

## REPORT OF THE CHAIR OF THE PEOPLE BOARD

### People Board Progress Report

#### 1 Purpose of Report

- 1.1 To provide an update of progress against the current year's (2013/14) People Board Work Plan.

#### 2 Background

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the West People Board to action on behalf of the Area Committee. The People Board continue to initiate action on those priorities and **Item 7 Annex 6** outlines progress to date.

#### 3 Area Governance Arrangements

- 3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-

- (a) Influencing decisions on services delivered at a local level; and
- (b) Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensure maximum impact where necessary through utilising its own resources.

- 3.2 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 Rebecca Atkinson
Barnes	Cllr Lee Martin
Pallion	Cllr Cecilia Gofton
Sandhill	Cllr Mary Turton
Silksworth	Cllr Pat Smith
St Anne's	Cllr Susan Watson
St Chad's	Cllr Robert Oliver

#### 3. Key Areas of Influence/Achievements up to 31 March 2014

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the West People Board up to 31 March 2014.

Action Taken	Outcome
<b>Influence: People</b>	
<b>Family and Adult Community Learning</b>	
	<ul style="list-style-type: none"><li>• The People Board were presented with information on Family and Adult Community Learning, including the current timetable for delivery in the West and how Family and Adult Community Learning is procured.</li></ul>

	<ul style="list-style-type: none"> <li>• Members considered current provision and how this meets local need, who currently operates as a training provider in the West who may be able to expand provision, how awareness and take up of the provision can be maximised and how FACL can be supported to increase engagement with schools.</li> <li>• The People Board recommended: <ul style="list-style-type: none"> <li>- An overview be presented to the VCS Network.</li> <li>- Opportunities to be a training provider or host venue be presented to the VCS.</li> <li>- The VCS to consider where any existing groups/provision may fit and be eligible for support through FACL in the future.</li> <li>- The VCS to be given the opportunity to identify gaps in provision for the needs of the area.</li> <li>- The VCS to promote and market current FACL opportunities to residents and users to encourage take up.</li> <li>- FACL delivery to be aligned to local area priorities to maximise value for money and improved outcomes.</li> </ul> </li> </ul>
<b>Library Services</b>	
	<ul style="list-style-type: none"> <li>• Further to changes in Library Service work has been developed by local ward Cllrs, Library Services, Housing 21 and Beckwith Mews CIC the former Silksworth Library is being developed as a community library resource and hub for community activities.</li> <li>• The Voluntary and Community Sector continue to work with the Committee and Library Services to support the development of library and community activity for West area residents.</li> <li>• This has included expanding the community book collection and community activities such as Knit and Natter to community venues across the West. Those residents who would benefit from the books at home service have also been identified through the VCS.</li> </ul>
<b>Community Directory</b>	
	<ul style="list-style-type: none"> <li>• The community directory is now being tested for use and is available through the Sunderland City Council Website. It is intended that the directory will support local priorities and the services delivered by statutory, Voluntary and Community Sector and private businesses to be available to service providers to share with residents.</li> <li>• Further to the information received by the People Board on FACL it was recommended that those courses that support activities for older people are included in the directory.</li> </ul>
<b>Influence: Health and Wellbeing</b>	
<b>Sexual Health Services</b>	
	<ul style="list-style-type: none"> <li>• The People Board received information on the Sexual Health review to help inform the future commissioning intentions from a local perspective.</li> <li>• Issues identified for consideration by the board in</li> </ul>

	<p>partnership with the CCG locality, SCC services and the VCS include:</p> <ul style="list-style-type: none"> <li>- Access to emergency hormonal contraception, where pharmacies do not prescribe this.</li> <li>- STI screening in males aged 20 – 24.</li> <li>- STI screening in the BME community</li> <li>- Accessibility of long acting contraception</li> <li>- C Card accessibility</li> </ul> <ul style="list-style-type: none"> <li>• The local issues identified are also recommended to form part of the health plan on a page for West to influence services and inform local action.</li> </ul>
<b>West Health Plan on a Page</b>	
	<ul style="list-style-type: none"> <li>• At the People Board meeting in February members received proposals on the development of a West Health plan on a page.</li> <li>• The proposed plan aligned the outcomes of the Health and Wellbeing Board, Children's Local Area Board, HHAS Plan, CCG, and Public Health with the West local area priority to improve the Health and Wellbeing of residents.</li> <li>• It also identified all of the partners with whom Committee could work to encourage and improve communication, engagement and delivery.</li> <li>• The board considered information received on the profile of the West including the health outcomes to recommend joint health priorities within the plan attached at <b>Annex 7</b> as follows: <ul style="list-style-type: none"> <li>- Access to health professionals and services</li> <li>- Mental Health and Wellbeing</li> <li>- Teenage conception rates</li> <li>- Obesity and healthy lifestyles</li> </ul> </li> </ul>
<b>Integrated Wellness Review</b>	
	<ul style="list-style-type: none"> <li>• The People Board received further information on the Integrated Wellness review and the model that had been developed in response to earlier discussions within the People Board and the Stakeholder event in November last year.</li> <li>• The model is based upon the principles of the Health and Wellbeing Strategy to enable and empower individuals and communities to make positive changes to their own health.</li> <li>• The new model presented takes account of the health needs of the whole population whilst being tailored to individual need.</li> <li>• Members identified the need to align the model attached at <b>Annex 8</b> to the health plan on a page, work of the Place Board in the West, utilisation and support for Voluntary and Community Sector organisations delivering across the West who offer services that support the proposed model. The support for the VCS should allow build capacity and sustainability within the organisations and make best use of the assets we have within the West.</li> </ul>
<b>Area Priority: Job Prospects</b>	
Apprenticeship	<ul style="list-style-type: none"> <li>• 41 apprenticeships sourced for young people.</li> </ul>

