

**At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 21<sup>ST</sup> JULY, 2010 at 5.30 p.m.**

**Present:-**

Councillor Ball in the Chair

Councillors P. Dixon, Emerson, Errington, Fairs, M. Forbes, E. Gibson, Maddison, O'Connor, Vardy and Wood

**Also Present:-**

- |                   |   |
|-------------------|---|
| Chris Alexander   | - Head of Culture and Tourism, Sunderland City Council                    |
| Sgt Biggs         | - Northumbria Police  |
| Kath Butchert     | - Youth Development Group Manager, Sunderland City Council                |
| Patrick Candon    | - Senior Schools Improvement Officer, Sunderland City Council             |
| Gill Cookson      | - Sunderland Heritage Forum   |
| Ash Curle         | - Resorts Operations Manager, Sunderland City Council                     |
| David Curtis      | - Voluntary Community Sector Representative                               |
| Claire Harrison   | - Acting Scrutiny Officer, Sunderland City Council                        |
| Matthew Jackson   | - Democratic Services Officer, Sunderland City Council                    |
| Janet Johnson     | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Fran Kelly        | - Observer, Frances Kelly Management Consultants                          |
| Helen Lancaster   | - Acting Scrutiny Officer, Sunderland City Council                        |
| Dave Leonard      | - Area Co-ordinator, Sunderland City Council                              |
| Dave Logan        | - Operations Manager, Back on the Map                                     |
| Vivienne Metcalfe | - Area Community Co-ordinator, Sunderland City Council                    |
| Jane Peverley     | - Communications Manager, Sunderland City Council                         |
| Raj Singh         | - Extended Services and Attendance Group Manager, Sunderland City Council |
| Janet Snaith      | - Head of City Business and Investment Team, 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                                  |
| Sarah Woodhouse   | - Policy Officer, Sunderland City Council                                 |

**Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Kay, T. Martin, McClennan and Mordey and also on behalf of Julie Raine.

## **Declarations of Interest**

Community Action: Reviewing Process and Agreeing Next Steps

Councillor M. Forbes declared a personal interest as a member of the Tyne and Wear Fire and Rescue Authority.

Community Action: Reviewing Process and Agreeing Next Steps – Annex 2b  
– Community Chest

Councillor P. Dixon declared a personal and prejudicial interest as a member of the management of Four Seasons Activity Group.

Councillor E. Gibson declared a personal and prejudicial interest as a member of Friends of Doxford Park.

Community Action: Reviewing Process and Agreeing Next Steps – Annex 2c  
– SIP and SIB funding requests

Application 5 – Backhouse Park

Councillor M. Forbes declared a personal interest as she had occasionally attended meetings of Friends of Barley Mow and Backhouse Parks but had not taken part in any discussion of the application.

Councillor Maddison declared a personal interest as a member of Friends of Barley Mow and Backhouse Parks.

Application 8 – Community Learning Centre

Councillor Wood declared a personal and prejudicial interest in the application as a Governor of St. Aidan's School and left the room prior to discussion of the item.

Councillor E. Gibson declared a personal and prejudicial interest as her grandson was a pupil at St. Aidan's School

Councillor Errington declared a personal interest as he had links to pupils at St. Aidan's School

Application 11 – Community Leaders of the Future

Councillor Wood declared a personal and prejudicial interest as a Governor of St. Aidan's School.

Councillor E. Gibson declared a personal and prejudicial interest as her grandson was a pupil at St. Aidan's School.

Councillors Ball and Emerson declared personal and prejudicial interests as close associates of the applicant.

Councillor Errington declared a personal and prejudicial interest as he had links to pupils at St. Aidan's School and was a close associate of the applicant.

Application 12 – Victim Support Outreach Worker

Councillor Errington declared a personal and prejudicial interest as an employee of the South of Tyne and Wear Primary Care Trust.

### **Minutes of the Meeting of the Committee held on 24<sup>th</sup> May, 2010**

The Chairman advised that Vivienne Metcalfe and Paula Hunt had been present at the meeting but were not recorded in the attendance.

1. RESOLVED that the minutes of the previous Meeting held on 24<sup>th</sup> May, 2010 be confirmed and signed as a correct record subject to the inclusion of Vivienne Metcalfe and Paula Hunt in the attendance.

