equipment will be monitored by the Court Manager who will report approximate monthly usage figures to the Physical Activity Development Officer on a monthly basis. All new users will be given a demonstration of how to safely use the equipment, and will be asked to speak to their GP if they have any concerns regarding their ability to ensure that taking part in an exercise programme will not be detrimental to their health. Individuals will be encouraged to access and use the equipment as part of their daily routine. The residents of the ECS will receive regular questionnaires to ascertain usage and health improvements gained from increasing levels of physical activity.

#### **Need for the Project**

It is widely documented and accepted that regular physical activity is known to have a direct impact on health and is recognised that it can be used to improve physiological, social and psychological health as well as making a vital contribution to the wider issues relating to quality of life in all ages. However, the evidence of physical inactivity and the contributing factor too many health problems particularly within the older population are very evident.

The links and outcomes to better health by taking part in physical activity are constantly being outlined. This applies across all age and lifestyle demographics and in particular to this report, to the older population and those living with dementia. Regular exercise can improve a number of general health and wellbeing factors such as;

- Losing weight and maintaining a healthy weight
- Lowering cholesterol levels
- Reducing high blood pressure
- Increasing strength
- Increasing flexibility
- Improving balance and co-ordination
- Strengthening bones
- Increasing stamina
- Relieving stress, promoting wellbeing and good mental health
- Bringing people and communities together

In particular to the ageing population and those living with Dementia, regular exercise can:

- encourage mobility - and therefore, independence - for as long as possible
- improve circulation and help prevent stiffness and muscle wasting
- aid relaxation, promote a sense of calm, and help ensure a good night's sleep
- reduce anxiety, stress and depression and help to increase appetite

Whilst life expectancy is increasing, healthy life expectancy is not increasing at the same rate and therefore people are spending a longer time living with life limiting conditions that do seriously reduce their quality of life. Enabling adults to remain independent and outside of permanent health care will increase the demand on Wellness and Physical Activity services.

Relevant consultations have been held with the Court Managers and Staff to discuss how the provision of such equipment could bring the above benefits to the residents of the ECH schemes and are fully on board with the project.

### Outputs of the Project

|    |   |     |
|----|---|-----|
| H1 | Number of programmes tackling health inequalities | 2   |
| H2 | Number of people engaged in healthy lifestyles    | 144 |

### Key Milestones for the Project

|   |               |
|---|---------------|
| Installation of equipment   | 31 March 2012 |
| Training of ECH staff for outdoor equipment                               | 31 March 2012 |
| Issue of wellness welcome pack for and health questionnaires to residents | 28 Feb 2012   |
| Introductory/taster sessions for residents                                | 1 April 2012  |

**Recommendation:** Approve

The project will meet the strategic objective in the Work Plan of 'Support for Older People'

### Project 2 - Welfare and Benefits Advice (ShARP)

|                              |                   |                            |
|------------------------------|-------------------|----------------------------|
| <b>Total cost of Project</b> | <b>Total SIB</b>  | <b>Total match funding</b> |
| £23,166                      | £23,166           | £0                         |
| <b>Project Duration</b>      | <b>Start Date</b> | <b>End Date</b>            |
| 12 months                    | December 2011     | December 2012              |

### The Project

The SIB funding will allow ShARP to operate extra Welfare Benefits and Advice Sessions from its Centre in Shiney Row. ShARP currently operates 3 sessions per week in the Centre but regularly has to turn people away as demand outweighs the number of people that can be given

support. The funding will pay for an extra 3 sessions per week of advice and guidance. Each session will last for 2 hours and there will be 2 advice workers giving advice. The funding will also provide reception/administrative cover providing assistance in basic form filling (to allow the advice workers to focus on giving maximum time to advice), sending and receiving correspondence on behalf of clients and signposting.

The Service is linked to the SIB priority of 'Supporting Older People' by providing advice on Benefits, Tax Credits, Disability Living Allowance, Housing issues etc.

The service will offer advice and signposting, for example the project is currently working with NEA (National Energy Action) to ensure that advisers are trained in giving advice on current opportunities, and also working with TADEA to explore joint working to provide information on minimising the impact of rising fuel prices and practical support for people who do experience fuel problems. Support will be given to a minimum of an additional 400 people (above the existing client numbers) by giving them advice, guidance and support.

The project will commence in December 2011 in time to offer support for clients struggling to meet the costs of Christmas and also at the beginning of the winter period when it is expected people will start to experience hardship from rising energy costs.

To provide added value to the funding of the advice services, ShARP will provide:

#### **Community Consultation**

ShARP currently conduct a community consultation exercise as part of the registration process, this includes asking what services local people would like to see in the area. Through this the project will monitor the feedback from older people on why they are accessing the service, problems they are facing and what services they would like to see in the future.

#### **Information Hub**

ShARP will provide 2 way communication between clients and providers. The project will feedback on the needs of clients to the Coalfields VCS Networks and will encourage and invite other providers to deliver services from the ShARP Centre. Providers of local services to older people will be asked to provide information on what they are delivering in the area an information noticeboard specifically for older people will be displayed.

#### **Peer Support**

ShARP will provide support to this client group by holding a coffee morning/afternoon once a week for older people, This will be managed by older volunteers who are active within ShARP and users will be encouraged to become active in its running. Partner organisations will be welcomed to call in to give information on their services.

