

1st December 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN WASHINGTON – PROGRESS REVIEW

Progress Report on 2011/12 Workplan

1 Why has it come to Committee?

- 1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan (**Annex 1**).

2 Background

- 2.1 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within the Washington area.
- 2.2 This report presents an update with regard to the key priorities for 2011/12 and other priorities carried forward from 2010/11.

3 Helping local people access employment opportunities

3.1 Employment Task and Finish Group

- 3.1.1 The Employment Task and Finish Group met October 24th and discussed future activity, building on the recommendations from the Business Breakfast, the Employer Demand Survey and Washington Focus Report, and the Youth Opportunities Project.
- 3.1.2 Further Business Breakfast Events are proposed to address some of the concerns raised by employers in August. The next event is proposed for early Spring 2012 and will look at how to support reducing bureaucracy for employers re apprenticeships and placement schemes, look at what opportunities are available, what can be done to help businesses, what other support might be needed, and how to provide and co-ordinate more opportunities for young people.
- 3.1.3 In addition to further events with employers, the group also proposes further work with young people to consider what's working, lessons learned and best practice from the Youth Opportunities Project. A targeted event for young people is proposed.
- 3.1.4 The group has also made excellent progress with regard to improved relationships with employers and identifying opportunities for joint working. Meeting have taken place with both Gentoo and Signal Plastics and the Task and Finish Group, to ensure co-ordination of proposals for apprenticeships.
- 3.1.5 The group has received briefings re the work of Harraton Centre and the current position of employability services in Washington. Further reports will be presented to a future Area Committee.
- 3.1.6 The group has also considered key issues for future working, such as how Area Committee can contribute with regard to careers advice delivered in schools, the relationships between schools and training providers, the quality of training provision, the proposed changes re Careers guidance and Connexions.

3.1.7 The Employment Task and Finish Group recommend to the Area Committee the allocation of £10,000 SIB (subject to receipt of detailed SIB appraisal, assessment and consultation) to ensure that activity and projects to meet the recommendations from the Business Breakfast, the Demand Study/Washington Focus Report and any further needs re working with young people as detailed above, can be delivered. Initiatives to include further Business Breakfasts, research with young people re what's working, lessons learned and best practice (including from the Youth Opportunities project), and the promotion of opportunities and offers in Washington.

3.2 Youth Opportunities (NEET Support & Co-ordination)

- 3.2.1 Sunderland North Community Business Centre (S.N.C.B.C) was awarded the opportunity to deliver the support programme to NEET Young People at the September 2011 Washington Area Committee meeting. The service will be locally branded as Youth Opportunities and has the initial six weeks, since the award of contract concentrating on three main areas of work. They are making links with local organisations, initiating employer engagement activity and preparing for delivery of the service to young people.
- 3.2.2 S.N.C.B.C attended a meeting with the Councillors on the Employment Task and Finish group and then attended the full Task and Finish group in October. These discussions have been a great help in shaping initial ideas for the roll out of the project. It was agreed at both meetings that the Young Persons Key Worker was a crucial role in the Project and the successful appointment to this vacancy will signify the start of the Project 'proper'. The organisation has met with Andrew Carton, head of Connexions and has attended the Citywide November NEET Improvement Board. Meetings with the Head teacher from Usworth College, staff from Oxclose School, David Barber the 14-19 Strategy Worker have all been arranged and links with Biddick School and the Washington Connexions team will be developed through November.
- 3.2.3 The 'employer engagement' workstream has commenced and has been met with real enthusiasm. S.N.C.B.C has met with Signal Plastics through the Task and Finish Group and has attended employer meetings with Apollo and Images, the latter who wishes to offer an apprenticeship opportunity to a NEET young person from Washington to commence in November. We are currently compiling an engagement strategy for this area of our work.
- 3.2.4 The Job Description and Person Specification for the Young Person Key Worker was compiled and agreed by the interview panel and the advert has been circulated with applications to be received by 15th November. Interviews will take place on 21st November. Councillor Kelly was invited in his role of Chair of the Task and Finish group to support the interviewing process for the post and will perform this role with the SNCBC Personnel Manager.
- 3.2.5 In compiling the Youth Opportunities application we agreed a 'pilot' approach with Riverside/ITEC training to address the Apprenticeship opportunities available through the Streetscene Council Initiative. This pilot partnership working has enabled three NEET Young People from Washington to be successful in gaining an Apprenticeship opportunity also gaining additional key skills support through the Foundation Skills programme. We have linked closely with the SNCBC Job Linkage Initiative and have identified 12 potential NEET Young People to join the scheme. We will be meeting

individually with those clients across November/December to share more detailed information on the Project.

