

At a meeting of the NORTH SUNDERLAND AREA COMMITTEE held at the BUNNY HILL CENTRE, NORTH HYLTON ROAD, SUNDERLAND on MONDAY, 7th SEPTEMBER, 2009 at 5.30 p.m.

Present:-

Councillor Bell in the Chair

Councillors Charlton, Copeland, Foster, Francis, G. Hall, Howe, Shattock, Stewart, J. Walton, L. Walton, D. Wilson and N. Wright

Also in Attendance:-

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| Ms. Estelle Brown | - Youth and Community Lead, SNCBC |
| Ms. Sal Buckler | - Diversity and Inclusion Manager, Sunderland Council |
| Ms. Verity Dodd | - Senior Corporate Communications Officer, Sunderland Council |
| Ms. Colleen Doneathy | - Corporate Communications Team, Sunderland Council |
| Mr. Bill Forster | - Manager, Sunderland North, Tyne and Wear Fire and Rescue Service |
| Mr. David Giblin | - Planning Implementation Manager, Sunderland Council |
| Mr. Andy Griffiths | - Head of Neighbourhoods (North), Gentoo |
| Ms. Pauline Hopper | - Area Officer, Sunderland Council |
| Mr. Breandan T. King | - Neighbourhood Wardens, SNCBC |
| Mr. Chris McCarthy | - Interim Executive Director Community and Cultural Services, Sunderland Council |
| Ms. Elizabeth McEvoy | - Area Renewal Co-ordinator, Sunderland Council |
| Ms. Sam Meredith | - Communications Officer, Sunderland Council |
| Mr. Andy Neal | - Youth Development Group Manager, Sunderland Council |
| Mr. Sam Palombella | - Director (Tyne and Wear), Groundwork North East |
| Ms. Julie Raine | - Director, City of Sunderland Colleges |
| Ms. Joanne Stewart | - Senior Democratic Services Officer, Sunderland Council |
| Mr. Vince Taylor | - Head of Strategic Economic Development, Sunderland Council |
| Mr. Ken Tears | - Head of Special Projects, SAFC Foundation |
| Mr. Tom Terrett | - Trading Standards and Licensing Manager, Sunderland Council |

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillor Leadbitter, together with Ms. Amanda Cantle, Community and Cultural Services and Ms. Nonnie Crawford, Teaching Primary Care Trust.

Minutes of the Last Meeting of the Committee held on 29th June, 2009

Councillor Walton referred to the pilot for the Questions to Area Committees, and explained that he had tabled the leaflet for questions at a meeting of the Fulwell Neighbourhood Watch, where it had been met with little enthusiasm. He advised the Committee that residents had requested that they be able to attend Area Committees and ask their question on the night rather than giving two clear days notice.

The Chairman advised that this was a pilot scheme and would be reviewed at a future date when all five Area Committees experiences and opinions could be considered.

1. RESOLVED that the minutes of the last meeting of the Committee held on 29th June, 2009 (copy circulated) be confirmed and signed as a correct record.

Declarations of Interest

Councillor Graham Hall declared a personal interest in Item 6 as Chairman of the Sunderland Voluntary Life Brigade.

In relation to Item 6 – Thematic Feedback Report Councillor Charlton requested that although it was not a declaration of interest, it be placed on record that he was the Chairman of the Seafront Strategy Steering Group, of which a number of Members were involved.

Questions to Area Committee

There were no questions to the Area Committee received.

Priority Theme: North Sunderland a Safe Area

The Chief Executive submitted a report (copy circulated) which asked Members to consider and identify their main proposals for further development and action in relation to their Safe Area priority theme.

(for copy report – see original minutes).

Ms. Pauline Hopper, Area Officer, reminded Members that the Committee had agreed its work programme for the year at its meeting held in June and that the Safe priority was the second to come to the committee for discussion and consideration.

Inspector Lisa Musgrove took Members through each of the five priority issues, as detailed below. Each priority was considered in turn and Members were given an update with regard to current activity and actions taken for each.

- i) Tighter control on sale of alcohol to under 21's and reduce underage drinking;
- ii) Provide more / better facilities / activities for young people and review current provision;
- iii) Provide a more visible Police / CSO / Warden presence;
- iv) Strengthen relationships between Police / other agencies / community to reduce fear of crime and offer support to victims of crime; and
- v) Target hotspots of disorder and monitor the use and potential increase on the current CCTV provision in the area.

