

At a Meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 21ST SEPTEMBER, 2011 at 5.30 p.m.

Present:-

Councillor P. Gibson in the Chair

Councillors Allan, Gofton, L. Martin, Morrissey, Oliver, Porthouse, P. Smith, Tye, D. Waller and A. Wilson.

Also Present:-

Karen Alexander	Employment and Training Manager	Sunderland City Council
Sarah Bate	Volunteer	Box Youth Project
Bill Blackett	Area Response Manager	Sunderland City Council
Jasmin Boyd	Volunteer	A690 Youth Initiative
Tanya Boyd	Young Youth Leader	A690 Youth Initiative
Joanna Bonar	Senior Solicitor	Sunderland City Council
Sarah Conlon	Youth Worker	Youth Almighty Project
Dannielle Dixon	Volunteer	Box Youth Project
Kevin Douglas	Media Officer	Sunderland City Council
Jane Eland	Children's Services Operational Manager	Sunderland City Council
Jim Ferry	Project Manager	A690 Youth Initiative
Gillian Gibson		South of Tyne and Wear NHS
Sophie Grant	Volunteer	Box Youth Project
Julie Gray	Head of Community Services	Sunderland City Council
Peter Iveson	Station Manager	Tyne and Wear Fire and Rescue Service
Bill Leach		VCS Network
Julie Lynn	North Sunderland Area Officer	Sunderland City Council
Liam Morrison	Assistant Youth Worker	A690 Youth Worker
James Newell	Assistant Head of Street Scene	Sunderland City Council
David Noon	Principal Governance Services Officer	Sunderland City Council
Mark Overton	Consultant in Public Health	Sunderland TPCT
Victoria Page	Volunteer	Box Youth Project
Richard Parry	Area Officer	Sunderland City Council
Alison Patterson	Scrutiny and Area Arrangements Manager	Sunderland City Council
Colin Ranson	Assistant Head of Community Services	Sunderland City Council
Lisa Watson Riddell	Project Manager	Box Youth Project

Edna Rochester		VCS Network
Kim Searle	Volunteer	Box Youth Project
Danielle Shins	Volunteer	Box Youth Project
Tim Smith	Group Engineer	Sunderland City Council
Nikki Vokes	Project Manager	Sunderland North Community Business Centre
Cheryl Warcup	Inspector	Northumbria Police

Chairman's Welcome

The Chairman welcomed everyone to the meeting and those present introduced themselves.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Essl, Gallagher, P. Watson, S. Watson, A. Wright and T. Wright and on behalf of James Third, Angela Cousins and Anne Morrison.

Declarations of Interest

Joanna Bonar, Senior Solicitor having provided the Committee with a brief presentation on the Code of Conduct in relation to declarations of interest, Members declared interests in the agenda items as detailed below:-

Item 2: Youth and Play

Councillor Tye declared a personal interest as Volunteer Youth Worker and Chair of YAP.

Councillor Wilson declared a personal interest as a Council appointed Member of Lambton Street Fellowship Centre.

Item 2 iv: Community Chest

Councillor Tye declared a personal interest as an attendee of Plains Farm and Humbledon Residents Association.

Councillor Porthouse declared personal and prejudicial interests as a Governor of Farrington Primary School and a Trustee of Sunderland South Forum.

Councillor P. Smith declared a personal and prejudicial interest as a Member of the Board of Plains Farm and Humbledon Residents Association.

Correspondence received by the Chairman

The Chairman informed the Committee of a letter of thanks received by Councillor Oliver from Edward Green Trustee/Treasurer of St. Aidan's Community Group for the Committee's help in supporting the Group Summer School through the provision of a Community Chest Grant.

The grant had enabled 92 children and young people to attend over 180 sessions weekly on the Summer School's fishing, fitness and football coaching courses.

Minutes of the Last Meeting

1. RESOLVED that the minutes of the last meeting held on 6th July, 2011 be confirmed and signed as a correct record.

Community Action in Sunderland West – Progress Review – Health and Wellbeing, focusing on areas of Concern and Risk Taking Lifestyle Behaviour

The Chief Executive submitted a report (copy circulated) which briefed the Committee on the issues arising through its Health and Wellbeing Task and Finish Group and which presented the interim evaluation report on the West Health Champions project.

(For copy report – see original minutes).

Richard Parry, Area Officer presented the report and introduced Gillian Gibson who updated Members on developments in relation to the 'Health Champions' project and provided a comprehensive presentation on its six month evaluation report.

Members having endorsed what they believed to be an extremely pleasing report, and congratulated Councillor Waller on becoming the Committee's first fully trained Health Champion, it was:-

2. RESOLVED that:-

- (i) the progress of the Health and Wellbeing Task and Finish Group and the Health Champions project evaluation report be noted, and
- (ii) Councillors Allan, P. Gibson and Waller be appointed to sit on the Committee's Task and Finish Group for Health and Wellbeing (Councillor Allan's appointment to be subject to clarification that the appointment would not represent a conflict of interest in relation to his role as Health and Wellbeing Portfolio Holder).

Community Action in Sunderland West – Progress Review – Youth and Play Provision

The Chief Executive submitted a report (copy circulated) which provided feedback on the West Summer Activities Programme which had been supported through the allocation of £42,000 from the Committee's Strategic Initiatives Budget.

(For copy report – see original minutes).

Jane Eland, Children's Services Operational Manager presented the report which also proposed actions to improve out of school activities for 8 to 12 year olds, the provision of Community Leader Training and the mapping and responding to youth anti-social behaviour.

In addition Jim Ferry, Project Manager of the A690 Youth Initiative, Lisa Watson Riddell, Project Manager of the Box Youth Project together with a number of young volunteers were present to provide feedback on the Summer Activities Programme.

Members having welcomed the report and in particular the collaborative effort and spirit of working together displayed across the West area, it was:-

3. RESOLVED that:-

- (i) the evaluation of the West Summer Activity programme be noted and that the Committee's thanks to all involved in its delivery be placed on record,
- (ii) approval be given to the commitment of £26,400 Children's Services budget to future holiday activity programmes utilising the partnership approach developed for the summer programme,
- (iii) approval be given to the consideration of the Community Leader Training within the 'Jobs Prospects' Framework,
- (iv) the Children's Services Locality Operational Manager be requested to investigate options for the Committee to tackle the lack of out of school activity for 8 to 12 year olds,
- (v) the proposals to respond to youth anti-social behaviour be noted and that a further report on their effect be submitted in due course,
- (vi) Councillors Tye and Essl be nominated to serve as the Committee's representatives on the West Area LMAP, and
- (vii) Councillors P. Gibson, Allan, Porthouse and Waller be nominated to sit on the Committee's Youth and Play Task and Finish Group.

Community Action in Sunderland West – Progress Review – Job Prospects

The Chief Executive submitted a report (copy circulated) in respect of the establishment of a Job Prospects Task and Finish Group to deliver the Committee's key issues of:-

- (i) increasing employability,
- (ii) support to increase the job skills of the most vulnerable and hard to reach, and
- (iii) accredited training for volunteers to improve skills and confidence.

(For copy report – see original minutes).

Richard Parry, Area Officer introduced the item and welcomed Karen Alexander, Employment and Training Manager who provided Members with a comprehensive presentation on the Principles and Options for Employability Support in the West Area as detailed in Annex 1b to the report.

Detailed discussion ensued with Members highlighting:-

- the need to be constructive and find positives in a bleak situation.
- the difficulty of taking decisions over the allocation of scarce resources and the need to ensure that once allocated funding was controlled and monitored centrally.
- concern that the Government's Work Programme models were city centre based and not tailored to provide a local service.
- the need to support NEETs into work or training coupled with a recognition of the effect on the rest of the family if this resulted in a loss of benefits.

4. RESOLVED that:-

- (i) a Job Prospects Task and Finish Group be established to consider the options identified in Annex 1b to the report with a view to identifying a preferred option or a range of options as a way forward, and
- (ii) Councillors Wilson, Tye, Porthouse, L. Martin, Allan and P. Gibson be appointed to serve on the Job Prospects Task and Finish Group.

Community Action in Sunderland West – Environment and Street Scene Improvements

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

(For copy report – see original minutes).

Bill Blackett, West Area Response Manager, briefed the Committee on issues arising from the 'Ward Walks'. A number of project ideas had emerged and work was being done with Northumbria Police to design out Anti-Social Behaviour at an early stage.

In addition Members were briefed on the 'Love where you live' campaign which had been launched in the West Area that morning at 14 different events involving 12 different organisations. It was estimated that 130 people had participated at the events.

5. RESOLVED that:-

- (i) the Environmental and Street Scene Improvements Briefing provided by Mr. Blackett be received and noted, and
- (ii) Councillors Waller, Morrissey and P. Gibson be appointed to serve on the Committee's Task and Finish Group for Environmental and Street Scene Improvements with any further expressions of interest to be submitted to Richard Parry, Area Officer.

Community Action in Sunderland West – Traffic and Highways

James Newell, Assistant Head of Street Scene and Tim Smith, Group Engineer presented Members with a comprehensive power point presentation on the Area Committee's Prioritisation Programme for 2012/13 with regard to Traffic and Highways, including repairs, speeding and dangerous driving.

Members were advised of:-

- the criteria and programmes for 20 mph zones.
- prioritisation for safety and speed reductions schemes.
- a 2011-2012 Highway Maintenance Programme Update in respect of the West Area.
- area and zonal approaches to routine and minor maintenance works.
- budget allocations within the Local Transport Plan 3.

In response to an enquiry from Councillor Martin, Mr. Smith advised that the filling of potholes was carried out as an emergency repair, patching work was a larger scale item of work.

Councillor Tye referred to the study by Jacobs into pedestrian / traffic accidents commissioned by the Environmental and Attractive City Scrutiny Committee and suggested that its implications for Silksworth either be reported to this Committee or be considered by the Traffic and Highways Task and Finish Group.

Councillor Porthouse stated that there was no mention made in the report of school crossing patrols and suggested that they did not seem to be a priority where safety was concerned. Mr. Newell reassured the Committee that he was passionate about getting school crossing patrols in place. At the very least they were a visible deterrent to speeding motorists. There was a practical problem in that it was not seen as an attractive job and recruitment was proving difficult. The Chairman requested that a report into this matter be submitted to a future meeting of the Committee.

The Chairman having thanked, Mr. Newell and Mr. Smith for their presentation, it was:-

6. RESOLVED that:-

- (i) the presentation be received and noted, and
- (ii) a report into the provision of school crossing patrols be submitted to a future meeting of the Committee.

West Area Committee 2011/12 Work Plan

Richard Parry, Area Officer drew Members attention to the Committee's Work Plan as detailed on pages 54 to 56 of the agenda.

(For copy report – see original minutes).

Mr. Parry having briefed the Committee on the current position in relation to the Eden Vale Action Plan advised that with regard to the issue of Diversity, Members were being asked to nominate a West Area Diversity Champion. Consideration having been given to the matter and Members having requested the reintroduction of the crime and fire statistics to the Committee's Work Plan, it was:-

7. RESOLVED that:-

- (i) the Work Plan be received and noted,
- (ii) Councillor Waller be nominated to serve as the West Area Committee's Diversity Champion, and
- (iii) the Northumbria Police Crime Statistics together with the performance figures from the Tyne and Wear Fire and Rescue Service be considered at the next meeting of the Committee.

Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for Further Allocation of Resources

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

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the item highlighting the financial statement for 2011/2012 together with details of one application for SIB funding and 35 proposals for support from the Community Chest budget.

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

8. RESOLVED that:-

- (i) the Area Committee's funding statement for 2011-2012 be received and noted,
- (ii) approval be given to the granting of SIB funding of £3,400 to Sunderland Pride in respect of its Sunderland Pride Carnival, and
- (iii) approval be given to the granting of the 35 Community Chest applications as detailed in Annex 1b of the report.

The Chairman then closed the meeting having thanked everyone for their attendance and wished them a safe journey home.

(Signed) P. GIBSON,
Chairman.

SUNDERLAND WEST AREA COMMITTEE

16th NOVEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2011/12 WORK PLAN)

1.0 Why has it come to Committee?

1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources. Officers will have access to relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities.

2.0 Community First - £30 million Neighbourhood Match Fund

2.1 Sunderland City Council has been requested, by the Office of for Civil Society, to maximise the potential of a new programme that has been designed to help communities. Seven wards across the City have been selected to benefit from the programme, two of which fall within the boundaries of Sunderland West Area. The following wards in the West are eligible for a minimum level of neighbourhood grants over the next four years. These are:

i)	Pallion	£33,910
ii)	Silksworth	£50,865

2.2 The delivery partner is the Community Development Foundation (CDF), and the purpose of the funding is to help groups in these wards improve their area. The wards selected were based on communities that appeared to require additional support based on relatively high levels of economic deprivation and low levels of social capital.

2.3 This is a community led programme to be accessed through the Voluntary and Community Sector (VCS). The aim is to provide local communities with the means to address their own priorities and stimulate local interest and action. Funding was available from October 2011. Interested groups need to register on line with CDF. To access the money wards must do the following:

- Create a Community First Panel who will think strategically about their local area; bring people together to decide how funds should be used and promote the programme locally.
- Have an active on line presence through a community website or blog.
- Match funds for every £1 provided with their time, money or other resources on a 1:1 basis.
- Create a neighbourhood plan by year three which seeks to improve the quality of life in neighbourhoods by involving everyone's voice in shaping their future. This should identify the resources and capacity already available to the neighbourhood.

2.4 CDF and Office for Civil Society are requesting the involvement of the Council and Voluntary and Community Sector (VCS) to support the development of the Community First Panels, for example, this development may include a member of the authority staff sitting on the Panels and the active involvement of elected councillors, however there is no requirement to do so, nor is there any new cost attached to the local authority.

3. Recommendations

- i) Note the opportunity for funding to come into the area as a community led initiative with the potential for the council to offer additional support.

Contact Officer:

Richard Parry, Sunderland West Area Officer

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SUNDERLAND WEST AREA COMMITTEE

16th NOVEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2011/12 WORK PLAN)

1. Why has it come to Committee?

- 1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources.
- 1.2 Information to be presented has been sourced from other Committee meetings, LMAPS, the Data Analyst Team from Northumbria Police and Tyne and Wear Fire and Rescue Service.

2 New Issues Crime and Community Safety

- 2.1 Following the last meeting, committee requested the Police and Fire and Rescue Service provide an update on crime trends, Anti Social Behaviour (ASB) and community safety.
- 2.2 The West's Neighbourhood Police Inspector and the Station Manager at Farrington Community Fire Station will present an update on the latest situation within the West (attached at **Annex 2**).
- 2.3 It is proposed that Crime and Community Safety be added to the committee's work plan, as part of the 'Environment and Street Scene' priority. This will enable regular reports and updates to be presented at Area Committee.
- 2.4 Committee may wish to consider other means by which members can influence the work of the Police, Fire Service and other agencies, regarding crime and community safety.
- 2.5 Currently, committee has councillor representation on the Local Multi Agency Problem Solving (LMAPS) group for the West. This enables members to channel their concerns to LMAPS and for LMAPS to raise new issues within Area Committee.
- 2.6 Members can contact the Neighbourhood Police Inspector and her Team, as well as, the Fire Service at a local level or via representation on the Fire and Rescue Authority.