### **Community Action: Identifying New Issues and Agreeing Actions**

The Chief Executive submitted a report (copy circulated) which allowed Members to look at identifying the issues and actions relating to the Area Committee priorities.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members of the changes to the Area Committee governance which had resulted in the changes to the format of the agenda. This item was intended to allow the Committee to look at identifying issues and actions and analyse information. It was recognised that there was a lot of real time information available from a variety of sources including the Council contact centres, Ward Surgeries and questions to Area Committee. There was a log sheet attached at Annex 1 which showed the new issues which had been identified.

The Members had agreed the following priorities at the last meeting:

- Increase Employment and enterprise across the area
- Reduce Anti-social Behaviour (ASB) and increase confidence and trust levels in communities
- Identify gaps in youth and play provision
- Responsive Local Services.

Janet Snaith and Kath Butchert were present to deliver updates on these priorities.

Janet Snaith, Head of City Business and Investment Team, presented the recommendations from the Prosperity and Economic Development Scrutiny Committee on the Working Neighbourhood Strategy which was set out in Annex 2 of the report. Ms Snaith advised that there was a need to ensure that there was not a duplication of services and it was necessary for the Job Linkage service to be able to target individuals. It was important to provide support to enterprise as this enabled people to create their own jobs; the Working Neighbourhood Fund would be ending in March 2011 and as a result there would be no aftercare or support for new businesses in the area. The Committee could look at commissioning a provider of support for businesses if they felt it was appropriate. There was a need to identify what skills would be available in the area.

In response to a query from Councillor Maddison, Ms Snaith advised that Customer Journey Mapping was the process of working with customers from the initial engagement through to them applying for a job. It could often be a long process as there were a lot of stages to the process. The initial stage would be identifying any problems the customer had and identifying a service provider to manage these problems. There would then be a need to identify what employment the customer could do and whether any training would be required. The final stage would then be the customer applying for a job. There was a software system in place to monitor the progress being made.

Councillor M. Forbes asked who would be undertaking the review of the Job Linkage service.

Ms Snaith advised that a private company, Roger Tym and Partners, had been contracted to carry out the review and the outcomes would be reported to the Committee in due course.

In response to a query from Councillor Vardy on the Task and Finish groups, Ms Trueman advised that the Prosperity and Economic Development Scrutiny Committee had looked at the Working Neighbourhood Strategy last year and had developed a set of recommendations. There was now the opportunity for the committee to look at this on an area level if they felt it would be necessary. The Members needed to decide whether a task and finish group would need to be set up to look at this.

The Chairman advised that there would be an email circulated to Members requesting nominations for the task and finish group.

In response from a query from Councillor Wood, Ms Trueman advised that the other Area Committees had set up groups of between 4 and 10 Members.

Vivienne Metcalfe stated that at the Voluntary Community Sector meetings there had been representatives who had expressed an interest in joining the task and finish groups.

Kath Butchert, Youth Development Group Manager, presented Annex 2; the feedback evaluation on the XL Youth Villages and advised that the events had

been taking place at Ryhope Football Fields up until 23<sup>rd</sup> July and there had been a site next to St. Joseph's School in Millfield identified for the next block of events which would be taking place in August.

A lot of the young people who had attended the youth villages had not previously attended any other provision and the events were reaching some hard to reach groups of young people. Some of these young people were known to engage in 'risky behaviour' such as drinking, however when they had attended the events they had been sober.

There had been good feedback received from organisations including the Police and Connexions. There was information on sexual health, smoking cessation and youth provision available at the events.

Councillor Errington asked whether there was any feedback available from the events held in the West Area near to Doxford Ward, especially information showing how many people from the East Area had attended.

Ms Butchert advised that this information was not available. At the events in Ryhope, postcodes were collected from the young people to see where people were travelling from. There were young people from Hendon who had attended the youth villages in Ryhope.

Councillor E. Gibson commented that she had visited the events held in Silksworth and the young people who had attended had enjoyed themselves. She congratulated everyone involved in making the events such a success.

Councillor Emerson stated that it was pleasing to see such good feedback from the events; he did however have concerns over access to the site as it was difficult for the equipment to be brought onto the site and in future it would be even more difficult. There was another site in Ryhope, which was just off Station Road, and could possibly be used.

Ms Trueman presented an update on the reducing anti-social behaviour and increasing confidence and trust priority. There had been an enhanced joint meeting between Members and the Police on 7<sup>th</sup> July. This meeting had also been an opportunity to welcome the new police sergeant for the City Centre, Sergeant Mick Hall.

The Safer Sunderland Partnership carried out a Local Confidence Survey on a quarterly basis; one of the concerns this survey had identified was speeding and dangerous driving and the Council City Services directorate had provided an update on the implementation of vehicle activated signs. It had been agreed that a proposal to fund five of these signs would be invited to be submitted to the Committee.

