

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 1st MARCH, 2010 at 5.30 p.m.

Present:-

Councillor Wares in the Chair

Councillors Ball, M. Forbes, E. Gibson, Paul Maddison, T. Martin, M. Smith and Wood

Also Present:-

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| Christine Bulmer | - Wellness Programme Manager, Sunderland City Council |
| Hazel Clark | - Area VCS Network Representative |
| Neal Craig | - Neighbourhood Inspector, Northumbria Police |
| Nonnie Crawford | - Director of Public Health, Sunderland Teaching Primary Care Trust |
| David Curtis | - Area VCS Network Representative |
| Steve Dodds | - District Bus Manager, Nexus |
| Steve Dougal | - Sport and Leisure Services Manager, Sunderland City Council |
| Judith Hay | - Head of PC&EWB, Sunderland City Council |
| Paula Hunt | - Area VCS Network Representative |
| Matthew Jackson | - Democratic Services Officer, Sunderland City Council |
| Janet Johnson | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Ray Leonard | - CEO, Back on the Map |
| Helen Matthews | - Head of Strategy, Nexus |
| Vivienne Metcalfe | - Area Community Co-ordinator, Sunderland City Council |
| Peter Nicol | - Connexions |
| Mike Poulter | - Head of Project and Service Review, Sunderland City Council |
| Stephanie Rose | - 14-19 Development Officer, Sunderland City Council |
| Debbie Ross | - Community IT Manager, Sunderland City Council |
| Janet Snaith | - Head of Business Investment, Sunderland City Council |
| Vince Taylor | - Head of Strategic Economic Development, Sunderland City Council |
| Nicol Trueman | - Area Officer, Sunderland City Council |
| Jeremy Wicking | - Media Officer, Sunderland City Council |
| Su Yip | - Project Development Manager Sport and Leisure, Sunderland City Council |

Members of the East Area Community

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors P. Dixon, Errington, Mordey, O'Connor and Vardy.

Minutes of the Last Meeting of the Committee held on 4th January, 2010

1. RESOLVED that the minutes of the previous meeting held on 4th January, 2010 be confirmed and signed as a correct record.

Declarations of Interest

Financial Statements and Funding Requests

The Chairman declared a Personal and Prejudicial interest in the Community Chest application for Ryhope Community Association as Chairman of Ryhope Community Association.

Councillor E. Gibson declared a Personal and Prejudicial interest in the application for Education Business Connections as the applicant was known to her and also her grandson was a pupil at St. Aidan's School, which had expressed an interest in the application.

Councillor Ball declared a Personal interest in the application for Bluewatch Youth Centre as a Board Member of Bluewatch Youth Centre.

Councillor M. Smith declared a Personal and Prejudicial Interest in the application for Education Business Connections as the applicant was known to her.

Consultation on Football, Play and Wellness

Councillor T. Martin declared a personal interest in the item as a governor of Southmoor School.

Chairman's Welcome

The Chairman welcomed everyone to the Meeting and introduced the Voluntary Community Sector representatives who had recently been appointed and were attending their first meeting.

Questions to Area Committee

The Chief Executive submitted a report (copy circulated) which informed Members of the questions received.

(For copy report – see original minutes)

Matthew Jackson, Democratic Services Officer, presented the report and advised that there had been one question received, this was regarding Hendon Beach and was attached to the report. There had been a site visit which had taken place at the request of the Chairman and the findings of this site visit would be presented to a future meeting of the Committee.

A review of the Questions to Area Committee pilot scheme would be undertaken and a report would be delivered to the April meeting of the committee to seek Members views on the scheme.

2. RESOLVED that the report and the question about Hendon Beach be received and noted.

Accessible Bus Network Design Consultation (Local Bus Links)

The Director of Strategy, Nexus submitted a report (copy circulated) which provided Members with details of the proposals for the Bus Network within the East Sunderland Area and requested Members comments and feedback on the proposals.

(For copy report – see original minutes)

Helen Matthews, Head of Strategy, Nexus, presented the report and advised Members that the Integrated Transport Authority and Nexus had launched the bus strategy in March 2009 and since then there had been consultation with the public. The Accessible Bus Network had been developed to provide services where the commercial operators did not provide services. These essential services were paid for by Nexus.

There was the possibility of withdrawing poorly performing services to enable funding to be redirected to more needy areas which would enable more people to access services and key destinations.

Councillor Paul Maddison asked what hours the new taxi bus services would be operating.

Steve Dodds, District Bus Manager, Nexus, advised that they would normally be operational between 9am and 6pm.

Councillor E. Gibson asked for clarification of whether the number 38 had been withdrawn completely and whether the number 37 would still be

operating. She had concerns that the Shiney Row College students would no longer have a direct bus from Tunstall Bank Estate to the college.

Mr Dodds advised that the 38 was being withdrawn completely and would be replaced by the 37. The 37 did not serve Shiney Row College directly however it did go past Herrington Burn which was within reasonable walking distance of the college.

Ray Leonard, Chief Executive of Back on the Map, advised that there had been an additional service provided by Compass Community Transport using funding from Back on the Map. This funding had now ended. He queried whether anyone had been in touch with Nexus with regards to continuing the provision of this service.

Ms Matthews advised that currently there had not been anyone in contact with regards to the provision of this service.

Councillor T. Martin queried whether the service that was provided by Compass would continue to be provided.

Mr Dodds advised that the service provided by Compass would be ending at the end of March 2010 and the demand responsive services would be ending in the next year. There would be new services provided.

Hazel Clark, Voluntary and Community Sector representative, commented that the current service took people to Asda however the new service would go to Morrison's supermarket.

3. RESOLVED that the report be received and noted and the Committee's comments be included in the consultation on the bus strategy.

Sunderland East a Prosperous Area Summary

The Chief Executive submitted a report (copy circulated) which informed the Members of the proposed actions relating to the Prosperous theme and which sought Members views on the proposals.

(For copy report – see original minutes)

Janet Snaith, Head of Business Investment, presented the report and advised that unemployment levels had risen significantly but had started to reduce again. There were a large number of employment opportunities in Hendon however there was still high unemployment.

Vince Taylor, Head of Strategic Economic Development, presented the report regarding the Economic Masterplan and advised Members of the vision and aims for the city.

Councillor T. Martin stated that it was pleasing to see these opportunities for the city. The increase in the number of companies taking on apprentices and the changes to the curriculum for secondary education were welcome.

Councillor M. Forbes commented that there were areas with large amounts of financial investment and initiatives in place however there was not much progress made. There was a need to work with the disaffected young people in these areas to help them attain the necessary skills to gain employment.

Stephanie Rose, 14 – 19 Development Officer, advised that Sunderland was a lead authority regarding the implementation of the reforms for the delivery of education. There were new methods of education being developed to work alongside the existing, traditional education methods. This would address the skills shortages. There would be a requirement for education to continue in some form up to the age of 18.

Councillor M. Forbes then commented on the 21 recent business start-ups and queried what the failure rate had been and what the reasons for failure were.

Ms Snaith advised that people were given advice and mentoring so that they were not left on their own. There were hopes that there would be a high success rate. People were steered towards viable options and there was a need to prevent there being too many businesses within the same industry contained in the same area.

Councillor M. Forbes then stated, with regards to wind farms, that it was her understanding that the power created could not be stored for use at times of high power usage.

Mr Taylor advised that the power created was fed into the National Grid which did have limited storage capabilities. There was a plant in Wales which used the power to pump water up a mountain and then when more power was needed the water was allowed to drop down the mountain and through turbines to create power. This system worked like a large battery.

A local resident asked why the wind turbines could not be built in Sunderland.

Mr Taylor advised that whilst the full range of opportunities presented by developments in the sector would be of interest to the port, there is not a site of sufficient size to accommodate manufacture. However, the considerable long-term opportunities presented by the operation and maintenance of an offshore wind farm in the North Sea would be of particular interest to the port of Sunderland.

Ray Leonard, Chief Executive of Back on the Map, commented that it took a lot of work to identify and work with the people with most need. This was costly however there were successful centres which brought together people with varied needs and brought the support workers together to help provide a better service for those in most need. He also commented that there was a lot

of housing available in the area and this led to the population being very mobile. Often, when people were given assistance to gain employment they left the area as their aspirations changed. There was a need to improve the services and housing in these areas and there was a need to address the wider issues.

4. RESOLVED that the 12 actions identified be noted.

Sunderland East Area Action Plans

The Chief Executive submitted a report (copy circulated) which provided information on the performance against the action plans for the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members of the progress which had been made on the action plans for the themes which had been discussed by the Committee so far.

The Area Committees website was now online (www.sunderland.gov.uk/areacommittees) and this provided information about the area as well as providing up to date versions of the action plans.

5. RESOLVED that the action plans be received and noted and further updates be received.

Financial Statements and Funding Request

The Chief Executive submitted a report (copy circulated) which sought the Members approval of proposals for the allocation of SIB, SIP and Community Chest funding to support initiatives that would benefit the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members that there was a proposal to change the protocols for Community Chest with regards to citywide bids. It was recommended that the process be changed so that citywide bids were considered at the end of the year once all other applications had been considered.

The Members agreed that this would be the most suitable way of dealing with citywide applications.

Ms Trueman also advised that the application for Education Business Connections had been withdrawn from the agenda.

There were nine proposals for support from the 2009/10 Community Chest set out in Annex 1. These 9 proposals totalled £5,840 and should they be approved then there would be funding remaining as follows:

Doxford Ward: £0

Hendon Ward: £0

Millfield Ward: £0

Ryhope Ward: £31

St. Michael's Ward: £1,279

There was one proposal for support from SIB funding with a recommendation to approve for Bluewatch Youth Centre for £24,819.

