



Eden Vale and Thornhill Project Group

Communications Plan

Name: Eden Vale and Thornhill Project Group

Purpose: Will enable delivery of key priorities and will ensure the Committees are making clear and tangible improvements for the benefit of the local residents.

Chair: Cllr M Essl Sunderland West Area Committee

Attendees:

Cllr Ellen Ball	Sunderland East Area Committee
Cllr Alan Emerson	Sunderland East Area Committee
Cllr Peter Gibson	Sunderland West Area Committee
Cllr Iain Kay	Sunderland East Area Committee
Cllr Tony Morrissey	Sunderland West Area Committee
Cllr Philip Tye	Sunderland West Area Committee
Bill Blackett	City Services
Vivienne Metcalfe	City Services
Simon Smart	Children Services
Abdul Amin	Children Services
Bob Hoy	Children Services
Julie Charles	Health, Housing and Adult Services
Neal Craig	Northumbria Police
Kevin Jones	Northumbria Police
Karen Todd	Richard Avenue Primary School
Richard Parry	Chief Executives
Nicol Trueman	Chief Executives
Sarah Woodhouse	Sunderland Partnership

Co-optees: Other nominations or advisors maybe appointed, with the agreement of the group.

Frequency: The group will agree the frequency and intervals of its meetings in order to achieve its purpose and specific duties within the timescale agreed by the Area Committee.

Despatch of Papers: Papers to be circulated 1 week in advance

1. Summary

The Plan sets out how Eden Vale and Thornhill Project Group will communicate with key people and groups.

Key groups are identified as:

- Sunderland East and West Area Committees
- Sunderland East and West LMAPs
- Sunderland East and West Community Cohesion Group
- Sunderland East and West VCS Area Networks/Residents
- Sunderland East Crime Task and Finish Group

It allows us to assess the most successful methods in engaging partners and residents throughout the life time of the Project Group.

It identifies the Project Group's purpose, roles and responsibilities, equalities and methods of communicating.

By delivering an effective approach to both external and internal communications, this plan will support the engagement work needed to ensure people and groups have a vested interest in contributing to developing a future of both neighbourhoods of Eden Vale and Thornhill.

2. Purpose of group

- Drive forward the Eden Vale and Thornhill Action Plan.
- Ensure that services and projects are delivered in a coordinated fashion and that new projects/services are developed by the Project Group for delivery in the neighbourhoods.
- Develop option(s) for addressing the identified priority in the short and longer term to present to Area Committee for endorsement.
- Provide support to the identified Lead Agent in delivering the Action Plan.
- Carry out its work in a transparent, inclusive and timely manner.
- Services are reviewed and resources pooled, where relevant, measurable actions allocated and monitored and reported back into Area Committee.
- Be aware of other work streams happening across the City, for example, Scrutiny and LSP work plans and policy reviews, considering if actions/options would complement or conflict with these.
- Build a picture of services, across sectors, being delivered which contribute to achieving the priority.
- Identify weaknesses in aspects of current ways of working, with proposals to address these.
- To present a range of outcome related actions ('options') for consideration and endorsement to Area Committee.

3. Current Infrastructure and their Role

Communication about this project will, in most cases be managed by Scrutiny and Area Arrangements Team, Sunderland City Council. However, involvement from all members of the Project Group is encouraged.

3.1 Infrastructure and Role of Groups

Name of Group	Membership	Role
Sunderland East and West Area Committees	<ul style="list-style-type: none"> • Elected members • LSP Partners • VCS Area Networks • Directorate Leads • Area Teams • Area Lead Executive 	<ul style="list-style-type: none"> • Lead on developing and delivering area work plans. • Seven meetings per year. • Decision maker. • Delegated budgetary responsibilities (SIB and Community Chest). • Monitor service delivery and performance.
Eden Vale and Thornhill Project Group Sub Group – acting under the remit of Sunderland East and West Area Committee.	<ul style="list-style-type: none"> • Elected Members • Northumbria Police • Council Officers • VCS representatives 	<ul style="list-style-type: none"> • To be the driving force behind the Eden Vale and Thornhill Area Plan. • Encourage co-operation across all sectors. • Ad hoc meetings. • Review, problem solve and establish the most effective operation of responsive front line services.
Sunderland East and West LMAPs	<ul style="list-style-type: none"> • Elected members • LSP Partners • Council Officers 	<ul style="list-style-type: none"> • Area-based delivery groups of the Safer Sunderland Partnership (SSP). • Meets every 5 weeks, rolling programme. • The SSP has a legal duty to work in partnership to tackle crime, disorder, ASB, substance misuse and reduce re-offending. • Their purpose is to identify, analyse, resolve and assess crime, fear of crime, anti-social behaviour and substance misuse issues at a local level. • LMAPs funding.
Sunderland East and West Community Cohesion Groups	<ul style="list-style-type: none"> • Council Officers • LSP Partners • VCS groups/ Residents 	<ul style="list-style-type: none"> • Focus on opportunities for collaborative work to address tensions in and around the areas looking at wider community cohesion issues. • Cohesion Funding. • Ad hoc meetings.
Sunderland East and West VCS Area Networks	<ul style="list-style-type: none"> • VCS Sector 	<ul style="list-style-type: none"> • Develop and share good VCS practice • Raise and address local VCS issues • Support the delivery of Local Area Plans and Responsive Local Services • Influence strategic policies and

		<p>practice</p> <ul style="list-style-type: none"> • Monthly meetings, rolling programme
Sunderland East Crime Task and Finish Group	<ul style="list-style-type: none"> • Elected members • Northumbria Police • Tyne and Wear Fire and Rescue • Area Officer 	<ul style="list-style-type: none"> • To reduce key crime by 2% and increase detection rates by 0.5%. • Monitor crime and fire statistics across the area. • Meets seven times a year.

