



Sunderland Local Area Agreement 2008 – 2011

Draft Outline


Sunderland
Partnership

Contents

Foreword	3
Sunderland – An Overview	4
Sunderland Strategy	4
Partnership working	5
Working with the Voluntary and Community Sector	6
The Local Area Agreement explained	6
Priority Challenges	
Improving quality of life – Closing the gap	7
Responding to demographic change	8
Local Area Agreement Themes	9
Our Approach for Sunderland	11
Equalities and community Cohesion	11
Sustainable Sunderland	11
Relationship with other plans and strategies	12
Role of Local Development Framework	12
Regenerating the city	12
LAA and the regional context	13
Structure of the LAA	13
Prosperous and Learning City Theme	
Prosperous City	14
Learning City	19
Healthy City Theme	23
Developing High Quality Places to Live Theme	
Attractive and inclusive City	30
Safe City	35
LAA Priority Indicators	39

Foreword

Sunderland, as a place to live, has improved significantly in the past two decades – the city is cleaner, safer and more prosperous than it was twenty years ago, young people are doing better at school and people are living longer, healthier and more independent lives. Local facilities have been improved and the environment and public realm have been transformed. The city and its people are major factors in the region's thriving economic and cultural life.

The new long term aspirational Sunderland Strategy sets out plans that will see the city improve still further in future years. It sets out the vision for the city in 2025 and outlines the challenges that partners will tackle so that the vision can be realised.

The function of the Local Area Agreement (LAA) is to provide the short term focus for partnership activity and resource allocation. The emphasis for the LAA is the things that matter most to local people and which present barriers to the achievement of our vision for the City. It also sets the framework for targeting activity at priorities and the development of further, improved joined up working at a local level.

The LAA builds on the extensive consultation that has been done to inform the direction of the Sunderland Strategy. Detailed work has also been done with the partnership groups that are responsible for progressing the priorities for the city and this will contribute to the development of interventions that will make a real difference to the quality of life of local people.

The progress that has been made in the city shows that partners have the potential to tackle the challenges in the future. This agreement will enable the partnership to measure improvements effectively and develop the activities that are responsive to an understanding of the issues.

Sunderland – An Overview

Sunderland is the largest city in England's North East region, with a population of 280,600 (2006 mid year estimate) in 116,356 households. The river Wear runs through the heart of the city, and the city boundary includes the former new town of Washington and the former coal mining areas of Houghton and Hetton. It forms part of the Tyne and Wear city region and has made a significant contribution to the economic growth in the sub region over the last two decades.

Between the early 1980's and 1990's the traditional industries on which the city's economy was founded declined greatly or simply ceased to exist. Sunderland is striving with considerable success to deal with this legacy and is building a modern and dynamic city. In recent years the transformation of the City's coalfields, city centre and riverside has been striking – the former ship yard areas are now the location of several high profile developments including the national Glass Centre, Sunderland University's St. Peter's Campus and Stadium Park. Attention has now turned to city centre regeneration and progress is being made to transform key sites.

Over the last 20 years the city has undergone a marked economic and social transition following the decline in the traditional industries of mining, shipbuilding and heavy

engineering. Sunderland now functions within a global context, competing at an international level. Thousands of new jobs have been created as part of a large-scale industrial shift towards the automotive manufacturing and service-based 'call centre' sectors. Significant success has been achieved, notably through the Doxford International development at which 8,000 jobs have been created. Further development is currently taking place to create additional business sites and premises in Rainton Bridge South Business Park and Washington. As a measure of our success there are now more people employed in new service industries than were employed in traditional industries.

Progress has also been made in respect of some of the key factors that impact on the quality of life of local people:

- Considerable progress has been made in reducing crime and disorder in the City. Crime levels in the city have fallen by 27% since 2002/03. Sunderland is now a safe place to live and work with a crime rate below the national average.
- Work to improve people's lifestyles, combined with effective medical interventions, have dramatically reduced death rates due to coronary heart disease, one of the biggest causes of premature death in the City. Since 2000 incidences of death rates due to coronary heart disease reduced by 35%. Death by cancer has been reduced by

18% over the same period.

- Performance at 16 – in GCSEs and equivalent qualifications – has risen sharply in the period 2002 – 2007. 59% of young people are now achieving 5 A* - C which is very close to the national average and in a league table of 'A' level point scores Sunderland have risen from 67th of 150 local authorities to 9th in 4 years.
- The Housing stock transfer of 2001 facilitated a £600m investment programme that will improve over 14,000 homes by 2010. The investment meant that the Sunderland Housing Group (now Gentoo) was the first major Registered Social Landlord to achieve the government's decency standard in January 2005, 5 years ahead of the Government's target of 2010.

Sunderland Strategy

The intention is to build on the progress and momentum that has been created and the new Sunderland Strategy document which sets out an ambitious, long term vision for the city and will provide a framework for the members of the Sunderland Partnership, and indeed all organisations, groups of people and individuals to work towards improving quality of life in Sunderland over the next 17 years.

Creating a better future for everyone in Sunderland

Our shared vision is:

To create a prosperous, healthy, safe, attractive, confident, welcoming, global city where every citizen has everything they need to meet and exceed their aspirations for a balanced, fulfilled, better future.

It is Sunderland's overarching strategy for improvement and as such is the product of detailed analysis of the city's current position, and the challenges and opportunities that lie ahead over the longer term. The vision is underpinned by a set of broad long term aims that set out what the partnership expects Sunderland to look like in 17 years time.

Aims

Aim 1: By 2025 Sunderland will be an enterprising city with a strong and diverse economy providing higher quality jobs. The city will play its unique part in the regional economy, where people, through learning at all ages, fulfil their potential, are skilled, motivated and wealth creating, and enjoy a balanced way of life.

Aim 2: By 2025 Sunderland will be a place where everyone feels welcome and is part of a community which is safe, inclusive and successful.

Aim 3: By 2025 Sunderland will be a city where people will enjoy the best health they can and have long life expectancy. People will be able to choose and control the care and support they need and be able to live independently.

Aim 4: By 2025 Sunderland will be a clean, green city with a strong culture of sustainability for future generations. Both the built and natural environments will be welcoming, accessible and of high quality.

Aim 5: By 2025 Sunderland will be a city of inspiration and aspiration where you can be involved. It will be a city where creativity flourishes, there are lifelong opportunities to learn and grow and everyone has a sense of well-being.

The aims have been developed by considering our performance as organisations and determining where improvements are needed most, understanding the broader sub regional, regional, national and international contexts in which the city operates, and most importantly by listening to what local people have told us about what they want for their future.

Partnership working

Much of the progress made has been achieved through strong partnership working. There is a solid and extensive track record of partnership working in Sunderland which has provided the basis for the effective delivery of key outcomes in the city. The city has had a highly effective strategic partnership since 1994, the Sunderland Partnership, and this has provided the basis for the development of a variety of innovative and effective partnership activities. The partnership, accredited as the city's Local Strategic Partnership (LSP) in 2002, has a broad and committed membership that represents key stakeholders in the city including the private and voluntary and community sectors. The partnership operates effectively through defined frameworks and governance arrangement. This includes Thematic Partnership groups that provide a focus on the partnership's stated priorities.

The partnership's effectiveness is demonstrated by the fact that it is one of only four partnerships in the northern region with a 'green light' assessment from Government Office North East (the best possible outcome). Furthermore, Sunderland LSP is represented on the 'LSP Futures' group, a group of LSPs from across the country that are working to identify and share best practice and to respond to emerging issues.

Working with the Voluntary and Community Sector

Partners recognise that the Voluntary and Community Sector (VCS) has an important role to play in achieving the objectives for the city. As independent organisations, the VCS can bring distinctive value to the work of the partnership and local communities. In particular, partners in the VCS act as means of engaging service users in the design and delivery of services and act as advocates for those who otherwise may have no voice.

The VCS make a significant and tangible contribution to the vitality of local communities and the quality of life of people who live in them. Partners and other funders make grants, or have contracts to the value of about £11m to some of the 600 VCS organisations that are in city and it is estimated that volunteering activity is worth approximately £10m.

The Sunderland Community Network provides the basis on which partners engage with the VCS and enable people to feed into and influence the work of partners. The network provides representation on the partnership board and the thematic groups and have played a role in the development of the LAA both as the network through the partnership structure.

What is this document? – The Local Area Agreement Explained

The Local Area Agreement (LAA) will be a key element of the delivery plan for the Sunderland Strategy, a document that will set out the basis on which the partnership will move towards its vision over the next 3 years. The delivery plan and the LAA are structured around the Sunderland Strategy themes (Prosperous City, Learning City, Health City, Attractive and Inclusive City and Safe City) and the associated aims.

The LAA has been developed by working with existing partnership groups across the city that have identified the priorities that need to be tackled if the city is to move towards and achieve its long term vision. In order to provide a consistent approach to the task and provide partnership groups with additional capacity, consultants were commissioned to take partnership groups through the Theory of Change programme, a process that has enabled partners to combine long term visioning with the development of deliverable and measurable short and medium term priorities. This has provided the basis for the development of a common understanding about what needs to be done and an appreciation of how interventions will need to be developed if partners are to achieve the desired outcomes.

The Sunderland Strategy takes a long term aspirational view of how partners and local people want to see the city develop in the future. Achieving the vision the city will be dependant on the progress that is made to remove the barriers to the improvements that are required. The function of the LAA is to identify the focus for the relative short term and it sets out some of the next steps in the journey towards achieving long term aspirations. Our approach has been to focus on the key fundamental barriers to success, ensuring that there is sufficient concentration of effort to make a real difference in respect of some enduring challenges.

Priority Challenges

Improving quality of life – closing the gap

Whilst significant progress has been made in improving the quality of life led by local people there are still high levels of deprivation in some communities.

A key element of the Sunderland Strategy's vision is a commitment to offer an enhanced quality of life for existing residents. This is a commitment that applies to all residents of the city but is most pertinent to those who suffer from higher than average levels of deprivation. A comparison between the Indices of Multiple Deprivation (IMD) between 2004 and 2007 as set out in the table below shows that Sunderland has seen relative improvement nationally in overall terms and in relation to specific domains. Significantly, in 2007 14,600 less people are living in the 10%

most deprived areas nationally than in 2004.

Despite these improvements, 41 (22%) of the city's 188 Super Output Areas (SOA), covering approximately 22% of the population (55,000 people), are still in the top 10% of the country's most deprived areas. A further consideration if the IMD shows that Sunderland performs particularly badly in respect of those IMD Domains that measure deprivation in terms of Employment, Education and Skills and Health and Disability.

Further information that adds to our understanding of deprivation in the city includes:

- Unemployment in the city has dropped significantly over the past 10 years but unemployment and economic activity rates remain higher than the national average – 4.8% of the working age population is unemployed compared to 3.3% nationally

and economic inactivity rates are 39.4% and 33.1% respectively.