There was one proposal for Support from the Hendon Ward SIP funding with a recommendation to approve for Sunderland City Council for £700.

6. RESOLVED that:

- a. The Community Chest protocols be changed so that citywide bids were only received at the end of the year, after all other bids had been considered.
- b. The 9 proposals for support from the 2009/10 Community Chest be approved.
- c. The SIB application for Bluewatch Youth Centre for £24,819 be approved.
- d. The SIP application for Sunderland City Council for £700 be approved.
- e. The financial statement for the 2009/10 be received and noted.
- f. An application for SIB funding for the Green Team Programme be received.

Consultation on Football, Play and Wellness

The Executive Director of City Services submitted a report (copy circulated) which informed Members of the Football Investment Strategy and Play and Urban Games Strategy and sought feedback from the Committee on the investment priorities for the strategies.

(For copy report – see original minutes)

Su Yip, Project Development Manager, Sport and Leisure, presented the report and advised the Committee of the investment priorities.

Councillor Wood asked for clarification of what 4 change and 8 change meant and also whether the investment would be at Hill View Infant or Junior School. He also asked what a 3G pitch was.

Ms Yip advised that 4 change and 8 change was the number of changing facilities available at one time. More changing facilities would enable multiple matches to be played at once. The 3G pitches were pitches manufactured

using a modern artificial surface material. She agreed to find out which school the work would be taking place at.

Councillor M. Forbes stated that it would be useful to see which schools allowed the facilities to be used out of school hours.

The Chairman agreed with this and asked for the information to be provided.

Ms Yip agreed to provide this information.

Ray Leonard, Chief Executive of Back on the Map, advised that there was a sports pitch at Valley Road School and the Town Moor in the East End also had an informal sports pitch.

Christine Bulmer, Wellness Programme Manager, advised Members of the Wellness... it's a walk in the Park programme. There were planned walks of varying lengths between 1 and 3 miles which were suitable for everyone.

Councillor T. Martin suggested that Hendon Beach could be used as a location for the walks. He also advised that there were concerns over flooding in Backhouse Park caused by litter blocking the stream through the park. This caused health risks and restricted access.

7. RESOLVED that the report be received and noted and the Committee's comments be included as part of the consultation on the Football Investment Strategy and Play and Urban Games Strategy.

Responsive Local Services

The Executive Director of City Services and the Chief Executive submitted a report (copy circulated) which provided the Committee with an update on the Responsive Local Services Project for the period November 2009 to January 2010.

(For copy report – see original minutes)

Mike Poulter, Head of Project and Service Review, presented the report and advised that the black recycling boxes would be phased out and replaced with the new blue recycling bins.

There was no pattern to the missed bin collections and the East Area had the lowest rate of missed bin collections in the City.

Litter was a problem across the whole area and was a major issue for everyone. Mr Poulter directed Members attention to the map contained in the presentation which showed the litter hot spots.

Councillor Wood queried when in the recycling programme would the East Area be receiving the new bins. He also commented that the East Area had seen more penalties for littering than anywhere else.

Mr Poulter advised that there had been a targeted campaign which was the reason for the large number of penalty charges issued for littering. He agreed to provide Councillor Wood with the information regarding the black recycling boxes.

A local resident stated that despite the targeted litter prevention work there were still problems in the Long Streets area of Hendon. There was a large amount of waste was dumped in the back lanes in this area. The road sweeping was lacking as there was only a road sweeper attended the area every six weeks. There were also problems with dog fouling in the area.

Mr Poulter advised that this information was important as it would be able to be used to ensure that the services were responsive to the community's needs. There was a need to target specific issues and ensure that the frequencies of services were appropriate.

Councillor T. Martin commented that there was a need for effective, regular street sweeping.

Mr Poulter advised that there was a need to look at the needs of the community and the current frequency of services. If the frequency of services was increased in an area then there would be a need to reduce services in another area unless additional funding was secured. There was a need for communication and education in order to change behaviour rather than just continuing to increase the amount of service provision in the area. There would be education campaigns taking place in the schools in the Hendon area.

8. RESOLVED that the report be received and noted and that further updates be received.

(Signed) D.R. WARES,
Chairman.

**At an Extraordinary meeting of the EAST SUNDERLAND AREA
COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 8th
MARCH, 2010 at 5.30 p.m.**

Present:-

Councillor Wares in the Chair

Councillors Errington, M. Forbes, E. Gibson, Paul Maddison, T. Martin,
O'Connor, M. Smith and Wood

Also Present:-

Hazel Clark	- Voluntary Community Sector Representative
Nonnie Crawford	- Director of Public Health, Sunderland Teaching Primary Care Trust
David Curtis	- Voluntary Community Sector Representative
Paula Hunt	- Voluntary Community Sector Representative
Helen Hunter	- Previous Lets Go card Project Manager, Sunderland City Council
Matthew Jackson	- Democratic Services Officer, Sunderland City Council
Janet Johnson	- Deputy Chief Executive and Area Lead Executive, Sunderland City Council
Ray Leonard	- Chief Executive, Back on the Map
Vivienne Metcalfe	- Area Community Coordinator, Sunderland City Council
Jane Peverley	- Communications Manager, Sunderland City Council
Nicol Trueman	- Area Officer, Sunderland City Council

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Ball and
Mordey

Declarations of Interest

Sunderland East a Healthy Area Summary

Councillor Errington declared a personal interest as an employee of City
Hospitals Sunderland and a family member was employed by Sunderland
Teaching Primary Care Trust

Councillor E. Gibson declared a personal interest as a family member was
employed by Sunderland Teaching Primary Care Trust

Councillor M. Smith declared a personal interest as a member of the Sunderland Teaching Primary Care Trust Continuing Inpatient Care Review Panel

Sunderland East a Healthy Area Summary

The Chief Executive submitted a report (copy circulated) which provided Members with the opportunity to discuss and give consideration to the Healthy area theme.

(For copy report – see original minutes)

Nonnie Crawford, Director of Public Health, Sunderland Teaching Primary Care Trust, presented the report and advised that there had been a lot of good work carried out over the last three to five years including improvements to wellness centre services and the provision of the Active Bus service.

The Area snapshot showed ward figures however natural neighbourhoods were often very different to the ward average. Within the Hendon Ward there were large differences in life expectancy with the East End having a lower life expectancy than the Queen Alexandra Road area.

The funding for the Lets Go Card scheme had now ended. The project had allowed young people to participate in activities they normally would not have been able to take part in; as a result there had been a reduction in NEET levels. The project manager for the scheme, Helen Hunter, was present to answer any questions on the project.

Obesity, smoking, alcohol use and financial exclusion were all major issues for health in the area.

There was a need to look at what assistance could be provided to the different age groups and a need to look at where work could be done to have the most significant impact.

In response to a question from Councillor Errington regarding obesity measurement in primary schools Ms Crawford advised that there was a National Child Measurement Programme which ensured that children in Reception, Year 1 and Year 6 had their height and weight measured. There had been a good response from parents and advice would be given to parents if their children were found to be classed as obese. There was still a need to develop appropriate treatments for children while for obese adults there were established treatment options.

Councillor Errington then commented on the Chlamydia screening programme and asked how the Council could assist with this programme.

Ms Crawford advised that there was a target in place for screening of people aged between 15 and 24. The majority of people infected did not realise that

they had the disease and it could lead to infertility. It was important to identify the areas where there was most need to target the programme.

Councillor Wood expressed concerns over the figures in the chart contained in the report. The mortality rates from cancer in Doxford and Millfield were higher than the city average however the chart showed these as 'green'. He felt that these figures should be red considering that they were worse than the city average.

Ms Crawford advised that there were tolerances involved and the figures would have to be a certain amount over the average before the figure was recorded as being red.

Councillor Wood then commented that there was a need to target issues other than obesity. There was a need for more resources and there was a need for guidance regarding what exactly needed to be done. There was a need to target the areas with the highest levels of problems.

Ms Crawford advised that the Council had identified 65 natural neighbourhoods within the city and nine of these had been identified as having a life expectancy of significantly less than the city average. In these areas there was the problem of people not taking up services. Cancer and Coronary Heart Disease were the biggest killers within these areas. Levels of smoking and other unhealthy behaviours were higher in these areas. There was a need to see which neighbourhoods alcohol related hospital admissions were coming from. Different levels of engagement were necessary in different areas.

Levels of smoking in Sunderland had reduced to 23 percent however in some neighbourhoods there was up to 60 or 70 percent of people were smokers. There were often parents who smoked and did not want to quit but wanted to ensure that their children did not smoke.

Initiatives were often limited in the work they could do as they often only lasted for up to 15 months before the funding ran out or the programme ended.

People often used smoking as a coping strategy and they would need to be given an alternative coping mechanism if they were to stop smoking.

In response to further queries from Councillor Wood Ms Crawford advised that consultation would be ongoing while services were being developed to ensure that a relationship was created between the service providers and users. The third sector played an important role as these community organisations often had access to people over a long period of time. The nine neighbourhoods which had been identified as having the shortest life expectancy were not all within the area. These neighbourhoods required a different approach to service provision. There was targeting of services in place with different organisations dealing with different issues.

Councillor Wood asked what the Health and Wellbeing Scrutiny Committee was doing with regard to solving these problems.

Ms Crawford advised that the committee was looking at Health Inequalities and that there had been a Community Event and an Expert Jury day. Councillor M. Smith added that the recommendations had not yet been developed.