2.7 An additional means of discussing and influencing local concerns about crime and community safety could be through informal meetings with the Police at a ward or area level. Although the Police piloted a ward based approach a number of years ago, members may feel the time is opportune to reinstate this type of informal, and often very productive, means of communication and exchange.

3. Recommendation

- i) Note the update from the Police and Fire and Rescue Service
- ii) Agree the adoption of Crime and Community Safety as an action in the committee's Work Plan, under the 'Environment and Street Scene' priority.
- iii) Consider whether committee wishes to engage in regular, informal dialogue with the Police, and in what form.

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Annex 2

CRIME FIGURES FOR SILKSWORTH, PLAINS FARM, FARRINGDON

Previous Period 29.3.2010 – 31.10.2010

Current Period 29.3.2011 – 31.10.2011

Crime		Previous period	Current Period	% Change
Total crime	Offences	718	709	-1.3%
	Per officer	-	59.08	
	Positive Disposals	215	238	10.7%
	PD per officer	-	19.83	
	PD rate	29.9%	33.6%	
Criminal damage	Offences	175	164	-6.3%
	Per officer	-	13.67	
	Positive Disposals	27	22	-18.5%
	PD per officer	-	1.83	
	PD rate	15.4%	13.4%	
Violent crime (Exc PNDs)	Offences	116	122	5.2%
	Per officer	-	10.17	
	Positive Disposals	66	81	22.7%
	PD per officer	-	6.75	
	PD rate	56.9%	66.4%	
VAP (Exc Harassment & assault)	Offences	68	67	-1.5%
	Per officer	-	5.58	
	Positive Disposals	35	50	42.9%
	PD per officer	-	4.17	
	PD rate	51.5%	74.6%	
Harassment & assault	Offences	35	43	22.9%
	Per officer	-	3.58	
	Positive Disposals	26	27	3.8%
	PD per officer	-	2.25	
	PD rate	74.3%	62.8%	
Robbery	Offences	3	3	0.0%
	Per officer	-	0.25	
	Positive Disposals	0	2	100.0%
	PD per officer	-	0.17	
	PD rate	0.0%	66.7%	
Sexual Offences	Offences	11	12	9.1%
	Per officer	-	1.00	
	Positive Disposals	6	5	-16.7%
	PD per officer	-	0.42	
	PD rate	54.5%	41.7%	
All vehicle crime	Offences	72	69	-4.2%
	Per officer	-	5.75	
	Positive Disposals	8	7	-12.5%
	PD per officer	-	0.58	
	PD rate	11.1%	10.1%	
Theft From Vehicle	Offences	46	52	13.0%
	Per officer	-	4.33	
	Positive Disposals	3	4	33.3%
	PD per officer	-	0.33	
	PD rate	6.5%	7.7%	
TWOC	Offences	17	10	-41.2%
	Per officer	-	0.83	
	Positive Disposals	4	0	-100.0%
	PD per officer	-	-	
	PD rate	23.5%	0.0%	
Vehicle Interference	Offences	9	7	-22.2%
	Per officer	-	0.58	
	Positive Disposals	1	3	200.0%
	PD per officer	-	0.25	
	PD rate	11.1%	42.9%	
	Offences	25	31	24.0%

CRIME FIGURES FOR BARNES, PALLION, SPRINGWELL, GRINDON, SOUTH HYLTON, THORNEY CLOSE

Previous Period 29.3.2010 – 31.10.2010

Current Period 29.3.2011 – 31.10.2011

Crime		Previous period	Current Period	% Change
Total crime	Offences	1316	1345	2.2%
	Per officer	-	24.06	
	Positive Disposals	442	478	8.1%
	PD per officer	-	8.55	
	PD rate	33.6%	35.5%	
Criminal damage	Offences	373	388	4.0%
	Per officer	-	6.94	
	Positive Disposals	62	52	-16.1%
	PD per officer	-	0.93	
	PD rate	16.6%	13.4%	
Violent crime (Exc PNDs)	Offences	256	245	-4.3%
	Per officer	-	4.38	
	Positive Disposals	142	171	20.4%
	PD per officer	-	3.06	
	PD rate	55.5%	69.8%	
VAP (Exc Harassment & assault)	Offences	160	130	-18.8%
	Per officer	-	2.33	
	Positive Disposals	81	85	4.9%
	PD per officer	-	1.52	
	PD rate	50.6%	65.4%	
Harrasment & assault	Offences	85	99	16.5%
	Per officer	-	1.77	
	Positive Disposals	55	83	50.9%
	PD per officer	-	1.48	
	PD rate	64.7%	83.8%	
Robbery	Offences	1	6	500.0%
	Per officer	-	0.11	
	Positive Disposals	2	4	100.0%
	PD per officer	-	0.07	
	PD rate	200.0%	66.7%	
Sexual Offences	Offences	14	13	-7.1%
	Per officer	-	0.23	
	Positive Disposals	8	2	-75.0%
	PD per officer	-	0.04	
	PD rate	57.1%	15.4%	
All vehicle crime	Offences	190	128	-32.6%
	Per officer	-	2.29	
	Positive Disposals	39	26	-33.3%
	PD per officer	-	0.47	
	PD rate	20.5%	20.3%	
Theft From Vehicle	Offences	113	81	-28.3%
	Per officer	-	1.45	
	Positive Disposals	25	11	-56.0%
	PD per officer	-	0.20	
	PD rate	22.1%	13.6%	
TWOC	Offences	57	37	-35.1%
	Per officer	-	0.66	
	Positive Disposals	8	11	37.5%
	PD per officer	-	0.20	
	PD rate	14.0%	29.7%	
V ehicle Interference	Offences	20	10	-50.0%
	Per officer	-	0.18	
	Positive Disposals	6	4	-33.3%
	PD per officer	-	0.07	
	PD rate	30.0%	40.0%	
	Offences	54	59	9.3%

SUNDERLAND WEST AREA COMMITTEE

16th NOVEMBER 2011

REPORT OF CHILDREN'S SERVICES

COMMUNITY ACTION IN SUNDERLAND WEST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2011/12 WORK PLAN)

1. Why has it come to Committee?

1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources.

2. Locality Working: Children Services

2.1 Children Services have recently restructured in response to changes happening both locally and nationally. The restructure provides sharper focus on improving key outcomes, delivered against five key service areas. The key services areas are:

- Schools and Learning: Mike Foster
- Safeguarding: Meg Boustead
- **Early Intervention and Locality Services:** **Sandra Mitchell**
- Commissioning and Change Management: Beverley Scanlon
- Health: Lorraine Hughes

2.2 The aim of Early Intervention service is to deliver services in an integrated way, which will have a clear focus on early intervention and the whole family. The structure is based across, and delivered in, each of the five areas of the City and is underpinned by the Common Assessment Framework (CAF). A Locality Operational Manager has been appointed in each area. The West Manager is Simone Common. Each Locality Operational Manager has a dual role of citywide professional lead for a specific service as well as the operational lead for the range of services which are delivered within the area. The locality services base will be the Sandhill Centre.

2.3 Services included as part of the team are:

1. Children's Centres and incorporated 0-5 service delivery including childcare
2. Risk and Resilience including substance misuse
3. Connexions
4. Educational Psychology Service
5. Youth Development Group

2.4 In addition to the above there is a range of City wide delivery which is part of the service, for example, XL Youth Villages and Childcare as well as services outside of the team which support children and families locally, for example behaviour intervention.

2.5 Following the restructure most staff are now in post and working within the locality.

3. Recommendations

- i) Note the report
- ii) Invite the West Locality Operational Manager to become a member of Area Committee.

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REPORT TO WEST AREA COMMITTEE

16th NOVEMBER 2011

Report of the Deputy Chief Executive

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW Workplan 2011/2012: Child Poverty, a family model piloted in a neighbourhood, the Southwick Neighbourhood Alliance

1 Purpose of the Report

- 1.1 The purpose of this report is to update the Area Committee on the progress to date of the Sunderland Child and Family Poverty Strategy, to set out the current position in relation to poverty levels and to consider how the Committee can engage in the programme to reduce Child and Family Poverty through a neighbourhood model for the West.

2. Introduction/background

- 2.1 Members will recall receiving a report in March 2011 setting out the Sunderland Child and Family Poverty Strategy's key priorities to 'poverty proof' all our Strategic Plans to reflect the commitment to tackle child and family poverty and to develop integrated neighbourhood models of service to re-target and deliver Early Years and Early Intervention.
- 2.2 In April 2011, the Government published a National Child Poverty Strategy to break intergenerational cycles of poverty by tackling the root causes, (building on the reviews from Graham Allen and Frank Fields which respectively considered early intervention, and poverty and life chances). The core principles of the Strategy included strengthening families, encouraging responsibility, promoting work, guaranteeing fairness and supporting the most vulnerable.
- 2.3 The Government is also carrying out a comprehensive programme of Welfare Reforms which will bring in changes to employment and housing benefits, working tax credits and a new universal payment by 2013. These changes are likely to have a significant combined impact on children and families in poverty.

3. Child Poverty Update 2009

3.1 HMRC has recently released the following information for 2009

	2006	2007	2008	2009
England	20.8%	21.6%	20.9%	21.3%
North East	23.4%	24.3%	24.0%	24.5%
Sunderland	24.2%	25.4%	25.0%	25.9%

Sunderland Localities	Coalfields	19.8%	21.5%	20.9%	22.2%
	Sunderland East	27.5%	29.7%	28.7%	28.5%
	Sunderland North	24.9%	26.0%	24.0%	24.8%
	Sunderland West	24.8%	27.1%	27.0%	27.7%
	Washington	18.6%	18.7%	19.6%	20.2%

Ward Areas		2006	2007	2008	2009
West	Barnes	18.2%	19.3%	20.5%	19.0%
	Pallion	35.8%	38.6%	38.2%	38.1%
	St Anne's	34.4%	35.8%	34.0%	37.8%
	St Chad's	18.5%	20.4%	20.4%	21.7%
	Sandhill	30.1%	31.7%	32.0%	31.9%
	Silksworth	23.9%	25.5%	24.6%	25.5%

These figures suggest that whilst the West continues to have levels of poverty above the Sunderland and North East average, the overall picture remains fairly static. The exception to this, however, is St Anne's Ward which is showing an increase of 3.8%

4. A Neighbourhood Pilot Task Group

4.1 A Neighbourhood Pilot Task Group representing a strong partnership between key local organisations who were each committed to the Child and Family Poverty agenda came together to take forward the City Strategy to develop a neighbourhood model which would be piloted in Southwick and rolled out across the City. The Southwick Partnership established the following vision:

“To establish family centred working practices, using new and innovative ways of working with partners to move families out of poverty at a neighbourhood level”

4.2 The group which is now know as The Southwick Neighbourhood Alliance agreed the following set of principles which provides the focus and represent the characteristics of the Neighbourhood Model:

1. Put the family fore-front of development process and outcomes
 2. Work in robust partnership based on trust
 3. Respond to the families priorities (not ours)
 4. Have a 'can do - will do' approach
 5. Enable the local community to be a catalyst for change by giving them ownership
 6. Work with individual families who have established a relationship with a partner and been identified as ready to make a journey out of poverty
 7. Effectively use and share data to support individual families
 8. Explore changing systems for the better
 9. Raise aspirations of the community
- 4.3 The model developed to date relies on a strong commitment from a wide range of partners to come together to establish priorities to tackle child and family poverty within a neighbourhood and agree local outcomes from an integrated response to individual child and family circumstances.
- 5. Products developed and progress to date**
- 5.1 The Neighbourhood Model development, whilst still in its early stages, has produced the following products which are currently being tested:
- a) Local mapping to identify a specific neighbourhood and its' needs**
 - b) A new information portal for Child & Family Poverty through RIEP.**
 - c) A neighbourhood model Pathway** - which shows the relationships and responsibilities between key components of the model, the family, the neighbourhood friend, the lead partner(s) and the Neighbourhood Alliance (Attached **Annex 3**)
 - d) The Family Star** as a tool to engage with families who are ready to go down a pathway to get out of poverty. The tool will be flexible to enable schools, Children's Centres and partners to identify those families who would benefit from the support of the Neighbourhood Alliance and to capture their key issues and record outcomes / impact. (Attached **Annex 4**)
 - e) A Partner Catalogue** - A detailed list of contactable partners for each neighbourhood, the contactable partners must be committed to the child poverty agenda and the family centred pathway which responds to their needs.
 - f) A Referral Form**- structured but flexible template which can be used between partners to share relevant information about the individual family including the identification of a lead officer and contact details
 - g) Information Sharing Guidance**- basic outline details of the information sharing legalities for individual cases, which can be used by all involved to respond to a individual family needs in the best way by sharing information.
 - h) Privacy Notice Example**- although the pathway process is voluntary, therefore consent is not required, information can be accessed about the individual family if it is used for a positive outcome, however it is good practice to

share a privacy notice with that family can be provided to ensure the family understand what information will be accessed

i) Case Studies- Examples of good practice, which can be shared, demonstrating how we engaged families, what we did, and what outcome was achieved.

5.2 The progress of individual families who have participated in the pilot will be presented at the meeting.

6. Improving Futures Big Lottery Bid – Tackling Child Poverty

6.1 A bid has been submitted by Sunderland AFC Foundation and was successful in getting into the final 20 applications. The next stage of the application has been submitted and a decision is expected in the New Year. If successful the bid is worth £900K over a 4-year period.

The Sunderland based project has been designed to develop an evidence based model of partnership working with complex families and communities, whilst building social capacity and sustainability. Developing the Sunderland Partnership's established priority, combined with the power of football the project will:

- Develop a neighbourhood modelling approach (initiated in Southwick) with a view to rolling out the change practice across the City to other targeted communities and possibly including St Anne's in the West.
- Engage families in communities to shape the neighbourhood and design family support services to meet the needs of complex families.
- Improve the desired outcomes for children in targeted families.
- Bring additionality to the development of the User Permissioning Protocol to increase efficiency and remove duplication for the benefit of families and Partners working in the neighbourhoods.
- Investing in families and neighbourhood Friends in terms of time, training and intervention in order to change culture, embed a new ethos, and ensure sustainability within communities.

7. Next Steps

7.1 The Southwick Neighbourhood Alliance is continuing to develop, pilot and test a neighbourhood model for tackling poverty which can be rolled out across the City. This will hopefully be supported by the Big Lottery Improving Futures Project if approved, which will also seek to operate Citywide in each of the 5 areas.

7.2 Whilst only a relatively small number of families have been engaged to date there have been a number of 'quick wins.' As the number of families engaged increases, we will be able to draw on the lessons learnt and capture the emerging good practice. We will then be in a position to consider the best means by which to share the outcomes of the pilot with other areas of the City and to

engage local Partners in each area to develop their own neighbourhood model for tackling child and family poverty. The Committee may wish to consider how this could be best achieved in the West.

