

# SUNDERLAND WEST AREA COMMITTEE

6<sup>th</sup> JULY 2011

## REPORT OF THE CHIEF EXECUTIVE

### COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

#### Work Plan 2011/12: Job Prospects

#### 1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1a**.

#### 2. Work Plan 2011/12: Job Prospects

- 2.1 At its last meeting, the committee agreed to establish a 'Task and Finish' group to develop project proposals for the consideration of Area Committee.
- 2.2 The Task and Finish group met on 9<sup>th</sup> June to discuss the key issues that the Area Committee had agreed were those identified as a means to deliver this priority. These key issues are:
- Increasing employability;
  - Support to increase the job skills of the most vulnerable and hard to reach;
  - Accredited training for volunteers to improve skills and confidence.
- 2.3 The Task and Finish group focussed its deliberations on the first two points, due to imminent changes to employability support, as a result of the Government's new Work Programme (WP). It is intended to address the third objective at a future meeting.

#### 3. Background

- 3.1 Employability support is currently led by Job Linkage, a council funded service through Working Neighbourhoods Fund (WNF). Job Linkage is delivered by Sunderland North Community Business Centre (SNCBC) and works in partnership with Job Centre Plus and other enterprise agencies.
- 3.2 WNF came to an end in March of this year, but due to an under spend, the WNF Board agreed to allocate £500,000 on a retained Job Linkage service, to operate until the Work Programme is operational, on 1<sup>st</sup> October.
- 3.3 SNCBC has been selected as a local delivery agent in Sunderland for one of the regional providers of the Work Programme. This represents 63% of the delivery contract in Sunderland. The remaining 37% will be delivered by another prime contractor in the city centre.
- 3.4 The Work Programme contract is for SNCBC to work with 1022 people referred by Job Centre Plus, across the city in a 12 month period. This would equate to just over 200 residents from the West receiving a service. This compares to almost 1,000 West residents currently receiving a service.
- 3.5 The Work Programme specifically targets people on 'out of work' benefits, whereas Job Linkage also provides support to those seeking to enter the labour market, who may be on other benefits, such as income support or incapacity benefits.

## **4. Current Situation**

4.1 In the West, Job Linkage currently operates from five locations:

- Thorney Close Action and Enterprise Centre (TCAEC);
- Grindon Action, Technology and Enterprise shop (GATES);
- Hylton Road, Pennywell;
- Farringdon Jubilee Centre;
- Pallion Action Group.

In addition, the Jubilee Centre also provides outreach services at the Gentoo housing office in Silksworth. It should also be noted that New View, in Pallion, which was a Job Linkage outlet, closed on 31<sup>st</sup> March.

4.2 Job Linkage is an integral part of local service delivery, supporting through shared premises and service synchronicity, a range of community venues. For instance, Pennywell Job Linkage is a 'locality hub' providing a base for the citywide Fiscus (financial advice) team, an outreach base for Children's Centre, Connexions, Shaw Trust and ex offender services.

4.3 The funding for the delivery of the Work Programme will not support locality provision and is likely support the employment of up to two staff for the West.

4.4 April and May have seen an increase in demand for Job Linkage services, which will cease at the end of September and will see approximately 800 people lose support in the West. In addition, people recently unemployed may have to wait up to five years for service.

4.5 For the year 2010/11, the cost of Job Linkage's staff was in the region of £350,000 in the West. In addition, there were additional costs in the form of payments to Welfare Rights and other support services, free training and skills' development and travel to work costs for beneficiaries.

## **5. Changes**

5.1 Unemployment in the West is 7.2%, broken down by ward as follows:

- Barnes, 5.2%;
- Pallion, 12.7%;
- Sandhill, 10.3%;
- Silksworth, 7.2%;
- St Anne's, 9%;
- St Chad, 6.8%.

However, these figures represent the claimant count. The official definition of unemployment, drawn from the Labour Force Survey (LFS), shows it at 12.3% for Sunderland. The implication of the LFS is that substantial numbers of people will not be able to access Work Programme support.

5.2 In addition, from the end of September the Work Programme will not provide the funding to sustain Job Linkage or locality working, which, in turn, is likely to begin to affect the viability of complementary services, such as adult and family learning.