Ms Crawford then advised that there was a targeted approach to tackling health inequalities and there had been a lot of work done in the identified neighbourhoods over the last nine to twelve months.

Janet Johnson, Area Lead Executive, advised that the members could consider this issue at the June meeting of the committee.

Councillor Paul Maddison asked what the take up of the Lets Go card had been in the deprived areas.

Ms Hunter advised that there was not the exact information available however in the East Area there had been 83 percent of card holders had used the card compared with 79 percent overall in the city.

Ms Crawford advised that if there was postcode information for the users then this would be able to be converted into neighbourhood information.

Councillor Errington asked whether it would be possible to find out where the cards had been used.

Ms Hunter advised that a lot of the cards had been used for sport and active leisure. There had been specialised activities held for the young people to use their cards at.

Councillor M. Forbes stated that fewer but more targeted initiatives would have a greater impact. It seemed like drugs had been omitted from the report. Drug abuse caused serious problems and had devastating effects on society. Mental Health provision seemed to be lacking. She queried where schools featured with education around sexual health, alcohol and obesity. There was a need to look at where to put resources and where there were already resources and their effectiveness.

Ms Crawford advised that drugs not only caused problems for the users but also their families and neighbours. The reduction in life expectancy for drug users was less than that for those who consumed large amounts of alcohol. Alcohol was about to overtake smoking as the biggest killer in the city. There were targets in place for treatment of drug users, the Committee could invest their entire budget in drug treatment and it would not make much of a difference to life expectancy.

It had taken 40 years from the realisation of the dangers of smoking to legislation being introduced to protect people from tobacco smoke. If it took

this long for something to be done about alcohol then there would be a large number of deaths.

There was a large gap between the best and worst life expectancies within wards.

There was a need to look at sexual health and teenage pregnancies. The Lets Go card allowed young people to engage in activities they would not have normally taken part in which allowed them to experience activities other than drinking.

It was necessary to look at different age groups. There was a lot that could be done with 40-60 year olds which would improve life expectancy.

Councillor M. Forbes then asked what programmes were in place in schools and whether the parents were involved in the programmes.

Ms Crawford advised that Children's Services had an Early Years Services department which did a significant amount of work, especially in areas where it was known that there were social problems. There were a number of programmes across the city however they were all separate to each other. They needed to be brought together in order to increase their impact. Schools could offer different programmes however there was also a need to look at preventing problems from occurring for children who were not yet at school age.

Councillor O'Connor stated that the East Area had been home to a lot of industry; there had been a lot of the men in the area had worked for these industries and now they were often in ill health. He queried whether this had been taken into account when looking at the health statistics.

Ms Crawford confirmed that this information had been taken into account. Sunderland was normally compared with other former industrial cities however health in Sunderland was not improving at the same rate as in other areas. Smoking was not an industrial illness but was one of the biggest killers in the city.

Levels of smoking were linked into the socioeconomic gradient however alcohol abuse occurred in all of the social classes. There was a need to look at the younger generations as there was often ill health among these people which was not caused by industry.

1. RESOLVED that the Healthy Area report be received and noted and the actions outlined be approved.

(Signed) D.R. WARES,
Chairman.

Sunderland East Area Committee

13 April 2010

Report of the Chief Executive

Sunderland East Annual Report 2009/10

It was agreed in June 2009 that the April 2010 Area Committee would be dedicate to reflecting on the work delivered during 2009-10, via the Local Area Plans. To support this process the annual report has been produced focusing on the following areas:-

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

Under the thematic headings a summary is provided outlining the achievements delivered and influenced by Area Committee, using practical examples.

The Area

Sunderland East covers five electoral wards: Doxford, Hendon, Millfield, Ryhope and St Michael's. There are 15 Councillors who represent the Sunderland East Area.

Sunderland East is the historical heart of the City and is rich in heritage. The area includes the City Centre, which according to some archaeologists, was once home to a Roman Fort. The 12th Century Parish Church of St Michaels at Bishopwearmouth was given Minster status in 1998. It is believed it is the first such to be created since the English Reformation. The Port played an important part in the Civil War when Sunderland, on the Parliamentary side, was garrisoned and 21,000 Scots soldiers outnumbered the population by ten to one. The old heart of Sunderland, the East End, includes a number of historical buildings including the 18th century Holy Trinity Church (where the gentry of the day would meet to debate local affairs, raise rates and organise social welfare), the 19th century Exchange building and Eagle workshops on Lower High Street, the Orphanage, and the Donnison School Building.

The residential population of around 59,000, positions the East it within the mid-range population of Sunderland's five Areas but, accommodating Sunderland's City Centre, the daytime and evening populations are significantly higher than this. A well as the City Centre, with its major commercial, leisure, cultural and retail facilities (including The Bridges indoor shopping centre) the area contains the Port of Sunderland, the central campus of the City's University and the City's major hospital.

There are 20 neighbourhoods in the Sunderland East Area. You can find out more about what services are available in the area, such as the nearest library to your home, by visiting www.sunderland.gov.uk and using Sunderland directory.

1.0 Sunderland East: a Safe Area 2009-2010

Table 1.1: Rates per 1,000 population figures relate to 2008/09, compared to 2007/08 (2009/10 not due until end of April 10)

Measurement	City	Doxford	Hendon	Millfield	Ryhope	St Michaels
All Crimes	82.5	42.4	158.7	290.9	67.5	139.3
Violence Against the Person	16.1	5.1	30.0	53.7	11.2	39.3
Sexual Offences	0.8	0.6	1.8	2.1	0.5	1.7
Robbery	0.6	0.1	1.4	2.1	0.4	2.3
Burglary - Dwelling	8.9	4.6	20.6	22.2	6.6	10.2
Burglary - Non-dwelling	5.0	2.9	13.3	9.8	3.4	8.0
Theft of Vehicles	2.5	1.9	2.9	4.6	2.5	3.2
Theft from Vehicles	5.8	3.2	16.5	17.7	4.4	18.8
Theft Other	18.4	7.4	26.6	119.7	19.2	26.0
Fraud & Forgery	2.0	1.3	2.4	5.9	1.0	4.5
Criminal Damage	22.0	16.7	43.4	48.3	19.7	22.9
Drug Offences	4.2	0.8	8.9	14.2	2.0	7.1
Other Offences	1.3	0.5	2.2	4.6	0.6	1.9
Deliberate secondary fires (actual)	2159	66	252	143	103	41

NB:- it is important to remember the rate in Hendon, Millfield and St Michael's wards are affected by them being co-terminus with the City Centre.

The rates for each ward have been compared with the City average and highlighted as Green – better than the City, Amber – equivalent to the City and Red worse than the City. The three city centre wards of Millfield, St Michael's and Hendon still have the highest crime rates in Sunderland. Peak locations for violence continue to be in the City Centre, linked to the night time economy. Perceptions of vandalism; derelict properties; harassment due to race colour or religion; street robbery; and sexual assault as local problem are worse than average.

What we set out to do

The overall objectives identified were to; reduce anti-social behaviour, including tighter control on sale and access to alcohol; provide more police or community support officers in the community; assist in delivering a cohesive marketing strategy to address the fear of crime; challenge negative perceptions of young people and tailor services to local needs.

At the July 2009 meeting the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item: Sunderland East Area Action Plans, at each meeting of the Committee.

You Said

"There is a need to raise the profile of a police presence on the streets in the community and strengthen relationships between Councillors, police and residents."

We Did

We promoted and continue to encourage attendance of local people at PACT meeting (police and communities together); increased the number of Officers in the Neighbourhood Teams and revisited the roles of Court Custody Investigation Officers, Offenders Managers and

Neighbourhood Co-ordinators, freeing up more time for the police to be more visible on the street and attend meetings to engage with communities.

You Said

“We need to tailor services to address the needs of the community.”

We Did

Over the last 12 months we have worked hard on establishing the “Responsive Local Services” Project. Its first phase focuses on tailoring five key service areas relating to; graffiti removal, refuse collection, litter, dog fouling and grass cutting services. i.e. A walkabout was arranged in Long Streets and Middle Hendon involving Back on Map, Northumbria Police, Tyne and Wear Fire and Rescue, Gentoo and Sunderland City Council resulting in an action plan being agreed to address anti social behaviour, arson attacks, environmental issues and empty properties.

You Said

“We need to challenge negative perceptions of young people, celebrate positive achievements”

We Did

We are developing joint Sunderland East Youth Councillors and Elected Members ‘Road Shows’ across the area using the mobile buses to hold joint surgeries. (completion date 2011).

You Said

“We need to establish a cohesive marketing strategy to address the fear of crime and co-ordinate the sharing of information to residents living in the area.”

We Did

A series of Community Communication actions have been identified with two Communication Link Officers from Corporate Communications who attend Area Committees and help identify key news stories and information at a ward level.

Items from meetings have been fed into the Sunderland East Area Newsletter. This two edition trial saw its first edition published and distributed in November. The second edition was published and distributed in March.

You Said

“We need to tackle the misuse of alcohol by working directly with drug and alcohol delivery service providers to identify and target hot spot areas.”

We Did

Discussions are ongoing with the Joint Commissioning Group with Teaching Primary Care Trust and Council representatives to investigate the possibilities of identifying hotspot areas for action. Specific delivery and the resourcing of hotspot work is also a priority of the Total Place pilot and will be monitored on an ongoing basis.

