
Annual Report of the Area Committees 2014-15

All together, **working, playing, learning,**
growing, laughing, innovating, caring,
sharing, living...
Sunderland!

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Foreword

Welcome to the Area Arrangements Annual Report for 2014-2015.

As Portfolio Holder for Responsive Services and Customer Care, I take great pleasure in introducing this 4th Annual Report. It covers a year that has seen some very original and inspiring events commemorating our First World War heroes and during which many achievements have taken place through the dedicated work of the five Area Committees and their supporting Place and People Boards.

In the current landscape of diminishing resources, Sunderland City Council remains committed to ensuring that local residents continue to receive high quality services and see improved outcomes in their communities. Through our Area Arrangements we ensure that the decisions made on what and how services are delivered are based on local need and can be the most effective within the resources available.

The Area Committees play a vital role in ensuring that services meet the requirements of their communities and, wherever possible, shape and influence service delivery at a local level. Keeping local people at the heart of decision making, the Area Committees have supported real innovation both locally and across the city throughout the year.

The People and Place Boards, supporting the Area Committees, have worked to address local priorities that reflect the biggest needs in their communities. In doing so, local solutions that most benefit those communities and support real change have been

achieved. Partnerships with local residents, officers, partners and the Voluntary and Community Sector (VCS) have been significant in the design and delivery of services that will build on local assets to regenerate and strengthen communities.

Through the local area-based budgets, with a citywide value of over £1.5m, we have been able to fund community projects that have been a catalyst for change.

We are delighted to report that in the past year, the Area Boards have awarded 338 Community Chest Grants to local VCS and internal organisations and the Area Committees have awarded over £1.3m of SIB funding.

Our valuable relationship with partners such as the area VCS Networks, Public Health, CCG, Gentoo, Police, Fire and Streetscene services has been critical in prioritising and developing joint solutions to local and citywide issues. My fellow members and I wish to express our appreciation of all those who have contributed to achieving the many successful outcomes achieved throughout the year through the work of the Area Committees.

This Report provides a snapshot of some of the many achievements that have happened in the areas over the last year through the work of the Area Committees and their partners.



Cllr Celia Gofton
Portfolio Holder for Responsive Services and Customer Care



Pallion Traders

Area Arrangements in Sunderland

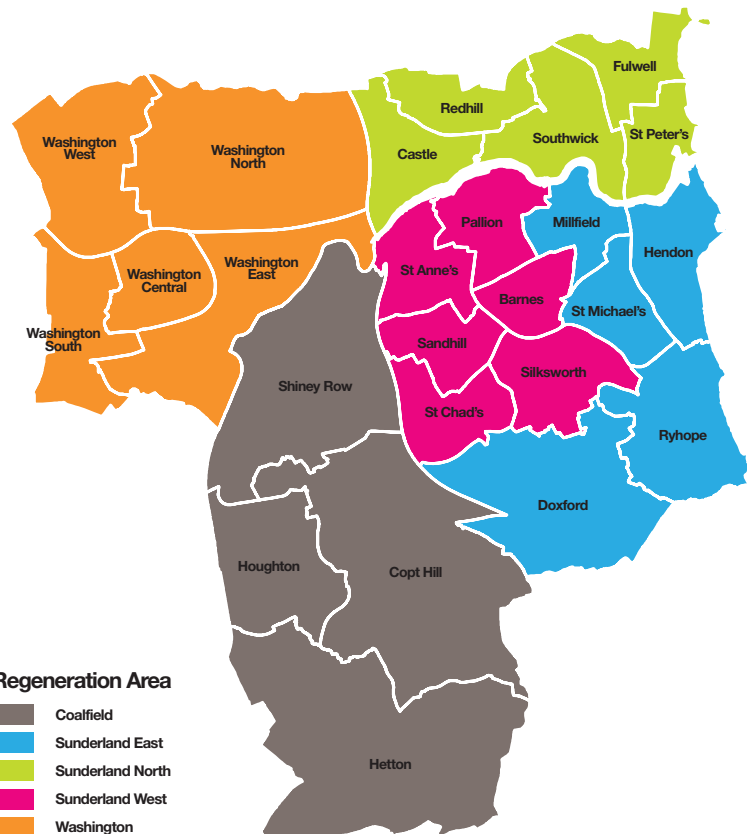
As a Community Leadership Council, Sunderland Councillors are placed at the centre of the decision making, with residents and communities at the heart of the decisions being made.

The reality of Community Leadership at work is practiced through Area Arrangements and the work of the Area Committees with their supporting People and Place Boards.

The Area Committees are comprised of all Elected Members from the Area's wards and work closely with council officers, service delivery partners and members from the Area Voluntary and Community Sector Network (VCSN). The role of the Area Committee is to;

- Identify the main priorities that reflect the biggest need in the area;
- Monitor the quality and effectiveness of services delivered by the council and other main providers in the area;
- Develop efficient and effective solutions to local area priorities as well as supporting city-wide issues; and
- Encourage local residents to become involved in decision making on matters which affect them.

Each of the Area Committees hold delegated budgets in the form of the Strategic Initiatives Budget (SIB) and Community Chest. These budgets are allocated to support



projects and initiatives that can demonstrate their work will support the identified priorities of the area.