Scheme	<ul style="list-style-type: none"> <li>• 29 individuals remain in apprenticeship.</li> <li>• The individuals no longer proceeding were for a variety of reasons including: <ul style="list-style-type: none"> <li>- Moved into full time employment</li> <li>- Returned to full time education</li> <li>- Personal reasons</li> <li>- Unable to fulfil apprenticeship and were released by employers.</li> </ul> </li> </ul>
Work Clubs	<ul style="list-style-type: none"> <li>• Delivery of work clubs has commenced across the 6 wards at the following locations: Barnes – Kayll Road Library and Richard Ave Primary Pallion – Pallion Action Group Sandhill – Thorney Close Action and Enterprise Centre Silksworth – Silksworth Youth and Community Centre St Annes – Pennywell Community Centre St Chad's – Farringdon Jubilee Centre</li> <li>• 185 clients have been registered with the work clubs and been supported to look for employment.</li> <li>• 40 clients have moved into learning/training</li> <li>• 25 clients have moved into employment</li> <li>• Issues experienced include: <ul style="list-style-type: none"> <li>- establishing the new venues and increasing access</li> <li>- encouraging the BME community to utilise the support</li> <li>- clients presenting who have been through the work programme and still have significant barriers to work that have not been addressed.</li> <li>- established venues experiencing significant increases in individuals accessing support.</li> <li>- continued issues with benefit sanctions being applied inappropriately and with variation from one jobseeker to another.</li> </ul> </li> </ul>
14 – 16 Support	<ul style="list-style-type: none"> <li>• The People Board received a report identifying potential opportunities and associated costs to create an assessment to identify those young people at risk of disengaging with learning and an alternative vocational offer for young people aged 14 – 16.</li> <li>• The assessment was presented as a tool that would be used by schools with young people in year 9 to help inform the risk of disengagement and support the identification of support required and selection of options to ensure the most successful route of progression.</li> <li>• The alternative vocational offer would allow those young people in year 9 identified as at risk or would benefit from accessing a vocational learning opportunity that would run parallel with the GCSE's.</li> <li>• The vocational offer would be delivered over a 2 year period aged 14 – 16 years offsite by training providers. This offer would also incorporate a placement with an employer as part of the programme.</li> <li>• The estimated costs of such an offer were around £4000 per young person.</li> <li>• The People Board recommended a further discussion with</li> </ul>

	Headteachers regarding the proposal and match funding to support the board to identify the level of support offered.
Enterprise	<ul style="list-style-type: none"> <li>• The People Board have been considering supporting enterprise and the personalisation agenda.</li> <li>• Following the establishment of a pilot to help start up 10 new businesses offering services that would support the choice and control of services for our residents, members requested consideration be given to offering support to existing businesses across the area.</li> <li>• A report was presented to the People Board in March outlining how existing businesses could be identified, how support requirements of the businesses could be established and how this would be reported back to the People Board.</li> <li>• The report proposes purchasing information identifying existing businesses in the West. This information can be used to identify the support requirements of existing businesses. It can also be used to help inform further work around the job prospects priority, understanding the direction of travel of the Council and informing how that can be supported and developed at a local level for the West.</li> <li>• Recommendations for the financial support of the project are outlined in the Finance report.</li> </ul>
<b>Area Priority: Health and Wellbeing</b>	
Dementia Module	<ul style="list-style-type: none"> <li>• 4 dementia awareness training sessions have now been delivered in the West with 56 individuals attending these courses.</li> <li>• The attendees have varying backgrounds and include the Fire Service, VCS, Councillors, Care and Support staff, Extracare staff, GP's, Pharmacy staff and Gentoo.</li> <li>• Key Findings from the courses evaluation has found that: <ul style="list-style-type: none"> <li>- Participant knowledge and awareness of dementia grew by 79%.</li> <li>- Learners reported feeling 95% more competent to support people living with dementia.</li> <li>- Confidence levels in signposting people to different services within their local area almost doubled after completion of the course.</li> </ul> </li> <li>• Feedback from attendees has included: <ul style="list-style-type: none"> <li>- "I will use this training to enable my organisation to become a dementia friendly service."</li> <li>- "It has given me a greater understanding which I will apply within my role."</li> <li>- "I'll be going into my community group in Sunderland, putting up posters, having discussions and sign-posting people."</li> </ul> </li> </ul>
Stay and Bake	<ul style="list-style-type: none"> <li>• 3 Stay and Bake courses have been delivered since January in Sandhill, Barnes and Pallion.</li> <li>• 12 adults completed the courses and were all positive in their feedback about the course and its benefits.</li> </ul>

