

**At a meeting of the WASHINGTON AREA COMMITTEE held at the WASHINGTON COMMUNITY FIRE STATION, GLOVER INDUSTRIAL ESTATE on THURSDAY, 2<sup>ND</sup> JULY, 2009 at 6.00 P.M.**

**Present:**

Councillor Kelly in the Chair

Councillors Chamberlin, I. Cuthbert, A. Cuthbert, Fletcher, Miller, I. Richardson, Scaplehorn, Snowdon, Timmins, Trueman, Wake, P. Walker and Whalen

Police: Sergeant Paul Wittle

Gentoo: Stewart O'Neill  
Dennis Gray

**Apologies for Absence**

Apologies for absence were submitted on behalf of John Chapman, Mrs. Wake and Mr. Swan.

**Minutes of the last meeting of the Committee held on 4<sup>th</sup> June, 2009**

1. RESOLVED that the minutes of the last meeting of the Committee held on 4<sup>th</sup> June, 2009 (copy circulated) be confirmed and signed as a correct record.

**Declarations of Interest**

There were no declarations of interest.

**Questions to Area Committee**

The Chief Executive submitted a report (copy circulated) to raise awareness and understanding on the new agenda item 'Questions to Area Committee' on the support to launch the scheme from September 2009.

(For copy report – see original minutes).

Nicol Trueman, Area Regeneration Officer, presented the report and informed the Committee that it would be an ideal opportunity for local people to ask

questions on the services provided, such as youth provision or employment for example.

Ms. Trueman advised that it was hoped front line Councillors would pilot the scheme and that a sample of the Question Form was included for the Committees consideration.

The forms would be given to Members for distribution upon engagement with local people, with a review of the practice after September and November meetings of the Committee.

2. RESOLVED that:-

- (i) the proposed protocol and pilot for Questions to Area Committee, as set out in Annexes 1 and 2, be approved; and
- (ii) the report be received and noted.

### **Washington – A Safe Area Summary**

The Chief Executive submitted a report (copy circulated) for the Committee to consider and discuss the priority of 'Safe' as agreed at the June meeting of the Committee and identified in the Work Plan for 2009/10.

(For copy report – see original minutes).

Ms. Trueman requested the Committee deliberate over the 36 proposals outlined in Annex 1 and to consider the short, medium and long term proposals and if awareness needed to be raised or if enhanced services were required.

The Chairman advised that the main cause of concern identified in the Washington area was anti social behaviour and sought the Committees thoughts on the best way forward. Should the Committee look to tackle the issue throughout the whole of Washington or look at the three to four areas identified as most severe.

Councillor Miller commented that as Washington covered five areas, the Committee should ensure all Wards were engaged.

Councillor Trueman advised that the Police had a difficult job in containing anti social behaviour and it was an issue which needed to be targeted.

Councillor I. Cuthbert commented that the Committee needed to work closely with partners in identifying the hot spots where anti social behaviour was occurring.

In response to an enquiry from a member of the public, the Chairman advised that Prudential had been contacted as possible partners, but they had not responded as yet.

The Chairman commented that more needed to be done than sending the Police into each Ward's identified hot spots to chase children away. Those children needed to be engaged through services delivered via the Council and partners.

Councillor Scaplehorn commented that as well as the Police Beat Managers, Gentoo's Neighbourhood Enforcement Officers could also identify problem areas.

The Chairman referred to a recent study by Children's Services Review Committee on alcohol awareness, of which children had raised issues that this Committee needed to take responsibility for and start delivering services.

A member of the public commented that Sunderland did a great amount of work on alcohol and drug misuse for adults and that the impact such misuse had on children also needed to be considered.

The Chairman advised that it was hoped for partnership working with the Primary Care Trust as prevention measures were needed in relation to alcohol misuse.

Councillor Trueman commented that there was not enough being done in the way of treating alcohol misuse and that a facility was desperately needed.

In response to a member of the public, the Chairman agreed that it wasn't always children involved in anti social behaviour and that adults, such as nuisance neighbours and so on, would be targeted also.

The Chairman also commented that the majority of children were well behaved and only a small percentage caused trouble.

In relation to tackling the misuse of drugs, Councillor Trueman commented that there were many experts which the Committee should refer to on the best way forward.

Deliberation having been made, it was:-

3. RESOLVED that:-

- (i) the 36 proposals outlined in Annex 1 be agreed; and
- (ii) the document be developed throughout the year.

## **Strategic Initiatives Budget: 2009/2010 Ward Based Community Chest**

The Chief Executive submitted a report (copy circulated) bringing forward a total of 28 recommendations relating to the 2009/2010 Community Chest Scheme.

(For copy report – see original minutes).

Geoff Rudd from the Washingtonians Jazz Band was in attendance and at the request of the Chairman, gave a brief report on the progress the project had made.

Councillor Trueman enquired if the band would be available for events such as the Miners' March and Remembrance Sunday.

Mr. Rudd advised that the band would be playing at the Springwell Carnival and would be happy to play at other events if invited.

Councillor Wake suggested the Kite Festival as a possible event.

The Chairman requested that Members contact Ms. Trueman with possible events and those details be published in Sunrise.

The Chairman then proposed that the contribution towards Washington Cricket Club be funded through the Strategic Initiatives Budget rather than the Community Chest.

4. RESOLVED that:-

- (i) 27 of the 28 proposals for Community Chest funding be approved, with;
- (ii) the Washington Cricket Club proposal to be funded from the Washington Area Committee's main Strategic Initiatives Budget.

## **Strategic Investment Plan (SIP)**

The Chief Executive submitted a report (copy circulated) to provide the Committee with details of the proposed SIP as a delivery mechanism for achieving the long term ambitions of the area in order to improve the quality of life for residents and communities as encapsulated within the Sunderland Strategy, the Local Area Agreement, CAA and Local Area Plans.

(For copy report – see original minutes).

The Chairman and Ms. Trueman advised of the two options on how best to allocate SIP across the Washington area and requested comments from the Committee.

Councillor Miller expressed a preference of Option 2 so that each Ward had the ability to decide on expenditure against the LAP priorities.

Councillor Miller also commented on the need to be proactive in respect of any unspent money from Wards.

Councillor I. Cuthbert also expressed a preference for Option 2 and agreed that an ongoing review would be needed for effective expenditure within the required deadlines.

The Chairman commented that if implemented correctly it was hoped any expenditure could be matched by external funding.

Councillor Trueman commented that it could be reviewed in a year's time to see if the option was working correctly.

Councillor Wake agreed that if there was any unallocated money left over, that it be distributed to the more needy Wards.

The Chairman commented that all aspects of Washington needed support, therefore, it was:-

5. RESOLVED that the Washington Area adopt Option 2 – SIP would be split across the five Wards of the area, totalling £52,492 per Ward, with local Ward Councillors and service providers being responsible and accountable for its expenditure against the LAP priorities, with proposed projects being presented to Area Committee for a final decision.

### **Washington Wheeled Sports Park**

The Director of Community and Cultural Services submitted a report and Powerpoint presentation (copy circulated) to advise the Committee of the findings from the recent consultation, to seek endorsement of the preferred option and progress to step 7 of the process to develop a Wheeled Sports Park for Washington.

(For copy report – see original minutes).

Carol Lewis, Play Pathfinder Programme Manager, presented the report and advised that the Crocodile Pond at Princess Anne Park was the preferred site and requested endorsement from the Area Committee.

Ms. Lewis also advised that if endorsed, the site would be looking at a cost of £150,000. As the original funding had been set at £135,000 a request for the Area Committee to meet the £15,000 deficit would be proposed.

Councillor Trueman proposed that the suggested site be accepted and that the Area Committee give consideration to meeting the shortfall in the funding.

Councillor I. Cuthbert commented that he fully supported the proposed site and thanked officers for their thorough work.

Councillor Miller commented that he believed the process had worked well and he hoped the public had seen that the Council had listened to their concerns.

At the request of the Chairman, Ms. Lewis advised that the costs of the consultations undertaken were estimated to be £20,000, which included external Architects designs and printing costs.

As officer time was still being calculated, this figure could rise to £30,000 or above.

Councillor I. Richardson thanked everyone involved and believed the positive outcome showed what can be achieved through the good work at Area Committee.

Councillor I. Cuthbert commented that he hoped lessons had been learned from the first round of consultations and the mistakes that were made.

Councillor Snowdon thanked her fellow Ward Councillors for their support in helping deal with the initial complaints and concerns on the consultation process.

A member of the group enquired as to how the public would be informed of the outcome for the proposed site.

Verity Dodd, Senior Corporate Communications Officer, advised that details on the Wheeled Sports Park would be in the September issue of Sunrise.

6. RESOLVED that the Area Committee endorse the recommended preferred site with a view to move on to step 7 of the process.

### **Developing Community Communications to Support Area Committees 2009-10**

The Chief Executive submitted a report (copy circulated) to seek input from the Committee to inform the development of a Community Communications Action Plan.

(For copy report – see original minutes).

Ms. Dodd advised that the Communications Team would like to assist the Area Committees in promoting the Local Area Plans and agreed work plan during 2009-10 and beyond.

Ms. Dodd requested the Committees suggestions for different ways to communicate with local residents and provide information to the area.

Suggestions from other Area Committees included posters, postcards and a 2-4 page colour newsletter relevant to each area with what events were to be held and any good news stories.

Councillor Miller commented that he believed a newsletter was vital to show what the Committee had achieved and was looking to achieve, with an opportunity for residents to identify any issues or concerns specific to the Washington area.

Councillor Miller also suggested that Members be provided with some kind of T-shirt/polo shirt which would more easily identify them to the community if the public wished to approach their ward councillor.

Councillor Walker commented that he would like to see Sunrise disbanded as a citywide publication with separate localised publications introduced for each area as an alternative.

Councillor Walker also commented that more needed to be done to promote the meetings of Area Committee.

Councillor Trueman commented that many members of the public found it difficult to find the venues for the meetings and suggested notification be given at the end of a meeting on where the next scheduled Area Committee would be held.

Councillor Wake suggested a sign in sheet for all members of the public where they could include email addresses for notification of meeting and venue details.

Councillor I. Cuthbert agreed with and supported the idea of having localised newsletters rather than the Sunrise publication but expressed a concern that they could become politicised.

The Chairman advised that the Committee would always be non political as long as he was Chair, and that the same applied to Area Communications as they would be for the people of Washington, not for a particular party.

A member of the public requested the implementation of a social diary for the voluntary sector and community organisations events over the year.

It was also raised that the majority of communication from the Council is marketed towards adults, whereas Gateshead for example have publications for younger people.

Members of the public also commented that Sunrise was not published frequently enough to give residents up-to-date information.

The Chairman agreed and commented that a website based on issues relating to the Washington area could help in delivering Council related

information and also supply links to groups such as the Washingtonians, the Cricket Club and Scouts, etc.

It would also be a good platform to inform the public of Community Chest projects that had received funding.

Mr. George Thompson advised that the Washington Pride website was already set up to provide such information on groups and organisations, but needed the details to be supplied before it could be effective.

Members of the public made the following comments:-

- Can information be published in the Evening Chronicle and the Washington Star as the Sunderland Echo is not the only newspaper available in Washington?

Ms. Peacock advised that information had been supplied to the Chronicle but difficulties had arisen due to the loss of a reporter for the Washington area.

- Why does the Council not utilise buses and bus stations to provide information or advertising?

The Chairman commented that information was supplied to libraries and community centres yet was still not reaching the public, therefore using the bus stations may be a valid suggestion.

- Shop windows in The Galleries/Concord area could be used to advertise upcoming events, etc.
- A member of the public commented that there was very little in the way of walks/rambling, he had requested information/publications on organised walks which he was trying to arrange and the Countryside Team were unable to help him, yet Durham Council were able to send information out to him the next day.

Councillor Chamberlin advised that the Committee had recently funded a Washington Walking Group.

- It was suggested that information boards and advertisements could be used at the Washington Wheeled Sports Park when completed.

The Chairman advised that contact could be made to open up more aspects of the park.



7. RESOLVED that the report and all suggestions made be noted and considered for inclusion in the Community Communications Plan.

(Signed) J. KELLY,  
Chairman.

## **REPORT TO WASHINGTON AREA COMMITTEE**

**Millennium Centre Wednesday 10<sup>th</sup> September 2009 6.30pm**

### **WASHINGTON ROAD SAFETY MEASURES.**

#### **1.0 PURPOSE OF REPORT**

1.1 To inform the Washington Area Committee of progress to date on traffic issues in Washington.

#### **2.1 BACKGROUND**

2.1 Many of the traffic problems reported in the Washington area occur throughout each of its villages. As a result of Washington's unique layout, it was considered appropriate to produce a strategy to target road safety, accessibility and community safety across the whole of the area. The key issues for consideration are listed below:

- Road safety / accident reduction
- Vehicle speeds / speed limits
- Public transport access / bus only links
- Safer routes to schools / school travel plans
- Appropriate use of the road hierarchy / Freight transport routes
- Pedestrian facilities / access

2.2 A strategy was presented to Washington Members at a special meeting on 6 November 2007 where it was agreed that two issues would be targeted as a priority. These were the bus only links in each village centre and those perimeter routes that have inadequate footway provision. The project will introduce new pedestrian links and bus stop facilities thereby improving conditions for current bus users and encouraging more public transport use.