- 23.8% of older people living in the city suffer from income deprivation as defined by the IMD
- A significantly higher than average proportion of the population of Sunderland with a limiting long term illness (24.0% compared to 17.9% for England (Source – Community Health Profiles 2007) and over 10% of the local population are permanently sick or disabled compared to 5.5% nationally.
- Sunderland has the lowest proportion of working age population who achieve level 4/5 qualifications when compared to other authorities in Tyne and Wear – 14.2% compared to the Tyne and Wear average of 18.1% and a national average of 23.3%
- Housing in Sunderland has improved over the last five years however, the legacy of

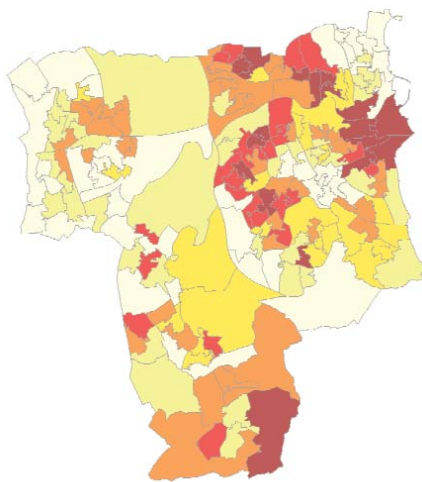
Incidence of Overall and Component Deprivation in Sunderland: IMD 2004 compared to IMD 2007

	No in top 10%		Proportion of City residents*		No in top 20%		Proportion of City residents*	
	2004	2007	2004	2007	2004	2007	2004	2007
Index of Multiple Deprivation	51%	41%	27.0%	21.8%	87%	82%	46.1%	43.4%
Domain Indices								
Income	46%	40%	24.2%	21.1%	75%	71%	39.8%	37.6%
Employment	76%	66%	40.2%	34.9%	119%	107%	63.2%	56.8%
Health & Disability	91%	80%	48.2%	42.5%	138%	117%	73.4%	62.5%
Education & Skills	49%	47%	25.8%	24.7%	81%	79%	43.0%	42.0%
Barriers to Housing & Services	0%	1%	0.0%	0.6%	1%	14%	0.6%	7.4%
Crime	27%	18%	14.4%	9.5%	52%	43%	27.4%	22.7%
Living Environment	1%	0%	0.5%	0.0%	7%	3%	3.8%	1.7%
Supplementary Indices								
Income Deprivation affecting Children	36%	20%	18.9%	10.5%	68%	55%	36.2%	29.0%
Income Deprivation affecting Old People	44%	45%	23.4%	23.8%	91%	89%	48.4%	47.5%

past development remains – over 50% of the city’s housing was built before 1964 and this is reflected in the type and size of housing available (high numbers, over 60% of housing is terraced or semi detached and 70% have 3 or fewer bedrooms)

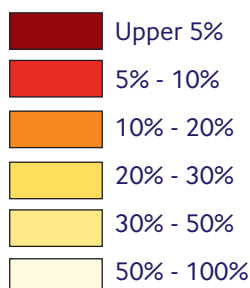
Relatively high levels of deprivation in the city are clearly a significant impediment to the city’s aspirations and if partners are to realise the stated ambitions there is a need to continue, and accelerate the improvements in the quality of life led by local people by focussing on the key determinants of deprivation in Sunderland; Employment and Skills and Health, at a local community level.

Index of Multiple Deprivation 2007



Legend

National Percentiles of Deprivation



The map shows areas of relative deprivation across the city with the darker colours on the first map identifying the areas of higher deprivation. The map below illustrates how some areas in the city have improved in terms of deprivation over the last three years.

Change in percentile category between 2004 and 2007



Legend

Category change from 2004 to 2007



Responding to demographic change

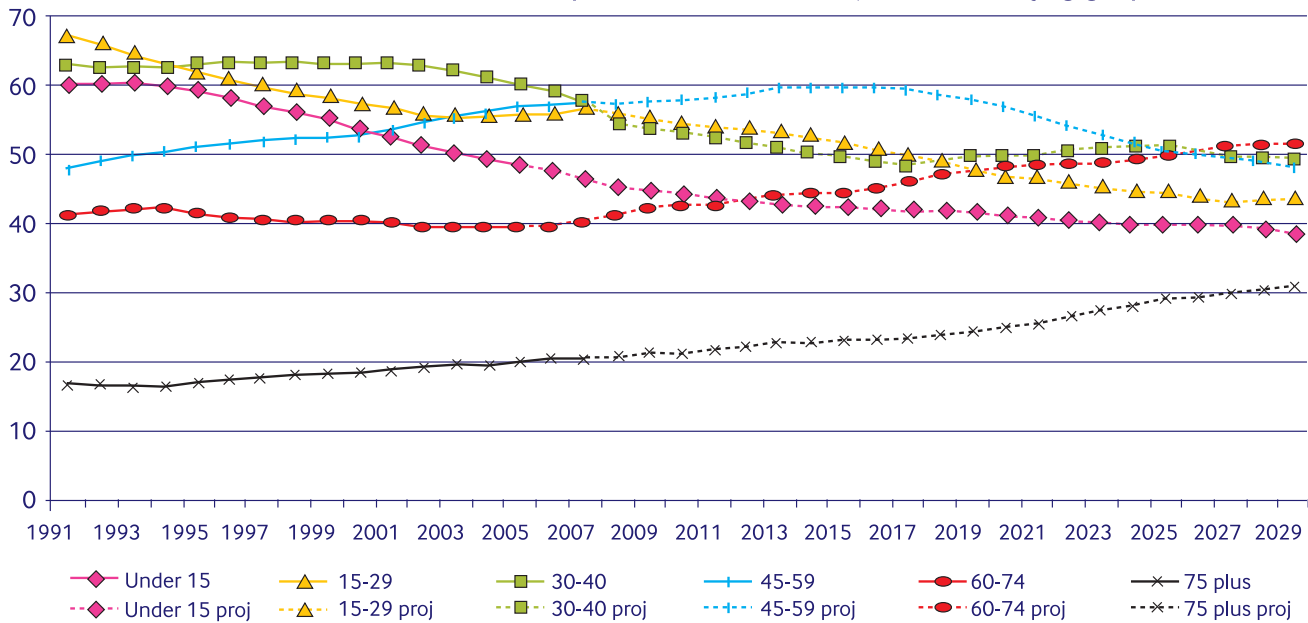
Partners in the city are also facing the challenge presented by changes in the make up of the local population. Population in the city is forecast to decline by 6.7% (18,000 people) between now and 2029. Although the population forecasts, based on a range of trend based assumptions are not entirely reliable, they do set out possible scenarios that the partnership will need to consider in its future activities. As can be seen from the graph,

the forecasted decline will impact on the on certain age groups with the population of young people aged between 0 - 14 falling by 21.4% and the proportion of the working age population (men aged between 15 and 64 and women aged between 15 and 59) is projected to fall by 16.4%. The projections, if realised could have an adverse impact on the local economy by reducing the proportion of working people in the city and the availability of the skills necessary to generate and sustain economic growth.

A natural outcome of the population declines outlined is an increase in the proportion of older people living in the city: Sunderland’s population of older people is forecast to rise by 40.7% by 2029.

It is clear that if we are to transform the quality of life led by many local people we will need to continue to focus on the main causes of deprivation in the city – health, employment, educational attainment and skills development at a local community level. The projected demographic changes outlined will also shape the activities of the partnership over the next 17 years. To sustain the city we will need to slow the rate of population decline by improving Sunderland as place to live so that it is attractive to both existing and potential residents. This aim is at the very heart of the partnership’s purpose as set out in the new Sunderland Strategy.

Sunderland Mid Year Estimate Population 1991 – 2006 and Projections to 2029 by Agegroup



Local Area Agreement Themes

With this understanding at the forefront of our thinking, the LAA has been arranged around three linked themes that will help deliver across all Sunderland Strategy priorities and provide a catalyst for the wider Delivery Plan:

- Prosperous and Learning City
- Healthy City
- Developing high quality places to live – incorporating the Sunderland Strategy priorities of Safe City and Attractive and Inclusive City.

The Prosperous and Learning City Theme

is focussed on stimulating growth in the local economy, in terms of both the number and quality of jobs available to local people. Effectively reducing deprivation in the city is, to a large extent dependent on the success of agencies to enable more people to gain better paid jobs. For this reason efforts to attract inward

investment and support business growth will be combined with activities that will improve employability by increasing skill levels and supporting people to gain suitable employment.

Improving the local economy also has the potential to reverse the projected decline in the local population by encouraging existing residents to stay in the city and more people to move to the city.

Healthy City Theme –

according to key health related indicators, health has improved in Sunderland in recent years, however poor health remains a significant impediment to the improvement of quality of life in some communities. Improving health for all sections of the population is central to the partnership’s aim to reduce inequality in the city, reduce deprivation and improve quality of life.

Improving health has also been prioritised on the basis that this too can impact on business growth and productivity and on levels of participation in the economy:

Addressing adult health problems and focussing on the prevention of early health problems will enable some people to move from worklessness to employment and reduce the potential of leaving work prematurely.

By reducing the impact of poor health on children we can improve attainment and enhance future life prospects.

Improving the health and wellbeing of older people is also a key priority. Forecasts predict that the proportion of older people living in the city will grow steadily over the next decade and health and deprivation indicators show that the quality of life of older people in the city is low compared to other groups.

Developing high quality places

to live – There is recognition that there are many interconnected factors that impact on quality of life and the desirability of the city as a place to live. The LAA reflects the partnership’s vision of Sunderland as a place that

people will choose to live by highlighting the creation of a high quality environment that includes a housing offer that meets the needs of local people and potential inward migrants and the clean, safe streets that people regularly identify as priorities.

The potential to stimulate growth in the local economy will depend on the availability of skilled and productive people and plans to create a highly desirable city are central to the partnership’s aim to increase prosperity and reduce deprivation.

Our Approach for Sunderland

We recognise that there is no single easy answer to the issue of deprivation in our local communities. To make a difference partners will need to continue working together to tackle the combination of factors that have an adverse impact on the quality of life of local people. The composition of the LAA is designed to maximise the benefit that can be achieved by focussing on the key short to medium term challenges and recognising the relationship between different issues facing local communities and the various responses that partners are putting in place. It is also the basis on which partners will put in place tailored interventions that are based on an analysis and understanding of need at a community level.

In responding to the challenges the partnership will build on the improvements that have been achieved to date and the infrastructure that has been put in place to transform service delivery and improve quality of life – effective multi-agency working, and the development locally based customer service networks.

Two key drivers of change and improvement in the city over coming years will be:

- **Digital Challenge** – a programme developed through extensive community consultation with the aim to use technology in ways that meet the needs of our communities and

reduces social and digital exclusion.

- **Business Improvement Programme** – a council led programme with the aim of improving services in terms of the customer experience, choice and accessibility.

Equalities and Community Cohesion

Running through all of our work is a commitment to ensuring that everyone has the potential to fulfil their potential regardless of where they live or their personal circumstances. By targeting activities and tackling the main causes of deprivation and disadvantage we intend to reduce the impact of inequality and create more inclusive and cohesive communities.

Sunderland faces a number of inclusion and community cohesion opportunities and challenges posed by the increasing diversity of our population and its place within fast changing international, national and local contexts. These include increasing migration to the UK, the growing threat of international and 'home grown' terrorism, the increasing prominence of faith issues and the progressive approach to community cohesion issues being adopted by central government. We have worked with the Institute of Community Cohesion to produce a baseline report with recommended actions. This forms the basis of the Community Cohesion Strategy and our key objectives for the future.

The final report of the Commission on Integration and Cohesion; 'Our Shared Future' describes ways in which we can build mutual respect and confidence amongst all members of our communities and to help build the sense of a shared future that is so vital to delivering a confident and positive future together. This report links together a number of factors influencing Community Cohesion, from economic prosperity or deprivation, through crime and anti-social behaviour to diversity of ethnic and faith background and greater mobility on local through to international levels.

Sustainable Sunderland

It is imperative that as we make social and economic progress in the city, we ensure we do this in such a way that has minimal environmental impact and establishes the foundations for improved quality of life for future generations as well as the current population. Sunderland is committed to sustainable development as defined by the UK Sustainable Development Strategy:

“The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations. That goal will be pursued through a sustainable, innovative and productive economy that delivers high levels of employment; and a just society that promotes social

inclusion, sustainable communities and personal wellbeing. This will be done in ways that protect and enhance the physical and natural environment, and use resources and energy as efficiently as possible.”

