

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on TUESDAY, 13TH APRIL, 2010 at 5.30 p.m.

Present:-

Councillor Wares in the Chair

Councillors Errington, M. Forbes, E. Gibson, Paul Maddison, T. Martin, Mordey and Wood

Also Present:-

Hazel Clark	- Voluntary Community Sector Representative
David Curtis	- Voluntary Community Sector Representative
Paula Hunt	- Voluntary Community Sector Representative
Matthew Jackson	- Democratic Services Officer, Sunderland City Council
Janet Johnson	- Deputy Chief Executive and Area Lead Executive, Sunderland City Council
Ray Leonard	- Chief Executive, Back on the Map
Vivienne Metcalfe	- Area Community Co-ordinator, Sunderland City Council
Jane Peverley	- Communications Manager, Sunderland City Council
Nicol Trueman	- Area Officer, Sunderland City Council
Helen Wardropper	- Area Performance Assistant, Sunderland City Council
Jeremy Wicking	- Media Officer, Sunderland City Council

Members of the East Area Community

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Ball, O'Connor and M. Smith and also Ms. Nonnie Crawford.

Minutes of the Meeting of the Committee held on 1st March, 2010 and the Extraordinary Meeting held on 8th March, 2010

1. RESOLVED that the minutes of the previous Meeting held on 1st March, 2010 and the minutes of the extraordinary Meeting held on 8th March, 2010 be confirmed and signed as a correct record.

Declarations of Interest

There were no declarations of Interest.

Questions to Area Committee

There were no written questions to the East Area Committee received.

East Sunderland Annual Report 2009/10

The Chief Executive submitted a report (copy circulated) which allowed the Committee to give consideration to the outcomes of the work undertaken as part of the Local Area Plan throughout 2009/10 and informed the Committee of the outcomes and achievements from each of the themes discussed by the Committee throughout the year. The report was focussed on the following areas:

- The Area, people and place
- Safe theme and priorities
- Learning theme and priorities
- Attractive and Inclusive theme and priorities
- Healthy theme and priorities
- Prosperous theme and priorities
- Area Committee Meetings

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that the report set out the objectives and how the committee had performed over the year.

Ms Trueman advised the Committee that the East Sunderland Area was comprised of five wards: Doxford, Hendon, Millfield, Ryhope and St. Michael's. The area contained the City Centre, the Port of Sunderland and the central campus of the University.

With regards to the Safe theme, Ms Trueman advised that the figures within the report were from the period 2008/2009 as the figures from 2009/2010 were not yet available, these figures would be reported to a future meeting of the Committee. The City Centre had an influence on the figures and there would be the information provided to Members at the next meeting with the City Centre statistics removed.

The main objectives were the reduction of Anti Social Behaviour, which included tighter controls regarding the sale and access to alcohol; providing more police and community support officers in the area; addressing the fear of crime; challenging negative perceptions of young people and tailoring services to local needs.

The report highlighted what had been done to tackle the objectives including the introduction of the responsive local services project which focused on tailoring services within the area to tackle problems such as antisocial behaviour, arson attacks, environmental issues and empty properties.

Councillor Wood commented that he had attended meetings with the police where crime statistics had been provided. It was surprising to see so much red on the table in the report when at the meetings he had attended the police had told of how little crime there was within St. Michael's ward; he understood that the figures for the City Centre could be distorting these ward figures.

Janet Johnson, Area Lead Executive, advised that these figures were from 2008/2009 while the police often reported real time figures.

On the Learning theme Ms Trueman advised that performance was good at primary school level but the performance at secondary level was not as good. There had been no youth provision in some wards however the youth contracts had ensured that there would now be at least three sessions of youth provision in each ward every week. The XL youth villages had been shown to have a positive impact on the area.

Ms Trueman advised that with regards to the Attractive and Inclusive theme that the figures shown in the report were area totals rather than city averages and as such it had not been possible to say whether performance was better or worse than the city as a whole. The Total Place Survey results would be available soon and these results would be presented to the next meeting of the Committee and would show the information at a neighbourhood level.

There was a Landlord Accreditation scheme and as part of this there was the Private Landlords Forum, alongside the Empty Properties Strategy it was expected that there would be a reduction in the number of empty properties within the area.

The Voluntary and Community Sector was now represented at the Area Committee by three representatives from local voluntary and community organisations. The Voluntary and Community Sector Network was supported by Vivienne Metcalfe, Area Community Co-ordinator for the East Area.

Councillor Wood commented that although the figures in the report showed that there were no cycle paths in St. Michael's Ward there were now cycle lanes in both directions along Leechmere Road.

Councillor Wood then commented that he was not aware of any engagement that had taken place with the Churches Trust regarding Holy Trinity Church.

Councillor T. Martin advised that he had attended a meeting about Holy Trinity Church; he shared Councillor Wood's concerns about the need to preserve the church.

Ms. Johnson advised that there had been a briefing note circulated to Members which had provided an update on the discussions, there had been further meetings and it was expected that there would be more meetings taking place as proposals were developed. It was expected that there would be consultation events as part of the planning process. There would be a

need for Listed Building planning consent. The committee would be kept informed of the progress being made.

Councillor Mordey commented that the orphanage was also a cause for concern.

Ms Johnson advised that the orphanage was owned by the Council and that there was a scheme being developed to secure the long term future of the building. A briefing note could be provided to the Members if they wished. It was expected that there would be an application for funding made to the Heritage Lottery Fund.

