

WEST SUNDERLAND AREA COMMITTEE

Wednesday, 9th April, 2014 at 5:30pm

VENUE – Civic Centre (Committee Room No. 1)

Membership

Cllrs P Gibson (Chair), Atkinson, (Vice Chair – People), Allan, Dixon, Essl, Gallagher, Gofton, L Martin, Oliver, Porthouse, P Smith, Turton, Tye, Waller, P Watson, S Watson, A Wilson and T Wright.

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ELAINE WAUGH
Head of Law and Governance

1st April, 2014

At a meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY 15th JANUARY, 2014 at 5.30 p.m.

Present:-

Councillor P. Gibson in the Chair

Councillors Allan, Atkinson, Dixon, L. Martin, Gofton, Oliver, P. Smith, Tye, P. Watson, S. Watson and A. Wilson.

Also Present:-

Bill Blackett	Area Response Manager	Sunderland City Council
Simone Common	West Locality Ops Manager	Sunderland City Council
Kevin Douglas	Media Officer	Sunderland City Council
Janet Johnson	Area Lead Executive	Sunderland City Council
Bill Leach	Representative	VCS Area Network
Julie Lynn	Area Community Officer	Sunderland City Council
Chris Marshall	Head of Operations	Gentoo
David Noon	Principal Governance Services Officer	Sunderland City Council
Julie Parker	Public Health Lead	Sunderland City Council
Helen Peverley	Area Co-ordinator	Sunderland City Council
Dave Pickett	Inspector	Northumbria Police
Edna Rochester	Representative	VCS Area Network
Kieran Skye	Representative	Youth Almighty
Lawrence Snowball	Representative	Youth Almighty
Berni Whitaker	Enterprise Manager	Sunderland City Council
Jeff Wilkinson	Station Manager	Tyne & Wear Fire & Rescue Service

Chairman's Welcome

The Chairman welcomed everyone to the meeting especially those attending their first meeting of the West Sunderland Area Committee. The Chairman then invited those present to introduce themselves.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Essl, Porthouse, Turton and Waller and also from Anita Heskett-Saddington of the VCS Area Network.

Declarations of Interest

Item 5, paragraph 6.5 SIB allocation to support the delivery of work placements for young people –

Councillor Tye made an open declaration of interest in the report as Chairman of the Youth Almighty Project. Councillor Atkinson made an open declaration as a Council appointed member of the Youth Almighty Project. Councillor A. Wilson made an open declaration as a Member of the Board of Pallion Action Group. All three members left the room during the consideration of the item and took no part in the consideration or decision thereon.

Minutes of the Last Meeting

1. RESOLVED that the minutes of the last ordinary meeting of the Committee held on 18th September, 2013 be confirmed and signed as a correct record.

Report of the West Area Voluntary and Community Sector Network (AVCSN) Report

The AVCS Network submitted a progress report (copy circulated) which briefed the Committee on issues pertinent to the Voluntary and Community Sector.

(For copy report – see original minutes)

Edna Rochester of AVCSN and Julie Lynn, Area Community Officer presented the report highlighting:-

- i) the continued support from the network in relation to health partnership working. In this regard the Network had received presentations from Sunderland CCG and the Council's Public Health team highlighting health issues in West Sunderland,
- ii) the forthcoming attendance of the Council's Procurement Team at a Network meeting to offer advice following concerns raised by VCSN as part of the transition project that funding and resources were becoming an issue
- iii) the support from the Network in delivering the Committee's priorities in relation to Job prospects, Activities for Older and Younger Persons, Street Scene and Environmental Improvements together with Health and Wellbeing,
- iv) the projects within the West Area which had received funding from the Big Lottery 'Do a Lotta Good Fund'

Edna Rochester having praised the work undertaken by Sainsburys in the dispatch of the food parcels, the Chairman thanked her for her report, and it was:-

2. RESOLVED that the report be received and noted.

Report of the Northumbria Police – Sunderland West

Dave Pickett of Northumbria Police presented a report (copy circulated) which provided the Committee with an update on the Force's most recent performance indicators

showing actual crimes for the period 1st April to 18th December, 2013 and the percentage increase / decrease against the previous reporting period. Particular reference was paid to crime levels in relation to violent crime, vehicle crime, burglary from dwelling, burglary other than dwelling, criminal damage, theft and handling, shoplifting, youth ASB and Non Youth ASB.

(For copy report – see original minutes)

Members were informed that all crime as an overall figure was slightly over the average figure for West Sunderland. Key Challenges remained violent crime, burglary from dwelling and crimes against motor vehicles. With regard to violent crime and in particular domestic violence, Inspector Pickett advised that in addition to the work being undertaken with the Probation Service and Wearside Women in Need to tackle the issue, the programme had also been extended to Gentoo.

Excessive alcohol consumption was also a recurring problem. The Pub Watch Scheme had recently been launched in Sunderland with 7 pubs signed up to date and hopes that it would expand significantly.

Northumbria Police were also piloting a body worn video camera trial with 17 cameras currently being worn by Officers whilst carrying out their duties.

In addition members were informed of the particular crime patterns in respect of the Barnes, Pallion, St. Anne's, Sandhill, Silksworth and St Chad's wards.

(For copy report – see original minutes)

Councillor A. Wilson noted that shoplifting had increased noticeably in a number of the West Wards. She asked whether the perpetrators were new, known to the Police or perhaps people on benefits driven by desperation following changes to the system. Inspector Pickett advised that there was no particular evidence to suggest that they were crimes of desperation however economic factors could not be ruled out as a contributing factor. In the main, the shoplifters were a mixture known and new offenders the latter being mainly young people stealing on a whim.

Councillor Gofton welcomed the body worn cameras as offering protection for both the Police and the public and expressed an interest in hearing the results of the pilot when they were available.

Councillor Oliver stated that he was interested in Inspector Pickett's comments regarding domestic violence and was aware that it was a priority of the Police and Crime Commissioner, he noted however that the figures were not recorded separately. Inspector Pickett confirmed that for the purposes of statistical reporting they were recorded within the category of Violent Crime and represented 50% of that total.

Councillor Allan advised that he had received an increase in concerns raised by elderly residents regarding distraction burglaries. He asked if there was any evidence of this or was it just a perception. Inspector Pickett advised that there was no evidence. The increase in fear amongst the elderly was perhaps a side effect of a recent burglary awareness campaign. Although distraction burglaries were not unknown the vast majority of burglaries were opportunist crimes against an unsecured property.

The Chairman having thanked Inspector Pickett for his attendance it was:-

3. RESOLVED that the report be received and noted.

Change in the Order of Business

The Chairman advised that he was aware that Jeff Wilkinson of the Tyne and Wear Fire and Rescue Service was running late and therefore his report would be moved down the running order of the agenda to accommodate his attendance.

Place Board Progress Report.

The Chairman of the West Sunderland Area Place Board submitted a report (copy circulated) which provided an update of progress against the current year's Place Board Work Plan.

(For copy report – see original minutes)

The Chairman presented the report drawing Members' attention to the initiation of action towards achieving key priorities as detailed in Appendix 1 of the report together with a summary of key areas of influence and achievements of the Place Board in relation to Responsive Local Services, Highways Capital Maintenance, Shopping Centres, Public Protection and Regulatory Services and Environment and Street Scene Improvements as at 31st December, 2013. The Chairman then introduced Bill Blackett, Area Response Manager, who briefed members on the improvement scheme at Bishopwearmouth Cemetery following a meeting he had attended with the friends of the cemetery that afternoon.

With regard to the Shopping Centres aspect of the report, Councillor Gofton placed on record her thanks to the Officers concerned in assisting the Board to deliver the Business Support Offer to the traders in Pallion Shopping Centre. Helen Peverley, Area Coordinator advised that she would pass on Councillor Gofton's thanks to the officers involved, especially those in the Business Investment Team.

Councillor Tye having commended the prompt action taken to carry out resurfacing work to Newport Grove, it was:-

4. RESOLVED that the report be received and noted

People Board Progress Report.

The Chairman of the West Sunderland Area People Board submitted a report (copy circulated) which provided an update on progress against the current year's People Board Work Plan.

(For copy report – see original minutes)

Councillor Atkinson presented the report drawing Members' attention to the initiation of action towards achieving the key priorities as detailed in Appendix 1 of the report, together with a summary of key areas of influence and achievements of the People Board in relation to Early Intervention and Locality Based Services, Youth Contracts, Welfare Reform, Transformation of Adult Social Care, Job Prospects, Health and Well Being and Libraries as at 31st December, 2013.

Consideration having been given to the report, it was:-

5. RESOLVED that the report be received and noted.

Strategic Initiatives Budget (SIB), Community Chest and Healthy Cities Investment Fund (HCIF) – Financial Statement and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Julie Lynn, Area Community Officer, presented the report highlighting the financial statement including an update on the allocation of Community Chest, SIP and SIB funding, together with details of 21 approvals for support from the 2013/14 Community Chest budget as detailed in Annex 7 of the report together with details of further funding requests.

Consideration having been given to the report, it was:-

6. RESOLVED that:-
 - (i) the Area Committee's funding statement as detailed in paragraphs 2.1, 3.1, 4.1, and 5.1 be received and noted,
 - (ii) approval be given to the allocation of £26, 973 SIB funding from the 2013/14 budget, to Plains Farm Community Centre (as Lead Organisation) towards the development of the West Area Hub as detailed in paragraph 2.2 and Annex1 of the report,
 - (iii) approval be given to allocation of £10,600 SIB funding from the 2013/14 budget, to Gentoo as match funding in respect of the creation of 18 car parking spaces at Lakeside Towers subject to full application, consultation and appraisal, with Gentoo funding 50% of capital costs and covering the on going maintenance costs as detailed in Annex 2 of the report,
 - (iv) approval be given to the allocation of £48,000 (£8,000 per ward) SIB funding from the 2013/14 budget to support the extension of the Walk and Talk programme to incorporate People and Place issues, as detailed in Annex 3 of the report and subject to full application, consultation and appraisal,

- (v) approval be given to the allocation of £45,000 SIB funding from the 2013/14 budget to each of the following three applicants, Farrington Jubilee Centre, Youth Almighty / Pallion Action Group Partnership and Community Opportunities (SNCBC) (£135,000 in total) to support the development and delivery of a work placement programme for NEET young people resident in West Sunderland, as detailed in annex 4 to the report
- (vi) approval be given to the allocation of £11,000 SIB funding from the 2013/14 budget to support the development and delivery of a pilot enterprise scheme to establish 10 new businesses in the West Sunderland Area as detailed in annex 5 to the report,
- (vii) approval be given to the allocation of £54,400 SIP funding to provide for capital improvements at Bishopwearmouth Cemetery, Barnes Park extension and North View Playing Fields as detailed in Annex 6 to the report subject to full application, consultation and appraisal,
- (viii) the approval of the 21 Community Chest applications as detailed in Annex 7 of the report be noted.

Report of the Tyne and Wear Fire Service

Jeff Wilkinson of the Tyne and Wear Fire and Rescue Service (TWFRS) presented a report (copy circulated) which provided the Committee with an update on the Service's performance indicators for the period 1st October to 31st December, 2013 with particular reference to:-

- i) the number of deaths from accidental / all dwelling fires (there were none),
- ii) the number of injuries from accidental / all dwelling fires (there were none),
- iii) accidental fires in domestic properties (1),
- iv) deliberate property fires (1),
- v) deliberate vehicle fires (1)
- vi) the number of secondary fires not involving property or road vehicles started deliberately (71)

(For copy report – see original minutes)

Mr Wilkinson advised that the decrease in Anti Social Behaviour fires was particularly pleasing. Members were also advised that the consultation document in respect of the review of the Fire Services Operational Response was available on the TWFRS web site.

Councillor T Wright having congratulated the Services at having achieved 8th place in the top 100 companies in the 2014 Stonewall Equality Index, the Chairman thanked Mr Wilkinson for his report and it was:-

5. RESOLVED the report be received and noted.

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

(Signed) P. GIBSON,
Chairman.