The supporting Place and People Boards consist of Elected Members from each of the area wards and work in partnership with council services, local organisations and the VCSN. The Boards are practical and action orientated to deliver on the priorities set by the Area Committee.

Community involvement is at the heart of what the Boards and Area Committees do and, as successful community leaders, local councillors engage with

their residents socially, through attending and chairing groups and meetings and events and through their local surgeries, thereby possessing a greater understanding of their communities' needs. It is this insight that provides critical information to shape the future design and delivery of local services and contributes to influencing wider citywide delivery, examples of which include the Highways Maintenance Programme and maximising the use of greenspaces in order to benefit community health and wellbeing.

Coalfield Area Committee



Cllr John Scott
Chair of Coalfield Area Committee

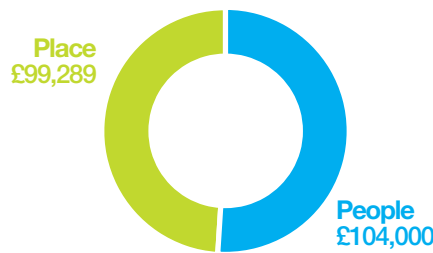
During 2014/15 the Coalfield Area Committee has continued to support and deliver projects and activities to achieve the priorities set out at the beginning of the year. We wanted to focus our work on bringing real benefits to the community, so we chose areas such as local shopping centres, environmental improvements, healthy life choices, support for older and vulnerable adults and looking at ways to reduce the number of young people not in employment or education.

Working with partners has been crucial to ensuring we get the best possible services for our residents.

- We have worked closely with the Coalfield Voluntary and Community Sector (VCS) Network - a range of local organisations from the sector who come together to work in collaboration with the Area Committee. This year, working with the Network has ensured that we have achieved more local delivery than ever and have addressed issues raised directly by the community.

By using our Strategic Initiative Budget (SIB) in a more targeted way, we have been able to focus resources on things that are important to local people.

- A total of £203,289 has been awarded to delivering projects within the area, all of which help to achieve our goals and aspirations set at the beginning of the year. In addition to funding larger projects, we have also awarded 61 small grants through our Community Chest fund.



Breakdown of how SIB has been allocated in line with People and Place priorities during 2014/15

A lot of excellent work has taken place over 2014-2015 with yet more in the planning stage. Some of the highlights are:

Place

Work with the local shopping centres including a retail support package for traders, has shown positive results.

- Over the course of the last year, 47 businesses in Hetton, Houghton and Shiny Row have received one-to-one advice and mentoring support, 41 businesses have taken part in workshops and 32 have received a small grant to help

with things such as signage and marketing. In total, 90 local traders have received business support. Traders have reported positive outcomes as a result of the support given, including increased sales and improved profits.

- By working with Shiny Row traders, and local volunteers from ShARP, a Christmas event, including market stalls, was arranged. Trading at the market was exceptional with thousands of pounds being taken and traders selling out of stock. Traders have reported that the event created a feel good factor that continued into the New Year.
- Building on this success, an Easter Market was held in March which included competitions and fun activities and proved to be as successful as the Christmas Market.

We recognise the importance of supporting the local community to take action in their own neighbourhood and build a sense of pride and ownership of their environment.

- By providing resources and equipment such as paint, protective clothing, tools, plants and bulbs we have supported almost 20 environmental improvement schemes during this year involving Eppleton, Burnside, Easington Lane and Kepier Schools, Houghton Blind Centre, ELCAP and the Flatts youth project.

- Each year more local people are becoming involved with improving the physical environment in their own neighbourhood and helping to get the 'Love Where You Live' message across to others.

Although the majority of the community is working to support a clean neighbourhood, issues such as littering, dog fouling and fly tipping are created by a minority.

- Environmental education and enforcement work is being carried out to reduce these incidents. The installation of small cameras located in areas of concern has resulted in a successful prosecution for fly tipping. This has been publicised and will be used to highlight how an individual's actions impacts on the community and the penalty such action incurs.

A Health and Greenspaces project is underway to encourage people to make better use of the wealth of outdoor space across the area.

- In the summer of 2014, four organisations took part in a 'picnic and play' project, which provided healthy food and encouraged participants to try new outdoor games. We plan to build on this throughout the coming year.
- Young people from a local education programme made a short video about some of the greenspace improvements carried out.

As a result of concerns about empty homes, we have supported the housing renewal team in progressing two Empty Dwelling Management Orders (EDMOs) in the Hetton area.

- Under the Housing Act 2004 Local Authorities are given the power to take over the management of empty

properties that meet the criteria. This will make a significant difference to the residents and the area.

People

In addition to working with the Clinical Commissioning Group (CCG) and Public Health colleagues to support health improvements for residents, we have been supporting a range of initiatives;

- St Aidans Team Sport delivered exercise sessions, fishing courses and healthy eating classes during three school holiday periods, engaging with over 150 young people;
- YMCA delivered healthy cooking workshops to 14 families through the Family Health project;
- ELCAP engaged 47 young people and their families on a Food and Ceramics project using art, making salad bowls & plates and developing healthy eating recipes;
- SAFC delivered Tackle It Health to over 90 primary school children and;
- Groundwork installed a trim trail in Elba Park consisting of four pieces of wooden climbing/balancing apparatus and four sets of thermoplastic

markings. Feedback from park users has been very positive, especially about the Woodland Olympics event where family teams took part in a series of three activities against the clock.