2.3 At its meeting of 12 March 2008, Cabinet approved SIP funding of £500,000 for the following Washington Road Safety Measures:

- improvements to Bus-Only Links
- improvements to pedestrian access
- accident reduction

2.4 The key benefits will be centred on the safe movement of pedestrians, as well as more efficient and sustainable transport links for the Washington Area, which are consistent with the strategies set out in the current Local Transport Plan (LTP). As a result, a contribution of matched funding to the value of £150,000 will be made available from the LTP. This matched funding and the SIP allocation has been made available over a three-year period commencing April 2008.

2.5 As a result of a combined total funding allocation of £650,000 from SIP and LTP, it was clear that not all the elements of the originally proposed Washington Strategy could be delivered over the three-year period. Following consultation with Members, the Washington Area Committee at its meeting of 18 December 2008, agreed priority schemes to be included in each of the three key elements of the strategy, as listed below.

## 2.6 Footway Links (£150,000)

The six footway link schemes identified as priorities are listed below.

Cambrian Way (part)	£46,400
Burnhope Road	£7,500
Pattinson Road	£55,000
Stone Cellar Road	£15,000
Sulgrave Road	£6,100
Ayton Road South (part)	£20,000
Total	£150,000

## 2.7 Bus Links (£350,000)

The three pilot schemes, whereby bus-only links would be opened to through traffic, with supporting traffic calming features, are listed below.

Parsons Road, Parsons Industrial Estate	£13,190.78
Brandy Lane, Albany	£25,620.13
Dunnock Drive, Ayton	£21,149.99
Total	£59,960.90

## 2.8 Accident Cluster Sites (£150,000)

Jacobs, the Council's current framework consultant, was commissioned to carry out a detailed assessment of the 10 priority accident cluster sites listed below. Schemes would be identified for each of the 10 clusters and those that offered the most cost effective solution would be set against the available budget of £150,000. The Committee should note that it may not, therefore, be possible to deliver all 10 schemes.

A182/A1290 (Havannah Road) Intersection  
A182/A1231 Intersection  
A182/A195 Intersection  
A1231/Windlass Lane Intersection  
Heworth Road  
Castle Road  
Parkway  
A1290 (Washington Road)  
Concord  
A1231/A195 Intersection

2.9 In addition to the three elements of the Washington Strategy described above, Washington Councillors have asked that the following traffic issues should be included in this report:

- Bonemill Lane: speeding traffic
- Vigo Lane: waiting restrictions
- Rickleton Way: speed limit
- Coquet: traffic calming measures
- Holley Park Primary School: traffic issues
- Ayton Road: location of footway provision
- Castle Road: negotiations with gentoo about footway provision

- Kestrel Close: parking problems
- School Keep Clear road markings for five schools
- 20mph Speed Limits in vicinity of schools
- HGVs in residential areas
- Ayton Road: speeding traffic
- Crowther Road: speeding traffic
- Emerson Road: speeding traffic
- Gladstone Terrace: footway provision
- Brady Square/Robinson Terrace: traffic assessment
- Parkway: signal controlled pedestrian crossing and pedestrian refuge

2.10 The additional traffic issues are discussed in Appendix 1 of this report.

### 3.0 WASHINGTON STRATEGY: PROGRESS TO DATE

3.1 Jacobs was commissioned to develop the Washington Strategy in August 2008.

#### 3.2 Footway Links.

Jacobs is currently carrying out the detailed design of the footways, which should be completed by 7 September 2009, together with detailed estimates of the costs involved. A report will be submitted to Cabinet in November 2009, seeking approval for funding. Subject to Cabinet approval for funding, work is scheduled to start on site in December 2009.

#### 3.3 Bus Only Links.

Preliminary consultations have been carried out for the experimental traffic regulation order (TRO) required to open the three bus-only links –Parsons Road, Dunnock Drive and Brandy Lane- to all traffic. Jacobs has reviewed the consultation responses, and recommendations for funding will be reported to Cabinet in October 2009. Subject to Cabinet approval the works associated with re-opening the three bus only links will be carried out during the autumn. The completed schemes will be monitored for an initial period of 6 months before decisions are made in respect of making the experimental TROs permanent, and the preferred treatments for the rest of the bus-only links in Washington.

3.4 Once draft preliminary design options have been finalised, initial consultations will be carried out involving key partner organisations, the Washington Ward Members and those residences and businesses directly affected by the proposals. The results of the consultation will be reported to a future meeting of this committee, and to Cabinet and Planning and Highways Committee as required.

#### 3.4 Accident Cluster Sites

Three of the 10 schemes have been developed or are under development. These are

- A1231/A182 signalised roundabout installation, which is almost completed on site.
- Castle Road traffic calming scheme, which has been amended to reduce the number of kerb build-outs and provide 'gateway' features. Subject to delegated approval the scheme is scheduled to be completed within the current financial year.

- Heworth Road traffic calming scheme, which has been circulated to Ward Members for comment. The feedback from Members will be incorporated into a Delegated Decision and report. Subject to delegated approval, the scheme is scheduled to be completed within the current financial year.

3.4 The seven remaining accident cluster sites are being evaluated by Jacobs, with an instruction to provide preliminary designs by mid-October 2009, bearing in mind the budget of £150K. The schemes that can be achieved will be submitted to the Washington Area Committee for its views before work starts on consultations and detailed design. It is proposed to seek Cabinet approval for the proposed schemes in April 2010.

#### 4.0 PROPOSAL

4.1 In order to ensure that the Committee kept up to date with progress on the Washington Strategy and other traffic-related matters, it is proposed that the Area Officer (Washington and East) should meet, monthly, with the Traffic and Road Safety Section Manager to discuss traffic issues raised by the Committee or Washington Councillors. The Area Officer would then report back to the Committee regarding progress on those issues.

#### 4.0 RECOMMENDATIONS

4.1 It is RECOMMENDED that: -

- i) the Committee notes the contents of this report.
- ii) the Committee approves the implementation of monthly meetings between the Area Officer and the Traffic and Road Safety Section Manager, to provide regular updates on traffic issues raised by Washington Members.

**APPENDIX 1: ADDITIONAL TRAFFIC ISSUES RAISED BY WASHINGTON MEMBERS**

TRAFFIC ISSUE	RAISED BY	UPDATE
Bonemill Lane: speeding traffic	Councillor G. Miller and Councillor K. Chamberlin.	Bonemill Lane is included in a current review of speed limits on single carriageway roads, within the City, that are subject to the National Speed Limit.
Vigo Lane	Councillor G. Miller and Councillor K. Chamberlin.	The proposed waiting restrictions are included in a batch of similar proposals that are currently being finalised. Further consultation has been necessary with the Medical Centre, and the result of that consultation will be incorporated into the Delegated Decision sheet and report that are to be submitted to the Director.
Rickleton Way: speed limit	Councillor G. Miller	A speed survey, carried out in July 2008, showed 85%ile speeds of 35mph southbound and 34 northbound. The accident records show two slight, personal injury accidents in the last three years, one of which was speed related. The Council will seek to develop a policy which will contain guidelines to enable roads such as Rickleton Way to be evaluated and prioritized for the implementation of 20mph speed limits subject to a policy being agreed.
Coquet: traffic calming measures	Councillor G. Miller	A speed survey, carried out in December 2008, showed 85%ile speeds of 22mph in each direction. The accident records show one slight, personal injury accidents in the last three years, which was not speed related. A Delegated Decision sheet and report are in the

		process of being finalised, in respect of the petition received requesting traffic calming.
Holley Park Primary School: traffic issues.	Councillor G. Miller and Councillor K. Chamberlin	A Delegated Decision sheet and report in respect of a petition requesting a solution to the school's parking problems has been prepared for consideration.
Ayton Road: location of footway provision	Councillor K. Chamberlin	Footways are proposed between the junctions with Crowther Road and Raby Road, and between the junctions with Kestrel Close and Fulmar Drive.
Castle Road: negotiations with gentoo regarding footway provision	Councillor K. Chamberlin	(Latest situation to be reported at the Area Committee meeting)
School Keep Clear road markings for five schools	Councillor K. Chamberlin	The City Solicitor has been instructed to make the necessary traffic regulation orders for the Washington Area.
20mph Speed Limits in vicinity of schools	Councillor K. Chamberlin	The Council will seek to develop a policy which will contain guidelines to enable roads in the vicinity of schools to be evaluated and prioritized for the implementation of 20mph speed limits subject to a policy being agreed.
HGVs in residential areas	Councillor K. Chamberlin	The City Solicitor has recently been instructed to make the necessary traffic regulation order to prohibit vehicles in excess of 7.5 tonnes from Spout Lane and Springwell Village. The Council will consider Members' requests for similar restrictions in other areas of Washington.
Kestrel Close parking problems	Councillor K. Chamberlin	The Council has no funds for the provision of private parking spaces for residents. A Delegated Decision and report has been drafted for consideration by the Director of Development and Regeneration.
Ayton Road: speeding traffic	Councillor K. Chamberlin	A speed survey, carried out in June 2007, showed

		85%ile speeds of between 33 and 35mph. The accident records show three slight, personal injury accidents in the last three years, none of which was speed related. The Council will seek to develop a policy which will contain guidelines to enable roads such as Ayton Road to be evaluated and prioritized for the implementation of 20mph speed limits subject to a policy being agreed.
Crowther Road: speeding traffic	Councillor K. Chamberlin	Following an approach from Sharon Hodgson MP a traffic speed survey has been commissioned. The Committee will be advised of the results of the survey. The accident records show one serious and two slight personal injury accidents, none of which was speed related. The Council will seek to develop a policy which will contain guidelines to enable roads such as Crowther Road to be evaluated and prioritized for the implementation of 20mph speed limits subject to a policy being agreed.
Emerson Road: speeding traffic	Councillor K. Chamberlin	Following an approach from Sharon Hodgson MP a traffic speed survey has been commissioned. The Committee will be advised of the results of the survey. The accident records show no personal injury accidents. The Council will seek to develop a policy which will contain guidelines to enable roads such as Emerson Road to be evaluated and prioritized for the implementation of 20mph speed limits subject to a policy being agreed.
Gladstone Terrace:	Councillor K. Chamberlin	A narrow footpath runs



footway request		along the western gable of the terrace in a similar arrangement to other terraces on Usworth Station Road. However, Members may wish to amend the list of footway schemes in the Washington Strategy to include the provision of an additional, wider footway at the western end of Gladstone Terrace.
Brady Square/Robinson Terrace: traffic assessment	Councillor E. Timmins	Councillor Timmins will be contacted to establish the nature of his concerns, following which the matter will be investigated.
Parkway: signal controlled pedestrian crossing and pedestrian refuge	Councillor E. Timmins	Crossing and refuge to be included in capital programme for 2009/10.

# Washington Area Committee

10 September 2009

## Report of the Chief Executive

### Washington a Learning Area Summary

Strategic priorities: 1, 2

#### 1. Why has it come to committee?

1.1 At its last meeting in June, the committee agreed its work plan for the 2009/10 municipal year and the Learning priority is the second to come to committee for discussion and consideration.

#### 2. Background

2.1 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:

- Improve and increase the variety youth services available across Washington.
- Deliver holistic campaigns around healthier lifestyle choices delivered at schools/college, businesses, public venues.
- Plan training around jobs.
- Target people EET and young people who are NEET into education and employment

#### 2.2 Who has been involved?

- Elected Members
- Bridge Women's Educational Project
- Children Services
- Millennium Centre
- Oxclose and District Young People Project
- North Washington YIP
- Community and Cultural Services
- Connexions
- Youth Development Group

#### 2.3 Key Dates

- 13.08.09 – Pre meeting for Area Committee
- 01.09.09 – Report deadline for Area Committee
- 10.09.09 – Area Committee: discuss and agreed recommendations
- 27.10.09 – Deadline for action plan to be developed
- 05.11.09 – Area Committee: Action Plan presented
- 06.04.10 – End of year report deadline for Area Committee
- 15.04.10 – Area Committee: End of Year report presented

#### 3. Learning Theme Area Summary

3.1 Attached as Annex 1 is the area summary for the Learning theme. The annex covers:

- Priorities agreed at Area Committee
- Key Facts
- Current activity

- Any gaps or needs
- Actions
- Proposals

#### 4. Recommendation

##### 4.1 Area Committee is asked to:-

- Note the **actions** identified in Annex 1
- Agree which of the following **proposals** (identified in Annex 2) will be developed
  - **Allocation of SIB/SIP:**
    - £30,000 of one off capital costs, £38,000 per year for three years for revenue costs, totalling £144,000. Supplement current practice with mobile provision. Applying to all Area Committees. (Youth Development Group)
  - **Review**
    - Investigate and feedback to Area Committee on the feasibility of amending the procurement process to make the commissioning of youth services process more accessible. (Office of the Chief Executive)
  - **Escalate to Scrutiny or LSP**
    - Strategic links need to be made between the Business Investment Team, who can identify potential and current future employers and Sunderland Learning Partnership, who can co-ordinate training and educational courses to address the needs of employers, if tailored appropriately it can be used to attract investors to Washington and the City. (ALE)
    - Investigate how we engage with Employers and encourage them to employ local people (ALE)

#### 5. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Safer Sunderland Partnership
- Washington Local Area Plan
- Information provided by partners and officers at workshop event August 2009 and one to one meetings

**6. Contact Officer:** Nicol Trueman, Area Officer for Sunderland East and Washington  
Tel: 0191 5611162 e-mail: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

**Annex 1:** Washington Learning Area Summary

**Annex 2:** Informal Learning Provision (City Council)

**Priority One:**

**Improve and increase the variety of youth services available across Washington.**

**Key Facts**

- Youth provision is currently the subject of a commissioning process, which is likely to see new provision from April 2010.

