

25TH JUNE 2013**REPORT OF THE CHAIR OF THE PEOPLE BOARD****People Board Progress Report****1. Purpose of Report**

- 1.1 The report seeks Area Committee's approval of the membership of the People Board and provides an update of progress against the People Board's Work Plan for 2013/14.

2. Background

- 2.1 In April 2013 the Local Area Plan's priorities associated with People were referred to the East Sunderland Area People Board to action on behalf of the Area Committee. The People Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.

3 Area Governance Membership

- 3.1 Each ward will have one elected member representative, whose role will be to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the People Board for this Area Committee is as follows:-

Ward	People Board Membership
Chair	Cllr Emerson
Doxford	Cllr Marshall
Hendon	Cllr McClennan
Millfield	Cllr Price
Ryhope	Cllr Farr
St Michaels	Cllr Wood

- 3.2 The East Local Multi Agency Problem solving (LMAPs) group elected members representation for this Area Committee is as follows:-

Cllr Forbes and Cllr Martin

4. Key Areas of Influence/Achievements

- 4.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area People Board up to 31st May 2013.

Action Taken	Outcome
Forward Plan for People Board	
The Chair and Vice Chair discussed the new proposed work plan handed over by	<ul style="list-style-type: none"> The Chair of the People Board presented a proposed Forward Plan to the People Board in May 2013, see Annex 2. The Forward Plan is over a six month period and will be

Area Committee in April.	<p>amended to reflect any future core services which are devolved down to an Area level by Area Committee.</p> <ul style="list-style-type: none"> The Area Committee are requested to note the Forward Plan for the East Sunderland People Area Board.
XL Youth Villages	
To review the XL Youth Village operational meetings.	<ul style="list-style-type: none"> It was agreed that XL Youth Village meetings will be held quarterly and feed into the People Board. Attendees will include all East area Councillors and youth commissioned contractors. The meetings will discuss performance of villages, future locations and any other relevant issue. Meetings will be co-ordinated by Abdul Amin, Youth Team Leader (East and West areas).
Youth Commissioned Contracts	
The People Board requested an update on the youth commissioned contracts.	<ul style="list-style-type: none"> An update report is provided in Annex 3.
Young People Not in Education, Employment or Training (NEETs)	
From September 2012 providing impartial career guidance becomes a statutory duty of secondary schools. However, it remains a Council responsibility to offer information, advice and guidance to the East's most vulnerable young people.	<ul style="list-style-type: none"> Several East Councillors are governors at the schools within the Area. The People Board are seeking Area Committee's consideration and agreement that Councillors, in their role as local authority governors at secondary schools, are encouraged to ask the question, "What provision / action is been delivered to provide impartial career guidance?" at a future governors meeting. Councillors are asked to feedback responses to the People Board via their ward representative to enable a further discussion at the People Board in September 2013.
Closer links are developed with teenage parents/pregnant women, who make up 15% of NEETs in the East.	<ul style="list-style-type: none"> An initial meeting has been held with Connexions, Children Centres, Bump 2 Baby (B2B) and the Family Nurse Partnership to look at data on teenage mothers in the East and to identify what additional support can be provided. A further update will be provided by Andrew Carton, East Area Locality Manager, Children Services, at the meeting.
Young people are not aware of all choices available to them, in terms of: employment, enterprise, education or training.	<ul style="list-style-type: none"> Host events in June/July, in a similar style as a job fair, but specifically for young people (14-19) year olds. The People Board are proposing to Area Committee that SIB is aligned to support the delivery of these events across each of the five wards, at a cost of £500 per ward. This will cover salaries, room hire and publicity. See Item 4, Annex 1.
Lack of apprenticeship placements offered	<ul style="list-style-type: none"> It was agreed that the Area Community Officer approached planning, with a view of investigating the feasibility of building into the planning application process (after approval