West Area Committee Presentation

Chris Alexander

Chris.alexander@sunderlandlive.co.uk

Background



- Established by Sunderland City Council in April 2013
 - Maintain and protect core events programme
 - Maintain high public satisfaction levels
 - Increase provision of events in Sunderland
 - Reduce on-going cost to Council

Maintain and Protect Core Events Programme

- City Sings
- Penshaw Bowl
- Running Festival
- Stadium Concerts
- Sunderland Festival
- Armed Forces Day
- Sunderland International Airshow
- Houghton Feast
- Remembrance Weekend
- Christmas Lights Switch On
- Christmas Programme
- Mayor's Ball
- Boxing Day Dip



Business Partners

Catering & Hospitality

Premium Packages

Trade & Exhibition

Increase Provision of Events in Sunderland

- Wearmouth Bridge Zip Wire
- Pretty Muddy
- Sunderland Soundscape (Music)
- Comedy Festival
- Feel Good Festival (Health & Wellbeing)
- Vintage and Retro Festival
- Summer in the City (1 month)



Customer Research

- Approximately 5000 people attended Vintage and Retro Festival
- 46% were from outside Sunderland
- 92% people who attended enjoyed The Sunderland Festival
- 97% of people attending the Airshow rated the event “Very Good” or “Excellent”
- The average rating for the Roker Park Lights was 92%
- The average rating for the Christmas Experience Package was 98%



Sunderland International Airshow



- Estimated attendance – 850,000
- 20% of visitors had not visited previously
- 76% of visitors lived outside of Sunderland
- 61% of visitors attended as part of a group of 3 or more
- Average spend per person (excluding accommodation) - £12.86 per day



New Events - 2014

- Sunderland Festival of Food
- Triathlon Pink
- Summer in the City (3 months)
- The Color Run
- Sunderland Comic Con
- More festivals/events launching soon!



Sunderland Live - Open for Business

- Key Objectives
- Area Priorities
- Adding Value

Feedback, Questions and Comments

9th April 2014

REPORT OF THE CHAIR OF THE WEST AREA COMMITTEE

Area Committee Annual Report 2013-14

1 Purpose of Report

- 1.1 To approve the West Committee's Annual Report as part of the combined Area Committee Annual Report 2013-14, to be presented to Full Council.

2. Background

- 2.1 This will be the third year that all Area Committee reports have been brought together in one combined report and presented to Full Council.
- 2.2 Area Committees are appointed by the Council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:
- Monitoring the quality and effectiveness of services delivered by the Council and other main providers in the area
 - Working in partnership to develop efficient and effective solutions to city-wide issues as well as supporting local area priorities
- 2.3 2013-14 has been an incredibly busy and challenging year for us all - a year when Sunderland amongst many things, celebrated its 21st year as a city. The Annual Report for 2013/14 showcases some of the key achievements delivered this year, through the dedicated work of the five Area Committees and their supporting Place and People Boards. It also highlights how we translate the principles of a community leadership council in practice and the central role of local councillors in this with the positive impact it is having on the lives of people in our communities by creating stronger, more resilient communities.

3. Annual Report 2013-2014

- 3.1 The Annual Report for West Area Committee 2013-2014 is attached as **Annex 1**.
- 3.2 It is important that the Annual Report is viewed as a collaborative achievement and the West Area Committee would like to thank everyone who has contributed towards the outcomes achieved through the work of the Area Committees and the supporting Place and People Boards.

4. Recommendation

- 4.1 Members are requested to consider and approve the West Annual Report for inclusion in the combined Area Committee Annual Report for 2013-14.

Contact Officer: Helen Peverley, West Area Co-ordinator Tel: 0191 561 7532
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Sunderland West Area Committee



Cllr Peter Gibson
Chair of West Area Committee and
Place Board Chair



Cllr Rebecca Atkinson
People Board Chair

The West Area Committee has embraced its role as community leader and shaper – using its area priorities to shape and influence core service delivery as well as continue to engage and support with the West Voluntary and Community Sector.

The West Area Committee local priority themes were

- Activities for Young People
- Job Prospects
- Health and Well being
- Environmental and Streetscene improvements including shopping centres

These broad priority themes have enabled the Committee to be flexible in their approach – linking their influencing role for core service delivery, with problem solving at a local level. The Place and People Boards have continued to be pivotal, providing an opportunity for focused discussion with officers and partners, to support the Area Committee to make the right decisions for the local area.

Funding

Strategic Initiatives Budget (SIB) is allocated to each Area Committee on an annual basis. The budget is allocated to initiatives that support the delivery of Area Priorities. During 2013/2014 the West Area Committee worked diligently to achieve best value and improved outcomes from the SIB allocated. They recommended £416,073 to support 14 projects within the West of the City, to strengthen communities and improve hundreds of people's lives.



Community Chest Grant funding provides support for projects which benefit communities and meet the priorities of the local area. During 2013/2014 the West Councillors awarded £42,191 to support 61 local community groups and organisations. The average value is of each grant was £768.

What we have influenced – the Area Committee has influenced core 'People, Place and Economy' service delivery, considering how services are delivered across the locality and has directly influenced the development of services for the city. Some key achievements include:

Library Services – are changing within Sunderland to a 'Reading and Learning Information Service' – delivering services to meet the needs of the local area, focusing upon learning hubs, community libraries and community outreach activities. The West Area Committee influenced delivery across the West to ensure services reflected the need of local communities.

Committee continue to work closely with Library services and the Voluntary and Community Sector to develop services that support local priorities and meet the needs of our residents.

A major success to date has been the ongoing development of the former Silksworth Library now known as Beckwith Mews Resource Centre. The centre has been progressed in partnership with Beckwith's Community Interest Company, Housing 21 and the library service with the support and involvement of local councillors. The former library is now operating as a community hub offering a range of activities, events and learning opportunities for local residents as well as continuing to offer a large range of library books as a community book collection point.

Children's Centres - The services delivered from within Children's Centres were re-commissioned during 2013-2014 and the Area Committee was involved every step of the way. Members visited the West Children's Centres, viewing the current services delivered first hand and looking for opportunities to improve outcomes for local people. Parents (particularly young parents) often lack confidence and require support to encourage them back into the workplace, offering opportunities to volunteer in Children's Centres and within the Community is critical, therefore when the West Area Committee funded community job clubs across the area, they ensured that venues for delivery included the West Children's Centre.

The Chair of the People Board is also the Chair of the Children's Local Advisory Board (CLAB), and this arrangement has strengthened opportunities to ensure service providers/partners connect to utilise resources most effectively – for example the Midwife Service now signpost mothers-to-be to Children's Centres, to ensure they sign-up pre-birth for health information and advice

as well as general parental support.

Street Scene Services – The Committee continue to ensure that Street Scene Services are responsive and they understand the connection between a clean, green and safe environment with the health and wellbeing of their local communities. All partners and communities are encouraged to work together to not only improve the environment but also to improve health, well-being and community cohesion. The West Area Committee tours the area regularly, either collectively or through their dedicated, SIB funded 'walk and talk' programme. The walk and talk programme has been extended, with the main outcome to connect people to places – not only tackling a 'clean-up' issue but also working with the community to encourage ownership and participation; placing green spaces at the heart of communities to be utilised and support families to keep fit and active, spending valuable time together.

Working in partnership – We have focused on strengthening our partnerships throughout the year and will continue to ensure that collaborative working remains a focus for the year ahead. It has been critical for us to ensure close links between Sunderland Council 'people' services such as Children's Centres, Adult and Social Care and Public Health with the Clinical Commissioning Group. We've developed a health plan-on-a-page which enables us to see at a glance where we can support each other to achieve our collective priorities – all being to ensure better health for the people of Sunderland.

Work Clubs – A gap was identified, in support for those residents who are actively seeking work but not receiving support from the 'Work Programme'. A local 'work club' programme, was developed and delivered locally through all 6 wards within the West Area by three of our voluntary and community

sector organisations as a consortium approach. The programme has been incredibly successful to-date with 60 new clients registered for support, several clients securing employment, interviews and commencing training during the first month of delivery.

Enterprise and personalisation – looking at the transformation of Adult Social Care, the West area considered the link between enterprise and the Personalisation agenda and how the establishment of new enterprise may assist in not only creating new employment opportunities but also offer greater choice and control to Sunderland residents who may require support and assistance to maintain their independence. A proposal has been financially supported by Committee to pilot the establishment of 10 businesses offering business mentoring, training and start up loans.

Strengthening Communities – As Chair of the West Area Committee, it is also a great privilege to chair the West Voluntary and Community Sector (VCS) Network meetings. These meetings support the sector allowing information to be shared and opportunities to be offered. The VCS Network form part of the West Area Committee as a key partner, alongside the Police and Fire Services. During 2013-2014 the network received training and guidance to support procurement of contracts from the Council, as well as information on key service delivery such as

Children's Centres, Library Services, Public Protection and Regulatory Services and the role of the Clinical Commissioning Group (CCG) moving forward – linking the VCS network to the CCG to support their aspirations for broader and meaningful community engagement.

The year ahead for the West – The Area Committee will continue to develop and strengthen their influencing role for the commissioning and delivery of services, particularly focusing upon the integration of services, working together to get maximum benefit from resources available to the community and public sector.

Health and Wellbeing continues to be a key priority for the West Area and is central to the successful delivery of all outcomes moving forward – we want to ensure from -9 months to end of life, all residents live positive lives and thrive within their communities.

Our thanks go to the members of West Area Committee, our partners and officers, Voluntary and Community Sector and our communities – without their hard work and dedication we would not have achieved such positive outcomes. We look forward to working together throughout 2014-2015, building upon our strong foundations and continuing to create opportunities for communities to become more resilient and confident for the future.



9th April 2014

Report of the Director of Public Health

Maximising the use made of Green and Other Space in Areas to Improve Health and Happiness

1. Purpose of the Report

- 1.1 Sunderland TPCT, now the Clinical Commissioning Group (CCG) released £100k to Area Committees (£20k per area) to support improvement to mental and physical wellness through a combination of approaches aimed at facilitating local people's access to, and use of, local greenspace.
- 1.2 This report seeks to provide background information to support members in considering the future use of that funding in line with determining its Area priorities for the year ahead.

2. Background

- 2.1 Through engagement with Public Health staff, Sunderland TPCT (subsequently CCG) released £100K to Area Committees to consider an approach to improving wellness, mental and physical through a combination of approaches aimed at facilitating local people's access to and use of local greenspace, whether for leisure, pleasure or enjoyment.
- 2.2 The intention was that if in any way elected members could use their local knowledge of areas to influence or commission activity which enabled the five ways to wellbeing for local people, this would have a positive impact on mental wellness and resilience which in turn, over time would contribute to physical wellness and resilience.
- 2.3 There is a huge range of actions which could be undertaken and this paper does not seek to give a complete list, as Area Committee will wish to hear from a range of officers but some examples are to improve amenity green space, enhance provision of facilities, commission surveys to investigate the barriers local people have to using the current facilities and identify what might feasibly attract more people to use current greenspace.

3. Supporting information

- 3.1 It has long been recognised that mental wellness is central to not only our physical wellbeing but also to quality of life, economic success and interdependent with success in improving education, training and employment outcomes. An approach that balances mental health and wellness promotion together with care and treatment is increasingly recognised as the way to maximise benefit to individuals and local communities.
- 3.2 Within and across Sunderland mental health care service delivery has been transformed over the last three years. A significant element of the approach to mental wellness, however, lies within the wider determinants of health and as such is within the remit of the Council and is being addressed through approaches to community resilience and through the influence of elected members as Community Leaders.
- 3.3 One way for Areas to accelerate their approach to improving mental wellness would be to seek more ways locally maximising the use of assets (e.g. green/blue/brown space) to deliver the 'Five Ways to Wellbeing'. In 2008, the New Economic Foundation developed these novel and evidence based messages which seek to improve the mental health and wellbeing of the entire population, with a happy by-product being improved health and

happiness. The Five Ways were developed to reflect kinds of *behaviour* that people can undertake, and as such, they differ from some traditional public health messages with a negative focus (i.e. messages telling people what *not* to do) and help make the point that mental health is determined in part, but not solely, by factors over which individuals have some control. Members are likely to have heard of the messages over the last three years, as we have been promoting them widely locally, but to refresh memories, we have attached them as **(Item 4 Annex 2)**.

- 3.4 At the same time, a separate but related growing body of evidence suggests that contact with Greenspace creates health (including mental health) benefits, albeit some evidence suggests that lower income urban and suburban areas may have a larger proportion of poor-quality greenspace, which is both inaccessible and aesthetically poor and doesn't create these benefits. Within lower income urban and suburban areas there is recognised poor use and utilisation of greenspace and leisure facilities by those who might most need improved health and wellbeing.
- 3.5 Locally, the key finding of a greenspace audit in 2012 suggests that overall we are well provided for in terms of greenspace provision but not all residents have access to a range of green spaces that would encourage using them and receiving subsequent mental health benefit. In some places there are green spaces that are poorly used due to design and/or location.
- 3.6 A national report looking at inactivity found levels in Sunderland to be very high (the City placing 144/152 local authorities with almost 37% of the population inactive) despite a significantly over average number of leisure facilities per 100,000 population and a comparatively high level of green space (given the index for multiple deprivation locally). We also know from NHS performance indicators that we have comparatively high numbers of adults diagnosed with depression and similarly high numbers of adolescent self harmers, both significant indicators of poor mental health.

4. Recommendation

- 4.1 This paper asks Area Committee and its People and Place Boards to give consideration to how, as Community Leaders, they might enhance and facilitate local people engaging in the five ways to wellbeing and to commissioning action. Looking specifically at action around greenspace accessibility, availability, and amenity utilisation and using its £20k share of the £100k as 'seed money' to achieve this.