Councillor T. Martin commented that the Landlords Forum had been reinstated and he had attended meetings of the forum. He welcomed the approval from the Secretary of State for the implementation of Selective Licensing within parts of Hendon.

Councillor T. Martin then expressed concerns that police action was often just warning notices; he wanted to see enforcement action. There was dumping of rubbish in back lanes and this detracted from the attractiveness of the area.

He then stated that there had been improvements at Hendon Beach and the beach was now much more attractive however there were still some safety issues to be addressed.

Ms Trueman then introduced the Healthy theme and advised that there had been partnership work with the Teaching Primary Care Trust and there had been 20 natural neighbourhoods identified within the East Area.

With regards to the Prosperous theme, Ms Trueman informed the committee that there had been an increase in unemployment in the area, especially among men. This increase in male unemployment was possibly due to the increase in call centre jobs which attracted more female applicants.

The Working Neighbourhoods Fund had brought £30million of funding into the city and had supported business start-ups throughout the city including 18 businesses in the East Area.

There had been work done to improve awareness of the advice and support available to people who were Not in Employment, Education or Training (NEET).

Councillor Errington commented that next year there was a need to look at transportation in the area, especially bus links. There were problems with bus provision in the evening with Doxford and Ryhope being most affected. There was a need to talk to the bus operators and Nexus.

Ms Trueman advised that the new arrangements for the Committee Meetings had worked well and there were plans to repeat this system next year while delivering further improvements to the system. The attendance levels had

been good however there was a need to involve the Partners more in the meetings. The attendance from the public was poor; the public had no right to speak at the Meetings however there were other ways for the public to be involved.

The volume of papers for each meeting had been reduced and the length of the meetings had also been reduced.

There had been an Area Committee Handbook developed and this would be printed in June 2010 and given to all Members.

Councillor Wood commented that the Area Committee was fortunate to have the Deputy Chief Executive as the Area Lead Executive. It was disappointing that members of the public were not attending the meetings and there was a need to address this. The inability for the public to speak at the meetings was a problem; they could not be expected to attend if they were unable to become involved in the meeting. Planning Committees allowed members of the public to speak on the planning applications. He felt that the Questions to Area Committee scheme was too formal and democratic.

With regards to the Finance and Funding Requests, Ms Trueman advised that there had been an 80/20 split agreed for the SIB funding with 80 percent of the budget being available for projects identified which addressed local needs and were part of the agreed priorities, with the remaining 20 percent being available as an opportunity budget for organisations to be able to apply for. In practice there had actually been a 10/90 split with 90 percent of the funds allocated being awarded to applications within the opportunity budget. There had been £145,027 awarded out of the £287,725 which had been allocated to the committee.

The £145,027 of SIB funding had brought match funding of £182,300 into the area. The majority of the funding awarded was related to the Attractive and Inclusive theme.

There was a large amount of SIP funding still available to be allocated in the next municipal year and the funding allocated had attracted match funding of £103,900 into the area.

Councillor M. Forbes expressed concerns over the lack of communication between departments. The other departments needed to appreciate the importance of the Area Officers. The area could have been enhanced a lot more had there been better communication between the council departments.

2. RESOLVED that the Annual Report be received and noted and that the information be used to analyse and reflect on the work that has taken place throughout the past year and help to inform the June meeting as the Committee moves towards a new work plan.

East Sunderland: Towards a new work plan 2010-11

The Chief Executive submitted a report (copy circulated) which allowed the Committee to examine the Local Area Plan priorities as part of the process of identifying the work streams for 2010/11.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that this report would allow proposals for the next year to be discussed in preparation for the work programme setting meeting which would be taking place in June. Suggestions for agenda items would be coming from a variety of sources and additional suggestions could be made if the Committee felt they were necessary.

Councillor Errington stated that Housing and Speed Management had been discussed by the Scrutiny Committees; he felt that these were important for the Area Committee to look at. There was a need to improve the links between the Scrutiny and Area Committees.

Ms Trueman advised that more areas of work could be looked at; the list in the report was merely suggestions. In June there would be an update on the key statistics. It was recommended that at the June meeting the committee agree on a maximum of six areas of work, including Responsive Local Services. During the last year there had been a lot of priorities discussed, fewer priorities would allow for a greater impact to be made and there would be an impact within a shorter time.

Lead agents for the priorities would be identified and they would provide support to the development of the priorities. Task and finish groups would be set up and the Members and partners would be able to work together on developing the priorities before feeding the information back to the Committee. There would be a more proactive role taken outside of the Area Committee meetings.

It was proposed that some SIB funding would be made available to the task and finish groups to assist them in carrying out the work. The funding requests would still need to be approved by the full Area Committee. There were plans to modify the application forms so that there was an area focus to the forms. There was a need to ensure that the directors and portfolio holders were aware of internal funding applications.

The amount of paperwork presented would be reduced; reports would now only be two or three pages long and would be written in a more accessible style. Information reports would not be presented to the committee and instead would be distributed using the e-bulletin service.

Councillor Mordey expressed his support for the proposals; he was especially keen to see the approach to task and finish groups. He did however have concerns regarding trying to solve all problems within 12 months; some

proposals would need to be given time to progress to see what effect the proposals were having.

Councillor E. Gibson also welcomed the task and finish groups as a way of getting results.