#### **Attracting older people into the service**

We will promote the service to older people by advertising in the following areas:

- Local GP Surgeries
- Local Libraries
- Local Churches
- Via the Coalfields Area Network (attending meetings and providing literature)
- Sunderland CVS (VCAS) membership network
- VCS partners – Age UK etc
- Other networks e.g. Gentoo, Care providers etc

ShARP is a community anchor organisation set in the heart of Shiney Row and delivers First Tier Welfare Rights Service on behalf of Sunderland City Council – Partners are Age UK, Sunderland West Project and Citizens Advice Bureau Sunderland. This enables local people to access information, advice and guidance in a centre that is local to them and supports them in increasing their benefits awareness and income. ShARP houses Shiney Row Credit Union and encourages clients to access the credit union to learn more about sensible saving and lending,



promoting development of new habits in financial management to try to progress debt patterns from a reliance of doorstep lenders.

The project delivers outreach advice services to partners at ELCAP (Easington Lane Community Access Point) and the Hetton Centre and also provide house calls to clients who are unable to attend any of our in-house or outreach services, especially the terminally ill and housebound.

### **Need for the Project**

In the year from August 2010 to July 2011 ShARP supported nearly 1000 over 50's (600 people over the age of 50 but not retired, and 360 retired). Of these clients:

- \* 155 needed support in claiming DLA
- \* 16 were made bankrupt
- \* 5 were homeless
- \* 226 had finance and debt issues
- \* 67 had housing related issues

The project predicts that the numbers of people needing support will increase this winter as energy prices are set to rise significantly. Fuel poverty will become a growing problem to older people especially those who are on a fixed benefit or pension. ShARP currently runs 3 sessions a week, offering free advice sessions on a drop in basis. The sessions are always full, they regularly over-run and try to deal with as many clients as possible. However increases in demand now results in having to regularly turn people away which can be extremely distressing to clients in crisis.

In September 2011 ShARP dealt with 189 clients, 46 were over the age of 50 and 19 were retired (36% of clients). In addition to the sessions ShARP are contracted to deliver, they also provided the following:

71 Phonecalls for telephone advice

Additional session time (over run) of 10 hours (average session over run 30 mins per worker)

9 out of hours appointments

20 hours of additional volunteer advice time was given

Even with this extra provision, 23 people were turned away as the project did not have the time to support them. Over the last year it has become apparent that the issue of indebtedness is spiralling and more people than usual are approaching ShARP for assistance in addressing this. These formerly peaked in the months after Christmas, but now it is an issue which is consistently prevalent.

What is of great concern is that historically, debtors approaching ShARP for assistance were largely drawn from low income families, lone parents and people with health issues and long term medical conditions and those who were unemployed. Now, ShARP is dealing with many more two income households and the nature of the debt is expanding to include a high number (and level) of mortgage debts, second loans and re-mortgages. There is also an increase in older people who are experiencing financial difficulties as pensions and benefits have not increased in line with rising living costs.

Funding will provide support to an average of 8 people per session (based on an average 30mins appointment) and will enable the project to support 400 people per year. It is envisaged 75% (300) of these clients will be over the age of 50, this will be partially due to advertising in places such as churches, halls and other community venues that are regularly attended by older people. Home visits will be provided if they are required by older people and the project will monitor the numbers of people needing home visits, the reasons why they are unable to access community based provision and what issues they are facing.

**NOTE:** *The project has provided comprehensive data to demonstrate the demographic profile of ShARP's catchment area, including age, benefits claimed and deprivation levels. This is available on request.*

### Outputs of the Project

|    |  |     |
|----|--|-----|
| P7 | Number of people accessing improved advice and support | 400 |
|----|--|-----|

### Key Milestones for the Project

|                               |                 |
|-------------------------------|-----------------|
| Service commences             | 7 December 2011 |
| Service review                | 31 March 2012   |
| Target of 400 clients reached | November 2012   |
| Project evaluation            | December 2012   |

### Recommendation: Approve

The project meets the strategic objective in the Work Plan of 'Support for Older People'. In addition to the support provided to the high proportion of older people seeking advice in the area, this project will enable a valuable community resource to offer an enhanced service to the whole community. The project meets the City Councils objectives around welfare and benefit advice.

### Project 3 - Youth Work Training – Herrington Burn YMCA

|                              |                   |                            |
|------------------------------|-------------------|----------------------------|
| <b>Total cost of Project</b> | <b>Total SIB</b>  | <b>Total match funding</b> |
| £9,000                       | £5,600            | £3,400                     |
| <b>Project Duration</b>      | <b>Start Date</b> | <b>End Date</b>            |
| 12months                     | January 2012      | December 2012              |

### The Project

The project will deliver a level 2 Certificate in Youth Work Practice qualification through ABC Awarding body to voluntary sector groups within the Coalfields area to a total of 16 participants in 2 cohorts throughout 2012. This qualification is the new qualification for youth and community work but nationally the training for children and young people has been combined. The new qualification has core mandatory units with the optional units spread across work with different age groups so can be tailor made to play (i.e. under 13's) and youth work (13-19's) In the previous youth work qualification the learner had to work with 13-19 year olds but now can work from age 8 +. This combined qualification will ultimately mean more value for money and more flexibility and diversity within the group of learners. The funding will enable the provision of the direct delivery training, support and supervision, internal and external moderation and certification on successful completion of the programme. The course content covers key themes including safeguarding, providing information, advice and guidance to young people, understanding young people's behaviour and a variety of health & safety units. On completion of training learners will have a nationally recognised qualification, an increased understanding and awareness, increased their own self confidence and self esteem, increase their employment opportunities with a recognised qualification and be in a position to have a positive impact with young people on an individual and organisational level.