Ms. Hopper advised that since the agenda had been produced Gentoo were looking into match funding the Castletown Wardens proposal. She also advised Members that the Committee would be looking into putting a small amount of funding towards the Castletown Gating Order until the full policy was developed.

Councillor Copeland praised the Home Office scheme making funding available to licensed retailers for preventative measures, such as CCTV, and asked how much was available for each premises. Inspector Musgrove advised that funding applications had to be completed and there was in the region of £3,000 per retailer. Police Officers were actively encouraging owners to apply and were advising them that a group of retailers in one area could apply together as a group.

Councillor J. Walton referred to the proposal to receive a further funding application from Northumbria Police for Head Cams at a cost of around £6,000 and raised concerns over the fact that he had received information from the Community Support Officers that the current Head Cams were not being used. Inspector Musgrove explained that the North Sunderland Area had been one of the first sectors to have the equipment which had been used effectively.

Unfortunately, over time they had started to break down and the service were currently trialling a new, improved system. The funding would provide eight of the new model Head Cams and the old ones would be scrapped as they were now no longer cost effective.

Councillor Stewart asked if in future, reports such as that of the work of the Castletown Community Wardens, provide Members with evidence of how effective the scheme had been by giving some evidence of the number of young people engaged through their activities, etc. Ms. Estelle Brown advised that this information was recorded and could be provided to the Committee.

Councillor Hall praised the work of the Castletown Wardens and asked if Gentoo would be looking to roll out the scheme in other areas of need within the North Sunderland area which could benefit from a similar scheme. Ms. Hopper advised that there was a proposal to extend the Castletown Warden Scheme and that an application had been submitted, requesting match funding for the project until a citywide strategy had been produced. Mr. Andy

Griffiths of Gentoo indicated that Gentoo were supportive of the scheme and the good work it produced and agreed that once funding was secured there was a need to look at future provision in the North Sunderland area.

Members discussed and applauded the work of the youth villages and Councillor Stewart again asked that in future, reports give more detail on the number of children involved in the activities and how they had been diverted to take part.

Councillor Stewart asked how soon the Area Committee would be receiving further information on the future ward based commissioned youth provision and was advised by Mr. Andy Neal, Interim Youth Development Group Manager, that the draft specifications would be prepared in early October, going out to tender by the end of October. Ward contracts would be in place for the new financial year, April 2010, with a hope that the new services would build on the successes that had already been made.

Councillor Wright raised Members awareness of the lack of sports hall provision in the Southwick ward. Members were advised that Southwick had had an excellent sports facility which had had to close due to lack of funding. Ward Councillors were keen to see the centre remain open as Southwick is a ward of deprivation and needs the provision. Councillor Bell recalled a previous SIB grant being given to the new Southwick School towards the creation of the sports hall, on the understanding that it be shared by the local community to hold activities there. Ms. Hopper agreed to investigate the matter further and report back to the Committee.

With regards to the ARCH racist incident reporting system, Councillor Charlton advised that residents were getting better at reporting racial incidents and that the Council were looking at setting up local champions who could address future problems when they were made aware of them. Ms. Sal Buckler, Diversity and Inclusion Manager, advised that the service were now at the stage where they had gathered enough data to carry out a trend analysis, identifying any particular days or times that incidents were worse in an area. This information in cohesion with a local champion would be useful in further improving the reporting and reducing of racial incidents.

The Chairman having thanked Ms. Hopper and Inspector Musgrove for the report, it was:-

2. RESOLVED that:-
 - i) the report be received and noted; and
 - ii) the following proposals be developed:-

SIB/SIP Funding

- Provide funding for Community Wardens to continue in the Castletown area at a total cost of around £60,000 for 1 year;

- Provide SIB funding (£38,000 for 1 year) to the Youth Development Group in order to extend mobile youth provision to weekdays and holidays;
- Receive a funding application for the Phoenix Project (£14,758 for a 2 year project);
- Receive a funding application to provide Head Cams at an estimated cost of £6,000; and
- Explore the feasibility of funding two illuminated signs at the Sea Front at an estimated capital cost of £8,000.

Review

- Explore options to deliver a joint operation between Trading Standards and Northumbria Police for covert operations; and
- Explore the effectiveness / need for Castletown Gating order to continue.

Strategic Investment Plan (SIP)

The Chief Executive submitted a report (copy circulated) to provide Members with details of the proposed SIP as a delivery mechanism for achieving the long term ambitions of the area, in order to improve the quality of life for residents and communities, as encapsulated within the Sunderland Strategy, the Local Area Agreement, CAA and Local Area Plans.