**Current activities**

- In the East ward, Barmston Primary via extended schools deliver three sessions a week.
- In the Central ward, The Pit stop in Glebe delivery six sessions per week
- In the West ward, Springwell CA delivery two session per week
- In the South ward, Oxclose and District Youth Provision delivery 6 sessions per week from Ayton CA
- In the North ward, Bridge Albany Family Centre delivery 2 sessions per week, Washington School delivers one session and SAFC Foundation 1 session from the Millennium Centre.
- New schools are being built in Washington, as part of the Building Schools for the Future programme. Sunderland Learning Partnership are strengthening the links between schools and further education with collaboration working, and building 6th form colleges at local schools to support young people through the transition from Key Stage (KS) 4 to Post 16 learning.
- City Services Co-ordinate the Pathfinder programme which will see an estimated 8,900 additional children and young people having access to high quality equipped sites in Washington. The Play Pathfinder programme will realise an additional investment of over £541,000 into Play and Urban Games facilities in Washington.
- Youth contracts getting commissioned across the area
- Xcel Young Villages (once a week, for 10 weeks, three times a year)
- Oxclose District Young People Project are the commissioned VCS youth provider for the YDG in Washington. They hold two contracts for generic youth work delivery covering the whole of the Washington area. Delivery takes place from a variety of outlets in the area.

**Gaps/Needs**

- Funding awarded to VCS are too small to deliver expectations across Washington?
- No core funding resulting in an ad hoc delivery
- Lack of strategic approach
- Lack of provision for under 13 year olds
- SCC: Currently there is a disproportionate spread of youth provision across the Washington area. The YDG have purchased mobile youth provision to address this problem and are currently reviewing the commissioning of Youth work strategy which will take over from the old strategy in April 2010. There is a shortfall in funding for the mobile youth provision.

**Action**

- To implement new commissioning arrangements from April 2010 that better represent the needs of young people in their neighbourhoods. Following this, map any gaps/needs arising from this process. Report back to committee on potential to add value to provision.

**Proposals/Options**

- **Allocation of SIB/SIP:** £30,000 of one off capital costs, £38,000 per year for three years for revenue costs, totalling £144,000. Supplement current practice with mobile provision. Applying to all Area Committees. (Youth Development Group)

## **Priority Two:**

**Deliver holistic campaigns around healthier lifestyle choices delivered at schools/college, businesses and public venues (strong connection to Healthy).**

### **Key facts**

- Children in Need are those children who are looked after within the Local Authority, or families who are supported by the Local Authority, as well as those on the child protection register and there are 4.1% of children in the City fall into this category. There are 417 children in need in Washington, only North Washington ward (4.34%) has a higher level than the City average.
- The teenage conception rates (between the ages of 15-17 years old), of Washington North shows the highest conception rate in Washington Area and is ranked 5<sup>th</sup>, on a scale of 1-25 (running high to low) across the whole City, using the most up to date information available 2000-2002 pooled averages.
- Overall learning provision is being collated. Annex 2 contains details of courses offered through the City Council.

### **Current activities**

- SAFC Foundation delivers a Family Learning Programme promoting healthy lifestyles. 3 x 10 weekly projects pre year.
- SCC - We are ensuring the most effective use of resources by delivering courses locally, using existing community facilities e.g. using youth providers and CA's.
- Family, Adult, Community and Learning; Health, wellbeing and leisure; Language and Preparation for Life and Work courses being delivered at Bridge Womens Centre in Columbia and Sulgrave and Family Learning course at Wessington Primary School.
- YIP \_ Offer SHOUT (sexual health outreach session) Including condom distribution and Chlamydia screening. Deliver individual tailored plans to at risk young people with a strong focus on Mental and Physical Health. Deliver weekly substance misuse sessions and awareness days.
- Millennium Centre: SHOWT - Free contraception available to 14-25 year olds.
- Bridge project deliver a good variety of support to women and families in a holistic approach to improve well being

### **Gaps/Needs**

- EBC – no core funding, ad hoc delivery, lack of strategic approach
- More work needed to engage parents. A lot of information given to CYP, but lack of understanding from parents re: what is going on regards drugs, alcohol and sexual health.
- Funding and time are an issue for the VCS, when trying to develop joint work with parents and carers and young people.

### **Actions**

- Creation of downloadable teaching resources for providers/schools to access on healthier lifestyles i.e. dangers of alcohol (proposal from EBC to work with NECA/Norcare)
- SAFC Foundation to deliver the Sunderland Active Bus Programme 'The Fit for Footy' in Washington
- Development of personalised support solutions for individuals.
- Promotion of health and wellbeing through the expansion of the Healthy Schools programme to include Early Years and college settings.
- Investment in the Fostering Service through the Children Looked After Prevention and Placement Strategy,
- Increased foster carer recruitment and growth of foster care worker scheme.
- Develop and deliver a core offer which connects communities with sport and physical activity opportunities which includes wellness, swimming, play and sport.

**Priority Three:**

**Plan training around the future job market (strong connection to Prosperous)**

**Key facts**

- Economic Masterplan for the City is current out for consultation, to be agreed for March 2010.

**Current activities**

- EBC – work with local employers and young people raising confidence/aspirations in young people.
- SAFC – Delivery Connect courses, 2 courses per year, 4 sessions per week, 45 weeks of the year.
- SCC - To increase the number of learners progressing to Higher Education, including 'Russell Group' Universities and to further develop support and engagement strategies to assist the transition from Key Stage 4 to Post-16 learning.
- SCC - A partnership approach to adult learning is being developed to encourage more adults into educational activities, including community based learning.
- YIP - The majority of sessions we run with 13-16 year olds have a link to formal accreditations. (ASDAN, DofE, Youth Achievement Awards. NVQ)

**Gaps/Needs**

- EBC - no core funding, ad hoc delivery, lack of strategic approach.
- SAFC – Tackling the NEET agenda is a national government priority, there will be continuation of current activity.

**Actions:**

- Roll out e-champions, e mentoring scheme to Washington, currently been delivered else in Washington (proposed by EBC)

**Proposals**

- **Escalate to Scrutiny or LSP:** Strategic links need to be made between the Business Investment Team, who can identify potential and current future employers and Sunderland Learning Partnership, who can co-ordinate training and educational courses to address the needs of employers, if tailored appropriately it can be used as a carrot to attract investors to Washington and the City. (ALE)
- **Escalate to Scrutiny or LSP:** Investigate how we engage with Employers and encourage them to employ local people (ALE)

### **Priority Four:**

**Target people who are EET and young people who are Not in Education, Employment or Training (NEET) into education and employment (*strong connection with Prosperous priorities*).**

### **Key Facts**

- Washington has 25 schools (1 Special, 2 Nurseries, 19 Primary and 4 Secondary).
- Two Children Centres are located in Washington, Glebe and Concord with a further one planned for Washington South in 2009.
- 219 young people are NEET. In relation to specific wards North is the highest with 74, and the 3<sup>rd</sup> highest in the City, followed by East with 46, West with 38, South with 32 and Central having 29.
- 6<sup>th</sup> form at St Roberts, Usworth college as well as training providers, NEETA, SETA and BTCV. Also delivery of E2E programme at Oxclose and District Young People Project and Connect course at Millennium.

### **Current activities**

- SAFC Foundation delivery Connect courses supported via City of Sunderland College. The course is an access course which enables NEET young people to progress onto further education, employment and training. Two courses per year, 4 sessions per week, 45 weeks of the year from the Millennium Centre.
- Achievements at Key Stage 2, 4, Level (L) 1, L2 and L3 are being made but could be improved, Children Services are implementing strategies ensuring teachers receive appropriate training around refreshing ways to engage pupils to all schools in Washington.
- Sunderland City Council are providing more support being given to young people aged 14-19 in the form of vocational training and diplomas. Employability skills are being incorporated into learning to reduce the number NEET.
- Washington North Youth Inclusion Project are working closely with local comprehensive schools to identify young people at risk of becoming NEET and focus our work to guide them into EET.
- Oxclose and District Young People Project hold the contract for the delivery of GO4IT (11-19yrs) (targeted provision for young people at risk of or currently NEET which provides weekend and holiday provision along with specialised courses relating to worklessness/readiness for work
- Connexions deliver a full information, advice and guidance programme in schools, including group work at key stages and Vocation guidance interview in year 11.
- Connexions work with the unemployed: clients seen at least once a month and matched to vacancies and training. Help with CV's, application etc.
- Connexions also involved in the Targeted Youth Support panels for those at greatest risk and needing extra help in getting mainstream and specialist's services.

### **Gaps/Comments/Needs**

- There is a lack of progression routes for young people to follow. Provision does not meet needs/wishes of young people. Transport costs are prohibitive to young people to travel to Sunderland to access provision. A mapping exercise has been completed citywide to illustrate shortfalls in provision. This has been submitted to the 14-19 partnership and the Learning Skills Council.
- No long term or core funding giving to the VCS who are recognised at being able to engage with EET and NEET resulting in an ad hoc delivery
- There is a lack of youth provision for under 13 year olds.

- Progression from NEET onto further educational courses i.e. when the young person becomes 19 needs to be made stronger with Family, Adult and Community Learning provision, in addition, to opportunities to accessing accredited courses.
- Washington North YIP Young People who are excluded from school are not being offered appropriate education. They are finding more and more young people are committing crime at times when they should be in school/Education. Young people who are excluded are expected to travel long distances to Sunderland to access alternative provision which they find difficult and often do not attend.
- Schools can also choose to purchase alternative education work from the voluntary sector through money they receive through the Standards fund.
- GO4IT (PAYP) funding will cease in March 2011.
- Make funds available without having to go through tendering system, the process is currently too time consuming. To access a contract for £6k, the VCS have to go through a procurement process, rather than being in receipt of grant.
- More provision in the Washington area.(BTCV has set up in Washington recently but they are now at full capacity)
- EBC – Long term 1+ years. Specific programmes linked to this priority could include University visits, ACE days, ATTACK clubs, e-mentoring, enterprise days and inter school competitions designed to re-engage reluctant learner. Also suitable would be the suite of media-related NOCN qualifications delivered by EBC or NCFE Certificate in Volunteering Enterprise Capabilities and EBC's e-mentoring programme.
- YIP- Comprehensive schools in Washington should be offering alternative local provision for excluded young people rather than expecting a young person to travel to Sunderland. Alternatively review exclusion policies as possible alternatives to this.
- There will be a need to find alternative funding to continue to deliver the GO4IT work with young people at risk of becoming NEET after March 2011.

### **Actions**

- Children Services can access at Primary age, children who are potential NEETs, this information could then be used to engage with children at a much younger age as a preventative measure.
- Access information via a web based system, to cut down on paper work, more cost affective

### **Proposals**

- **Review:** Investigate and feedback to Area Committee on the feasibility of amending the procurement process to make the process more accessible. (ALE)



## Annex 2

### Informal Learning Provision; Washington

The following provision is that organised through the Council's Family and Community Learning (FALC). The collation of all provision offered by all partners in the Sunderland Learning Partnership is being undertaken.

Course Code	Course Title	Area of Learning	Level	Venue	Course Tutor	Start Date	End Date	Day / Days	Time From	Time To	ACL/W P O T
SF09W01-1	Family Learning Football Coaching	FL		Barmston Village	Michael Colclough	14/09/2009	23/11/2009	MON	13:00	15:15	WFL
SF09W02-1	Family Values	FL		Blackfell	Paul Blackburn	15/09/2009	24/11/2009	TUES	9:00	11:15	WFL
	Basketball Coaching			Oxclose School	t.b.c.	t.b.c.	t.b.c.	t.b.c.			NLDC/PC
	Introduction to Youth Work			Washington – t.b.c.	t.b.c.	t.b.c.	t.b.c.	t.b.c.			NLDC/PC

NB. The above courses were organised after the publication of FALC's brochure, the content of which is on the next two pages.

