

27<sup>th</sup> September

Report of the Chief Executive.

**Strategic Initiative Budget (SIB), Healthy City Investment Fund and Community Chest - Financial Statement and Proposals for further allocation of Resources****1. Purpose of the Report**

1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan and 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 as an up date position on progress in relation to allocating SIB, Healthy City Investment Fund and Community Chest.

**2.0 FINANCIAL STATEMENT WASHINGTON COMMITTEE FUNDING STREAMS 2012-2013 as at 27<sup>th</sup> September 2012**

2.1. The tables below show the position following the June 2012 meeting.

	<b>Committee Date</b>	<b>Allocated (not yet assessed)</b>	<b>Approvals</b>	<b>Balance</b>
The allocation for 2012/13 is £287,261 (subject to approval), with the under spend of £1,834 from 2011/12 this totals £289,095				
				<b>£289,095</b>
<b>Project Name</b>	-		-	-
Young People's Activities	26.04.12		£ 9,298	£279,797
Washington Trust	26.04.12		£65,000	£214, 797
The Phoenix Project	26.04.12		£ 4,000	£210,797
School Opportunities	26.04.12		£99,982	£110,815
Healthy City Investment Fund (approved to AC to award)	31.03.12	£31,413 (Awarded from PCT)		£142,228
<b>Returned funding:</b>				
Washington Old Hall Nuttery		£ 87		
Business Engagement		£ 936		
Miner's Banner Heritage Festival		£2,000		
Heritage Festival 2011		£3,607		
Skate Park Festival 2012		£2,332		
Operation Choice		£4,432	<b>-£13,394</b>	£155,622
<b>New Balance</b>		<b>£31,413</b>	<b>£164,886</b>	<b>£155,622</b>

## **Community Chest**

Available Funding 2012/13 includes the 2012/13 allocation of £10,000 per ward and £13,323 unclaimed or unallocated from 2011/ 2012.

	<b>Community Chest Budget</b>	<b>Approvals</b>	<b>Balance</b>
Central	£14,492	£5,922	£ 8,570
East	£11,287	£2,357	£ 8,930
North	£11,618	£6,204	£ 5,414
South	£15,168	£3,944	£ 11,224
West	£12,050	£3,253	£ 8,797
<b>Balance</b>	<b>£64,615</b>	<b>£21,680</b>	<b>£ 42,935</b>

## **2.2 Strategic Initiatives Budget (SIB)**

2.2.1 Following the June 2012 Area Committee meeting, a balance of £110,815 SIB remained to be allocated from the 2012/13 budget. Since the June meeting £13,394 has been returned to the SIB budget from the a number of projects as detailed in the table at 2.1 resulting in **£124,209 SIB** remaining to be allocated.

2.2.2 The following project as detailed in **Annex 1** is recommended for approval from the 2012/13 SIB budget, as follows:

1. Heritage Miners Banners for Schools                      £15,000                      Approve

2.2.3 A number of priorities have previously been allocated a budget from which projects have been, and are being, developed. One such budget is for the Employment Task Group Work Programme. A total of **£10,000** was allocated in December 2011 from the 2011/12 budget (subject to appraisal and assessment). Following the receipt and assessment of a detailed SIB application and appraisal for Enterprise Grants for Young People, Members are now requested to note the allocation of £10,000 of the budget for a scheme to support young people to start their own business. A summary of the application and consultation and assessment results is attached as **Annex 2**

2.2.4 In addition, a budget of **£100,000** was allocated from the 2012/13 budget and approved at the April 2012 meeting to deliver a programme of work in 2012 which built on the success of the Youth Opportunities Project and which addressed an identified gap with regard to work with schools, training providers and employers re careers guidance, work placements to establish a route to employment and training opportunities with the 14 – 16 year old age group. Following the receipt and assessment of a detailed SIB application and appraisal for the Schools Opportunities Project, Members are now requested to note the allocation of £99,982. A summary of the application and consultation and assessment results is attached as **Annex 3**

## **2.3 Healthy City Investment Fund**

2.3.1 **£31,413 Healthy City Investment Fund** also remains to be allocated to specific initiatives as agreed at the Area Committee meeting held 31<sup>st</sup> March.

2.3.2 There is 1 application for the Healthy City Investment Fund which is detailed in **Annex 1** and recommended for approval as follows:

1. Well Men Partnership    £31,000                      Approve

## 2.4 Community Chest

2.4.1 The table below details balances remaining following the last meeting in June 2012, for information. Since the June meeting, a total of 3 project proposals have been received and agreed and are detailed in **Annex 4**

<b>Ward</b>	<b>Budget Remaining</b>	<b>Projects Agreed since last meeting</b>	<b>Balance Remaining</b>
Washington Central	£ 8,570	£ 1,300	£ 7,270
Washington East	£ 8,930	£ 0	£ 8,930
Washington North	£ 5,414	£ 653	£ 4,761
Washington South	£11,224	£0	£11,224
Washington West	£ 8,797	£0	£ 8,797
<b>Total</b>	<b>£ 42,935</b>	<b>£ 1,953</b>	<b>£40,982</b>

### Recommendations:

Committee is requested to:

1. Note the financial statement set out in Section 2.1 of this report.
2. Approve the SIB application and the HCIF application as detailed in **Annex 1**
3. Note the allocation of budget for the Young People's Enterprise Project as detailed at 2.2.6 and **Annex 2**
4. Note the allocation of budget for the Schools Opportunities Project as detailed at 2.2.7 and **Annex 3**
3. Note the 3 approvals supported from 2012/2013 Community Chest as set out in **Annex 4.**

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**Summary of Proposed Projects: SIB**

<b>Name of Project</b>	Heritage Miners Banners for Schools
<b>Lead Organisation</b>	Beamish Museum

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£35,000	£20,000	£15,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
9 months	January 2013	September 2013

**The Project**

The project will work with nine primary schools to produce banners. This initiative builds on a project that has already worked in some Washington Primary schools and produced individual banners. Once schools have been identified they will be invited for a training day at the Museum. Delivery of the project will be discussed with the teachers taking part. The project will help children from the Washington schools understand what it was like to live in Washington in the past. The children will know how people worked in the mines and the issues associated with this local industry. They will empathise with the older generations and value more their contribution to the wider society. They will appreciate how life seemed to be harder in the past. This experience will affect how they live their lives today in a positive way. The banners will form a physical and emotional reminder of their place within their local community.

Each school will involve at least 35 children in the process of making the banner but the other children attending will also benefit. There will also be the opportunity of sending the wider community to Beamish to learn about the project and to get involved with parading their representative banners in a mock strike. It is anticipated 150 members of the wider community from each school will have the opportunity to visit the Museum as part of the project. Each banner will be paraded at the Heritage Day in Washington in September 2013 thus engaging the wider community in the experience.

Artists will be identified to help deliver the project and ex-miners will also help in the delivery at school. Pre-visits will be undertaken with each school exploring the history of coal mining in Washington using the story of the 1917 Children's Strike, Artefacts and the ex-miners themselves. The artists will then make three visits to help the children plan and create their own banners ready to be paraded at Beamish and at the Washington Heritage Day. Visits to the Museum will be undertaken by the children involved in the project and by their families at a later date. Here they will carry out a themed activity exploring why the children went on strike. Their work on the project will be exhibited at the Museum so the wider community can understand their learning. It is anticipated that a class from each school will take part in the project and that two (or three) buses will bring the wider community during the holidays. The numbers of schools involved will depend on the additional funding that is secured for the project, the principle potential funder being the Heritage Lottery. The organisation has experience of successfully managing and implementing similar projects

**Need for Project**

Previous school banner making projects have resulted in almost 100 percent take up. The banners that were created have all been paraded at the Heritage Day in September with numerous children and parents in attendance. The sense of community this created was fantastic. The ex-miners involved in the project felt greatly valued and have asked when we are doing it all again. Local Primary schools have indicated they would support the project. The project will bring together the different communities in Washington just as it had in the previous project. The desire for the communities to be more cohesive comes from the Councillors themselves. The feedback from the teachers and miners involved in the previous work shows a great commitment to the creation of the banners and thorough understanding of the idea of a banner as being something a community can gather round and parade, something which reflects the heart of a community and shows a desire to belong.

**Partnership**

Independent artists from RT Projects will be partners along with 9 Washington Primary Schools. Local Banner Groups will also be involved with the project

### Outputs of the Project

Output Code	Description	Number
A6	No. community events held	9

### Key Milestones for the Project

HLF funding confirmed	Dec 2012
Artists commissioned	Jan 2013
School visits commence	Jan 2013
3 x Banners completed	April 2013
4 x Banners completed	July 2013
2 x Banners completed	Sept 2013

**Recommendation: Approve (subject to confirmation of match funding). Terms and conditions will reflect the requirement to evidence match funding in place to ensure the full programme can be delivered across all 9 Primary Schools.**

### Summary of Proposed Projects: HCIF

<b>Name of Project</b>	Well Men Partnership
<b>Lead Organisation</b>	Washington MIND

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£33,000	£2,000	£31,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	October 2012	September 2013

### The Project

This new partnership will offer a holistic, co-ordinated approach to reducing cancer mortality for local men. The project aims to improve the physical and mental health of men whose wellbeing is impacted on in a negative way by behaviours known to reduce life expectancy. The Partnership aims to reach local men in Washington delivering interventions and raising awareness and therefore better recognition of signs and symptoms leading to early diagnosis in signs and symptoms of lung, bowel, testicular, prostate and other cancers. We know that many premature deaths could be prevented through making lifestyle changes that are protective such as improved mental health and wellbeing, meaningful activity, social interaction, losing weight, doing more exercise, reducing alcohol consumption or stopping smoking; therefore the project will offer local men increased opportunities to healthy interventions and increase motivation to make the necessary changes to improve their own health and wellbeing. By using a joined up local approach, local need will be identified, provision will be increased, partners will work together effectively, new resources will focus on gaps in current service provision and early cancer awareness resources that will be promoted and made accessible in a wide range of local venues. Local employers, front line staff and families will have access to training that will enable them to promote health improvement to their colleagues and family members and provision and increased knowledge of and access to a range of health interventions that will improve men's physical health and emotional wellbeing. This will be through