Councillor T. Martin asked whether the safety issues at Hendon Beach would be looked at as one of the priorities. This was an important issue and he did not want to see any more deaths occur at the beach. He stated that he had been trying to raise this issue for a year.

The Chairman advised that the work programme had already been set before Councillor T. Martin had raised the issue.

Ms Trueman added that all of the issues looked at last year would be ongoing. The e-bulletin would be useful as it would allow information on these issues to be provided to Members quickly and on a regular basis.

Vivienne Metcalfe, Area Community Coordinator, asked whether the voluntary community sector representatives would be included in the circulation of the e-bulletin.

Ms Trueman confirmed that they would be included.

3. RESOLVED that:

- a. The Local Area Plan priorities be examined and the efforts of the Area Committee be focussed on areas where the Committee can make a real difference.
- b. The principle of the work programme for 2010/11 to consist of 6 priorities including Responsive Local Services would be agreed at the June 2010 meeting of the Committee.
- c. The governance processes be examined to ensure that the Committee's work programme and priorities could be delivered.

The Chairman thanked Members, Officers and Partners for their support over the years he had been Chair of the Committee. He also conveyed his thanks to Councillor M. Smith who was retiring at the forthcoming elections.

Councillor Wood expressed his thanks, on behalf of the Committee, to the Chairman for his work over the years. Councillor Wood extended his best wishes for the future to the Chairman.

(Signed) D.R. WARES,
Chairman.

Sunderland East Area Committee

24th May 2010

Report of the Chief Executive

Sunderland East: Establishing a new work plan 2010-11

1.0 Why has it come to Committee?

1.1 At its meeting in April 2010, the Committee agreed the report: 'Towards a new work plan' for the year 2010/11, which discussed and agreed the principle of six priorities, to include Responsive Local Services, to form the 2010-11 work plan.

1.2 In addition, it was agreed that Committee will receive information that will build a picture of key facts and current services relating to the priorities listed, together with options, see Annex 1, to inform the process of decision making.

1.3 The options outlined in the annex have arisen through the collection of information throughout the year via the 'Thematic Reports', 'Area Action Plan' developments, issues raised through the Leader's Ward visits, feedback from members and partners and recent policy initiatives, with each option being agreed as a viable way forward.

2. Description of Decision (Recommendations)

2.1 Area Committee is recommended to:

- Agree to focus the efforts of the Area Committee on the Local Area Plan priorities where they can make a real difference;
- Agree to a maximum of six priorities, to include Responsive Local Services, to form the 2010/11 work plan. Potential options, as per part 1.3 and contained in Annex 1 are:
 - Child Poverty in Sunderland East
 - Transportation
 - Employment
 - Support for families and carers of children and young people through family learning
 - Increase in learners from under represented groups accessing Family, Adult and Community Learning (FACL) courses
 - Identify gaps in youth and play provision
 - Reduce ASB by targeting hotspots, including deliberate secondary fires
 - Increase confidence and trust levels
 - Reduce U18 conception rates
 - Reduce % of residents smoking
 - Reduce the number of residents self reporting obesity
 - Responsive Local Services
 - Increase awareness and opportunities for joint working under the Inclusiveness and Community Cohesion agenda
- Identify and agree a Lead Agent for each priority action
- Agree to establish a 'Local Task and Finish' group per priority action, where relevant, to include elected Members and partners, to support the Lead Agent in delivering against the priority
- Agree to align a nominal proportion of funding to each 'Local Task and Finish' priority
- Agree to receive regular updates on progress in implementing all the priorities identified in the Sunderland East Local Area Plan

3. Background

- 3.1** The Committee will recall that the priorities contained within Sunderland East's Local Area Plan (LAP) were the result of an extensive consultation process, culminating in the formal adoption of the Committee's key priorities in July 2009. The Local Area Plan is in place for two years, when it will be subject to a comprehensive review.
- 3.2** The adoption of the Committee's priorities was the result of a comprehensive programme of consultation and involvement, which began in November 2008 with an initial workshop with Councillors. This work shop identified Councillors' initial priorities and was followed by a joint workshop with Councillors and partners to formulate, develop and jointly agree priorities. A third workshop, led by the Leader, was then held with the local voluntary and community organisations. This event, which was attended by over 60 local residents, discussed and agreed the local priorities.
- 3.3** During this period, and running alongside of the process described above, a major public consultation exercise was carried out across the city, involving 65 public meetings, including the five 'YouthInc' road shows, and a series of road shows at major shopping centres. This involved in excess of 2,000 responses and contributions, which informed the development of priorities.
- 3.4** Following this, the priorities were agreed at a meeting of Councillors and officers in May 2009 and ratified as the Committee's work plan at its June meeting.

4. 0 Existing operations

- 4.1** Throughout the previous municipal year, the Committee was presented with 'Thematic Reports' highlighting work being undertaken to address a priority area, and proposals to enhance and add value to existing work for the benefit of the area.
- 4.2** As reported at the last Committee meeting to consider the Annual Report, there have been a number of major achievements. However, it has become increasingly clear that changing some of the ways the Committee operates will lead to greater alignment with priorities and a clearer focus on delivery.