A full Sustainability Appraisal of this Sunderland Strategy has been conducted, against the requirements of a “Sustainable Community”, as defined by Communities and Local Government and against the 45 suggested Local Quality of Life indicators recommended to support Sustainable Communities, by the Audit Commission. This has allowed us to identify weaknesses in our approach in the past and to ensure that the priorities and actions we propose in this Strategy will not compromise quality of life for future generations in Sunderland.

Relationship with other plans and strategies

Neither the Local Area Agreement, nor the Delivery Plan of the Sunderland Strategy set out everything that needs to be done in the city. Rather they highlight the agreed way forward for the partnership in respect of the identified improvement priorities and intentions over the next three years. The detail of everything that will happen in the city is contained in the strategies that are referenced in the Sunderland Strategy and these include:

- Children and Young People plan

- Safer Sunderland Strategy
- Health Improvement strategy
- Housing Strategy
- Local Transport Strategy
- Local Development Framework

Role of the Local Development Framework

Much of what we do to regenerate the city and shape Sunderland as a place to live will involve the use of land and property. The emerging Local Development Framework (LDF) is the instrument that will provide the basis for the physical development of the city until 2021. The framework sets out the policies for the development of transport links, the use of housing and employment land and how the environment will be protected and as such the enhanced LDF will represent a very influential document for the partnership and the pursuance of the vision for the city.

The LDF will be adopted in 2010 after an extensive consultation process with a wide range of organisations and interest groups including the Sunderland Partnership. To ensure consistency across the partnership’s key strategic policy documents the LDF has been structured around the Sunderland Strategy priorities so that it is possible to see how the city’s land use plans will contribute to the partnership’s broader objectives.

Regenerating the city

Major plans are in place to continue regenerating the city. The physical development plans that are in place for the next decade and beyond will change look of the city and make significant contributions to the LAA themes and challenges. Some of the projects that will transform the city and contribute to improvements in the quality of life of local people include:

- Key employment generating developments at Rainton Bridge, Bonnersfield, Farringdon Row and Stadium Park will be at various stages of development by 2013
- Continued regeneration of the Sunniside area of the city centre to provide business and residential development within an environment that is sensitive to the heritage of the area.
- Sunderland is in the first round of the Building Schools for the Future programme and has plans in place that will result in improvements being made to 16 schools in the city with four new schools being built by 2010.
- In addition to the Sunderland Aquatic Centre two new swimming pools will be delivered in Hetton and Silksworth by 2010
- Service in the city will become even more accessible as a network of customer service centres are developed including centres at Doxford Park, Ryhope and Washington.

LAA and the regional context

The LAA is about dealing with the local priorities identified by the partnership and local people. However, we recognise that to achieve our ambitions we will need to work with partners at a regional and sub regional levels. Although the component parts of the sub region have individual characteristics they share common challenges and there is a commitment to work collaboratively to share best practice and develop joint activities where this approach is guaranteed to bring improved effectiveness.

Partners from Tyne and Wear, Northumberland and Durham have worked together to develop an outline Multi Area Agreement (MAA) with the purpose of accelerating economic growth in the sub region. The outline MAA for Tyne and Wear City Region is based on two key, linked outcomes: the development of

an internationally competitive city region that is economically inclusive by ensuring economic opportunity and access for all. Achieving the outcomes will be based on the development and implementation of three work city region work strands:

- **Employment and skills** – focussed on improving on economic competitiveness and increasing skills and talent in the city region
- **Transport** – aims to improve connectivity between the urban core and the rest of the city region and to link areas of opportunity with areas of disadvantage
- **Analytical capacity** – will provide the robust evidence base and analysis needed to develop more integrated approach to economic and spatial development in the city

Sunderland's LAA has been developed so that it is consistent with the MAA ensuring that partnership activity in the city contributes to and benefits from activity at a

city region level. Certain Priority Improvement indicators have been selected to ensure that there are clear links between other Tyne and Wear LAAs.

Structure of the LAA

This document sets out the long term Aims and Key Challenges that the partnership has identified in the Sunderland strategy and identifies the related Priority Improvement Indicators that will be used to set a focus for activity and provide the basis for measuring progress towards the vision in the short term.

The LAA does not represent everything that the partnership will do towards the vision but represents the concentration of activity in the next 3 years as it relates to the key challenges for city in the long term. A comprehensive list of the Key Challenges and related indicators is provided at the end of this document.

Prosperous and Learning City Theme

Prosperous City

By 2025 Sunderland will be an enterprising city with a strong and diverse economy providing high quality jobs. The city will play its unique part in the regional economy, where people, through learning and fulfilling their potential, are skilled, motivated and wealth creating and still enjoy a balanced way of life.

Background

The economy of the city has been transformed over the past 20 years. After the decline of the traditional industries (ship building, coal mining and heavy engineering) in the 1980's and 1990's Sunderland has had to reinvent itself in economic terms.

Partners have been very successful in attracting inward investment and integrating new businesses into the fabric of the city. For example, during the past three years, large projects attracted to Sunderland have brought more than 7,000 new jobs and £1 billion of investment. The key sectors in the city are now automotive manufacturing and financial and customer services, each of which now employs around 10,000 people. The public sector also continues to be an

important source of employment, accounting for around a quarter of all jobs. As a measure of the transformation that has occurred in the city there are now more people employed in the new industries than were employed in the traditional industries

Targeted investment across the city has produced a series of successful business park developments and transformed the dereliction caused by the decline of the traditional industries. Outstanding success has been achieved at the Doxford International Business Park at which 8,000 jobs have been created and it is anticipated that the additional business sites and premises being developed at Rainton Bridge South Business Park will build on this success.

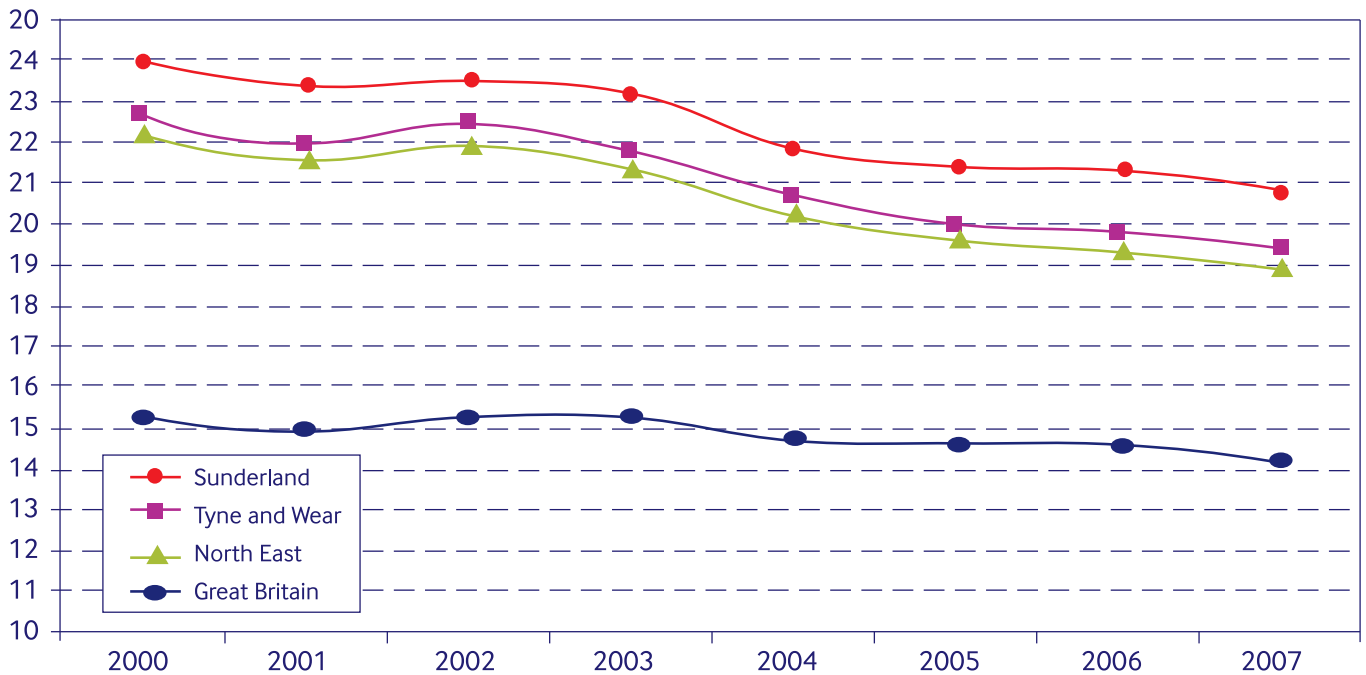
Investment in the city's infrastructure has been combined with activities designed to ensure that local people are able to take advantage of the employment opportunities created with the result that despite plant closures that have led to 1,750 job losses over the past three years, the number of people classed as workless has actually fallen by a further 4%, indicating that gains continue to exceed losses. The city's Job Linkage project, a partnership between the council, voluntary sector organisations and Job Centre Plus, has been supporting people to gain work in Sunderland for 20 years. Between 2004 and 2007 the service helped 5,119 people

make the successful transition into employment.

Enabling people to gain employment will have a significant impact on the quality of life led by local people. Low income levels and high numbers of benefit claimants in some communities impact adversely on quality of life and it is a priority for the partnership to reduce the numbers of working age people who are in receipt of benefits.

An outcome of low levels of income and participation in the economy is relatively high levels of child poverty. This has direct implications for the partnership's vision as child poverty has the potential to impair the potential of individuals in later life. Evidence shows that children and young people who grow up in poverty are less likely to succeed at school or move into well paid employment. Reducing the numbers of children in poverty by increasing participation and wage levels in the local economy has the potential for creating dividends for the city in the future by enabling young people to fulfil their potential and reduce the cycle of poverty and deprivation.

Improvements relating to the other priorities in the Sunderland Strategy such as improved health, reductions in crime and improvements to the physical environment will also contribute to the city's economic vitality by making the city more attractive to inward investors and raising



Benefit claimants as a percentage of working age population, 2000-07.

confidence. In particular, our economic growth aspirations are closely linked with the housing offer in the city, the role of housing both as a driver of the local economy and its role in accommodating economically active households is a key priority.

Key Challenges

Support economic growth and participation in the economy by encouraging the development of an enterprising culture.