- Exercise and activity sessions and advice
- Healthy eating and weight loss clubs
- Financial capability and links to mental health ( inc. Healthy eating on a budget)
- Smoking cessation services
- Brief Alcohol Intervention
- Stress reduction
- Emotional health and Resilience

The project will achieve the following outcomes:

- New, innovative ways of working will be developed reaching traditionally 'hard to reach' groups of men and engagement in services/activities will be increased.
- More local men have easier access to appropriate health information, recognising signs and symptoms of cancer and accessing support at an earlier stage therefore improving diagnosis.
  - Significantly more men will survive cancer
  - The local community will understand the key facts about cancer
  - People affected by cancer will have their information and support needs addressed effectively
- Local men will be aware of the benefits of healthier lifestyle choices and have access to interventions that support making changes and improved health profiles of participating community members
- Ultimately improved quality of life for participants
- Increase motivation to implement healthy lifestyle choices and engagement in new activities.
- Increased capacity for smaller local organisations and projects.

**The New Men's Health Network model will be a collaborative approach co-ordinated by Washington Mind alongside key partner organisations; B Active N B Fit and Washington Millennium Centre working in the local community and with the local community to promote awareness of early signs and symptoms of cancer, address the main lifestyle causes of cancer and improve the health and wellbeing of local men.**

The Partnership will focus on a Community Outreach model and will use the venues where men are already accessing to get our health awareness and promotion messages across. For instance we know that men are much less likely to visit their GP than women or engage in other traditional health provision so health initiatives will be offered elsewhere in the communities they frequent. This targeted approach will work at a grassroots level in venues and services that men are already accessing such as Washington work places, job centres, job linkage, training venues, colleges, gyms, taxi ranks, working men clubs, pubs, bookies, barbers, golf club, bowling clubs, allotments, Dads clubs, pharmacies, libraries, and other male support/community groups and venues. The steering group will use the public health available data to consider local profiles highlighting gaps in provision, Workplace interventions are fundamental to targeting those men who work full-time and therefore have little time or opportunity for accessing community venues and activities in normal working hours.

Engaging with women will also be an important part of the project; one of the key findings from the recently published Health Champions Evaluation found that the model was an effective way of promoting health through each individual's circle of influence. While there are a number of health initiatives currently available to men in some areas of Washington there is currently no specific service that is actively targeting and engaging with men regarding their health and co-ordinating the health initiatives to target men. Recognising that men are far less likely to access health and support services than women, this project will not only provide and promote additional resources it will help local men to access existing services.

A pot of funding that will be made available to smaller local organisations to give them the opportunity to increase their capacity and contribute to the Men's health targets. The project co-ordinator will assist the smaller organisation in applying for grants up to £500.

### **Partnership**

The opportunity for local organisations to work together to improve local men's health was disseminated via VCAS and the local Washington VCS Network invited the interested local organisations to meet up and discuss the contribution each could make to the project. Groups in attendance were Washington Mind, Millennium Centre, NECA, Sunderland Dance, B Active N B Fit, SAFC Foundation, Wearside Women In Need and HOPS. Three key partners are established with view to others staying involved in a variety of ways including accessing the 'capacity pot' to enable other smaller local organisations be involved in the project. Washington Mind is active in the strategic mental health community in Sunderland, contributing to the development of local policy and action plans. We contributed to the Sunderland Emotional Health and Wellbeing Action Plan and are currently developing the Suicide prevention programme 'A Life worth Living' (key target groups will be young men, older men and people with long term conditions). Washington Mind also hosts the Sunderland

Wellbeing Network and recently started to host the Men's Health Network whose members fully support this project. The steering group have contributed their ideas to the project outline and our plans to hopefully build on the network through this project focusing the work in the targeted areas where it is needed most. The New Men's Health network will have a new way of working, a recent men's health week of activities showed poor attendance from men and strengthened our argument for a community outreach approach – going into the venues where men already have a presence and targeting the areas with the most need. The delivery partnership will consist of:

**Washington Mind** – will lead this joined up approach through a dedicated Project Coordinator with established experience of delivering men's health initiatives in Sunderland. Working with our partners the Coordinator will be a key local contact for the local community. Actively engaging and consulting with local men to establish the barriers that stop men making best use of the range of services available to them and identifying what works well to develop the programme. We will build on our track record of successful partnership work (including a recent NTW Shining Light award for best partnership for our primary care and IAPT wellbeing service). The Co-ordinator post holder will be accountable to the Washington Mind Services Manager, Partnership, Steering Group and Executive Committee and be responsible for coordination and day to day running of the project. The organisation will chair the city wide steering group meetings and monthly Men's Health network events (but ensuring increased representation from Washington and at least three events held in Washington).

The role of the Co-ordinator will also include 'navigating' the local community to enable easy access to a range of information resources e.g. telephone support, mentoring, signposting, practical resources (pamphlets, self help and factsheets) interactive website, online and paper directory of local services. A designated page for Men's Health will be added on [www.wellbeinginfo.org](http://www.wellbeinginfo.org) with appropriate links and the database of local services will be extended to incorporate smaller organisations and local men's groups (e.g. Washington Men's Support Group). A Men only version of the Wellbeing Guide will also be developed.