5.3 Retaining a range of locality services is seen as integral to the delivery of a number of strategies, such as child and family poverty and concern has been expressed by the Teaching Primary Care Trust about local capacity to deliver 'Health Champions'.

## 6. Proposal

- 6.1 In order to meet the committee's objectives of increasing employability and the job skills of the most vulnerable and hard to reach, it is proposed to commit £180,000 of Area Committee budget, over a two year period, to support a local network of specialist, niche provision. This £90,000 per year compares to current Job Linkage expenditure, in excess of £350,000 per year, and will provide bespoke niche provision for the most vulnerable in the local community. Further, performance against outcomes will be monitored on an ongoing basis and reported annually and continued expenditure would be subject to this review.
- 6.2 This equates to £15,000 per ward per year and will support the delivery of specialist provision across the six wards. By integrating this delivery with the Work Programme delivery, it will maximise flexibility and effective working and the use of resources.
- 6.3 The services would be delivered through the existing four bases with additional provision in Silksworth, Pallion and in Barnes, utilising additional outreach venues and a mobile service that SNCBC operate.
- 6.4 By combining a local service provision with the resources from the Work Programme, this will provide six workers covering the West. Outputs per annum would be 690 residents supported with 180 into employment, in addition to the 200 people through the Work Programme.
- 6.5 The service provided will be advice, guidance and intensive support to individuals and sign posting and support to other complementary services. On the basis of previously achieved outcomes, it is anticipated that the annual rate of job retention will be 50%, which is 15 per ward at a cost of £1,000 per job.
- 6.6 The envisaged service, as well as being complemented by other locally based community services, will be supported by SNCBC's Employer Link Team, which works with 250 employers to source staff for them.

## 7. Sustainability

- 7.1 The proposal to commit £90,000 per year for two years, will provide a secure foundation to meet committee priorities. In addition, it is envisaged the Government's impending 'Family Initiative' will add to the menu of funding for community based employability provision.

### **Recommendation:**

- Note the proposals outlined in the report and approve the allocation of £180,000 of Strategic Initiatives' Budget, subject to full appraisal and consultation, for the delivery of a West Job Prospects Initiative over a period of two years.

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## SUNDERLAND WEST AREA COMMITTEE

6<sup>TH</sup> JULY 2011

### REPORT OF THE CHIEF EXECUTIVE

#### COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

#### Work Plan 2011/12: Environmental and Street Scene Improvements, including Shopping Centres

##### 1. Why has it come to Committee?

1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1a**.

##### 2. Work Plan 2011/11: Environmental and Street Scene Improvements, including Shopping Centres

2.1 At its last meeting, the committee agreed the continuation of the 'Task and Finish' group to develop project proposals for the consideration of Area Committee.

2.2 The Task and Finish group met on 30<sup>th</sup> June, after the publication of committee papers, and a verbal report will be given on progress to date.

2.3 Programmes of work from last financial year, at Thorndale Road and Pallion shops, have been incorporated into the work of the Task and Finish group and committee will receive a verbal update.

2.2 In addition, members will be aware of the completed works undertaken within Barnes Park and the highly successful celebration event held 21 May 2011, which marked the re-opening of the Park following a £3.6 million regeneration scheme. A progress report is attached at Annex 1b.

#### **Recommendation:**

- Note the progress of the Task and Finish group, as reported.
- Note the completion of the Barnes Park regeneration scheme.
- Consider future programmes of environmental improvement for consideration by the Task and Finish Group.

