

**16 MARCH 2015**

**REPORT OF THE CHAIR OF THE EAST SUNDERLAND AREA COMMITTEE**

**East Sunderland Area Committee Annual Report 2014 / 2015**

**1 Purpose of Report**

1.1 To approve the East Sunderland Area Committee's Annual Report as part of the combined Area Committee Annual Report 2014 / 2015 to be presented to Full Council.

**2. Background**

2.1 This will be the fourth year that all Area Committee reports have been brought together in one combined report and presented to Full Council.

2.2 Area Committees are appointed by the Council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:

- Monitoring the quality and effectiveness of services delivered by the Council and other main providers in the area
- Working in partnership to develop efficient and effective solutions to city-wide issues as well as supporting local area priorities

2.3 2014 / 2015 has been an incredibly busy and challenging year for us all - a year when Sunderland, amongst many things, commemorated its WW1 heroes. The Annual Report for 2014 / 2015 showcases some of the key achievements delivered this year through the dedicated work of the five Area Committees and their supporting Place and People Boards. It also highlights how we translate the principles of a community leadership council in practice and the central role played by local councillors in helping to strengthen our communities.

**3. Annual Report 2014 / 2015**

3.1 The Annual Report for East Sunderland Area Committee 2014-2015 is attached as **Annex 1**

3.2 It is important that the Annual Report is viewed as a collaborative achievement and the East Sunderland Area Committee would like to thank everyone who has contributed towards the outcomes achieved through the work of the Area Committees and the supporting Place and People Area Boards.

**4. Recommendation**

(a) Members are requested to consider and approve the East Annual Report for inclusion in the combined Area Committee Annual Report for 2014 / 2015.

Contact Officer: Gillian Robinson, Area Co-ordinator (East) Tel: 0191 561 1948  
Email: [Gillian.robinson@sunderland.gov.uk](mailto:Gillian.robinson@sunderland.gov.uk)

## DRAFT

### Annual Report by the Chair of the East Sunderland Area Committee



*Cllr Ellen Ball  
Area Committee Chair*



*Cllr Alan Emerson  
Deputy Chair People Board*

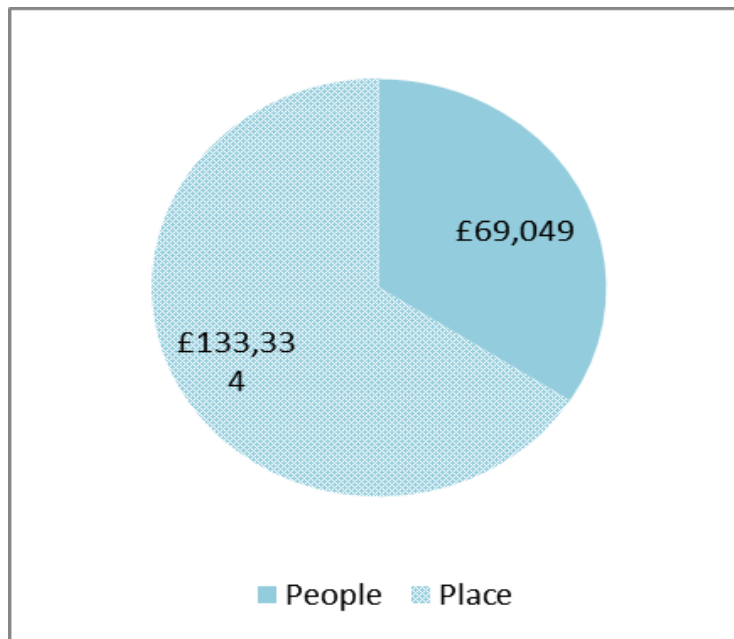


*Cllr Lynda Scanlan  
Vice Chair Place Board*

East Sunderland Area Committee set out its priorities for the year ahead to focus work and resources on issues that will bring real benefits to the local community, working closely with partners and the East Area Voluntary and Community Sector (VCS) Network influencing service delivery and solving local problems. We have led the way, out in our local communities with residents delivering a variety of excellent projects showing how positive change can be brought about by people working together.

Through the Strategic Initiatives Budget (SIB) we have funded a range of projects to support delivery of our priorities achieving positive outcomes for local people. A snapshot of the projects that funding has been allocated to is found below.

#### Resources (SIB)



*% of SIB awarded to Area Boards*

#### Snap Shot of Projects

Partnership in practice, working with the CCG to support residents with dementia	£20,000
Green Adventure	£20,000
Working with communities and partners to understand local place based issues	£36,000
Funding transport for all Y6 and Y8 pupils to visit Safetyworks	£ 6,600
Private landlord accreditation	£10,000
Passing points Sunderland Cemetery	£17,334
Improving residents emotional health	£20,000

In addition to larger scale projects a range of smaller scale support has been provided to community groups (51 community chest grants have been awarded totalling £41,005, the average value is £800). The benefits for local communities have ranged from local events being held for people to attend (e.g. community music, drama, dance classes, carnivals, fun days and other social events), opportunities to increase participation in sport, (e.g. variety of different sports equipment, fishing equipment, football strips) , and opportunities to improve general wellbeing (e.g. I.T. skills and advice, keep fit activities).