Contact Officer: Nonnie Crawford, Director of Public Health
Email: nonnie.crawford@sunderland.gov.uk – Tel No: 0191 1707

Five Ways to Wellbeing

Connect...

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you

9th April 2014

REPORT OF WEST AREA VOLUNTARY AND COMMUNITY SECTOR NETWORK

1. Purpose of the Report

- 1.1 The report provides an update with regard to the West Area Voluntary and Community Sector Network

2. Background

- 2.1 To develop the capacity and influence of the Voluntary and Community Sector (VCS) across the City, Area Networks have been established and delegates represent each Area Network at Area Committee taking forward issues on behalf of the whole VCS in the area, reporting on area priority delivery by the VCS, and reporting back, providing a two-way flow of communication.

- 2.2 West Area Network delegates will present a report to each Area Committee meeting informing Members of activity, progress, issues and concerns of the sector.

3. West Area Voluntary and Community Sector Network (AVCSN) Progress Report

The West AVCSN has met twice since the last Area Committee in January 2014.

- The West VCSN continue to deliver activities and services which support the Area Committee priorities of Streetscene and Environmental improvements, Activities for Young People, Health and Wellbeing, Job Prospects and Activities for older persons to reduce social isolation.
- As part of the transition project the VCSN highlighted funding and resources as an issue. In response to this SCC have ensured that a presentation on Family and Adult Community Learning was delivered to the Network highlighting the opportunities available to the network:
 - To become a training provider.
 - Market their venue for use to deliver training.
 - Identify gaps in the training currently offered.
 - Identify groups currently receiving training that could be incorporated into the FACL offer.
 - Market and promote the FACL offer to their users.
- The network received information on the Credit Union and how it can be used to assist users of services in terms of budgeting, saving and low cost loans. The network were also made aware of the opportunities to become a local 'bank' and deliver credit union services within the community.
- Public Protection and Regulatory Services attended and advised the network of their responsibilities and services, helping the network to understand how they can work in partnership with PPRS to address local issues.
- The NHS Health Training Service attended and advised the network of the services they provide and how these can be delivered within local venues adding value and supporting the improvement of Health and Wellbeing in the West. A number of groups have taken up the offer to provide checks and a health improvement plan for groups within the community.
- A number of groups within the network are working with Library Services to expand the new offer across the West area of the city with groups becoming community book collections and developing community activities in partnership with Library Services including Knit and Natter groups, Children's reading groups and the books at home service.

4. Recommendations

4.1 Members are requested

- To note the contents of the report and consider the opportunities and issues raised by the West AVCSN.

Contact: Anita Heskett-Saddington, Area Network Representative
Tel No: 0191 5657605
Bill Leach, Area Network Representative.
Tel No: 0191 5346661
Edna Rochester, Area Network Representative
Tel No: 0191 5344707

9th April 2014**REPORT OF THE TYNE AND WEAR FIRE SERVICE****1 Purpose of Report**

- 1.1 The following report gives Performance Monitoring details in relation to the Local Indicators for Sunderland West Committee area from 1st January 2014 to 17th March 2014.

2 Background

- 2.1 At its November 2011 meeting Area Committee agreed that regular updates on Crime and Community Safety would be presented to each Committee meeting.

3. Tyne and Wear Fire Service Update**3.1 LI 2 Number of Deaths from all fires**

No Deaths were recorded during the time frame of this report

3.2 LI 3 Number of injuries from accidental fires in dwelling

There was one injury in the Sunderland West Area over the report period. There were no injuries in this area over the same period last year.

This occurred in the Pallion ward with an elderly resident overcooking food and staying in the property despite the smoke.

3.3 LI 4 Number of injuries from accidental fires in dwellings

There was one LI4 injury over the report period (same incident as LI3 - details above). There was one injury last year over the same time period. This injury is the same incident as described at 3.2.

3.4 LI 8 Number of Accidental fires in dwellings

During the time frame of this report, there were 6 incidents in this area – 3 kitchen fires and 3 non-kitchen. There were 2 incidents in this area over the same period last year.

Ward	Room of origin	Source of Ignition	General Notes
St. Chad's Ward	Bathroom/Toilet	Other domestic style appliance - Other domestic style appliance	Fire in an electric shower which was 100% damaged by fire. Light smoke damage to the remainder of the property
Sandhill Ward	Kitchen	Heating equipment - Heating/Fire	Heating boiler; faulty and began to heat up with smoke issuing out. One young lady and her small child of 5 months evacuated before attendance of Fire service
St. Anne's Ward	Kitchen	Cooking appliance - Cooker incl. oven	Occupier placed dripping under grill to soften and became distracted causing fire in the cooker. Fire extinguished using 2 BA, 1HRJ and PPV used for ventilation. Light smoke damage to ground floor
Sandhill Ward	Utility room	Other domestic style appliance - Tumble dryer	Tumble drier 100% damaged by fire, washing machine 10% damaged by fire. Cladding on roof coming away from ceiling due to heat damage. No firefighting action taken as out on arrival.
Pallion Ward	Bedroom	Smoking related - Cigarette lighter	Fire caused by smoking materials knocked over due to intoxication. Fire discovered by occupants and extinguished before arrival, however house heavily smoke logged and fire still smouldering, extinguished by BA wearers

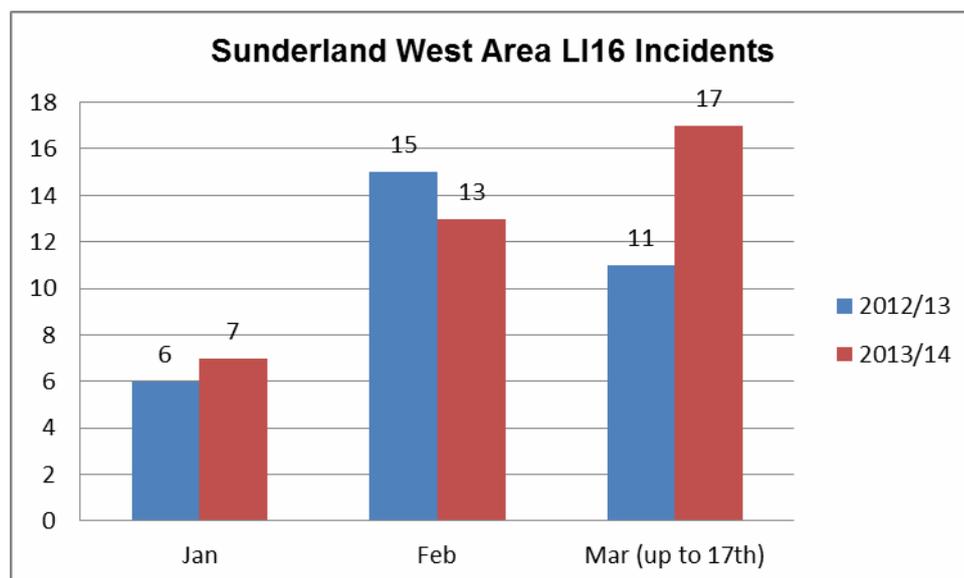
Pallion Ward	Kitchen	Cooking appliance - Cooker incl. oven	Elderly lady overcooked food. She stayed in flat despite smoke in property. Oxygen administered by FRS whilst awaiting ambulance service
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- 3.5 LI 14 Number of Deliberate primary fires excluding road vehicles
There were 2 deliberate property fires over the report period in Sunderland West Area. There were 3 incidents in this area during the same period last year.

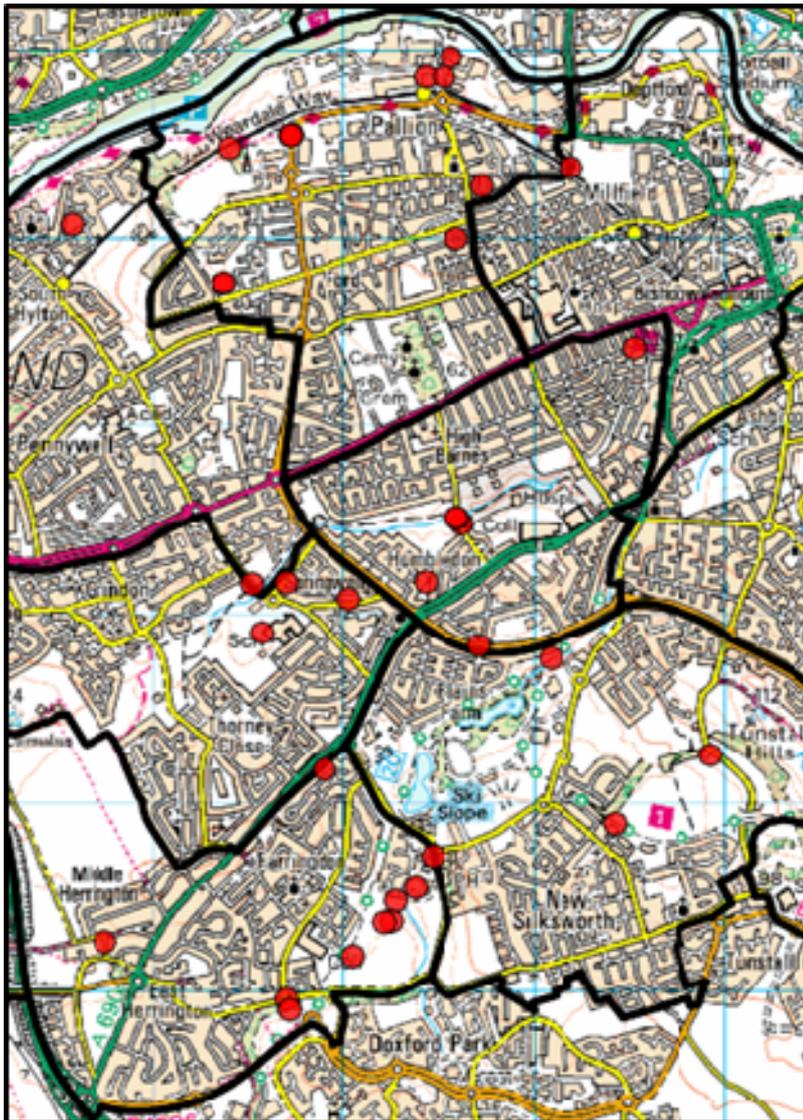
Locality	Ward	Property level 4
GRINDON	Sandhill Ward	Secondary school
	Pallion Ward	Private Garden Shed

- 3.6 LI 15 Number of Deliberate primary road vehicle fires
There has been one deliberate vehicle fire in this area over the report period (2 last year).

- 3.7 LI 16 Number of Deliberate secondary fires
There have been 37 deliberate secondary fires in this area over the report period compared to 32 over the same period last year.



LI16 Property Type	Total
Loose refuse (incl in garden)	13
Wheelie Bin	8
Scrub land	7
Grassland, pasture, grazing etc.	6
Small refuse/rubbish/recycle container (excluding wheelie bin)	1
Fence	1
Refuse/rubbish tip	1
Grand Total	37



Ward	Total
Pallion Ward	12
St. Chad's Ward	10
Barnes Ward	6
Sandhill Ward	5
Silksworth Ward	3
St. Anne's Ward	1
Grand Total	37

3.8 LI 21 Malicious False Alarm Calls Attended
 There have been 4 FAM calls in this area over the report period. There were 3 FAM calls over the same period last year.

Ward	Property type level 4
St. Anne's Ward	Secondary school
Sandhill Ward	Secondary school
Pallion Ward	Loose refuse (incl in garden)
St. Chad's Ward	Grassland, pasture, grazing etc.

4. Recommendations

4.1 Note the content of the report.

Contact Officer: Jeff Wilkinson, Tyne and Wear Fire Service, T
Tel 01914441188, Email: jeff.wilkinson@twfire.gov.uk

9th April 2014**REPORT OF THE CHAIR OF THE PLACE BOARD****Place Board Progress Report****1 Purpose of Report**

1.1 To provide an update of progress against the current year's (2013/14) Place Board Work Plan.

2. Background

2.1 Earlier this year the Local Area Plan's priorities associated with Place were referred to the West Place Board to action on behalf of the Area Committee. The Place Board continue to initiate action on those priorities and **Item 6 Annex 3** outlines progress to date.

3 Area Governance Arrangements

3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-

- (a) Influencing decisions on services delivered at a local level; and
- (b) Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensures maximum impact where necessary through utilising its own resources.

3.2 Each ward will have one elected member representative, whose role will be to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the Place Board for this Area Committee is as follows:-

Ward	Place Board Membership
Chair	Cllr Peter Gibson
Barnes	Cllr Michael Essl
Pallion	Cllr Amy Wilson
Sandhill	Cllr Debra Waller
Silksworth	Cllr Philip Tye
St Anne's	Cllr Thomas Wright
St Chad's	Cllr Darryl Dixon

4. Key Areas of Influence/Achievements up to 31 March 2014

4.1 Outlined below is a summary of the key areas of influence / achievements of the West Place Board up to 31 March 2014.