3.3 Washington Work Space Project

- 3.3.1 Members will recall the detailed presentation made at the September Area Committee with regard to progressing the Washington Managed Work Space Project.
- 3.3.2 The procurement process has undergone a number of stages already. There are now 3 tenderers - Barmston Developments (Turbine Business Park), Hellens, and Anthony Watson Architects (both on different land adjacent to Pattinson Way), Tenders are due in 6th December. The business case will be submitted to CLG on 30th November as per the original deadline with additional information provided at the end of December when the preferred developer has been agreed.
- 3.3.3 It is anticipated that approval will be received in March 2012, at which point full planning permission will be sought. Work will then commence on site in June 2012, with the building being handed over in August 2013. A further detailed report will be presented to Committee in February 2012.

For any further information please contact Berni Whitaker, Enterprise Manager on 0191 305 1205 berni.whitaker@sunderland.gov.uk

3.4 Education and Heritage Project Update

- 3.4.1 The Education and Heritage Officer (EHO) and Trainee Apprentice are in place and delivering across the area.
- 3.4.2 The project has helped to recruit 5 volunteers at the Harraton Community Centre. Works completed have included clearing around the perimeter of the building, redecoration works to external windows, decoration of the toilets and the main entrance corridor. Two of the volunteers have now progressed into apprenticeships one with Washington Envelopes and the other successfully gained an apprenticeship with Sunderland City Council. A local contractor has also donated his time to repair the existing CCTV camera and recorder. A successful Community Heritage Open Day has also been organised at the Centre with over 100 members of the public attending.
- 3.4.3 Volunteers have also been recruited for the North East Aircraft Museum and have carried out maintenance and landscaping tasks. In partnership with Gentoo Living and Washington History Society exhibitions have been carried out in 3 sheltered accommodation sites, with heritage/past time pictures and talks.
- 3.4.4 Springwell Village CA organised a Community Heritage Day which was very successful with approximately 150 members of the community attending.
- 3.4.5 The project has also worked with Bowes Railway to deliver the organised bonfire/firework display which was a huge success with in excess of 900 visitors attending generating approximately £3,000 for the organisation.
- 3.4.6 The apprenticeship associated with this post is currently working in the Washington Millennium Centre to enrich his skills in various areas.
- 3.4.7 Further Community and Heritage projects to be delivered within the Washington area are currently being developed as well as delivering heritage education into schools.

Positive relationships are also being forged, for example with community cohesion groups and the Neighbourhood Policing Team.

4 Activities for young people and addressing youth disorder

4.1 Holiday Activities Programme 13 – 19 year olds

4.1.1 Following a planning meeting held on the 12th October 2011 with prospective activity providers it was agreed that funding would be offered for the October half term programme and on completion of a successful evaluation Christmas and February half term activity programmes would be agreed.

4.1.2 October half term activities were successfully provided by Oxclose Youth Project and Washington Arts Centre offering a mix of activities to young people ranging from recreational visits and programmes that offers art based sessions including film making.

4.2 Activities for 8 – 12 year olds

4.2.1 Term time activities for 8 to 12 year olds will be offered by Voluntary and Community based projects and Washington Arts Centre. The projects range from a Saturday morning pick & mix arts programme that offers taster type arts based programmes to engage young people into art based activities for the first time. Activities such as a Friday evening gymnastic session and Monday junior youth club working in conjunction with Washington football club. The Millennium Centre will also running a heritage based programme for young people through a **Washington Heritage Youth Forum** and will deliver 2 session for 2 age groups, the first group being 8 to 10 year olds and the second 11 to 14 year olds, the activities will be delivered after school and on an evening. The young people will be encourage to set up their own projects and research local heritage, through heritage they will develop skills and confidence and explore issues based work.