<p>Healthy Lifestyles</p>	<ul style="list-style-type: none"> <li>• At the People Board in February as part of discussions regarding the West Health Plan on a page members identified local programmes/offer that they would like to be investigated.</li> <li>• The local offer included a programme to educate residents on healthy lifestyles and to consider the development of a local food co-operative.</li> <li>• At the March People Board members received information on Community Shop, a community interest company that is piloting a members only discounted food store in Goldthorpe, Barnsley. The pilot will be evaluated after 6 months to consider rollout of an additional 20 stores nationwide.</li> <li>• The People Board recommended a visit to the store and to look to engage with the company in order to influence opportunity to promote Sunderland as a venue for national rollout.</li> <li>• The board also received proposals on the extension and further development of the national Change for Life programme.</li> <li>• The school's sports organisers have been tasked with embedding sporting programmes under the Change for Life programme as attached at <b>Annex 9</b>.</li> <li>• The board recommended that this programme was extended and value added to encourage healthy lifestyles across the West to include the young people and their families.</li> <li>• The extended programme would look to include delivery across the schools with the children and their families beyond sports activity and include additional activity such as cooking on a budget, 5 a day for mental health, health champions, greenstart, drama and dance, smartphone applications.</li> <li>• The extended programme is recommended to link with associated delivery through the Children's Centres, Secondary Schools, Sport and Leisure, FACL and the VCS.</li> </ul>
<p>Linking People with Place</p>	<ul style="list-style-type: none"> <li>• At the People Board in January 2014 Health was discussed as a People priority. A recommendation of these discussions was to ensure that Place actions and priorities made clear links with that of the People, particularly in relation to the impact the environment can have on the health of residents.</li> <li>• The Place Board received information on potential environmental improvements and actions across the West and how they meet the Place priority of Street Scene improvements and improving the Health and Wellbeing of residents in the West, for consideration and inclusion in the emerging priorities for West Area in 2014/2015.</li> <li>• The People Board received information on Family and Adult Community Learning (FACL) in the West and considered opportunities for influence and improvement. The board recommended the alignment of FACL delivery</li> </ul>

	<p>where possible to support the delivery of West Area Committee priorities. With this in mind learning delivery is being considered and developed to meet West People and Place priorities including environmental improvement across the area.</p> <ul style="list-style-type: none"> <li>• The Integrated Wellness Review was discussed at the People Board in March 2014, describing the developing model which identifies that feedback from communities indicated they do not need services. They would prefer opportunities to embed healthier choices into the way they live their lives. This element of the new model will look at how outdoor space is used to support healthier choices including active travel, improvements in outdoor spaces to support improvements in mental and physical well-being.</li> <li>• The board recognised the opportunity to align the work of the Integrated Wellness Review, the People Board Health plan on a page and the Place priority of improvements to environment and street scene to ensure maximum value for money and successful outcomes for the residents in the West.</li> <li>• The People and Place priorities identified by West Committee and the joining up of this work clearly supports maximising the use of greenspaces to improve health and wellbeing as described in the earlier report to Committee at Item 4.</li> </ul>
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#### **4. Recommendations**

- 4.1 Members are requested to consider the progress and performance update with regard to the West People Board Work Plan for 2013/2014.
- 4.2 Consider and agree the recommendation of the board to develop and align FACL learning where appropriate to support Area Committee's local area priorities.
- 4.3 Consider and agree the recommendation of the board to incorporate the issues identified as part of the sexual health review as part of the health plan on a page.
- 4.4 Consider and agree the proposed health plan on a page for West.
- 4.5 Consider and agree the recommendation to support VCS capacity and sustainability to support the integrated wellness review.
- 4.6 Consider and agree the recommendation to visit the Community Shop in Goldthorpe and influence plans for a national rollout to include Sunderland.
- 4.7 Consider and agree the alignment of the Integrated Wellness Review and the local area priority of Environmental Improvements in the West, to support Health and Wellbeing outcomes in the West.

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