Other achievements delivered

- Established an Arson Task Force Group (Tyne and Wear Fire and Rescue, Northumbria Police, Sunderland University and Sunderland City Council) to reduce secondary fires in the East. A 12 point action plan has been agreed, covering smarter ways of working and short and long term objectives.
- Purchased 3G CCTV cameras to use as a preventative and intervention tool to address Anti Social Behaviour (ASB) hotspots.
- Area Committee provided a total of £41,045 funding to deliver three projects: i) Phoenix Respect and Advance Phoenix Project, delivered by the Fire and Rescue Service, aimed at young offenders or young people at risk of offending; ii) Youth Support Worker,

delivered by Blue Watch Youth Centre, aimed at engaging young people who use/at risk of substance misuse; iii) reduce anti social behaviour around the Holly Court area of Millfield, delivered by Northumbria Police, in partnership with Cheviot Housing.

- Area Committee can refer projects into the Community Payback Scheme which is delivered by Youth Offending Service.
- Three Local Multi Agency Problem Solving (LMAPs) groups continue to be effective in addressing a number of issues raised by multi agencies and recognised as a model of excellence in problem solving.
- Numerous events held across the City, including using dis-used shops (Ponden Mills) in the City Centre over the Christmas holidays, delivering 'keep safe' messages at Asda at Grangetown.

2.0 Sunderland East: a Learning Area 2009-2010

Table 2.1: Percentage of 11 year olds achieving Key Stage 2 Level 4+ in both English and Maths

Wards	City	Doxford	Hendon	Millfield	Ryhope	St Michaels
2007	70	77	56	60	71	72
2008	72	85	57	77	81	78
2009	70	82	52	70	72	88

Table 2.2: Percentage of 16 year olds achieving 5 or more GCSEs or equivalent at grades A*-C, including English and maths

Wards	City	Doxford	Hendon	Millfield	Ryhope	St Michaels
2007	39	40	26	28	36	53
2008	43	39	34	46	50	53
2009	45	50	36	43	37	61

What we set out to do

The key objectives identified were to provide better support for children and young people, more youth and play services and more to be done to ensure the health and emotional well being of children and young people is better.

At the September 2009 meeting the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item: Sunderland East Area Action Plans, at each meeting of the Committee.

You Said

“As well as supporting our young people, we must not forget our adults and deliver a holistic approach. We need to increase the number of tutors who can deliver English for Speakers of a Second Language (ESOL) courses to support our Black and Minority Ethnic (BME) communities in the East. As well as encouraging all local residents to get involved in informal adult learning, we must make learning more accessible, by delivering lifelong learning courses locally, preferably by the voluntary and community sector and/or those organisations who are already working in this area. We must also support those who are difficult to engage in learning”.

We Did

We are working across the Council to establish a database up of all BME groups across the area, to make them aware of the opportunity to access funding and to assist in building the capacity of their workforce/volunteers to become ESOL tutors. To complement this we are conducting a mapping exercise to identify what support groups exist within the East, what their role is and governance infrastructure. We are promoting common interests and encouraging partnership work. We are reviewing the commissioning and procurement process, which

determines funding awarded to deliver informal adult learning courses, making it easier for groups and/or organisations to access.

You Said

“Some wards in the East don’t have any youth provision, we need to ensure there is a minimum standard of youth provision available to access in every ward across the City and need more flexible youth provision, especially over a weekend, which should come out of mainstream funding, not Area Committee SIB funding.”

We did

We reviewed the commissioning procedure for the allocation of youth provider contracts across the City, including Area Committees throughout the whole process. Now each ward has a guaranteed youth provision of a minimum of three sessions per week, over the next three years, ensuring young people from all wards have equal access to services. We also secured an additional £300,000 to establish XL mobile youth villages across the City, which run specifically on a Friday and Saturday night only. An XL Operational Group, multi agency including elected members, oversee the planning of the XL villages.

You Said

“We need to improve our services toward young people and adults with disabilities.”

We Did

We promoted the ‘Futures Team’, which helps young people with Physical or Learning disabilities who are making the transition from children to adults and supports young people who are school leavers to access further education opportunities. We developed a new initiative which formed a part of the Community Day Opportunities, which works with people with disabilities, to pursue, in a socially inclusive way, day opportunities, which include access to adult learning. There were increased opportunities for VCS groups to access Common Assessment Framework training and involve and encourage the ‘Team around the Child’ process, which include one to one mentoring and group work.

Other achievements delivered

- Area Committee provided a total of £35,322 funding to deliver two projects: A community development project, delivered by Ryhope Community Association to promote accredited and non accredited courses and employability skills and a security and safety improvements to St Mark’s Community Association making it more accessible to children and young people.
- Blue Watch Youth Project have been successful in securing the youth provider ward contracts for St Michael’s and Ryhope, until 2013
- Lambton Street Youth Centre have been successful in securing the youth provider ward contract for Millfield, until 2013
- Hendon Young People’s Project have been successful in securing the youth provider ward contract for Hendon, until 2013
- The Box Youth Project have been successful in securing the youth provider ward contract for Doxford, until 2013.
- Secured additional funding, until July 10, for full Level 2 qualifications in numeracy and literacy.
- Developed links with other aspects of learning provision and secured funding to establish a clear progression route, from beginners to intermediate to advanced.
- Consulted with local people and providers in the East to identify the kind of provision that local residents would like to see delivered, with a focus on engaging more men in learning.

- The E-government Team are working with Software City regarding city wide Information Communication and Technology (ICT) infrastructure improvements. There is an increased infrastructure of public access computers available in community venues and public libraries.
- The Committee requested a review of anti-bullying provision in schools. An anti-bullying strategy group has now been established to look at provision, policies in school and initiatives across the City. A pilot programme will be developed based on information gathered.

3.0 Sunderland East: an Attractive and Inclusive Area

Wards	City	Doxford	Hendon	Millfield	Ryhope	St Michaels
Empty properties – City average	93	38	258	176	77	173
Average house price	£116,866	£123,470	£126,032	£97,793	£106,153	£164,797
Planning applications	396	64	109	66	58	98
Housing advice and homeless work	973	49	336	120	79	389
Cycle ways	90km	3.3km	0.6km	4.25km	7.14km	0km

The area has high walking accessibility, which is 10% above the City average. In the City of Sunderland Resident’s Survey 2008 East residents ranked highest for satisfaction with footpath maintenance; 9% above the City average. Residents satisfied with the standard of footpaths and pedestrian areas in the City Centre is 6% above the City average.

What we set out to do

The key aims of the Attractive and Inclusive priority areas were to make the streets and environment more attractive, improve key attractions and attract more visitors to the City and invest more in housing programmes and bring empty properties back into use.

At the November 2009 meeting the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item: Sunderland East Area Action Plans, at each meeting of the Committee.

You Said

“We need to have a City Centre to be proud of, we need to promote and clean up the City Centre and attract more visitors to the City.”

We Did

We established a two way communication process between Area Committee and the City Centre Strategy Group and City Centre Programme Board which oversees the activity of regenerating the City Centre. The Programme Board and Strategy Group are responsible for delivering projects that could provide outputs and outcomes quickly and that would clearly demonstrate its support for the City Centre and the businesses that operate within it. During 2009/10 the City Council provided £1 million capital and further £1 million has been allocated in the Council's Capital Programme for 2010/11. The key aims will remain:

- Increasing footfall within the City Centre in order to develop its vibrancy and to benefit local businesses.
- Increasing business, visitor and public satisfaction with the City Centre (ensuring that the Council's leading role is recognised).

You Said

“We have the highest number of Grade 2 listed buildings in the City and it was our area that created and established Sunderland as a City, we need to celebrate our heritage.”

We Did

We monitor the condition of our listed buildings as far as resources allow, and encourage owners to bring forward proposals for their restoration (if required) and return to beneficial and productive use. We have engaged with the Churches Conservation Trust in connection with Holy Trinity Church and developed a further grant scheme operating in the East End through a partnership with Heritage Lottery Fund. It is hoped this will assist in the restoration of the former Orphanage and Holy Trinity Church during the course of 2010 and 2011. The Church is the subject of ongoing discussions with the Churches Conservation Trust in connection with an initiative to bring it into use as a centre for music related activities.

During the course of 2010 the Conservation Team will be preparing a character appraisal and management strategy of the Old Sunderland Conservation Areas to be adopted as Planning Guidance.

You Said

“We need to encourage more private landlords to sign up to the accreditation scheme and bring empty properties back into use, as we have the highest number of empty properties in the City and homes are in demand.”

We Did

A recent Private Landlords Expo was held which agreed to reinstate the Private Landlords Forum on a quarterly basis and to act as a focal point to promote the Landlord Accreditation Scheme. In addition the existing Accreditation Scheme is being reviewed in order to complement the Selective Licensing Scheme which has been approved by central government for introduction in parts of Hendon.

Anti Social Behaviour was raised as a priority for action across the City and has been escalated to Scrutiny who have requested a review of services currently offered to investigate cases of ASB is carried out.

The inspection regime for the City’s 1,500 Houses in Multiple Occupation (HMO) to ensure they provide a safe and healthy home for tenants, has been reviewed and a new system is currently being introduced.

The Empty Property Strategy is currently being reviewed with the aim of introducing area based action plans. Funds to support this work have been increased and further members of staff will be employed in 10/11.

You Said

“We need to have a recognised co-ordinated voice representing the voluntary and community sector (VCS), involving and engaging them in Area Committee and the development and implementation of the Local Area Plan.”

We Did

We restructured our Community Development Team and allocated an Area Community Co-ordinator per area to support the Voluntary and Community Sector (VCS) in establishing five Area VCS Networks. Each Area VCS Networks now has three representatives who present the collective voice of the VCS at meetings, ensuring a two way communication process between Area VCS Network and Area Committee.