4.3 Operation Choice

4.3.1 Primary Schools Initiative

- A timetable for all Primary Schools to host a visit by the Youth Bus is well advanced. This was a key aim of the operation and will likely feature a presentation on heritage of their local village and supporting 'respect' theme.
- Since the operation was approved by the Area Committee a number of schools have visited Safety Works, an interactive centre targeting a wide range of topics and issues. Such were the successes of these visits all Primary Schools have now been approached and all have booked to visit Safety Works with their year 6 pupils. Although not part of the initial proposal, this will compliment the work and objectives of Operation Choice.

4.3.2 Addressing Anti Social Behaviour

- Operation Choice tactics were developed from successful and innovative working practices of Operation Horizon the previous year. In addition to identifying peak times and locations, Operation Choice now identifies which resource is best equipped to deal with the issue. These resources include police, ASB Team and Youth Workers.
- In the early stages of Operation Choice a combination of resources were trialled, including police, ASB Team and Youth Workers patrolling together. This practice proved divisive as the young people clearly perceive each resource differently. By identifying these issues early Operation Choice was able to change its working practices and now tasks resources specific to the problem faced.

- The success of adopting new tactics can be summarised through a recent example;

ASB was identified as an issue in the Concord area on a Friday Evening.

Youth Workers engaged with young people who stated there was a lack of activities on that evening. The Oxclose and District Youth Project then arranged a new session for Friday Evenings in the Millennium Centre. The Operation Choice Youth Workers are now deployed into the Concord area and last week (4th November) the session included 26 young people. All 26 are youths who would normally be causing issues in and around Concord at that time. This activity frees up other Operation Choice resources to focus on other hot spot areas, which have included;

During the operation a number of hot spot areas have been identified including Albany Park, Wellington Waterloo Complex, Marlborough Park, Collingwood Court, Oxclose Play Area, Lambton Centre, Holly Park, Swan Industrial Estate, Hawthorn Crescent, The Drive, Skate Park, Burnway, Coach Road Estate, Langley Close, Concord, Coverdale Avenue, Warkworth Close. These areas have all featured as part of Operation Choice patrols.

The ASB Officer patrols with police resources and on most occasions with a Gentoo officer. This enables home visits to be conducted more swiftly and when engaging with young people present a unified and credible prevention message. To date there have been 12 verbal warnings, 9 warning letters and 9 acceptable behaviour agreements are currently being processed. Although these figures do not seem high it is as a direct result of the interaction and engagement the Operation Choice Teams are delivering which has resulted in most issues being dealt with at a very early stage.

In 2010/11 youth ASB reduced by more than 11% across Washington. This was in most part achieved through Operation Horizon and the support from Area Committee into trying a new approach to dealing with youth ASB. In the first six months of 2011/12 (April to September) Washington has seen a further reduction of 20%. This represents a fall from 962 incidents last year to 768 recorded this period, a fall of 194 incidents. This reduction has continued through October with the yearly reduction remaining constant at 20% and the total number of incidents falling by a further 37 incidents.

The aim of Operation Choice and previous operations has been to improve services to the community to reduce ASB. This is clearly reflected when you compare current Youth ASB incidents with the figures from three years ago. Compared to the same period in 2008, Youth ASB has fallen by more than a third, 36% and reduced by more than 500 incidents in a six month period.

- 4.3.3 Operation Choice has improved communication and liaison between the Primary Schools and Washington Neighbourhood Policing Team / partner agencies. This liaison has improved engagement and has assisted develop a long term approach to how the police and partners can engage with young people and promote 'respect' themes at an early age. With the number of incidents reducing dramatically over recent years, to maintain such reductions will become more difficult unless the behaviour of young people fundamentally changes. These changes are being developed through positive engagement and through closer working with local youth provision.

5 Tackling Health Inequalities: Health Champions

- 5.1 As of 1st November 2011 there are a total of 124 Health Champions across the City, 23 of which are Washington based. 316 people from organisations that work with

Washington residents are now on the Health champion Database. This is made up of 162 from the statutory sector, 107 volunteers, and an additional 47 others. One Washington Councillor is now taking part.