The partnership will pilot 'Positive Changes which is based on the 'One New Thing' pilot currently operating in the South Tyneside area the 'navigator' role of the Co-ordinator and other trained staff and volunteers will be to motivate and support individuals to make contact with one or more of the local organisation or groups (including those in the partnership) that are available to promote cancer awareness, encourage healthier lifestyles and ultimately improve the individual's physical and mental wellbeing. The original pilot name is based on the premise that the contact will result in the men engaging in 'trying one new thing'.

**B Active B Fit** is a social enterprise and was inaugurated in 2005. B' Active 'N' B' Fit is an Award Winning Company that is dedicated to tailoring structured exercise programmes and well-being services to suit individual need in the local communities with a public health focus. The company aims to reach local men in Washington by targeting areas of need and addressing cancer awareness in lung bowel, testicular and prostate cancer, bowel screening and life style awareness, to help men feel more comfortable recognizing the symptoms and presenting to their GP at a early stage using a grass root approach in a environment that men feel comfortable in. The organisation will deliver therapeutic Exercise and health improvement to men of all ages. They have a proven track record in incorporating cancer awareness with exercise sessions using a combination of NHS promotional materials and resources in combination with engaging tools and banter to get men talking about difficult subjects such as signs of prostate cancer.

**Washington Millennium Centre** – ideally situated in North Washington an area of high social economic disadvantage and the highest Washington rates of mortality due to cancer, smoking prevalence and high alcohol consumption. The centre acts as a community hub facilitating a range of activities for local people and has 29 other voluntary sector groups using the site catering for all ages. The centre is self funding and receives no grants to do any type of health work. The centre has IT facilities providing free internet access enabling users to access health information online. In addition to the current services provided the centre will target the existing male users. Some will attend the wellness centre other will cross the door to use the facilities or attend meetings. The initial contact will be to inform the men of lifestyle issues that can increase the risk of getting cancer and to raise

awareness of cancer signs and symptoms pre diagnosis. This will be through leaflets and posters and messages on Technogym keys. All gym staff and reception staff will complete cancer awareness and SCIP training to be provided as part of the project so that a broad group of staff have a level of awareness that allows them to signpost people to service providers or their GP.

**Washington VCS Network** - As active members of the Network we are ideally placed to nurture these opportunities for local men and the VCS Network supports the local voluntary sector's need to come together and work collaboratively. The network will assist the partnership in engaging with other smaller local organisations and increasing their capacity through networking and project funding.

**Men's Health Network Groups and Events** – Washington Mind recently began hosting the Citywide network that offers participants the opportunity to become aware of the current work around men's health in Sunderland. The ultimate aim of the network is to raise the life expectancy of the men living and working in the City of Sunderland by addressing health issues affecting men and raise awareness around these issues. The funding will contribute to network activities in Washington including a Men's health Event. The Network currently has over 100 members and this project will not only support the existing network but use this as the foundation for building a bigger better network with a more locality based focus.

The partnership will establish clear protocols and procedures that are necessary for the partners to work together well, and enable us to deliver services to local men and their families that are efficient and effective. To ensure effective communication for the Partnership a steering group will be established that will ensure good practice is shared, any issues are resolved and ongoing outcomes and outputs are regularly monitored. Developing a working knowledge of appropriate partners and building relationships and networks with key agencies will be key to the success of the partnership. Referral pathways and Information sharing protocols will be established and agreed to ensure we continue to work together effectively for the benefit of the local men we are providing services for.

A range of men friendly information resources will be designed and developed to promote the activities on offer, raise awareness of cancer and healthy lifestyle advice. Promotional materials will use a variety of sporting, DIY, comic and mechanical analogies to reach a wide range of men's interests whilst getting key messages of the project across. A Men's version of the wellbeing guide will be produced for distribution in Washington.

### **Need for the Project**

We have consulted with other local services to ensure the project will link into existing provision such as Health champions, Volunteering opportunities, GP counselling, Increased Access to psychological interventions (IAPT), Health trainers, Exercise on prescription, Smoking cessation advisors, Alcohol intervention projects, Slimming groups, Stress reduction classes, NHS Health checks Staff and the Men's Health Network. The Partnership has worked with Public Health to consider the local profiles and the gaps in provision for example there is little in the way of health provision in Washington West and yet the area shows low levels of exercise uptake and high levels of obesity so are ideally placed to work with both Citywide and smaller locality organisations to target delivery in the areas most needed and where we will reach different groups of men in the Washington area.

### **Outputs of the Project**

Description	Number
Awareness raising sessions	60
Individuals contacted and engaged	1600
Indirect contact through dedicated resources – promotional material & website	5000

### **Key Milestones for the Project**

Co-ordinator in post (start networking to assist smaller organisation to get involved)	01/10/12
Partnership steering group established and work plan agreed	01/10/12
Promotional materials designed / developed & disseminated	01/11/12



Network launch event and partners commence delivery of interventions	01/11/12
Mid term evaluation of project	31/03/13
Report findings of the project and celebration Event	30/09/13

**Recommendation: Approve**

**Note – this funding is Healthy City Funding referred to Area Committee to award to collaborative health initiatives addressing causes of men’s cancer (March 2012 Area Committee).**

**SIB Consultation and Assessment**

**Employment Task & Finish Group: Work Programme to support young people**

**Washington Enterprise Grants (16 – 21 year olds): Lead Sunderland City Council Business Investment Team**

£10,000 was allocated in December 2011 from the 2011/12 budget to support work with young people to help them access opportunities for employment.