For organisations or voluntary groups this funding will enable staff/volunteers to access necessary training locally and enable groups to expand and extend. From an individual level successful completion of the training course will increase the employability skills and qualifications and support participants to be in a position to gain employment as a qualified worker for a range of organisations including statutory and voluntary sector. Participants on the course will be of a minimum age of 18.

The project will be delivered within the Coalfields at either Herrington Burn YMCA or at related outreach premises by tutors who currently hold both teaching and professionally related qualifications. Herrington Burn YMCA is in the process of becoming a registered Centre with ABC Awarding body therefore it is foreseen that delivery element of the training will be delivered in-house with the organisations current tutor team therefore only needing to 'buy in' the external moderation element. The organisation is also registered with George Williams College so can if time requires work through them for the first cohort if the centre approval should be delayed by anything unforeseen. Support and supervision will be provided across the Coalfields area at times and venues where is most convenient. It is hoped that the locally based nature of the training delivery and support will limit issues arising due to transport throughout the Coalfields and often difficult or restricting transport links with other areas within Sunderland.

The direct outcome of this programme will be a cohort of trained and qualified youth and community workers within the Coalfields who will be able to deliver play and youth work, securing and extending current capacity. It is envisaged that this project will increase the interest in play provision within the area; increasing the opportunities for more play provision to be developed. Recruitment for the training will be done in partnership with voluntary sector organisations working within the area, voluntary play/youth clubs happening at community level, networking events and opportunities within the Coalfields Area Network meetings and Sunderland Volunteers Centre. Herrington Burn YMCA already has many of the links with voluntary organisations and groups within the Coalfields area and is part of the ongoing networks to extend opportunities.

This project has clear links with the local and national agenda of encouraging and supporting the development of volunteering and volunteers in local communities and will build community cohesions and assist in supporting the sustainability of small voluntary groups and organisations.

**Need for the Project**

There are a substantial number of play clubs and youth clubs currently being delivered within the Coalfields area that are ran by volunteers, parents etc. These groups are delivering much needed provision at local level; filling in the gaps from statutory services and providing additionality in many areas. Training will strengthen the infrastructure of smaller organisations who often find it financially difficult to link into exiting training opportunities delivered centrally.

Current youth provision in the Coalfields is developing on both a statutory and voluntary basis. Through a number of consultation process the age group 8-12 years has been identified as the age groups for which there is limited provision as it falls under the age group targeted for statutory provision i.e. 13-19 years. This has informed the focus of this project to fill the gap in terms of services for all young people.

Herrington Burn YMCA is currently delivering/ supporting play /youth work in a number of localities within the Coalfields e.g. HRCAP, Fence Houses, Herrington Burn YMCA on behalf of ourselves and other organisations indicating a clear need for qualified play/youth workers within the Coalfields area.

Through our existing work with the Coalfields in Bloom, Heritage projects and 'Love Where You Live' campaigns Herrington Burn YMCA is committed to developing the Coalfields area and enhancing opportunities for volunteers and young people within it.

**Outputs of the Project**

|    |   |    |
|----|---|----|
| L5 | Number of adults obtaining qualifications | 16 |
|----|---|----|

|    |  |   |
|----|--|---|
| A3 | Number of community/voluntary groups supported | 6 |
| P6 | Number of people receiving job training        | 4 |

### Key Milestones for the Project

|  |                 |
|--|-----------------|
| Recruitment of learners and securing of placements | 25 January 2012 |
| Course induction and commencement group 1          | 6 February 2012 |
| Recruitment of second cohort of learners           | 30 June 2012    |
| Course induction and commencement group 2          | 12 July 2012    |

### Recommendation: Approve with conditions

The project meets the strategic objective from the Work Plan of 'Activities for Young People'. By providing training and qualifications to local people there will be more volunteers qualified to deliver youth and play work. The qualification will offer local people the opportunity to apply for voluntary and employed posts in local organisations. The qualification meets the identified need of 'provision for 8-12 year olds' for which there is an evidenced need for more qualified staff for delivering to this age group.

### Conditions:

- The tutors are adequately qualified to deliver the course (evidence required before commencement of course)
- Herrington Burn YMCA are an accredited delivery centre (evidence required before commencement of course)
- The qualification is recognised by the City of Sunderland Youth Service and complements their own training programmes (project to consult with Youth Development Group)
- All local organisations have the opportunity to participate (via the Area VCS Network)

### Project 4 - Young People's Project – Washington MIND

| Total cost of Project | Total SIB    | Total match funding |
|-----------------------|--------------|---------------------|
| £54,225               | £9,875       | £44,350             |
| Project Duration      | Start Date   | End Date            |
| 12 months             | January 2012 | December 2012       |

### The Project

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

Washington Mind Young People's Project works with 16-25 year olds who experience or are at risk of developing mental health problems or emotional distress. The project has an open referral pathway and offers wellbeing and recovery services, 1-1 Counselling and Psychotherapy as well as psycho-educational and therapeutic group work and Computer Cognitive Behavioural Therapy (CCBT). Providing accessible services in the Coalfield area will reduce the need for young people to travel to Washington to access support.

In addition to locally delivered 1-1 sessions the project will deliver group arts based interventions with young people (Photography, Digital media, Art). Research shows that art based interventions can have a therapeutic effect upon people's mental health. It is proposed that an additional 6 individual sessions and an additional 2 group sessions will be delivered.