8. Recommendation

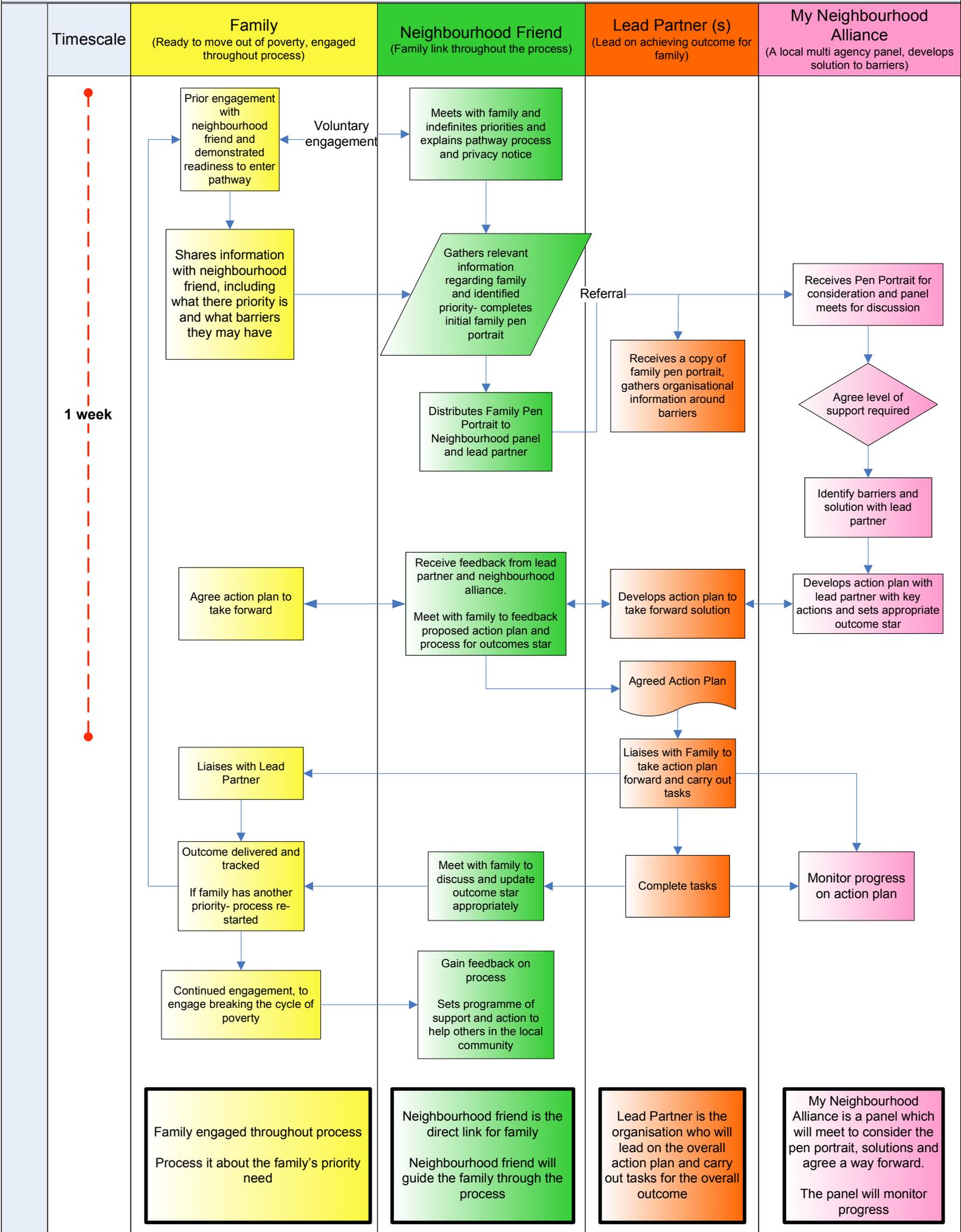
8.1 Area Committee is recommended to:

i) Note the updated Child Poverty figures published by HMRC for 2009 in relation to the West area.

ii) Note the progress to date in the Southwick Neighbourhood Model and the Big Lottery Improving Futures Bid.

iii) Receive further reports.

Child Poverty Neighbourhood Model- Pathway Process





Family Star

The Outcomes Star for parents

First Review Retrospective

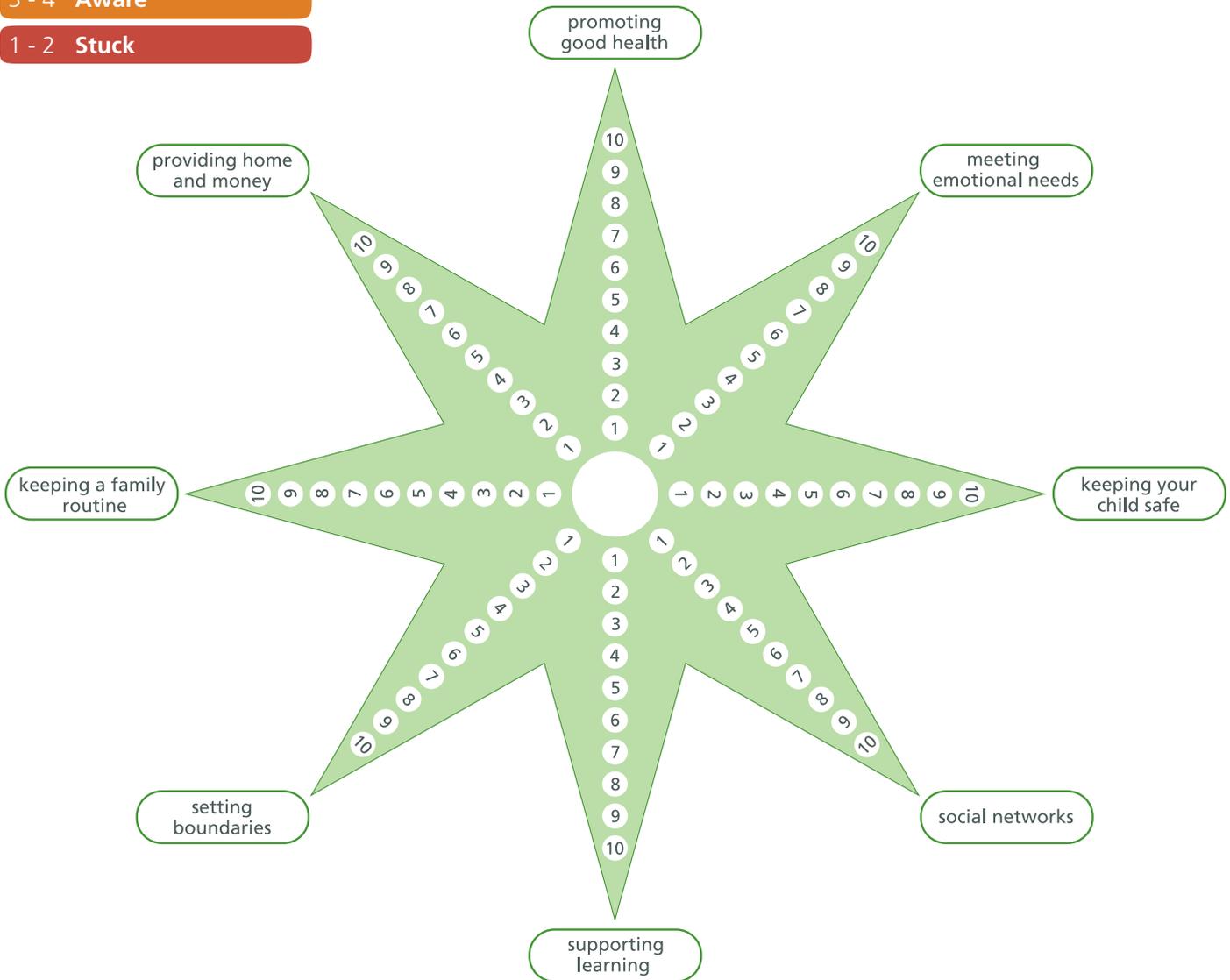
Parent

Completed by Professional and parent
Professional
Parent

Date of completion

Number of children

- 9 - 10 **Effective parenting**
- 7 - 8 **Finding what works**
- 5 - 6 **Trying**
- 3 - 4 **Aware**
- 1 - 2 **Stuck**



Parent: I was involved in completing this Star Chart

Star Notes

Promoting good health

Meeting emotional needs

Keeping your child safe

Social networks

Star Notes

Supporting learning

Setting boundaries

Keeping a family routine

Providing home and money

Action Plan

Priority area from Star	Current score	Next steps	By who?	By when? (date)	Completed (date)

Signatures:

Parent

Date

Staff

Date

Other agency / advocate

Date

Staff

Date

SUNDERLAND WEST AREA COMMITTEE

16th NOVEMBER 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 1**.

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

2.1 At its last meeting, the committee received an update detailing progress in developing options and actions for it to consider, in relation to delivering environmental improvements in the West. Committee agreed the continuation of the 'Task and Finish' group to develop further project proposals.

2.2 The Environmental Task and Finish group met on 29th September 2011 and discussed a number of proposals presented by the West Area Response Manager. The Task and Finish Group were asked to consider initial proposals to identify:

- Those options that should be explored in more detail and potentially seek future funding support from Area Committee;
- Those options that required no further investigation/would not proceed.

2.3 Attached at **Annex 5** is a report from the Executive Director of City Services, which proposes a number of projects for consideration by the committee. Notes of the Task and Finish group have previously been circulated to members.

2.4 In addition, the Green Space Infrastructure Strategy is due to be finalised at the end of this year. The strategy identifies the quality of green space in the West, particularly from the perspective of 'value to the community'.

2.5 The strategy will guide the committee in its environment priority, identifies those areas with high and low quality of green space, and will assist in identifying priorities for improvement.

2.6 Once the strategy is finalised, it is proposed to bring a report to the next committee meeting on 1st February 2012.

2.7 In addition, Tunstall Hills is an identified site of geological and botanical importance and its Limestone Landscapes are unique within the UK. Whilst

funding has been secured from the Heritage Lottery Fund to enhance the habitat, the Friends of Tunstall Hills group has requested the use of a redundant changing room facility to provide a community and educational facility.

- 2.8 Meetings have been held with Property Services and Parks regarding the refurbishment and use of this building by the Group. It has been agreed in principle that the building can be used by the Friends Group and leased from the Council, however, negotiations will need to be formally undertaken with Land and Property and the Friends Group to fulfil the legal requirements including the lease agreement and revenue costs.
- 2.9 The facility requires some renovation works to bring it up to a usable condition for the 'Friends' group and for visiting school and community groups. The renovation works to bring the facility back into use has been costed at £34,500.
- 2.10 Bringing the building back into use will add value to young people's provision and educational experience. Committee is requested to consider allocating £34,500 of SIB, subject to the legal requirements being fulfilled, a full SIB application, consultation and appraisal.

3. **Recommendations**

i) Note the options contained within **Annex 5**.

ii) Agree the allocation, subject to full application, consultation and appraisal the following schemes identified by the Task and Finish Group:

- £2000 SIP for the Humbledon tree bays;
- £5,310 SIB for the Essen Way railing improvements;
- £36,000 SIB for a 'Walk and Talk' improvement programme.

iii) Note the progress on the Green Space Infrastructure Strategy and agree to receive a further report.

iv) Agree the allocation of £34,500 to the Friends of Tunstall Hill Group to renovate the redundant building, subject to fulfilling full application, consultation and appraisal.

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Bill Blackett, Area Response Manager (West)

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1.0 Humbledon Tree bay – Environmental improvements

- 1.1 Shrewsbury Crescent; Shaftsbury Crescent; Stamford Avenue; and Scruton Avenue all have long established trees along the edge of the highway. However several local residents have reported via Gentoo that the derelict tree bays are unsightly, especially during the winter when they can become waterlogged.
- 1.2 Attempts to replant trees have been undertaken on several occasions. However this has usually proved to be unsuccessful due to further tree damage arising. Consultations with the Council's Arboricultural Officer reveals that further tree planting would in all likelihood result in further damage, so wasting resources.
- 1.3 It is instead proposed that the derelict tree bays (21 approximately), be tarmaced at a cost of approx £4,000. Following the June meeting of the Task and Finish Group, the West ARM consulted with Gentoo to seek match funding for this proposal. The September meeting of the Gentoo Local Customer Panel have agreed to provide a 50% match funding contribution of up to £2,000, should the scheme go ahead. The cost to the Council to undertake this scheme would therefore be in the region of £2,000

2.0 Environmental improvements – Street Furniture

- 2.1 It has been identified that the railing along Essen Way (Elstob Side), is in a state of disrepair. It is a main traffic route within the City, yet it is unsightly and unsafe in parts.
- 2.2 Consultation with Highways colleagues indicates that it serves a safety purpose in that accidents involving pedestrians seldom occur due to the railings acting as a barrier and limiting pedestrian access to a major road.
- 2.3 Painting is required to 215 fence panels of 1.8m width. Four sections would need replacement, eight would need to be removed and refitted and 102 bars would need to be replaced.
- 2.4 Costs to undertake this work are as follows:
- | | |
|---|---------------|
| • Repainting of guardrail (400m approx) | = £3,200 |
| • Repainting of steel bars to guardrail (102) | = £750 |
| • Costs of replacement of sections (estimated at £150 to £200 each as fabrication required) | = £800 approx |
| • Removal and replacement of panels (£70 each) | = £560 approx |
| Total estimated cost = | £5,310 |

- 2.5 Other railings around the area have also been identified which could benefit from painting, e.g
- Railings on Townsend Road;
 - Tay Road steps leading to Tiverton Square
 - Beaumaris Gardens and Warwick Drive,
 - Corner of Crow Lane / Herrington Road,
 - West Park.
- 2.6 The Probation Community Payback scheme recently undertook some fence painting as part of the 'Love Where you Live' campaign. Probation could be used for some of the smaller schemes. Whilst they could also potentially be used for the sizeable Elstob scheme, this would be dependent upon their resources and other priorities.

3.0 Eden Vale Mineral Line – Eden House Road to Chester Road.

- 3.1 Long Standing anti-social behaviour (ASB) issues have been reported to residents groups, Police, LMAPS etc. Several high cost options have previously been considered to address such issues environmentally.
- 3.2 Following discussions with Police and Engineering colleagues, it is proposed that alterations could be undertaken to 'design out' the ASB to make the area more visually attractive, yet less attractive as a gathering point
- 3.3 It is proposed that works be undertaken to remove those parts of the wall that currently act as seating which makes the area attractive as a gathering point. This would be undertaken by demolishing a section of the external wall against the Burnville Road back lane and reshaping the footpath. A section of the internal wall is also used for seating. A section of this could be removed with the embankment being reshaped accordingly
- 3.4 The works would also have the benefit of improving access for maintenance purposes. The grass presently has to be cut with a hand held machine which is labour intensive. The improved access would also allow access for a ride on machine to make grass cutting operations more efficient. It would also allow easier access for graffiti removal equipment and hedge trimming machinery.
- 3.5 Design options are currently in the process of being confirmed. It is intended that a request for allocation of SIP funds will be presented to the next meeting of the West Area Committee.