We developed an 'opportunity fund' to encourage young people to design and deliver small projects themselves.

- The 'CAN DO' fund requires young people (11-19) to complete and submit an application form, then present their idea to the People Board who decide whether the project receives funding. To date 10 successful awards have been made.

ShARP has recruited and trained volunteers to work alongside benefit advisers assisting people who are seeking debt and benefit advice.

- The advisers help to complete forms on line, access information on money management, savings and loans and join a credit union. The volunteers are learning new skills, gaining confidence and feel they are giving something back to the community by helping and supporting others,



Dementia friendly Shopping Centres



First World War Soldier

In supporting vulnerable and older people we have worked with partners to deliver:

- 'iPad Engage' training to 24 older people, providing practical help in using iPads for activities. Anecdotal evidence and observations showed that the course increased social interaction and improved wellbeing.
- 'Sit n B Fit' activities, including therapeutic exercise, reminiscing & laughter therapy has been delivered to 38 people over the age of 65, the oldest being 93. These sessions took place in a number of supported accommodation venues in groups or with one to one support. The ELCAP Coalfield Community Transport project has provided a valuable shopping service across the Coalfields to many older and vulnerable people. Some report it as their lifeline and is sometimes the only time they see other people within a week. The service has been further promoted through leaflets and visits to care homes and GP surgeries.

Houghton Traders Association, the local neighbourhood police team, Gentoo and St Michael's and All Angels parish church are participating in the Dementia Friendly Community pilot in Houghton le Spring shopping centre, which is supported by the Alzheimers Society.

- Businesses who sign up to the Dementia Friendly Shopping Centre scheme can display a sticker in their window to let customers know that people with dementia will get a warm welcome. A workshop for traders and other local organisations was attended by 27 people.

Alongside the local Connexions service and other partners, we are working with a youth employment charity to deliver a work placement training programme to young people.

- The young people will be matched to a small business in their local community where they can learn valuable skills on-the-job for up to six months, during which they are guided by

a mentor in the workplace and earn a weekly training allowance.

To support long standing historical events, new events and celebrations;

- Miners banner parades in five localities across the Coalfield area have been supported
- A First World War project involving 32 local VCSN groups has been delivered
- Remembrance parades in three neighbourhoods have taken place
- Provided support to the historic Houghton Feast, one of the most important events in the local calendar, when six schools and six community groups were involved in music and art workshops to prepare for the opening event
- The local pipe, brass, youth and school bands, along with a school choir and dance school, also took part
- A life size soldier was produced to form the 'centrepiece' of the opening ceremony.

Moving Forward

This report provides the key highlights of what has been achieved during the last year. We're committed to building on the successes we have seen this year and will continue to keep local communities at the heart of everything we do. We are pleased to have worked extensively with our VCS partners and look forward to working further in the future. I would like to thank all members of Area Committee, partners, officers and residents, for their hard work and support throughout the year in helping to achieve such encouraging results and better services for local people.

East Area Committee



Cllr Ellen Ball
Chair of East Area Committee

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 opposite.

Resources (SIB)



Breakdown of how SIB has been allocated in line with People and Place priorities during 2014/15

Projects

- Partnership in Practice, working with the CCG to support residents with dementia £20,000
- Encouraging residents to be more active £20,000
- Working with communities and partners to understand local place based issues and identify solutions £36,000
- Ensuring young people are safe £6,600
- Encouraging community clean ups and community growing projects £50,011
- Private landlord accreditation £10,000
- Passing points at Sunderland cemetery £17,334
- Improving resident's emotional health £20,000
- Achieving everyone's potential, supporting young people into training and employment £22,449
- Partnership with the Community Foundation Fourteen programme in Hendon and Ryhope £50,000.

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 has 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 - bringing local people together to regenerate their area leading to a cleaner, greener and safer community. 38 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



Panns Bank before

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 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.

We have helped school children learn about safety at Safety works, 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



Panns Bank after

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 council's online community directory developed by the 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 and crockery to hold groups, exercise classes and

and 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 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 the voluntary and community sector network have signed up to be a community connector to support residents.

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 Area Committee has 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.

We launched a Work Ready programme to enable a consortium 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 10 dementia friendly GP practices. This work will expand to include Millfield, the University and Park Lane metro stations as 'dementia friendly', by working in partnership with the 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 now dementia friends.

Public Health has 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, circular walks, heritage walks, provision of outdoor sports equipment, kick about goals and play provision.

This joint funding is intended to build capacity by 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

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.



Residents of Seafarers Way

North Area Committee



Cllr Denny Wilson
Chair of North Area Committee

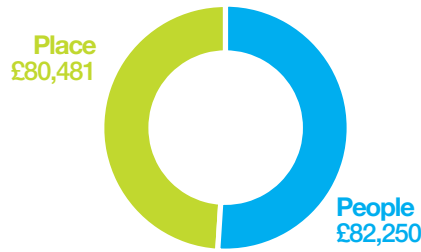
During 2014/15 North Area Committee members have continued to work alongside their communities to understand their needs and work together to address them.

A key part of our collective role is to influence how services are delivered in the North, underpinned by using our delegated budgets to kick start activity and innovation.