The project is also working in partnership with the Youth Development Group to develop the Hetton Centre Youth Rooms (HCYR) into a 'one stop shop' for health service for young people

offering a holistic approach to young people's health in the Coalfield area and would look at developing partnership working with an array of Youth Provision to work on an outreach basis from the HCYR. The venue would offer direct access for assessment, help and/or signposting, a range of resources e.g. factsheets, service directories access to web based resources. Outreach and mobile provision would be provided at other locations including Houghton Primary Care Centre and GP surgeries.

### Need for the Project

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

| 1st April to March 31st. | Referrals received/ of which are young people | %   |
|--------------------------|---|-----|
| 2007-2008                | 221 / 21                                      | 10% |
| 2008-2009                | 376 / 69                                      | 18% |
| 2009-2010                | 474 / 116                                     | 24% |
| 2010-2011                | 1035 / 267                                    | 26% |

Breakdown of Young People referred from 1st Apr 2010 to 31st May 2011 date geographically,

|              |                     |
|--------------|---------------------|
| Washington – | 129 = 41%           |
| Coalfield –  | 142 = 46%           |
| City –       | 42 (16-17yrs) = 13% |

Almost half of the young people referred to the Young People's Project come from the Coalfield area and these are the people that know about the project. There may be many more young people that do not know of our service who may be experiencing emotional distress or mental health problems or may experience a number of barriers to accessing appropriate youth mental health provision, such as Stigma, knowledge of services, accessibility, appropriate non stigmatising venues. Having an appropriate non stigmatising youth venue in the Coalfields could help us reduce some of these barriers to youth mental health provision

### Outputs of the Project

|    |  |    |
|----|--|----|
| L7 | Number of additional youth sessions per week                       | 8  |
| P3 | Number of people volunteering                                      | 20 |
| L8 | Number of additional young people participating in youth provision | 40 |
| H2 | Number of people engaged in healthy lifestyle projects             | 84 |

### Key Milestones for the Project

|  |                |
|--|----------------|
| Key staff and volunteers begin delivering sessions | 5 January 2012 |
| Groupwork and training sessions begin              | 5 January 2012 |

|   |                 |
|---|-----------------|
| Partnership working with key organisations                  | 5 January 2012  |
| Distribution of promotional materials to advertise services | 31 January 2012 |
| Open day to promote services                                | 5 February 2012 |

**Recommendation:** Approve

The project meets with the strategic objective of 'Activities for Young People'. The project offers a much needed service to young people which adds value and complements current youth provision. In addition to developing the Hetton Youth Base as a 'one stop shop' in partnership with the Youth Development Group, the project will also deliver 1-2-1 and group sessions at convenient venues across the Coalfield area. Washington Mind are a member of the VCS Network and engage with other partners across the Coalfield area.

## COMMUNITY CHEST 2011/2012 COALFIELD AREA - PROJECTS PROPOSED FOR APPROVAL

| Ward      | Project   | Amount        | Allocation 2011/2012 | Project Proposals | Previous Approvals | Balance Remaining |
|-----------|---|---------------|----------------------|-------------------|--------------------|-------------------|
| Copt Hill | <b>Houghton-le-Spring District Round Table</b> - to make a contribution towards the venue, entertainment; glasses; signage; marketing; printing costs for the Houghton-le-Spring District Round Table Beer Festival.                    | £533          |                      |                   |                    |                   |
|           | <b>Totals</b>   | <b>£533</b>   | <b>£10,900</b>       | <b>£533</b>       | <b>£4,485</b>      | <b>£5,882</b>     |
| Hetton    | <b>Easington Lane Volunteers</b> - to make a contribution to the switching on of the lights xmas celebrations. Hire of venue, PA system, purchase Christmas costumes, decoration for grotto.  | £300          |                      |                   |                    |                   |
|           | <b>Hope 4 Kidz</b> - to pay a contribution towards Santa's Christmas Party event that will be held on 4 <sup>th</sup> December at Passion in Holmeside for children with special needs and children experiencing extreme circumstances. | £219          |                      |                   |                    |                   |
|           | <b>Elemore Boys Football Club</b> – Under 14 - to make a contribution towards the running costs for the football club.  | £445          |                      |                   |                    |                   |
|           | <b>Hetton Dawn Group</b> - Installation of broadband and wireless router and one years running costs.   | £500          |                      |                   |                    |                   |
|           | <b>Totals</b>   | <b>£1,464</b> | <b>£10,305</b>       | <b>£1,464</b>     | <b>£5,221</b>      | <b>£3,620</b>     |
| Houghton  | <b>Hope 4 Kidz</b> - to pay a contribution towards Santa's Christmas Party event that will be held on 4 <sup>th</sup> December at Passion in Holmeside for children with special needs and children experiencing extreme circumstances. | £344          |                      |                   |                    |                   |
|           | <b>St John's Methodist Youth Group</b> - to purchase air hockey game and craft items and games for the Church's Youth Groups.   | £200          |                      |                   |                    |                   |
|           | <b>Houghton-le-Spring District Round Table</b> - to make a contribution towards the venue, entertainment; glasses; signage; marketing; printing costs for the Houghton-le-Spring District Round Table Beer Festival.                    | £534          |                      |                   |                    |                   |
|           | <b>Dubmire Primary School</b> - to pay for transport and accommodation cost for an exchange trip to China. To purchase equipment and resources for litter picks in the area.  | £2,000        |                      |                   |                    |                   |
|           | <b>Totals</b>   | <b>£3,078</b> | <b>£10,731</b>       | <b>£3,078</b>     | <b>£2,715</b>      | <b>£4,938</b>     |
| Shiney    | <b>Herrington St Aidans Team Support</b> - to pay a   | £572          |                      |                   |                    |                   |