We are committed to achieving positive impact for local people and our work this past year have resulted in a wide range of benefits, some of our key achievements are:

Undertaking '*Love where you Live*' campaigns working with local community groups and schools to identify projects and opportunities to celebrate what is good about our local areas in East Sunderland - bringing local people together to regenerate their area leading to a cleaner, greener and safer community. Thirty eight projects have been delivered and the activity undertaken has ranged from; working with residents associations and volunteers to tidy up neglected land to working with school children to design various art work to put on public display.

We are supporting a number of services available to people with mental health problems. We have funded projects that help people identify the signs and symptoms associated with mental illness in people they know, as well as their local communities, to help ensure appropriate support is close by. One of the supported projects is the Art Centre, its programme seeks to help people affected by mental health issues by providing an opportunity to get out and about and try something new. Whilst outside, members will take photographs of the area and use the prints to host an exhibition to celebrate the area and their work.

Sunderland City Council's Landlord Accreditation Scheme recognises the important role private landlords play within the city and encourages partnership work with the Council to raise and maintain standards for tenants living in rented accommodation. With just over 30% of the city's private rented stock in the East area, we wanted to prioritise supporting the development and improvement of housing standards by engaging with private landlords through a number of local events to find out more about the scheme, and encourage them to undertake voluntary accreditation to improve the area for residents.

Providing realistic, learning experiences for school children at Safetyworks, an interactive safety centre. Partners, such as, Nexus, St John Ambulances, Northumbria Police, Gentoo and local councils, have developed realistic zones within an industrial unit to reflect different scenarios at the centre to help children to develop new life-skills and encourage them to be safe at home and on the streets.

A community partnership continues to help keep shopping centres cleaner and tidier across East Sunderland. Councillors have allocated funding to improve the look of shop fronts, road markings, street furniture and 121 shops have signed a voluntary code of practice agreeing to tidy and maintain their own land and property.

The councils online community directory developed by Area Committee identifies over 900 local services to share 'what's on' in the local neighbourhood. There have been 10,453 visits to the directory since it went live. Local services in the directory are being supported to cope with additional demands on their capacity through a small grants scheme to help our local communities to be more self-sufficient through new ways of working. A variety of grants totalling £20,000 have been allocated to purchase, for example, tables and chairs, gardening and fishing equipment, cooking appliances, crockery and hold groups, exercise classes and also undertake small scale infrastructure improvements. To maximise the use, and value, of the directory we have introduced a Community Connectors role in East Sunderland to act as

a central point for sharing information and across the area, promoting community resources and services available (news, activities, clubs, events, services,) and supporting people to access and use services. To date 229 members of voluntary and community sector network have signed up to be a community connector to support residents to be less reliant on public services.

A mural entitled the history of the river corridor has been painted at Panns Bank. It is designed to reflect the heritage of the river wear and it is a riverside highlight of the newly opened section of the England Coast Path, a new national trail improving access to the coast. The committee have allocated funding to provide signage and art work along the route of the path that interprets stories and information about the coastline and Hendon and Ryhope communities.



*Panns Banks: Celebrating our river corridor*

We launched a Work Ready programme to enable a consortia to deliver a pilot Intermediate Labour Market (ILM) programme for 18 or 19 year olds in east Sunderland who are not in education, employment or training. The project will provide 28 jobs ranging from 16 to 20 hours per week over 13 to 26 week periods providing practical experience for our young people to strengthen their future job prospects.

The Clinical Commissioning Group pooled resources with our Strategic Initiatives Budget to provide potential for greater impact by jointly funding a Partnership in Practice programme which included:

- Over 350 people becoming Dementia Friends
- Establishing ten dementia friendly GP practices. Expand this work to include Millfield, University and Park Lane metro stations as 'dementia friendly', by working in partnership with Alzheimer's Society and Nexus.
- Awarded £20,000 of projects aimed at raising awareness of services for adults with early signs of dementia and their carers through existing or new cafes and events
- Piloted a Youth Health Champion scheme in St Aidans and Southmoor Academies, over 300 pupils are dementia friends

Public Health have also pooled resources to support improvements to mental and physical wellness through a variety of initiatives to improve local peoples access to, and increase their use of, green space. Projects funded have included, for example circular walks, heritage walks, provision of outdoor sports equipment, kick about goals and play provision,

This joint funding is intended to build capacity, reducing demand on council services and creating the opportunities within the community for delivery at a local level by voluntary and community sector groups and organisations which is fit for purpose and sustainable in the longer term



*Seafarers Way: Music Workshops*

We are continuing to work closely with, and support, the East Area Voluntary and Community Sector (VCS) Network. VCS organisations have been integral in supporting the Area Committee to achieve what it has during 2014 / 15 and relationships will continue to strengthen in the future as opportunities arise for our communities to become more self sufficient and resilient. We're committed to improving on the successes we have seen this year and will continue to keep local communities at the heart of everything we do. We will continue to develop our relationships with partners and identify future priorities together to ensure local services are joined up and that we are supporting local communities to take an active role in shaping services to meet local need. Area Committee members in their role as community leaders will continue to be best placed to work with local communities in collaboration with our partner organisations.

As the Chair of East Area Committee I would like to thank all members of the Area Committee, including my two Vice Chairs, Northumbria Police, Tyne and Wear Fire Service, East VCS Area Network, Responsive Local Services and Locality Teams, and the CCG for their hard work and support throughout the year in helping to make East Sunderland a better place to invest, work and live in.