**1. The application**

<b>Name of Project</b>	<b>Washington Enterprise Grants (16 – 21 year olds)</b>
<b>Lead Organisation</b>	<b>Sunderland City Council business Investment Team</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£10,000	£0	£10,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	September 2012	April 2013

**The Project**

The project will offer financial support to Washington young people aged 16 – 21 years, to help them start up in business. This will result in a decrease in young people who are unemployed, and an increase in self employment in Washington. The scheme will support clients who live in the Washington Area, who are aged between 16 and 21 and are unemployed and want to start up in business but do not have access to start up finance.

The scheme will be able to work in conjunction with the Enterprise Coaching in Sunderland project managed by Sunderland City Council and delivered through the Sunderland Enterprise consortia. This project offers intensive, bespoke, one to one business advice and coaching to support clients in developing a viable business plan, and with grant applications. The combination of the business advice and support as well as access to finances has been proven as a means to encourage local residents to consider self-employment and minimises some of the perceived risk in moving from benefit dependency to income generation. Referrals from the Enterprise Coaching project will be made into this project along with referrals from other agencies including the Shaw Trust and Broker North-East.

The Washington Enterprise Grant will be managed through a robust framework with strict eligibility criteria to minimise risk. An independent panel will appraise grant applications and agree grant awards every 2 months. Comprehensive inclusive guidelines will be available. SNCBC will purchase all goods and equipment on behalf of the business. This ensures the grant is utilised in line with the application and SNCBC can attract discounts that new businesses may not be able to access. Further in the unfortunate situation that a business does not start or ceases to trade then the equipment can be reclaimed and utilised by an alternative new enterprise. Examples of items provided to businesses to date include business insurance, advertising, small tools and equipment and workwear. The maximum grant will be £500, there will also be limits on the amount that will be provided for various items eg small tools will be a maximum of £250, Insurance a maximum of £200, this ensures value for money.

**Need for the Project**

Similar grants schemes have been delivered in the past and have always been oversubscribed, therefore we know there is a demand for grant support. The demand for grant support has increased during the recession when access to finance from banks is non existant and has always been more difficult for young people. Research into the barriers that prevent people form starting in business shows that access to finance is one of the greatest barriers, our deprived neighbourhoods have less ability to provide finance eg a parent being able to help than more affluent areas. The Area Committee through the

Employment Task and Finish Group has identified this as a great opportunity to further support young people of Washington to access employment opportunities through enterprise and entrepreneurship.

The Council's mainstream financial assistance budgets do not offer 100% grant support for start-up businesses. Indeed grant support for start up businesses is limited to 50% funding for manufacturing businesses and is restrictive for sole traders. If any of the project beneficiaries would be eligible for the Council's Financial Assistance scheme then they would be referred to this rather than this project.

The risk that the grant might be exploited and used for non self employment activities will be mitigated due to the robust grants framework (which is proven to work) and the independence of the Grants panel that approve applications. There is a risk that 20 young people may not come through the referral channels but this risk can be mitigated by ensuring all referral networks are aware of the scheme and know what the procedures for making a grant application are.

### Partnership

The Sunderland Enterprise Consortia were involved in the development of the previous project as mentioned above and SNCBC have been involved in the development of this new project and will be the delivery partner for the project, although Sunderland City Council will manage and co-ordinate the project and will hold membership of the grants panel which appraises and approves applications.

### Outputs of the Project

Output Code	Description	Number
P4	No. of new businesses established	20
P7	No. of people accessing improved advice and support	20

### Key Milestones for the Project

All grant documentation forms produced	September 2012
Advertising and promotion	September 2012
1 <sup>st</sup> Grant Panel	November 2012
Performance monitoring meeting	January 2013
Project Evaluation	April 2013

### Finance

Item	Cost
20 Grants @ £500	£10,000
<b>TOTAL</b>	<b>£10,000</b>

The project will be monitored through regular meeting with the delivery organisation SNCBC. The Council's financial systems will be used to pay all invoices submitted (with supporting evidence) from the delivery agent. A budget spreadsheet will be set up alongside the SAP system to manage and control the budget. Beneficiary information and documentation will be gathered and held by the delivery organisation and sent in support of claims.