Other achievements delivered

- Area Committee provided a total of £68,922 to deliver four projects: Eco Schools, delivered by Groundwork East Durham, to work with schools on developing 'green' projects; improvements to the sea front; improvements to street lighting; delivered by Sunderland City Council; 'People Power', delivered by Ryhope Community Association, to engage local residents in decision making around the Sunderland East Local Area Plan.
- A site visit to Hendon Beach was held with ward Councillors, key Officers and residents to discuss issues raised via 'Questions to Area Committee'.
- The Committee have been involved throughout with the issue of accessible public transport throughout the city, focusing on the East area, as part of the Accessible Bus Network Design Project. The issue regarding bus services from the Docks/East End area will be considered as part of the Accessible Bus Network Design Project.
- Improved recycling will see the new kerbside blue bin recycling service roll out in 2010. We have introduced on street recycling bins within four locations in the City Centre shopping area and will monitor the success of this trial. In November 2009 we changed the management arrangements at the Beech Street Household Waste Reception and Recycling Centre to improve customer service and increase recycling performance. Early indications are that this has been successful and we will continue to monitor improvement. As part of the Councils contract arrangements for the acceptance of recycled materials, a new materials recycling facility is being developed at Woodbine Street, Hendon, which will help the Council achieve its future recycling targets and hopefully impact positively on the local economy.
- We are making the most of our natural assets by promoting activities along the river corridor. New proposals are being put forward which will be captured under aim 3 of the Economic Master Plan - Connecting Water Front to the City Centre.

4.0 Sunderland East: a Healthy Area

Table 4.1: The table below provides a Sunderland East snap shot, at a ward level, on key health measures.

Measure	City average	Doxford Ward	Hendon Ward	Millfield Ward	St Michaels Ward	Ryhope Ward
Life expectancy	76.4 yrs	78.9	72.2	75.2	76.8	76.1
Mortality rates from circulatory disease	108 per 100,000 pop.	102.39	170.48	74.68	62.19	91.11
Mortality rates from cancer	136.15 per 100,000 pop.	138.50	181.01	141.13	105.96	118.31
% of residents smoking	25%	19%	28%	28%	23%	29%
Residents self reporting obesity BMI 30+	18%	15%-18%	19.5%-24.5%	19.5%-24.5%	11.5%-15%	15%-18%
Hospital admission due to alcohol related harm	610-1180 per 100,000 pop.	0-300	610-1180	610-1180	300-410	480-610
Children in Need	4.1%	2.4%	8.8%	6.3%	2.9%	3.1%

What we set out to do

The key focus for the Healthy theme was to provide more opportunities for people to take part in sport and exercise.

Even though the thematic report was not discussed until March 2010, summary area templates were established throughout July and August. This work facilitated and assisted in identifying early wins at the beginning of the municipal year, bringing flexibility to area arrangements.

This flexibility allowed for consideration towards emergencies that developed and ensured that when other work streams under the Community Leadership Programme were established, for example, Responsive Local Services, Communication Strategy, that they were complementary, strengthening the whole agenda of area arrangements with Area Committee as the established focal point.

You Said

“We recognised that we have hotspots across our area and we need to target these communities but to do this we need more guidance on what is happening out there and which services are involved. Are they speaking to each other and what additionality can the Area Committee bring to the agenda, as we want to make a real difference not just discuss issues.”

We Did

We gathered information from the Teaching Primary Care Trust Providers on what projects are commissioned in the East area and cross referenced that with what the Council and other partners are delivering, linking into the Healthy Delivery Improvement Board of the Local Strategic Partnership. The intention is to provide detailed information and encourage different ways of communicating with our communities and to identify options on the way forward in delivering a targeted approach at a neighbourhood level.

You Said

“We need to provide affordable access to sport and leisure facilities for children and young people in the East. We need to stop introducing initiatives for the sake of it and recognise good models of working when we deliver them, for example, Lets Go card.”

We Did

Collected detailed information on the Lets Go card outcomes and lessons learned to present back to Area Committee for future consideration.

Other achievements delivered in the East

- Sunderland Active Bus was rolled out across the City, providing a mobile unit in which health and fitness checks can be carried out.
- Promoted the use of Wellness Centres, providing the latest Technogym equipment, offering opportunities for residents to participate in physical activity.
- Planned the ‘Wellness... it’s a walk in the park’, encouraging residents to get out and enjoy the fresh air by following accessible routes suitable for walkers, runners, wheelchairs users and pushchairs.
- Completed play park refurbishments at Ryhope Park (M.U.G.A.), Mowbray Park and Grangetown as part of the Play Pathfinder programme.
- Launch of the ‘Lets Play’ campaign, to inspire families to get involved in local play areas and challenge negative perceptions of children playing

5.0 Sunderland East: a Prosperous Area

Table 5.1. The table below provides a Sunderland East snap shot, at a ward level, on key Prosperous measures.

Prosperous	City Wide	Ryhope	Millfield	St Michaels	Hendon	Doxford
Unemployment rate	8.4	8.3	8.6	7.3	20.8	5.3
% of working age population claiming out of work benefits	19.4%	18.53	16.81	19.07	33.63	12.12
% of working age population claiming incapacity benefits and ESA	10.9%	9.80	8.57	10.48	17.43	7.62
% of working age population unemployed (claiming JSA)	6.10%	5.96	5.53	6.39	10.95	3.26
Children Living in Poverty	26.5%	20.7%	34.4%	15.5%	53.3%	14.8%

Unemployment has increased in Sunderland East, rapidly within the last two years. This peaks in Hendon and, when looking at the female and male split the majority of unemployed people who are of working age are males. This is possibly related to the masculine image the City had that is, heavy industry (shipbuilding, mining, etc). We are still perceived as an industrial City but employment opportunities cater more towards Call Centres, which attract a higher level of female applicants.

What we set out to do

The key focus for the Prosperous theme was to provide more help to people to get a new or better job by providing suitable work-related training courses and encourage young people to continue into further education and employment

The thematic report was not discussed until March 2010. The same approach as that relating to Healthy was adopted to ensure early wins were delivered as and when needed.

You Said

“We need to provide more support for individuals to develop entrepreneurial start up packages for businesses”

We did

We connected into the Working Neighbourhood Fund (WNF) programme, which brought approximately £30m of funding to the City over three years from 2008/9 and encouraged an area perspective to be considered when commissioning projects in the most disadvantaged communities. This resulted in an intensive design and managed initiative called Enterprise Talent Scouts and Business Start Up in the East, and in the City, being funded via WNF. This involves the Scouts targeting new potential entrepreneurs and supporting them on the route to setting up in business. To date, 18 business starts up have been created in the East, including an artist, an entertainer, a design consultant and a builder.

You Said

“We need to promote positive role models in businesses who are locally based.”

We did

We are working with Sunnyside Business Forum to consider acting as positive role models in the East area, and promoting their success to encourage entrepreneurial skills.

You Said

“We need to tackle Not in Employment, Education or Training (NEET) hotspots across the East by working in partnerships with local businesses to provide information on what’s going on and what support is available.”

We did

We developed an online advice service, which includes advice and support regarding benefits, debt and employment advice. The online service (<http://www.librasunderland.co.uk/>) includes a significant amount of self help information as well as offering a 24/7 service via email and webchat to deal with enquiries and referrals. With regards to legal advice, the service was commissioned at an area level, ensuring that the providers were based locally and had a good understanding of the needs of the community.

Other achievements delivered in the East

- Visible workspace project, via WNF, is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.
- Provided proactive and reactive support and assistance to secure direct investment and re-investments within the City to create and safeguard local jobs.
- Back on the Map have designed and implemented an Experts Panel that explores and identifies new ways of working for the public, private and social enterprise sectors of the economy in order to create, improve and develop the performance of businesses with the Hendon and East End. They also run monthly enterprise awareness campaigns within the community.
- The Council’s e-government team have established several ICT projects to support EET and NEET hotspots across the areas, these include an e-Mentoring scheme through Digital Challenge programme, ICT at Home (IT equipment for schools age pupils receiving free school meals) and Youth e-Champions which uses young people to engage others within their peer group.
- Committee recognised that services delivered to vulnerable young people who have been receiving care and support from Children’s Services need to ensure a smooth transition into adulthood, so that the care and support needed is seamlessly transferred. To this end, a new Transitions Team has been set up. This includes the recruitment of staff to make up the team, for example Person Centred Planning Facilitators, and a framework for the effective planning of care and support from youth to adulthood. This person centred planning approach will include support to enter employment, training and/or education, depending upon each individual’s need.
- Business Improvement and Advice Services Team, through the Carers Strategy, are assisting Carers and ex-Carers into employment, offering advice and guidance on vocational training and sources of funding. They are currently pilot placing people with learning disabilities into NHS placements. In addition, the team have established a Volunteering Programme in Health, Housing and Adult Services which recruits, trains and places volunteers in a variety of roles within the Learning Disability Service and in Sunderland Community Mental Health Partnership.

6.0 Area Committee meetings

Membership

The meetings are chaired by Councillor Ross Wares and Cllr Ellen Ball is the Vice Chair, both represent Ryhope Ward. Cllr Ball is also the Chair of Sunderland East VCS Area Network.

Each Area Committee has a Sunderland City Council Executive Director as its Area Lead Executive (ALE). The ALE reinforces the strategic importance of the area dimension to the Council's policy and planning framework, and in particular will reinforce the importance the Council places on enhancing community governance, aligning resources and activity and improving public service delivery at a local level. The ALE for Sunderland East is Janet Johnson (Deputy Chief Executive).