During this last year £162,731 of Strategic Initiatives Budget was allocated by the North Area Committee to support local priorities. Additionally £47,533 of Community Chest was awarded to community groups to deliver activities providing genuine community benefit.



Johnstone Villas before



Breakdown of how SIB has been allocated in line with People and Place priorities during 2014/15

Examples of activity during 2014/15 include:

Place

Members continue to work with communities, officers and partners to achieve clean, green and well looked after communities. Focusing attentions on activities that improved and best utilised our environment and its green and open spaces:

- We responded to residents' concerns about the condition of the site to the rear of Johnstone Villas, Southwick, where a

privately owned allotment had been left abandoned and neglected for a number of years. We utilised SIB funding to remove debris, fly tipping, dilapidated buildings and fencing and re-landscaped the site. Further shrub removal and bulb planting was carried out in partnership with the Probation Service.

- Environmental schemes were carried out by the council's Street Scene staff working alongside communities and local delivery partners. Thinning out plantations, tree removal and general tidy ups were carried out at Baltimore Avenue and Almond Drive, Castletown, hotspots across the Redhill ward, Keir Hardie Way and the rear of the Library building at Southwick, Seafields at Fulwell and around the Pirate Park and Car Park at Seaburn. Further work was carried out around St. Peter's to the rear of Bloomfield



Johnstone Villas after

Court, the bankside at Sandpoint Road, and along the Sculpture Trail and Bonnersfield.

- Currently we are working with a voluntary organisation and looking into the feasibility of developing the former caretaker's cottage in Thompson Park into a multi-purpose facility to provide a community amenity for local residents. Additionally further works are proposed by the Thompson Park Steering Group to encourage further visitor activity.
- We continue to inform the highways maintenance programme, helping to identify priority road improvements during 2014-15 and 2015-16.

Elected members are keen to improve engagement through local events and activities:

- Working with the Area VCS Network to support and deliver five ward based events during the Easter Holidays. Showcasing services and activities available for families locally and provide healthy food to help combat holiday hunger.
- Working in partnership with the Cultural Spring initiative, elected members and residents have helped identify opportunities for activities. The project aims to encourage people to experience, and be inspired by, arts and culture. Initiatives in the North have included a Summer Streets programme, graffiti arts projects, a Ukulele Project, and a Birmingham Royal Ballet Outreach Session at Southwick Primary.
- The third successful Southwick Community Christmas event took place in 2014. Organised by and for the community and extremely well supported by local businesses.



Wheatshaf Memorial Clock

Members continue to be involved in opportunities to make best use of our heritage in the Area:

- Involvement this year includes the second stage Heritage Lottery Bid for Hylton Castle and Roker Pier, and the Coastal Communities Fund Phase 3 for the development of the Seafront as an out of season resort.
- In September 2014 over 2000 visitors attended a very successful 'Castle at War Event' at Hylton Castle. Incorporating the SIB funded 'Why did Charlie Buchan Go to War' project activity, Beamish Learning Team helped deliver a World War I Boot Camp, displaying period tents from the Museum and involving 250 children from local schools in Boot Camp activities.
- Committee funds were approved for a Battle Re-enactment which is planned to take place at Hylton Castle during 2016.

- We supported the purchase and installation of a clock at Wheatshaf. Commemorating the start of WW1 and remembering the people of Sunderland killed during a Zeppelin bombing; members are currently looking at further options to develop the site in preparation for the centenary of the bombing in April 2016.

People

Improved health and wellbeing continues to be a key priority for the area:

- Earlier this year members approved SIB funding to support local VCS organisations to help address social isolation in the North, activities included:
- Wellbeing and horticulture sessions delivered by HOPs and CEED,
- Groundworks utilised local amenities including the coast, allotments and green spaces to introduce older people 'active green living activities'.

- Age UK have delivered Dementia Awareness Training sessions throughout the year aimed at community and voluntary workers, and carers working, living and volunteering in the North. They have also arranged a friendship event and befriending service, produced an older people's newsletter providing information on services from across the North and a 'bring a friend volunteer' event to encourage volunteering in the North.
- The Salvation Army are engaging with individuals at risk of social isolation, and supporting them to attend activities in Austin House. The centre has seen an increase in people attending activities such as the 60's befriending sessions, the ICT suite, activities aimed at preventing social isolation for older people and the community café.
- Local Community Associations were awarded funding to deliver services and activities in the area and encourage take up of those activities from socially isolated members of the community.
- Members and CCG partners have funded a package of initiatives at Marine Walk, Roker. Supporting major developments and linking into opportunities for improved and healthy lifestyles. Young people and community partners are helping to develop plans for the alternative use of the former paddling pool, a designated area of the beach for sporting activities, a bike hire scheme offering a range of bikes for all ages and abilities including electric bikes and marked out routes for walking, jogging and running. It is anticipated projects will be in place during the summer season.

Members work closely with partners through the Youth Operations Group to help to influence and co-ordinate activities for young people in the North. Including XL Youth Village and contracted Youth provision:

- Additionally, Redhouse Academy Youth Project has provided two sessions per week from the RHAY centre which included a music workshop and now offers a drop-in session with activities to raise self-esteem and confidence. The project is working with local youth providers to continue to offer youth provision for the young people who access the centre.
- The Keep Kids Active project ran sessions during the summer holidays. Throughout the 2013/14 school year 27 events took place, engaging with 4,743 young people in a variety of physical activities in local schools. Successfully raising awareness of the importance of being active and increasing confidence and social skills.
- A wheeled sports park was installed at Downhill during 2013/14 and has proved very successful. Members have worked with RLS and Probation Service to carry out environmental improvements prior to moving to the second stage of development. Young people are working with us to determine further enhancements to the park during 2015/16.