### 2. Consultation

**Following full consultation with the Area Committee (10<sup>th</sup> September 2012) this application has been supported as detailed in the full application and in line with formal SIB protocols and terms and conditions.**

### 3. Formal assessment results

**Using the formal SIB governance protocols and guidance, the application has been assessed and has scored 53 out of 60. This application:**

- 1. Evidences a good track record of successful delivery and experience and will deliver this service in Washington for the benefit of Washington residents, in particular young people aged 16 – 24 years old.**
- 2. Evidences it meets at least one of the key priorities of the Washington Local Area Plan and the Washington Area People Board Workplan and addresses a clearly identified need.**

- Washington Area Committee Employment Task and Finish Group has identified real need for young people in Washington to be able to access opportunities which lead to employment
3. This proposal is clear about what it will achieve and delivers a number of positive outcomes:
    - 20 young people will be supported to start up in business. This will result in a decrease in young people who are unemployed, and an increase in self employment in Washington.
    - An appropriate referral system has been identified ensuring collaboration and a 'joined up' approach with a number of initiatives. One to one business advice and coaching will support clients to ensure good business planning is developed.
    - 100% of Area Committee SIB funding will be allocated to grants for young people. Any additional administration or project management costs will be met by partners and other initiatives.
    - The level of grant aid is appropriate at £500 per grant, based on previous experience of similar schemes
    - There will be an independent Grants Panel to assess all applications.
    - A robust framework with strict eligibility criteria to minimise risk has been identified.
  4. There is good evidence of a partnership approach with a number of initiatives and organisations included in the development and delivery of the project
  5. Evidences experience of managing funds and projects, has all relevant documentation and policies in place.

**GIVEN THE POSTIVE ASSESSMENT AND CONSULTATION, THIS PROPOSAL WILL BE AWARDED SIB GRANT UNDER FORMAL SIB PROTOCOLS AND TERMS AND CONDITIONS, AS APPROVED AT WASHINGTON AREA COMMITTEE HELD DECEMBER 2011.**

**Washington Area Committee SIB Consultation and Assessment**

**School Opportunities Project: Lead SNCBC July 2012**

The Washington Area Committee Meeting held April 26<sup>th</sup> 2012 approved SIB budget allocation to:

**Deliver a project that would build on the success of the Youth Opportunities Project and address an identified gap with regard to working with 14 -16 year olds at risk of becoming NEET or with barriers, delivering careers guidance and with employers establish a route to employment and training opportunities through a programme of quality work placements.**

**1. The application**

The following is a summary of the application received:

<b>Name of Project</b>	<b>School Opportunities</b>
<b>Lead Organisation</b>	<b>Sunderland North Community Business</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£99,982		£99,982
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
2 year	September 2012	September 2014

**The Project**

This proposal will enable work with young people prior to them being able to access Youth Opportunities at 16. The proposal will enable a minimum of 40 Year 10 and 11 pupils who are identified by their schools as at risk of becoming NEET, to receive dedicated and targeted support within school. The project will also link with Year 9 through the school's options process where appropriate. This will be in addition to any 'curriculum based support of Connexions support provided in schools. The proposal will

- Help develop skills which will increase options when leaving school and will increase opportunities to access employment.
- Work closely with parents, families and carers and peers of the young person to gain engagement from a cohort of young people who historically have not accessed services such as Connexions.
- Work with and engage employers to identify and encourage vocational routes for young people resulting in structured placements and addressing any barriers or issues that might impact on delivering a positive pathway and outcome for the young people.

The outcomes of this project will include:

- Reduce the % of young people who leave school in Washington without a clear destination and becoming NEET.
- Work with employers to understand their needs and support our young people to understand their role and skills required. This should hopefully enable the young people to participate in work based opportunities as part of the School Curriculum
- Enable young people to consider opportunities or options for accessing employment at the age of 16 as a realistic option and to understand how learning enabled through apprenticeships of bespoke 'organisational' learning will enhance their employability skills.
- Increase the number of young people leaving school that remain in their option of choice rather than leaving within a short period of time of starting their progression path
- Support for Year 10 young people to 'reintegrate' into school life and move them 'out of risk' by Year 11. This will enhance the number of progression paths they have to select from when leaving school at 16.

The School Opportunities proposal seeks to enable Year 10 and 11 pupils, and Year 9 where appropriate, and their families to access individual targeted interventions prior to leaving school. The

project will be run with 2 of Washington's Schools with each young person identified by the school and will help provide a progression route from mandatory education, supported by a Mentor. Together the young person and mentor will identify 'influences' on their life and examine their behaviour and how this impacts on their personal progression. The project will work individually with each young person to help them to make their own decisions about their career path, understand what progression they need to undertake to achieve this goal and to map this agreed journey so achievement can be identified and discussed. The Programme is flexible however some of the agreed pathways to progression may include

- Attending work placement as part of the school curriculum tied to attendance at school and potentially additional supported learning in key areas such as basic skills and personal development
- Attending out of school 'diversionary' activities to build motivation and confidence and team working skills and as appropriate to participate in processes to accredit those skills
- Developing employability led skills to meet the needs of the employer base in Sunderland
- Undertaking volunteering outside of school hours

Relevant support pathways will be identified as the mentor works with the individual young people. Any support for the young person and their family is intended to pre-empt any barriers they may face. A number of projects and initiatives have identified issues such as employed status not being welcomed by the family because of potential loss of benefits. A key driver in enabling young people to aspire to work will be provided through the employer engagement relationships that will be fostered. The mentor will help identify vocational routes of interest for each young person, and then the opportunity to forge new links with those employers will be researched through the SNCBC Employer Link Team or an alternative linked provider such as Job Centre Plus or through relevant VCS organisations. The employer will be encouraged to provide structured work placements to those young people in Years 10 and 11 whose destinations after school are unclear. They will have access to:

- Advice from an 'employer advisor' to address any potential barriers
- Gain financial support to provide suitable clothing and safety equipment for the young person
- Gain and up to £100 contribution to cover increased insurance costs associated with providing the placement/s.