Many problems in the area were seasonal, fly tipping increased in the run up to Bonfire Night and in the period before Christmas there was an increase in the amount of shoplifting in the City Centre.

It was important that residents continued to tell the Police, Council and other service providers about their concerns and the problems in their area as this would enable more targeted campaigns to be undertaken.

2. RESOLVED that:-

- a. Recommendation C from the Prosperity and Economic Development Scrutiny Committee; exploring new forms of Community outreach services to give access to opportunities in the most deprived areas; be selected.
- b. A task and finish group be established to identify successful interventions using evidence from the Working Neighbourhood Strategy to fund a project to provide access to opportunities to increase employment and enterprise and nominations to this group be received.
- c. The results of the Employers Skills Gap city wide survey with employers be presented to the September 2010 meeting.
- d. Proposals for campaigns and projects to address anti social behaviour be sought from the four LMAPs groups in the area.
- e. Sunderland City Councils City Services directorate be invited to submit a funding application to fund five vehicle activated signs in the area, subject to alternative funding being secured to ensure the sustainability of the project.
- f. The Responsive Local Services update be received and noted.
- g. The feedback from the XL youth villages be received and noted.
- h. A scoping document identifying the play and youth provision available in the area be submitted to a future meeting with the view to establishing a task and finish group.
- i. The committee be consulted on proposals regarding play provision in September 2010.

### **Community Action: Reviewing Progress and Agreeing Next Steps**

The Chief Executive submitted a report (copy circulated) which:

- (i) Provided Members with an update on the issues previously identified and the progress made, including progress made on the priorities from 2009/10 which had been carried forward into the 2010/11 work plan; and:
- (ii) Detailed the requests for funding from the 2010/11 Community Chest, Strategic Initiatives Budget and Strategic Investment Plan and sought Members approval of the requests.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that this item was about forward thinking and progress monitoring. There was a log sheet included as Annex 1 which showed the issues raised last year and updated the Committee on the progress which had been made on these issues.

Ms Trueman then presented updates on each of the themes which had been discussed by the Committee during the 2009/10 year.

On the Safe theme the Committee was advised that there had been a reduction in the number of secondary fires. During May and June 2010 the Arson Task Force Group had delivered an educational and enforcement campaign known as Operation Charlie throughout Hendon and Millfield. The results from Operation Charlie would be presented to a future meeting of the Committee. The Committee was asked to consider whether there were any projects in the area which would benefit from the Community Payback Scheme.

On the Learning theme Ms Trueman advised that Play Provision was also being looked at this year. There would be a report on Play Service Provision delivered to the Committee in September. There were four funding requests to address provision of facilities and road safety around play provisions.

Health Inequalities was being looked at by the Health and Wellbeing Scrutiny Committee and as such it had been agreed that the Area Committee would not need to do any additional work on this. All of the factors needed to be looked at together as the same individuals were often affected by all of these. The committee would receive updates from the priority through the Area Actions and Ward Bulletins.

There had been a number of issues raised on the Attractive and Inclusive theme. Ms Trueman introduced Chris Alexander, Head of Culture and Tourism, who provided an update on Hendon Beach.

Mr Alexander advised that there had been a Cross Council Working Group set up which had been meeting monthly. There had been actions undertaken to address the problems that were present. There were now weekly inspections to ensure that everything was as it should be, there was also CCTV in place. There had been repairs to some of the railings and other railings had been replaced. The work on the car park railings was scheduled to be completed by the end of July 2010. The engineers report had been completed for the proposals for the protection on the ramps. The work to cap the groynes would also be undertaken. There had been concerns from the RNLI about the provision of rescue equipment however it was now felt that the provisions were suitable. There were also concerns over access and the possibility of people being trapped on the beach during high tides.

Councillor Maddison queried whether there had been any prosecutions for fly tipping on the beach.

Mr Alexander advised that to date there had not been any prosecutions that he was aware of.

Ms Trueman then introduced the financial statements for the Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) approvals up to April 2010 and also detailed the proposals for support. There

were 16 proposals for support from the 2010/11 Community Chest and Five proposals with a recommendation to approve from the 2010/11 SIP. There were also nine SIB proposals, seven recommended to be approved, 1 to be deferred and 1 to be rejected.

For application 11, Education Business Connections, Councillor O'Connor took the Chair having been nominated by Councillor Maddison, as the Chairman had declared a personal and prejudicial interest in this item and had withdrawn from the meeting.