Area Committee has supported projects to improve Job Prospects and Skills in the North:

- SIB was awarded to the Foundation of Light to deliver the Back on Track First Steps Programme. Working with pupils from local secondary schools to inspire, involve and educate 14-

16 year olds likely to become not in employment, education or training (NEET) at school leaving age. The project delivers accredited and non-accredited activities to support progression into education, employment or training and works with parents and carers to complete the Positive Parenting Programme.

- Southwick Neighbourhood Youth Project was awarded funding to help improve employability for 16 – 25 years olds across the North. To date they have worked with 100 young people on a one-to-one basis, identifying needs and aspirations and through links with local training providers and businesses helped 27 young people into employment.

Over the year we have achieved many successes and plans are underway to achieve more in the year ahead. We recognise that it is only by working together in partnership that we are able to make a difference and as such I wish to thank all members of the Area Committee, Northumbria Police, Tyne and Wear Fire Service, North VCS Area Network, Responsive Local Services and Locality Teams for their continued hard work and support.

Washington Area Committee



Cllr Bernie Scaplehorn
Chair of Washington Area Committee

The Washington Area Committee has once again kept the local community and residents at the heart of everything we have done. Working together has helped us to involve a wide range of Voluntary and Community sector organisations and partners in delivering activities to meet local need.

The Committee set out its priorities for the year to ensure the Washington communities benefited. We wanted to see:

- Continued support to help local residents - particularly our young people - access opportunities for education, employment, skills and training. This has been achieved through further investment in the Youth Opportunities model, and continued support for the School Opportunities Project.
- Health issues tackled across Washington. Helping residents to become more active has been a key priority for the Area Committee this year. Previous Area Committee investment saw a 'network' of footpaths, cycling routes and destinations across

Washington. Building on this investment, the Washington Way to wellbeing approach has been developed. This is a great example of a co-ordinated approach to promoting key health messages and services, together with a 'shared ownership' of the issue with many partners helping to deliver initiatives to tackle health inequalities across the area.

- Environment and neighbourhood improvement work delivering capital improvements across the area.
- Support for the voluntary and community sector to help with capacity and to encourage a partnership approach to delivering services to the local community.

Funding

Through the Strategic Initiatives Budget (SIB) the Committee has worked hard to ensure the best outcomes from its resources and has allocated nearly £325,000 to projects to deliver priorities for People, Place and Economy. This has included £74,850 to support Washington volunteering and community organisations (People), £17,500 to help fund local events (Place), £59,992 to support the Youth Opportunities Project working with our young people Not in Education, Employment or Training (NEETs) (Economy), £125,000 for Neighbourhood Improvements (Place), and £27,000 to help deliver the Washington Way to wellbeing approach and

Dementia Awareness Training (People). The Committee has also approved £20,000 to develop a localised approach to deliver employability support for residents (Economy).



Breakdown of how SIB has been allocated

People

- Washington VCS support project £74,850
- Washington Health Champions dementia awareness modules £7,000

Place

- Washington Heritage Festival 2014 Addition £2,500
- Washington Neighbourhood Improvements Project £125,000
- Washington Youth Opportunities (Phase 2) £59,992
- Washington events programme 2015 -Call £15,000

Both

- Washington Way to Wellbeing call for projects £20,000
- People economy
- Employability support services Project 20,000

Members also awarded 62 Community Chest grants totalling £38,021.89 to local groups and organisations to deliver community benefits at a Ward level.

Projects

A number of excellent projects have been rolled out across the area:

- Community and Volunteer Development Project led by the Washington Trust who employ a dedicated worker to engage with other voluntary and community sector (VCS) groups and organisations to grow capacity. This is achieved by engaging with residents and users to become more active in their local community through volunteering.

- Washington 50

Washington New Town celebrated its 50th birthday in 2014. The Area Committee asked the local community to come forward and deliver a community programme of activities, events and initiatives to celebrate the ‘Golden’ birthday throughout the year. The resulting programme saw nearly £47,000 awarded to 34 different projects. This included street parties and carnivals as well as local grassroots organisations and resident groups working with schools to develop memory gardens, books, wall hangings and art work. It is estimated that thousands of Washington residents took part in this initiative.

- The Washington Way to wellbeing
The People Board identified the Washington Way to wellbeing initiative as the next step following previous investment of £100,000 to develop the Washington Way Network. The Washington Way to wellbeing saw the Area Committee identify £20,000 as ‘seed money’ to encourage health partners to work with us to identify initiatives to address shared health priorities. This has resulted in a further £40,000 being contributed from Public Health and the Clinical Commissioning Group (CCG). That £60,000 is being rolled out to develop a physical ‘hub’ in the area, to establish a Washington Charter Mark scheme and to encourage local groups to deliver activities and action around green space access and use, engaging local people in well-being initiatives.