5.0 Delivering the Local Area Plan

- 5.1** To ensure the committee has a focus on delivering key LAP priorities and influencing those not directly within its remit, the actions, contained in Annex 1, are proposed as options for discussion, with a view to choosing a maximum of six to form the Committee's work plan for 2010/11. It should be stressed that the options in Annex 1 are suggestions that have arisen as a means to focus the LAP and the committee may wish to agree a number of other priorities.
- 5.2** It should be noted that all LAP priorities will be progressed and reported to Committee. The 'Local Task and Finish' groups will enable delivery of key priorities and will ensure the Committee is making clear and tangible improvements for the benefit of local residents.
- 5.3** The 'Local Task and Finish' groups should include elected Members and partners and will support the Lead Agent through a problem solving approach that will deliver against the priority. This will ensure services are reviewed, actions allocated and measurable and are monitored and feedback into the Area Committee. This process will have a link with the Area Officer, ensuring a central point for the collection of information.

6. Process

6.1 As agreed at April's meeting, governance processes will be reviewed to ensure they are 'fit for purpose' to deliver the Committee's programme and priorities. This will be the subject of a further work shop, with the outcomes being reported to a future meeting of this Committee.

7. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland East Local Area Plan

8. Contact Officer: Nicol Trueman, Sunderland East Area Officer
Tel: 0191 561 1162. E-mail: Nicol.trueman@sunderland.gov.uk

Annex 1: Background papers: prioritising your priorities (preparation for Area Committee)

Annex 1 – Background papers: prioritising your priorities (preparation for Area Committee)

Child Poverty in Sunderland East

Background

The following are 3 definitions commonly used to define child poverty:

- **Absolute low income:** a level below which people lack the necessary food, clothing or shelter to survive. Severe poverty is often defined by an annual income of £7000.
- **Relative low income:** this indicator measures the number of children living in households below 60% of the median household income.
- **Material deprivation and low income combined:** this indicator provides a wider measure of peoples living standards

Key Facts

- In relation to housing, although Sunderland City Council is placed better than the national average, housing condition problems remain significant within the city, particularly in certain areas of the city where the Council and partners are working on regeneration and renewal schemes and also where the Council is continuing to improve housing standards and management in the private rented sector
- The Sunderland East Area consists of 36 LSOAs. Out of the 36, 18 fall within areas of priority for child poverty. Over 50% of children living in communities within the East area live in poverty, with the other 50% living outside of poverty
- Life expectancy of someone living in a poor area of Sunderland can differ by 7 years to someone living one mile away in a more affluent area
- Many poor families who are eligible for free school meals do not claim their entitlement
- At least a third of unemployed people, have literacy skills at no more than Level 1 – the level we expect of an 11-year-old

Current Interventions

- The strategy is being developed as it is a legislative requirement from Central Government and must be in place within all local authorities by April 2011. The draft strategy is now ready for consultation which will begin May and take 3 months.
- A needs analysis is to be commissioned to identify where the areas of need are and this will then inform delivery – this will take 6 months.
- Child Poverty Strategy Action Plan has been established and agreed.

Options

- A** Review the situation when selecting priorities in 2011/12.
- B** Receive information updates on a quarterly basis from Children Services, via e-bulletin. Area Committee to be consulted on the Child Poverty Strategy at a future meeting.

Improve transportation

Background

The City Council receives funding to support the continued development of a range of transport and traffic improvements and highway maintenance across the City. This core funding is split into two themes; Integrated Transport, covering new transport and Traffic Schemes Maintenance, dealing with existing roads, footpaths, bridges and other highway structures.

Key Facts

- More residents in Sunderland East are satisfied with the local bus service than the City average (62%) and the satisfaction with local transport information is also higher than average (55%). (Source: - Place Survey 2008, currently being updated for 2009).
- The Local Area Agreement delivery plan 2008/09 – 2010/11 identified as one of its priorities the National Indicator NI 175 – Access to services and facilities by public transport, walking and cycling. The Lead on delivering against this NI is the Attractive and Inclusive Delivery Board, as part of their role in the City Partnership.

Current Interventions

- The Core Strategy lies at the heart of the Local Development Framework (LDF) and sets out, in policy form, the main elements of the Planning framework for Sunderland, for the next 15 years. The Core Strategy is made up of sub area papers, and topic papers. The Connectivity Topic Paper, informs the Core Strategy, recognises that improvements to transportation will contribute towards priorities either directly e.g. by assisting in increasing economic regeneration (Prosperous City) or reduce travel requirements and make viable alternatives to the private car (Attractive and Inclusive City). Also indirectly due to its cross-cutting nature such as Healthy City by increasing cycling and walking opportunities and Learning City by increasing access to educational establishments. Sunderland City Council wishes to develop the most sustainable modes of transport across the city, to support greater access for all and social inclusion.
- Sunderland City Council has established travel plans which are a package of measures made to manage an organisation's transport activities. This is aimed at promoting **greener, cleaner travel options** and reducing reliance on the car. Travel plans can increase travel choices by encouraging the use of public transport, walking, cycling, and low-emission vehicles for commuting to and from work as well as other business needs. It can also bring a number of other benefits to your organisation as an employer and to staff.
- Sunderland Council are engaged in the development of Local Transport Plan 3 (LTP 3), which is a five year statutory document prepared by all local authorities which is required to come into effect by April 2011. It is envisaged that a draft consultation document will be available by Autumn 2010. The Integrated Transport Authority (ITA) (formerly the Passenger Transport Authority) is responsible for its production.

Options

- A** Lead Agent: Bob Donaldson, City Services. Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Attractive and Inclusive Delivery Board, current priority. Area Committee to receive information updates from the Attractive and Inclusive Delivery Board, via e-bulletin.