3.2 Role of members attached to the Project Group

Lead	Responsibility
Elected members	<ul style="list-style-type: none"> • Voice residents concerns. • Challenge service providers to improve standards of service. • Identify project for allocation of budget delegated to Area Committee.
R Parry and N Trueman Area Officer (East and West)	<ul style="list-style-type: none"> • To make Area Committee aware of any ideas and issues raised at the Project Group. • Acting as the linkage between the two areas. • Co-ordinate recognition for action, with support from Communication Link Officer
Inspector Warcup and Craig Neighbourhood Police Inspectors and Julie Charles, ASB Manager	<ul style="list-style-type: none"> • Lead agent on addressing ASB issues outlined in Action Plan. • Work in partnership with the Council's ASB Team, in Health, Housing and Adult Services Directorate. • Update the Project Group on operations being delivered in the neighbourhoods. • Identify any spikes in crime. • Discuss the Action Plan at LMAPs to inform a wider audience of the issues being covered, seeking their views on how to progress actions. • Act as a conduit between LMAPs and Project Group.
Sarah Woodhouse Sunderland Partnership	<ul style="list-style-type: none"> • Lead agent in addressing Community Tensions issues outlined in Action Plan. • Provide updates on initiatives being delivered or funded via cohesion fund. • Identify any changes in tension with the community or new issues to address. • Act as a conduit between Sunderland Partnership, Community Cohesion Groups and Project Group.
Vivienne Metcalfe Area Community Co-ordinator	<ul style="list-style-type: none"> • Will be responsible for dissemination key message throughout the Area Networks and encourage groups to share methods and resources, when possible. • To support communities to develop their skills to take action and promote the development of autonomous and accountable structures. • Act as a conduit between Sunderland VCS Area Networks and Project Group.
Abdul Amin and Bob Hoy Children Services	<ul style="list-style-type: none"> • Lead agent in addressing children and young people issues outlined in the Action Plan. • Co-ordinate all Council funded (commissioned contracts/SIB projects) relating to children and young people, to ensure gaps and needs are addressed.

	<ul style="list-style-type: none"> • Identify any improvements to be made. • Act as a conduit between Sunderland Youth Forum, Contractors Youth Providers and Project Group.
Bill Blackett - City Services	<ul style="list-style-type: none"> • Lead agent in addressing environmental issues outlined in the Action Plan • Co-ordinate RLS services across the neighbourhoods. • Identify initiatives being delivered or improvements to be made. • Act as a conduit between City Services Directorate and Project Group.

4. Equalities

To ensure that the understanding of and involvement in the development of the Action Plan is fully inclusive, it is essential that we make every reasonable effort to engage with all, remembering that “one size doesn’t fit all”.

Communication activity will be conducted with equality issues at the forefront. From a communications perspective, we will ensure that all communications are in clear and easily understood language, that we use a variety of channels to communicate widely, and that all publicity material is accessible in terms of use of language, imagery, colour and format.

All our communications and engagement work must be of the highest quality in terms of making sure it is attractive, easily understood and encourages participation. We need to use language and design to build ‘buy in’ and understanding amongst the community.

In addition to identifying roles and responsibilities, practically we must identify a central base e.g. email address, telephone number, etc. For partners and residents to gain up to date information or answer questions on a day-to-day basis.

Email: areacoordination@sunderland.gov.uk
Tel: 0191 561 1162
Website: www.sunderland.gov.uk/scrutinyandareas

5. Methods of Communication

Ref	Method	Description	Lead
1	Action Plan	Main focal point for information. Outlines issues, agreed actions, progress update and Lead Agents. To inform discussion at meeting, monitor performance and agree next steps.	Project Group
2.	Agenda and Minutes	To provide structure to meetings and list agreed actions, outlining timescales.	Scrutiny and Areas – ArO’s
3	Website	One sites will be used as the main method of communication, the link will be www.sunderland.gov.uk/scrutinyandareas A ‘public’ version of the action plan will be update after each Project Group meeting.	Scrutiny and Areas – ArO’s
4	Adverts in Newsletter	Project updates can be included in both internal and external newsletters, for example, Community News, all articles should be feed through to the Chair and	Scrutiny and Areas – ArOs

		Area Officer before publication.	
5	Contact list	Each group identified under section 3 has their own 'contact list', the identified Lead Agent is responsible for sharing information with their contacts. In addition, to collating views and sharing them with the Project Group.	Project Group members
6	Press Release	Communication with the general public and media will be undertaken through press releases approved by Project Group. All media relations work will focus on delivering clear and concise messages to the community.	Communication Team
7	Opinion surveys	To be considered – monitoring tool to assess if improvements have been made against Action Plan.	Project Group.
8	Briefing notes and fact sheets	To be utilised in preparation for public meetings. The briefing notes will offer a background to the Action Plan, facts sheets will set the scene in each neighbourhood using key statistically information to separate facts from fiction. To be shared at PACTs, Resident Association meetings, etc.	Lead Agent
9	Reports	To be written as and when required to share information or seek approval on recommendations put forward from the group to appropriate arena's i.e. Area Committee's.	Scrutiny and Areas - ArOs