## Courses in the Washington Area

Washington Central, North, South East and West

Arts and crafts							
Code	Programme	Level	Duration	Day	Start date	End date	Venue
AC09S20-1	Card Making	Pre-Entry	2pm - 4pm	Monday	21/09/09	19/10/09	White Ladies Close, Washington N.B. Contact Age Concern
AC09P13-1	Craft for Beginners	Entry	2pm - 4pm	Monday	02/11/09	07/12/09	White Ladies Court, Washington N.B. Contact Age Concern
BR09P03-1	Crafts – Celebration crafts (Introduction)	1	6pm - 8pm	Wednesday	23/09/09	08/12/09	Bridge Project, Columbia
BR09P-5-1	Cross Stitch – A stitch in time (Introduction)	1	1pm - 3pm	Wednesday	23/09/09	08/12/09	Bridge Project, Columbia
BR09P06-1	Jewellery Making - Introduction	1	1pm - 3pm	Thursday	24/09/09	10/12/09	Bridge Project, Columbia
BR9P04-1	Scrapbooking - Introduction	1	6pm - 8pm	Thursday	24/09/09	10/12/09	Bridge Project, Columbia
LA09S03-1	Scrapbooking – Introduction	1	1pm - 3pm	Thursday	05/11/09	10/12/09	Washington Town Centre Library
Health, alternative therapies, public services and childcare							
BR09P02-1	10 Steps to Wellness	1	1pm - 3pm	Monday	21/09/09	06/12/09	Bridge Project, Albany
AC09S04-1	Healthy Living - Introduction	Pre-Entry	t.b.c.	t.b.c.	t.b.c.	t.b.c.	Knoulbery Road, Washington N.B. Contact Age Concern
AC09S05-1	Healthy Living - Introduction	Pre-Entry	t.b.c.	t.b.c.	t.b.c.	t.b.c.	Albany Care Home, Washington N.B. Contact Age Concern
BR09P01-2	Listening Skills	1	10am - 12noon	Thursday	24/09/09	10/12/09	Bridge Project, Columbia
t.b.c.	Positive Health and Well- Being	Entry	t.b.c.	t.b.c.	t.b.c.	t.b.c.	N.B. Contact Age Concern



<b>Information and communication technology</b>							
<b>Code</b>	<b>Programme</b>	<b>Level</b>	<b>Duration</b>	<b>Day</b>	<b>Start date</b>	<b>End date</b>	<b>Venue</b>
BR09P17-1	Digital Imagery - Introduction	1	1pm - 3pm	Thursday	24/09/09	10/12/09	Bridge Project, Columbia
AC09S14-1	ICT Awareness for Beginners	Pre-Entry	1pm - 3pm	Wednesday	23/09/09	21/10/09	Washington Library N.B. Contact Age Concern
BR09P18-1	Internet – Around the world in 20 hours (Introduction)	1	1pm - 3pm	Tuesday	22/09/09	07/12/09	Bridge Project, Columbia
BR09P16-1	PowerPoint - Introduction	1	1pm - 3pm	Wednesday	23/09/09	08/12/09	Bridge Project, Columbia
AC09P08-1	Word Processing for Beginners	Entry	1pm - 3pm	Wednesday	04/11/09	10/02/10	Washington Library N.B. Contact Age Concern
LA09S01-1	Word Processing, Internet & E-mail – Introduction	Entry – 1	10am - 12noon	Friday	06/11/09	11/12/09	Washington Town Centre Library
<b>History</b>							
BR09P08-1	Introduction to Women's History – Women on Wearside	1	1pm - 3pm	Wednesday	23/09/09	08/12/09	Bridge Project, Columbia
<b>Preparation for life and work</b>							
BR09P13-1	Interpersonal Skills	1	1pm - 3pm	Monday	21/09/09	06/12/09	Bridge Project, Columbia
BR09P09-1	Money Management	1	1pm - 3pm	Tuesday	22/09/09	07/12/09	Bridge Project, Columbia
t.b.c.	Taste of Enterprise	1	t.b.c.	t.b.c.	t.b.c.	t.b.c.	N.B. Contact Education Business Connections
NB09P12-1	Teaching Adults - Introduction	1	1pm - 3pm	Monday	14/09/09	30/11/09	Rainbow Centre, Concord N.B. Contact SNCBC
BR09P14-1	Workwise Women – Getting back to work	1	10am - 12noon	Tuesday	22/09/09	07/12/09	Bridge Project, Columbia

# **Washington Area Committee**

**10 September 2009**

## **Report of the Chief Executive**

### **Washington Area Committee Work Plan – Feedback from Working Groups**

#### **1. Why has it come to committee?**

- 1.1** At its first meeting of the municipal year in June 2009, the Committee agreed the work plan for the 2009/10. As some priorities are not being discussed until 2010, it was deemed necessary to establish working groups outside of Area Committee and build in additional actions to ensure that all priorities are addressed throughout 2009-10.
- 1.2** Each Area Committee has a standing agenda allowing for updates to be given on all five thematic priorities throughout the year. Even though some priorities will not be discussed until 2010, summary area templates have been established throughout July and August 2009 for all thematic priorities.
- 1.3** This work facilitates and assists in identifying early wins at the beginning of the municipal year. Working groups then have the opportunity of presenting early wins before the proposed scheduled date outlined in the work plan to Area Committee throughout the year, bringing flexibility to the area arrangements. This allows for any emergencies that may develop and will ensure that when other work streams under the Community Leadership Programme are established e.g. Responding to Local Responsive Services and the Community Communication Plan, that they can strengthen the whole agenda of area arrangements, using Area Committees as the established focal point.

#### **2. Theme Area Working Groups Feedback**

- 2.1** Healthy priorities are scheduled to be discussed at the Area Committee in November 2009. In August 2009 a workshop was held to discuss each individual priority, what services are being currently delivered, any gaps, general comments, identified needs and any proposals or recommendations to present to Area Committee, the next steps include preparing a report in September, with a pre meeting scheduled in October before coming forward to Area Committee in November 2009.
- 2.2** Attractive and Inclusive priorities are scheduled to be discussed at the Area Committee in January 2010, with Prosperous priorities in March 2010. Again in August 2009 a workshop was held discussing both thematic priorities, with the understanding that any early achievements should be delivered between now and November 2009, or as soon as practically possible, instead of waiting until 2010.
- 2.3** Information is currently being collected from the August 2009 workshops to inform action plans, to enable Area Committee to monitor progress on this standing item at each Area Committee, this will allow for the priorities to be continuously updated.

#### **3. Update on key actions from the Safe Theme July 2009**

- 3.1** In July 2009, the Area Committee agreed 36 proposals relating to the Safe priorities, to be formulated into an action plan for Area Committee to monitor. A plan has been established to formulate proposals into actions.

**3.2** Lead organisations are outlined in Annex 1, where Committee has expressed an interest or a desire to progress identified action. Representatives from the organisations will be in attendance to provide Committee with a brief update and answer any questions:-

- Phoenix Project (Tyne and Wear Fire and Rescue) **Annex 2**
- Positive Futures social inclusion programme **Annex 2a**
- Neighbourhood teams, Neighbourhood Watch Schemes and operation guidance (Northumbria Police). **Annex 3**

#### **4. Recommendation**

**4.1** Area Committee are asked to agree:

- Agree all of the **actions** identified in Annex 1.
- Agree the following **proposal** identified in Annex 2/2a to be developed.
  - **Allocation of SIB/SIP**
    - Phoenix: full costs £22,958 over two years.
  - **Review**
    - Investigate and consult on the provision of a Positive Futures social inclusion programme for Washington, identifying delivery partners, venues, costs and report back to a future meeting of this Committee

#### **5. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Safer Sunderland Partnership
- Washington Local Area Plan
- Information provided by partners and officers at workshop event August 2009 and one to one meetings

**6. Contact Officer:** Nicol Trueman, Area Officer for Sunderland East and Washington  
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Annex 1: Washington Safe Action Plan  
Annex 2: The Phoenix Project  
Annex 3: Northumbria Police Neighbourhood Team  
Annex 4: Washington Work Plan 2009-10

Lead Organisation	Proposal agreed at Area Committee in July 09	Agreed Way Forward
<b>Priority One: Strengthen Partnership Working</b>		
Northumbria Police	Investigate the sustainability of introducing Neighbourhood Watch Schemes across the area.	<ul style="list-style-type: none"> <li>• NWS exist in Blackfell, Springwell, Sulgrave and Biddick.</li> <li>• Host an open day in September or October 2009, promoting the benefits of having a NWS in your area.</li> <li>• Police and the Community working Together meetings have been promoted across the area.</li> <li>• Update to be given in September 09.</li> <li>• Joint meetings between Police and Cllrs held a week before Area Committee to discuss statistics at a footbeat level, schedule agreed until 2010.</li> </ul>
Chief Executives	Invite young people from youth groups and schools councils to attend future Area Committee to showcase positive attitudes and projects	<ul style="list-style-type: none"> <li>• Contact has been made with Washington Youth Forum and Youth Development Group to arrange a meeting to discuss the linkages that can be forged between the two boards.</li> </ul>
Community and Cultural Services and Gentoo	Area Committee to identify hotspots or areas of concern with regards to all environmental issues and agree any early wins	<ul style="list-style-type: none"> <li>• Central ward: Fly tipping issue -Car park, up from TPCT walk in centre, next to Princess Anne Park towards Biddick.</li> <li>• East ward: James Steel Park in Fatfield, general tidy up needed on a regular basis.</li> <li>• North Ward: Bins needed across Sulgrave housing estates, mainly; Sulgrave Rd area. Dog fouling bins needed around the perimeter road of Sulgrave Rd. Tidy up industrial unit, next to the Top Club. Gentoo and SCC to work together on Sulgrave general tidy up of area. Smoking bins needed in Front Street, Concord.</li> <li>• South ward: Lower Oxclose – subway between Oxclose and Galleries (Fly tipping, trolleys, graffiti) opportunity to engage with Galleries Management Team/large retailers</li> </ul>

<b>Priority Two: Reducing ASB and the fear of crime</b>		
Tyne and Wear Fire and Rescue	Continuation of the work done through Phoenix project and secure a remains of longer term funding to allow for future planning.	<ul style="list-style-type: none"> <li>• <b>Allocation of SIB/SIP:</b> £11,479-Y1, £11,479 – Y2 full costs £22,958. Further information available <b>Annex 2</b> (city wide bid)</li> </ul>
Youth Offending Services	YOS to develop proposals around establishing a Community Payback Scheme, where x amount of hours are awarded to the Area Committee to allocate against improving the quality of life, via LAPs priorities i.e. removal of graffiti	<ul style="list-style-type: none"> <li>• Residents are being encouraged to nominate areas in Sunderland which they think would benefit from the Community Payback programme where offenders work to remove graffiti, clear litter and repair criminal damage. Holley Park, Lambton, won the last vote. See: <a href="http://www.northumbria-probation.co.uk">www.northumbria-probation.co.uk</a> for further details.</li> </ul>
Children Services	Continuation of the work done through Family Pathfinder and Parenting Programme, linking good news stories into the Communication Plan	No Feedback at present. Report to be presented at November meeting.
Children Services	To launch and promote an annual Young Persons Award Ceremony for young people in the area who make positive contributions to their neighbourhoods.	No Feedback at present. Report to be presented at November meeting.
Northumbria Police	Each <b>Neighbourhood Team</b> to increase the number of Officers	<ul style="list-style-type: none"> <li>• Provide update at Sep 09 meeting. Further information available in <b>Annex 3</b></li> </ul>
Northumbria Police	Area Committee to support the development and implementation of the ASB initiative being delivered by N. Police throughout July and August 09. Area Committee to bring suggestions forward.	<ul style="list-style-type: none"> <li>• Cllrs identified areas in Ayton, Barmston, Usworth, Concord and Sulgrave to be targeted.</li> <li>• Retail premises suffering from shop lifting.</li> </ul>
Community and Cultural Services	Investigate and feedback the Positive Futures social inclusion programme model used at Raich Carter, with a view of rolling it out to Washington (Children Services and CCS)	<ul style="list-style-type: none"> <li>• <b>Review:</b> a report is presented at this meeting for consideration. <b>Annex 2a.</b></li> </ul>

Community and Cultural Services	Area Committee to identify hotspots or areas of concern around illegal sales of alcohol, to enable targeted bottle tracing exercises and test purchase exercises to be completed with child volunteers.	<ul style="list-style-type: none"> <li>• Several areas were identified within Washington East, North and South Wards from Committee Members, these details have been passed over to Northumbria Police and CCS for information, and if relevant, action.</li> </ul>
Corporate Communications	Establish a Community Communication Plan for the Area Committee	<ul style="list-style-type: none"> <li>• Corporate Communications currently working on a Community Communication Plan, feedback will be provided to Area Committee.</li> </ul>



## **The Phoenix Project**

### **1. Introduction**

- 1.1 The Phoenix Project works with young people aged between 11 and 17 who have offended or are at risk of offending. It operates across the City.
- 1.2 The course is delivered by Tyne and Wear Fire and Rescue Service in partnership with Sunderland's Youth Offending Service (YOS) and is a four day course consisting of mainly practical activities. Students wear fire kit and learn practical fire fighter skills, as well as some class room work where students are given general fire safety information and discuss anti social behaviour and hoax calls.
- 1.3 The aim is to instil self-discipline, team work, self-esteem and confidence and increase awareness of the consequences of the young people's behaviour, both good and bad.
- 1.4 48% of attendees do not re-offend at all within 12 months of completing the course whilst 86% showed a decrease in their offending seriousness score, with the average rating dropping from 7.09 to 2.16. (Source: Sunderland University Evaluation, 2006) and if a person does not re-offend within 12 months, this is seen as a significant behaviour change.