4. Walk and Talk Programme

- 4.1 Ward Walks already take place in the West area in each ward on a monthly basis. These are publicised on the Ward Bulletin Service. The East area currently operates a 'Walk and Talk' programme which aims to discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.
- 4.2 Key service requests identified for the West area are: rubbish and litter lying around; derelict buildings; noise pollution; graffiti; animal fouling; road and pavement repairs, the lack of greenery in certain areas, and better use of land. The aim of the priority is to improve the appearance of neighbourhoods. It is proposed to achieve this by delivering a Walk and Talk programme, which will discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents. The programme would provide quick responses to identified problems. It would enhance and be additional to the existing Responsive Local Services offer.
- 4.3 Within the existing Walk and Talk (East Programme, Elected members from each ward:
- Nominate their ward representative.
 - Identify the proposed 'route', up to two geographical areas.
 - Agree order of the rolling programme of walks. (One per quarter)
 - Agree dates and time of 'Walk and Talk' sessions, in discussion with Police/ARMs/ Communication Team)
- 4.4 Walk and Talk Sessions include:
- Ward Cllrs
 - Streetscene Area Response Managers (ARMs)
 - Neighbourhood Police Team Representatives
 - Enforcement and Housing staff
 - Gentoo
 - VCS Area Network
 - General public
- 4.5 Other Elected members and relevant Officers are invited along to attend as required. Communication Team also promote as part of the Community Leadership Programme to members of the public. During the sessions issues raised are logged by the ARM and referred to the relevant service area to address. However, there are occasions when core budgets cannot be used. The 'Walk and Talk Improvements Budget' therefore supports identified work on these occasions.
- 4.6 Pre meetings are arranged before each session with Councillors, Officers and Partners to remind people of the purpose and aim of the session, and circulate maps. Use of SIB is not promoted widely, as the first port of call is mainstream funding.
- 4.7 During sessions ARMs and ArO note issues and concerns, taking pictures as and when relevant.

- 4.8 Post meetings are held after each session with Cllrs, ARMs and ArO. The purpose is to agree a list of actions, lead officer, way forward, timescale, budget (if required). An action list is shared with Cllrs before wider publication.
- 4.9 Eight weeks after each session the action list is updated and shared, to provide feedback to participants. The Communication Team promote success stories, under the Recognition for Action work stream of the Community Leadership Programme.
- 4.10 Residents see action in their local area due to the fact that they have participated in the Walk and Talk programme. Improvements delivered are outlined in SIB monitoring reports, community news and local press releases. Before and after pictures are also taken.
- 4.11 Councillors also benefit as they work closely with the ARMs in delivering their 'walk and talk' programme and provide feedback at Area Committee.
- 4.12 The Portfolio Holders for Attractive and Inclusive City and for Responsive Services and Customer Care were consulted on the East programme (upon which this proposal is based), and they were supportive of the principle of the Walk and Talk Programme.
- 4.13 It is proposed that each ward have a budget of £6,000 each, supporting a programme of four walks per ward. Total: £36,000.

REPORT TO WEST AREA COMMITTEE

16TH NOVEMBER 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 1**.

2. Workplan 2011/2012: Job Prospects

2.1 Committee will recall that its agreed aims to deliver this priority are:

- Increasing employability;
- Support to increase the job skills of the most vulnerable and hard to reach;
- Develop accredited training for volunteers, in order to improve skills and confidence.

2.2 At its last meeting in September, committee received a report, and agreed to establish a Task and Finish group to develop options and proposals to consider:

- The impact of doing nothing
- Support for families;
- Support for NEET young people;
- Support for all of the above and the long term unemployed.

2.3 The Task and Finish Group has met twice and in partnership with the VCS groups has developed options for Committee to consider to address the need of the three identified groups.

3. Context

3.1 In developing the options for Committee to consider the group and partners have considered many sources of information.

3.2 The unemployment rates as at August 2011 are set out below:

Barnes	5.8%	308
Pallion	13%	584
St Anne's	9.4%	475
St Chad's	6.8%	293
Sandhill	10.4%	493
Silksworth	7.7%	407
West	8.8%	2,560

Citywide figures indicate that people on key out of work benefits in the West of the city are three times higher than the official jobless count as described above.

3.3 By layering the ward figures with the 2010 Indices of Multiple Deprivation, see **Annex 6**, it is possible to gain a clearer neighbourhood picture of the hotspots of worklessness in the West.

- 3.3 There are 44 Lower Super Output Areas in the West of which 6 are within the top 5% most deprived :
- 2 in Pennywell (St Anne's)
 - 1 in Pallion and 1 in Ford (Pallion)
 - 1 in Thorney Close (Sandhill)
 - 1 in Gilley Law (St Chad's)
- 3.4 There are 10 Lower Super Output Areas in the West that are within the top 10% of deprived areas including, Farrington, Plains Farm, Grindon, as well as further parts of Pennywell.
- 3.5 A further 5 Lower Super Output Areas are within the top 20% of deprived areas including, further parts of Farrington, Pallion and Nookside.
- 3.6 From 1st of October employability support is being delivered through the 'Work Programme', which is the government's key initiative targeted at people who have been unemployed for more than 12 months.
- 3.7 The current employability services (primarily Job Linkage) delivered by SNCBC on behalf of the Council will cease in March 2012.
- 3.8 SNCBC has been selected as a local delivery agent of the Work Programme for Sunderland. This represents 63% of one of the two contracts in Sunderland. This contract will enable SNCBC to work with 1220 people across the city over a twelve month period. This represents approximately 250 people from the West compared to almost 1000 residents from the West currently receiving a service.

4. Options

- 4.1 **Annex 7** details the option for Committee to consider, presenting the advantages, disadvantages, cost and outcomes for the following
- Do Nothing
 - Family Approach
 - Young People
 - Young People and Families
 - Universal

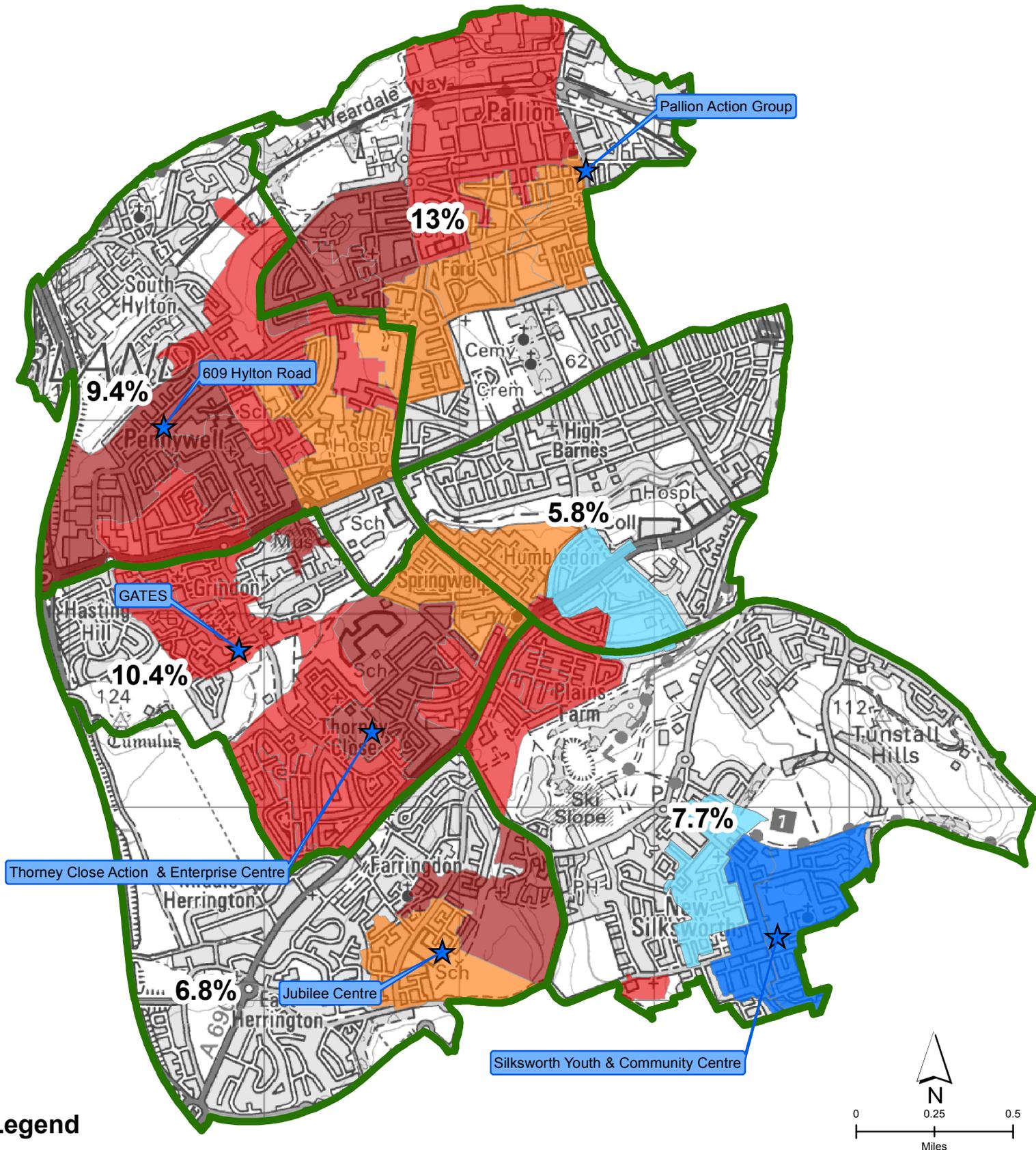
5. Recommendations

- i) Note the report.
- ii) Agree an option to progress within the West.
- iii) Approve the allocation of SIB to fund the agreed option, subject to full application, consultation and appraisal.

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Sunderland West Unemployment Hotspots



Legend

★ Employment Support Schemes

IMD 2010 National Rank as a Percentile from Most Deprived to Least

- Upper 5%
- > 5% - 10%
- > 10% - 20%
- Just Over 20%
- Mid 20%



Source: Department for Communities and Local Government, Indices of Deprivation 2010

Source: ONS, Super Output Area Boundaries. Crown Copyright 2004. Crown copyright material is reproduced with the permission of Controller of HMSO.

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SIB OPTIONS – Worklessness Delivery

Option	Advantages	Disadvantages	Costs	Outcomes
1. Do Nothing	<ul style="list-style-type: none"> No Cost to SIB budget 	<ul style="list-style-type: none"> Farringdon Jubilee Centre will lose 2 staff delivering worklessness provision in St Chad's and Silksworth wards SNCBC will close its delivery outlets at TCAEC, GATES and Pennywell and will withdraw sessional support to PAG - the loss of expertise of 7 staff Pallion Action Group will lose 1 full time worker who currently works with 300 people per annum on Pre -employment Project 1368 residents from the West will no longer receive a service from Job Linkage 	£0	<ul style="list-style-type: none"> No outcomes achieved In the year April 10 to March 11 1368 residents of the West Area Framework registered with the Job Linkage service and received Information, Advice and Guidance regarding skills enhancement and potential employment 338 of these residents gained employment of over 16 hours per week (verified by their employer) and 72% of these residents, 243 people sustained their employment after 3months/13 weeks.
2. Family Approach	<ul style="list-style-type: none"> A holistic approach to improving family lives and beliefs, up skilling and developing mixed generations. Moving families from the 'Benefit Trap'. 	<ul style="list-style-type: none"> A costly and labour intensive delivery model. Difficult to engage with families together as many issues to overcome not solely worklessness issues.(definition of family is uncertain) 	5 staff - £207.000 per annum 1 staff – delivery and co-ordination - £38,900 Benefit and debt advice – p/time - £12000 Venue hire – worker and delivery - £18,000 per annum for outreach Office, Client ICT access,	<ul style="list-style-type: none"> We will work with 65 families from the West area over 12 months. We anticipate each family 'unit' will have an average of 4 people who are 16 and over and eligible to work and of the 260 clients utilising the service we anticipate 30 clients will gain employment and 26 will sustain this at 13 weeks

		<ul style="list-style-type: none"> Specialised staff required to deliver, therefore more expensive. Exclusive delivery therefore number of people supported is much lower. Some duplication of DWP funded project The number of residents who can receive worklessness support will be significantly reduced from the current levels of support, estimated at 1108 people who will no longer receive support. 	<p>newspapers etc - - £5000 per area per annum</p> <p>TOTAL = £271,000</p>	<ul style="list-style-type: none"> - 20 people will attend non-accredited training - 65 families will receive a better off in work calculation - 8 people will attend accredited training - 10 Young People will follow an Apprenticeship opportunity - 10 people will participate in volunteering /work placement opportunities
3. Young People	<ul style="list-style-type: none"> Working with young people to address skills and worklessness issues early in life to prevent future yo yo unemployment. Will address locality based NEET provision need. 	<ul style="list-style-type: none"> Some overlap with existing provision. Engagement can be difficult a targeted approach is more effective with NEET young people. A costly and labour intensive delivery model. The number of residents who can receive worklessness support will be significantly reduced from the current levels of support, estimated at 1018 people who will no longer receive support. 	<p>5 staff - £207,000 per annum</p> <p>1 staff – delivery and co-ordination - £38,900</p> <p>Venue hire – worker and delivery - £18,000 per annum for outreach Office, Client ICT access, newspapers etc - - £5000 per area per annum -</p> <p>TOTAL = £259,000</p>	<ul style="list-style-type: none"> - We will work with 350 young people of which 100 will be NEET and resident in the West area, over 12 months. - 35 young people will secure employment as a result of Modern apprenticeship or direct employment and 15 of those young people will sustain this employment at 13 weeks with the employer or at 13 weeks after the supported MA period ends. - 35 Young people will gain an accredited qualification - 20 Young people will participate in volunteering and work placement opportunities - 200 young people will receive

				information, advice and guidance to enable them to prepare for the employment market
4. Families and Young People	<ul style="list-style-type: none"> • A holistic approach to improving family lives and beliefs, up skilling and developing mixed generations. Moving families from the 'Benefit Trap'. • Working with young people to address skills and worklessness issues early in life to prevent future yo yo unemployment. • Will address locality based NEET provision need. 	<ul style="list-style-type: none"> • A costly and labour intensive delivery model. • Difficult to engage with families together as many issues to overcome not solely worklessness issues.(definition of family is uncertain) • Specialised staff required to deliver, therefore more expensive. • Exclusive delivery therefore number of people supported is much lower. • Some duplication of DWP funded project • The number of residents who can receive worklessness support will be significantly reduced from the current levels of support, estimated at 1058 people who will no longer receive support. 	<p>5 staff - £207,000 per annum 1 staff – delivery and co-ordination - £38,900 Benefit and debt advice – p/time - £18,000 Venue hire – worker and delivery - £18,000 per annum for outreach Office, Client ICT access, newspapers etc - - £5,000 per area per annum</p> <p>TOTAL = £277,000</p>	<p>- We will work with 40 families and 150 young people from the West area of which 75 will be NEET, over a 12 months period.</p> <p>30 families will receive a better off in work calculation</p> <p>- 10 NEET Young People will secure Modern apprenticeship opportunities</p> <p>- 32 residents will gain employment</p> <p>- 310 people will receive information, advice and guidance to access improved skills and qualifications and to prepare for the world of work</p>
5. Universal Approach	<ul style="list-style-type: none"> • All ages and individuals will be supported. • A holistic service using specialist NEET and family advisers on a targeted West 	<ul style="list-style-type: none"> • Family and NEET advisor available on an area basis rather than ward • The number of residents 	<p>5 staff - £125,000 per annum 1 staff – delivery and co-ordination - £28,900 Venue hire – worker and delivery - £12,000 per</p>	<p>- We will work with 720 individuals across the West area in a 12month period which will include NEET Young People, Families, those who face greatest disadvantage and those Not In receipt of benefit.</p>