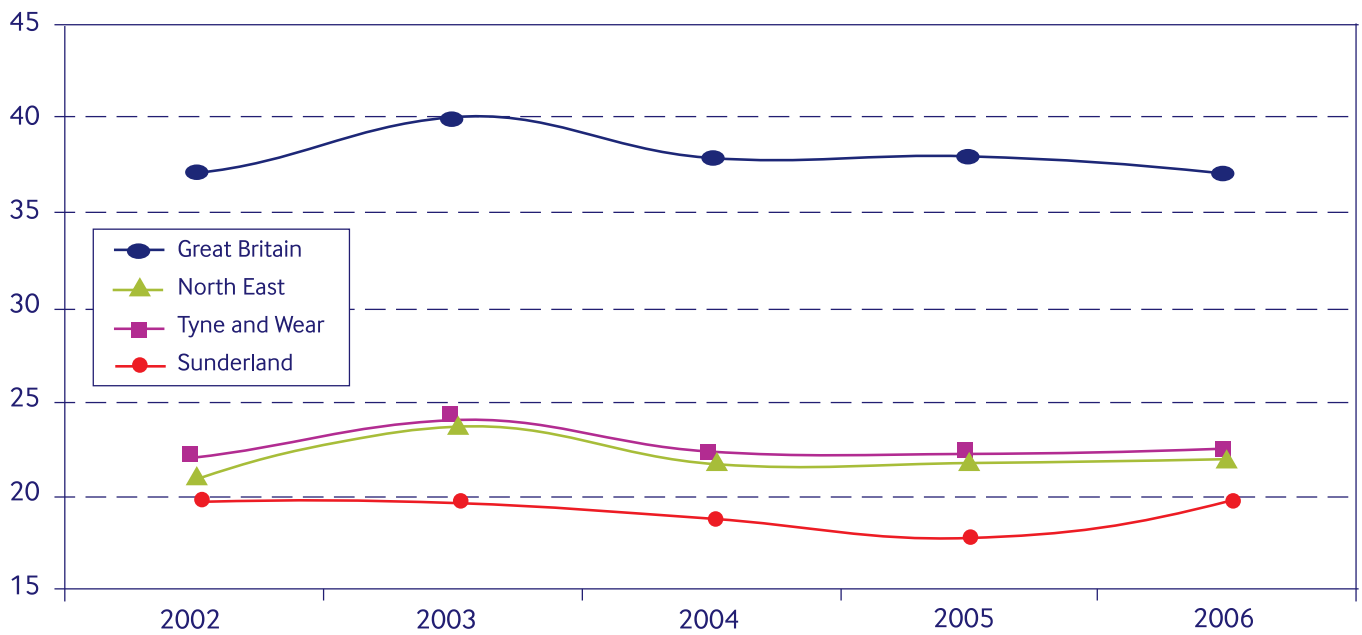
Increase the number of jobs in the economy, increase wage levels and support business growth - As outlined above, significant progress has been made to transform the profile and improve the local economy, but there is still a need to further stimulate growth. The city's economy is characterised by low levels of added value and relatively low wages. With the plans to revitalise the city's

physical fabric, there is now an opportunity to attract the range of high value office-based activities such as business services that are normally associated with city centres, but which are at present significantly under-represented in Sunderland.

Despite this it is unlikely that the local economy will change fundamentally in the next 3 years. So, in order to increase levels of participation locally we will support economic growth by developing a culture of enterprise. By encouraging start up business, supporting indigenous business growth and generating enterprise a higher number of jobs will be created by local business and this in turn will stimulate activity in the city's economy by increasing wealth.

Key Facts

- Gross Valued Added (GVA) per head, which is a measure of the productivity of the local economy, remains low in Sunderland at 84% of the national average (2005 data), primarily as a consequence of the high level of worklessness and an under-representation of high order business activities. However, the figure continues to converge with the national average at around one percentage point per annum.
- The number of VAT registered businesses has increased by 5.5% to 4,320 over the past three years, which is in line with the national rate of growth - although the city continues to have a comparatively low rate of self-employment, at 5.8% of the adult population, compared to 9.3% nationally.



VAT – registration rate per 10,000 resident adults, 2002-06

- Around a half of the city's workforce is employed in approximately 50 organisations (public and private sector), creating issues in terms of the potential vulnerability of the local economy.
- Gross weekly pay for the city is 88% of the Great Britain average, although there is some evidence of convergence, with 11% growth over the past three years, compared to 9% nationally (in the North East Region as a whole, the gap has actually widened over this period).
- At 29.3% the proportion of children living in poverty in Sunderland is higher than the National average of 21.3%.

Priority improvement Indicators

- NI 151** Overall employment rate
- NI 171** VAT registration rate,
- NI 166** Average earnings of employees
- NI 152** Reduce the number of working age people on out of work benefits
- NI 116** Proportion of children in poverty

Match the supply of labour with demand at all levels by and support those who are currently workless to find suitable sustainable employment

Increase participation in the local economy – The proportion of the city's population classed as workless is still significantly higher than the national average (20.8% of the working age population, compared to 14.2%), although over the past three years the rate of fall has been double that for Great Britain as a whole, demonstrating the success of

measures to get people back into work. Despite improvements, there are neighbourhoods within the city that have levels of unemployment that are significantly above the national averages.

The relatively low level of participation in the local economy is one of the main reasons why the city has comparatively low levels of prosperity as measured by Gross Value Added per head.

If we are to continue to improve levels of prosperity in the city we need increase levels of participation amongst those people living in the most deprived neighbourhoods. We intend to do this by continuing to diversify the composition of the local economy through the development of a more entrepreneurial attitude and the attraction of inward investment. The activity to increase employment opportunities will

be complemented by ensuring that local people are able to take advantage of the employment opportunities created.

A key component of our future strategy will be activities to improve the skills of local people so that they are in line with the requirements of local employers. We also want to improve skills levels in the city, enabling people to achieve higher level qualifications and access jobs that are high-skilled and more highly paid is essential if we are to increase earnings, reduce income related poverty and increase productivity. Priorities in respect of skills are set out in the Learning City section of the agreement.

Key Facts

- Continuing a positive trend, the number of working age people claiming benefits fell by 2.3% during that past twelve months, however there are still approximately 37,000 people of working age who are in receipt of benefits.
- In May 2007, 20,440 people were in receipt of Incapacity Benefit. Of this number two thirds had been in receipt of the benefit for over five years

Priority Improvement Indicators

NI 151 Overall Employment Rate,

NI 174 Skills gap in the current workforce reported by employers.

PROSPEROUS CITY

AIM

By 2025 Sunderland will be an enterprising city with a strong and diverse economy providing higher quality jobs. The city will play its unique part in the regional economy, where people, through learning at all ages, fulfil their potential, are skilled, motivated and wealth creating and enjoy a balanced way of life.

CHALLENGES

Support economic growth and participation in the economy by encouraging the development of an enterprising culture.

Match the supply of labour with demand at all levels by and support those who are currently workless to find suitable sustainable employment.

PRIORITY IMPROVEMENT INDICATORS

- **NI 151** Overall Employment Rate
 - **NI 171** Increase the VAT registration rate
 - **NI 166** Increase the average earnings of employees
 - **NI 152** Reduce the number of working age people on out of work benefits
 - **NI 116** Proportion of children in poverty
-
- **NI 151** Overall Employment Rate
 - **NI 174** Skills gap in the current workforce reported by employers

Learning City

By 2025 Sunderland will be a city of inspiration and aspiration where you can be involved. It will be a city where creativity flourishes, there are lifelong opportunities to learn and grow and everyone has a sense of well-being.

Background

The city has made excellent progress in improving learning standards. We are meeting or closing the gap on national levels. In some cases we are now exceeding national averages. This gives us a strong starting point on which to build our thriving learning culture.

Performance at 16 – in GCSEs and equivalent qualifications – has risen sharply in the period 2002 – 2007. 59% of young people are now achieving 5 A* - C which is very close to the national average and in a league table of 'A' level point scores Sunderland have risen from 67th of 150 local authorities to 9th in 4 years.

We have seen significantly improved performance by apprentices in Sunderland – far more young people are completing full apprenticeships, 62.5% of 16-19 year old trainee apprenticeships achieved the full qualification in 2007, which was above the national average of 62.1%.

Our key achievements have provided us with a solid foundation on which to build for the future as we continuously

improve standards and opportunities for learning, skills development and employment for all. A strong partnership approach to service development and delivery means that those involved in supporting learning work together for the benefit of each individual. New skills can enhance an employer's competitive edge in the marketplace and increase productivity in the workplace.

We are already exceeding national averages in some areas and our progress in other areas provides many additional opportunities. Overall we are improving faster than the national rate. Improvement is supported by a range of initiatives, for example, early assessment of young people now allows appropriate intervention plans to support those most in need of specialist help and our well established mechanisms for finding out what young people think – including annual stakeholder events since 2003 – provide us with vital feedback and points for action.

Significant capital investment through Building Schools for the Future will see the city gain three new academies. A new Sixth Form Centre at Sunderland University's St Peter's campus. All will offer leading edge learning environments and will be the first F.E. College, to be built on the same site as a University.

Our newly-established Skills Centres at Harraton and Pallion

offer opportunities for practical skills development and learning and the expertise developed through these centres will help us embed the new diplomas into the learning experiences of young people as they move towards adulthood. Supporting these developments will be comprehensive information, advice and guidance services and support mechanisms, which focus on the individual needs.

In March 2007, the Sunderland Partnership was successful in securing the funding to pilot the new Engineering, Construction, Creative and Media and I.T. Diplomas. The 14-19 City Wide Partnership is responsible for establishing a comprehensive quality assurance curriculum offer available to all 14 – 19 year olds and to ensure that there is access to all specialised diplomas by 2013.

These exciting new additions to the built environment of education through our Academies, Sixth Form College and Skill Centres have allowed the city to demonstrate its creative and innovative approach to nurturing a culture of learning and improvement for all ages, abilities and interests. This innovation is also being harnessed through a creative approach to all stages of the curriculum. We are already nurturing tomorrow's entrepreneurs and leaders of industry to support the city's prosperity and growth at all levels.

Sunderland has, through good partnership working, high

standards of delivery, provision of new facilities and successful marketing of courses had significant success in achieving skills for life targets. There is potential for this to be expanded into the workplace, as employers in the city recognise the importance of a skilled workforce and understand the impact this can have on job satisfaction and raising productivity.

Sunderland has a strong record in the use of technology for engaging citizens in many aspects of their city life, including learning. We have figured prominently in the International Intelligence Cities awards, and have been awarded national Digital Challenge funding of £3.5m for a programme that will help Sunderland develop its use of technology to further promote social inclusion, including learning.

Over the last four years partners have worked hard in exceeding Skills for Life targets. In Sunderland, since 2002, over 33,000 adults have taken positive steps to improve their literacy or numeracy skills.

Our key achievements have provided us with a solid foundation on which to build our thriving learning culture.

Key Challenges

Everyone in Sunderland will have the knowledge and skills needed to play their part in the city's economic growth, and to achieve individual prosperity

Increase the number of adults who have qualifications in numeracy and relevant workplace skills – The changing economic climate makes us realise the importance of continuing to strive to increase skills in Sunderland. The final report of the Leitch Review of Skills published in December 2006 highlights the need, urgently to raise workforce skills – at all levels – and a joint commitment from government, employers and individuals to do this. This is especially important in Sunderland given the relatively low levels of adult skills among both the existing workforce and those not in employment.

Targets to increase earnings, reduce income related poverty and increase productivity need to be supported by improvements to skills levels so that people can achieve higher level qualifications and access jobs that are more highly paid. In Sunderland 15.9% of the working age population have no qualifications compared to an average of 14.3% for the North East and 13.8% for Great Britain.

People are counted as being qualified to level 3 if they have achieved either 2 A level grades A – E or equivalent. Although performance in Sunderland is improving (32.5% in February

2004 to 34.5% in December 2006) rates are still lower than the North East (42.7%) and Great Britain (45.3%). The delivery of learning opportunities tailored to the needs of employers particularly the growing sectors; managers and senior officials, professional occupations and associate professional and technical sectors are key to reducing worklessness for local people.

In relation to level 1 literacy skills 47% took part in the skills for life survey in Sunderland compared to 40% average for England. It is important to note however that Sunderland has 21% of local residents below this skill level compared to 18% nationally. It is important to us to bridge this gap to improve skills of local people to enable them to take advantage of employment opportunities.

A similar pattern is evident in relation to entry level 3 qualifications in numeracy, 29% of residents took part in the survey compared to 25% average for England. Again Sunderland has 65% of residents below this skill level compared to 36% nationally. It is important that these low skills levels are addressed if we are to achieve our vision for the city.