Action Taken	Outcome
Influence: Responsive Local Services Streetscene	
Hadleigh Road	<ul style="list-style-type: none"> • The works identified and funded by West Area Committee have now been completed on Hadleigh Road. The land experiencing multiple problems has now been transferred and incorporated into the gardens of residents in Hadleigh

	Road, resolving the maintenance and ASB issues being experienced.
Influence: Highways Capital Maintenance 2014/2015	
	<ul style="list-style-type: none"> • The board received information on the areas requiring capital maintenance works across the West area. The proposed areas were prioritised into high, medium and low priority to assist members. • Members were asked to consult with ward colleagues to agree which of the proposed programmes should be recommended to Area Committee for completion up to a value of £110,000 for the West area. • At the March Board members agreed recommendations to Area Committee for the completion of capital maintenance programmes in the West as described at Annex 4.
Influence: Public Protection and Regulatory Service (PPRS)	
	<ul style="list-style-type: none"> • At the request of Area Committee a presentation was delivered to the West VCS in January 2014 to identify ways in which the VCS and PPRS can work in partnership for the benefit of the area.
Area Priority: Shopping Centres	
Business Support	<ul style="list-style-type: none"> • The traders held a further meeting in February and March led by the Traders on St Lukes Terrace. • The traders identified a number of actions/issues they would like to progress and resolve as a group with support from SCC/West Area Committee. • The traders identified crime and disorder issues and with support from ward Councillors and the local police are looking to implement a local shopwatch scheme. The police will also attend the shopping area at key times to address issues raised by the traders. • The advertising bins have now been installed and the traders will utilise the bins to advertise services and businesses in the area. • The traders also focused on street scene and cleanliness issues which had been improved and agreed to co-ordinate reports to the Area Response Team to ensure targeted resources and maximum value. • Work is ongoing with traders to consider how street scene can be supported locally by the traders including waste from shops and maintenance of planting displays on the terrace.
Environment	<ul style="list-style-type: none"> • The board was updated on improvements and works continue on Durham Road as well as the roundabout at the Board Inn being refurbished and improved. • Tree crowns in locations across the West have been lifted to provide visual and maintenance improvements. • The board discussed the plan for the weed killing programme for 2014/2015 to ensure issues raised last year do not reoccur and members were able to feedback plans to local residents. This board will continue to

	<p>receive updates on the programme to ensure delivery within requirements.</p> <ul style="list-style-type: none"> • Work has been undertaken to join priorities with Gentoo to build capacity within communities to take care of themselves and their environment. Initial work has commenced in Pallion with Gentoo, PAG, and St Lukes Trust.
Area Priority: Environment and Street Scene	
Capital Projects	<ul style="list-style-type: none"> • Approval was given in January Area Committee to the delivery of capital improvement programmes in Barnes Extension, Bishopwearmouth Cemetery and the Baby Cemetery. • Street scene works including raising the canopies on the trees to improve the physical appearance and assist in maintenance have been carried out in Barnes extension and the capital improvement works to footpaths will commence shortly. • The proposals for the improvements to the baby cemetery approved at last Committee have been well received by the Friends group who are now considering an extension to the improvement programme match funded by the Friends group. The board received revised plans for improvements attached at Annex 5 and recommended approval for the revised plans and match funding subject to agreement of the Friends Group.
Walk and Talk	<ul style="list-style-type: none"> • Following the increase in the budgets allocated for walk and talk in January Committee, ward members continue to identify local People and Place improvements which utilise the local walk and talk budget.
Lakeside Parking	<ul style="list-style-type: none"> • Work has been completed on the creation of additional parking bays at Lakeside Multi Storey flats.
Local Priorities – linking people with place	<ul style="list-style-type: none"> • At the People Board in January 2014 Health was discussed as a People priority. A recommendation of these discussions was to ensure that Place actions and priorities made clear links with that of the People, particularly in relation to the impact the environment can have on the health of residents. • The Place Board received information on potential environmental improvements and actions across the West and how they meet the Place priority of Street Scene improvements and improving the Health and Wellbeing of residents in the West, for consideration and inclusion in the emerging priorities for West Area in 2014/2015. • The People Board received information on Family and Adult Community Learning (FACL) in the West and considered opportunities for influence and improvement. The board recommended the alignment of FACL delivery where possible to support the delivery of West Area Committee priorities. With this in mind learning delivery is being considered and developed to meet West People and

	<p>Place priorities including environmental improvement across the area.</p> <ul style="list-style-type: none"> The Integrated Wellness Review was discussed at the People Board in March 2014, describing the developing model which identifies that feedback from communities indicated they do not need services. They would prefer opportunities to embed healthier choices into the way they live their lives. <p>This element of the new model will look at how outdoor space is used to support healthier choices including active travel, improvements in outdoor spaces to support improvements in mental and physical well-being.</p> <p>The board recognised the opportunity to align the work of the Integrated Wellness Review, the People Board Health plan on a page and the Place priority of improvements to environment and street scene to ensure maximum value for money and successful outcomes for the residents in the West.</p> <ul style="list-style-type: none"> The People and Place priorities identified by West Committee and the joining up of this work clearly supports maximising the use of greenspaces to improve health and wellbeing as described in the earlier report to Committee at Item 4.
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5. Recommendations

- 5.1 Members are requested to consider the progress and performance update with regard to the West Place Board Work Plan for 2013/2014, attached at Annex 3.
- 5.2 Consider and agree the recommendations of the Place Board regarding the Highways Capital Maintenance programmes for the West for 2014/2015, attached at Annex 4.
- 5.3 Consider and agree the revised plan for the Bishopwearmouth Baby Cemetery attached at Annex 5, subject to agreement from the Friends group.
- 5.4 Consider and agree the recommendation to align and utilise Family and Adult Community Learning to support the delivery of local area priorities and environmental improvements in the West.
- 5.5 Consider and agree the alignment of the Integrated Wellness Review and the local area priority of Environmental Improvements in the West, to support Health and Wellbeing outcomes in the West.

Contact Officer: Julie Lynn, West Area Community Officer Tel: 0191 561 1932
 Email: julie.lynn@sunderland.gov.uk

PLACE BOARD PRIORITIES - Area specific contribution to Corporate Outcome Framework and the Transformation of Council Services

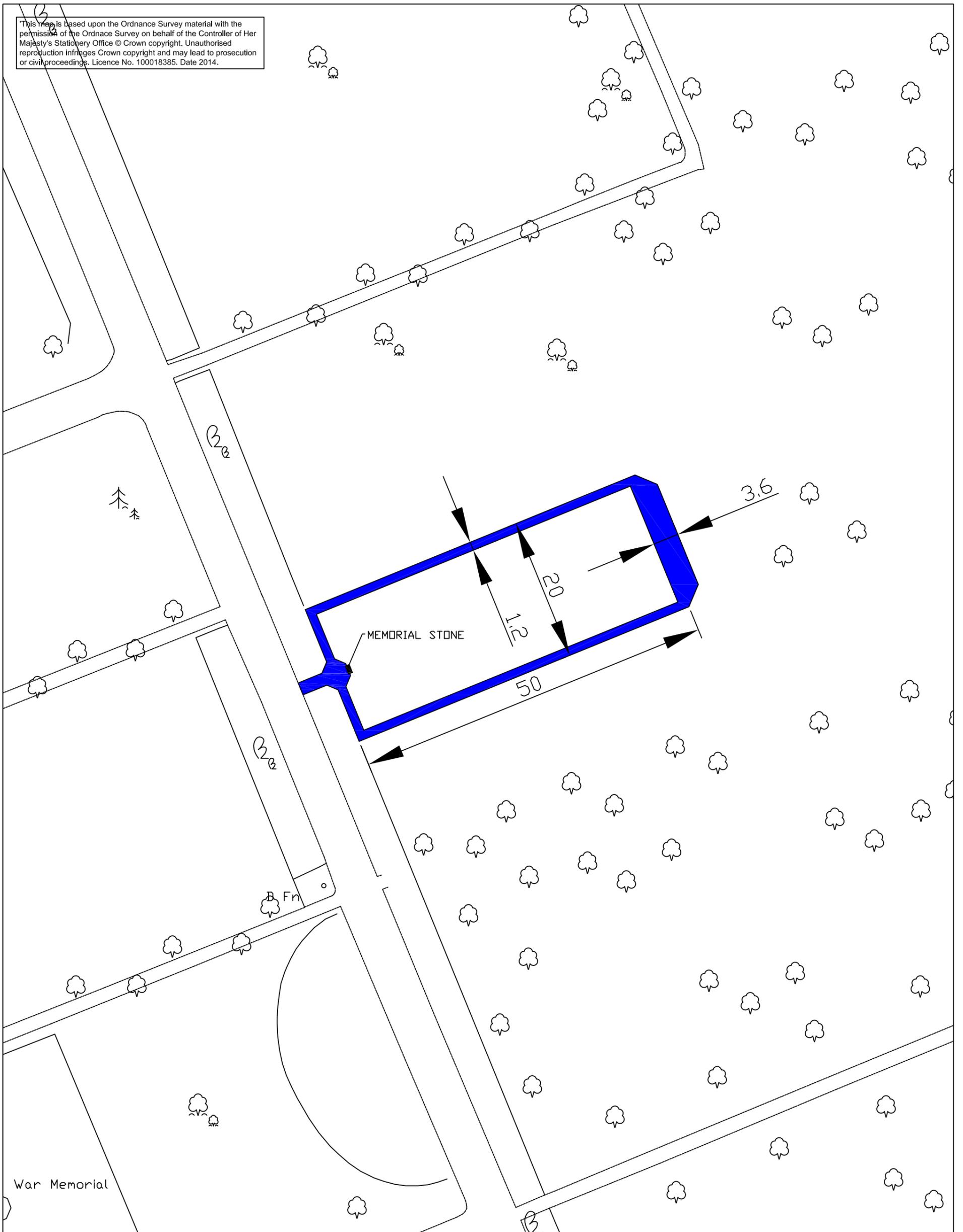
Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1 Responsive Local Services - Streetscene	To influence the design, delivery and review of RLS Streetscene services in the West	Monthly basis	Work with Area Response Manager to identify opportunities to influence service; Review existing service scope and re-consider how members can influence future delivery - particularly focusing on agreement of programmed activities and the implementation of Dog Control Orders	Apr-14		Dog control order report shared with members and additional locations for the application of orders identified. The orders are now progressing and a timeline for completion provided at March Place Board. Identified the use of sports pitches and greenspace across the West as an issue and want to receive information from the greenspace review being undertaken by RLS in order to influence. Information on services within RLS remit will be presented to the Place Board in the new year to allow members to influence the local delivery of services in their area.	
2 Highways Maintenance	To influence usage of resources at an area level for inclusion in Capital Programme	Dec-13	Members to reflect upon success and influencing role of 2012/2013 Capital Programme; Members to feed in views to prioritise works for inclusion in the annual Capital Programme;	Apr-14		AC allocated match funding of £71,250 to capital maintenance programme and identified priorities for the West area for allocation of funds. Performance monitored through the Place Board. Highways plan for 2014/2015 presented to Frb/March 2014 Place Board and recommendations made to AC.	
3 Public Protection and Regulatory Services	Consideration to be given to potential alignment of the services with the Board. Services in scope including trading standards, food standards, pollution control, pest control and licensing	Dec-13	Establish understanding of services delivered at a local level; Look to develop early intervention activities which support vulnerable groups within the locality	As required		West Officer aligned to area from Public Protection and presentation to Dec and Jan Place Board where recommendations have been identified and progressed including closer working with VCS and local communities.	
4 Play and Urban Games Strategy	Influence the update of the strategy - consider with more relevance to board or ward basis	N/A	tbc	tbc		Gill Wake meeting periodically with Sport and Leisure colleagues. No further action required by the boards at this stage.	
5 Section 106	Give consideration to how members can influence the refinement of policy in order that they are involved earlier to influence how S106 could be used and member involvement on individual cases thereafter	tbc	tbc	tbc		West Place Board received information on the planning process, S106 and CIL and requested a future report to identify opportunities for the board to influence the planning process where appropriate particularly in relation to S106 and CIL allocations	
6 Parking Management Schemes	Members to be consulted on Parking Management Schemes should they be proposed for the area	As required	members to bring their local knowledge to support the development of the phase 2 Hospital Parking Management Scheme	As required		2nd phase of Hospital Parking scheme developing. Peter graham met with Barnes, pallion and Millfield working group on 18.6.13 to advise on progress. Cllrs Gofton, Wilson, Essl attended alongside residents and hospital. PMS3 in and around the hospital area is now progressing with a working group of Cllrs, Officers, partners and residents involved.	
7 Local Development Framework (LDF), Core Strategy and associated documents	Members to be consulted on process for the review of the Strategy, share views and feed into the public consultation process	Dec-13	Members to bring local knowledge to inform the development of the future policy	Sep-14		Presentation to the Place Board with additional documentation made available to members on the strategy and settlement breaks to feed in views using local knowledge and experience Consultation period completed, officers provided an update at the December Place Board. The board requested information in the future on the Employment Land Review and Green Belt review and will be updated at key points on the development of the strategy.	
Housing Renewal	Consideration to be given to how the board could inform the development of annual delivery plans and identify local hot spots for target action	tbc	Members to bring local knowledge to inform the development of the future policy	tbc		Helen discussed with Louise Butler, who is the lead Area Co-ordinator for this forward plan topic. Louise is currently discussing with the Housing service lead, where area arrangements can influence, for example could members use their local knowledge to decide how resources are locally deployed - particularly in areas with high concentration of private landlords or houses of multiple occupation. Further updates to follow.	