	<p>area basis.</p> <ul style="list-style-type: none"> • Will support locality based need to meet unemployment need • Dedicated support in each ward with fully trained quality advisers. • Cost effective – benefiting from economies of scale. • Consortium approach to delivery, with each organisation providing match funding to support ‘add-on’ worklessness activity beyond SIB support • A reliable and regular service available on an inclusive basis providing support to all who need it ensuring users are not disappointed and helped as quickly and effectively. • Service is established within the Community and therefore effective engagement can be enabled from day one of delivery 	<p>who can receive worklessness support will be significantly reduced from the current levels of support, estimated at 648 people who will no longer receive support.</p>	<p>annum for static bases and outreach Office, Client ICT access, newspapers etc - - £5000 per annum</p> <p>TOTAL = £195,900</p> <p>Potential to attract match funds for worklessness services from Work Programme, Working with families with Multiple Barriers, Coalfields Regeneration Trust Learning Support already secured by local Organisations</p>	<ul style="list-style-type: none"> - 135 residents will secure employment of which - 20 will be young people who secure MA opportunities - 200 clients receive a better off in work calculation - 40 residents achieve accredited qualifications - 60 residents access non-accredited learning - 30 people participate in volunteering/work placements - 720 people will receive information, advice and guidance to access improved skills and qualifications and to prepare for the world of work
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Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Youth and play provision; diversionary activities to alleviate ASB and disorder	Lack of out of school activity for 8-12 yr olds	Task and Finish Group to map provision and need and develop options for the Area Committee	Jane Eland Jane Wheeler, Insp Kevin Jones	Update was given at to September's meeting . Audit of provision is to be carried out.	Identification of gaps in service; commission activity	Increase no. of young people engaged in positive activities.	Sep-11	Green
	Lack of holiday activity provision			Task and Finish group has drawn up proposals for the committee. Proposed expenditure of £42,000 SIB. Cttee agreed report. Application and activities programme sent to all cllrs. Evaluation report to September committee. A further £26,400 of devolved budget committed to provide holiday activities for remainder of 11/12, including a successful October half term programme	Ensure services meet local requirements	Increase no. of young people engaged in positive activities.	Sep-11	Green
	There is a need for Community Leader training to assist the transition for volunteers			To be considered as part of the Job Prospects priority	Consult, engage and involve local partners in developments	Increase the no. of young people influencing local decisions	Nov-11	Yellow
	Map youth anti social behaviour and possible activity to alleviate it			Youth Response Teams to operate from November -March. Further report in April.	Identify and review services/activities and the success	Identify projects and agencies to commission	Sep-11	Green
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Traffic and highways, including repairs, speeding and dangerous driving	Programmes for 20mph safety zones	Future programmes to be brought to committee	James Newell	The Lead Agent attended the September meeting to provide an update regarding the strategic approach to traffic related issues. Further report in February with proposed programmes.	Ensure services meet local requirements	Ensure local initiatives meet local requirements	Sep-11	Green
	New assessment system for prioritising road safety and speed reduction schemes	For 2012/13, works identified and proposed through new system will be brought to committee for approval			Actively review activities of agencies and services within the area		Sep-11	

	Area and zonal approach to routine maintenance and minor works	2012/13 programme will be brought to committee for consideration of areas and zones to be included			Ensure services meet local requirements		Sep-11	
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Job Prospects	Increasing employability	Task and Finish Group to map provision and need and develop options for the Area Committee	Karen Alexander, Nikki Vokes	Task and Finish group developed proposals for committee. Proposed expenditure of £180,000 SIB over 2 years. Recommendation not pursued, due to WNF continuation of Job Linkage, until March 12. Report to September's meeting outlining gaps and options. Task and Finish group met 6.10 and 19. 10 to identify need and develop options. Report to November committee with options and	Supporting Economic Masterplan	Increasing opportunities for employment, enterprise and guidance	Sep-11	
	Support to increase job skills of the most vulnerable and hard to reach	Options to develop specialist, intensive support					Initiatives are delivered to meet local requirements	Sep-11
	Accredited training for volunteers to improve skills and confidence	Develop a training programme to help volunteers gain work related skills			Link to volunteer training within Youth and Play priority. Address once above has been agreed.	Involve partners in developing a work plan.	Increasing links between volunteering and employment opportunities	Nov-11
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Health and well being, focussing on areas of concern and risk taking behaviour	Task and Finish Group	Task and Finish Group to continue to propose options to Area Committee	Gillian Gibson, Victoria French	TPCT reported to committee in September with an interim evaluation. Full evaluation report to be presented in the new year with options for future delivery.	Involve partners and residents	Ensure local initiatives meet local requirements	Sep-11	
	'Health Champions' project	Continue to roll out training		New programme published	Ensure services meet local requirements	Increase in trained champions	Sep-11	
	Further engage and support local partners in the delivery of local priorities	Develop closer links with partner organisations and other agendas: children and young people; families; older people; child and family poverty		Sunderland Local Engagement Board, partners and VCS being engaged.	Involve partners in developing work programme	Embedding health and lifestyle services in local provision	Sep-11	

	Community engagement and connecting people to services	Develop closer links with local VCS and neighbourhood projects		Neighbourhood organisation being targetted, new ways of course delivery being examined	Involve residents and VCS in developing the work programme		Sep-11	
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Child Poverty	City's Child and Family Poverty Strategy has been approved Child Poverty Needs Assessment has been approved	Neighbourhood model of service delivery is being piloted	Raj Singh	Results of pilot will be reported to Area Committee. Update to November's committee.	Initiatives are delivered to meet local requirements	Development of local projects in support of new models of delivery	Nov-11	
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing	Outcome Measure	Date	RAG
Environmental and street scene improvements, including shopping centres	Task and Finish Group	Task and Finish Group to continue to propose options to Area Committee	Bill Blackett	A number of projects are in development and options will be reported to November's meeting.	Identify projects for progression	Activity to improve quality of local environment	Sep-11	
	Responsive Local Services	Continue to respond to local needs and concerns		Identify areas where services can be targeted/decreased to ensure maximum impact and resident satisfaction. Verbal update to committee	Ensure services meet local requirements	Reduction in service requests and complaints	Ongoing	
	Greenspace audit and Green Infrastructure	Review proposed ground improvements against policies and link with other priorities		Green Infrastructure Strategy Framework in place. Report to committee will include interim progress on GIS in the West. Further report in	Development of land use to meet local needs	Linking land improvements to Framework	Ongoing	
	Derelict/neglected land	Audit and prioritise land for potential works		Being collated through Ward Walk programme and proposed Walk and Talk programme.	Identification of problem areas and where greatest impact will be achieved	Improvements to the local environment	Ongoing	
	Shopping centres and public areas	Audit and prioritise potential improvements to public areas						
	Derelict/neglected buildings	Audit and prioritise as part of improvement programmes		To be included as part of improvement schemes			Ongoing	
Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	Date	RAG

Eden Vale	Task and Finish Group	Establish a Project Group to implement the Action Plan and co-ordinate activities across Eden Vale and Thornhill area.	Richard Parry Nicol Trueman	Action Plan covering environment, children and young people, ASB and community cohesion drawn up. Project Group met on 16 August to begin implementing plan, subsequent meeting in October. Progress report to Area Committee in November	Identfy projects for progression	Coordination of services, development of new initiatives	Nov-11	
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Sunderland West Area Committee

16th November 2011

Report of the Chief Executive

Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) Interim Report Covering the Period April to September 2011

1. Why has it come to Committee?

- 1.1 The aim of the interim report is to inform the Area Committee of how the money it has allocated through SIB and SIP has been used during April 2011 – September 2011, how successful it has been in achieving its original objectives, and indicates how the projects will continue to perform.

2. Background

- 2.1 SIB and SIP is allocated in order to support specific strategic priorities identified in the Local Area Plan, with the overall aims of benefiting the wider community and attracting other funding into the area. In order that the Area Committee can be kept informed of progress of projects funded to date an interim report has been produced for members to consider and question, as appropriate.

3. Performance Update

In West the Area Committee agreed the West Area Work Plan Strategic Priorities for 2011/12:

- Youth and play provision; inclusion diversionary activities to alleviate ASB and disorder;
- Traffic and Highways, including repairs, speeding and dangerous driving;
- Job Prospects;
- Health and well being, focussing on areas of concern and risk taking behaviour;
- Child Poverty
- Environmental and street scene improvements, including shopping centres.

In addition, a further priority was agreed, jointly with the East Area Committee:

- Eden Vale.

This report outlines the performance of all projects which have delivered activity during quarter one and quarter two of the financial year, and are aligned to the key strategic priorities outlined above.

Priority: Youth and play provision; inclusion diversionary activities to alleviate ASB and disorder

Phoenix Project (T&W Fire and Rescue Service)	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of young people benefiting from youth inclusion/diversionary activities	18	18		4243	4243	
The course was designed to change behaviour of young offenders or young people at risk of offending. Eighteen young people from the West area (age 11-17) have participated in the course during this year.						

Youth Almighty Bus Project	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or educational events held	1	1		0	0	
Number of people engaged in sports activities	48	56				
No of new additional young people engaged and participating in youth provision	45	52				
Number of additional young people engaged in youth activities	50	66				
SIB funding was awarded to Youth Almighty to purchase a bus to be used to improve engagement and participation of young people in youth services in the area, the decision was made as the allocation would support the priority of Youth and Play provision in the West.						
The bus was used significantly as part of the youth summer holiday activities to take young people to Derwent Hill, the marine activities centre, laser battlefield, climbing wall and various other attractions. The bus was also used to transport young people to take part in the love where you live campaign.						
The expenditure for the bus was made in quarter 4 of 2010/2011.						

Plains Farm Community Association	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		19000	19000	
SIB funding was awarded to the group to complete essential improvements to the Community Association as part of a wider improvement programme.						
The improvements will enable the delivery of events, to retain and attract new members as well as provide a safe environment for users of the Community Association. The project has provided an essential update to the club, it has enabled the Community Association to be a safe environment in which activities can be delivered.						

South Hylton Environmental Improvements	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Outputs not expected until Q4				25000	25000	
The project is to develop three outdoor spaces, in three individual areas of South Hylton.						
The progress so far;						
Meadow Grove:						
Consultation with both Meadow Grove and Romalmskirk Close residents completed. Use of private gardens removed from the effected residents tenancy agreements. Primary ground work started by Gentoo with external contractor due to commence main landscaping works by the end of October						
South Hylton Playing Fields:						
All field drainage now completed and second phase of the pitch reinstatement / improvements about to commence.						
Ford Oval:						
Phase three of the resident consultation process completed currently amending proposed plans to address residents concerns. Primarily cultivation works completed to prepare land and allow grass to geminate prior to						

the development commencing.

This project had an overall expected spend of £192,234, SIB approval of £25,000 has now been fully spent, the remainder is match funding of which £117,234 has been spent.

New mini bus at Farringdon Detached Football Club	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		5000	5000	
Number of young people benefiting from youth inclusion/diversionary projects	120	120				
<p>SIB funding was awarded to support the purchase of a new minibus to enable the football teams to safely and efficiently travel to and from football matches. Funding was awarded as this supported the West priority of Youth and Play Provision.</p> <p>The new mini bus has been purchased and is now being used by the young players ensuring they are transported safely to away games. This has reduced parents from using cars and children being able to attend away games.</p>						

Operation Freedom	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
All outputs achieved last year				7950	5675	
<p>The intention of this project was to provide a structured partnership approach in the Sunderland West area by the Police, ASB officers and youth providers to tackle anti social behaviour and crime, specifically intentional and non intentional youth related anti social behaviour. The current 'Respect' campaign will be utilised with both callers and youths in an effort to reduce incidents in the future.</p> <p>Also the project advertised the availability of Police officers to attend requested homes to offer crime prevention advice, complete 'Safer Homes' referrals and provide suitable crime prevention articles such as Timers, Shed Alarms etc (which is not within 'Safer Homes' remit) when available thus target hardening requested properties.</p> <p>This project has achieved its outcomes and outputs and this is the final quarter, a further claim against the projected spend is expected.</p>						

Youth Centre Mini bus	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community/voluntary groups supported	1	3		25,634	25634	
Number of people engaged in sports activities	40	126				
No of new additional young people engaged and participating in youth provision	40	60				
Number of additional young people engaged in youth activities	30	30				
<p>SIB funding was awarded for the purchase of a minibus to support the delivery of youth provision delivered By Lambton Street Youth Centre but also to support the other local and community voluntary sector organisations requiring access to reasonably priced transport.</p> <p>The bus has been well used over the past quarter. Three Lambton Street Youth Centre football teams regularly use the bus, for travelling to away games. The boxing section has regularly used the bus travelling to boxing tournament around the North east and soon due to travel to Aberdeen in competition. The bus is used every Friday evening, & Saturday mornings to pick disabled young people for Youth Club Provision. During the summer holidays the bus was used every day for the West Summer Holiday Activity Programme supported by SIB. In addition the Centre has supported other voluntary and community sector organisations giving them free use of the bus, St Marks Youth Project used the bus on a number of occasions for go Karting, City Life Church (Hylton Road) used the bus to take young people to a three day music event. Four football teams of Sunderland West End have regularly used the bus to travel to away games. The bus is well looked after and there is a policy in place of only Recognised Volunteers Familiar to LSYC who are CRB Checked with a valid driving</p>						

licence are allowed to drive the bus.

As the project was delayed initially due to the ordering and delivery of the mini bus, none of the projected outputs were achieved in quarter 1, however almost all of the outputs were exceeded in quarter 2 and those that were not achieved are expected to be throughout, the remaining part of the year.

West Summer Activities	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No of additional youth sessions been delivered per week	20	20		42000	42000	
No of new additional young people engaged and participating in youth provision	500	725				
No of new youth play services provided	50	108				

The project was a collaboration between youth providers and organisations that work with children and young people aged 8 – 19 years, to deliver a wide range of positive activities that the young people in the West Area of Sunderland could engage in over the Summer Holidays. The programmes included both off site and on site activities in addition to the organisations normal commissioned or alternatively funded provision.

Young people were engaged in positive activities, developed new skills, increased their confidence and self esteem through participation, opportunities to volunteer and raising awareness of issues affecting their lives. The project incorporated many community engagement opportunities within it, young people working within their local communities and giving something back.