Not enough of the city's young people are progressing to university and this has the potential to hinder efforts to stimulate business growth and attract businesses that can offer higher wages.

Key Facts

- In 2006 only 34% of adults in Sunderland had an NVQ Level 3 or equivalent compared with 42.7% in the North East and 45.3% in Great Britain.

Priority Improvement Indicators

NI 161 Learners achieving a level 1 qualification in literacy,

NI 162 Learners achieving an entry level 3 qualification in numeracy,

NI 164 Working age population qualified to level 3 or higher,

Ensure that all children and young people in the city receive the best preparation and foundation for adult life.

Improve attainment at all levels and increase the numbers of young people actively engaged in education, employment and training –

Educational attainment in Sunderland varies. Although evidence indicates that Sunderland is the 7th best performing authority for exam

results at the age of 18 years, our 11 year olds are still performing below the national average, there are a high number of young people who are not in education, employment or training and there are a higher rate of people with no qualifications in Sunderland than that of Great Britain.

In terms of learning, the universal needs identified by consultation exercises are to raise education standards and levels of achievement at Key Stages 2 and 3, create employment/training opportunities for all young people, basic numeracy and literacy in school leavers and good school attendance.

We will work closely with partners to maximize opportunities for young people and adults to access apprenticeship programmes, contributing to the upskilling of the workforce and raising attainment levels.

Key Facts

- Participation in education, training or employment increased from 74% in 2004 to 78.5% in 2007, however at 12.3% Sunderland has the highest proportion of 16 – 18 year olds who are not in education, training or employment in Tyne and Wear in which the average is 9.7%
- The proportion of young people in year 11 (71%) moving into full time education is the lowest in Tyne and Wear

Priority Improvement Indicators

Children, Families and Schools Mandatory Indicators,

NI 117 16-18 year olds who are not in education, training or employment,

NI 106 Young people from low income backgrounds progressing to higher education

LEARNING CITY

AIM

By 2025 Sunderland will be a city of inspiration and aspiration where you can be involved. It will be a city where creativity flourishes, there are lifelong opportunities to learn and grow and everyone has a sense of well-being.

CHALLENGES

Ensure that everyone has the knowledge and skills needed to play their role in economic growth to achieve individual prosperity.

Ensure that all children and young people in the city receive the best preparation and foundation for adult life.

PRIORITY IMPROVEMENT INDICATORS

- **NI 161** Increase the number of learners achieving a level 1 qualification in literacy,
- **NI 162** Learners achieving an entry level 3 qualification in numeracy,
- **NI 164** working age population qualified to level at least 3 or higher

- **CFS** Mandatory Indicators,
- **NI 117** 16-18 year olds who are not in education, training or employment,
- **NI 106** Young people from low income backgrounds progressing to higher education

Healthy City Theme

Healthy City

By 2025 Sunderland will be a city where people will enjoy the best health they can and have long life expectancy. People will be able to choose and control the care and support they need and be able to live independently.

Background

A legacy of the city's industrial heritage and the outcome of higher than average deprivation levels is that the health of the city is well below average with nearly one in five households having an adult with a life limiting condition (ONS Census 2001). Sunderland has over 10% of residents permanently sick or disabled compared with 5.5% for England as a whole.

The council and partners are promoting healthier lifestyles to counteract the effect of the city's industrial heritage and deprivation levels. Progress has been made as a result of a truly joined up and targeted response to the key health issues in the city. A prime example is the development of Wellness Centres across the city and the associated Activate Your Life project. Both initiatives focus on prevention with participants being encouraged and supported to increase activity levels and improve diet in order to reduce or eliminate identified risk factors.

Improving people's lifestyles, combined with effective medical interventions have dramatically reduced death rates due to coronary heart disease, one of the biggest causes of premature death in the city. Since 2000, incidences of death rates due to coronary heart disease have reduced by 35%. Death by cancer has been reduced by 18% over the same period.

Improving access to effective health services has also been a priority for the partnership and 100% of Sunderland's population can now be offered a GP appointment within two working days and access to a primary care professional within one working day. Access to primary care has been improved significantly through the development of a network of exemplar primary care centres such as Bunny Hill and the Grindon Lane Centres.

The profile of the city's population is changing – population projections forecast an increase in the numbers of older people living in the city with those aged 60 – 74 rising from 40,000 in 2006 to 51,400 in 2029 and the most senior age-group, the over 75s rising from 20,000 to 31,000 over the same period. An increasingly older population brings the need to provide services that enable older people to lead independent and fulfilling lives. The city's 50+ Strategy sets out the commitment to a comprehensive approach to the health of older people that includes a combination of traditional health and social care

services and activities that promote citizenship, wellbeing and participation and provide the opportunity to live full, healthy, independent lives.

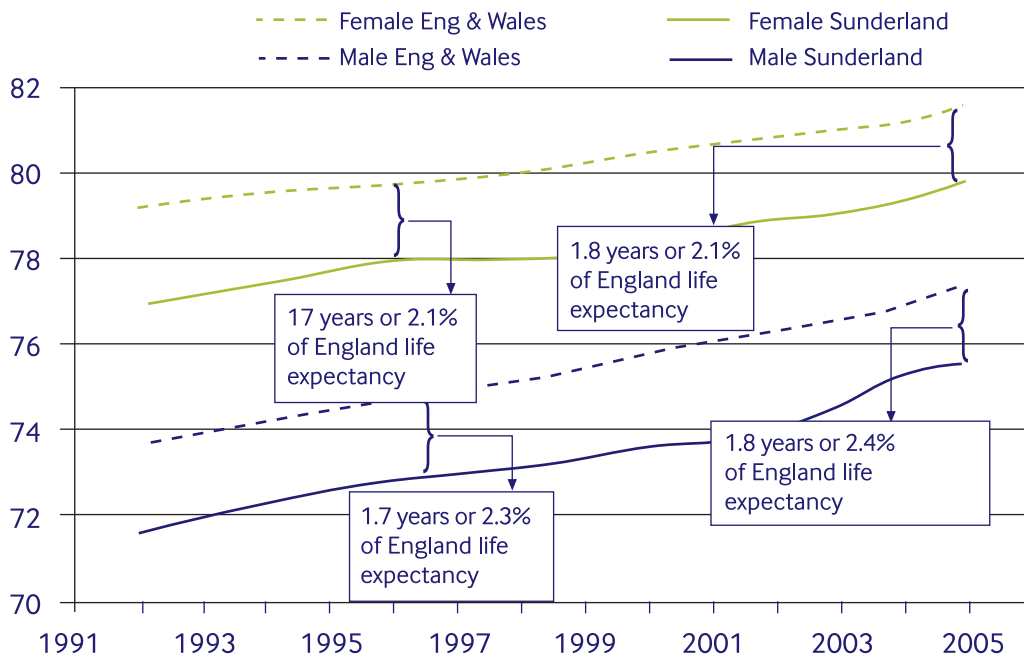
Key Challenges

Provide people with the opportunity to live as long as those with the longest life expectancy in England

Life expectancy for all will improve and the gap between different communities in the city will be narrowed – Further progress is needed if we are to close the gap in health inequalities between the city and the rest of the country.

Adults aged between 15 and 64 form the largest population group in Sunderland with 187,300 people, from a total population of 280,600 (mid-year 2006 population estimates). Average life expectancy in Sunderland has increased consistently over the last 10 years. However, adults in Sunderland still die on average almost 2 years earlier than the average for England and for babies born in different wards on the same day, there can be a nine year gap in life expectancy. In addition, across Sunderland there are neighbourhoods in which life expectancy is considerably less than the city and national averages.

Other chronic diseases, particularly stroke (cerebro-vascular disease), also impact more on the older population and in Sunderland the death rate from stroke is higher than national rates. In these cases, it



is important to ensure that a joint approach is taken across the city to prevent and reduce the impact of these problems by delivering effective care efficiently and by following up and supporting people to live independently.

Key Facts

- On average, men in Sunderland live 75.3 years compared with 76.9 years for England and life expectancy for women is 79.4 years compared with the England average of 81.1 years.

Priority Improvement Indicators

- NI 137** Healthy life expectancy at age 65,
- NI 120** All age all cause mortality rate,

Put in place measures that will identify health risks at an early stage and provide interventions that will enable people to maintain good

levels of health and wellbeing so that they can be as independent as possible.

Increase the proportion of people with long term conditions that are supported to live at home – Progress has been made locally in reducing the number of early deaths from circulatory disease (heart disease and stroke) and from all cancers. The city is on track to meet its 2010 Our Healthier Nation death rate targets for both circulatory disease and cancers. Whilst this is a good achievement there have also been reductions across England, and so the gap between ourselves and England, although narrowing, still exists and focusing on reducing this gap is crucial to ensure that we reduce the outstanding inequality gap.

A recent health needs assessment found that mental health hospital admissions for people with dementia in Sunderland are currently more

than ten times above the level proposed in recent National Institute for Health and Clinical Excellence (NICE) and Social Care Institute for Excellence (SCIE) guidelines. Although recent investment has improved community based services further support is required with a shift in investment from hospital to community services and improved support for carers.

There is also currently a gap in the provision of rehabilitation services for people who have suffered a stroke. Further developments are required if those people, who are predominantly older people, are to reach their maximum level of independence. Early recognition, diagnosis and intervention as well as early supported discharge has been shown to lead to a 20% reduction in death or dependency following stroke.

As one would expect older people have significant social and health care needs. For example, it is estimated that around 40% of people aged 65 and over have problems with some aspects of daily living, such as washing, bathing or getting around and about (called 'functional dependency'), compared to a figure of 30% for England. Even assuming that the health of the city's population improves over the next 15 years, the number of older people with functional dependencies is projected to increase by 28% to 22,400 older people by 2022, simply because there will be more older people – living longer – in Sunderland.

A key challenge for the future will be how to best meet the rising needs and expectations of adults with functional, or other, dependencies – often associated with mental or physical health problems or frailty - receive help and support in daily living. There will be a need to deliver support and help in a more joined up way across the city, as more people live in their own homes for longer. This will mean developing capacity and innovation within both the private and third sectors to ensure that high quality support and care is available, including for prevention, to meet the needs of all citizens and for as long as needed.

Priority Improvement Indicators

NI 124 People with a long-term condition supported to be independent and in control their condition,

NI 125 Achieving independence for older people through rehabilitation / intermediate Care,

NI 139 People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently,

NI 136 People supported to live independently through social services (all ages)

Enable people to enjoy excellent sense of health and emotional wellbeing

If we are to improve economic productivity in the city we will need to increase levels of participation of working age adults in the local labour market. More adults in Sunderland claim incapacity benefits for mental / behavioural disorders than in comparative local authorities across England.

It is a priority for the partnership to improve levels of mental health and emotional wellbeing in the city, particularly amongst those people who are unable to work as a consequence of their condition and are claiming Incapacity Benefit.

Recent occupational health guidance identifies work and work related social networks as having positive mental health benefits.

Much has been done to make facilities accessible to people – the Community Wellness Programme has delivered 'state of the art fitness equipment and associated support into community settings throughout the city and further work to embed the programme into the day to day schedules of people is being developed and delivered through the Sport and Physical Activity Strategy.

Key Facts

- In Sunderland 11.6% of the population self-report poor health, a significantly higher proportion than the England average of 7.8%)
- In addition, there is a significantly higher than average proportion of the population of Sunderland with a limiting long term illness (24.0% compared to 17.9% for England (Source Community Health Profiles 2007).

Priority Improvement Indicator

NI 119 Self-reported measure of people's overall health and wellbeing

NI 150 Adults in contact with secondary mental health service in employment

Improve the emotional health and wellbeing of children in the city.