Additional Area Priorities						
1	Environment and Street Scene	Develop and deliver programmes in partnership to improve the physical and environmental appearance of the West	Sep-13	* Develop and deliver 'Love Where You Live' campaign activity.	Apr-14	Work completed with PAG in Pallion and SNCBC in Thorney Close to undertake regular 'Love Where You Live' activity in the area. Development of further Place priorities and actions underway to improve the physical environment and make clear links with the People priorities and how Place contributes to this. Proposals to March Place Board and a Place tour arranged for 4th April 2014.
		Improve the physical and environmental appearance of shopping centres in the West	Dec-13	* Deliver programme of improvements to shopping centres across the West.	Jan-14	Audit undertaken on all shopping centres in the West. Finalised plans for Thorndale Road and Pallion established for physical and environmental improvements and these are underway. AC agreed the offer of business support to Pallion shopping centre to extend the benefits of the physical improvements. Pallion Traders Group now being lead by the Traders with regular meetings scheduled.
		Influence and encourage heritage activity within the West through the VCS Network	Sep-13	* Receive information on heritage activity in the West to identify where support can be provided to add value.	Sept 13 (update only)	Groundwork have prepared a report on activity within the West to be submitted to West Place Board in September 13. Durham Council are consulting further on future limestone landscape programmes including those in the West with a consultation exercise in September at the Stadium of Light. Members and officers from Sunderland Council attended and fed in views. Identified additional works/actions that could be undertaken as part of the environmental improvements that include heritage.
	G	Progressing on target				
	A	Progressing but behind schedule (with plans in place to action)				
	R	Not progressing				

Highways Capital Maintenance Proposals

Location	Ward	Value	Detail
Abingdon Street (Front Only)	Barnes	£18,000	Not including the back lane
Broadmayne Avenue (50%)	Pallion	£20,000	50% of scheme only
Church Street	St Annes	£5,500	Plane off and resurface road
East Grove	St Annes	£4,500	Specialist surfacing material
Elstob Place	Silksworth	£16,000	Renew concrete car crossings and footways and isolated carriageway repairs
Farrington Avenue	St Chads	£13,500	Resurface link to A690 Durham Road, micro asphalt remainder and repair concrete car crossings
Gleneagles Road	Sandhill	£23,500	Alternative design. Concrete overrun strip, and relay flags as necessary
Hylton Walk	St Annes	£2,500	Specialist surfacing material
Norfolk Avenue	Silksworth	£3,500	Plane off and resurface road
Plantation Road	Pallion	£3,000	Plane off and resurface road
Total		£110,000	

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PROJECT			
BISHOPWEARMOUTH BABY CEMETARY			
TITLE			
PROPOSED FOOTWAY			
PROJECT LEADER			
S. HARRISON			
DRAWN BY	CHECKED BY	APPROVED BY	NORTH
M.E. FROST			
DATE	SCALE	SHEET SIZE	
04/02/14	1:500	A3	
DRAWING No.		REVISION	
HO/WS/014			



REPORT OF THE CHAIR OF THE PEOPLE BOARD

People Board Progress Report

1 Purpose of Report

1.1 To provide an update of progress against the current year's (2013/14) People Board Work Plan.

2. Background

2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the West People Board to action on behalf of the Area Committee. The People Board continue to initiate action on those priorities and **Item 7 Annex 6** outlines progress to date.

3 Area Governance Arrangements

3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-

- (a) Influencing decisions on services delivered at a local level; and
- (b) Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensure maximum impact where necessary through utilising its own resources.

3.2 Each ward will have one elected member representative, whose role will be to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the People Board for this Area Committee is as follows:-

Ward	People Board Membership
Chair	Cllr Rebecca Atkinson
Barnes	Cllr Lee Martin
Pallion	Cllr Cecilia Gofton
Sandhill	Cllr Mary Turton
Silksworth	Cllr Pat Smith
St Anne's	Cllr Susan Watson
St Chad's	Cllr Robert Oliver

3. Key Areas of Influence/Achievements up to 31 March 2014

3.1 Outlined below is a summary of the key areas of influence / achievements of the West People Board up to 31 March 2014.

Action Taken	Outcome
Influence: People	
Family and Adult Community Learning	
	<ul style="list-style-type: none"> • The People Board were presented with information on Family and Adult Community Learning, including the current timetable for delivery in the West and how Family and Adult Community Learning is procured.

	<ul style="list-style-type: none"> • Members considered current provision and how this meets local need, who currently operates as a training provider in the West who may be able to expand provision, how awareness and take up of the provision can be maximised and how FACL can be supported to increase engagement with schools. • The People Board recommended: <ul style="list-style-type: none"> - An overview be presented to the VCS Network. - Opportunities to be a training provider or host venue be presented to the VCS. - The VCS to consider where any existing groups/provision may fit and be eligible for support through FACL in the future. - The VCS to be given the opportunity to identify gaps in provision for the needs of the area. - The VCS to promote and market current FACL opportunities to residents and users to encourage take up. - FACL delivery to be aligned to local area priorities to maximise value for money and improved outcomes.
Library Services	
	<ul style="list-style-type: none"> • Further to changes in Library Service work has been developed by local ward Cllrs, Library Services, Housing 21 and Beckwith Mews CIC the former Silksworth Library is being developed as a community library resource and hub for community activities. • The Voluntary and Community Sector continue to work with the Committee and Library Services to support the development of library and community activity for West area residents. • This has included expanding the community book collection and community activities such as Knit and Natter to community venues across the West. Those residents who would benefit from the books at home service have also been identified through the VCS.
Community Directory	
	<ul style="list-style-type: none"> • The community directory is now being tested for use and is available through the Sunderland City Council Website. It is intended that the directory will support local priorities and the services delivered by statutory, Voluntary and Community Sector and private businesses to be available to service providers to share with residents. • Further to the information received by the People Board on FACL it was recommended that those courses that support activities for older people are included in the directory.
Influence: Health and Wellbeing	
Sexual Health Services	
	<ul style="list-style-type: none"> • The People Board received information on the Sexual Health review to help inform the future commissioning intentions from a local perspective. • Issues identified for consideration by the board in

	<p>partnership with the CCG locality, SCC services and the VCS include:</p> <ul style="list-style-type: none"> - Access to emergency hormonal contraception, where pharmacies do not prescribe this. - STI screening in males aged 20 – 24. - STI screening in the BME community - Accessibility of long acting contraception - C Card accessibility <ul style="list-style-type: none"> • The local issues identified are also recommended to form part of the health plan on a page for West to influence services and inform local action.
West Health Plan on a Page	
	<ul style="list-style-type: none"> • At the People Board meeting in February members received proposals on the development of a West Health plan on a page. • The proposed plan aligned the outcomes of the Health and Wellbeing Board, Children's Local Area Board, HHAS Plan, CCG, and Public Health with the West local area priority to improve the Health and Wellbeing of residents. • It also identified all of the partners with whom Committee could work to encourage and improve communication, engagement and delivery. • The board considered information received on the profile of the West including the health outcomes to recommend joint health priorities within the plan attached at Annex 7 as follows: <ul style="list-style-type: none"> - Access to health professionals and services - Mental Health and Wellbeing - Teenage conception rates - Obesity and healthy lifestyles
Integrated Wellness Review	
	<ul style="list-style-type: none"> • The People Board received further information on the Integrated Wellness review and the model that had been developed in response to earlier discussions within the People Board and the Stakeholder event in November last year. • The model is based upon the principles of the Health and Wellbeing Strategy to enable and empower individuals and communities to make positive changes to their own health. • The new model presented takes account of the health needs of the whole population whilst being tailored to individual need. • Members identified the need to align the model attached at Annex 8 to the health plan on a page, work of the Place Board in the West, utilisation and support for Voluntary and Community Sector organisations delivering across the West who offer services that support the proposed model. The support for the VCS should allow build capacity and sustainability within the organisations and make best use of the assets we have within the West.
Area Priority: Job Prospects	
Apprenticeship	<ul style="list-style-type: none"> • 41 apprenticeships sourced for young people.

Scheme	<ul style="list-style-type: none"> • 29 individuals remain in apprenticeship. • The individuals no longer proceeding were for a variety of reasons including: <ul style="list-style-type: none"> - Moved into full time employment - Returned to full time education - Personal reasons - Unable to fulfil apprenticeship and were released by employers.
Work Clubs	<ul style="list-style-type: none"> • Delivery of work clubs has commenced across the 6 wards at the following locations: Barnes – Kayll Road Library and Richard Ave Primary Pallion – Pallion Action Group Sandhill – Thorney Close Action and Enterprise Centre Silksworth – Silksworth Youth and Community Centre St Annes – Pennywell Community Centre St Chad's – Farringdon Jubilee Centre • 185 clients have been registered with the work clubs and been supported to look for employment. • 40 clients have moved into learning/training • 25 clients have moved into employment • Issues experienced include: <ul style="list-style-type: none"> - establishing the new venues and increasing access - encouraging the BME community to utilise the support - clients presenting who have been through the work programme and still have significant barriers to work that have not been addressed. - established venues experiencing significant increases in individuals accessing support. - continued issues with benefit sanctions being applied inappropriately and with variation from one jobseeker to another.
14 – 16 Support	<ul style="list-style-type: none"> • The People Board received a report identifying potential opportunities and associated costs to create an assessment to identify those young people at risk of disengaging with learning and an alternative vocational offer for young people aged 14 – 16. • The assessment was presented as a tool that would be used by schools with young people in year 9 to help inform the risk of disengagement and support the identification of support required and selection of options to ensure the most successful route of progression. • The alternative vocational offer would allow those young people in year 9 identified as at risk or would benefit from accessing a vocational learning opportunity that would run parallel with the GCSE's. • The vocational offer would be delivered over a 2 year period aged 14 – 16 years offsite by training providers. This offer would also incorporate a placement with an employer as part of the programme. • The estimated costs of such an offer were around £4000 per young person. • The People Board recommended a further discussion with

	Headteachers regarding the proposal and match funding to support the board to identify the level of support offered.
Enterprise	<ul style="list-style-type: none"> • The People Board have been considering supporting enterprise and the personalisation agenda. • Following the establishment of a pilot to help start up 10 new businesses offering services that would support the choice and control of services for our residents, members requested consideration be given to offering support to existing businesses across the area. • A report was presented to the People Board in March outlining how existing businesses could be identified, how support requirements of the businesses could be established and how this would be reported back to the People Board. • The report proposes purchasing information identifying existing businesses in the West. This information can be used to identify the support requirements of existing businesses. It can also be used to help inform further work around the job prospects priority, understanding the direction of travel of the Council and informing how that can be supported and developed at a local level for the West. • Recommendations for the financial support of the project are outlined in the Finance report.
Area Priority: Health and Wellbeing	
Dementia Module	<ul style="list-style-type: none"> • 4 dementia awareness training sessions have now been delivered in the West with 56 individuals attending these courses. • The attendees have varying backgrounds and include the Fire Service, VCS, Councillors, Care and Support staff, Extracare staff, GP's, Pharmacy staff and Gentoo. • Key Findings from the courses evaluation has found that: <ul style="list-style-type: none"> - Participant knowledge and awareness of dementia grew by 79%. - Learners reported feeling 95% more competent to support people living with dementia. - Confidence levels in signposting people to different services within their local area almost doubled after completion of the course. • Feedback from attendees has included: <ul style="list-style-type: none"> - "I will use this training to enable my organisation to become a dementia friendly service." - "It has given me a greater understanding which I will apply within my role." - "I'll be going into my community group in Sunderland, putting up posters, having discussions and sign-posting people."
Stay and Bake	<ul style="list-style-type: none"> • 3 Stay and Bake courses have been delivered since January in Sandhill, Barnes and Pallion. • 12 adults completed the courses and were all positive in their feedback about the course and its benefits.