Ear For you	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No of people accessing improved advice and support	46	46		8610	8610	

SIB funding was awarded to support an anti bullying project that complimented current anti bullying service provision
 There have been a total of 46 children and young people referred to the project from the West area of Sunderland. These referrals have come from schools, other services in the area and families. There were a great number of issues raised in the West area, these issues varied from Self-Esteem, Self-Harm, substance misuse, bullying, family and relationship issues and anger management. The Ear 4 U project has been successful in meeting targets and supporting children and young people who were facing a range of difficulties in their lives

Raising Aspirations	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of people benefiting from healthy lifestyle projects	85	97		17954	17954	
No of young people aged 16-19 years old not in employment, education or training encouraged into further education and employment	70	79				
Number of people employed in voluntary work	42	45				
Number of young people benefiting from youth inclusion/diversionary projects	85	139				

SIB funding was awarded to develop a project that would see young people design and provide a website about young peoples issues for young people. This project supported the priority of Youth Provision for the West.

The project has been busy this quarter delivering an ESP (Engagement Support Program) in conjunction with the employment project as well as working with young people helping them to develop their own information web site. The Young People are currently in the process of arranging a visit to London to promote and Showcase the website. All projected outputs have been exceeded.

Priority: Health and well being, focussing on areas of concern and risk taking behaviour

Facilities Renewal- Silksworth Cricket Club	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	0	0		21800	21800	
Number of people using new and improved community facilities	5	5				
<p>The project will ensure the clubs facilities are refurbished and brought back into use for the club and the wider community. Works to the roof replacement and cabin/clubhouse frontage are nearly completed. The project are awaiting planning permission for the planned frontage which has caused a delay, this worked is now expected to complete by the 31st Jan 2012. The heating installation is currently underway and planned completion is the end of October 2012</p> <p>Due to planning delay the project is now expected to completed by the end of quarter 4, the outputs have been re-profiled accordingly.</p>						

Celebrating Mining Heritage of Silksworth	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or educational events held	2	2		2000	2000	
<p>The project was funded for a series of cultural and heritage events to celebrate the mining traditions of Silksworth, a former colliery village. The project participated in Durham Miners Gala in July 2011, this event went well with over 4 bus loads attending.</p>						

Pennywell and Tansy Development Officer	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No outputs in 2011/2012				2308	2308	
<p>The project has employed a Development Officer to work with both the Tansy Centre and Pennywell Community Centre to deliver informal learning opportunities, youth provision, funding strategies and manage both facilities to improve the quality of provision for the benefit of local people and their families.</p> <p>The Development Officer has organised summer activities throughout the summer. Over 200 children attended the Trampoline, Gymnastic sessions and 50 local families enjoyed bus trips throughout the holidays. Activities are planned for the October half term, Christmas Pantomimes and February half term.</p>						

Community Action in Sunderland West	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No of adults obtaining qualifications (accredited)	20	82		5110	4767	
No of adults obtaining qualifications (non accredited)	55	96				
<p>Health champion programme has been progressing well. An interim evaluation report was tabled at the September West Area Committee. Four Councillors are now going through the programme from the West area, with one finishing and now a Health champion. A celebration event was held on the 13th October, all councillors and the Mayor were invited to attend. A full evaluation will be carried out in the new year and this will lead to further updates to committee.</p>						

Silksworth Park Ground Improvement	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		20600	5390	
Number of people engaged in sports activities	80	240				
Number of people employed in voluntary work	10	15				
Number of young people benefiting from youth inclusion/diversionary projects	30	30				

The project was awarded to upgrade the changing facilities to include additional showers and a new purpose built demountable cabin to provide changing and showering facilities for officials in line with the Wearside League requirements.

These developments have been completed and a final spend is expected shortly.

Ford Quarry Ground Improvements	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		15279	13236	
Number of people engaged in sports activities	60	128				
Number of people employed in voluntary work	10	39				
Number of young people benefiting from youth inclusion/diversionary projects	60	540				

The project was funded to erect a low level fence and two 4m dugouts around the perimeter of one of the senior playing pitches at Ford Quarry. The project has now completed and now has a pitch which meets the FA's new ground grading for step 7 (Wearside League). This work has resulted in mini soccer being held on site with over 30 teams playing.

A further claim is expected against the current underspend.

Sunderland Festival	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community/educational events held	5	5		£3000	£3000	
Number of young people benefiting from youth diversionary activities	50	250				
Number of additional young people engaged in youth activities	100	100				
Number of people employed in voluntary work	100	160				

Funding was approved by West area from SIB funding to support the delivery of the 3 day Sunderland Festival with area aspects and benefits included. Funding was awarded on the basis this project would support the activities for young people and heritage priority.

The Festival was delivered as a three day event between 1st and 3rd July 2011 with activity taking place at Northern Area Playing Fields, Washington; Barnes Park; Sunnyside Gardens; Arts Centre Washington; Marine Walk, Roker and Washington Old Hall. The theme was Americana and the activity across the city reflected this theme through music, dance, classic american vehicles, american football etc. In addition a series of kite making workshops took place in schools in each area prior to the event in an effort to encourage young people and their families across the city to travel to the main site at Northern Area Playing Fields.

Community Learning Centre - Richard Ave Primary School	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		18000	18000	
Number of people benefiting from healthy lifestyle projects	15	15				
No of people accessing improved advice and support	30	40				

SIB funding was awarded to support a capital project to complete a building extension to develop community learning facilities. The facilities developed would provide a place for delivery of community learning and youth activities.

Work is now complete and the commencement of the programme of community learning classes has began including, Teaching Children to Read, Adult Art, Maths, EAL and ICT, Messy Play, Weaning Classes, the LAF Project.

St Mary's & St Peter's Community Project - Heating System Adaptations	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	1		6000	5330	
<p>SIB funding was awarded to support the instalment of an effective heating system within the community facilities, thereby increasing the use of valuable community facility.</p> <p>The heating has now been successfully installed and the community facilities can now be used throughout the winter some of the activities and local opportunities for local residents include social events and clubs, wellness and fitness programmes, including Smoking cessation support. There is also a very popular and successful Toddler Group offering fun activities and parental support.</p> <p>There is an underspend against the project which is expected to be returned</p>						

Sunderland Pride Carnival	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or educational events held	1	1		3400	3400	
<p>SIB funding was awarded to support the delivery of the Sunderland Pride Carnival, an event celebrating and promoting the Gay, Lesbian and Bi Sexual culture.</p> <p>The event took place on the 25th September 2011, it was a very successful event attracting up to 3000 visitors.</p>						

Priority: Environmental and street scene improvements, including shopping centres

Hastings Hill Path Improvements	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	0		30000	0	
<p>The project will see the rationalisation of existing desire lines through agricultural land into a 2m wide footpath cycleway following the field boundary to the benefit of both the agricultural tenant and the community at large. Subject to negotiation the proposal would be to create a footpath corridor 4m wide bounded by a stock proof fence to the field side and existing hedgerows to the outside. The footpath would be constructed centrally to the corridor at 2m wide in compacted aggregate. It would be intended over time that the footpath be invaded by ground cover so minimising its impact within a sensitive rural location.</p> <p>This project has experienced slippage in the time frame due to the complications of landownership and negotiations with the landowner and the trustees, It is now estimating completion by March 2012 weather depending.</p>						
Environmental Improvements to Tunstall Hills North Allotments	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of new or improved community facilities and equipment	1	0		10000	0	
<p>SIB funding was awarded to support the installation of internal pathways on the allotment site.</p> <p>This project has been delayed due to the builders commitments. This work has commenced and has been finished with inspection of works due beginning of November. The funding was awarded to improve 1,692 square metres of internal roadway and footpaths to provide better access for allotment users. This will improve access for disabled users, people in wheelchairs and motorised wheelchairs. The funds are expected to be drawn down in quarter 3.</p>						

West Area Shopping Centre Improvements, Pallion and Thorndale Road	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of events/programmes of work to improve appearance of streets	2			48,000	13,705	
<p>SIP was awarded to support environmental and physical works to Thorndale and Pallion shopping areas to support the improvement of the physical appearance of the area.</p> <p>Thorndale works are being completed and have included the removal of a large raised bed, landscaping and new fencing to derelict land. Further works to limit off road driving are being investigated.</p> <p>Works in Pallion are programmed, including new kerbs and re-seeding in Fordfield Rd, painting of street furniture and major grounds improvements to its 'entrance'. Accordingly, there has been the felling of trees on Merle Terrace and Road Closure on 18th and 25th September. This will allow for new planting and trees.</p> <p>The delays to the projects have been as a result of poor weather conditions and seasonal requirements regarding planting.</p>						

Redundant Bridge and Durham Terrace	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No Outputs to report				20000	nil	
<p>SIB funding was awarded to infill the redundant bridge at Durham Terrace and install lighting along the footways and cycle paths, this would support the improvement of the physical appearance of the area, reduce the potential for anti social behaviour in the area and help make people feel safer.</p> <p>The works are now substantially complete. The outstanding items were delayed whilst awaiting the removal of the existing hedge following the nesting season. Final spend is expected shortly.</p>						

4.0 Recommendation

Committee is requested to

- i) Consider and then discuss the performance information provided above.

Background Papers SIB Quarterly Monitoring Returns Q1 and Q2

Contact Officer: Richard Parry, Sunderland West Area Officer
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SUNDERLAND WEST AREA COMMITTEE
16th November 2011
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:
 Reviewing Progress

Author(s):
 Chief Executive

Purpose of Report:
 This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that will benefit the area.

This report denotes an item relating to an executive function

Description of Decision:

The Committee is requested to approve the following:

- Note the financial statement for Area Committee funding for 2011/12.
- Annex 8: Approve applications from the 2011/2012 SIB budget totalling £11,500;

i) Big Band Festival	£1,500	Approve
ii) Tunstall Community Allotment Project	£10,000	Approve
- Annex 9: Approve 23 proposals for support from 2011/12 community Chest budget.

Approve the following allocations from the 2011/2012 SIB budget, subject to full application, consultation and appraisal:

- Progress Report - ‘Walk and Talk’ programme £36,000
 ‘Tunstall Hills Education Resource’ £34,500
 Essen Way £5,310
- Influencing Policy - ‘Sunderland in 2012’ £10,000

Choose an option and approve an allocation, subject to full application, consultation and appraisal:

- Progress Report, ‘Job Prospects’:
 - Do Nothing £0.00
 - Work with Families £271,000
 - Work with Young People £259,000
 - Young people and Families £277,000
 - Universal Service £195,900

Approve the following allocations from the 2011/2012 SIP budget, subject to full application, consultation and appraisal:

- Progress Report – Humbledon Tree Bays £2,000

Is the decision consistent with the Budget/Policy Framework? Yes

Suggested reason(s) for Decision:

Each Area Committee has been allocated a minimum of £200,000 per annum from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area.

The Community Chest forms part of the Strategic Initiatives Budget and £250,000 is available for the scheme in 2011/2012; £10,000 for each Ward.

Strategic Investment Plan (SIP) was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the Work Plan with its main purpose to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

The circumstances are such that there are no realistic alternatives that could be considered.

Is this a “Key Decision” as defined in the Constitution? No
Is it included in the Forward Plan? No

Relevant Scrutiny Committee:

SUNDERLAND WEST AREA COMMITTEE

16th NOVEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for further allocation of Resources

1. Why has it come to Committee

Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Work Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement and update on progress in relation to allocating SIB, SIP and Community Chest.

2 Financial statement: West Area Committee Funding streams 2011-2012 as at 16TH November 2011

2.1

<u>SIB: West SIB Statement September 2011</u>				
* £331,887 was allocated for 2011 - 2012, £322,546 was carried over from 2010 – 2011 Providing a Balance of £654,433				
	Committee Date	Budget	Approvals	Balance
List of approved projects from 2011 - 12				
Sunderland Festival Celebrating Mining Heritage	25.5.2011	£654,433	£3,000	£651,433
Farringdon Detached Football	6.7.2011	£648,733	£5,000	£643,733
Pennywell Community and Tansy Centres	6.7.2011	£643,733	£42,000	£601,733
Plains Farm Comm. Youth Centre	6.7.2011	£601,733	£19,000	£582,733
Richard Ave Primary School	6.7.2011	£582,733	£18,000	£564,733
Houghton Feast Red Machine Allotments	6.7.2011	£564,733	£3,000	£561,733
St Mary and St Peter's Community Project	6.7.2011	£561,733	£14,700	£547,033
West Children's Summer Activities	6.7.2011	£547,033	£6,000	£541,033
Sunderland Pride	6.7.2011	£541,033	£42,000	£499,033
	21.9.2011	£499,033	£3,400	£495,633
Funding returned		-	-	-
Balance	-	£495,633	£158,400	£495,633

SIP: West Statement November 2011

	SIP Budget	Approvals	Balance
Available Funding 2011/2012	£83,230	-	£83,230
Balance	£83,230	-	£83,230

Community Chest: West Statement November 2011

Ward	Budget	Approvals	Balance
Barnes	£11,715	£2,384.11	£9,330.89
Pallion	£17,420	£3,903	£13,517
Sandhill	£19,434	£6,766	£12,668
Silksworth	£13,236	£8,600	£4,636
St Anne's	£10,624	£6,324	£4,300
St Chad's	£10,634	£9,175.35	£1,458.65
Total	£83,063	£37,152.46	£45,910.54

2.2 Strategic Initiatives Budget

Following the September 2011 Committee meeting, a balance of £495,633 remained.

- 2.2.1 The following projects, detailed in **Annex 8**, is presented to committee for approval:
- Community Garden £10,000 **Approve**
 - Big Band Festival £1,500 **Approve**
- 2.2.2 Agree the allocation of £36,000 SIB funding towards the Walk and Talk project identified within the Environment and Street Scene progress report subject to full application, consultation and appraisal.
- 2.2.3 Agree the allocation of £34,500 SIB funding towards the renovation of a disused building into a Community and Educational facility, subject to full application, consultation and appraisal.
- 2.2.4 Agree the allocation of £5,310 SIB funding towards environmental improvements at Essen Way.
- 2.2.5 Consider the allocation of £10,000 SIB funding towards the delivery of the Sunderland in 2012 programme subject to full application, consultation and appraisal, on receiving a full report within Item 4.
- 2.2.6 Should the approvals be agreed the balance of SIB funding would be £398,323.
- 2.2.7 Further, the 'Reviewing Progress' report has provided committee with a number of options for its 'Job Prospects' priority. Should committee agree an option, the following budget would remain:
- Option 1, do nothing, as above.
 - Option 2, £271,000 Working with Families, £127,323,
 - Option 3, £259,000 Working with Young People, £139,323;

- Option 4, £277,000 Working with Young People and Families, £121,323
- Option 5, £195,900 Universal service delivery, £202,423

2.3 Strategic Investment Plan

2.3.1 Following the September 2011 Committee meeting, £83,230 remained to be allocated. There have been no applications for funding since the last Committee.

2.3.2 The Environmental and Street Scene progress report has proposed allocating £2,000 to a number of projects subject to the full application, consultation and appraisal.

2.3.3 Should this be approved, the balance of SIP funding would be £81,230.

2.3 Community Chest

2.4.1 The table below details the balances allocated following the last meeting. The total project proposals received are set out in **Annex 9**, together with the balances remaining should these proposals be approved.