The Members agreed the recommendations set out in the report and accordingly it was:

3. RESOLVED that:-

- a. The results from operation Charlie be presented to a future meeting of the Committee along with recommendations on the £50,000 currently ring fenced for an arson worker in the East Area.
- b. Consideration be given to the identification of projects within the East Area which may benefit from referral into the Community Payback Scheme which was delivered by Youth Offending Services.
- c. The health priority from 2009/10 be updated to include Reducing Health Inequalities.
- d. Updates be received by the Committee through the Healthy Area Action Plan and the Ward bulleting on the Health and Wellbeing Scrutiny Committees' Policy Review on Tackling Health Inequalities.
- e. The update on Hendon Beach be received and noted.
- f. The financial statements be received and noted.
- g. The 16 proposals for support from the 2010/11 Community Chest be approved.
- h. SIP funding of £28,257 be allocated from the Millfield SIP budget for the Friends of Mary Magdalene's Refurbishment Works project.
- i. SIP funding of £24,004 be allocated from the Millfield SIP budget for the Deptford and Millfield CA Refurbishment Works project.
- j. SIP funding of £10,000 be allocated from the Ryhope SIP budget for the re-tarmac of the car park at Ryhope CA.
- k. SIP funding of £4,289 be allocated from the Hendon SIP budget for the Roof Repairs at Hendon Young Peoples' Project.
- l. SIP funding of £55,000 be allocated from the St. Michael's SIP Budget for the Backhouse Park improvements project.
- m. £33,175 be allocated from the 2010/11 SIB for the Friends of Mary Magdalene's Parish and Community Centre Redevelopment Project.
- n. £13,600 be allocated from the 2010/11 SIB for the Sunderland Heritage Quarter project for the 1<sup>st</sup> year of funding.



- o. £20,645 be allocated from the 2010/11 SIB for the Sunderland MIND Wellbeing project.
- p. £27,000 be allocated from the 2010/11 SIB for the Community Learning Centre project at St. Aidan's School.
- q. £15,000 be allocated from the 2010/11 SIB for the Core Running Costs for the Chance project.
- r. £20,000 be allocated from the 2010/11 SIB for Road Safety Measures to be implemented on Mill Hill Road.
- s. £11,543 be allocated from the 2010/11 SIB for the Community Leaders of the Future project operated by Education Business Connections.
- t. The application for £50,126 for a Victim Support Outreach Worker be deferred until October 2010.
- u. The application for £40,950 for the East Green Team project be rejected.

### **Influencing Practice, Policy, Strategy**

The Chief Executive submitted a report (copy circulated) which provided Members with the opportunity to be consulted on plans and strategies which related to the East Area. The report also requested Members to consider the Draft Child Poverty Strategy as part of the consultation process.

The Committee had agreed that Child Poverty was not one of the main priorities for the Committee although the Members were interested in being involved in the consultation exercise for the strategy and agreed to receive information updates on a quarterly basis.

(For copy report – see original minutes)

Raj Singh, Extended Services and Attendance Group Manager, presented the consultation report on Child Poverty and advised that there had been a target to halve child poverty levels by 2010, this target had not been achieved however there had been a significant reduction in the levels of child poverty. There were still 3 million children in the country who were in poverty. A family income of less than £13,000 per year was classed as being below the poverty line as this was less than 60 percent of the median income. The only way to get children out of poverty was to get the parents into employment. Poverty had an impact on development and there were links to inequalities in health and educational attainment.

Recent figures from HM Revenue and Customs showed that poverty levels in Sunderland were 25.4 percent; this was a reduction from around 50 percent and was a lower level than in the London boroughs of Chelsea and Westminster. There had been a Child Poverty Board set up which aimed to ensure that the children of today did not have children of their own living in poverty in the future. There had been a series of objectives identified which needed to be addressed if there was to be an impact made. These objectives

were intended to raise aspirations and address the inequalities which were the result of poverty.

Councillor Wood queried the statistics in the report; some of the figures were based on the old wards which had ceased to exist six years ago. It would be better if all of the figures related to the current ward areas.

Mr Singh advised that a lot of the information came from the Census which took place in 2001. It was hoped that all of the information would be updated soon. The information which had been provided by HM Revenue and Customs was only a few months old.

4. RESOLVED that

- a. the Draft Child Poverty Strategy be given consideration as part of the consultation process to ensure that the Strategy would effectively address the needs of the East Area.
- b. The Consultation Diary be received and noted.

(Signed) E. BALL,  
Chairman.