### **2. Current Provision**

- 2.1 The Project has a Service Level Agreement with the YOS to deliver places for 120 young people and was able to achieve 126 young people completing the course, representing a 93% completion rate. The number of participants over a three year period from the Washington Area was 92, representing 28% of the total.
- 2.2 The referral system from the Police, schools, youth providers and other agencies through the Youth Offending Service 'captures' all potential beneficiaries.

### **3. Areas for Development**

- 3.1 Phoenix is successful in changing behaviour, but there is a need to encourage more young people to change their behaviour and not to re-offend. This led to the introduction of the 'Respect' course in 2007 as a stage two course, three months after the Phoenix Course, for those who have stayed out of trouble during that time. 86% of students given the incentive of the Respect course did not re-offend. This compared to a figure of 54% (up from the 52% from the 2006 evaluation) for those not given the incentive to attend.
- 3.2 However, it has been established that if a person does not re-offend for a period of 12 months, the likelihood is they will not return to offending behaviour. To further the provision, to achieve this 12 month continuum, a further course has been developed – 'Advanced Phoenix', a three day course, which includes a two day residential. This course takes place six months after the respect course for people who have not re-offended. Whilst this course has yet to receive the detailed evaluation of the Phoenix course, it is clear from cumulative evidence the continuum of provision maximises non re-offending.
- 3.3 Whilst the Phoenix Project is core funded through the Fire and Rescue Service (F&RS) and the Service Level Agreement, the Respect and Phoenix Advanced courses were developed with 'one-off' funding from the YOS and the F&RS.

### **4. Proposal**

- 4.1 The additional funding gives total Phoenix provision as:
  - 15 Phoenix course;

- 9 Respect courses;
- 6 Phoenix Advanced courses.

4.2 From March 2010, funding for the later two courses is not secured. As all the Area Committees have identified Phoenix within their 'Safe' priority, a multi area SIB bid is proposed, as follows:

- Respect and courses x 9 x % of Area's attendees
- Advanced courses x 6 x % of Area's attendees

The total city wide costs are:

- Respect       £21,735
- Advanced     £19,260
- Total        £40,995

Costs are shown below, per area, per year:

Area	Young People	% of costs	SIB requested
East	56	17	£6,969
West	72	21	£8,609
North	58	18	£7,379
<b>Washington</b>	<b>92</b>	<b>28</b>	<b>£11,479</b>
Coalfield	52	16	£6,559
Total	330	100	£40,995

**Proposal**

- **Allocation of SIB/SIB:** Area Committee to receive an application from the Phoenix Project for two years funding of £22,958, as detailed.

## Washington Area Committee Proposals

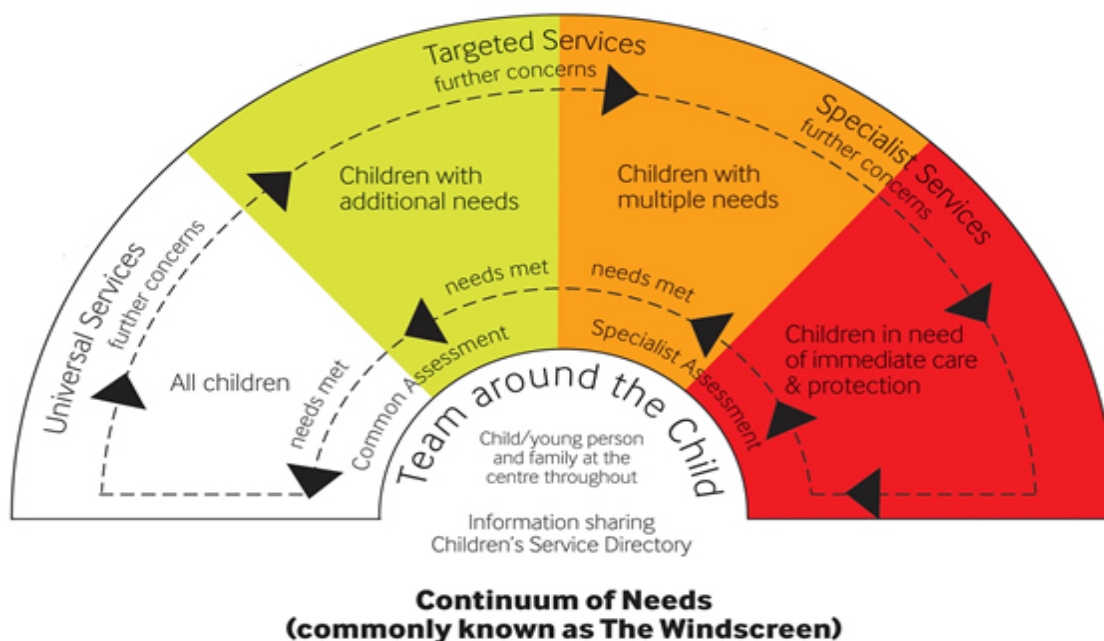
The request / action arising from the area framework was to:

"Investigate and feedback the Positive Futures social inclusion programme model used at Raich Carter, with a view of rolling it out in Washington (Children Services and CCS)"

Within the statement there appears to be some confusion between the Positive Futures Programme in Southwick, and the diversionary programme delivered from the Raich Carter Sports Centre.

The two programmes are distinctly different, one targeting a small number of individuals dealing with their personal needs and developing aspirations (Positive Futures), the second being a mass participation opportunity provided at a time when it is known that numbers of antisocial behaviour incidents are high. The continuum of needs, as illustrated below, identifies the difference between the two programmes. The Positive Futures Programme sits within the second segment, offering targeted services for young people, and the estates based/ participation/ diversionary provision sits in the universal services segment.

Positive Futures is a Home Office funded project with a cost per head generally exceeding that of a participation / diversionary programme because of the additional support required for each individual. Nonetheless, the outcomes and impacts are of course significant and life changing.



**The following explains the frameworks for the two programmes:**

## **1 Positive Futures Framework**

Positive Futures is a national social inclusion programme using sport and leisure activities to engage with disadvantaged and socially marginalised young people. Positive futures is a long term programme aiming to build positive relationships and steer young people towards education, training and employment, and not a diversionary programme.

The programme aims to have a positive influence on young people's lives by widening horizons and providing access to new opportunities within a culturally familiar environment. The programme uses sports, arts and leisure activities as a catalyst to encourage project participation.

The aims of the programme are set nationally and are as follows:

- Build young people's self esteem and confidence through participation
- Help build relationships of respect and trust
- Give young people access to positive role models
- Develop protective factors through peer mentoring, structured activities, supervised and ordered environments, intergenerational work, free or low cost activity in the prescribed locality, alternative places to go, alternative education and achievement, and protection from aggressive behaviour.

All projects are expected to contribute to the achievements of these aims and objectives using the following core components in their work

- A clear focus on 10-19 years olds showing signs of disengagement
- Providing solutions to preventing substance misuse, crime and antisocial behaviour before such behaviour becomes entrenched
- Bringing communities together by working with young people in their own settings
- Enabling young people to find progression pathways to better education, training and employment opportunities
- Using sport, arts and other activities as a way of helping young people develop socially and educationally
- Spearheading an approach of running open access projects in disadvantaged areas that goes beyond diversion and looks to develop strong relationships with young people to help reduce crime and safer communities
- Highlighting the excellent relationships which can be grown and developed by third sector organisations, local authorities, youth offending teams, police and other partners
- Ensuring effective links are developed and maintained with relevant and up to date local, regional and national strategies, plans and developments
- Support for young people in shaping, delivering and evaluating services on offer to young people

The programme works to tackle social deprivation and reduce health inequalities by enabling young people from deprived areas to access safe and positive activities. Sessions need to be delivered locally, at an accessible time, and designed to raise aspirations but at the same time be fun.

This is achieved through a menu of youth activities with emphasis on sport, leisure and physical activity, delivered via a range of methods including outreach work in community settings, centre based work where the young people are involved in the planning and design of the activities, and education based work providing skills and training opportunities to enable young people develop skills and confidence. Young people who don't require the additional support are signposted to the mainstream universal services. The annual costs for the Positive Futures scheme which attracts 100% external funding is circa £50,000 for a range of sessions per week.

## **2 Estate Based / Leisure (Diversionary Activities/ Positive Activities) Framework**

Estate based activities provide regular sporting activities for young people close to their homes, in locations which include crime hotspots, housing estates, leisure facilities and parks. Sessions are open to all young people but referral mechanisms can be put in place. Aims are to divert young people away from crime by providing an alternative, positive activity. This stops crimes from taking place, providing a direct diversion and deterrence for the young people. The programmes are developed to address high levels of ASB and give young people "something to do".

Key to the success of such programme is to provide a wide range of activities which are appropriate to young people's preferences, at a time when there is traditionally no universal provision (Friday and Saturday evenings) Examples within the city include Friday Night Football at Castle View School, Fitness Friday activities delivered from Raich Carter Sports Complex. The provision can be either indoors or out but must be high quality, well organised and in an environment where young people feel safe and the activity belongs to them. Staff need additional skills which are not just traditional coaching, but need to be able to communicate with the young people, engage and motivate.

### **Case Study a**

Since February 2008, a partnership, comprising Neighbourhood Wardens, Gentoo, Sunderland North Community Business centre and Positive Futures, was created to develop a structured diversion program on a Friday night to reduce the levels of Anti Social Behaviour within the Castle Ward. The Football program funded by Gentoo and managed by the Neighbourhood Wardens has attracted over 260 young people. With an average attendance of around 100 per session, the activity is supported by young people aged between 8 and 19 years. Those young people who are identified as requiring additional support are signposted to the main Positive Futures programme.

The programme is supported by Neighbourhood Policing teams and Castletown Neighbourhood Action Group. The Program operates out off the Castlevieview Centre's Multi Use Games Area (MUGA) between 19:00 – 21:00.

Friday Football was set up to provide positive structured activities for young people in Sunderland North, although the main aim was always to reduce antisocial behaviour. The SAFC foundation also run similar schemes called Kicz.

### **Case Study b**

The Fitness Friday programme at Raich Carter delivers a more varied programme addressing the same aims at the previous example, again

demonstrating seamless partnership between the voluntary and community sector and Raich Carter Sports Centre.

The requirement for positive engagement in the Hendon Area was identified through Local Multi Agency Problem Solving groups; due to the high level of reported incidents of youth related antisocial behaviour.

As such the Fitness Friday Scheme was developed and is now a key element to provision in the area. The programme was firstly developed as a pilot in partnership with Sport and Leisure and Back on the Map but is now delivered by the Community and Voluntary sector and Raich Carter with funding again received from BOTM NDC.

The partnership arrangements allow detached workers from the voluntary sector to signpost street based young people to the provision. The Council's Sport and Leisure Section provide key staff, coaches and youth workers to manage front line delivery and Raich Carter provide low cost facilities and additional staff support. Due to its success during the pilot year, additional funding was secured to extend the programme for a further period and for additional provision on a Saturday evening. Alongside the sporting activity there is youth based work, supported by the commissioned youth services provider.

The programme has had a significant impact on the number of youth related antisocial behaviour incidents in the area and attitudinal surveys have shown a change in young peoples attitudes, including reductions in substance misuse, drinking and risk taking behaviour.

The project engages with approximately 150 young people per evening and made a significant contribution to the development of joint thinking between agencies.

As previously mentioned, the project is currently funded by Back on the Map NDC, however, this will eventually be exhausted so partners are currently looking at ways to sustain this activity. The annual costs of the Raich/Hendon model, is circa £80,000 for two sessions per week, with the relevant staff delivery and indeed relevant partner agencies playing their role to support and signpost.

### **Recommendations**

It is important, to be clear 'who' the programme/intervention is focusing on before developing the preferred solution. Ideally, every regeneration area should have a framework 1 and framework 2 scheme funded and supported.

In order for this proposal to be developed it is suggested the following actions be agreed and implemented:

- Identify potential delivery partners and determine their capacity to deliver, for example the Commissioned Youth Service, Community and Voluntary Organisations, Police and Gento.
- Identify a venue from which to operate the project
- Consult the young people, community and police to ensure the venue is appropriate, and the activities are attractive to the target audience
- Identify costs and investigate ways to sustain long term activity.