Ward	Budget Remaining	Project Proposals	Balance
Barnes	£9,330.89	£1187.95	£8142.94
Pallion	£13,517	£2978.50	£10,538.50
Sandhill	£12,668	£980	£10,688
Silksworth	£4636	£1908	£2728
St Anne's	£4,300	£2084	£2216
St Chad's	£1,458.65	£1253	£205.65
Total	£45,910.54	£10,391.45	£34,519.09

Recommendations

Committee is requested to:

- Note the financial statement set out in section 2.1.
- Approve the SIB applications and recommendations as set out in 2.2.1.
- Approve the SIB proposals as described at 2.2.2 – 2.2.6.
- Approve the SIP proposals as described 2.3.2.
- Approve the 23 proposals for support from 2011/2012 Community Chest set out in **Annex 9**.

Contact Officer: Richard Parry, Sunderland West Area Officer
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Application 1 SIB

Funding Source	SIB
Name of Project	The Great North Big Band Festival
Lead Organisation	University of Sunderland

Total cost of Project	Total Match Funding	Total SIB requested
£18,500	£17,000	£1,500
Project Duration	Start Date	End Date
4 months	November 2011	March 2012

The Project

The Great North Big Band Jazz Festival and the music workshops have been staged in the City for the last 8 years. The festival is scheduled to be held from 2nd - 4th March 2012.

The organisation would like to improve upon good practice and create a specific opportunity for young people of the West Sunderland Area aged 13-19 to participate in the Festival through a professionally tutored series of Jazz Workshops and rehearsals, culminating in an opportunity to take part in a concert performance with the Festival Jazz Orchestra at the Festival's opening concert on Friday 2nd March 2012. The young people will be invited, free of charge, to participate in up to 8 professionally-tutored Jazz Workshops. Invites will be sent out through the three secondary schools across the West area and the West VCS Area Network and youth providers.

Young people from the West will have free access (via tickets to all secondary schools and VCS Area Network) to all parts of the Festival which will be held at North Shore at St. Peters. The Festival will comprise School, Youth and Open Sections drawing Big Bands to Sunderland from all over the North of England and beyond. Free access to all parts of the Festival will also be extended to residents of the West Sunderland Area.

Need for Project

It would make a distinctive contribution to the future development of Sunderland as a "Music City". The most able and promising musicians will be eligible to become members of the Sunderland University Big Band and attend free weekly rehearsals throughout the year as well as performing in regular concerts.

Consultation with the three secondary schools and the West VCS Area Network has confirmed that the project would be complementary to other work taking part in the area.

Outputs of the Project

Output Code	2011-12 Q4	Total
A6: Number of community or educational events held	6	6

Financial Information

Item and Description	Total Costs	SIB (West)
Up to 8 music workshops with additional concerts, tutors	£6,000	£1,000

fees and venues		
3 day Festival:- Adjudicators, Prizes, Travelling, Administration, Design, Publicity, Venue and Financial Management	£12,500	£500

Milestones and Key Events	Forecast Dates
1. Book all venues/confirm all dates, workshops, concerts & competitions	November 2011
2. Finalise arrangements for other workshops/concerts, including preparation and distribution of promotional material and liason with participants	November 2011
3. Finalise arrangements for Big Band Jazz Competition, including preparation and distribution of promotional material and liason with participating bands. 4. Finalise arrangements for the management and staffing of the Festival and Competition, including arrangements for adjudication and prize giving, ticket sales and box office management. 5. Finalise arrangements for venue management 6. Financial administration including preparation of income & expenditure account for overall project.	February 2012
7. Finalise Festival DVD.	March 2012

Recommendation: Approve

The project attracts a high level of match funding and would complement the 'Youth and Play' priority by delivering positive activities during school holidays.

Application No. 2 – SIB

Funding Source	SIB
Name of Project	Community Allotment
Lead Organisation	Tunstall Allotments Association

Total cost of Project	Total Match Funding	Total SIB requested
£20,000	£5,000	£10,000 (Sunderland West)
Project Duration	Start Date	End Date
16 months	December 2011	March 2013

The Project

The group are seeking a one off capital award to provide a Community Garden for the recreation and education of all groups of the public to build a better understanding of horticulture and livestock keeping and breeding.

The Association have identified three large adjacent allotments (900 sq metres, 1077 sq yards). These plots will be merged and consist of four zones.

- Zone 1: Multi Sensory Garden – providing different smells, textures and sounds to stimulate and educate the visitor. This will provide an experience for partially sighted groups or other groups with impairments. Part of the project expenditure is a consultative stage to design the garden to maximise the vast range of sensory stimulants possible.
- Zone 2: Livestock Area – this will be mainly poultry, hens, geese, ducks, but also unusual fowl, such as guinea fowl, quail and eventually a dove-cote. Here we expect the younger visitor to learn how the birds are looked after, fed and reared. The group will offer individual sponsorship of birds, to be named as they are born and encourage the visitors to keep a diary of the life of their birds. In time web cams could be installed to enable on-line ‘visits’ during the hatching periods.
- Zone 3: Planted garden - with flowers and vegetables but it will be planted and managed by individual outside groups for their own enjoyment, learning about seeds, germination, growing and harvesting.
- Zone 4: Quiet area - A quiet area will be provided for those wishing to relax or take a break.

In addition to the landscaping works outlined above, a building providing shelter during bad weather, toilets and handrails will be installed.

The sustainability of the project will be managed by the Association, with support being provided by user groups regarding the maintenance of the allotment. A local school has agreed to assist with maintenance costs to support the Community Garden once established. The toilets will be cleaned and maintained by members of the allotment association, a rota will be agreed who does what and when. Costs for any consumables (water, manures, paint, weed killers etc) for the garden will be absorbed out of funds from the association or profits from the association’s shop. As the project progresses a budget will be established to ensure money is available for following years.

All of this will be managed by the groups own gardeners and fowl keepers who have between them over 2000 years of experience. It is intended to have a permanent core team of five gardeners drawn from the 260 members, allocated to the garden for ongoing

maintenance; ultimately the aim is that 'non garden' owners and participants themselves will maintain their community garden.

The group have stated that they have an 'open gate' policy. A direct path from the main gate to the proposed Community Garden area plot will be accessible to the public. The group encourage planned visits by local schools, special schools and other groups but also ad hoc visitors such as the church group and youth clubs, who were involved in the consultation exercise which identified the need for the project. For Health and Safety reasons a log of visitors will be maintained and a member of the Association will be nominated as contact person when the Community Garden is open. The group will apply for a Learning Outside the Classroom Badge and set up a rigorous and continuous Risk Assessment programme to avoid any risks to our visitors.

As the Allotment site is in the East (the site boundary is the 'border' with the West), but most of the tenants come from Silksworth and surrounding areas (West) the group are seeking funding from both Area Committees. The group will be able to monitor future usage by the log book to see where beneficiaries come from.

Need for Project

The zones outlined were proposed by different groups that were consulted on future developments at the allotment site; the consultation included Youth Almighty, The Box Youth Centre, Tyne & Wear Autistic Society, a Church Group and Mill Hill Primary and New Silksworth Junior Schools.

There was a 'test' event held on the site which resulted in over 75 young visitors to a tenant's garden, all the young people have expressed an interest in working on the community garden.

The group have expressions of interest from three more local schools and another youth organisation.

Outputs of the Project

Output Code	Target 2011/12	Target 2012/13				Total
	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
P3: No. of people volunteering	10	10				20
A1: No. of new or improved community facilities and equipment		1				1
A2: No. of people using new and improved community facilities		25	25	75	75	200
A3: No. of community/voluntary groups supported					5	5

Financial Information

Item and Description	Total Costs	SIB Contribution
Land clearance, perimeter fencing and infrastructure work	£4,000	£1,000
Hard landscaping, paths, raised beds, internal fencing	£2,000	£1,000
Buildings, sheds, poultry houses, wet weather shelter	£2,000	£1,000

etc.		
Toilets, connection to mains water, discharge field/ oakaway	£10,000	£4,000
Soils, gravels, manure etc	£2,000	£1,000
Trees, plants, signage, education collateral etc.	£3,000	£1,000
Accessibility fixtures (hand rails, guide posts etc.)	£2,000	£1,000
Total	£25,000	£10,000

Milestones and Key Events	Forecast Dates
Project Start	December 2011
Ground cleared and prepared, fencing up	January 2012
Landscaping, raised beds, toilets installed	February 2012
First perennial plants in	February 2012
Buildings etc. erected	March 2012
First groups of visitors, garden opening	April 2012
Monitoring and Evaluation – Start	October 2012
Monitoring and Evaluation – Finish	March 2013

Recommendation: Approve

The project attracts match funding and would complement the 'Health and Well Being' and 'Environment' priorities by:

- Inspiring young people to garden and appreciate their environment and teach visitors about sustaining the environment.
- Develop an arena for inter-generational exchange of knowledge and ideas.
- Encourage healthier eating.
- Provide a theoretical and practical education for horticulture and livestock keeping.
- Teach young people the responsibilities of managing gardens and livestock.
- Creating history and memories.

**COMMUNITY CHEST 2011/2012 WEST AREA
PROJECTS PROPOSED FOR APPROVAL**

Ward	Project	Amount	Allocation 2011/2012	Project Proposals	Previous Approvals	Balance Remaining
BARNES	West Voluntary & Community Sector Network – Xmas celebration event	200				
	Wearside Wildcats – purchase equipment to support basketball team set up	737.95				
	Sunderland Mens Probus Club – One day outing for members No agreement to be presented to AC for decision	250				
	Totals		11715	1187.95	2384.11	8142.94
PALLION	West Voluntary & Community Sector Network – Xmas celebration event	200				
	Hope 4 Kidz – Xmas Party	80				
	24/24 Project- Pallion Action Group – To support a trip to London to showcase an online service	1722				
	Helping Hands, Ford, Pallion & Millfield Community Development Project – to purchase PAT testing equipment for use in charity shop	976.50				
			17420	2978.50	3903	10538.50
SANDHILL	West Voluntary & Community Sector Network – Xmas celebration event	200				
	Grindon Church Community Project – to provide a children and volunteer Xmas event	300				
	Grindon Young People's project – Christmas party for 60 young people to recognise the hard work No agreement to be presented to AC for decision	480				
	Totals		19434	980	6766	11688
SILKSWORTH	West Voluntary & Community Sector Network – Xmas celebration event	200				

	Silksworth Skate Park – purchase an install grind rail	550				
	Hope 4 Kidz – Xmas party	263				
	Silksworth Recreation Park – Renovate gates	895				
			13236	1908	8600	2728
ST ANNE'S	West Voluntary & Community Sector Network – Xmas celebration event	200				
	Pennywell Community Ctr – Xmas pantomime and Xmas dinner	750				
	South Hylton Tansy Centre - Xmas Pantomime	750				
	South Hylton Residents Association - Xmas Party					
	Hope 4 Kidz – Xmas Party	384				
			10624	2084	6324	2216
ST CHAD'S	West Voluntary & Community Sector Network – Xmas celebration event	200				
	St Chad's Social Committee – Pantomime and summer outing	500				
	East Herrington Primary School – Seating for quiet area	446				
	Grace House – Venue and refreshments for fundraiser	107				
	Totals		10634	1253	9175.35	205.655

SUNDERLAND WEST AREA COMMITTEE

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

16 NOVEMBER 2011

INFLUENCING PRACTICE, POLICY AND STRATEGY - SUNDERLAND IN 2012

1. Why has it come to Committee?

- 1.1 The purpose of this report is to engage with the Area Committee in relation to the proposed Sunderland in 2012 programme.

2. Background

- 2.1 It is considered that the 2012 Games could have a clear and lasting impact on every aspect of Sunderland life and the ability to positively affect the physical and social health of communities. The 2012 Olympic and Paralympic Games will be the largest event ever held within the United Kingdom (UK) and will not return to the UK in our life time.
- 2.2 The potential exists to improve health, tackle exclusion and isolation, engage those who have disengaged from certain areas of society, and empower and inspire individuals and communities to come together and therefore improve community cohesion.
- 2.3 The 2012 Games present an opportunity for all sport and activity providers, arts and cultural providers, as well as community groups to capture the imagination of residents and engage people within a Sunderland celebration programme. The Olympics and Paralympics are not just about sport, they are an opportunity to enjoy and participate in a major cultural celebration. In addition, they also provide an opportunity for everyone to celebrate the Games through other 'windows', including libraries, heritage, dance, music, theatre, the visual arts, film and digital innovation and leave a lasting legacy for the arts in the UK.
- 2.4 Attaining a lasting legacy beyond the London 2012 Games will not be easy, but there is no reason why this cannot be achieved. In order to develop a meaningful programme of activities it will be possible to develop and deliver in partnership with key stakeholders, a range of programmes, initiatives and support services that will inspire residents.

3. Current Position

- 3.1 It is proposed to develop and deliver a comprehensive city programme of community events, activities and opportunities in the build up to, during and beyond the London 2012 Games.
- 3.2 It is acknowledged that developing a Sunderland programme to engage residents with London 2012, will require a level of association between the Sunderland programme and the London Games. It is therefore proposed to maximise the well known 5 Olympic Rings and create a relationship between the 5 Rings and the city's 5 regeneration areas.
- 3.3 The overall aim of the Sunderland in 2012 programme will be to increase participation through inspiring and encouraging people to 'take part in' a variety of activities and opportunities. These opportunities may be developed through sport

and physical activity, arts, cultural activity, or via participation in volunteering within the community. The programme will aim to inspire individuals within their local communities to *'take part in...'* the various opportunities, irrespective of age, ability, gender or ethnicity whether it be doing, watching, supporting, or volunteering.

- 3.4 The following outcomes are an example of those that will be achieved through the delivery of the Sunderland in 2012 programme. The highlighted outcomes are those that are aligned with current West Area Committee priorities.
- Increased levels of participation in sport and physical activity
 - Strengthened sport and physical activity participation, and development pathways to tackle health inequalities – providing opportunities for achievement at all levels (**health and well being**)
 - Improved levels of physical and emotional health through participation (**health and well being**)
 - Increased numbers volunteering within the city (**youth and play provision**)
 - Inspiring children and young people and providing activities for everyone, including families (**youth and play provision**)
 - Using sport and arts to tackle youth disorder and anti social behaviour
 - Greater levels of engagement, inspiration and participation across the city
 - Championing our heritage and culture
 - Greater and stronger links between art, culture and sport and physical activity
 - Greater public awareness of opportunities and achievements within the city
- 3.5 It is proposed the Sunderland in 2012 programme will provide a mixture of opportunities for residents to engage with the programme. Firstly the initiative will introduce and embed a level of friendly 'competitiveness' into the programme. Areas will be 'affiliated' to a coloured Olympic Ring and residents participating in Sunderland in 2012 will gain 'credits for their area of the city'. The credits can be gained from participating in many ways and it is suggested that through an increased community spirit, localities will become stronger and more connected when working together to achieve area 'credits'.
- 3.6 Secondly, the programme will have a number of city challenges where the city, as a community, will be encouraged to work towards these and reach a number of targets, including, for example, challenging the city to:
- Recruit 2012 new volunteers as part of the programme
 - Take part in at least one of the activities throughout the programme
 - Be part of the world record attempt.
 - Swim 550 miles (Sunderland to Olympic Aquatic centre) as part of the city BIG Swim
- 3.7 Within the programme the range of initiatives and projects developed and delivered will be specific to the locality needs and will be aimed at moving residents from a mind set of 'contemplating' into 'action'. As part of the programme, areas will be encouraged to develop a number of 'Area Champions', who will be representative of the population of the area to help promote the programme and fully engage the local community. These could be, for example, Elected Members, talented athletes, community representatives, volunteers and coaches
- 3.8 Volunteer in 'Sunderland in 2012'

A mechanism to support the programme will include a Volunteer Bank within the city. Such a Volunteer Bank will allow individuals to 'deposit' their desire to volunteer. Partners, organisations, clubs, community groups in the city delivering all types of activities, events will also be able to 'deposit' their need for volunteers and through the database opportunities and individuals will be matched.