Increase employment and enterprise opportunities across the area

Background

The Council is currently finalising its Economic Masterplan that will provide for the growth and development of Sunderland's economy over the next decade and beyond.

Key Facts

- Local people from Sunderland East tell us that job prospects are identified as the eighth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly higher than the City average.
- We know that across Sunderland East unemployment levels are lowest in Doxford ward (3.7%) and highest in Hendon ward (15.5%). The City average is 6.4%. Millfield (7.1%) and St Michaels (6.8%) are also higher than the City average, levels for Ryhope (6.1%) are lower.

Current Interventions

- Sunderland arc and its partners are charged with the task of improving Sunderland's economy, infrastructure and quality of life and the creation of a thriving city centre. The arc has established a 15 year regeneration plan, which includes eight projects, which fall within the East Area of the City, these are: The Vaux site; Farringdon Row; Holmeside; Sunnyside; Sunnyside Gardens; Port of Sunderland; Grove and Sunderland Strategic and Transport corridor.
- An Economic Masterplan is currently being developed, which will develop the concept of the university's roll within the city and new economic sectors, e.g. low carbon and software. In addition to this we are, as a city, exploring additional business opportunities through public sector investment and funding priorities over the forthcoming years
- The City is one of the world's most Information Technology (IT) Intelligent Cities and a Beacon for Digital Inclusion and has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland.
- The Working Neighbourhood Funding (WNF) programme has launched 'Just the Job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City. The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m.
- The Business Investment Team, in partnership, is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come." The primary aim of the Business Investment Service is to ensure improvements in economic prosperity in the City through encouraging business growth, development and investment.

Options

- A** Lead Agent: Janet Snaith, Office of the Chief Executive. Area Committee to establish a Task and Finish group and select key members, including partners from Committee to support group. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have a holistic view at a national, regional and city level. Area Committee to receive information updates, via e-bulletin.
- C** Lead Agent: Prosperity and Economic Development Scrutiny Committee. The Committee is likely to continue to review 'from Recession to Recovery'. They have completed a review on services to address worklessness and will be monitoring recommendations on the future delivery of the Working Neighbourhood Strategy during 2010-11. Area Committee to receive information updates, via e-bulletin.

Increase support for families and carers of children and young people.

Background

The Sunderland Learning Partnership have identified the need to increase the number of learners participating in and achieving level 1 qualification in literacy, by improving access and participation in family learning; building skills and knowledge across families; providing positive and productive family learning experiences and helping children and young people increased support.

Key Facts

- The working age population in Sunderland East are better qualified than those in other areas of the City. However the figures do include high numbers of students that reside in the East Area of the City. The exception is Ryhope ward where 40% of residents have no qualifications compared to a city average of 36.9%.
- 70% of provision delivered by Family Adult and Community Learning (FACL) was accessed by women during the 2008/09 academic year.

Current Interventions

- A range of non accredited informal learning programmes are currently being planned for delivery by Sunderland Councils Family Adult and Community Learning's contracted providers via Voluntary and Community Sector (VCS).
- Adult Learning Strategy is currently been developed.
- Increased male participation year on year by offering Family Learning in local venues.
- Increased engagement of local training providers and partners to offer learning.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with FACL to:-
 - map what support groups exist currently within the East, their role and infrastructure due to be completed in July 2010;
 - Promote sessions and identified any common interests to encourage partnership working.
 - Offer basic carer mentoring training to those who would want it, to raise awareness around what support is available.
 - Discussions have also been held with Sunderland Carers Centre regarding offering courses to their members, but this is currently on hold at the request of the Centre.
 - Review the procurement contract process currently accessed by the VCS to deliver FACL courses, with the aim of making it more accessible for local groups and neighbourhood organisations. Build capacity in localities (hub and spoke) to develop greater access and overcome barriers to participation.

Options

- A** Lead Agent: Sandra Kenny, Children Services. Area Committee to establish a Task and Finish group and select key members, including partners from Committee to support group. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Sunderland Learning Partnership Delivery Board, supported by the Children Services. Area Committee to receive information updates, via e-bulletin.
- C** This priority already exists, along with identified Lead Agents, actions (as above) and status updates. Area Committee to continue to monitor the Area Action Plans and e-bulletins.

Increase the number of learners from under represented groups accessing Family, Adults and Community learning (FACL) courses.

Background

The Sunderland Learning Partnership have identified specific areas of concern, with regards to increasing the number of learners accessing FACL courses from under represented groups, these are; the engagement of more men in learning, targeting provision at people with learning difficulties or/ disabilities, the engagement of black and minority ethnic (BME) residents in learning.

Key Facts

- Provision is predominantly accessed by women
- The number of men accessing FACL funded learning courses has increased over the last two years for 18% in 2007/08 to 30% in 2008/09
- Delivery of courses is predominantly day time and there is limited evening and weekend provision available.
- Courses delivered in the BME community are often poorly attended
- There is a shortage of organisations who are able deliver learning to residents of the BME community

Current Interventions

- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with FACL to:-
 - provide provision tailored to learners with learning difficulties and/or disabilities.
 - develop links with other aspects of provision so that learners are able to progress onto further learning.
 - work with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.
 - Provide courses at a ward level, on an evening and weekend.
 - Compiling a database of BME communities across the area, and supporting BME communities to become trainers themselves.