- 5.2 The celebration event was held on Thursday 13th October at the Stadium of Light, to celebrate and thank the people of Sunderland who have given their time to go through the Health Champion training programme. Over 100 people attended, speakers included Cllr Norma Wright Mayor of the City of Sunderland, Sue Winfield Sunderland TPCT Chair, Gillian Gibson Consultant in Public Health and Cllr Spedding. This event went very well; the Mayor presented the certificates and personally thanked each individual Health Champion.
- 5.3 The bi-monthly Health Champion newsletter is due out soon. The newsletter gives updated information with regards to courses, useful numbers, news articles etc. Included is a list of names of the people who have completed the Health Champion training. A grant process to commission a university to evaluate the Health Champion Programme is now underway. A university should be identified by 23rd November. The evaluation will be complete by end of February 2012.
- 5.4 Sunderland City Council are looking to commission more courses for Council employees, and to undertake an exercise to see if Health Champions can be broadened out to the whole of Sunderland. A further two more courses may be added to the 2012 programme for the people who have undertaken all five modules; one course around early signs and symptoms of cancer and the other around diet, nutrition and malnutrition.

6 Attractive Neighbourhood

- 6.1 Service requests, complaints and resident surveys and satisfaction levels indicate that an attractive and cared for environment is still a priority for the area. Responsive Local Services continue to work with and report to Area Committee through the Area Response Manager. A verbal report will be presented at the meeting highlighting key successes, issues and activity.
- 6.2 Area Committee has also maintained an influencing role with regard to roadways, highways and traffic management issues. That role is maintained with regular reports and updates to Area Committee together with the co-ordination of Members Requests for Service.
- 6.3 A number of initiatives funded through the Area Committee have now either completed or are underway. This includes:
- Bonemill Lane/Rookhope Roundabout: construction works completed September 2011 re installation of mini roundabout and speed limits.
 - Washington East Dropped Kerbs: work programme to be completed December 2011.
 - Monument Park 'no waiting at any time' restrictions: currently out to consultation with approval expected December and publication of proposals February 2012. Expected implementation May 2012.
 - Accident Clusters: Design works completed. Signage drawings are with Aurora for estimates and discussions have taken place with the Operations Team. Start date to be confirmed.
 - Bus Links:

- Removal of bus links at Dunlin Drive and Knoulberry Rd - Delegated decision approved. Solicitor briefing underway re statutory consultation and publication of proposal by January 2012.
- Renewal of signing and introduction of robust TRO for remaining 9 bus gates also subject to legal briefing re statutory consultation and publication of proposals by January 2012
- Closure of Brandy Lane bus link: works now completed.

6.4 The Vehicle Activated signs Programme, funded through City SIP, is underway. The signs were deployed at 'Round 1' sites as detailed in the table below August 2011. Round 2 deployment will take place December 2011.

Round 1		
1	Rickleton Way	Washington South
2	Sulgrave Road South End	Washington North
3	Ayton Road	Washington South
4	Barmston ring road – Horsley Road South End	Washington East
5	Wormhill Terrace	Washington East
Round 2		
6	Sulgrave Road North End	Washington North
7	Castle Road (Oxclose)	Washington South
8	Springwell Village	Washington West
9	Bonemill Lane - Swinhope area	Washington South
10	Crowther Road	Washington South

7. Equality, Community Inclusion and Engagement

7.1 To develop the capacity and influence of the Voluntary and Community Sector (VCS) across the City, Area Networks have been established and delegates represent each Area Network at Area Committee taking forward issues on behalf of the whole VCS in the area and reporting back, providing a two-way flow of communication between SCN and the Area Committee. Washington Area Network delegates will present a verbal report to each Area Committee meeting informing Members of activity, progress, issues and concerns of the sector.

Recommendations: Members are requested

- To note the report, progress updates and actions as detailed in this report and in the Work plan attached as **Annex 1**
- Note the recommendation as detailed in Paragraph 3.1.7 above and in 'Community Action in Washington – Progress Review 3c Financial Statement and Proposals to allocate £10,000 SIB to deliver recommendations proposed by the Employment Task and Finish Group.
- Agree further updates from Youth Opportunities
- Agree a detailed progress report for the Washington Managed Work Space Project to be presented to the next Area Committee meeting.

Contact Officer: Karon Purvis, Washington Area Officer Tel: 0191 561 2449
 Email: karon.purvis@sunderland.gov.uk