There are named representatives from each of the Local Strategic Partnership Delivery Boards. This is to ensure a consistent, two way flow of information between Citywide and Area based working under each of the five thematic areas.

Partner organisations represented at the Sunderland East Area Committee are:

- Back on the Map
- City of Sunderland College
- Gentoo
- Northumbria Police
- Sunderland arc
- Sunderland Teaching Primary Care Trust
- Sunnyside Partnership
- Tyne and Wear Fire and Rescue Service
- Voluntary and Community Sector (VCS)

Three members of the Sunderland East VCS Area Network, have been nominated to represent the VCS at Area Committee.

There are a number of nominated officers from Council Directorates, at a Head of Service level who attend Area Committee, along with key contacts in each Directorate who act as linkages between Area Committee and Directorates.

Meetings

The Committee met six times during 2009-10, this being the seventh. The first meeting of the year (June) was designated as a workshop which agreed priorities and established the delivery plan for 2009-10. At each of the five business meetings Area Committee agreed to adopt a standing agenda for each meeting to ensure that only issues which are of importance to the Sunderland East area come forward for discussion. Information only items are not formally presented and do not form part of discussions. The thematic agenda item, which addresses the key priorities at an area level, was therefore given priority and more time allocated to it. Other regular items discussed were: Questions to Area Committee; Feedback of the Area Action Plans; Finance and Funding Requests and Items for Consultation. Although the time management of agendas has improved there is still a need to be more focused and involve non elected members throughout the agenda process.

Attendance levels of elected members has been relatively high throughout the year, 11 out of 15 members attending each meeting. Officer attendance has been strong, with an average of 9 Officers attending each meeting. Partner attendance has fluctuated depending on the agenda, with an average of 4 per meeting. Attendance from the public has been poor, although we've

had the public attend 4 of the 7 meetings, the levels of residents attending remains low. It is important to note this may relate to the Committee meeting being a Council meeting, held in public, meaning that members of the public have no right to speak once the meeting is in session.

Standards for Area Committees have been developed and a set of guidelines are available for those presenting reports or carrying out consultation, along with a report template. As a result there are fewer pages and reports are tailored to reflect information at an area level. Before every meeting a pre meeting is held, between the Chair and presenting Officers to discuss the running order of the meeting, outlining roles and timing of each item. The average numbers of committee papers this year was 54, compared with 77 for last year. This has resulted in the agenda being adhered to, bringing the average timing of the meeting down to 1h 40mins.

There have been four Questions to Area Committee presented. The process is currently being reviewed by Democratic Services. Under consultation items, ten policies were brought forward for discuss and suggestions, allowing the opportunity for the Committee to shape services.

Building the infrastructure of meetings

An Area Committee Handbook has been developed to outline the aims and objectives of the Committee, and also individual roles and responsibilities. The Handbook will be published in June 2010.

The 'Councillors Call for Action' mechanism came into force on 1 April 2009 namely through the Police and Justice Act 2006 and the Local Government and Public Involvement in Health Act 2007. Such provisions provide Members with the opportunity to ask for discussions on issues where local problems have arisen and where other methods of resolution have been exhausted. At the same time work was also being undertaken to develop the Area Committees links with both Scrutiny Committees and the Sunderland Partnership, one of which was the ability to signpost and escalate local issues to the most appropriate body for resolution as referred to in the current Area Review process. On a practical level a 'referral and criteria' mechanism will be considered by Cabinet for implementation in the new municipal year to escalate / re-direct issues of local concern either raised by an Elected Member/Committee, member of the public or external partner to the appropriate body namely the Area Committees, the City Council's Scrutiny Committees or the Sunderland Partnership.

Performance updates have not been presented to Area Committee, However, this has been an area of weakness and work is ongoing with the Performance Improvement Team to introduce a more meaningful performance framework in terms of managing and meeting expectations in the new municipal year.

An Area Team has been established to support the work of the ALE, Area Chair/Vice Chair and Area Committee. The team consists of:-

- Area Officer
- Area Community Development Co-ordinator
- Communications Link Officer
- Democratic Services Officer
- Policy Officer (Inclusion)

7.0 Finance and Funding Requests

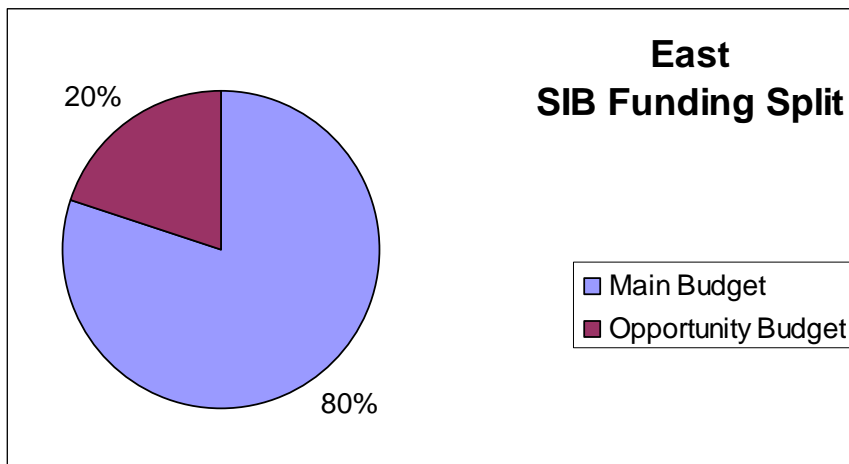
SIB

A budget of £287,725 was available during 2009/10. A total of £145,027 has been allocated, leaving a balance of £142,698 to be carried over to 2010/11.

Under the revised governance arrangements for SIB, resources are allocated against the priorities outlined in the Local Area Plan. At the beginning of the municipal year, Area Committee set out to allocate a proportion of SIB funding by proactively identifying projects to deliver against agreed priorities and commission services to meet local need (Main SIB budget – 80%). However, it was recognised to remain flexible and responsive therefore Committee were receptive to organisations also identifying need and gaps in line with the priorities in the LAP and applying for funding to deliver against these priorities (Opportunity SIB Budget – 20%).

The table indicates that £14,426 (10%) of funding awarded came out of the Main Budget and that over £130,601 (90%) of funding awards for 2009/10 financial year came out of the Opportunities Budget. The breakdown is shown below

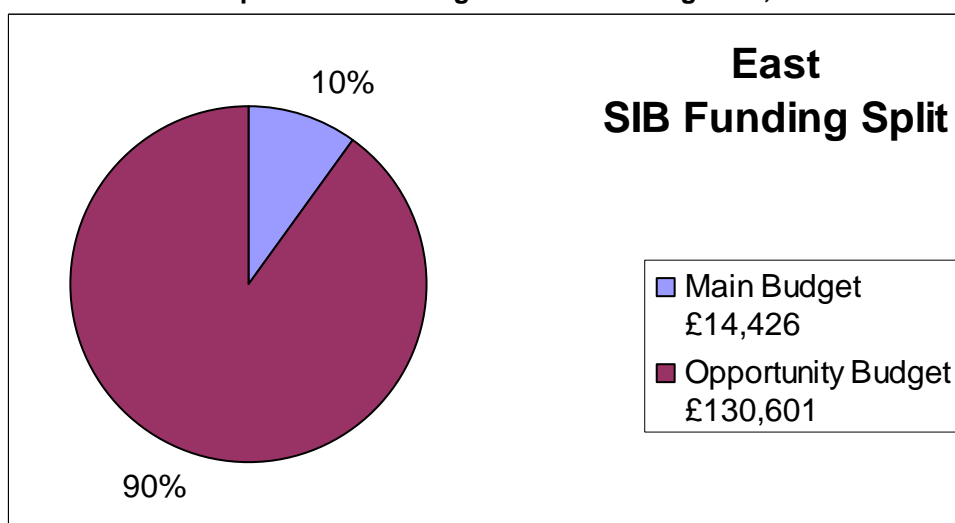
Table 7.1 : Proposed 80/20 split of SIB funding totalling £287,725