Options

- A** Lead Agent: Sandra Kenny, Children Services. Area Committee to establish a Task and Finish group and select key members, including partners from Committee to support the group. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Sunderland Learning Partnership Delivery Board, supported by the Children Services. Area Committee to receive information updates, via e-bulletin.
- C** This priority already exists, along with identified Lead Agents, actions (as above) and status updates. Area Committee to continue to monitor the Area Action Plans and e-bulletins.

Identify gaps in youth and play provision.

Background

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

Key facts

- Sunderland City Council secured £2.1 million government grant named Play Pathfinder to get more children playing outside. Parks that are included: Ryhope Recreation Park; Mowbray Park; Grangetown Play Area; Millfield Pocket Park and St Matthews Field.
- The Council have recently awarded five ward contracts and 1 city wide youth provider contracts across the East area to deliver youth provision/work at a ward level.

Current Interventions

- Children's Services and City Services have recently submitted a funding application to the Children's Trust to complete a scoping document on all services delivered to children, young people and families across City, covering all sectors. If awarded, completion date is scheduled for September 2010.
- The Children's Trust Strategic Partnership are currently establishing Locality Based Integrated Working Steering Groups, one of which will cover Sunderland East, their role will be to consider how local service delivery is meeting the needs of children, young people and their families generally.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with Children's Services to:-
 - Increase provision for under 13 year olds, youth projects to work closely with Junior/primary schools, supported by extended schools route and develop existing services (strong connection to Locality Based Steering Group identified above).
 - Develop cross generational projects allowing older people the opportunity to share skills acting as peers to young people i.e. gardening, joinery, etc.
 - Local contracted youth providers to work in partnership with local schools, providing a more systematic and comprehensive service where all partners are suitably funded and supported breaking down barriers where individual partners feel they need to protect their own resources and funding.

Options

- A** Review the situation when selecting priorities in 2011/12.
- B** Receive information updates on the scoping document from Children Services and City Services, if funding awarded. This priority already exists, along with identified Lead Agents, actions and status updates (as above). Area Committee to continue to monitor the Area Action Plans and e-bulletins.

Reduce ASB by targeting hotspots, include deliberate secondary fires.

Background

The Crime and Disorder act 1998 defines Anti-social Behaviour (ASB) as acting "In a manner that caused or was likely to cause, harassment, alarm or distress to one or more persons not of the same household" Examples of Anti Social Behaviour can include: rowdy, noisy behaviour; vandalism, graffiti and fly-posting; dealing or buying drugs on the street; fly-tipping rubbish and street drinking

Key Facts

Table 1: City Centre Crime Figures for 2009/10 compared to 2008/09 split by co-terminus wards

Breakdown by ward	Total Crime		Violence Against the Person		Robbery		Burglary dwelling		Theft of vehicles		Theft from vehicles		Criminal damage	
	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10
Millfield	1720	1541	-	264	-	2	0	0	0	0	27	20	121	111
Hendon	478	436	-	91	-	4	5	4	4	4	63	48	82	59
St Michaels	657	586	-	264	-	4	3	5	3	0	65	28	49	57

Table 2: Crime Figures for 2009/10 which include City Centre figures table 1

Breakdown by ward	Total Crime		Violence Against the Person		Robbery		Burglary dwelling		Theft of vehicles		Theft from vehicles		Criminal damage	
	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10
Millfield	3282	2915	606	498	24	19	91	91	52	46	200	196	545	395
Hendon	1849	1822	350	319	16	11	107	107	34	37	192	146	506	525
St Michaels	1454	1310	410	363	24	12	39	68	33	27	196	145	239	234
Doxford	450	358	54	59	1	2	20	17	20	13	34	31	177	98
Ryhope	710	600	118	97	4	2	28	14	26	15	46	51	207	137

Table 3: Crime Figures for 2009/10 which DO NOT include City Centre figures table 1

Breakdown by ward	Total Crime		Violence Against the Person		Robbery		Burglary dwelling		Theft of vehicles		Theft from vehicles		Criminal damage	
	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10
Millfield	1562	1374	-	234	-	17	91	91	52	46	173	176	424	284
Hendon	1371	1386	-	228	1	7	102	103	29	33	129	98	424	466
St Michaels	797	724	-	99	-	8	36	63	30	27	131	117	190	117
Doxford	450	358	54	59	1	2	20	17	20	13	34	31	177	98
Ryhope	710	600	118	97	4	2	28	14	26	15	46	51	207	137

NB:- Table 1, 2 and 3 have been presented to show a more accurate reflection of crime figures at a City Centre and ward level.

Current Interventions

- The Safer Sunderland Partnership was formed following the merging of Sunderland's Drug Action Teams and Crime and Disorder Reduction Partnership in 2002. The

Partnership includes the City Council, Police, Fire Authority, Primary Care Trust and a range of organisations from the voluntary, community and business sectors. The aim is to tackle crime, disorder and the misuse of drugs, making Sunderland a safer city for everyone.

- Northumbria Police lead on the four Local Multi Agency Problem Solving Groups (LMAPS: City Centre, Hendon and Ryhope, Millfield and St Michaels and South covering Doxford), meet every five weeks to effectively address issues, including ASB and deliberate secondary fires. Actions may include: Early Intervention Warning letters; Acceptable Behaviour Agreements (ABA); Parenting Contracts; Parenting Orders and Anti-Social Behaviour Orders (ASBO) being served.
- Sunderland City Council has a dedicated team to investigate and resolve cases of ASB across all housing tenures their main focus relates to the owner occupied and private rented sectors.