The work placements will be fundamentally different to the work experience week each young person attends within their curriculum as part of Year 11. New employer relationships will be identified as a direct response to the agreements reached with young people within their 'contracts' and will reflect their interests and hobbies and is intended to enable them to experience a number of different occupational areas prior to leaving school to help inform their choices regarding work being a real option for them when they leave school. In parallel to working with the young people the project also work with the employer to understand if the work experience opportunity operates in line with expectations and if any aspects or challenges they set for young people that did not reach the standards required.

### **Need for the Project**

Washington's Local Plan and the Area Profile identifies working with young people as a priority. This will also contribute to the City's aim of being a City with 'high levels of skills, educational attainment and participation'. It meets the WAC aspiration to continue working with young people to stimulate opportunities for young people.

The project has also been developed to respond to comments and suggestions from employers:

- Attendance needs to operate over an extended period of time, in comparison to that provided through work placement, to enable the young person to get a real understanding of the role they are interested in and equally to 'test' whether the young person has the ability to develop the skills required in this role. This would help each young person develop greater employability skills.
- The approach would also enable the flexibility that the Schools Opportunities Project would like to see in enabling term-time work placements on set day/days in a week enhanced by a commitment from young people to attend placements during holiday periods and as appropriate during weekend hours.

- Employers have also highlighted the importance of working with a young person who is motivated and respectful of the opportunity provided and understand their responsibilities of integrating with the 'world of work' and have an understanding of the 'cost' to the employer of making this commitment to the young person.
- Some smaller businesses also feel aspects of providing a work placement opportunity are onerous and act as a barrier to participation, specifically in relation to insurance costs, aspects of health and safety requirements and producing. This proposal will encourage SMEs to overcome some of this bureaucracy and break down 'barriers' by addressing the needs they have identified.

Schools have reported that a barrier they experience in supporting young people in work placement is the cost of travel and ongoing support to the young person in their placement. This proposal would enable the cost of travel to be met to all placements across the two year period of the Project including in work placements and to provide activities across holidays and weekends as is appropriate.

In addition, Schools have led us to understand that there is not always enough time within the curriculum to explore fully the experiences gained by each young person from their work experience and whether that experience has matched their expectations of been of use to them. The work experience may be an influencing factor when a young person makes future choices and takes options and therefore it is important to support the pupil to understand any negative perceptions they make have formed and further to explore if this can be taken as the 'norm' or perhaps needs to be seen as an exception. This proposal will provide each school with additional resource to meet with each young person, in addition to support being provided through the Connexions worker, and through this exercise identify any young person who has not gained the correct experience and work with them to establish why and consider how a follow on work placement could be enabled to provide the young person with a second experience.

### Partnership

The Schools Opportunities service will enhance and not duplicate the work of Connexions. Schools are required to provide independent universal advice and guidance to all remaining Year 11 pupils from within its school budget allocation. As part of working with the Schools Opportunities Project each school will agree to evidence how this requirement is being met to ensure the support through this proposal is additional to and enhances the statutory commitments of Connexions and the individual schools. This proposal will wrap around that support and extend to the wider family.

The project will work in close partnership with a number of service providers including Welfare Rights providers, New Careers Service, Job centre Plus, Work Programme, Family Wise, Children's Services and local skills programmes providers to engage parents in their services, to extend the existing service delivery into the school setting to bring additionality into the Programme and to avoid duplication. It will operate in partnership with the School Attendance and Transition Officers, Youth Offending staff and will support the sharing of information within the 'Team around the Child' and Family and Common Assessment Framework meetings and protocols.

### Outputs of the Project

Output Code	Description	Number
P1	No. of people into employment	1
P6	No. of people receiving job training	40
P7	No. of people accessing improved advice or support	135
L5	No. obtaining qualifications	20

### Key Milestones for the Project

Documentation implementation plan and job description	July 2012
Recruit mentor	Aug 2012
1 <sup>st</sup> Steering Group	Aug 2012
1 <sup>st</sup> cohort of young people recruited	Oct 2012
Evaluation 1 <sup>st</sup> Cohort	June 2013
2 <sup>nd</sup> Cohort	Sept 2012

## Finance

Item	Cost
Mentor post (2 years)	44,000
On costs	9,262
Support costs for young people (travel, safety clothing etc.)	11,970
Activity costs	5,300
Project initiatives (such as Social Media Project)	5,750
Accreditation costs	9,400
Employer engagement and employer support	9,300
Project management, administrator fee	5,000
<b>TOTAL</b>	<b>99,982</b>

The project will be co-ordinated and managed by SNCBC as the Lead Agent and will be directed by a local Steering Group which will draw representation for the School Officers, governors, Area Committee and supported and informed by a Young People's Forum.

A full job description and person specification will be drafted for the Mentor role and initial recruitment will be through the Council's SWITCH Programme. This is a very bespoke position with a specific skills set and should the role not be filled through SWITCH, external recruitment will go ahead. It is envisaged the role will require experience of working with families, working within the private sector, and having the skills to motivate, inspire and direct young people's behaviour supportively.