**Proposal**

- **Review:** Investigate and consult on the provision of a Positive Futures social inclusion programme for Washington, identifying delivery partners, venues, costs and report back to a future meeting of this Committee.



# Contact your Neighbourhood Policing Team

**Call us on:** 03456 043 043 ext 69191

**Email us at:** [washington.npt@northumbria.pnn.police.uk](mailto:washington.npt@northumbria.pnn.police.uk)



## Washington Neighbourhood Policing Team



**Inspector  
Dave Willett**



**Sergeant  
Robert Bagshaw**



**PC Gary Fee**



**PC Martin Brace**



**PC Doug Halliday**



**PC Alan Cox**



**PC Gordon Bellamy**



**PC Ian Wallace**



**PC Wendy Scott**



**PC Lisa Munro**



**PC Melanie Staley**



**PC Peter Carr**



**PC Simon Dobson**



**CSO Glenn Reay**



**CSO Melissa Cody**



**CSO Jonathan Martin**



**CSO Thomas Galer**



**CSO Chris Dymond**

Your Neighbourhood Policing Team is based at:

**Washington Police Station**

**The Galleries, Washington, NE38 7RY**

**Open: 24 Hours**



Washington Area Committee Work plan for 2009-10, as agreed on the 4 June 2009

Annex 4

Area committee	Priority Item	Area working groups representatives (working progress)	Strategic Link
4 June 09	Approval of LAP's priorities Develop Work Plan	Chief Executives	Cabinet July 09
2 July 09	Safe Theme <ul style="list-style-type: none"> <li>• Collectively target ASB; Sign up to the 21+ scheme; strengthen relationships; Introduce Community Police Forums; Circulate a directory promote recognising good news stories.</li> </ul>	Cllr Snowdon, Kelly, Scaplehorn, Wake Northumbria Police Gentoo WWIN Sunderland City Council	<ul style="list-style-type: none"> <li>• Safer Sunderland Strategy</li> <li>• ASB Strategy</li> <li>• Sunderland Alcohol Strategy</li> <li>• Alcohol Treatment Plan</li> <li>• Safer Sunderland Partnership</li> <li>• Community and Safer City Scrutiny Committee</li> </ul>
10 September 09	Learning Theme <ul style="list-style-type: none"> <li>• Increase youth services; deliver holistic campaigns; plan training around jobs. Target EET/NEET.</li> </ul>	Cllr Snowdon, Richardson and Stephenson Oxclose and District Young Project Sunderland City Council Bridge Womens Educational Project Millennium Centre North Washington YIP Connexions	<ul style="list-style-type: none"> <li>• 14-19 Strategy and Action Plan</li> <li>• Every Child Matters</li> <li>• Adult Learning Strategy</li> <li>• Education Improvement Plan</li> <li>• Sunderland Learning Partnership</li> <li>• Childrens, young people and learning scrutiny Committee.</li> </ul>
5 November 09	Healthy Theme <ul style="list-style-type: none"> <li>• Supported housing, one to one support and personal care; Raise awareness re: access GP's or receive equipment. Strongly link preventative services and primary care.</li> </ul>	Cllr Walker, Fletcher, Gentoo Teaching Primary Care Trust Washington MIND Age Concern The Bridge Project Sunderland City Council	<ul style="list-style-type: none"> <li>• Health Improvement Strategy</li> <li>• NHS South of The and Wear Strategic Plan</li> <li>• Better Health, Fairer Health, the regional health and wellbeing strategy</li> <li>• Choosing Health-Government White Paper</li> <li>• World Health Organisation (WHO)</li> <li>• Health and Wellbeing Review Committee</li> </ul>

7 January 2010	<p>Attractive and Inclusive</p> <ul style="list-style-type: none"> <li>• Empty properties; Social Registered Landlords; Prioritise houses; parking bays; public transport services, accessibility; signage; private bus operators; cycle routes, pavements; traffic calming measures; safe environment; healthy living; green spaces, recycling; underpasses and unlit walkways; fly tipping; accredited private landlords and tenants.</li> </ul>	<p>Cllr Fletcher, Trueman, Stephenson, Richardson. Nexus Gentoo Sustrain Sunderland City Council</p>	<ul style="list-style-type: none"> <li>• Housing for the Future ‘ A Housing Strategy for Sunderland</li> <li>• Sunderland COMPACT</li> <li>• Prosperity and economic development strategy</li> <li>• Tyne and Wear Bus Strategy</li> </ul>
4 March 2010	<p>Prosperous</p> <ul style="list-style-type: none"> <li>• un-used business units.; start up packages; training courses; private sector; recruitment agencies; locally delivered courses; schools and VCS .</li> </ul>	<p>Cllr Miller, Kelly Business Link Sunderland City Council Learning Partnership</p>	<ul style="list-style-type: none"> <li>• Working Neighbourhood Strategy</li> <li>• Economic Development Masterplan</li> <li>• Sunderland Learning Partnership</li> <li>• Economic Prosperity Group</li> <li>• Prosperity and economic development strategy</li> </ul>
1 April 2010	<p>End of Year Review Annual Report</p>	<p>Area Committee ALE/ARO</p>	<ul style="list-style-type: none"> <li>• Self Assessment</li> <li>• LAA annual report</li> <li>• SIB/SIP annual report</li> </ul>

## **WASHINGTON AREA COMMITTEE**

### **REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**

**10 SEPTEMBER 2009**

#### **WASHINGTON WHEELED SPORTS PARK**

##### **1.0 PURPOSE OF THE REPORT**

1.1 The purpose of this report is to outline the progress on the development of the Washington wheeled sports park.

##### **2.0 BACKGROUND**

2.1 In 2008, the Sunderland City Council was awarded £2.5m of Play Pathfinder Funding to invest in the future of play and urban games facilities across the city.

2.2 The Department for Children, Schools and Families (DCSF) selected 30 Play Pathfinder authorities throughout the country, to receive capital and revenue funding to invest in their play infrastructure. The Government's aim was to invest in 3,500 play areas as part of £235m Government commitment to children's play.

2.3 In Sunderland, the funding will facilitate the development of 28 new or upgraded play spaces, plus one City Adventure Centre. All the projects must be completed by 31 March 2010, or Central Government have stated that the funding will be "clawed back".

##### **3.0 PREVIOUS POSITION**

3.1 Step 5 of the wheeled sports park process involved extensive consultation regarding the preferred site and design for a park. At Area Committee on 2 July 2009 (Step 6), Members were requested to endorse the outcome of the consultation process and support the progression of the wheeled sports park development at Crocodile Pond, Princess Ann Park.

3.2 In addition, Members were also requested to support the project with £15,000 being allocated from SIB to meet increased costs associated with consultation and the project design.

##### **4.0 CURRENT POSITION**

4.1 Since the Area Committee meeting on 2 July 2009, officers have updated the wheeled sports park website and have issued press releases to inform the public of the outcome. Direct communication to the young people's steering group has taken place to advise them of the outcome and thank them for their involvement.

4.2 The designs for the area are currently being refined and developed in more detail. These will be circulated to Elected Members and posted on the website as they become available.

4.3 A formal planning application was submitted on 20 August 2009 and the outcome is expected in late September 2009. The formal planning process will ensure that any residents in the vicinity of the proposed development will be formally contacted as described in Step 7 of the consultation process.

4.4 The preferred access route to the site for contractors is adjacent land owned by Prudential. Officers have been in contact with Prudential who have agreed in principle to this. Work will continue to finalise the detailed agreement with

Prudential which would licence the City Council to access the site via Prudential's land.

4.5 The relevant documentation has been completed to support SIB funding application of £15,000, in order that this can be formally approved by the Area Committee.

4.6 It is anticipated that work should be able to commence on the site in October 2009.

## **5.0 RECOMMENDATION**

5.1 Members are requested to note the content of this report for information and support an award of £15,000 SIB funding towards the project costs.

## **6.0 BACKGROUND PAPERS**

6.1 The following background papers were relied upon to compile this report:

- Play Pathfinder Cabinet Report (30 July 2008)
- Residents' Update 2
- Washington Area Committee report (April 2009)

**WASHINGTON AREA COMMITTEE MEETING  
10 September 2009**

**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Financial Statements and Funding Request

**Author(s):**

Office of the Chief Executive

**Purpose of Report:**

This report requests Area Committee consideration of a proposal for the allocation of Strategic Investment Plan (SIP) and Community Chest to support initiatives that will benefit the area.

**Description of Decision:**

The Committee is requested to approve the following from the 2009/10 budget:

- i) approve the 46 proposals for support from the 2009/10 Community Chest as detailed in Annex 1
- ii) approve £15,000 as a contribution from the 2009/10 budget for the development of wheeled sports park at Princess Anne Park;
- iii) note the new emergency protocols for accessing SIB and SIP funding.

**Is the decision consistent with the Budget/Policy Framework?                      Yes**

**Suggested reason(s) for Decision:**

The Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward. This scheme is operated under Section 137 of the Local Government Act 1972.

SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the LAP with its main purpose to attract other funding into the area.

**Alternative options to be considered and recommended to be rejected:**

The circumstances are such that there are no realistic alternatives that could be considered.

**Is this a “Key Decision” as defined in the Constitution?**

No

**Is it included in the Forward Plan?**

No

**Relevant Review Committee:**

**Regeneration Review Committee  
Management Scrutiny Committee**

## **Washington Area Committee**

**10 September 2009**

### **Report of Chief Executive**

#### **Financial Statements and Funding Request**

##### **1. Purpose of The Report**

1.1 This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budgets in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plans.

##### **2.0 Description of Decision (Recommendation)**

2.1 The Committee is requested to approve:

- Annex 1: 46 proposals for support from the 2009/10 Community Chest
- Annex 2: 1 proposal from the 2009/10 SIP totalling £15,000

2.2 Note the approved SIB budget for 2009/10 in Annex 3.

2.3 Note the new emergency protocols for accessing SIB and SIP funding.

##### **3.0 Background**

3.1 The Council has reduced the amount of Regeneration Framework across the City from six to five. This has resulted in a new calculation of SIB funding to be awarded to the Washington Area Committee of £287,261 to be allocated up until March 2010. All allocations of funding should be matched against the criteria outlined in delivering the key priorities of the area, identified within the Local Area Plan (LAP). It is recognised however that Committee are willing to consider applications seeking funding if there have clear benefit for residents in Washington which may not be outlined in the LAP.

3.2 SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. This equates to £262,461 for the Washington area. At a meeting in July 2009 the Committee agreed to split the funds across the five wards of Washington Central, East, North, South and West. With local Councillors and service delivers being responsible and accountable for its expenditure against the LAP priorities, with proposed projects being presented to Area Committee for final endorsement. This funding is available until March 2011.

3.3 The Committee will be aware that the Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward, plus any unclaimed allocations identified from previous years. This scheme is operated under Section 137 of the Local Government Act.

#### **4.0 Current Position SIB**

- 4.1 Following the 2 July 2009 Committee meeting, a balance of £6,424 remained to be allocated from 2008/09 years budget which will be rolled forward to 2009/10.
- 4.2 Since the meeting, £5,020 has been returned to budget from the Area Committee Events Budget, Washington Glebe Bowling and Community Hall Holy Trinity Church, which will be allocated for 2009/10 budget.
- 4.3 The recently approved Washington Area SIB budget allocation for 2009/10 is £287,261. With the additions of 4.1 and 4.2 this will bring the total budget to £298,705 for 2009/10 financial year.
- 4.4 In October 2008 Committee approved £25,550 from the 2008/09 budget and a further £19,910 from 2009/10, subject to budget approval, for Washington Victim Support project. With the budget allocation for 2009/10 been approved the second year funding of £19,910 will be allocated to the group. The Lead Agent will be present at the meeting to answer any questions Committee may have. This will leave a balance £278,495 to allocate from the 2009/10 SIP budget.

#### **5. Current position SIP**

- 5.1 Following the 2 July 2009 Committee meeting, a balance of £52,492 remained to be allocated from each ward up until March 2011.
- 5.2 There is one SIP application for funding to this Committee requesting £15,000, £3,000 per ward, from the 2009/10 budget, Should the Committee approve the funding request this will leave a balance £49,492 per ward, £247,460 across Washington to allocate.
- 5.3 To date one Expressions of Interest have been received for Washington East which is still under development and if deemed suitable will be presented to future meetings of Area Committee for approval.