Options

- A** Lead Agent: Local Inspectors (Craig, Connolly and Warcup), Northumbria Police, utilising current infrastructure of LMAPs to continue to reduce ASB across the East area. This priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor the Area Action Plans and e-bulletins.
- B** Lead Agent: Community and Safer City Scrutiny Committee, which completed a policy review on ASB during 2009-10. Area Committee to receive information updates, as available, via e-bulletin.

Increase confidence and trust levels

Background

- The Local Confidence Survey Report identified the main aim in responding to the views of residents is to address any issues they may have and raise public confidence, particularly where it concerns the police and local council dealing with crime and anti-social behaviour.
- The survey identified that residents in Sunderland East wanted to know more about:
 - Neighbourhood Information - what is going on in the area, what do officers/staff do day to day, local initiatives
 - Crime and Performance Information - which crimes are prevalent, results, statistics, service standards
 - Anything – general information

Key Facts

- Some area scored low with regards to levels of confidence and trust in the police and the council in the area.

Priority	A1 – City Centre	A2 – Sunderland East	A3 – Sunderland South
Inconsiderate parking	1	4	3
Rubbish and litter lying around	2	2	5
Teenagers hanging around on streets	3	1	1
Speeding or dangerous driving	4	3	2
Vandalism, graffiti and other deliberate damage to property or vehicles	5	5	4

Table 2: Single Safer Communities Survey Quarter 3 2009/10

<i>Confidence Measures - the percentage</i>	AA - Sunderland	A1 - Sunderland Central	A2 - Sunderland East	A3 - Sunderland South
.. Who think that the police and local council seek people's views on the anti-social behaviour and crime issues that matter in this area	48	47	56	51
.. who think the police and local council are dealing with the anti-social behaviour and crime issues that matter in this area	47	44	54	54
<i>Fear and Worry Measures - the percentage</i>	AA - Sunderland	A1 - Sunderland Central	A2 - Sunderland East	A3 - Sunderland South
..Perceiving a high level of anti-social behaviour	15	15	21	13
..Very worried about burglary	19	22	23	17
..Scoring highly on worry about violence	15	16	19	18
..Scoring highly on worry about care crime	14	19	13	17

Current Interventions

- Monthly Police and Community Acting Together (PACT) meetings organised and held across the area.
- Strong connection into the LMAPs meetings, which were referred to under reduce ASB.
- Launch of an online Police Forum providing an opportunities for residents to discuss matters from their own homes directly with Neighbourhood Police Inspectors and other agencies.
- Informal meetings held between the police and elected members one week before Area Committee.

Options

- A** Lead Agent: Northumbria Police Inspectors, supported by Area Co-ordination Team. Enhance informal meetings between police and elected members to report directly into the Area Committee and assist in approving recommendations, such as: Review or re-align services; Call for Projects; Escalate issue to LSP or Scrutiny; Feed into Responsive Local Services. Align a percentage of the SIB budget to support the deliver of project proposals.

- B** Lead Agent: Northumbria Police Inspectors, agenda item will be added to all LMAPs meetings to discuss and address. Updates provided to Area Committee as and when.

Reduce the number of teenage conceptions

Background

NI 112 Under 18 Conception Rate – defined as the number of conceptions under 18 per 1000 females aged 15-17 (as 95% of under conceptions occur within this age group).

The Teenage Pregnancy Strategy was launched in 1998 and was the first co-ordinated approach from Central Government. Two main aims were:

1. Half the under-18 conception rate by 2010 and establish a firm downward trend in the under-16 rate
2. To increase the proportion of teenage parents in education, training or employment to 60% by 2010, to reduce their risk of long-term social exclusion

Key Facts

Research shows that teenage parents experience poor outcomes in comparison to older mothers:

- Children born to teenage mothers have 60% higher rates of infant mortality and are at increased risk of low birth-weight, which impacts on the child's long term health.
- Teenage mothers are 3 times more likely to suffer from post-natal depression and experience poor mental health for up to 3 years after the birth.
- Teenage parents and their children are at increased risk of living in poverty.

The local teenage conception rate in Sunderland remains higher than the North East and National average.

Current Interventions

- Sexual health advice and support in a range of young people settings.
- Targeted interventions.
- Training on Sex and Relationships Education for all providers who work with young people.
- Well resourced sexual health services with effective and competent staff.

Whilst a Teenage Pregnancy Plan exists at a City Wide level, there is a need to:

- Undertake a locality needs assessment for the locality as well as conduct a gap analysis and equity audit of service delivery and provision in order that a locality evidence base can be developed to inform commissioning and service delivery;
- Develop information/data sharing protocols so that services can be targeted effectively;
- Ensure that any locality governance structures are able to influence strategic/City wide planning as well as address the specific needs of the locality;
- Develop an effective service delivery model in the locality.

Options

A Lead: Childrens Services/Teaching Primary Care Trust (TPCT). Area Committee Task and Finish Group (including key Committee members) to implement recommendations from recent National Support Team visit in the East Committee area, where appropriate. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area.

B Lead: Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations from recent National Support Team visit in the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area. Regular feedback to Committee on progress.

C Lead: Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations from recent National Support Team visit in the East Committee area. Regular feedback to Committee on progress.