<p>Healthy Lifestyles</p>	<ul style="list-style-type: none"> • At the People Board in February as part of discussions regarding the West Health Plan on a page members identified local programmes/offer that they would like to be investigated. • The local offer included a programme to educate residents on healthy lifestyles and to consider the development of a local food co-operative. • At the March People Board members received information on Community Shop, a community interest company that is piloting a members only discounted food store in Goldthorpe, Barnsley. The pilot will be evaluated after 6 months to consider rollout of an additional 20 stores nationwide. • The People Board recommended a visit to the store and to look to engage with the company in order to influence opportunity to promote Sunderland as a venue for national rollout. • The board also received proposals on the extension and further development of the national Change for Life programme. • The school's sports organisers have been tasked with embedding sporting programmes under the Change for Life programme as attached at Annex 9. • The board recommended that this programme was extended and value added to encourage healthy lifestyles across the West to include the young people and their families. • The extended programme would look to include delivery across the schools with the children and their families beyond sports activity and include additional activity such as cooking on a budget, 5 a day for mental health, health champions, greenstart, drama and dance, smartphone applications. • The extended programme is recommended to link with associated delivery through the Children's Centres, Secondary Schools, Sport and Leisure, FACL and the VCS.
<p>Linking People with Place</p>	<ul style="list-style-type: none"> • At the People Board in January 2014 Health was discussed as a People priority. A recommendation of these discussions was to ensure that Place actions and priorities made clear links with that of the People, particularly in relation to the impact the environment can have on the health of residents. • The Place Board received information on potential environmental improvements and actions across the West and how they meet the Place priority of Street Scene improvements and improving the Health and Wellbeing of residents in the West, for consideration and inclusion in the emerging priorities for West Area in 2014/2015. • The People Board received information on Family and Adult Community Learning (FACL) in the West and considered opportunities for influence and improvement. The board recommended the alignment of FACL delivery

	<p>where possible to support the delivery of West Area Committee priorities. With this in mind learning delivery is being considered and developed to meet West People and Place priorities including environmental improvement across the area.</p> <ul style="list-style-type: none"> • The Integrated Wellness Review was discussed at the People Board in March 2014, describing the developing model which identifies that feedback from communities indicated they do not need services. They would prefer opportunities to embed healthier choices into the way they live their lives. This element of the new model will look at how outdoor space is used to support healthier choices including active travel, improvements in outdoor spaces to support improvements in mental and physical well-being. • The board recognised the opportunity to align the work of the Integrated Wellness Review, the People Board Health plan on a page and the Place priority of improvements to environment and street scene to ensure maximum value for money and successful outcomes for the residents in the West. • The People and Place priorities identified by West Committee and the joining up of this work clearly supports maximising the use of greenspaces to improve health and wellbeing as described in the earlier report to Committee at Item 4.
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4. Recommendations

- 4.1 Members are requested to consider the progress and performance update with regard to the West People Board Work Plan for 2013/2014.
- 4.2 Consider and agree the recommendation of the board to develop and align FACL learning where appropriate to support Area Committee's local area priorities.
- 4.3 Consider and agree the recommendation of the board to incorporate the issues identified as part of the sexual health review as part of the health plan on a page.
- 4.4 Consider and agree the proposed health plan on a page for West.
- 4.5 Consider and agree the recommendation to support VCS capacity and sustainability to support the integrated wellness review.
- 4.6 Consider and agree the recommendation to visit the Community Shop in Goldthorpe and influence plans for a national rollout to include Sunderland.
- 4.7 Consider and agree the alignment of the Integrated Wellness Review and the local area priority of Environmental Improvements in the West, to support Health and Wellbeing outcomes in the West.

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PEOPLE BOARD PRIORITIES - Area specific contribution to Corporate Outcome Framework and the Transformation of Council Services

Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1 Support the Delivery of the Health and Well Being Strategy: Transformation of Adult Social Care	To influence the design and delivery of local services to support improvements in public health and adult social care	Sep-13	* Develop citywide community directory of services. * Identify gaps and opportunities to enhance community provision to meet adult social care need * Role out and monitor dementia module of Health Champions. * Identify opportunities to promote and market day opportunities to increase take up in the West and reduce social isolation.	Apr-14		Joint walk and talk budgets underway with Members, RLS, HHAS. Community Directory subject to 'soft' launch and now live on council system. Dementia module launched in the West with 4 of the 10 funded courses now having been delivered.	
2 Early Years Intervention and Locality Services	To influence the design, delivery and review of early intervention and locality services	Monthly basis	* Work with Locality Manager to identify opportunities to influence services. * Identify links with Children's Local Area Board action plan to align relevant priorities, actions and outcomes with the People Board. * Identify opportunities to reduce NEET figures in the West. * Monitor the youth contracts for the West through performance management information on 6 monthly basis.	Apr-14		Meeting held with Heads of West Secondary schools to discuss developing a programme of activity in partnership with secondary schools and including additional skills within the curriculum to support improved prospects for young people when they leave FTE to reduce NEET's. Report prepared on potential support mechanisms for 14 - 16 and further meetings with Head Teachers to be held. Youth contract performance information presented to the board on a 6 monthly basis. Early Intervention and Locality performance information presented to the board quarterly. CLAB action plan reviewed and overlapping priorities and actions identified, work commenced to achieve.	
3 Re-commissioning services in Children's Centres for 2014	To influence service provision in the West as of April 2014	Jul-13	* Bring unique understanding of communities to identify options for future delivery	Jan 2014 (update only)		Children's centre performance framework and local need information presented to the board and shared with all members for comment to feed in local information and requirements. Members comments and local intelligence for the West fed into the contract	
4 Influencing re-commissioning of Youth Contracts for 2015	Influence Youth Contract Provision from April 2015	Jul-14	tbc	September 2014 (tbc)		Members through the People Board agreed the use of the flexible session in order to provide holiday provision from June 2014 onwards. Information provided to Commissioning to communicate to the Youth Groups and ensure monitoring in place.	
5 LMAP's - review and links with Area Arrangements	To ensure the board understand the outcome of the review and the impact on linkages with Area Arrangements	tbc	tbc	tbc		Work commenced to review LMAPS and links with boards, Committee and members.	
6 Library Services	Stage 2 consultation - opportunity for members to influence transformation of a reading and learning information service	Feb-14	* Members to feed in potential venues in the area for Community Book collections and reservations, outreach programmes and use of buildings * Develop in partnership with the VCS community library activities in the West.	Apr-14		Library Service redesign complete. Work ongoing with voluntary and community sector to further enhance and develop local library services and activities from community venues across the West.	
7 Lifelong Learning	To consider how members can influence the commissioning activity utilising Family and Adult Community Learning Funding (FACL) available in 2014/15.	Feb-14	Initial discussions and consideration	Apr-14		FACL information presented to board. Board identified how FACL could work with the VCS and use the learning opportunities to support the delivery of local area priorities. Information and opportunity shared through VCS meeting.	

8	HHA Commissioned Grant	To consider how members can influence the commissioning process for a grant allocation in 2015/2016	Jan-15	Initial discussions and consideration	tbc		
9	Child Health/Obesity	Consideration to be given to opportunities where members/officers/relevant partners can work together to understand the local context and how community leadership can help reduce obesity	Jan-13		Apr-14		Jan and March People Board received information on health to design and develop a health plan on a page which looks at joint working to support improvements in health. Healthy lifestyles for all form part of this plan. The board also requested the Change for Life programme extend to work with all primaries in the West area to extend the scheme to focus on healthy lifestyle of the family. Further work is ongoing to design the scheme.
10	Health Funding - £20k per area	To allocate against Health priorities	tbc	tbc	Apr-14		Report to April AC from public health on the funding available and how this may be used on an area basis.
11	Intergrated Wellness Service Review	To input into forthcoming review	Jan-14	*A stakeholder event is being arranged for 15th November 2013, 9 - 3.30pm for Chairs and Vice Chairs and as such it is proposed that the item is discussed at the November People Board meeting, allowing members time to discuss and feed in views via Area Chair and People Board Chair	Apr-14		An Integrated Wellness session was offered to all West area members to feed in the views on the review. The session was held on 7th November and views fed in and collated to be represented by the Chair of Area Committee at the event on 15th November. Members received further information at March People board and fed in views which have also been incorporated into teh West Health Plan.
12	Strenthening Families - Family Focus	Consideration to be given to how the board could influence the Strengthening Families - Family Focus		* A presentation is being delivered to September Area Committee and a request to delegate to People Board to consider local perspective.			The presentation was delivered to September Committee and agreement to delegate to the People Board. Strengthening Families is now considered by the People Board as a strand through all of the work undertaken.
13	Welfare Reform	Consideration to be given to how the board could influence/take actions		A presentation is being delivered to October West People Board, following presentation to full Labour group in September.			A presentation was delivered to November People Board on the current position citywide and locally. Members requested additional information and made suggestions to improve the offer from the Council. Work to be undertaken with local West VCS to further develop food parcel and upcycling network in the West. Meeting arranged with Sunderland Minister to establish
14	Sexual Health Services	To input into review of Sexual Health Services in the city at an area level, to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach (within a given financial envelope).	Mar-14	* Health colleagues are carrying out a review of Sexual Health Services in the city. Members at an area level to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach (within a given financial envelope), using local knowledge. It is anticipated that this will be included in the December People Board with Gillian Gibson attending.	Apr-14		Information was presented to the People Boards in December and March regarding the Sexual Health review, members made recommendations based on local intelligence and need. Actions incorporated into West Health plan.
15	Anti-social Behaviour	Consideration being given to how members can influence a more bespoke approach to ASB	tbc	tbc	tbc		

Additional Area Priorities

1	Health and Wellbeing	Identify and develop activity that addresses and improves the health and wellbeing of residents in the West.	Jan-14	<ul style="list-style-type: none"> * Monitor the delivery of the Stay and Bake course to support reduction in childhood obesity. * Ensure priorities for West are considered as part of the 'Integrated Wellness Review' and review of Sexual Health Services in the city. * Monitor the delivery and outcomes of the men's health project. * Receive information to identify the health issues within the West and the identification of services/projects that can address and improve these health issues. * Identify how the accessibility of information, advice and guidance can be improved across the West (self help/mediated). 	Apr-14		<p>Performance of funded projects monitored quarterly through the People Board, commencing 4th October. Stay and Bake course and funding agreed at June 13 Committee.</p> <p>Information provided on ICT access across the West Health needs information to be presented to Dec VCS network and Jan 14 People Board to align health related plans and priorities for CCG, Public Health, People and Children's Centres</p> <p>Targeted health People board held and Health plan developed incorporating influencing and local priorities with partners.</p>	
2	Job Prospects	Improve the employment prospects and opportunities of residents in the West	Dec-13	<ul style="list-style-type: none"> * Monitor the delivery and outcomes of the apprenticeship scheme. * Consider the employment support available for Jobseekers in the West and how this can be improved. * Monitor the delivery and outcomes of the West Apprenticeship programme. * Call for Projects for Work experience scheme. * Develop options for the delivery of an enterprise scheme in the West with a focus on businesses providing services required under the personalisation agenda. * Identify and develop options to improve the employment prospects and opportunities as part of the school curriculum. * Identify and develop options to improve the employment prospects and opportunities through the Voluntary and Community Sector organisations. 	Apr-14		<p>Performance monitored quarterly through the People Board and regular progress updates presented.</p> <p>Development of an enterprise programme for residents in the West with a focus on offering services that meet the personalisation agenda funded as a pilot by Area Committee through BIT.</p> <p>Further work ongoing to identify proposals to support existing businesses, information to April Committee.</p> <p>Work Placement programme agreed and funding aligned to support decision made at Committee to fund all 3 applicants and extend programme..</p> <p>Further work ongoing to with secondary head teachers in the West to consider the issues for 14 - 16 year olds and options presented to March People Board with recommendation for further discussion with Headteachers.</p>	
3	Activities for Young People	Support the delivery of positive activities for young people in the West	Feb-14	<ul style="list-style-type: none"> * Monitor the delivery of AC funded holiday activities for young people across the West. * Consider the future of positive activities for young people during school holiday periods once the current SIB funding has been used. * Consider the future use of the flexible banked youth session within the youth contract once AC funding has ended. 	Jan-14		<p>Performance monitored quarterly through the People Board and regular updates presented.</p> <p>Agreed no further SIB funding aligned to delivery of holiday provision. Members on ward by ward basis agreeing the use of the flexible session to make provision for holiday periods from June 2014 onwards.</p>	
4	New Issues/Priorities	Monitor and receive information in recognition of a new issue being raised from influencing/reporting	As required					
		G	Progressing on target					
		A	Progressing but behind schedule (with plans in place to action)					
		R	Not progressing					