(for copy report – see original minutes).

Members were advised that SIP had been approved at Cabinet in March, 2008 and included within the plan was an additional on-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as the Strategic Initiative Budget allocation for 2008/09. This equated to £266,540 for the Sunderland North Area.

The Committee were asked to discuss and agree one of the following three options for allocating SIP funding:-

- Option One - The Committee has a central SIP budget of £50,000 to be used as a contribution to funding Sea Front improvements. With the remaining £216,540 being split equally between the five wards, totalling £43,308 per ward. Local Ward Councillors and service delivers being responsible and accountable for its expenditure against the LAP priorities with proposed projects being presented to the Committee for a final decision;
- Option Two - SIP is allocated as a total of £266,450 for the area as a whole, with the Area Committee being responsible and accountable for its expenditure against the LAP priorities; or
- Option Three - SIP is split across five individual wards of the area, totalling £53,308 per ward, with local ward Councillors and

service delivers being responsible and accountable for its expenditure against the LAP priorities, with proposed projects being presented to the Committee for a final decision.

3. RESOLVED that Option One be agreed for the allocation of SIP and that the Committee have a central SIP budget of £50,000 to be used as a contribution to funding Sea Front improvements. With the remaining £216,540 being split equally between the five wards, totalling £43,308 per ward. Local Ward Councillors and service delivers being responsible and accountable for its expenditure against the LAP priorities with proposed projects being presented to the Committee for a final decision

Thematic Feedback Report: Attractive and Inclusive

The Chief Executive submitted a report (copy circulated) which provided Members with feedback from the established working groups for each of the five thematic priorities the Area Committee had agreed and considered as set out in the work plan for 2009/2010.

(for copy report – see original minutes).

In July 2009, the Area Committee had agreed a number of actions and proposals relating to the Attractive and Inclusive priorities which had been formulated into an action plan for Members to monitor.

Ms. Hopper took Members through the report highlighting any progress against the actions and identifying proposals which had come from them for Members consideration.

Members were pleased to see the proposal for funding to allow extra toilets at the Sea Front to be open between September, 2009 and May, 2010 and were surprised at the low cost. Councillor Charlton advised that through the Steering Group, Officers had been told that funding would be provided for the first year but then the budget would need to be looked at in order to allow the provision to stay open all year round.

Members referred to the opening hours of the public toilets at the Sea Front, as on airshow weekend they had closed at 6.00pm which it was felt was too early. Inspector Musgrove advised that if toilets were to remain open any later there could be some issues over security, as they could attract young people and become a scene of youth disorder or even anti-social behaviour.

The Committee agreed that the day to day management, security and general monitoring of the cleanliness of the toilets needed to be looked into but commended the work of the steering group and were pleased to see proposals starting to come through and being implemented.

With regard to the proposal to receive a funding application for improvements to the Sea Front totalling £80,000, the Chairman advised that this included the £50,000 that had been agreed to award under the previous item, leaving a

£30,000 shortfall which the Members representing St. Peter's and Fulwell Wards agreed to award from their SIP allocation.

The Chairman also asked Members if they would agree to an application being received for a further £20,000 from the Area Committee's SIB allocation to fund any revenue costs.

Councillor Charlton thanked members for their generosity and advised that he was hopeful other Area Committee's would agree to make a contribution. He informed Members that he would report back to the Committee which of the four projects, as set out in the report, the steering group would agree to carry out with the allocation awarded.

The Chairman having thanked Ms. Hopper for her report, it was:-

4. RESOLVED that:-

- i) the attached Annex 1 and 2 be agreed; and
- ii) the following proposals be agreed:-
 - To receive a £12,000 SIB application for the opening of toilets at the Sea Front between September, 2009 and May, 2010; and
 - To receive a funding application for Sea Front Improvements for SIP funding of £80,000 (inclusive of the £50,000 agreed under the previous item for consideration) and SIB funding of £20,000 which will total £100,00 to carry out one or more of the four projects as agreed by the steering group.

Financial Statements and Funding Requests

The Chief Executive submitted a report (copy circulated) providing Members with the protocols and emergency protocols for accessing SIB and SIP funding, 26 projects recommended for support from the 2009/2010 Community Chest Scheme and 1 proposal for support from the 2009/2010 SIB budget.

(for copy report – see original minutes).