#### **6 Current Position Community Chest**

- 6.2 To date approvals for each Washington Ward total:

Central	£1199
East	£2200
North	£2700
South	£1600
West	£1470

- 6.2 The projects listed on Annex 1 total:

Central	£2234
East	£1034
North	£1734
South	£2434
West	£2697

- 6.3 Should the Committee grant the requests listed on Annex 1 the remaining balances, including the unclaimed allocations identifies from previous years, would be:

Central	£6787
East	£9433
North	£6444
South	£7466
West	£7311

## **7.0 Emergency Protocols for accessing SIB/SIP funding.**

- 7.1 Emergency protocols for accessing SIB or SIP funding can only be accessed when a clear emergency is defined as a genuinely unforeseeable issue. The emergency process can only be initiated where there is a need to approve funding in advance of the next planned Area Committee meeting. An example could be that adverse weather conditions have caused a leaking roof to a community venue that has no other means of financing the repair, creating further damage and preventing the use of the facility. The ArO will consult with the Chair and Vice Chair immediately to determine whether an application is appropriate.
- 7.2 In addition to being a genuine emergency, the application should, where possible, contribute to priorities identified in the relevant Local Area Plan (LAP). An application form must be completed and all relevant information must be provided. The ArO will provide guidance and support to the applicant.
- 7.3 The application will then be objectively assessed against agreed criteria as, a matter of urgency. Consultation with relevant partners/directorates will take place. A report will be produced for the Chair and Vice Chair of the Area Committee who will make a recommendation whether to approve the funding application.
- 7.4 All elected members of the relevant Area Committee will be consulted by e-mail to confirm they are in agreement with the proposal. If the Application is to be agreed, under the Council's 'Scheme of Delegation', The Deputy Chief Executive will then action the decision in accordance with the Council's constitution. The project applicant will be informed of the decision immediately. Area Committee will be updated at the next meeting. Any Terms and Conditions of offer will be discussed and agreed prior to commencement of project (all usual SIB terms and conditions apply). The emergency process should normally take no more than 7-10 days from submission of application.

## **8.0 Reasons for the Decision**

- 8.1 SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.
- 8.2 Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

## **9.0 Alternative Options**

- 9.1 Each project is required to indicate what alternative options they have considered during the application business process.



## **10.0 Relevant Consultations**

### 10.1 Financial Implications

The Director of Financial Resources has been consulted on this report, all costs associated with developing SIB, SIP and Community Chest applications.

### 10.2 Implications for Other Services

Each project is required to indicate what implications there may be for other services in the application business process.

### 10.3 The Public

Each project is required to indicate what consultation it has undertaken and other documentary evidence it has to support its proposal in during the application business process. Residents have been consulted about the priorities in the Local Area Plans and bids support these identified priorities.

### 10.4 The Race Relations (Amendment) Act 2000 and the Councils Race Equality Scheme.

Each project is required to indicate whether it has an equal opportunities policy, or what measures it employs to address equal opportunity issues, during the application business process.

### 10.5 Public Relations and Publicity

Each project is required to indicate how it will promote funding awarded from Area Committee.

### 10.6 Councillors

Members have been consulted on all applications for SIB, SIP and Community Chest support and the implementation of the review.

## **11.0 List of Appendices**

- Annex 1 Community Chest: Proposed projects for approval
- Annex 2 SIP: Proposed project for approval
- Annex 3 Financial Statement

## **12.0 Background Papers**

### 12.1 The following background papers were used:

- Community Chest Application Forms
- Schedule of projects circulated at the panel meeting held on 26<sup>th</sup> August, 2009.
- Reports to previous Area Committees
- Washington Local Area Plan

**13.0 Contact Officer:** Nicol Trueman, Area Officer for Sunderland East and Washington  
Tel: 0191 5611162 e-mail: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

## COMMUNITY CHEST 2009/2010

## PROJECTS PROPOSED FOR APPROVAL

	<b>Recommended Grant subject to final estimates, invoices, up to</b>
<b>WASHINGTON CENTRAL WARD</b>	
<b>Washington Sequence Dance Club</b> – Contribution towards social activities, transport, refreshments etc.,	200
<b>Barmston &amp; District Senior Citizens</b> - Contribution towards social activities, transport, refreshments etc.,	200
<b>Washington Association Football Club</b> – Purchase of football equipment.	100
<b>St. Thomas Handicapped Club</b> – Contribution towards social activities, bowling alley, refreshments etc.,	80
<b>Washington Village Bloom Group</b> – Purchase and planting of bulbs.	500
<b>Usworth Colliery Banner Group</b> – Contribution towards insurance, new poles etc.,	250
<b>Glebe Residents Association</b> – Contribution towards room hire etc.,	300
<b>Lambton Lions Under 9's F.C.</b> – Purchase of training equipment, waterproof clothing etc.,	100
<b>Girlguiding Durham North</b> – Contribution towards celebration of 100 years of guiding.	284
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	20
<b>Washington History Society</b> – Contribution towards purchase of display boards.	200
<b>Total</b>	<b>2234</b>
<b>WASHINGTON EAST WARD</b>	
<b>Washington Association Football Club</b> – Purchase of football equipment.	100
<b>St. Thomas Handicapped Club</b> – Contribution towards social activities, bowling alley, refreshments etc.,	80

<b>Usworth Colliery Banner Group</b> – Contribution towards insurance, new poles etc.,	250
<b>Lambton Lions Under 9's F.C.</b> – Purchase of training equipment, waterproof clothing etc.,	100
<b>Girlguiding Durham North</b> – Contribution towards celebration of 100 years of guiding.	284
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	20
<b>Washington History Society</b> – Contribution towards purchase of display boards.	200
<b>Total</b>	<b>1034</b>

#### **WASHINGTON NORTH WARD**

<b>Washington Sequence Dance Club</b> – Contribution towards social activities, transport, refreshments etc.,	200
<b>Washington Association Football Club</b> – Purchase of football equipment.	100
<b>St. Thomas Handicapped Club</b> – Contribution towards social activities, bowling alley, refreshments etc.,	80
<b>Usworth Colliery Retired Miners Trust</b> – Contribution towards trips, Christmas lunch, entertainment etc.,	500
<b>Usworth Colliery Banner Group</b> – Contribution towards insurance, new poles etc.,	250
<b>Lambton Lions Under 9's F.C.</b> – Purchase of training equipment, waterproof clothing etc.,	100
<b>Girlguiding Durham North</b> – Contribution towards celebration of 100 years of guiding.	284
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	20
<b>Washington History Society</b> – Contribution towards purchase of display boards.	200
<b>Total</b>	<b>1734</b>

#### **WASHINGTON SOUTH WARD**

<b>Washington Association Football Club</b> – Purchase of football equipment.	100
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<b>Washington Sequence Dance Club</b> – Contribution towards social activities, transport, refreshments etc.,	200
<b>Barmston &amp; District Senior Citizens</b> - Contribution towards social activities, transport, refreshments etc.,	200
<b>St. Thomas Handicapped Club</b> – Contribution towards social activities, bowling alley, refreshments etc.,	80
<b>Lambton Lions Under 9's F.C.</b> – Purchase of training equipment, waterproof clothing etc.,	100
<b>North East England Japanese School</b> – Purchase of equipment, photocopier, projector, screen etc.,	1000
<b>Usworth Colliery Banner Group</b> – Contribution towards insurance, new poles etc.,	250
<b>Girlguiding Durham North</b> – Contribution towards celebration of 100 years of guiding.	284
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	20
<b>Washington History Society</b> – Contribution towards purchase of display boards.	200
<b>Total</b>	<b>2434</b>
<b>WASHINGTON WEST WARD</b>	
<b>Washington Association Football Club</b> – Purchase of football equipment.	100
<b>Washington Sequence Dance Club</b> – Contribution towards social activities, transport, refreshments etc.,	200
<b>Barmston &amp; District Senior Citizens</b> - Contribution towards social activities, transport, refreshments etc.,	200
<b>St. Thomas Handicapped Club</b> – Contribution towards social activities, bowling alley, refreshments etc.,	80
<b>Albany Allstars Toddler Group</b> – Contribution towards room hire, trips etc.,	1463
<b>Girlguiding Durham North</b> – Contribution towards celebration of 100 years of guiding.	284
<b>Usworth Colliery Banner Group</b> – Contribution towards insurance, new poles etc.,	250
<b>M.S. Society</b> – Contribution towards trips and physiotherapy sessions.	20

<b>Lambton Lions Under 9's F.C. – Purchase of training equipment, waterproof clothing etc.,</b>	<b>100</b>
<b>Total</b>	<b>2697</b>
<b>Total of Projects</b>	<b>10,133</b>

## Annex 2: SIP Application summary

Name of Project	Washington Wheeled Sports Park	
Lead Organisation	Sunderland City Council	
Total Cost of Project	Total Match Funding	<b>Total SIP Requested</b>
£151,000	£136,000	<b>£15,000</b>
Project Duration	Start Date	End Date
Six months	October 2009	March 2010

### The Project

The project will provide an area based youth facility for Washington in the form of wheeled sports park at Princess Anne Park in Washington. At present young people from the area are having to travel to Herrington Country Park to take part in this type of activity.

### The Need for the Project

The Play and Urban Games Strategy identified a need for a wheeled sports facility in all five of the regeneration areas of Sunderland. Washington currently does not have a wheeled sports provision.

In Summer 2008 Sunderland City Council began an assessment to identify suitable sites for a proposed wheeled sports park. During the assessment process a clear need to involved Area Committee and local residents was identified, which resulted in the assessment being extended into a consultation process, involving Washington Councillors, residents including young people, statutory service and voluntary and community sector agencies.

Throughout the consultation process Area Committee were kept up to date with developments and were the decision making body with regards to the location of the wheeled sports park.

### The Outputs for the Project

Output Code	Description	2009/10	2010/11	2011/12
L9	New youth play service provided	1		
H2	People engaged in sports activity	200	200	200
A1	New community facility	1		

### The key milestones for the Project

Milestone and key event	Forecast Dates
Planning permission received	September 2009
Contractor to commence on site	October 2009
Completion of work	December 2009
All funds claimed	March 2010

### Recommendation: Approve

- A priority for Washington under the Learning theme is to provide better support for young people e.g. more youth and play services.
- If SIP funding is provided the young people in Washington will have a wheeled sports park facility that will service the whole area.
- The project will provide the first wheeled sports park in Washington.
- The location of the facility is central to Washington and was chosen by considering votes from Washington residents with the addition bonuses of its accessible, close proximity to bus routes, local amenities and a police station.

Annex 3: SIB: Washington SIB Statement 10th September 2009

Transactions	Approval	SIB returned		Balance
<b>Funding carried forward from 2008/2009</b>		£6,424		<b>£6,424</b>
<b>Returned Funding, breakdown below</b>				<b>£5,020</b>
<i>Washington Glebe Bowling</i>	<i>02.01.08</i>	£405		£405
<i>Washington Events Budget</i>	<i>26.11.08</i>	£3,874		£3,874
<i>Community Hall Holy Trinity Church</i>	<i>02.07.08</i>	£741		£741
<b>Budget Allocation for 2009/2010</b>		£287,261		<b>£298,705</b>
<b>Y2 SIB approval</b>	<b>Approval</b>	<b>SIB Allocation</b>	<b>Approvals</b>	<b>Balance</b>
Washington Victim Support	01.10.08	£19,910	£19,910	£278,795
<b>Total</b>		£267,351	£19,910	£278,795
<b>Balance</b>		£267,351	£19,910	<b>£278,795</b>

SIP: Washington Statement 10th September 2009

2009/2010 Approvals	Approval Date	SIP Allocation	Approvals	Balance
<b>Budget Allocation for 2009/2010</b>		£262,461	£0	£262,461
Central Ward		£52,492		
East Ward		£52,492		
North Ward		£52,492		
South Ward		£52,492		
West Ward		£52,492		
<b>Total</b>		£262,461	£0	£262,461
<b>Balance</b>		£262,461	£0	£262,461

\* Agreed to split evenly across all five wards

Community Chest: Washington Statement 10th September 2009

2009/2010 Approvals	Community Chest Allocation 2009/2010	Unclaimed/Uncommitted Community Chest	Approvals	Balance
<b>Budget Allocation for 2009/2010</b>				
Central	£10,000	£220	£1,199	£9,021
East	£10,000	£2,667	£2,200	£10,467
North	£10,000	£878	£2,700	£8,178
South	£10,000	£1,500	£1,600	£9,900
West	£10,000	£1,478	£1,470	£10,008
<b>Total</b>	<b>£50,000</b>	<b>£6,743</b>	<b>£9,169</b>	<b>£47,574</b>

**Washington Area Committee Meeting 10<sup>th</sup> September 2009**

**SUMMARY SHEET**

**Title of Report:**

Developing an Economic Masterplan for Sunderland

**Author(s):**

Head of Strategic Economic Development

**Purpose of Report:**

To share with the Washington Area Committee the progress that has been made in developing an Economic Masterplan for Sunderland. To seek the views of the Area Committee on the economic vision that is emerging.

**Description of Decision:**

No formal decision will be required from the Washington Area Committee. The Committee will be required to discuss the emerging economic vision and share their opinions.