JOINT OUTCOMES	PARTNERS	JOINT PRIORITIES BETWEEN PARTNERS TO ENSURE MAXIMUM OUTPUT AND EFFICIENCY OF DELIVERY	MAKING CONNECTIONS - PARTNERS COMMIT TO THE FOLLOWING COMMUNICATION, ENGAGEMENT AND DELIVERY MECHANISMS
<p>HEALTH AND WELLBEING BOARD OUTCOMES</p> <p>HAS Plan</p> <p>CLAB OUTCOMES – Children Centre’s Only and Ofsted requirement</p> <p>CCG PRIORITIES - WEST</p> <p>PUBLIC HEALTH OUTCOMES FRAMEWORK</p> <p>WEST AREA COMMITTEE</p> <ul style="list-style-type: none"> - Support the delivery of the Health and Wellbeing Strategy, focusing on the development of partnerships to maximise resources as well as supporting and engaging the VCS - Obesity / Healthy Eating and Lifestyles - Influence design, delivery and review of core services to ensure they are better matched to demand in local areas – services tailored where appropriate to meet local need and deliver a noticeable positive impact for local communities - Community Directory - Identify gaps and opportunities to enhance community services to meet adult social care need. - Supporting families living with dementia 	<p>Sunderland City Council – People Directorate (Children’s, Sport and Wellness, Integrated Commissioning Service, HHAS, Public Health)</p> <p>Sunderland City Council – Place Directorate (Streetscene; Planning)</p> <p>Sunderland Clinical Commissioning Group (CCG) – NHS England</p> <p>Housing Partners</p> <p>CLAB (Ofsted requirement) – Head Teachers; Health Visitors; Parents; Children Centre Staff</p> <p>West VCSN</p> <p>NHS South Tyneside Foundation Trust</p> <p>NHS City Hospitals Sunderland</p> <p>Health Watch Sunderland</p> <p>All Schools</p> <p>Creating Job prospects</p> <p>Substance Misuse Pathways</p> <p>Tyne and Wear Care Alliance</p> <p>North of Tyne and Wear (NTW)</p> <p>Sunderland Care and Support</p>	<p>1. Access to health and social care professionals and services</p> <p>1.1 Understand access across the West, attitudes, behaviours and issues experienced, particularly with BME Communities (<i>Evaluation/ engagement</i>)</p> <p>1.2 Understand GP practices and processes to establish pathways and variation in Services per ward (<i>Evaluation/ engagement</i>)</p> <p>1.3 Understand how referrals are monitored to establish outcomes (what works/what doesn’t (<i>Evaluation/Engagement</i>))</p> <p>1.3 Identify impact of access issues on health services e.g. inappropriate use of urgent care services. (<i>Evaluation/ engagement</i>)</p> <p>1.4 Develop an Area Engagement Plan/Marketing plan to ensure pathways are clear between organisations/services and individuals are accessing the right services at the right time to support improved health outcomes and best value . (<i>Action following outcome of Evaluation/ engagement</i>)</p> <p>1.5 Building on community assets within the West promote participation and take up of physical activity (<i>Action</i>)</p> <p>1.6 Information collated in the sexual health review to inform delivery of services are commissioned and targeted to all groups both young and old in the West (<i>Action</i>)</p> <p>1.7 Personalisation and Enterprise – (Action is on-going)</p> <p>1.8 Understand demand for Council services via the CSN and ensure ‘social capital’ capacity continues to be developed to not only meet that demand but remove demand from Council (<i>Evaluation/ engagement</i>)</p> <p>1.9 People Campaign promoting ‘See it, Solve it’ encouraging people to access local amenities; VCS; using their own resources to support themselves (<i>Action</i>)</p> <p>2. Mental Health and Wellbeing</p> <p>2.1 Build upon community resilience, identify causes of poor mental health and wellbeing. Understand the barriers to addressing these. (<i>Evaluation/ engagement</i>)</p> <p>2.2 Identify how the causes and barriers of poor mental health and wellbeing can be addressed. (<i>Evaluation/ engagement</i>)</p> <p>2.3 Link the health issues in the West with the Place Board to consider the impact of the environment on health and wellbeing of residents. (<i>Action</i>)</p> <p>2.4 Consider the use of alternative therapies connected to worklessness/welfare reform. (<i>Action following engagement/evaluation</i>)</p>	<ul style="list-style-type: none"> - Link through Strengthening Families model - Council, Schools, GP’s etc. - Work with Voluntary and Community Sector – signposting and delivery (Linking Patient Panels to VCS) - Work with Children’s Centres; Schools; GP Surgeries to ensure access to right service at right time - Encourage every GP practice to operate to agreed standards and pathways - Community Librarian and Community Library Services - Community Directory – linking GP’s with services available to enable signposting and community engagement and resilience - Encourage GP Practice’s to link with area social workers. - Link into the Council’s Commissioning Programme to support the development of needs assessment and outcomes of current commissioned services, to ensure local intelligence informs future delivery to continuously improve services

		<p>3. Teenage Conception Rates (particularly St Anne's and Sandhill Wards) 3.1 Establish why teenage conception rates in these particular wards are higher than those in other wards in the West. Try to address these through with partnership working. <i>(Action following outcome of Evaluation/ engagement)</i></p> <p>4. Obesity / Healthy Eating and Lifestyles 4.1 Support families to develop healthy lifestyles through training, support and information awareness <i>(Action)</i></p> <p>4.2 Develop an extended Change for Life programme through West schools deliver a whole family approach to offer support to develop healthy lifestyles. <i>(Action)</i></p> <p>4.3 Review how we can work with schools to improve attendance, to support young peoples' health and wellbeing <i>(Evaluation/ engagement)</i></p> <p>4.4 Explore the development of a local food co-op (social supermarket) <i>(Evaluation/ engagement)</i></p> <p>4.5 Utilise current assets within the West to add value, work with allotment holders and existing community gardens across the West to consider how they could support the provision of healthy food. <i>(Action)</i></p> <p>4.6 Build upon the success of the Health Champions programme to continue to build capacity within the local community and extend the programme to communities with low take up (BME, Young People). <i>(Action)</i></p> <p>4.7 Establish issues/areas of concern regarding substance misuse in the West <i>(Evaluation/engagement)</i></p>	
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The New Integrated Wellness Model

Our new model will deliver an approach that takes into account the health needs of the whole population while also being personalised to individual need.

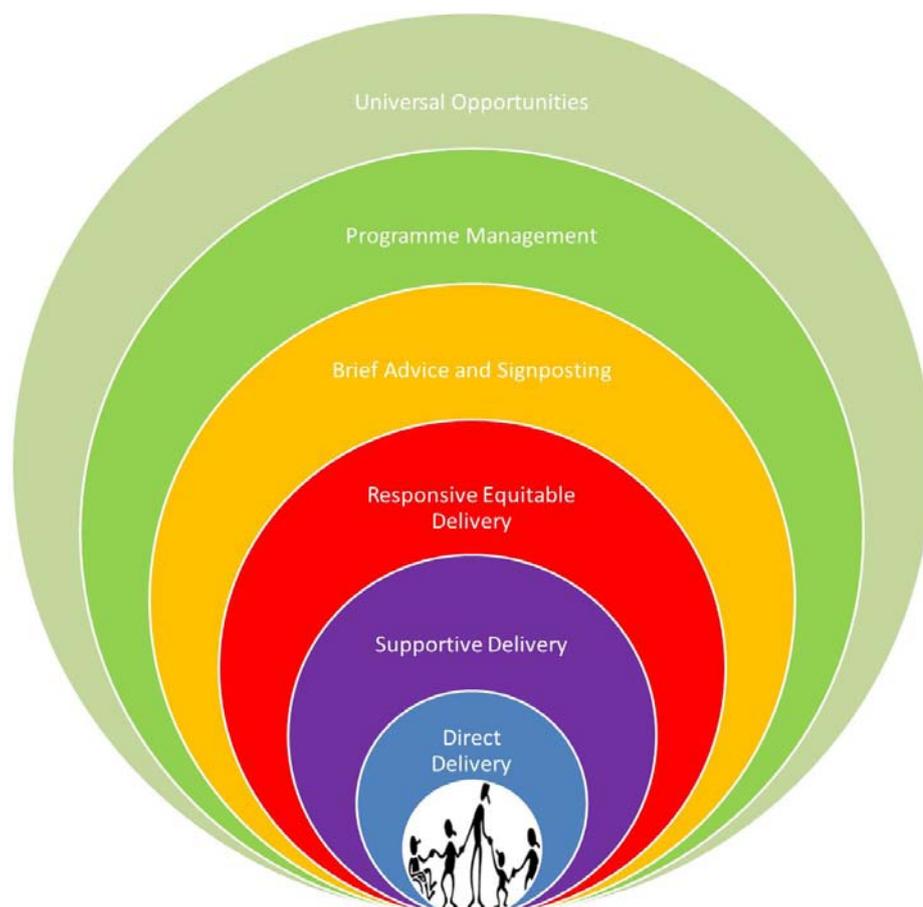


Figure 1: Delivering Integrated Wellness

Existing examples within the models layers include:

Universal Opportunities are used by everyone in Sunderland for example local parks, Sunderland's green spaces, the seaside, local cycle tracks

Programme Management Function an example of this is the hub for Sunderland stop smoking service

Signposting and Brief Intervention for example Sunderland Health Champions, brief intervention advice around smoking and alcohol delivered through primary care

Responsive Equitable Delivery working with people with high need who don't access mainstream services for example the targeted work in response to high rates of chlamydia in certain age groups, targeted work in wards with high teenage pregnancy rates, NHS health checks

Supportive Delivery for example through health trainers, building on the existing health trainer service, supporting people to develop plans to improve their own health.

Direct Delivery through our current community assets and services such as community organisations, Wellness Services, Sunderland stop smoking service, GP practices, pharmacies, private gyms



Change 4 Life

Change4Life has become one of the most instantly recognisable brands in health improvement. It enjoys high levels of trust and involvement from both the public and private sectors.

Change4Life's ambition is to create a movement in which everyone in society plays their part, helping to create fundamental changes to those behaviors that can help people lead healthier lives.

Change4Life has just launched a new healthy eating campaign to encourage and support families to make one easy healthy swap to their everyday food and drinks to cut out a surprising amount of sugar and fat from their diet.

Public Health Context

The National Health Obesity Observatory shows;

1 in 5 children in reception is overweight or obese (boys 23.5% / girls 21.6%)

1 in 3 children in Year 6 is overweight or obese (boys 35.4% / girls 32.4%)

The costs of Physical Inactivity

Physically Inactive children =

£21bn cost to NHS

£1,750.00 a year health costs

Lower attainment

2 extra days a year missed from school

Children with inactive parents are far less likely to be active and twice as likely to be obese

Context

The Department of Health have invested £6.4m into Change4Life Sports Clubs and have committed a further £2m in the programme to 2015 as well as contributing a significant proportion of the funding for the School Games Organisers role and, following the £60m investment into the recent School Sport Funding announcement, there is a growing impetus around the role of physical education and school sport in addressing public health issues for children and young people with particular reference to healthy weight.

Change 4 Life Sports Clubs

Change 4 Life Sports Clubs is an innovative programme that aims to harness the inspiration of the London 2012 Olympic and Paralympic Games to encourage less active children to do physical activity and engage in school sport. At their heart, the clubs seek to instil the confidence and competence in children to begin a positive, sustained interest in physical activity and sport

Change 4 Life Sports Clubs – Sunderland

The 3 Sunderland School Games Organisers have been tasked to roll out Change 4 Life Sports Clubs in each of the 83 primary schools in Sunderland.

Key Messages

Head teacher advocacy

Embed into wider whole school priorities

OfSTED will now be inspecting PE, School Sport and Healthy Active Lifestyles.

Ownership – by the school making the club vibrant and unique

Ownership – by the pupils (develop a real sense of belonging)

Change behaviours around key health areas (healthy eating, physical activity and social / emotional development)
Establish culture of regular attendance
Improve behaviour
Increase self esteem and confidence
Knowledge of healthy lifestyles
Engaging parents

Support

Youth Sport Trust Lead Health and Wellbeing School (Castle View)
Change 4 life Coaches
Free 3 hour Primary Training Module for 2 members of staff from each school
Free Change 4 Life Activity Bag (Target, Adventure, Creative, Combat and Flight).
School Games Organisers
Lifestyle, Activity and Food Programme (LAF)

Way forward

Identification of 2 deliverers from each school
Delivers to attend Primary Training Module
Change 4 Life Activity Bag delivered (Activity bag to be switched every 6 weeks)
Identification of inactive children (Year 3 and Year 4 are focus groups)
Set a day and time for operation of club (breakfast, lunch time or after school)
Set a club start date.
Week 1 – Get going log books completed and returned
Week 12 – Get going log books completed and returned
Week 24 – Get going log books completed and returned
Continuation beyond week 24
Celebrate - Change 4 Life Festival for all participating schools (Tuesday 1 July, 12.30 – 3.00pm, Biddick Academy)

Sustainability

Lead Health and Wellbeing School
Health Champions (feeder secondary schools)
Students from Sunderland University and Sunderland College
Young leaders from feeder secondary school
Pupils attending club to become Change 4 Life Champions
Local exit routes – Fit 4 Fun
School Games Organisers / engagement in School Games
Lifestyle, Activity and Food Programme (LAF)

Timescales

Primary Training Module training Tuesday 25 March 2014, 12.30 – 3.30pm, Farringdon Community Academy to enable clubs to start from April 2014.
Primary Training Module training September 2014 to enable club to start October 2014
Agree schedule of cohort of schools and phase in either April or October.