Some children in the city are disadvantaged early in the lives by the impact of poverty. The fundamental cause of this is the relatively low income levels of some families in the city and the

focus on developing the local economy – improving skills levels and increasing productivity and participation – set out in the Prosperous City chapter of this agreement will have a positive impact on reducing the numbers of children living in poverty over time.

The impact of poverty on families can also be seen in terms of the health of children and mothers and we need to ensure that we respond effectively to the health related outcomes of child poverty so that children are not doubly disadvantaged by the circumstances in which they grow up.

The impact of poverty is manifested in a variety of health outcomes including the emotional well being and the impact this has on the potential of children and young people to live healthy and fulfilled lives. The mental health and emotional well being of children and young people is both a national and local priority. It is integral to, and inter-dependent on each of the five Every Child Matters Outcome Areas; be healthy, stay safe, enjoy and achieve, make a positive contribution and enjoy and achieve. Mental health problems are associated with educational failure, family disruption, disability, offending and anti social behaviour placing demands on children’s services, schools and the youth justice system. Untreated mental health problems create distress not only to children and young people but to their families and

carers and can continue into adult life affecting the next generation.

A key aim for the partnership is to reduce the proportion of children that are disadvantaged at a very early stage in their lives. In Sunderland, despite a steady reduction in the number of mothers smoking in pregnancy the rate remains too high and impacts on the health and development of some babies.

Sunderland has a higher than England average teenage pregnancy rate and there has been partnership working across a range of organisations targeted at both reducing the numbers outright and supporting those young women who do become pregnant back into education and/or training when they are ready and able to engage.

Key Facts

- At 29.3% the proportion of children living in poverty in Sunderland is higher than the national average of 21.3%.
- The needs assessment carried out on behalf of the Children’s Trust indicates that 1 in 4 children and young people in Sunderland have some form of mental health problem, 15% of these will be mild, early stage difficulties, 7% will be moderately severe, 2% will be complex and 0.075% will be very serious.
- 27% of mothers in the city are smoking in pregnancy
- The under 18, pregnancy rate in Sunderland is 56.5 per

1,000 of the female population aged 15-17 compared with a rate of 42.1 nationally.

Priority Improvement Indicators

NI 112 Under 18 conception rate,

NI 50 Emotional health of children

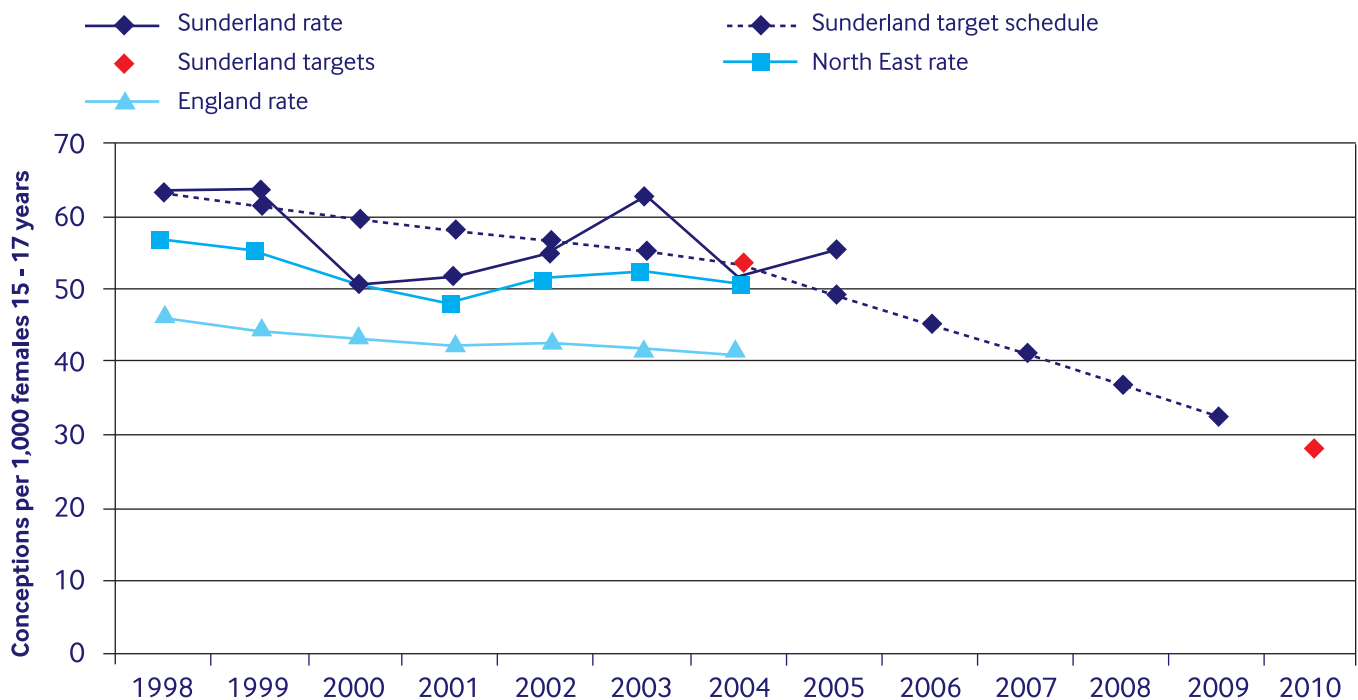
NI 123 16+ current smoking rate prevalence

Reduce the incidence of lifestyle choices that have a clear link with poor health, particularly lack of exercise, obesity, smoking and alcohol misuse.

Partners have demonstrated the importance of focussing on a preventative approach to health issues in the city. This has been a considered response to the clear links between certain lifestyle choices and poor health. In order to reduce health problems in the future the partnership will focus on a number of key causes of poor health such as smoking and poor diet.

It is paramount that health improvement interventions, particularly those associated with improving diet and increasing activity rates, are targeted at children and young people if we are to break the cycle of poor health within some communities. Good progress has already been made through improvements to school dining facilities in the city and an increase in the proportion of school children spending a maximum of 2 hours per week on PE and school

Teenage Pregnancy Trends in Sunderland



sport from 77% in 2005 to 86% in 2006.

Our information to date suggests that just over 1 in 6 children at age 11 is likely to be overweight and over 1 in 5 may be obese. We do not yet know what the outcome for these children will be in later life but if they do not lose their excess weight during adolescence, a worst case scenario suggests it is possible that we could see the first generations coming through with a lower life expectancy than their parents. We are also likely to see younger people suffering from chronic and preventable diseases such as some forms of diabetes.

In addition, national research identifies increased levels of adult male obesity as a fast developing trend, given the lower life expectancy men in Sunderland already experience

this would not be a positive trend. We must find a way to deliver more comprehensive care pathways across communities.

Introduction of the smoking legislation is a national and local success story but we still have significant work to do locally to support the third of local people who smoke. Smoking is still the single more preventable cause of death and ill-health locally and nationally. In reality this means that whilst in some wards there may be low smoking rates, in others the majority of adults are regular smokers. National surveys suggest that 70% of smokers would like to give up and we have no evidence to suggest that situation is different locally. Locally young women are taking up smoking in increasing numbers and we are seeing higher deaths rates from lung cancer for women than for men

for the first time but rates for both are much higher in Sunderland than across England.

We are now beginning to see the evidence of impact of an increase in the consumption of alcohol through the much higher rates of hospital admissions for alcohol related diseases than the English average, increases in incidence of significant liver disease related to alcohol (cirrhosis), anecdotal reports around increased cases of alcohol associated dementia (Korsakoff's disease) and a wide range of statistics of alcohol associated events from partners including the police and accident and emergency departments around increase in consequences such as antisocial behaviour, accidents and crimes of a violent nature.

Key Facts

- 31.8% of our adults smoke compared with 26% of England.
- Approximately 27% of adults in Sunderland are estimated to binge drink compared to 18% nationally and the rate of people admitted to hospital for alcohol specific conditions is much higher (almost double) than the national average (470 per 100,000 compared to 248).
- Sunderland Hospital stays due to alcohol are 470.6 per 100,000 compared to the national average of 247.7.
- Information relating to height and weight collected in primary schools shows that 12.6% of 4 to 5 year olds and 21.4% of 10 to 11 year olds are overweight or obese.

Priority Improvement Indicators

NI 123 16+ current smoking rate prevalence,

NI 39 Alcohol-harm related hospital admission rates,

NI 56 Obesity among primary school age children in Year 6.

HEALTHY CITY

AIM

By 2025 Sunderland will be a city where people will enjoy the best health they can and have long life expectancy. People will be able to choose and control the care and support they need and be able to live independently.

CHALLENGES

Provide people with the opportunity to live as long as those with the longest life expectancy in England.

Reduce the incidence of lifestyle choices that have a clear link with poor health, particularly lack of exercise, obesity, smoking and alcohol misuse.

Improve the emotional health and wellbeing of children.

Put in place measures that will identify health risks at an early stage and provide interventions that will enable people to maintain good levels of health and wellbeing so that they can be as independent as possible.

Enable people to enjoy an excellent sense of health and emotional well being.

PRIORITY IMPROVEMENT INDICATORS

- **NI 137** Healthy life expectancy at age 65,
- **NI 120** All age, all cause mortality rate

- **NI 123** 16+ current smoking rate prevalence,
- **NI 39** Alcohol-harm related hospital admission rates,
- **NI 56** Obesity among primary school age children in Year 6.

- **NI 112** Under 18 conception rate,
- **NI 123** 16+ current smoking rate prevalence,
- **NI 50** Emotional Health of children

- **NI 124** People with a long-term condition supported to be independent and in control their condition,
- **NI 125** Achieving independence for older people through rehabilitation / intermediate Care,
- **NI 139** People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently
- **NI 136** people supported to live independently through social services (all ages)

- **NI 119** Self-reported measure of people's overall health and wellbeing
- **NI 150** Adults in contact with secondary mental health service in employment

Developing High Quality Places to Live Theme

Attractive and Inclusive City

By 2025 Sunderland will be a clean, green city with a strong culture of sustainability for future generations. Both the built and natural environments will be welcoming, accessible and of high quality.

Background

Sunderland is aiming to be one of the best places to live, work, study and visit in the UK. The vision for the city is built on the uniqueness of the city's location, the technological revolution that has taken place over the last two decades, the huge regeneration potential and the quality of life that is offered.

Realising our ambition will be demonstrated by the levels of resident satisfaction but also by reducing the forecasted decline in the city's population. At present the number of people leaving the city exceeds the number of people choosing to move into the city and we are committed to the development of a city that will both encourage existing residents to stay and attract new residents.

We understand that we need to get the balance right in terms of what we are offering people. For this reason the ambition for the

city extends beyond the significant regeneration that will raise the profile of the city nationally and internationally and appeal to people looking for an excellent place to live, to the provision of high quality services that enhance the quality of life led by everybody who lives in the city.

Everything that we propose to do in the city is directed by the aim to make the city a great place to live. We want everything about the city – the jobs it offers, the education provision, the shopping, its culture – to be of the highest possible quality. However, we recognise that different elements of what the city can offer will have different levels of importance to different groups of people at different stages in their lives.

One priority that stands out for everyone though, and local people confirm this in the outcome of residents surveys, is that a good local environment is an essential component of a good quality of life. Partners have responded by successfully tackling some of the key physical challenges in the city and improving performance in the services that maintain a high quality living environment but there are still challenges that we need to address if we are to realise our ambitions.