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6<sup>TH</sup> JULY 2011

## REPORT OF THE CHIEF EXECUTIVE

### COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

#### Work Plan 2011/12: Health and Well Being, focussing on areas of concern and risk taking lifestyle behaviour

#### 1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1a**.

#### 2. Work Plan 2011/12: Health and Well being

- 2.1 At its last meeting, the committee agreed the continuation of the 'Task and Finish' group to develop project proposals for the consideration of Area Committee.
- 2.2 The Task and Finish group met on 25<sup>th</sup> May to discuss progress and developments with the committee's 'Health Champions' project.
- 2.3 The group has focussed on the main social determinants of health and has looked to develop a systematic approach to tackling lifestyle and risk taking behaviour and health inequalities. Further, the evidence suggests the main problem, at this stage, is not a lack of services to assist in the development of healthy behaviour, but a lack of connectivity between services and many of those most in need of them. This has led to the Health Champions project, agreed by committee last financial year.
- 2.4 There has been a good response from the local Voluntary and Community Sector and interest is growing, particularly in relation to 'Understanding Health Improvement'. The 'Health Champions' project is also aligned to the 'Achieving Marmot' project that is being led by the Council's Wellness Service, which is enabling even more individuals to receive the 'Understanding Health Improvement' course. However, engaging small voluntary groups can be a challenge as local volunteers may struggle to undertake training and organise their group's activities. Different delivery models are being investigated, for example, delivering a three hour module as three one hour sessions. In addition, the importance of local delivery to local groups and individuals is seen as critical to the project's success. Work is continuing to target groups and organisations who can play a role in developing Health Champions.
- 2.5 Schools are being contacted and a youth project has a Peer Education and Mentoring programme involving 15 young people who will qualify as Health Champions and illustrates the project developing its work for young people.
- 2.6 As part of the continuing programme of raising the project's profile, the Teaching Primary Care Trust (TPCT) is investigating an infrastructure of support for Health champions, which could involve an award ceremony and the creation of a virtual network, newsletter and further training opportunities.
- 2.7 The Sunderland Local Engagement Board has been involved in consultations on the progress and development of Health Champions, specifically on the themes of:
- The project's learning modules;

- Groups of people to target as Health Champions;
- Developing the project to enable members of the public to become Health Champions;
- Improving the approach of the Health Champions project.

This and other consultations and a project evaluation will help to determine the future direction of the project.

**Recommendation:**

- To note the progress of the Health and Well Being Task and Finish group and the progress of the West Health Champions project.

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6<sup>TH</sup> JULY 2011

## REPORT OF THE CHIEF EXECUTIVE

### COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

#### Work Plan 2011/12: Youth and play provision: diversionary activities to alleviate Anti Social Behaviour (ASB) and disorder

#### 1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1a**.

#### 2. Work plan 2011/12: Youth and play provision

- 2.1 At its last meeting the committee agreed to establish a 'Task and Finish' group to develop project proposals to report to Area Committee.
- 2.2 The Task and Finish group met on 16<sup>th</sup> June to discuss the key issues that the Area Committee had agreed were those identified as a means to deliver this priority. These key issues are:
- Out of school activity for 8 – 12 year olds;
  - Holiday activity provision;
  - Community leader training to assist the transition for volunteers;
  - Map anti social behaviour and possible activity to alleviate it.

The Task and Finish group focussed its deliberations on the second point, due to the imminence of the school summer holidays.

- 2.3 In addition to this at the last meeting of the Area Committee, Children's Services allocated £30,000 to each area of the city to be considered for delivery of youth provision. It was agreed within Area Committee that this funding would be used to provide positive activities for children and young people and the planning and expenditure would be discussed and recommendations made through the Task and Finish Group for youth and play provision. It should be noted that £3,600 of this money was allocated to Easter holiday activities.
- 2.4 The Task and Finish group proposed that activities in the West would be coordinated and subject to a single publicity and funding regime. It was further proposed that the programme of holiday activities should include all age ranges from play provision for 8-12 year olds and youth provision for over 13s. The activities are being organised on a ward basis, across the age ranges and are being coordinated at an area level. Transport and other resources will be shared and existing services, such as mobile provision and XL Youth Villages will be part of the activity programme. The proposed programme is currently being finalised and details will be circulated at the committee meeting.
- 2.5 To deliver the holiday activity programme, it is proposed to allocate up to £7,000 per ward. It is proposed this be funded from the Strategic Initiatives Budget and that a single collaborative bid be approved in principle. This would enable the committee to allocate the Children's Services funding to other positive activities for children and young people.

**Recommendation:**

- Note the up the work of the Task and Finish Group;
- Agree the draft programme of activities;
- Approve the allocation of up to £42,000, £7,000 per ward, subject to full consultation and appraisal, for the delivery of the West Holiday Activities programme.

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