Main Budget 80% = £230,180

Opportunity Budget 20% = £57,545

Table 7.2: Actual split of SIB funding awarded totalling £145,027

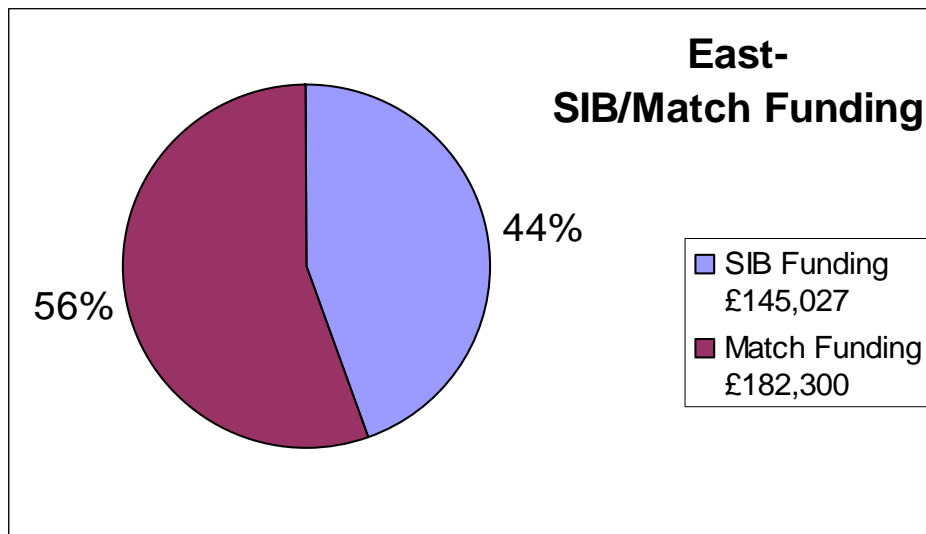


Main Budget 10% = £14,426

Opportunity Budget 90% = £130,601

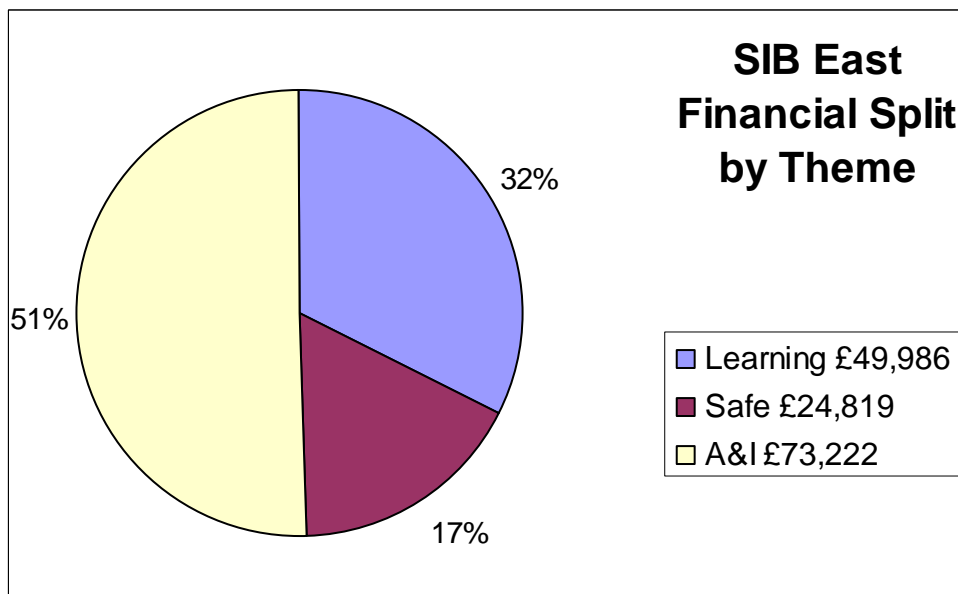
One of the primary aims of SIB funding is to attract match funding from other sources in order to maximise the benefits to local projects and communities. The £145,027 (44%) SIB allocated has attracted a total of £182,300 (56%) into the Sunderland East area.

Table 7.3: Match funding secured into Sunderland East via SIB funding



Out of the five themes included in the LAP. Funding was awarded against three themes, Learning (£46,986), Safe (£24,819) and Attractive and Inclusive (£73,222). The majority of funding awarded from SIB related to the Attractive and Inclusive theme, which accounted for over 50% of the allocation.

Table 7.4: SIB East Financial Split by Theme

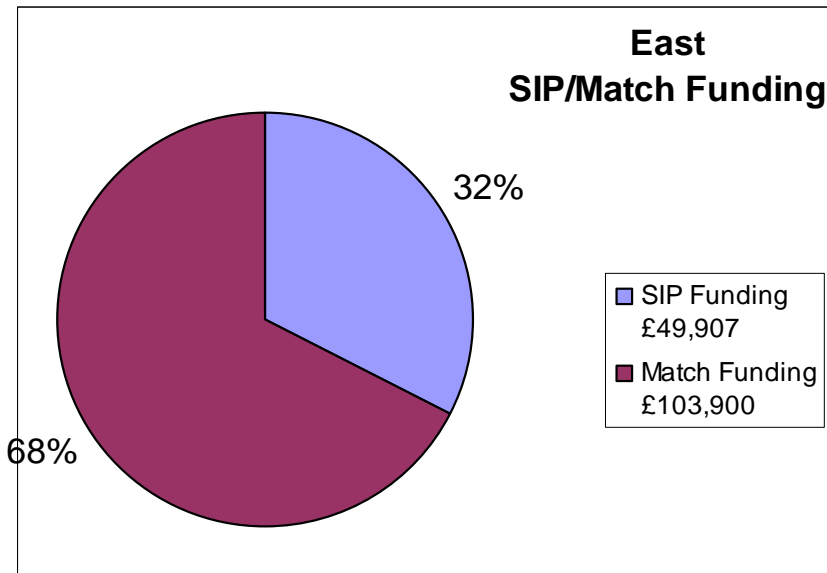


SIP

A one off budget of £227,293 was available during 2009/10. A total of £49,207 has been allocated, leaving a balance of £177,386 to be carried over to 2010/11. It was agreed to split SIP equally across four wards, where SIP has not yet been allocated, therefore each ward was allocated £56,823 each.

Again, as with SIB, a primary aim of SIP funding is to attract match funding from other sources in order to maximise the benefits to local projects and communities. The £49,907 (32%) SIP allocated has attracted a total of £103,900 (68%) into the Sunderland East area. See below.

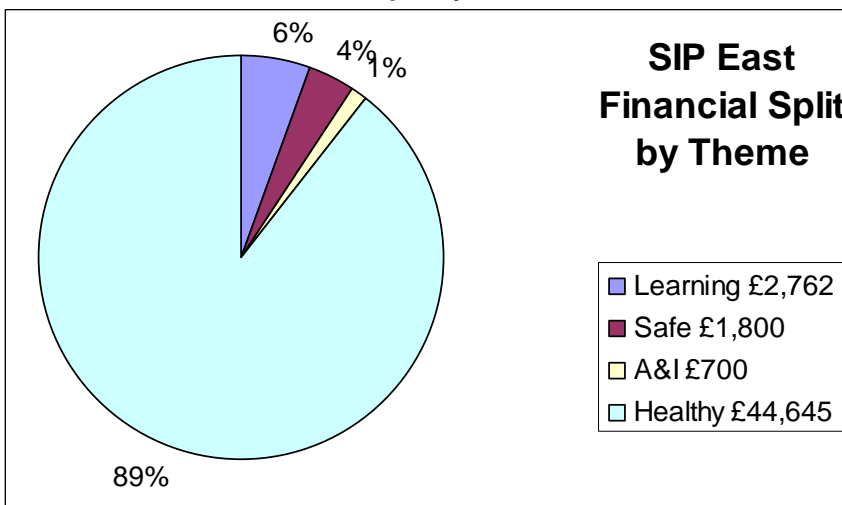
Table 7.5: Match funding secured into Sunderland East via SIP funding



Out of the five themes included in the LAP. Funding was awarded against four themes, Learning (£2,762), Safe (£1,800), Healthy (£44,645) and Attractive and Inclusive (£700). The majority of funding awarded from SIP related to the Healthy theme, which accounted for nearly 90% of the allocation.

The remaining SIP budget of £177,386 must be fully expended by 31 March 2011. As identified in the strategic objectives, this budget is available to make physical improvements to the area.

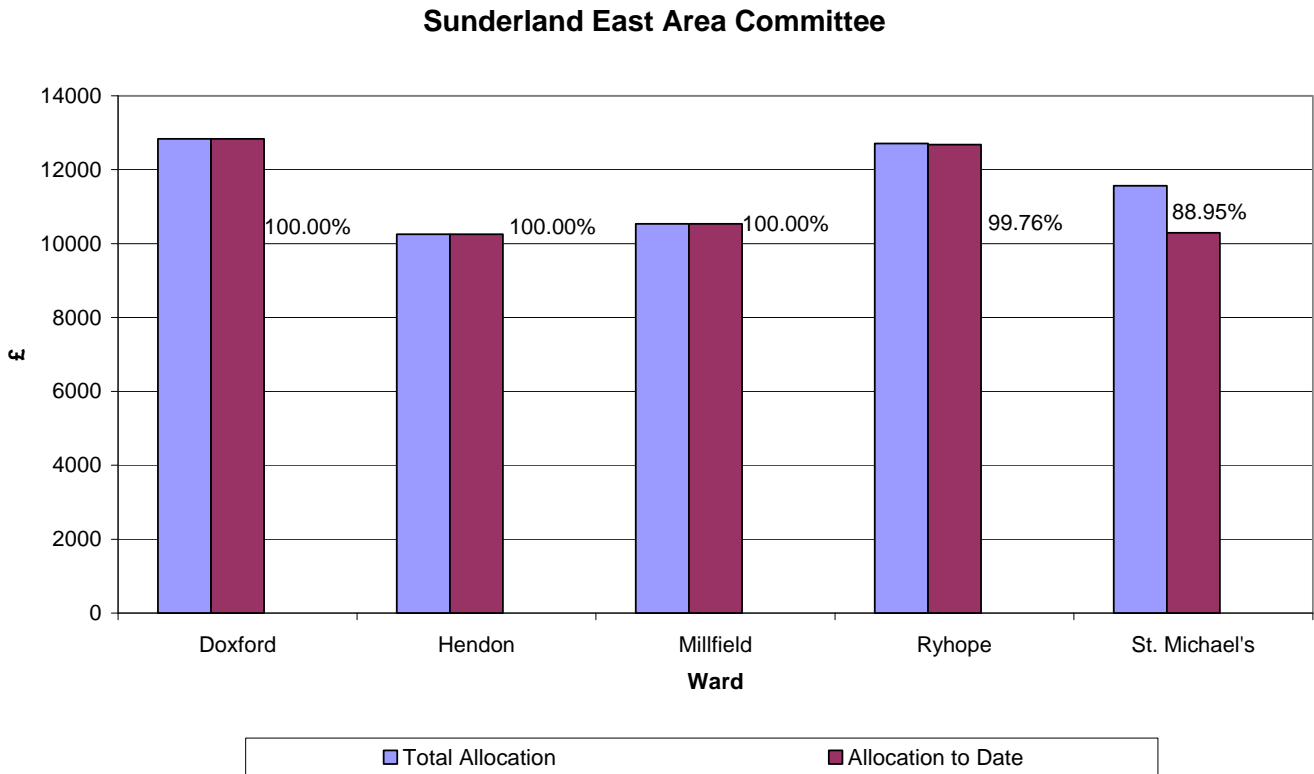
Table 7.6: SIP East Financial Split by Theme