Further Information

www.nhs.uk/c4lsportsclubs

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WEST AREA COMMITTEE
9th April 2014
EXECUTIVE SUMMARY SHEET – PART I

Title of Report: Strategic Initiative Budget (SIB) and Community Chest - Financial Statement and proposals for further allocation of resources	
Author(s): Chief Executive	
Purpose of Report: Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an updated position on progress in relation to allocating SIB, and Community Chest and presents proposals for further funding requests.	
Description of Decision: <p style="text-align: center;">The Area Committee is requested to approve the following from the 2013/14 budget: Committee are requested to:-</p> <ul style="list-style-type: none"> (a) Note the financial statement set out in 2.1 and 3.1 (b) Consider the allocation of £10,500 SIB funding to support the proposal to assist existing businesses in the West as described in Annex 10. (c) Note the 9 approvals of Community Chest detailed within Annex 11. 	
Is the decision consistent with the Budget/Policy Framework? Yes	
Suggested reason(s) for Decision: The Area Committee has an allocation of £438,233 for 2014/2015 from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and 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	Relevant Scrutiny Committees:
Is it included in the Forward Plan?	

9th April 2014**REPORT OF THE CHIEF EXECUTIVE****Strategic Initiative Budget (SIB), Community Chest and Healthy Cities Investment Fund – Financial Statement and proposals for further allocation of resources****1. Purpose of Report**

1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an update position on progress in relation to allocating SIB and Community Chest and presents proposals for further funding requests.

2 Strategic Initiatives Budget (SIB)

2.1 The table below shows the financial position of SIB for 2014/2015:

	Committee Date	Allocated (not yet assessed)	Approvals	Balance
Total SIB for 2014/2015 is £438,233				
				£438,233
Project Name				
No projects approved to date within this financial year				£
Balance				£438,233

2.2 As referenced in the People Board update at Item 7 members requested consideration be given to developing support for existing businesses under the priority of improving job prospects.

2.3 At the March People Board proposals were presented as attached at **Annex 10** for work that can be undertaken to identify businesses across the area and complete a diagnostic with businesses to understand the support requirements of these businesses. This diagnostic would assist in identifying what businesses need to be sustainable, expand the size of the business or types of services offered.

2.4 The People Board made a recommendation to allocate £10,500 SIB funding to purchase a business list and undertake an initial diagnostic with 100 businesses.

2.5 The total budget being requested from the projects listed is £10,500, should the projects be approved the balance of SIB funding remaining following allocation would be £427,733.

3. Community Chest

3.1 The table below details the starting balances for 2014/2015. **Annex 11** shows the approvals between January to March 2014.

Ward	Start Balance for 2014/2015
Barnes	£19,916.06
Pallion	£21,370.59
Sandhill	£15,617.80
Silksworth	£13,307.46
St Anne's	£18,054.33
St Chad's	£13,488.46
Total	£101,754.70

4. Recommendations:

- 4.1 Note the financial statements set out in sections 2.1 and 3.1.
- 4.2 Consider and agree the recommendation to allocate £10,500 to diagnosing support required by existing businesses in the West, subject to full application and consultation.
- 4.3. Note the **9** Community Chest approvals supported from 2013/2014 Community Chest as set out in **Annex 11**.

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**REPORT TO WEST AREA PEOPLE BOARD
12th March 2014**

Enterprise and Personalisation – Supporting Existing Businesses

1. Background

- 1.1 As part of its priorities for the year 2013 - 14, West Area People Board identified Job Prospects as a priority and wanted to build upon the success of the previous enterprise scheme funded through Area Committee.
- 1.2 The People Board in looking at the transformation of Adult Social Care considered the link between enterprise and the Personalisation agenda and how the establishment of new enterprise may assist in not only creating new employment opportunities but also offer greater choice and control to Sunderland residents requiring support and assistance to maintain their independence.
- 1.3 The Board and Committee agreed to fund a pilot programme to assist in the establishment of ten new businesses in the West of the city based upon residents increasing support needs and the opportunity personalisation offers.
- 1.4 The board also requested that consideration be given to and research undertaken into how existing businesses can be supported to grow and prosper and afforded the same opportunity the Personalisation agenda may offer.

2. Identifying Businesses

- 2.1 In order to identify the support requirements of existing businesses, work would need to be undertaken with the businesses to understand what and where support was required.
- 2.2 There are a number of options that could be considered in terms of identifying existing businesses:
 - Use information already held including those businesses previously established supported by Committee, the Community Directory which includes VCS organisations and local traders in the shopping centres across the West.
 - Buy in a survey which will identify the majority of all businesses in the West at a cost of roughly £2000.
 - Deliver an event which could be marketed to businesses in the West.

3. Identifying Support Requirements

- 3.1 On identification of the businesses a diagnostic could be undertaken with each of the enterprises to establish what support and advice they may need in order to:
 - Grow the business
 - Expand services delivered
 - Get over difficulties they may be experiencing which are putting the business at risk.
- 3.2 The diagnostic would be undertaken on a one to one basis with each of the businesses to identify individual need. This information would be analysed and collated to identify those businesses who require support and the type of support required. The estimated cost of a diagnostic survey with 100 businesses would be £6,500.

4. Providing Support

- 4.1 The analysis of work undertaken with the businesses will initially identify:

- Businesses keen to grow
- Businesses keen to expand service delivery
- Businesses that are struggling

4.2 Within each of these areas businesses may require a range of support e.g. marketing, financial advice, training, increasing the workforce, accessing business premises, how to tender for contracts etc.

4.3 On identifying the types of support required the programme would look to divert businesses into support that is already available at no cost e.g. dementia training, training for procurement and tender, advice on business premises and how these can be accessed etc.

4.3. The support offered would also ensure that organisations were linked in to the achievement of Area Committee priorities and delivery of positive outcomes for the area including but not limited to recruitment to the apprenticeship and work experience programme, environmental improvements particularly in shopping centres, dementia friendly venues and organisations and an age friendly city.

4.4 The analysis will also identify types of support businesses/organisations require that are not currently available and exist as gaps in the market. These gaps could be met by designing a programme of support for those organisations to be delivered on a one to one basis or as a group.

5 Recommendations

5.1 Consider and make a recommendation as to whether the proposal should Progress to Area Committee.

5.2 Consider and make a recommendation as to whether we work with businesses for whom we hold information, buy in the information, deliver an event or a combination of the proposals.

5.3 Consider and make a recommendation as to the use of a diagnostic meeting to identify support requirements.

5.4 Consider and make a recommendation as to the type and level of support required offered; business growth, expansion of services, struggling businesses or a combination of all three areas.

5.6 Agree to receive a further report on gaps in support available should the recommendations to proceed be favourable.

COMMUNITY CHEST 2013/2014 WEST AREA - PROJECTS APPROVED January to March 2014

Ward	Project	Amount	Allocation 2013/2014	Project Proposals	Previous Approvals	Grants Returned since April 2013	Balance Remaining
Barnes	Ewesley Road Methodist Luncheon Club - Towards the cost of a day trip for 30 members and 10 carers from the group to Rose Tree Hotel, Shincliffe with lunch and coach hire	£700		£700			
	St Cuthbert's Care Takeaway - Contribution to deliver a take away service that will offer free soup and sandwiches once per week to local homeless people.	£1,000		£1,000			
	Red Machine Allotments - Purchase of garden tools and transport costs for cabin on site	£750		£750			
	Friends of Barnes Park - Various events in Barnes Park from May to August to expand the range of activities available during the summer months in the park. Events will include bowling, music, a theatre performance history talks and health walks.	£3,680		£3,680			
	Total		£21,703.33	£6,130	£5,657.27	£0	£9,916.06
Pallion	Lambton Street Youth Centre - Contribution towards the installation of further CCTV at Lambton Street Youth Centre for security and safeguarding of the Centre and its members.	£1,000		£1,000			
	Pallion Action Group - Cost of a year's membership and a 1 day's activity including hire of equipment and meals for 15 young people from the Pallion Action Group, at Dexe North East.	£600		£600			
	Total		£19,648.59	£1,600	£6,678	£0	£11,370.59

Ward	Project	Amount	Allocation 2013/2014	Project Proposals	Previous Approvals	Grants Returned since April 2013	Balance Remaining
Sandhill	Gardiner Bowls Club - Cost of hall rental for Bowls Club covering 51 weeks of the year for both the Senior Citizens League and Night League.	£1,000		£1,000			
	Total		£17,611.44	£1,000	£10,993.64	£0	£5,617.80
Silksworth	No applications approved January to March 2014						
	Total		£10,367.46	£0	£7,060	£0	£3,307.46
St Anne's	2nd South Hylton Brownies - Contribution towards the cost of a Pool Party and a Brownie Camp as part of the 100 th year old celebration of the Brownies.	£500		£500			
	Total		£13,889.33	£500	£5,335	£0	£8,054.33
St Chads	Grace House - Purchase of refreshments, biscuits, cakes, posters and leaflets for coffee morning on behalf of Grace House at Middle Herrington Methodist Church on 8 th March 2014	£135		£135			
	Total		£10,025.50	£135	£6,467.24	£65.20	£3,488.46
Total			£93,245.65	£9,365	£42,191.15	£65.20	£41,754.70

Current Planning Applications(West)

Between 01/03/2014 and 23/03/2014

Reference	Address	Proposal	Date Valid	Target Date for Decision
14/00400/FUL	16 North Hall Road Grindon Sunderland SR4 8NB	Two storey side extension and front porch.	07/03/2014	02/05/2014
14/00502/FUL	Tanfastic Sun Centres Limited 21 Whitehall Terrace Sunderland SR4 7SR	Convert the existing building from a tanning salon to two residential flats with associated internal and external works.	13/03/2014	08/05/2014
14/00484/FUL	60 Parkhurst Road Sunderland SR4 9DA	Conversion and extension to existing outhouse to provide bedroom and en-suite with pitched roof over, including new steps to rear elevation.	04/03/2014	29/04/2014
14/00530/FUL	2 Pennygate Square Sunderland SR4 0HS	Conversion of an existing outbuilding to create dining room with pitched roof and new fenestration.	07/03/2014	02/05/2014
14/00522/FUL	16 Glendale Close Sunderland SR3 3RY	Erection of single storey extension to front and two storey extension to rear.	06/03/2014	01/05/2014
14/00590/FUL	Rivelin 44 West Park Sunderland SR3 3SY	Erection of first floor extension to rear.	10/03/2014	05/05/2014

Reference Address Proposal Date Valid Target Date for Decision

Reference	Address	Proposal	Date Valid	Target Date for Decision
14/00568/FUL	3 Piccadilly Sunderland SR3 3DR	Erection of a two storey side extension and erection of single storey extensions to front and rear	12/03/2014	07/05/2014
14/00493/FUL	5 Turnham Road Sunderland SR3 4LP	New access ramps to front and rear and erection of a single storey side extension.	05/03/2014	30/04/2014
14/00410/FUL	Land Rear And Side Of Broadway Grindon 207 The 4 9HB Sunderland SR	Change of use from open space to residential garden to include the erection of a close boarded fence.	07/03/2014	02/05/2014
14/00469/FUL	McDonalds Restaurants Ltd Moor Road Sunderland SR3 1TJ North	Reconfiguration of the drive-thru lane, demolition of existing corral and construction of new remote corral and dry store, installation of a 'goal post' height restrictor, 2 no. Customer Order Displays (COD) and associated canopies.	03/03/2014	28/04/2014
14/00470/ADV	McDonalds Restaurants Ltd Moor Road Sunderland SR3 1TJ North	Reconfiguration of signage suite with the retention, relocation and additional signage. Suite comprises 6 freestanding signs and 2 banner signs	03/03/2014	28/04/2014
14/00511/FUL	115 Silksworth Lane Sunderland SR3 1NR	Erection of porch to side and single storey kitchen/w.c extension to side/rear elevation.	06/03/2014	01/05/2014

Reference	Address	Proposal	Date Valid	Target Date for Decision
14/00571/FUL	131 Leechmere Road Grangetown 2 9DL	Erection of a two storey side extension and single storey front extension	12/03/2014	07/05/2014

