

Sunderland East Area Committee

21st July 2010.

Report of the Office of the Chief Executive

Influencing Practice, Policy and Strategy

1. Why has it come to Committee?

- 1.1. This report offers Members the opportunity for consultation on plans and strategies relevant to the Sunderland East area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change and facilitates the referral of outcomes of issues previously identified.

At the May Area Committee meeting members agreed not to select Child Poverty as a top priority, however they were very interested in being involved in the consultation exercise for the Strategy and agreed to receive information updates on a quarterly basis, via the e-bulletin and to be consulted on the Child Poverty Strategy in July 2010.

Background information relating to Child Poverty in the East Area is attached in Annex 1.

2. Recommendation(s)

- 2.1 Members are requested to consider the Draft Child Poverty Strategy which is currently out for consultation and to participate in the consultation process to ensure that the Strategy will effectively address the Child Poverty needs of the East Area.

3. Information and Updates

- 3.1 Consultation Diary

Members have requested the commissioning of a variety of studies to support the delivery of the Sunderland East Local Area Plan and more recently, the focus on key priorities where Area Committee can make a real difference at a local level.

Members are requested to note the City's consultation diary which provides information regarding all consultations currently taking place and those already completed. As an example the following consultations are currently underway, further information is available from www.sunderland.gov.uk/consultation :

Consultation	Start Date	End Date
Childcare Sufficiency Assessment To find out more about parents/carers views on childcare currently available in the City. Parents will be asked about the childcare they currently use or would like to whilst they work, train or study. This will help the council to better understand and plan services to meeting changing needs of families in the City. Contact: Judith.walker@sunderland.gov.uk	25/06/10	17/09/10
Connexions: Ongoing customer evaluation. To obtain information from customers on their experience of the service, whether it met their needs and soft outcomes i.e. did the advice make a difference for them.	01/01/10	31/07/10