## Developing an Economic Masterplan for Sunderland

### REPORT OF THE HEAD OF STRATEGIC ECONOMIC DEVELOPMENT

#### 1.0 Why has this report come to the Committee?

- 1.1 The purpose of this report is to share with the Washington Area Committee the progress that has been made in developing an Economic Masterplan for Sunderland and to seek the views of the Area Committee on the economic vision that is emerging.
- 1.2 It was recommended that this report be brought forward in the work programme of the Washington Area Committee in order to ensure the Committee is able to influence the economic vision that is currently being developed.
- 1.3 Members' views will help shape the economic vision, and will help shape the delivery plans that will implement the vision, by indicating key areas where activity will need to be focused.
- 1.4 The development of a successful Economic Masterplan for Sunderland will make a significant contribution to the achievement of Strategic Priority 1: Prosperous City. The input of all Area Committees as well as residents, businesses and others is required to increase the likelihood that the Economic Masterplan is successful in bringing about a transformation in the city.

#### 2.0 Background

- 2.1 The Economic Masterplan is seeking to integrate both the urban economic strategy and the spatial framework for the area, to create both a powerful development and marketing/promotional tool.
- 2.2 The Economic Masterplan will respond to the following key questions affecting any city:  
  
Question 1: How will this city earn its living over the next 10-15 years?  
Question 2: What will (or could) this look like on the ground?
- 2.3 Following a report to Cabinet on the 30<sup>th</sup> July 2008 Sunderland City Council began the process of procuring consultants to deliver an Economic Masterplan for Sunderland. In April 2009, following a competitive procurement process, a consortium of consultants led by GENECON was appointed to deliver Sunderland's Economic Masterplan.

- 2.4 GENECON is a national economic and spatial regeneration consultancy with a good understanding of the economic issues facing the city and its current projects and programmes.
- 2.5 GENECON proposed to us a pragmatic approach, particularly in the current economic climate. There are four key principles underpinning their approach:
- Realistic – ambitious but credible
  - Outward-looking – collaborate to compete
  - Demand-led – market shift through perceptual change
  - Innovative – new models for delivery and economic governance
- 2.6 The GENECON team has identified a range of strategic responses running from defensive to progressive to transformational. Which response is adopted will depend upon how rapidly market conditions recover. GENECON emphasises that market conditions would have to recover significantly to support a truly transformational agenda.
- 2.7 At each stage of its development GENECON's approach to the Economic Masterplan will be underpinned by three processes:
- The Evidence process: reviewing and refining the existing range of data sources.
  - The Creative process: generating ideas and propositions in collaboration
  - The Reality process: testing proposals against deliverability frameworks

### 3.0 Timetable

- 3.1 The Economic Masterplan is due to reach draft final stage by Spring 2010 and will then need to go through appropriate approval processes.
- 3.2 Key Dates in the process are as follows:
- **The Strategic Visioning Event on the 29<sup>th</sup>/30<sup>th</sup> June:** This important stage of the project was an intensive participatory workshop held over two days to discuss what the vision for the city's economy should be and to try and reach some consensus in a very short amount of time. The event was attended by representatives of the Economic Masterplan Steering Group the Economic Masterplan Management Group and the Sunderland Partnership Board.
  - **July to September:** This period is focusing on testing the emerging vision and the options open to Sunderland for achieving the vision.

- **A City Centre Visioning event will take place on the 24<sup>th</sup> and 25<sup>th</sup> September:** This event will be another participatory workshop looking specifically at the City Centre and arriving at a vision and broad strategy for its development. The new City Centre Board, which has recently been established, has been invited to attend this event.
  - **November/December:** This period will focus on the development of the Delivery Plans, looking also at resourcing and governance.
- 3.3 Engagement work is being carried out with Community Spirit and the Independent Advisory Groups to explain and discuss the vision that is being developed.
- 3.4 We also intend to carry out awareness raising activity in the press, to share the outcome of the visioning event and to stimulate interest and discussion.
- 3.5 Engagement will continue throughout the development of the Economic Masterplan, with attendance at appropriate meetings across the city, and consultation at appropriate points.

#### **4.0 Current position**

4.1 The GENECON team has detailed in the Baseline report the nature of the problems Sunderland has to tackle, and some of the opportunities that are available to the city. The headline socio-economic issues that the team has identified are:

- Sunderland is one of the least competitive places in the UK. It is ranked 369<sup>th</sup> out of 407 local authority areas (Huggins Index 2008).
- 45% of the city's population live in a ward ranked amongst the top 20% most deprived in England.
- Since 1991, there has been a population decline of 16,000 in the city. This is particularly strong amongst young adults.
- The city's employment structure is dominated by public sector, financial and business services and manufacturing.
- Sunderland has an under performing city centre.
- Property prices are low, with a lack of mid priced family homes.
- Low levels of enterprise activity (business start ups, self employment)
- GVA<sup>1</sup> above regional but well below national averages.
- High levels of economic inactivity and worklessness.
- Life expectancy in Sunderland is significantly below the UK average.

4.2 Whilst the council has always recognised these weak points in the city, the GENECON team has expressly identified these as the headline

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<sup>1</sup> GVA is a measure of the value of all goods and services produced in an area

socio-economic characteristics of the city, which the Economic Masterplan has to consider.

- 4.3 As a result of their research, and following the discussion with stakeholders that took place at the Visioning event at the end of June, the GENECON team has gone a long way to identifying what the Economic Vision for Sunderland should be.

## **5.0 The Vision**

- 5.1 Following the Strategic Visioning event GENECON began the process of developing the vision by outlining three scenarios for Sunderland's development. These were not designed as options where one should be picked, but were designed to set out the possible parameters of the city's development.

- 5.2 The three scenarios were as follows:

### 5.2.1 Northern Gateway:

- Building on the existing strength of the city's location in the region and it's potential as a 'trading city' with good strategic road access (A1/A19) and a port.
- Positioning Sunderland as a 'regional city' that would function as a trading gateway for the North.

### 5.2.2 Entrepreneurial Nimble City

- Building on the city's existing strength as a city that 'produces' and our strengths in high value manufacturing and associated services.
- Positioning Sunderland as a 'smart' city that is attractive to knowledge workers, has high levels of local enterprise and is a focus for innovation.

### 5.2.3 Creative Park City:

- Building on the strength of the city's environmental assets, focusing on low carbon technologies, creative industries and lifestyle sectors.
- Positioning Sunderland as a green sustainable city that would show case low carbon technology, and offer a high quality of life that would be supported by lifestyle and leisure industries.

- 5.3 A preferred direction has now been developed, combining elements of each of these three in differing degrees. The proposed, but still draft, vision could be described as: 'An entrepreneurial University City at the heart of a low carbon regional economy'

- 5.4 The key elements of this draft vision as they relate to businesses, skills and jobs in the city, are detailed further below.

#### **5.4.1 Business:**

- Protect the existing business base and our strengths in production
- Increase support for businesses to start up and locate to the city
- Focus on higher value innovative industry, building on our strengths in the automotive and software industries
- Become a national focus for businesses linked to low carbon technology
- Increase the role of the University in supporting business growth.

#### **5.4.2 Jobs:**

- Create and attract higher value jobs
- Provide more support for self employment
- Have more jobs in the city centre
- Offer a range of job opportunities at all skill levels to support a stronger, low carbon economy
- Reduce barriers to work in the most deprived communities

#### **5.4.3 Skills:**

- Increase the role of the University in promoting higher skills and higher aspirations, linking to colleges and schools
- Promote entrepreneurship through the education system
- Develop higher level skills in IT, advanced engineering and services to support growth sectors and improve the ability of local people to compete for higher value jobs
- Attract and retain graduates
- Support basic skills to reduce barriers to work

#### **5.4.4 Spatial:**

- Improve the city centre as a business, shopping, leisure and housing location
- Help the city centre to become a real 'University City'
- Deliver improvements to smaller centres to create 'city villages' with better neighbourhood facilities and support for business start-ups and training.

#### **5.4.5 Business Property/Residential Property**

- More diverse housing for all, but a focus on knowledge workers and families
- More energy efficient buildings
- Create a ladder of business premises to support business growth
- New office development in the city centre
- New manufacturing facilities to support higher technology companies.

## **6.0 Next Steps**

- 6.1 There will be a presentation at the Washington Area Committee Meeting that will describe the emerging vision in more detail. There will also be the opportunity for the committee to raise comments and questions.
- 6.2 The proposed vision will be reviewed based on comments received from Area Committees and from further consultation.
- 6.3 Development of the City Centre Strategy has already begun and this will progress after the visioning event on the 24<sup>th</sup> and 25<sup>th</sup> September 2009.

## **7.0 Recommendation**

- 7.1 Members are recommended to note the content of this report and raise comments or questions at the meeting.

## **8.0 Background Papers**

- 8.1 Report of the Chief Executive (Acting), 30<sup>th</sup> July 2008, Cabinet Report: 'Developing an Economic Masterplan for Sunderland'.
- 8.2 GENECON, 2009, 'Sunderland Economic Masterplan. Setting a Direction: Position Statement'.

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## **Washington Area Committee**

**10<sup>th</sup> September 2009**

### **Update on Community Communications to support Area Committees 2009-10**

**Strategic Priority: 1, 2, 3, 4, 5**

#### **1. Why has it come to committee?**

**1.1** The report provides an update for the committee on the development of the Community Communications action plan.

#### **2. Background**

**2.1** The council is reviewing how it delivers communications and marketing and a priority is to ensure we are communicating with all our different audiences, especially at a local level.

Through the Community Leadership Programme, Councillors have raised the importance and need for the City to communicate effectively with local people.

The Community Leadership Communications (Recognition for Action Project) is one work stream under the programme which will focus on ensuring local people are involved, engaged, participate and influence what public services are doing at an area level.

#### **3. Area Communications**

**3.1** The communications team have agreed the following overarching objective for delivery October 2009-April 2010

To promote the Community Leadership role of Area Committees and to publicise their effectiveness in addressing local priorities identified by local residents in an effective, timely manner by

- Strengthening the capacity of Area Committees to communicate with their communities and to engage with them most effectively
- Raising awareness with local residents of what Area Committees are, what they do and how to get involved
- Encouraging communities of interest to join up across an Area through better coverage and promotion through events and publications
- Developing a toolkit of materials to support Area events and promote Area activities, share Area news and facilitate Area debate

#### **4. Recommendation**

**4.1** To note the current plan of work.

#### **5. Background papers**

None

**6. Contact Officer:** Victoria Glass. Area Communications Link Officer,  
Tel: 561 1181, e-mail: Victoria.glass@sunderland.gov.uk

## Update September 2009 - for Washington Area Committee

### Community Communications action plan

#### Objective

To promote the Community Leadership role of Area Committees and to publicise their effectiveness in addressing local priorities identified by local residents in an effective, timely manner by

- Strengthening the capacity of Area Committees to communicate with their communities and to engage with them most effectively
- Raising awareness with local residents of what Area Committees are, what they do and how to get involved
- Encouraging communities of interest to join up across an Area through better coverage and promotion through events and publications
- Developing a toolkit of materials to support Area events and promote Area activities, share Area news and facilitate Area debate

#### Action plan July 2009 to April 2010

Tasks
<ul style="list-style-type: none"><li>- To work with area committees to identify different ways to communicate with local residents.</li><li>- To raising awareness with local residents of what area committees are, what they do and how to get involved.</li><li>- To develop materials to support community engagement and to increase the raising of local issues within an area.</li><li>- To encourage communities of interest to join up across an area through better coverage and promotion through events and publications.</li><li>- To develop materials to support area events and promote area activities, share area news and facilitate area debate.</li></ul>
Outcomes
<ul style="list-style-type: none"><li>- Area committees have the materials they need to communicate and engage with local residents</li><li>- Area committees have information and knowledge about communities of interest in their area</li><li>- Area committees feel supported in their role</li></ul>
Activities & actions
<p><b>1) One comms person per area as a comms- link officer</b> Progress- completed: Coalfields : Julie Heathcote Washington: Victoria Glass</p>



East : Jeremy Wicking  
West: Kevin Douglas  
North : Vicky Happer/Coleen Doneathy

**2) Materials and support with Area committee meetings (corporate materials/banner/displays)**

Progress- completed. Available on request from area comms-link officer

**3) Develop and communicate key messages about area committees:**

Progress – drafts received from Area Coordination Team, now with Corporate Comms to refine and use in future communications

**4) Raise awareness of area committees**

In progress – section on area committees in Annual Review summary to be published mid-September

New “authentic Sunderland” photography being commissioned will give us new images across all areas for use in publications & newsletters – for completion November 2009.

**5) Monthly area newsletter – to all properties**

In progress – currently working on options appraisal, implementation plan / phasing, costing for writing and sourcing content contributors. Plan is to test and evaluate at an area level in October/November 2009 and then agree implementation for 2010.

**6) Fold out map by area**

To be progressed in September for completion October 2009

**7) Posters – short term**

Completed for September Area meetings

**8) Leaflets – short term**

Completed for September Area meetings

**9) Posters ( different designs per area)**

In production. Completion end of September. A3 and A4 available.

**10) Contact your area committee/ask a question postcards**

In production. Completion end of September. A3 and A4 available.

**11) Area Committee merchandise : a “menu” of T-shirts and other area merchandise available for committees to order on request**

To be progressed in September for completion October 2009

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