S.N.C.B.C. will co-ordinate this project with a number of successful and complimentary initiatives such as Family Wise, business investment, employability services, the pilot of the National Careers Service for young people, other family initiatives, youth provision, the central government's Work Programme, and the delivery of community involvement and volunteering services in Children's Centres.

## 2. Consultation

**Following full consultation with the Area Committee, the following amendments to the proposal were requested (July 9<sup>th</sup> 2012):**

1. The proposal to reflect a wider 'commissioning' for those services being delivered by other organisations – to ensure value for money
2. The Lead Agent to continue to encourage all 4 schools in Washington to be part of the project.
3. The Lead Agent recognises that parents would have an important part to play and any work with partners should have a proper referral and feedback process or system to document the family journey if any. Please confirm how this would work. Regular updates Area Committee will be required
4. All work placements will need to be co-ordinated and managed through a proper structure with clearly defined outputs so that positive outcomes and learning can be measured. As above please confirm how this would be implemented.
5. Job description and person specification for the post to be provided.
6. **In addition to above, the Project Assessment Panel has asked for further clarification of outputs, how success will be measured and more detail with regards to employer support costs included in the proposal.**

## 3. Formal assessment results

**Using the formal SIB governance protocols and guidance, the application has been assessed and has scored 72 out of 80. This application:**

1. **Evidences a good track record of successful delivery and experience and will deliver this service in Washington for the benefit of Washington residents.**
2. **Evidences it meets at least one of the key priorities of the Washington Local Area Plan 2012/13 and addresses a clearly identified need.**
3. **This proposal is clear about what it will achieve and delivers a number of positive outcomes:**



- It delivers a high level of targeted support and engagement of 14 – 16 year olds identified as at risk of becoming NEET. It will work with 40 young people and their family units over 2 years to access targeted interventions and progression routes from mandatory education.
  - The project will reduce the % of young people who leave school in the Washington area without a clear destination and with a high risk of becoming NEET
  - The project will work closely with the family unit, carers and peers and co-ordinate support to respond to individual needs of the whole family
  - The project will signpost families to services to pre-empt and address any barriers they might face
  - Work with and engage employers to identify vocational routes for young people resulting in structured placements and addressing any barriers or issues that might impact on delivering a positive pathway and outcome for both the young person and the employer.
  - Work with employers to understand their needs and respond to issues raised in order to ensure the right support is provided
  - Enable young people to consider opportunities and options, to participate in work based opportunities, and help them understand how learning enabled through apprenticeships will enhance their employability
4. This proposal will work initially with Oxclose Community School and Biddick School
  5. This project will link to and utilise a number of other initiatives to bring added value
  6. The project will work with the employers to ensure the work placements operate in line with expectations
  7. The work placement experience will be explore the experiences gained by the young person and whether the experience has been an influencing factor re future choices and options
  8. Financial support for travel costs, support and safety equipment is provided
  9. The Mentor post is a 2 year post
  10. There is good evidence of a partnership approach with a number of initiatives and organisations included in the development and delivery of the project
  11. Evidences experience of managing funds and projects, has all relevant documentation and policies in place.

**GIVEN THE POSTIVE ASSESSMENT AND CONSULTATION AND SUBJECT TO AMENDMENTS AND INFORMATION AS OUTLINED IN 2 ABOVE, THIS PROPOSAL WILL BE AWARDED SIB GRANT UNDER FORMAL SIB PROTOCOLS AND TERMS AND CONDITIONS, AS APPROVED AT WASHINGTON AREA COMMITTEE HELD ON APRIL 26<sup>TH</sup> 2012.**

## COMMUNITY CHEST 2012/2013 WASHINGTON AREA PROJECTS AGREED: FOR INFORMATION

WARD	PROJECT	AMOUNT	ALLOCATION 2012/2013	PREVIOUS APPROVALS	BALANCE REMAINING
<b>Central</b>	<b>Wessington School – Outdoor Play Equipment</b>	£ 800			
	<b>Sequence Dance Club – Christmas Party</b>	£ 500			
	<b>Totals ( 2 )</b>	<b>£1,300</b>	<b>14,492</b>	<b>5,922</b>	<b>£7,270</b>
<b>East</b>	<b>Totals ( )</b>	<b>£ 00</b>	<b>11,287</b>	<b>2,357</b>	<b>£8,930</b>
<b>North</b>	<b>Gentoo – Fencing works</b>	£653			
	<b>Totals ( 1 )</b>	<b>£653</b>	<b>11,618</b>	<b>6,204</b>	<b>£4,761</b>
<b>South</b>	<b>Totals ( )</b>	<b>£00</b>	<b>15,168</b>	<b>3,944</b>	<b>£11,224</b>
<b>West</b>	<b>Totals ( )</b>	<b>£00</b>	<b>12,050</b>	<b>3,253</b>	<b>£8,797</b>
<b>Totals</b>	<b>3 applications agreed</b>	<b>£1,953</b>	<b>£64,615</b>	<b>£21,680</b>	<b>£40,982</b>