|               |  |               |                |               |                |                |
|---------------|--|---------------|----------------|---------------|----------------|----------------|
| <b>Row</b>    | contribution towards the hire of the Monument Centre for the Fitter Kids After School Activity Group.  |               |                |               |                |                |
|               | <b>Penshaw Catholic Club Over 40's Football Team -</b><br>Contribution towards the running costs for the football club.  | £500          |                |               |                |                |
|               | <b>Houghton-le-Spring District Round Table -</b> to make a contribution towards the venue, entertainment; glasses; signage; marketing; printing costs for the Houghton-le-Spring District Round Table Beer Festival. | £533          |                |               |                |                |
|               | <b>Sunderland City Council -</b> to provide a contribution for the Shiney Row Christmas Lights.  | £1,353        |                |               |                |                |
|               | <b>Shiney Row Male Voice Choir -</b> to purchase 60 new shirts/ties/pullovers for the Shiney Row Male Voice Choir  | £1,000        |                |               |                |                |
|               | <b>Total</b>   | <b>£3,958</b> | <b>£10,944</b> | <b>£3,958</b> | <b>£4,315</b>  | <b>£2,671</b>  |
| <b>TOTALS</b> |  | <b>£9,033</b> | <b>£42,880</b> | <b>£9,033</b> | <b>£16,736</b> | <b>£17,111</b> |



23 NOVEMBER 2011

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

INFLUENCING PRACTICE, POLICY AND STRATEGY - SUNDERLAND IN 2012

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

- 1.1 The purpose of this report is to engage with the Area Committee in relation to the proposed Sunderland in 2012 programme.

**2. Background**

- 2.1 It is considered that the 2012 Games could have a clear and lasting impact on every aspect of Sunderland life and the ability to positively affect the physical and social health of communities. The 2012 Olympic and Paralympic Games will be the largest event ever held within the United Kingdom (UK) and will not return to the UK in our life time.
- 2.2 The potential exists to improve health, tackle exclusion and isolation, engage those who have disengaged from certain areas of society, and empower and inspire individuals and communities to come together and therefore improve community cohesion.
- 2.3 The 2012 Games present an opportunity for all sport and activity providers, arts and cultural providers, as well as community groups to capture the imagination of residents and engage people within a Sunderland celebration programme. The Olympics and Paralympics are not just about sport, they are an opportunity to enjoy and participate in a major cultural celebration. In addition, they also provide an opportunity for everyone to celebrate the Games through other 'windows', including libraries, heritage, dance, music, theatre, the visual arts, film and digital innovation and leave a lasting legacy for the arts in the UK.
- 2.4 Attaining a lasting legacy beyond the London 2012 Games will not be easy, but there is no reason why this cannot be achieved. In order to develop a meaningful programme of activities it will be possible to develop and deliver in partnership with key stakeholders, a range of programmes, initiatives and support services that will inspire residents.

**3. Current Position**

- 3.1 It is proposed to develop and deliver a comprehensive city programme of community events, activities and opportunities in the build up to, during and beyond the London 2012 Games.
- 3.2 It is acknowledged that developing a Sunderland programme to engage residents with London 2012, will require a level of association between the Sunderland programme and the London Games. It is therefore proposed to maximise the well known 5 Olympic Rings and create a relationship between the 5 Rings and the city's 5 regeneration areas.
- 3.3 The overall aim of the Sunderland in 2012 programme will be to increase participation through inspiring and encouraging people to 'take part in' a variety of activities and opportunities. These opportunities may be developed through sport and physical activity, arts, cultural activity, or via participation in volunteering within the community. The programme will aim to inspire individuals within their local

communities to *'take part in....'* the various opportunities, irrespective of age, ability, gender or ethnicity whether it be doing, watching, supporting, or volunteering.

- 3.4 The following outcomes are an example of those that will be achieved through the delivery of the Sunderland in 2012 programme. The highlighted outcomes are those that are aligned with current Coalfield Area Committee priorities.
- Increased levels of participation in sport and physical activity
  - Strengthened sport and physical activity participation, and development pathways to tackle health inequalities – providing opportunities for achievement at all levels
  - Improved levels of physical and emotional health through participation
  - Increased numbers volunteering within the city
  - Inspiring children and young people and providing activities for everyone, including families (**activities for young people**)
  - Using sport and arts to tackle youth disorder and anti social behaviour (**youth disorder**)
  - Greater levels of engagement, inspiration and participation across the city
  - Championing our heritage and culture (**heritage**)
  - Greater and stronger links between art, culture and sport and physical activity
  - Greater public awareness of opportunities and achievements within the city
- 3.5 It is proposed the Sunderland in 2012 programme will provide a mixture of opportunities for residents to engage with the programme. Firstly the initiative will introduce and embed a level of friendly 'competitiveness' into the programme. Areas will be 'affiliated' to a coloured Olympic Ring and residents participating in Sunderland in 2012 will gain 'credits for their area of the city'. The credits can be gained from participating in many ways and it is suggested that through an increased community spirit, localities will become stronger and more connected when working together to achieve area 'credits'.
- 3.6 Secondly, the programme will have a number of city challenges where the city, as a community, will be encouraged to work towards these and reach a number of targets. including for example, challenging the city to:
- Recruit 2012 new volunteers as part of the programme
  - Take part in at least one of the activities throughout the programme
  - Be part of the world record attempt.
  - Swim 550 miles (Sunderland to Olympic Aquatic centre) as part of the city BIG Swim
- 3.7 Within the programme the range of initiatives and projects developed and delivered will be specific to the locality needs and will be aimed at moving residents from a mind set of 'contemplating' into 'action'. As part of the programme, areas will be encouraged to develop a number of 'Area Champions', who will be representative of the population of the area to help promote the programme and fully engage the local community. These could be, for example, Elected Members, talented athletes, community representatives, volunteers and coaches
- 3.8 Volunteer in 'Sunderland in 2012'
- A mechanism to support the programme will include a Volunteer Bank within the city. Such a Volunteer Bank will allow individuals to 'deposit' their desire to volunteer. Partners, organisations, clubs, community groups in the city delivering all types of activities, events will also be able to 'deposit' their need for volunteers and through the database opportunities and individuals will be matched.