Community Chest

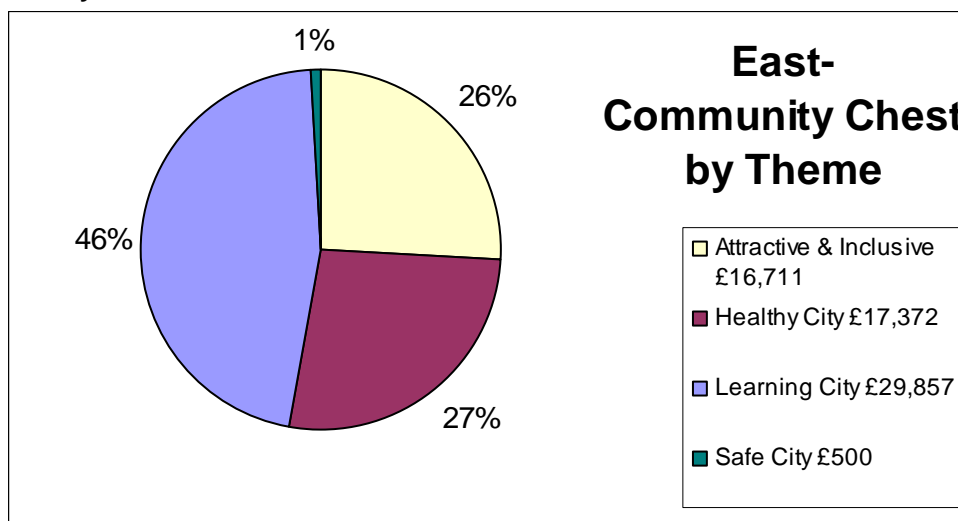
A budget of £57,895 was available for 2009/10. A total of £50,745 has been allocated, leaving a balance of £7,150 to be carried over to 2010/11.

Table 7.7: Community Chest allocation at a ward level



Funding was awarded against four of the five themes and supported 93 community projects throughout the Sunderland East area: Attractive and Inclusive (£16,711), Healthy (£17,372), Learning (£29,857) and Safe (£500). The majority of funding was awarded towards the Learning theme, which accounted for over 40% over the funding.

Table 7.8: Community Chest thematic breakdown



8.0 Acknowledgements

Special thanks, for their support during 2009-10 to to:-

- Back on the Map
- Blue Watch Youth Centre
- Cheviot Housing
- Churches Conservation Trust
- Gentoo
- Groundwork East Durham
- Nexus
- Northumbria Police
- Office of the Chief Executive
- Ryhope Community Association
- St Marks Community Association
- Sunderland arc
- Sunderland East VCS Area Network
- Sunderland University
- Teaching Primary Care Trust, including the Joint Commissioning Group
- Tyne and Wear Fire and Rescue
- Sunderland City Council
 - Community Development Team, City Services
 - Connexions, Children Services
 - Conservation Team, Office of the Executive
 - Corporate Communications, Office of Chief Executives
 - Cultural and Tourism, City Services
 - Environmental Services, City Services
 - E-government Team, Office of the Chief Executive
 - Family, Adults and Community Services, Health, Housing and Adult Services
 - Future Team, Health, Housing and Adult Services
 - Housing and Neighbourhood Renewal Team, Health, Housing and Adult Services
 - Regeneration Programme, Office of the Chief Executive
 - Sport and Leisure, City Services
 - Strategic Commissioning Team, Health, Housing and Adult Services
 - Strategic Economic Development, Office of the Chief Executive
 - Street Scene, City Services
 - Youth Development Group, Children Services
 - Youth Offending Services, Children Services

9.0 Summary

The Annual Report and supporting information will be used to analyse and reflect on the work that has taken place throughout the past year and help to inform the June meeting as the committee moves towards a new work plan.

10. Background papers

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

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Sunderland East Area Committee

13th April 2010

Report of the Chief Executive

Sunderland East: Towards a new work plan 2010-11

1.0 Why has it come to Committee?

1.1 At its meeting in June 2009, the Committee agreed its work plan for the 2009/10. It was agreed that the April 2010 meeting would consider the Committee's 'Annual Report' and also begin the process of identifying work streams for 2010/11 year. These work streams will then be finalised by committee into a new work plan for the year.

1.2 The next committee meeting in June will decide on the work plan for the next municipal year. This report will highlight possible options for consideration at the June meeting.

2.0 Description of Decision (Recommendations)

2.1 Area Committee is recommended to:

- Examine Local Area Plan priorities and to focus the efforts of the Area Committee on areas where they can make a real difference;
- Agree to the principle of six priorities, to include Responsive Local Services, to form the 2010/11 work plan, which will be agreed at the June 2010 work plan meeting;
- Examine the governance processes to ensure they can deliver the Committee's programme and priorities.

3.0 Background

3.1 The Annual Report provides a synopsis of the Committee's work over the 2009/10 municipal year. Whilst there are a number of major achievements, it has become increasingly clear that changing some of the ways the Committee operates will lead to greater alignment with priorities and a clearer focus on delivery.

3.2 The improvements suggested for consideration have arisen through the collection of information throughout the year via the Thematic Reports, Area Action Plan developments, issues raised through the Leader's Ward Visits, Place Survey, LSP Thematic Delivery Plans, Directorate Delivery Plans and feedback from members and partners.

4.0 Refreshing Local Area Plans

4.1 The suggestions below can form the basis of discussion at June's meeting and assist the Committee in deciding the areas and actions its work plan for 2010-11 should focus on:

Prosperous:

- Child poverty from an area perspective.

Learning:

- Increase support for families and carers of children and young people;
- Increase the number of learners accessing Family, Adult and Community Learning courses, specifically men, people with learning difficulties or/a disability and engage more with learners from our Black Minority Ethnic (BME) communities;
- Identify gaps in youth and play provision services.

Safe:

- Reduce ASB by targeting hotspots, including deliberate secondary fires;

- Increase confidence and trust levels in the community.

Healthy:

- Reduce the number of under 19 conception rates;
- Reduce the percentage of residents smoking;
- Reduce the number of residents self reporting obesity BMI 30+.

Attractive and Inclusive:

- Responsive Local Services project;
- Increase awareness and opportunities for joint working under the Inclusiveness and Community Cohesion agenda.

5.0 Process Proposals

5.1 It is proposed that June's Area Committee discuss and agree six priorities (to include Responsive Local Services) out of the eleven proposed above. Committee will receive information that will build a picture of key facts and current services relating to the priorities listed under section 4 of the report, along with any proposals identified during tonight's meeting to address in 2010/11.

5.2 The purpose, to ascertain and distinguish between service provision and non service provision at an Area level, recognising what Area Committee can impact upon during the following twelve months.

5.3 As well as June's Area Committee agreeing priorities, Lead Agents will be named against each priority. Lead Agents will ensure that the project is reviewed, actions are allocated and measurable, monitored and fed back into Area Committee, linking into the Area Officer throughout the process, ensuring a central point of collection of information.

5.4 It is proposed that a series of 'Task and Finish' groups be established per priority action and should include elected members and partners. These groups will support the Lead Agent in delivering against the priority and undertake problem solving. Where relevant, Task and Finish groups will establish performance management frameworks, to enable Committee to monitor the delivery of the priority throughout the year.

5.5 Actions identified and agreed during 2009/10 will also be progressed until all actions are resolved/completed. Feedback will be given to Area Committee as part of the performance and feedback reports.

6.0 Committee Governance Proposals

6.1 It is proposed to reduce the length of reports presented to Area Committee. Additional or supporting papers will be sent separately via a monthly e-bulletin.

6.2 Recommendations in reports will be replaced with a list of options, along with key strengths and weaknesses against each option. Committee will be asked to discuss options, with all members (including partners and officers) asking questions, informing debate and agreeing the preferred option to implement.

6.3 It is proposed that agenda items on which Committee do not have to make a decision will be classified as 'information only' and not discussed at Committee; instead these updates will be circulated with the planned e-bulletin.

6.4 The above measures to be discussed at the June meeting are designed to focus the work of the Committee on deliverable actions, ensure meetings last a maximum of two hours and help towards considering options to encouraging residents to become involved in

influencing decision making e.g. review of Questions to Area Committee; promotion of Citizens Panel; Independent Advisory Groups (IAGS).

7.0 Funding Governance Proposals

7.1 To further the process of greater focus on actions that deliver the objectives of the LAP, it is proposed that funding governance for SIB should be adjusted. Consideration could be given to the following:

- Aligning a percentage of funding against priorities;
- Re-design the application form to reflect the area's priorities;
- Authenticating internal applications as true requests for funding, via seeking approval from the Executive Director and relevant Portfolio holder before approaching Area Committee's budgets.

8.0 Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland East Local Area Plan
- Sunderland East Annual Report 2009/10

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