<p>to providers of apprenticeships scheme in construction, on current development sites in the East/city.</p>	<p>stage) conditions that developers will support apprenticeships on existing/future construction sites. (16-19 year olds).</p> <ul style="list-style-type: none"> • Currently this is an on-going piece of work with the Executive Management Team at the request of the Chief Executive, looking into the recent Social Values Act, to see how the Council will respond. Clauses to include apprenticeships are already being embedded into procurement contracts, such as for the new Wear Crossing, the new Washington Leisure Centre and St Mary's Way.
<p>Lack of opportunities for vulnerable young people to participate in work experience.</p>	<ul style="list-style-type: none"> • Agreed to investigate working with the Connexions hub to identify vulnerable young people and provide support in gaining work experience. • Agreed to investigate further, the Work Pairings model which was developed in Scotland by Working Rite, a similar programme was previously funded through Back on the Map. Briefly this is a model that offers 16-18 year olds a period of work experience and mentoring with a small business which typically lasts for six months. It is for local areas who want to deliver this approach to develop arrangements with providers, colleges and the funding agency. Some core elements are: <ul style="list-style-type: none"> ○ A local co-ordinator matching young people with business. ○ A strong mentoring relationship between a young person and an experienced adult. ○ Time in the classroom initially is kept to a minimum to re-motivate young people who are focussed on employment. • Further information will be presented back to Area Committee.
<p>There is a shortage of workers in adult social care.</p>	<ul style="list-style-type: none"> • Investigate the scale of the problem. If there are barriers preventing young people progressing into the social care profession, work with colleagues across the Council to present possible solutions for consideration and feedback to Area Committee.
<p>Confusion for businesses taken on apprenticeships, for instance, if a young person is appointed the business incentive is £1.5k, however if it's an adult, who is long term unemployed, is appointed the incentive is £2.5k.</p> <p>Businesses prefer the latter option,</p>	<ul style="list-style-type: none"> • Provide East based businesses with a financial incentive to employ an unemployed young person from the East as an apprentice for a minimum of one year. • For example, £1,000 per business, 30 businesses, plus management fee at 20%. Outcome 30 young people complete an apprenticeship. Total: £36,000. • The People Board are seeking Area Committee's consideration and agreement to present a project proposal for future discussion at the September 2013, Area Committee.

which is reducing the number of businesses willing to enrol a young apprentice.	
Support young people to set up a business.	<ul style="list-style-type: none"> To promote existing funding opportunities to young people to set up their own business, for example, The Princes Trust and the Royal Bank of Scotland have recently secured £1.65m of government contracts to provide loans to young people wanting to start up a business.

5. Football Association's (FA) National Game Strategy 2011/15

- 5.1 To support the FA current National Game Strategy (2011–15) it is proposed that from Summer 2013, the Council are to offer residents an opportunity to make more use of open spaces for playing recreational football.
- 5.2 The Council's Sport and Leisure team will work with Responsive Local Services to provide three pairs of small goal posts that can be located in each of the city's five regeneration areas. Once the goal posts are erected, existing links with youth and community groups will then be utilised to promote activity and provide links to existing football clubs.
- 5.3 It is anticipated that the initiative will commence in July 2013 to offer the new facilities over the school summer holidays. It is hoped that the outcomes of the initiative will include:
- a) Creating informal play and sporting opportunities,
 - b) Offering a safe venue for play, where schools are currently unable to provide access beyond the school day,
 - c) Offering an alternative venue, where seasonal facilities may not be available, and
 - d) Providing a diversionary activity during summer months.
- 5.4 It is suggested that the football posts remain in place for an initial period of 12 months, which will encourage play throughout the year. The project will hopefully reduce issues arising from 'overplay' on formal unfenced senior football pitches. These open sites are frequently used for informal play and the additional use contributes to official games being postponed due to poor conditions of the pitches.
- 5.5 Area Committee are requested to consider and agree a maximum of three locations from the recommended locations listed below:-
- i. Galley's Gill / Festival Park
 - ii. Backhouse Park (Ashbooke Rd)
 - iii. Hendon Grange
 - iv. Harley Street (Burleigh Garth)
 - v. Tunstall Hills
 - vi. Marine Drive
 - vii. Store Field (Ryhope)

6. Recommendation

Committee are requested to:-

- (a) Agree the membership of the People Board and East LMAPs, as outlined in section 3.
- (b) Note the report, and the People Board's work plan update (Annex 1), the Forward Plan for activity up until October 2013 (Annex 2) and the update report on the Youth Commissioned Contracts (Annex 3).
- (c) Agree area based local authority governors investigate and feedback what level of impartial career guidance is being delivered by local secondary schools by September 2013.
- (d) Agree to a SIB project proposal, on encouraging local businesses to enrol a young apprenticeship is presented to a future meeting for consideration.
- (e) Agree three locations from the recommended locations, as outlined in section 5.5.

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Annex 1 East Sunderland Area People Board Work Plan
Annex 2 East Sunderland Area People Board Forward Plan 2013/14
Annex 3 Youth Commissioned Contract Progress Update