### 3.9. Take Part in 'Sunderland in 2012'

It is proposed to develop a calendar of activities that fall under the Sunderland in 2012 programme, whilst maximising events and activities that are already planned between January and September 2012. Developing the calendar of activities and opportunities will ensure that there is at least one 'take part in' activity that residents can do, watch, or volunteer at each week and will provide the residents of Sunderland with a comprehensive programme. Examples of these events are detailed in Appendix 1.

### 3.10 Celebration Event - 16 June 2012

It is proposed that we maximise the unique opportunity of Sunderland being a Torch Relay 'Community on Route'. The celebration is proposed to take place at Herrington Country Park as the space allows for significant numbers to attend. The celebration event would incorporate numerous activities including:

- Live music and entertainment
- Big Screen Films
- Family picnic
- Family activities
- A World Record attempt

Penshaw Monument dominates the local landscape as a half-sized replica of the Temple of Hephaestus in Athens. The monument would form the backdrop to activities in Herrington Country Park and could be incorporated into the celebrations

### 3.11 We took part in ....Sunderland in 2012

It is proposed to deliver a concluding event that celebrates the achievements that have taken place during the 9 month programme. Examples of the type of activities that could be incorporated into the celebration event are detailed in Appendix 2.

### 3.12 Pre Games Training Camps (PGTC)

PGTC's allow for athletes to acclimatise to location, the weather and time zones, in the months prior to the Olympic and Paralympic Games. Within the North East, 20 Olympic and 13 Paralympic venues have been selected offering facilities for 21 sports. Sunderland Aquatic Centre and City Space at the University of Sunderland have been promoted as PGTC's. Memorandums of Understandings have already been signed with Colombia, Grenada and Sri Lanka, with a view to these countries training in the region prior to 2012. Opportunities exist as part of the Sunderland in 2012 programme to not only celebrate these countries from a civic perspective, but also celebrate their culture by working within schools from a learning aspect.

### 3.13 Sunderland in 2012 Legacy

The overall ethos of the programme is to lay the foundations for lasting participation in sport and physical activity, arts and cultural activity at a local level. Opportunities exist through this proposal to work with Elected Members to inform the calendar of activities to ensure the opportunities and activities are not only relevant to the local community but also inspire residents within the community to take part in a programme that will contribute to area committee priorities being realised.

### 3.14 Finances

A £274,000 budget has been secured to date to deliver the Sunderland in 2012 programme. This has been secured from existing City Council budgets, partner funding (ie. Tyne & Wear Sport, Sport England, Art Council). It is proposed that each Area Committee contributes £10,000 to support the local delivery of the Sunderland in 2012 programme that has the potential to inspire, engage and benefit all residents within the area.

3.15 Invitation to Task and Finish Workshop

Members of the Area Committee are invited to inform and shape the content of the Sunderland in 2012 programme to ensure opportunities and activities are relevant to the communities within the area. The Task and Finish Workshop has been arranged to take place at 10 a.m. – 11.30 a.m. on Friday 2 December at the Hetton Centre.

**4. Background Papers**

4.1 The following background papers were relied upon to compile this report

- Officer briefing note

**5. Recommendation**

5.1 The Area Committee are requested to note the content of this report and agree to:

- i) Inform and contribute to the development of the Sunderland in 2012 programme
- ii) Approve the financial contribution from Coalfield Area Committee (SIB budget of £10,000), subject to a full application, consultation and appraisal, to support the delivery of the Sunderland in 2012 programme
- iii) Members being invited to inform the Sunderland in 2012 programme through task and finish workshop as detailed in Section 3.15.

**Contact Officer:** Victoria French  
Assistant Head of Community Services (Sport & Leisure  
and Community Development)  
0191 5614688  
victoria.french@sunderland.gov.uk

## **Appendix 1**

### **Weekly 'take part in.....' Activities**

Examples of activities could include:

- Potential area based, or area versus area tournaments, for all ages and abilities
- Programmes to target unrepresented groups and challenge the barriers to their participation
- Themed photography/visual art exhibitions across the city in partnership with Sunderland University and Sunderland College as a continuation of the Curating the city project
- Taster sessions in new sport and physical activities to encourage individuals to participate in new activities
- Sunderland Festival at Herrington Country Park featuring big screens, the Festival could include screenings across the weekend; exhibitions and demonstrations
- Heritage Open Days and Festivals
- Exhibitions and linked education programme at Sunderland Museums and Galleries.