Partners are also committed to developing cohesive and inclusive communities. We are starting from a strong position - The sense people have that they 'belong' to the area where they live is higher in Sunderland than

across the country as a whole – the Home Office Citizenship Survey showed that across England and Wales fewer than 2 in 3 (63%) felt that they belonged to their local authority or borough, rising to 3 in 4 who felt they belong to their local neighbourhood (74%). In Sunderland the figures were 70% and 80% respectively. Also, Sunderland residents tend to be well acquainted with their neighbours, with over 3 in 4 (77%) saying they know at least some of the people in their local area. Only 1% do not know anyone in their neighbourhood at all. Furthermore a large proportion also say their neighbours are willing to help out (79%) and many people agree that at least some of the people in their neighbourhood are trustworthy (80%) although 1 in 6 (17%) say only a few or no people can be trusted.

But we know that the number of people describing themselves as being of an ethnic group other than white has increased and there is an increasing diversity in the religions that people follow.

We are responding to the challenges by adopting a cross-cutting, multi-agency approach to our work with different groups across the city so that we can develop a better understanding of the needs of different groups and the best ways of working with them to achieve common goals.

In order to support this work the partnership has developed a Community Development Plan that will result in a more co-

ordinated and effective approach to community development in the city. This will be supported by the development of better arrangements for enabling local people to get involved in the decision making processes at a local level.

Housing and the physical environment

Social housing provision in the city has been transformed following the decision of Sunderland City Council to transfer its entire housing stock to the Sunderland Housing Group (now Gentoo) in 2001. The transfer facilitated a £600m investment programme that will improve over 14,000 homes by 2010. The investment meant that Gentoo was the first major Registered Social Landlord to achieve the Government's decency standard in January 2005, 5 years ahead of the Government's target of 2010.

Plans are in place to further improve the composition of the social housing provision in the city with renewal programmes being implemented in the areas of Castletown, Hetton and Hendon.

Key Challenge

Ensure that there is a sufficient housing choice for those wishing to live in Sunderland in relation to type, location and price

The city does not have the numbers or types of houses that people want to live in and, if we are to arrest the decline in the city's population we will need to

change the profile of housing provision. In particular we need to encourage the provision / development of good quality, modern, affordable family homes and increase the numbers of executive homes in high quality environments that will appeal to high income earners.

A comprehensive Housing Market Assessment has been conducted by consultants and this has provided a detailed understanding of the housing market in the city.

Key Facts

- 78% of housing in the city falls within council tax bands A and B, with only 0.5% being valued in the tax bands G and H
- Average House prices in Sunderland have increased by 162% since 2001 years from £66,960 to £117,304 whilst average annual household earnings have increased by approximately 40% over the same period.
- In 2006 5.3% of property sales were affordable to people on a lower quartile income compared with 33.7% in 2002
- Although population is expected to fall slightly by 2029, the number of households in the city is expected to rise by 13,000 over the same period

Improvement Indicators

NI 154 Net additional homes provided

NI 159 Supply of ready to develop housing sites

Sustainable environment

Sunderland has the ambition of becoming one of the UK's most sustainable cities and a number of steps have been taken to make this ambition a reality.

It already has a high quality natural environment, where greenspace makes up 50% of land area, a coastline that boasts Blue Flag beaches and EU-designated nature conservation sites, good river and air quality all of which supports a good biodiversity of plant and animals. In recognition, Sunderland has been ranked 5th out of the UK 20 largest cities for environmental quality. Also, the city has a low eco-footprint, with consumption levels 8th lowest out of 60 UK cities. The city is going further and taking a number of steps to manage other growing environmental concerns:

- School and the Sunderland Aquatic Centre developments are being built to high environmental standards as rated by BREEAM
- Council has introduced a carbon management programme to reduce carbon based energy use
- Introduction of the Sunderland Warm Homes Initiative.

Key Challenge

Become one of the UK's most sustainable cities by supporting sustainable patterns of consumption, production, transport and development

Substantial improvement has been made in respect of recycling levels in the city (The percentage of household waste recycled or sent for composting has increased from 18.73% in 2005/06 to 23.72% in 2006/07). Progress has been made by the introduction of awareness campaigns and expanding services to include kerbside collections. However there is still room for improvement, we are well below the national average for recycling levels which is 29.44% and although the volume of waste that is going to land fill sites is reducing (81.27% in 2005/06 to 79.12% in 2006/07) it is still above the national average of 65.24%. A number of collaborative initiatives are being progressed that will lead to increases in efficiency and capacity in terms of the management of the city's waste product and these will make a significant contribution to the city's overall sustainability in the long term. Recycling is commonly identified by Community Spirit members (the council's residents panel) as a key priority for improvement

Our aim is that all people living, working and visiting in Sunderland will have the opportunity to travel, and move around, the city using sustainable, reliable and efficient transport networks. The development and utilisation of more sustainable transport systems will result in a greater number of journeys on public transport and an associated reduction in atmospheric pollution in the city with CO2 emissions being minimised.

Priority Improvement Indicators

NI 192 Household waste recycled and composted

NI 175 Access to services and facilities by public transport, walking and cycling

Clean and Green

The outcome of the MORI survey continually highlights the importance of the physical environment to residents in making Sunderland a good place to live. The tidiness of a place is also closely related to how safe people feel about where they live. The council and partners are therefore striving to make Sunderland cleaner and greener as well as safe. Street cleaning performance in the city has been improved by focussing on those areas of the city that have shown higher than average levels of litter and detritus. Further improvements are expected as the Integrated Working Arrangements Pilot is rolled out across the city.

Key Challenge

Continue to improve service delivery so that the city has a public realm that is well maintained, accessible, sustainable and functional

Despite the improvements that have been achieved, overall resident satisfaction has decreased slightly and there is a need to further improve service delivery and outcome. A small number of Neighbourhood Agreement pilots have been put in place across the city to engage local people in local service delivery and it is

anticipated that these will lead to the development of more effective services at a local level.

Priority Improvement Indicator

NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting).

Inclusive Communities

Key Challenge

We want to develop communities in Sunderland that are confident and where there is an atmosphere of mutual support, respect and trust so that people and the places they live in are thriving pleasant places to live

Evidence shows that communities in the city are becoming more cohesive and confident. We want to ensure that these positive trends are embedded by promoting and encouraging individuals and communities to have aspirations, responsibility and due regard for others.

Significant work is being done in the city to strengthen relationships between partners, local communities and Voluntary and Community Sector organisations. A comprehensive Community Development Plan has been developed after extensive consultation and this will support delivery of the Sustainable Community Strategy and LAA priorities by increasing community capacity to engage with those priorities through the promotion of active citizenship. It will also support communities in identifying and meeting their

needs to close the inequalities gap.

A refresh of the Sunderland Partnership Compact is also taking place and this will facilitate the development of better relationships between the Voluntary and Community Sector and the wider Sunderland Partnership which will lead to better service delivery for the citizens of Sunderland.

Despite the progress that has been made there are still people who cause harm through discrimination promoting conflict, hate crime and extremist activity. Extremism and long running conflicts between

sections and individuals cause rising fear and restrict the activities and growth of people and communities. By reducing such incidents we will improve the confidence of all sections of the community.

Key Facts

- 2 in 3 residents (63%) now agree that their local area is one where people from different backgrounds get on together, an increase of 8% since 2005. In addition almost 3 in 5 (58%) agree that residents respect ethnic differences between people.

Priority Improvement Indicator

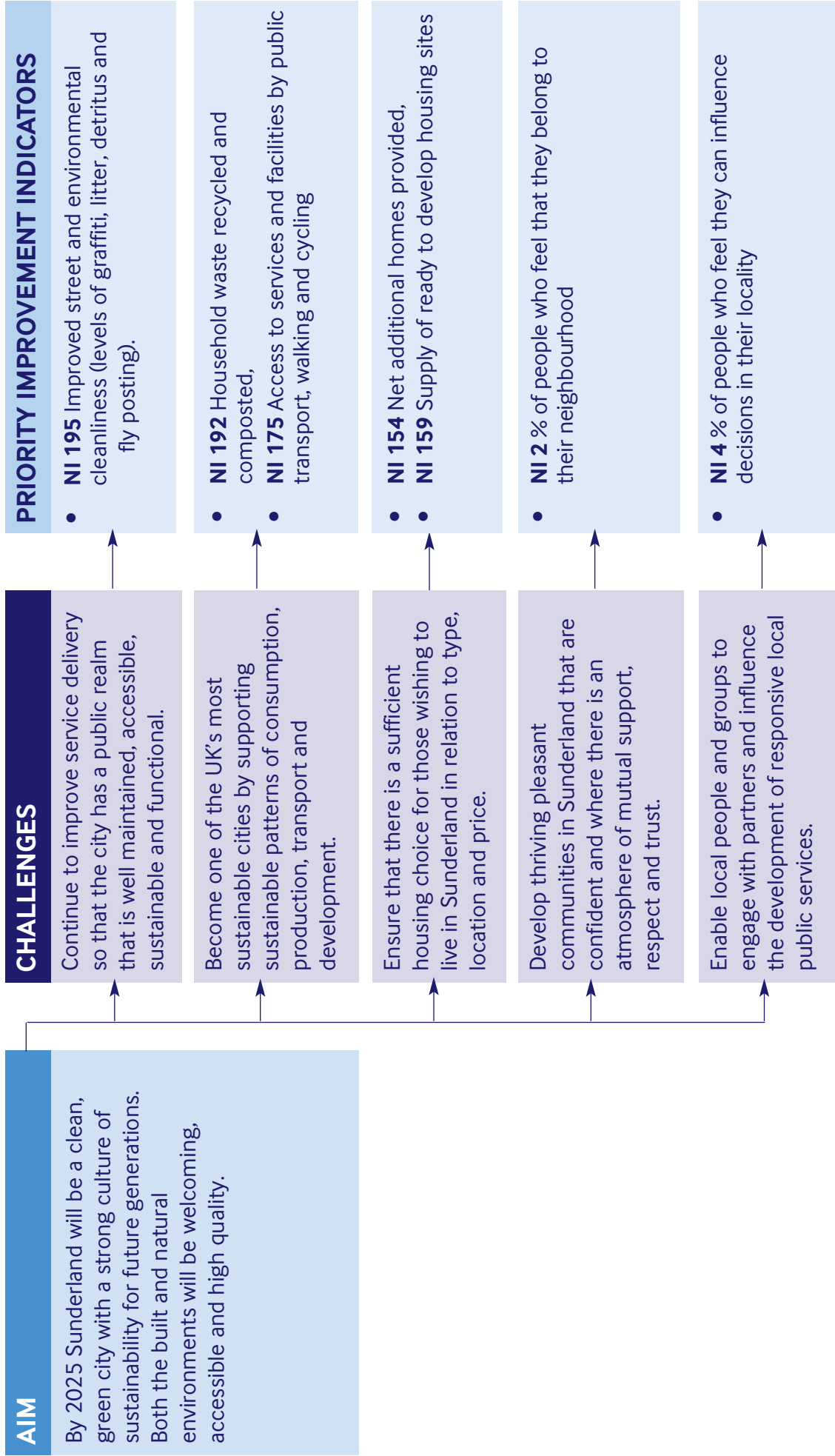
NI 2 % of people who feel that they belong to their neighbourhood

In addition, we intend to develop mechanisms and structures that will enable local people and groups to engage with partners and influence the development of responsive local public services.

Priority Improvement Indicator

NI 4 % of people who feel they can influence decisions in their locality

ATTRACTIVE AND INCLUSIVE CITY



Safe City

By 2025 Sunderland will be a place where everyone feels welcome and can be part of a community which is safe, inclusive and successful.