- The Neighbourhood Improvement Project

The Neighbourhood Improvement Project delivers the Area Committee’s priority of ‘Investment in Washington’s built and natural environment’ through the development of further emphasis on locality working. A rolling programme of ward based ‘Walk and Talk’ events will identify local activity and proposals for neighbourhood improvements to improve and enhance the physical and environmental appearance of Washington.

- Events Planning

The Area Committee agreed a new approach to developing the 2015 Events Programme for Washington. £15,000 has already been identified for key events and work is underway to develop the correct approach moving forward with a focus on

involving the local community and voluntary sector to help shape what will be the community programme of entertainment and activity.

- Youth Opportunities (2)

Area Committee invested a further £60,000 in the second phase of Youth Opportunities project. Building on best practice developed through the original Youth Opportunities Project this new funding has extended the lifetime of this highly successful initiative to 2016. The first phase of the project worked with more than 150 young people – 61 of which went into employment and 70 either into apprenticeships or job training schemes. Instrumental to the project’s success has been the role of the dedicated key worker to both engage with young people and offer intensive mentoring support to encourage them to identify career paths and progress into suitable employment routes.

Influence

From a Place perspective the Area Committee has directly influenced a range of services. These include:

- The new Washington Leisure centre which is nearing completion. Members have been involved throughout the development and have influenced both the design and delivery of the centre.
- Prioritising road repairs as part of the Highways Maintenance Programme. Once again Members have identified the priority schemes for the programme
- Public Protection and Regulatory Services – Members were provided with information as to how they can feed into the process of reviewing licensed premises.



- Continuing to work closely with the Responsive Local Services Team to influence street scene service delivery and to ensure a partnership approach with local residents and organisations

From a People perspective we have worked to:

- Develop strong health partnerships to help deliver a co-ordinated approach
- Members had a key role in influencing the review of library services
- Members provided input and influenced the delivery of youth contract services across the Washington area.
- An Education and Skills Strategy has been developed and Members will continue to be involved and influence how the vision of the strategy will become a reality.

Partnership

The Area Committee has worked with a number of partners to achieve our outcomes. Our health partners have come forward and helped us develop a 'shared' approach to tackling each organisation's priorities. Both CCG and Public Health have collaborated with us to determine the 'Washington Way to wellbeing' – a pilot approach to bring together new activities and initiatives with previous capital investment which has provided a free resource for residents to encourage green space accessibility and use and has made it easier for local people to engage in wellbeing activities. Other proactive Public Sector partners continue to work with us to deliver local benefit including Northumbria Police, Tyne and Wear Fire and Rescue Service, Age UK, local schools, and Groundwork.

The Area Committee's relationship with the Washington voluntary and community sector is particularly strong with a number of local organisations coming together to collaborate to deliver local projects and initiatives, developing 'shared ownership' of priorities via this partnership approach

What have the benefits of our work meant to others?

- Continued to reduce the number of NEETs across Washington & increased vocational opportunities for hard to reach young people via the Youth Opportunities Project.
- Brought Washington young people and employers together via a Washington Working for You Event.
- Progressed our Concord Traders project to set up a Traders Association and also work with the police to begin a Shop Watch scheme thus providing a mechanism to give residents a better shopping experience.
- Improved neighbourhoods and partnership working through

close collaboration and sharing of resources. Moving forward with the vision of Community Leadership through the Area Committee.

- Improved health outcomes through the funding of Dementia Health Champions workshops aimed at those who live and work in Washington.

The year ahead

The Washington Area Committee will continue to work in partnership to deliver local benefits for local people. The next year will see a further focus on ensuring opportunities for employment for local people through the development of 'employability' services, continuing to improve health outcomes focusing on the provision of services for young people who self-harm, and supporting the VCS to develop and deliver services for local people. In addition community safety and the involvement of young people are both seen as key areas of work where the Area Committee will look to identify what added value they can bring.



Washington Illuminations

West Area Committee



Cllr Peter Gibson
Chair of East Area Committee

This has been an exceptionally busy year for the West Area Committee – we have been working hard to support local communities, including the establishment of local trader groups to enable and empower them to become more resilient during these difficult times. Enabling communities who are struggling to survive each day takes initiative and fresh ideas – and to gather these ideas and understand what the real priorities are for the area has been the key. Using the broad outcomes of improving health and wellbeing, enhancing skills and creating job prospects and maximising green spaces, the Area Committee has worked alongside the Voluntary and Community Sector and Partners to deliver some fantastic results which have not only improved lives for communities but which have also created a momentum to develop mainstream delivery pathways – therefore the ripple effect has in fact been city-wide improvement in some instances.

The Area Committee has continued to influence core service delivery too – enabling services to improve using their local intelligence. The Place and People Boards have continued



Pallion Traders

to be pivotal, providing an opportunity for focussed discussion with officers and partners, to support the Area Committee to make the right decisions for the communities within the West.

Resources

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.



Breakdown of how SIB has been allocated in line with People and Place priorities during 2014/15

Projects

- Healthy Lifestyle programme £60,000
- Purchase a community vehicle £28,197
- Maximising greenspaces to improve health £46,000
- Apprenticeships in the West £20,000
- West Intensive Recruitment Employment Support (WIRES) £31,837
- West community work clubs training & support for volunteers £4,500
- West area heritage event £40,000
- Development of West health programmes £80,000
- West walk and tiyalk £60,000

In addition to larger projects a range of smaller scale support has been provided to community groups. 65 Community Chest grants have been awarded totalling £58,230, the average value being £800. The benefits for local communities' have ranged from local events to the creation of a community shop!