Ms. Hopper presented the report, asking Members to formally agree and adopt the application process for the SIB / SIP Governance, as well as the protocols for accessing funds in an emergency, subject to paragraph 4.8 of the report being amended to read 'The Deputy Chief Executive, in conjunction with the Chairman and Vice-Chairman', and it was:-

5. RESOLVED that:-

- i) the approved SIB budget for 2009/2010 be agreed;

- ii) the process for application and emergency protocols for accessing SIB and SIP funding be agreed and adopted, subject to the amendment of paragraph 4.8 of the emergency protocol as set out above;
- iii) that approval be given to the 26 projects recommended for support from the 2009/2010 Community Chest budget with a total value of £8,402 as detailed in Annex 1 to the report; and
- iv) that approval be given to the 1 project recommended for support from the 2009/2010 SIB/SIP budget with a total value of £12,110 from the Friends of Hylton Castle Dene and Business Plan Extension.

Update on Community Communications to support Area Committees 2009-2010

The Chief Executive submitted a report (copy circulated) which provided Members with an update on the development of the Community Communications action plan.

(for copy report – see original minutes).

Ms. Verity Dodd, Senior Corporate Communications Officer, presented the report to Members advising of the activities and actions that were either underway or planned for the near future.

On the subject of costs, as raised by Councillor Francis, Ms. Dodd advised that the proposed activities would be subject to approval and that a designated budget had been set aside for them. Costs would be shared with Members of the Area Committee.

With regard to the Questions to the Area Committee, Members were advised that the scheme was a pilot which would be revisited and reviewed and altered if needed to be. The thought process behind providing the question in advance of the Area Committee was to allow the relevant Officers and/or partner organisations to be present to give a thorough response.

The Chairman advised Members that their concerns and comments would be reported back to the project board following the pilot scheme.

The Chairman having thanked Ms. Dodd for her report, it was:-

6. RESOLVED that the current community communications plan of work be received and noted.

Developing an Economic Masterplan for Sunderland

The Chief Executive submitted a report (copy circulated) which updated Members on the progress that had been made on developing an Economic Masterplan for Sunderland and sought the views of the Members on the Economic vision that is emerging.

(for copy report – see original minutes)

Mr. Vince Taylor, Head of Strategic Economic Development, gave a presentation (copy circulated) which set out the options and preferred direction for Sunderland as well as the key propositions and next steps in developing the Economic Masterplan.

(for copy presentation – see original minutes)

He advised that a consortium of consultants led by GENECON was appointed in April 2009 following a competitive procurement process. They proposed a pragmatic approach following four key principles:

- Realistic – ambitious but credible
- Outward-looking – collaborate to compete
- Demand-led – market shift through perceptual change
- Innovative – new models for delivery and economic governance.

Mr Taylor explained the three scenarios developed, which were:

- Northern Gateway – building on the strength of the city's location in the region and positioning the city as a regional gateway
- Entrepreneurial Nimble City – Building on the city's strengths in manufacturing and associated services and positioning the city as a 'smart city' that is attractive to knowledge workers and has high levels of enterprise and innovation.
- Creative Park City – building on the strengths of the environmental assets and focusing on low carbon technologies and creative industries.

He advised that these scenarios were not designed as options where one should be picked; but more so they were designed to set out possible parameters for the city's development.

Councillor Howe stated that there would be a lot of work needed to be undertaken to make the changes referred to in the presentation and report, and felt that this would be preparing the way forward for future generations. Mr. Taylor agreed and advised that within the overall plan there would be stages to have complete over timescales of possibly five, ten and fifteen year intervals.

Councillor Hall commented that some of the plans would required a skilled workforce and asked if those skills were being identified so as to bring in schools and colleges to help in preparing and teaching local communities to help meet the need for skilled workers. Mr. Taylor advised that this would be looked at in greater detail once the plan was more developed and suggested that the Area Committee receive a further report once the implications for the local area were known so that Members could have further input.

Councillor Copeland referred to the need to have an integrated transport system in Sunderland to ensure that all areas of the city were easily accessible by all.

Mr. Taylor agreed and advised Members that this was a great opportunity for the North East. He advised Members that this was the first time Government had referred to the area in announcing an opportunity and not a problem and emphasised how well the area needed to demonstrate the good work they could do and then integrated transport would follow.

The Chairman having thanked Mr. Taylor for his presentation and report, it was:-

7. RESOLVED that the report and presentation be received and noted.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) R. BELL,
Chairman.