## **Appendix 2**

### **We took part in ....2012 in Sunderland**

Examples of activities could include:

- The city challenges achieved
- The World Record achieved
- The Games Makers from Sunderland who volunteered at the games
- Sunderland past, present and future Olympians and Parlympians
- The activities that took place as part of the Sunderland in 2012 programme
- The completion of the 'we took part in.....' commemorative book and time capsule
- Launch of the 'Sunderland Hall of Fame' to recognise and celebrate those within the city that make an outstanding contribution to sport

23 NOVEMBER 2011

**REPORT OF THE CHIEF EXECUTIVE****INFLUENCING PRACTICE, POLICY AND STRATEGY: City Village Concept****1. Why has it come to Committee?**

- 1.1. This report offers Members the opportunity to be consulted on plans and strategies relevant to the area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change and facilitates the referral of outcomes of issues previously identified.

**2. The City Village Concept****2.1. Background Information**

- 2.1.1 The Sunderland Economic Masterplan identified the promotion of City Villages as a fundamental part of Sunderland's economic development. It sets out the need for a comprehensive approach to regenerating communities across Sunderland, to help the people in those communities to engage in the wider economy of the City, to make their neighbourhoods attractive places where people want to live and to help promote Sunderland as 'a national hub of the low carbon economy'.
- 2.1.2 The City Village concept has also been recognised and referenced in the recent Environment and Attractive City Scrutiny Committee's Policy Review into Sunderland 'the Place'.
- 2.1.3 In addition, Members may recall contributing to work undertaken in 2009 to identify Sunderland's 'natural neighbourhoods, i.e. those geographical areas that, when asked "where do you live?" residents would respond with that place name. The whole City was mapped on this basis and divided into a total of 65 natural neighbourhoods which provides the starting point for City village boundaries. (See **Annex 1**)
- 2.1.3 Although the City Village concept sits within the Economic Masterplan and can be used to help tackle economic issues, it can also contribute to influencing change, and encouraging communities to become active in tackling local problems and making decisions in developing community resilience and the social capital of their neighbourhood because it is the place with which many of the identify.
- 2.1.4 The City Village concept identifies a number of characteristics which make a neighbourhood or a group of neighbourhoods, a good place to live (See **Annex 2**). It is envisaged that those characteristics will be utilised as criteria for the long term improvement of existing neighbourhoods, and the design of new neighbourhoods and major developments. The concept has the clear potential to be developed into a place-shaping and prioritisation tool to be used within Sunderland, but which could also have wider application. In times of restricted funding, it will not be possible to do everything at once, so work has begun to test the City Village concept with residents by finding out more about what matters to them in their neighbourhood at their particular time of life and circumstances. This is with a view

to a Second Stage which will identify opportunities and their deliverability so that future improvements can be prioritised more easily.

- 2.1.5 The work is being aligned with key programmes, strategies and plans including the review of Area Arrangements, Corporate Outcomes Framework, Community Resilience, Community Leadership Programme, the Business Transformation Programme and the review of the Sunderland Strategy.

## **2.2. Progress Update**

- 2.2.1 A piece of work is currently underway to develop a place shaping (long term) and place shielding (short term) methodology based upon the City's concept of the City Village. The work is required to not only promote City Villages as a fundamental part of Sunderland's economic development, but also influence, inform and contribute to emerging plans and strategies.

The proposed approach will:

- Embed a single approach to place shaping and place shielding of our neighbourhoods.
  - There is also a requirement to embed the principles of developing greater community resilience. Community resilience can be used as part of a framework for developing interventions to promote both the social and economic well being of our communities.
- 2.2.2 Key outcomes will include a robust and practical mechanism which will be used to help shape the further development of area arrangements, and help inform and contribute to the commissioning of services at a local level.
- 2.2.3 Over the coming months, there is an opportunity through dialogue with Elected Members and partners and service providers, to identify those neighbourhoods with the greatest scope for change and need for improvement – in line with the things that are important to residents at each stage of their lives.

## **2.3. Next steps**

- 2.3.1 A Project Management Team is in place and working with the appointed consultants Genecon to:
- Identify data sets and indicators to enable a robust assessment of the city's 65 statistical neighbourhoods, in line with the City Village characteristics
  - To consult with residents to assess what makes a good neighbourhood and what is important to people about where they live.
  - Engage Elected Members, partners and service providers in the process and utilise the in-depth local knowledge of neighbourhoods to inform investment planning and service delivery and development.
  - Develop a practical approach which uses the City Village criteria and the sustainable communities concept commencing with a pilot in a small number of neighbourhoods with specific issues that can be addressed in the short term and a plan for key physical changes to be taken forward in the longer term. This will lead to establishing goals for each 'pilot' neighbourhood as well as a methodology, and framework for evaluation

Ultimately the work will identify a single approach which will allow the proposed place shaping and place shielding methodology to inform service planning and investment planning.