The Area Committee has influenced core 'People, Place and Economy' service delivery, considering how services are delivered across the locality and has directly influenced the development of services for the city working across multiple strategic partnerships. Some key achievements include:

Community Work Clubs & Empowering Volunteers

A gap was identified in support for those residents who are actively seeking work but not receiving support from the 'work programme'. A local 'work club' programme, was developed and delivered locally through all six wards within the West area by three of our VCS organisations as a consortium. The programme has been incredibly successful and the lessons learned have influenced the creation and development of a new approach to supporting people into work, working in partnership with the Department for Work and Pensions (DWP) and the council welfare service.

Now instead of community work clubs being restricted to a physical base, support can be delivered to smaller community groups with volunteers trained to help more people in a wider range of locations.

A further successful new approach in helping job seekers in the community is the West Area Committee funded 'West Intensive Recruitment Employment Support' (WIRES) project. The project works closely with employers such as

UNIPRES and Housing 21 to identify possible new jobs, and the type of skills and training which people will need to take them. The project provides intensive coaching to prepare job seekers to apply for posts including interview techniques, making sure they have all the up-to-date qualifications and training certificates necessary to apply, and setting up a daily programme of activities at times which reflect the normal working day so that people are fully prepared to start work immediately.

During 2014/2015 the West Area Committee funded community employment and skills initiatives have;

- Provided help and practical support to 851 unemployed job seekers through the job clubs
- Helped 177 local people find work
- Provided training for 129 to increase their employability
- Supported nine local people to set up their own businesses

Health

During 2014 West Area Committee developed and approved a West Health Plan, in partnership with the Clinical Commissioning Group (CCG) and the VCS, supported by Public Health.

The plan aligned the outcomes of the Health and Wellbeing Board, CCG, and Public Health with the West local area priority to improve the health of residents. It also identified all of the partners with whom the Area Committee could work to encourage and improve communication, engagement and delivery.

The West Area Committee has worked hard over the last year to work towards achieving the outcomes on the plan. As well as working with partners to improve

pathways and communication, we have financially supported projects to improve health and wellbeing, advocating the Health Champion Programme; dementia awareness; healthy eating; increasing physical activity – the list goes on. We have also attracted match funding from the CCG and Public Health to support delivery to address health priorities.

More recently, as an outcome of both the Health Champion Programme and also the Community Work Club project, it was clear that mental health is a real issue for people within the West (and in fact nationwide). However, even more concerning is the lack of engagement by those individuals who are most in need of support. This lack of engagement, it appeared, from the feedback received during the community work club lessons learnt feedback, was either fear of the repercussions or lack of awareness. However these communities are opening up to trusted networks – such as their local VCS or support groups.

The Area Committee took radical action – we are currently supporting several groups to deliver alternative therapy activities to enable our communities to engage with those who are most vulnerable, in confidence and as part of a trusted relationship, to enable the Area Committee to understand the barriers to engagement and fundamentally onto the road to recovery, lessons learnt from the projects will be used to influence improvements to health pathways – using robust evidence and analysis.

- **Maximising Green Spaces** – Neglected green and open spaces across the community are being brought back into use for local people with funding from the West Committee. Voluntary groups, schools, community partners and local groups were asked to identify

sites to clean-up; create recreational space, heritage walks, growing or play spaces for everyone to enjoy. The Area Committee also toured the area and highlighted key sites that they knew their communities would benefit from improvement. The Place Board now reviews the plan every month to ensure good progress is being made.

- **Empowering Communities** – As Chair of the West Area Committee, it is also a great privilege to chair the West Voluntary and Community Sector (VCS) Network meetings. These meetings support the sector allowing information to be shared and opportunities to be offered. The VCS Network plays a vital role in the life of the community and they form a key part of the West Area Committee as a partner, alongside the Police and Fire Services. During 2014-2015 the network has gone from strength to strength and we are working closely in partnership to address core issues within the city as well as working together to develop a large-scale community Heritage event to

celebrate the heritage of the West, as we remember those who died and the families who suffered during First World War.

- **Award-winning Volunteers** – the voluntary sector within the West have scooped several prestigious awards during 2014/2015
- Best of Wearside 2014 Awards went to:
- South Hylton Primary School – Green Champion
 - South Hylton Tansy Centre Catering Team – Community Group
 - The Youth Almighty Project – Community Project
 - **The year ahead for the West** – The Area Committee will continue to develop and strengthen their influencing role for the commissioning and delivery of services, particularly focusing upon the integration of services and the adoption of the ‘All Together Sunderland’ approach - working together to obtain maximum benefit from resources available to the community.

Our thanks go to the members of the West Area Committee, our partners and officers, Voluntary and Community Sector and our communities – without their hard work and dedication we would not have achieved such positive outcomes. We look forward to working together throughout 2015-2016, building upon our strong foundations and continuing to create opportunities for communities to become more resilient and confident for the future.



West Area Event at Sainbury's

The year ahead 2015-16

Sunderland's approach in a climate of diminishing resources is to creatively adapt service delivery to meet the unique needs of the city and create conditions for strong, vibrant communities.