3.9. Take Part in 'Sunderland in 2012'

It is proposed to develop a calendar of activities that fall under the Sunderland in 2012 programme, whilst maximising events and activities that are already planned between January and September 2012. Developing the calendar of activities and opportunities will ensure that there is at least one 'take part in' activity that residents can do, watch, or volunteer at each week and will provide the residents of Sunderland with a comprehensive programme. Examples of these events are detailed in **Annex 10**.

3.10 Celebration Event - 16 June 2012

It is proposed that we maximise the unique opportunity of Sunderland being a Torch Relay 'Community on Route'. The celebration is proposed to take place at Herrington Country Park as the space allows for significant numbers to attend. The celebration event would incorporate numerous activities including:

- Live music and entertainment
- Big Screen Films
- Family picnic
- Family activities
- A World Record attempt

Penshaw Monument dominates the local landscape as a half-sized replica of the Temple of Hephaestus in Athens. The monument would form the backdrop to activities in Herrington Country Park and could be incorporated into the celebrations

3.11 We took part inSunderland in 2012

It is proposed to deliver a concluding event that celebrates the achievements that have taken place during the 9 month programme. Examples of the type of activities that could be incorporated into the celebration event are detailed in **Annex 10**.

3.12 Pre Games Training Camps (PGTC)

PGTC's allow for athletes to acclimatise to location, the weather and time zones, in the months prior to the Olympic and Paralympic Games. Within the North East, 20 Olympic and 13 Paralympic venues have been selected offering facilities for 21 sports. Sunderland Aquatic Centre and City Space at the University of Sunderland have been promoted as PGTC's. Memorandums of Understandings have already been signed with Colombia, Grenada and Sri Lanka, with a view to these countries training in the region prior to 2012. Opportunities exist as part of the Sunderland in 2012 programme to not only celebrate these countries from a civic perspective, but also celebrate their culture by working within schools from a learning aspect.

3.13 Sunderland in 2012 Legacy

The overall ethos of the programme is to lay the foundations for lasting participation in sport and physical activity, arts and cultural activity at a local level. Opportunities exist through this proposal to work with Elected Members to inform the calendar of activities to ensure the opportunities and activities are not only relevant to the local

community but also inspire residents within the community to take part in a programme that will contribute to area committee priorities being realised.

3.14 Finances

A £274,000 budget has been secured to date to deliver the Sunderland in 2012 programme. This has been secured from existing City Council budgets, partner funding (ie. Tyne & Wear Sport, Sport England, Art Council). It is proposed that each Area Committee contributes £10,000 to support the local delivery of the Sunderland in 2012 programme that has the potential to inspire, engage and benefit all residents within the area.

3.15 Invitation to Task and Finish Workshop

Members of the Area Committee are invited to inform and shape the content of the Sunderland in 2012 programme to ensure opportunities and activities are relevant to the communities within the area. The Task and Finish Workshop has been arranged to take place on 22 November 2011, 5 - 6.30pm in Committee Room 1.

4 Description of the Decision (Recommendation)

4.1 The Area Committee are requested to note the content of this report and agree to:

- i) Inform and contribute to the development of the Sunderland in 2012 programme
- ii) Approve the financial contribution from Sunderland West Area Committee (SIB budget of £10,000), subject to a full application, consultation and approval, to support the delivery of the Sunderland in 2012 programme
- iii) Members being invited to inform the Sunderland in 2012 programme through task and finish workshops as detailed in Section 4.15.

5. Background Papers

5.1 The following background papers were relied upon to compile this report

- Officer briefing note

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and Community Development)
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Weekly ‘take part in.....’ Activities

Examples of activities could include:

- Potential area based, or area versus area tournaments, for all ages and abilities
- Programmes to target unrepresented groups and challenge the barriers to their participation
- Themed photography/visual art exhibitions across the city in partnership with Sunderland University and Sunderland College as a continuation of the Curating the city project
- Taster sessions in new sport and physical activities to encourage individuals to participate in new activities
- Sunderland Festival at Herrington Country Park featuring big screens, the Festival could include screenings across the weekend; exhibitions and demonstrations
- Heritage Open Days and Festivals
- Exhibitions and linked education programme at Sunderland Museums and Galleries.

We took part in2012 in Sunderland

Examples of activities could include:

- The city challenges achieved
- The World Record achieved
- The Games Makers from Sunderland who volunteered at the games
- Sunderland past, present and future Olympians and Parlympians
- The activities that took place as part of the Sunderland in 2012 programme
- The completion of the ‘we took part in.....’ commemorative book and time capsule
- Launch of the ‘Sunderland Hall of Fame’ to recognise and celebrate those within the city that make an outstanding contribution to sport

16TH NOVEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

City Village Concept

1. Why has it come to Committee?

- 1.1. This report offers Members the opportunity to be consulted on plans and strategies relevant to the area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change and facilitates the referral of outcomes of issues previously identified.

2. The City Village Concept

2.1. Background Information

- 2.1.1 The Sunderland Economic Masterplan identified the promotion of City Villages as a fundamental part of Sunderland's economic development. It sets out the need for a comprehensive approach to regenerating communities across Sunderland, to help the people in those communities to engage in the wider economy of the City, to make their neighbourhoods attractive places where people want to live and to help promote Sunderland as 'a national hub of the low carbon economy'.
- 2.1.2 The City Village concept has also been recognised and referenced in the recent Environment and Attractive City Scrutiny Committee's Policy Review into Sunderland 'the Place'.
- 2.1.3 In addition, Members may recall contributing to work undertaken in 2009 to identify Sunderland's 'natural neighbourhoods, i.e. those geographical areas that, when asked "where do you live?" residents would respond with that place name. The whole City was mapped on this basis and divided into a total of 65 natural neighbourhoods which provides the starting point for City village boundaries. (See **Annex 11**)
- 2.1.3 Although the City Village concept sits within the Economic Masterplan and can be used to help tackle economic issues, it can also contribute to influencing change, and encouraging communities to become active in tackling local problems and making decisions in developing community resilience and the social capital of their neighbourhood because it is the place with which many of the identify.
- 2.1.4 The City Village concept identifies a number of characteristics which make a neighbourhood or a group of neighbourhoods, a good place to live (See **Annex 12**). It is envisaged that those characteristics will be utilised as criteria for the long term improvement of existing neighbourhoods, and the design of new neighbourhoods and major developments. The concept has the clear potential to be developed into a place-shaping and prioritisation tool to be used within

Sunderland, but which could also have wider application. In times of restricted funding, it will not be possible to do everything at once, so work has begun to test the City Village concept with residents by finding out more about what matters to them in their neighbourhood at their particular time of life and circumstances. This is with a view to a Second Stage which will identify opportunities and their deliverability so that future improvements can be prioritised more easily.

2.1.5 The work is being aligned with key programmes, strategies and plans including the review of Area Arrangements, Corporate Outcomes Framework, Community Resilience, Community Leadership Programme, the Business Transformation Programme and the review of the Sunderland Strategy.

2.2. Progress Update

2.2.1 A piece of work is currently underway to develop a place shaping (long term) and place shielding (short term) methodology based upon the City's concept of the City Village. The work is required to not only promote City Villages as a fundamental part of Sunderland's economic development, but also influence, inform and contribute to emerging plans and strategies.

The proposed approach will:

- Embed a single approach to place shaping and place shielding of our neighbourhoods.
- There is also a requirement to embed the principles of developing greater community resilience. Community resilience can be used as part of a framework for developing interventions to promote both the social and economic well being of our communities.

2.2.2 Key outcomes will include a robust and practical mechanism which will be used to help shape the further development of area arrangements, and help inform and contribute to the commissioning of services at a local level.

2.2.3 Over the coming months, there is an opportunity through dialogue with Elected Members and partners and service providers, to identify those neighbourhoods with the greatest scope for change and need for improvement – in line with the things that are important to residents at each stage of their lives.

2.3. Next steps

2.3.1 A Project Management Team is in place and working with the appointed consultants Genecon to:

- Identify data sets and indicators to enable a robust assessment of the city's 65 statistical neighbourhoods, in line with the City Village characteristics
- To consult with residents to assess what makes a good neighbourhood and what is important to people about where they live.
- Engage Elected Members, partners and service providers in the process and utilise the in-depth local knowledge of neighbourhoods to inform investment planning and service delivery and development.
- Develop a practical approach which uses the City Village criteria and the sustainable communities concept commencing with a pilot in a small number of

neighbourhoods with specific issues that can be addressed in the short term and a plan for key physical changes to be taken forward in the longer term. This will lead to establishing goals for each 'pilot' neighbourhood as well as a methodology, and framework for evaluation

Ultimately the work will identify a single approach which will allow the proposed place shaping and place shielding methodology to inform service planning and investment planning.

3. Recommendation

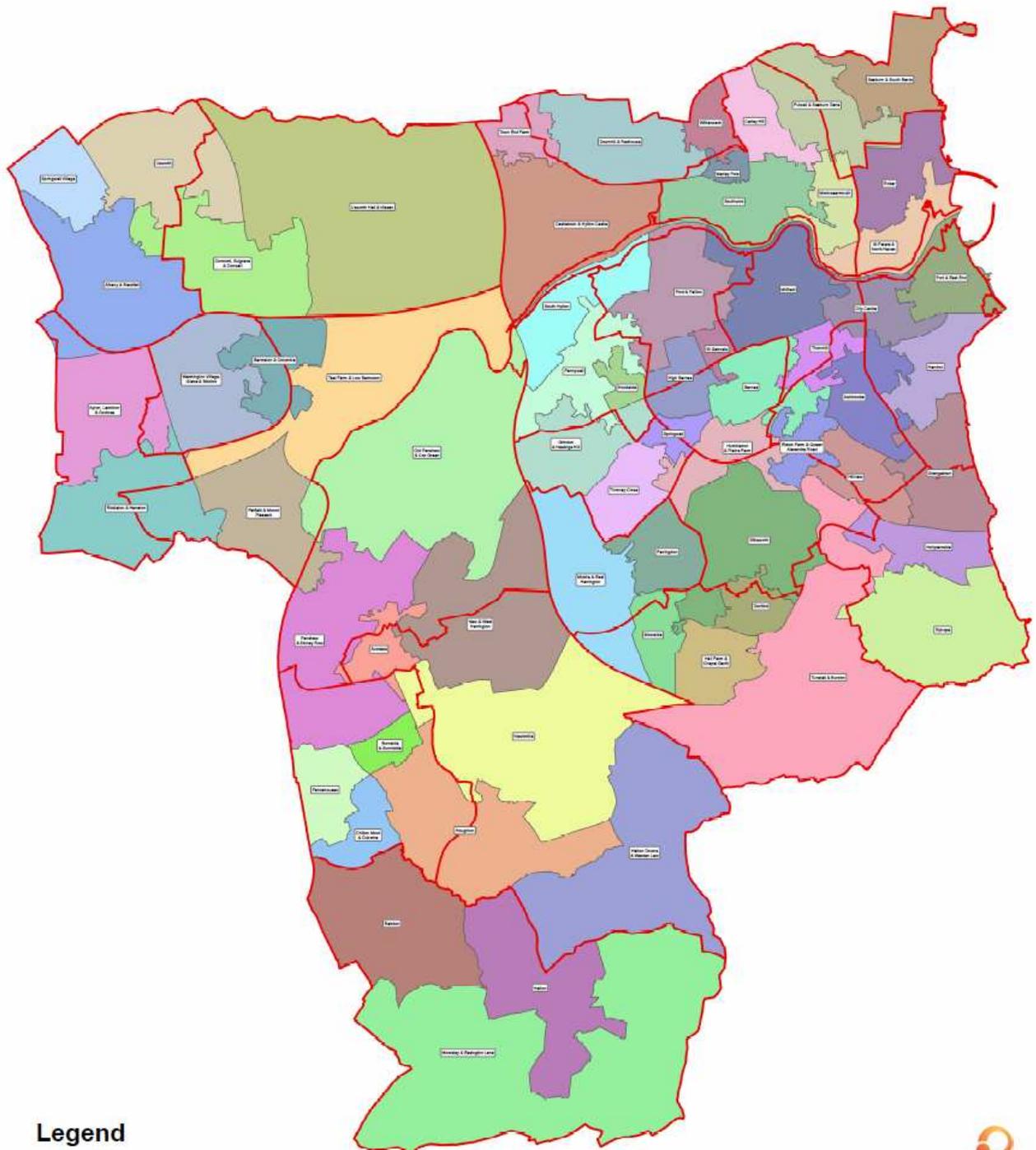
Members are requested to

- Note the information in the report
- Agree to future engagement and consultation with regard to the development of the City Village pilot areas and the benefits it could bring to area arrangements.

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Email: karon.purvis@sunderland.gov.uk

Annex 11: Statistical Neighbourhoods
Annex 12: Characteristics of City Village

Statistical Neighbourhoods



Legend

- Statistical Neighbourhoods
- Wards



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Annex 12

Characteristics of City Village

What is a City Village

A City Village is described as “a sustainable place with all the advantages of a city suburb and all the charm, warmth and human scale of a rural village. It will have its own sense of identity and belonging, and a resilient community with the skills, energy, resources and ambition to do better for all its residents.

The City Village concept identifies a number of characteristics which make a neighbourhood or a group of neighbourhoods, a good place to live. They are:

- Having a **commercial centre** that is economically sustainable and serves its community with at least the basics.
- With a **school or learning institution** near-at-hand that is at the heart of the community and provides a route through to skills provision for all ages.
- Offering a **good choice of homes in an attractive setting** to suit a range of incomes so that families that are close can stay close.
- A community that is **low on crime/fear of crime and high on tolerance**.
- A clean and **cared-for environment**
- **Green spaces** for recreation and exercise, within or close by.
- A **GP surgery** or health centre close at hand.
- **Environmentally sustainable** in physical form and personal behaviour.
- Good **transport connections** (public and private) to the nearest major commercial centre and to employment centres. Good **digital connectivity** at a reasonable cost.
- Offering **space to set up in business** within a reasonable travelling distance.
- Possessing **effective routes for solving community problems**, whereby people can come together, influence decisions and lead change, if they want to.
- **Well managed** with excellent accessible and **responsive services** that meet people’s needs.
- Residents engage in **good neighbourly behaviour** and a have sense of **community identity and belonging**.
- Places and opportunities for people to **meet and socialise** in a safe and secure environment.