### **3.0 Recommendation**

Members are requested to

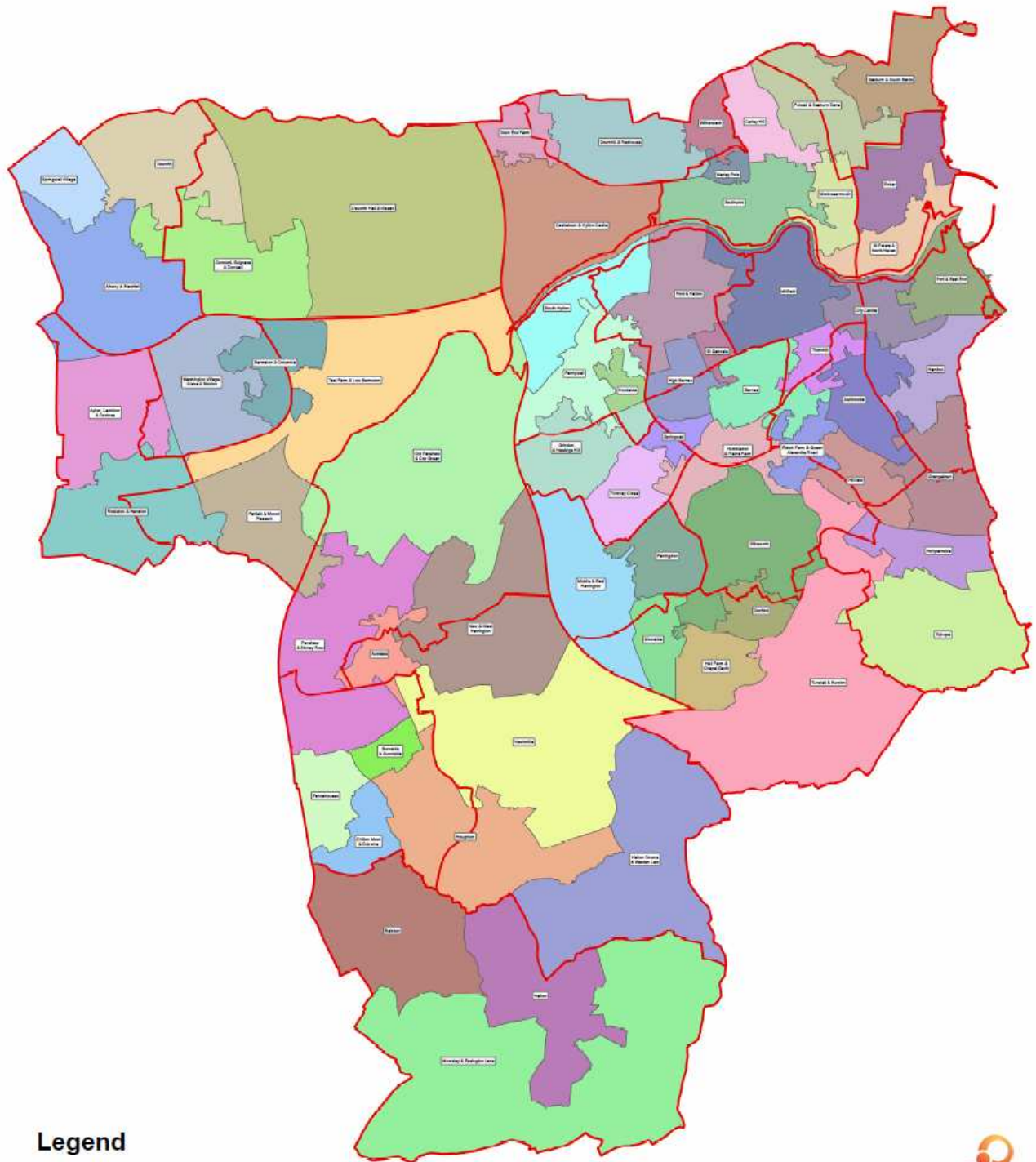
- Note the information in the report
- Agree to future engagement and consultation with regard to the development of the City Village pilot areas and the benefits it could bring to area arrangements.

Contact Officer: Karon Purvis, Washington Area Officer Tel: 0191 561 2449  
Email: [karon.purvis@sunderland.gov.uk](mailto:karon.purvis@sunderland.gov.uk)

Annex 1: Statistical Neighbourhoods  
Annex 2: Characteristics of City Village



# Statistical Neighbourhoods



## Legend

- Statistical Neighbourhoods
- Wards



Source: ONS, Super Output Area Boundaries. Crown Copyright 2004. Crown copyright material is reproduced with the permission of Controller of HMSO

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. 100018385 Date 2010

## Characteristics of City Village

### What is a City Village

A City Village is described as “a sustainable place with all the advantages of a city suburb and all the charm, warmth and human scale of a rural village. It will have its own sense of identity and belonging, and a resilient community with the skills, energy, resources and ambition to do better for all its residents.

The City Village concept identifies a number of characteristics which make a neighbourhood or a group of neighbourhoods, a good place to live. They are:

- Having a **commercial centre** that is economically sustainable and serves its community with at least the basics.
- With a **school or learning institution** near-at-hand that is at the heart of the community and provides a route through to skills provision for all ages.
- Offering a **good choice of homes in an attractive setting** to suit a range of incomes so that families that are close can stay close.
- A community that is **low on crime/fear of crime and high on tolerance**.
- A clean and **cared-for environment**
- **Green spaces** for recreation and exercise, within or close by.
- A **GP surgery** or health centre close at hand.
- **Environmentally sustainable** in physical form and personal behaviour.
- Good **transport connections** (public and private) to the nearest major commercial centre and to employment centres. Good **digital connectivity** at a reasonable cost.
- Offering **space to set up in business** within a reasonable travelling distance.
- Possessing **effective routes for solving community problems**, whereby people can come together, influence decisions and lead change, if they want to.
- **Well managed** with excellent accessible and **responsive services** that meet people’s needs.
- Residents engage in **good neighbourly behaviour** and a have sense of **community identity and belonging**.
- Places and opportunities for people to **meet and socialise** in a safe and secure environment.