Our driving needs remain health, education/skills and economy, with the council working collaboratively with internal and external partners to achieve sustainable solutions. In the spirit of All Together Sunderland, the membership of the strategic Health & Wellbeing, Economic Leadership and Education & Skills Boards comprise a range of partners bringing their unique experience and resources to create joined up, mutually beneficial working initiatives for the benefit of the city and its people. Putting in place the arrangements to deliver against these needs involves Elected Members with their valuable local knowledge to ensure that our communities' needs are met by the most effective use of resources.

Next year, as corporate priorities are devolved to an area level, Elected Members will influence the design, delivery and embedding of services that contribute to those priorities. The good relationships that have been established through Area Arrangements, with local partners, groups and organisations, remain critical for identifying local priorities and for joining funds to achieve better outcomes for residents and their communities.

As a transformational council, Sunderland will continue to support services that are able to operate in an innovative and efficient way that

builds on the success of recent alternative service delivery models. Area Arrangements will play an important role in the on-going transformation of public services in our local areas and in the development of new ways of working that will benefit individuals and communities.

The year ahead will see the successful completion of a number of initiatives and projects that the Area Committees have supported. From the annual report, it is possible to see the amount of inspired activity in communities responding to the personal, social and economic issues they face. Next year will see even more inspiration. The Voluntary and Community Sector plays a vital role in working closely within the community to maximise residents' involvement and actively shape services to meet their local need. Area Arrangements will help build

capacity in the Networks to sustain this engagement.

The year ahead will see the regeneration of the city take more shape with Keel Square completed and the cultural quarter becoming established. The Vaux site will host new business; our seafront will be a tourist imperative; housing developments will emerge; environments will be enhanced; the City College will take shape; we will see our automotive industry flourish; and we look forward to work starting on the International Advanced Manufacturing Park. Councillors as Community Leaders will continue to influence regeneration locally and citywide in the coming year. With the on-going engagement between elected members, residents, officers and organisations, this year will see both challenge and resourcefulness addressed by the work of the Area Committees and their People and Place Boards.



Volunteers

Membership of the Coalfield Area Committee



Cllr John Scott
Chair of the Coalfield Area
Committee



Cllr Florence Anderson
Vice Chair of the Coalfield Area
Committee (Place Board)



Cllr Anne Lawson
Vice Chair of the Coalfield Area
Committee (People Board)



Cllr Anthony Allen



Cllr Derrick Smith



Cllr Colin Wakefield



Cllr James Blackburn



Cllr John Cummings



Cllr Sheila Ellis



Cllr Billy Turton



Cllr Mel Speding

Membership of the East Area Committee



Cllr Ellen Ball
Chair of the Sunderland
East Area Committee



Cllr David Errington



Cllr Anthony Farr



Cllr Elizabeth Gibson



Cllr Michael Dixon



Cllr Lynda Scanlan
Vice Chair of the Sunderland East
Area Committee (Place Board)



Cllr Christine Marshall



Cllr Margaret Forbes



Cllr Thomas Martin



Cllr Peter Wood



Cllr Alan Emerson
Vice Chair of the Sunderland East
Area Committee (Place Board)



Cllr Barbara McClennan



Cllr Michael Mordey



Cllr Iain Kay



Cllr Bob Price

Membership of the North Area Committee



Cllr Denny Wilson
Chair of the North Area Committee



Cllr Stephen Foster
Vice Chair of the North Area
Committee (Place Board)



Cllr Rosalind Copeland
Vice Chair of the North Area
Committee (People Board)



Cllr Doris MacKnight



Cllr Bob Francis



Cllr George Howe



Cllr John Wiper



Cllr Richard Bell



Cllr Ronny Davison



Cllr Paul Stewart



Cllr Barry Curran



Cllr Julia Jackson



Cllr Shirley Leadbitter



Cllr Norma Wright

Membership of the Washington Area Committee



Chair: Cllr Bernie Scaplehorn



Cllr Fiona Miller
Vice Chair of the Washington
Area Committee (Place Board)



Cllr Linda Williams
Vice Chair of the Washington
Area Committee (People Board)



Cllr Len Lauchlan



Cllr Diane Snowdon



Cllr Tony Taylor



Cllr David Snowdon



Cllr Jill Fletcher



Cllr John Kelly



Cllr Peter Walker



Cllr Louise Farthing



Cllr Graeme Miller



Cllr George Thompson



Cllr Dorothy Trueman



Cllr Henry Trueman

Membership of the West Area Committee



Chair: Cllr Peter Gibson
& Chair of Place Board



Cllr Philip Tye
Vice Chair of the West Area
Committee (Place Board)



Cllr Rebecca Atkinson
Vice Chair of the West Area
Committee (People Board)



Cllr Michael Essl



Cllr Lee Martin



Cllr Cecilia Gofton



Cllr Paul Watson



Cllr Amy Wilson



Cllr David Allan



Cllr Mary Turton



Cllr Debra Waller



Cllr Patricia Smith



Cllr Susan Watson



Cllr Thomas Wright



Cllr Jacqui Gallagher



Cllr Darryl Dixon



Cllr Gillian Galbraith



Cllr Stuart Porthouse

All together, **working, playing, learning,**
growing, laughing, innovating, caring,
sharing, living...
Sunderland!

Area Arrangements Service

To get in touch with the council's Area Arrangements Service please contact:

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