Reduce the number of residents self reporting obesity BMI 30+

Background

Overweight and Obesity is measured using the body mass index (BMI). The BMI is a statistical measurement which compares a person's weight and height. BMI is calculated by dividing body weight (kilograms) by height (metres) squared. Although it does not actually measure the percentage of body fat, it is a useful tool to estimate a healthy body weight based on height; the higher the BMI, the more the excess weight and the greater the associated health risks.

A BMI >30 is categorised as obese.

Key Facts

- Obesity is the second most common preventable cause of death after smoking in Britain today.
- Obese people also have an increased risk of dying prematurely or developing Cardiovascular Disease, Type 2 Diabetes, Hypertension, Dyslipidemia, some cancers, musculo-skeletal problems and other diseases. (Department of Health, 2006)
- Most evidence suggests that the main reason for the rising prevalence of overweight and obesity is a combination of less active lifestyles and changes in eating patterns.
- Community profiles and the National Child Measurement Programme identify high levels of obesity in Sunderland as being higher than the national average. Adult obesity levels for Sunderland are 24.1% against a national average of 21.8%, whilst the National Childhood Measurement Programme 2007-2008 (NCMP) identifies that 10.3% of Reception and 21.2% Year 6 pupils are obese here in Sunderland.

Current Interventions

- Sunderland TPCT committed over £1 million additional funding per annum to support the implementation of a wide range of 'high impact' interventions.
- A 5 'tiered' model of service delivery was developed 08/09 so that an effective adult weight management programme could be commissioned to effectively prevent, treat and manage obesity.
- NHS South of Tyne and Wear (SoTW) Obesity Strategy identifies a number of priorities which, if they are to be effective must be addressed within localities.

Options

- A** Lead: TPCT Obesity Commissioning Lead Area Committee Task and Finish Group (including key Committee members) to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area.
- B** Lead: TPCT Obesity Commissioning Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area. Regular feedback to Committee on progress.
- C** Lead: TPCT Obesity Commissioning Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Regular feedback to Committee on progress.

Reduce the % of residents smoking

Background

NI123: 16+ current smoking rate prevalence PSA 18. This indicator is measured by proxy through the number of people who quit smoking at 4 weeks using NHS Stop Smoking Services

Key Facts

- Sunderland has higher than average rates of smoking including:
 - High levels of smoking during pregnancy and at time of delivery (22%), impacting on:
 - Infant mortality; Childhood illness and low birth weight
 - High levels of smoking amongst people diagnosed with a chronic disease and in particular wards:
 - Increasing the burden of disease; Contributing to health inequalities and contributing to life expectancy gap
 - High usage of illicit tobacco which:
 - Encourages continued dependence; Provides opportunities for children and young people to smoke and contribute to childhood poverty and health inequalities

Current Interventions

- The smoking in pregnancy pathway has changed from “opt in” to “opt out”. The NHS Stop Smoking Services have been expanded during 2009/10 and tier 2 services have increased activity by >20%. Sunderland is a pilot site for the “Reducing Health Inequalities through Tackling Illicit Tobacco” programme

Options

- A** Lead agent: Tobacco Alliance Group. Area Committee to work with the Healthy Schools Programme to help reduce the uptake of tobacco products amongst young people. Increase the number of voluntary and third sector organisations delivering Tier 2 services. Call for projects and align budgets to support work to “stop the flow” of young people taking up tobacco/help people quit
- B** Lead agent: Tobacco Alliance Group. Area Committee to receive reports from Tobacco Alliance. Support Tobacco Alliance by provide leadership by Chairing the Tobacco Alliance. Call for projects and align projects to support the work of the Tobacco Alliance
- C** Lead agent: Tobacco Alliance Group. Area Committee to receive reports from the Tobacco Alliance Group. Promote “Smokefree” environments including Second Hand Smoke training. Call for projects and align budget to promote smokefree environments

Increase awareness and opportunities for joint working under the Inclusiveness and Community Cohesion agenda

Background

An inclusive and cohesive society is where people feel a sense of belonging, they feel life opportunities are available to all, difference is respected and appreciated and strong positive relationships exist. This 'cultural' aspect creates the foundation necessary for sustainable improvement and success for Sunderland.

We can use the National Indicators detailed below to monitor cohesion as well as local intelligence through Community Cohesion Networks, Local Multi Agency Partnerships, and city wide hate incident reporting system (ARCH) statistics

1. How far people agree or disagree that in their local area people from different backgrounds get on well together
2. How far people feel that they belong to their neighbourhood
3. Civic participation in the local area
4. How far people agree or disagree that they can, through their own actions, influence decisions in their local area

Key facts

- The area has established community cohesion groups; the East Area Rapid Response (EARR) group (the practitioners network) and a strategic group to oversee their work co-ordinated by the Diversity and Inclusion team
- The area has experienced low levels of cohesion with tensions arising amongst young people in the Hendon and Barnes areas.
- ARCH recorded 235 racist incidents during April 2009 to March 2010 of which 98 were in the East Area

Current interventions

- Monthly meetings of the EARR with extra meetings held as necessary
- Bi-monthly meetings of the strategic group
- Inclusive Communities champion attends the EARR and sits on Area Committee
- Co-ordinator of the EARR attends Area Committee

Options

- A** Lead Agents: Les Platt and Sarah Woodhouse. Enhance the relationship between the Area Committee, LMAPs and the Cohesion groups, enabling Area Committee to engage with community representatives, providing a strategic link between the Local Area Plan and the Community Cohesion Strategy.
- B** Lead Agent: East Community Cohesion Steering Group. Updates provided to Area Committee as and when.