Background

Considerable progress has been made in reducing crime and disorder in the City. Crime levels in the city have fallen by 27% since 2002/03 and the Safer Sunderland Partnership was the second best performing partnership in 2006/07 compared to 15 similar partnerships in the country. Sunderland is now a safe place to live and work with a crime rate below the national average

Much of the progress made has been the result of outstanding partnership working and targeting resources at those people most at risk of crime and offending behaviour and those communities that are experiencing disproportionate levels of crime. The introduction of a number of highly effective service developments including:

- 14 Neighbourhood Policing Teams and over 50 Police Community Support Officers operate across the city providing a visible and reassuring presence on the streets. This is in response to the Fear of Crime Survey identifying that 56% of residents were worried about crime because of a lack of police presence.
- Safer Sunderland Partnership's Prolific and Priority Offenders Scheme

targets the most persistent offenders and has seen a 70% reduction in their levels of offending since October 2004.

- Sunderland's Youth Offending Service (YOS) is one of only five in the UK to be awarded a score of five by the Regional Youth Justice Board Manager.
- To help improve feelings of safety a community television system is currently in place in ten locations across the city (e.g A&E at Sunderland Royal Hospital). An independent evaluation has shown that between 51% and 71% of people felt safer as a result of viewing TV screens.
- Local Multi Agency Problem Solving (LMAPS) groups in each area of the city have been further developed and the council has recently developed a Section 17 Corporate Strategy and Framework to ensure that the council does all that it reasonably can to prevent crime, disorder and substance misuse.

Progress has also been in respect of some of the factors that are major contributors to crime. Sunderland's drug treatment programme has been redesigned making it easier for people to access treatment. As a result there has been 65% increase in the numbers of problematic drug users in treatment over the last two years. A Respect Action Plan has been implemented so that the progress that has been made in reducing crime can be sustained by future generations.

We intend to build on the good progress made by sustaining improvement and focussing on

the remaining challenges. Some communities still experience crime rates that are higher than the city average and the outcome of consultation with local people shows that community safety remains a concern. In order to make an impact on these challenges we will continue to use the neighbourhood policing methods and associated local multi agency problem solving groups (LMAPs) to understand and respond to issues of crime and community safety at a local community level. In addition we intend to set local neighbourhood level targets for our improvement indicators where this is possible.

Key Challenges

Ensure people are free from crime, disorder and substance misuse

Reduce reoffending by prolific offenders and young people - Quality of life of local residents is significantly enhanced if they are free to enjoy their day to day existence without concerns about becoming a victim of crime or being harmed. We can demonstrate that our multi agency, problem solving approach that balances prevention and early intervention and support with enforcement is successful - the crime rate in the city has been lower than the national average since 2005/06. However, some groups of people and some areas of the city experience disproportionate levels of recorded crime. For this reason effort will continue to further reduce crime and this will take the form of a targeted

problem solving approach at hot spot locations, repeat victims and repeat offenders.

Evidence shows that strategies designed to tackle prolific offending can have a significant impact on crime. According to Home Office research a small number of offenders are responsible for a significant proportion of the number of crimes committed. These individuals have a significant impact on crime levels and feelings of community safety in the area.

Reducing crime levels of all types can be achieved by targeting the small number of young and adult offenders who cause the most harm to local communities and this will inform the partnership's approach to crime reduction in future years. Research also shows that many of the most persistent offenders have drug and alcohol misuse problems and for this reason we intend to combine our focus on persistent offenders with activities to reduce drug related offending rates.

Priority Improvement Indicators

- NI 19** Rate of proven re-offending by young offenders,
- NI 30** Re-offending rate of prolific and priority offenders

Reduce alcohol related crime and disorder – Alcohol misuse not only affects the health of the individual, but also their family, friends, carers and the community. According to the National Policing Plan 2005/08 and the National Crime Strategy, alcohol is a key driver in nearly

half of all violent crime and is a key cross-cutting issue. In Sunderland, the majority of violent crime is committed in and around pubs and most takes place on a weekend evening. This is backed up by local Accident and Emergency data on assaults which showed that weekend evenings from Fridays to Sundays had the majority of presentations. The majority of these were males and young adults between 16-30 years. Public drunkenness is a key driver affecting feelings of safety in Sunderland.

Violent crime in Sunderland has strong links to alcohol with alcohol harm related hospital admissions much worse than the country average, ranking 343 for males and 334 for females out of 354 areas. Alcohol related violent offences ranked Sunderland 242nd. The impact on peoples' health and well-being can be minimised through reductions in repeat problems.

The Local Alcohol Profiles for England for 2007 lists Sunderland as having one of the worst records for binge drinking in the country, ranked 349th out of 354 authorities. Alcohol-attributable hospital admissions are also considerably worse than the country average, ranking 343 for males and 334 for females. Alcohol related violent offences ranked Sunderland 242nd out of 354.

Tackling underage drinking and public drunkenness is one of the top priorities in Sunderland's Fear of Crime survey. This is known as a key local driver of fear of crime. Alcohol-related crime and

disorder has also been identified as a top 3 issue by each LMAPS group and through community engagement surveys.

Priority Improvement Indicator NI 39 Alcohol-harm related hospital admissions

Create a Safe Environment

Reduce antisocial behaviour and disorder – As we know from the outcome of residents surveys feelings of safety remain an issue despite excellent reductions in recorded crime, improvements in perceptions of crime and disorder problems, and reductions in the people's and reductions in people's worry about crime. This has been achieved by focussing attention and activity on those factors that contribute to fear of crime, particularly anti social behaviour and drug and alcohol misuse such as the Targeted Youth Engagement Project, Pubwatch, Taxi Marshalling, a Family Intervention Project and an improved drug treatment system.

Anti-social behaviour is a key local and national priority which is regularly raised by residents through community engagement surveys, the fear of crime survey and LMAPS. Perceptions of ASB are driven by a range of behaviours from youth disorder and substance misuse through to enviro-crime, arson and criminal damage. In Sunderland it is particularly linked to teenagers hanging around and drunk or rowdy behaviour which are known to be key factors impacting on feelings of safety in Sunderland. Early

intervention (e.g. through swift removal of enviro-crime and diversionary work with young people) can prevent anti-social behaviour from escalating and reduce perceptions of it being a problem.

**Priority Improvement Indicator
NI 17** Perceptions of anti-social behaviour

Ensure Residents are free from harm

Reduce incidents of domestic violence – Reducing repeat victimisation can help minimise the harm caused especially on the physical and mental health of victims. Domestic violence has the highest levels of repeat victimisation of any crime in Sunderland (47% in 2006-07)

and still remains a largely hidden crime with around 4,800 incidents a year. National research indicates that on average it takes 35 assaults before a victim will contact the authorities Early intervention with high risk individuals (victims and perpetrators) is vital to reducing repeat victimisation and a co-ordinated community response to domestic violence is needed focusing on the victim, their children and the offender. There are also clear links between domestic violence and alcohol. Many perpetrators of domestic violence have been drinking before committing an assault and many are alcohol dependent. Prevalence of alcohol abuse problems amongst men with histories of intimate partner violence is high. Reviews indicate

that rates of alcohol abuse and dependence amongst perpetrators of domestic violence may be 2 to 7 times higher than in the population as a whole. Alcohol can also be used as a coping mechanism for victims of domestic violence.

Young people are more likely to be victims than perpetrators and young males are most likely to be both the victims and perpetrators of violence against the person and robbery. National and local research shows clear links between violent crime and alcohol.

**Priority Improvement Indicator
NI 32** Repeat incidents of domestic violence

SAFE CITY

AIM
 By 2025 Sunderland will be a place where everyone feels welcome and is part of a community which is safe, inclusive and successful.

CHALLENGES
 Ensure people are free from crime, disorder and substance misuse.
 Create a safe environment.
 Ensure residents are free from harm

PRIORITY IMPROVEMENT INDICATORS

- **NI 19** Rate of proven re-offending by young offenders,
- **NI 30** Re-offending rate of prolific and priority offenders.
- **NI 39** Alcohol-harm related hospital admissions

• **NI 17** Perceptions of anti-social behaviour

• **NI 32** Report incidents of domestic violence

LAA Priority Indicators

Table 1: Prosperous (▼) and Learning City (◆)*/**

Ref.	NIS Ref.	Priority Improvement Indicator
Develop a culture of enterprise and talent to support economic growth		
1	151	Overall Employment Rate
2	171	VAT registration rate
3	166	■ Average earnings of employees in the area
4	152	■ Working age people on out of work benefits
5	116	■ Proportion of children in poverty
Match the Supply of labour with demand at all levels		
6	174	◆ Skills gaps in the current workforce reported by employers
Everyone will have the knowledge and skills needed to play their part in the city's economic growth and achieve individual prosperity		
7	164	▼ Working age population qualified to at least level 3 or higher
8	161	▼ Learners achieving a level 1 qualification in literacy
9	162	▼ Learners achieving an entry level 3 qualification in numeracy
Provide all children and young people in the city with the best preparation and foundation for adult life		
10	106	▼ Young people from low-income backgrounds progressing to higher education.
11	117	▼ 16-18 year olds not in employment, education or training

*Indicators under this theme have been selected so that they align with the Tyne and Wear City Region Multi Area Agreement.

**Indicators associated with improvements to learning are supported by the 16 mandatory Children, Schools and Families indicators.

Table 2: Healthy City (■)

Ref.	NIS Ref	Priority Improvement Indicator
Provide people with the opportunity to live as long as those with the longest life expectancy in England		
12	120	All-age mortality rates
13	137	Healthy life expectancy at age 65
Put in place measures that will identify health risks at an early stage and provide interventions that will enable people to maintain good levels of health and wellbeing so that they can be as independent as possible		
14	124	People with a long term condition supported to be independent and in control of their condition
15	136	People supported to live independently through social services (all ages)
16	139	People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently
17	125	Achieving independence for older people through rehabilitation/intermediate care
Enable people to enjoy excellent sense of health and emotional wellbeing		
18	119	▼ Self-reported measure of people's overall health and wellbeing
19	150	▼ Adults in contact with secondary mental health service in employment
Improve the emotional health and wellbeing of children		
20	112	◆ Under 18 conception rate
21	50	◆ Emotional Health of children
Reduce the incidence of lifestyle choices that have a clear link with poor health, particularly lack of exercise, obesity, smoking and alcohol misuse		
22	56	Obesity among primary school age children in year 6
23	39	■ Alcohol-harm related hospital admission rates
24	123	▼ 16+ current smoking rate prevalence

Table 3: Developing high quality places to live (including Attractive and Inclusive (■) and Safe City (■) priorities)

Ref.	NIS Ref	Priority Improvement Indicator
Ensure that there is sufficient housing choice for those wishing to live in Sunderland in relation to type, location and price		
25	154	▼ Net additional homes provided
26	159	■ Supply of ready to develop housing sites
Become one of the UK's most sustainable cities by supporting sustainable patterns of consumption, production, transport and development		
27	192	Household waste recycled and composted
28	175	Access to services and facilities by public transport, walking and cycling
Continue to improve service delivery so that the city has a public realm that is well maintained, accessible, sustainable and functional		
29	195	■ Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting)
Ensure people are free from crime and disorder		
30	30	■ Reoffending rate of prolific and priority offenders
31	19	■ Rate of proven reoffending by young people
Create a safe environment		
32	17	■ Perceptions of anti-social behaviour
33	32	■ Repeat Incidents of Domestic Violence
Enable local people and groups to engage with partners and influence the development of responsive public services		
34	4	% of people who feel they can influence decisions in the locality
Develop communities in Sunderland that are confident and where there is an atmosphere of mutual support, respect and trust so that people and the places they live in are thriving pleasant places to live.		
35	2	■ % of people who feel that they belong to their neighbourhood

Sunderland Local Area Agreement 2008 – 2011

