

At a meeting of the WASHINGTON AREA COMMITTEE held at WASHINGTON WETLAND CENTRE on THURSDAY, 1ST JULY, 2010 at 6.00 p.m.

Present:-

Councillor Kelly in the Chair

Councillors Cuthbert, Fletcher, Miller, Padgett, I. Richardson, Scaplehorn, Timmins, D. Trueman, H. Trueman, Wake, P. Walker and Williams.

Mike Poulter	-	City Services
Susan Brown	-	City Services
Karon Purvis	-	Chief Executive's
Victoria Glass	-	Chief Executive's
Meg Boustead	-	Children's Services
Neil Revely	-	Health, Housing and Adult Services
Paul Wood	-	Office of the Chief Executive
Marion Marshall	-	Office of the Chief Executive
Raj Singh	-	Children's Services
Sue Morgan	-	Children's Services
Jacqui Reeves	-	Washington Mind
Steve Dodds	-	Nexus

Members of the Washington Community.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Chamberlin and Snowdon.

Declarations of Interest

Item 3 – Community Action: Reviewing Progress and Agreeing Next Steps

Councillor Fletcher declared a personal and prejudicial interest in the item as a Governor of Usworth Colliery Primary School.

Councillor Kelly declared a personal and prejudicial interest in the item as a Member of the Usworth Banner Group and vacated the chair for that item.

Councillor Miller declared a personal interest in the item due to having a business relationship in the past with EBC.

Councillor Walker declared a personal and prejudicial interest in the item as a Member of the F Pit Banner Group and a personal interest as an employee of Gentoo.

Councillor Williams declared a personal and prejudicial interest in relation to the EBC application and a personal interest as a Member of the Glebe Banner Project.

Minutes of the Last Meeting of the Committee held on 26th May, 2010

1. RESOLVED that the minutes of the last meeting of the Committee held on 26th May 2010 (copy circulated) be confirmed and signed as a correct record.

Community Action: Identifying New Issues and Agreeing Actions

The Chief Executive submitted a report (copy circulated) which informed Members of the agreed priorities, work plan and new governance processes identifying links between issues and activity, streamlining the reporting process.

(For copy report – see original minutes).

Karon Purvis, Area Officer advised that at the May meeting of the Committee, the 4 key priorities had been identified:-

- Reducing Health Inequalities.
- Help local people access employment opportunities and improve the business offer in Washington.
- Address Anti-Social Behaviour (ASB).
- Responsive Local Services (RLS).

It was also recognised they would need to consider other cross cutting areas of work, e.g. equality and inclusion and child poverty, whilst delivering against those priorities.

Ms. Purvis also informed the Committee that two Local Task and Finish Groups had been established, one for Health Inequalities, and one for Employment and Business Support.

The Chairman commented that any Members not present at the last meeting of the Committee could still put forward their requests to attend the task and finish groups if they so wished.

Councillor Cuthbert volunteered to attend the Employment and Business Support Task and Finish Group.

2. RESOLVED that Members:-

- (i) note the contents of this report
 - the Performance data relating to new issues raised would be evidenced through Customer Insight information from September 2010.
 - Health Inequalities Task and Finish Group would present to September 2010 Area Committee with a proposed work programme and estimated budget resource requirement.
 - Employment and Business Task and Finish Group would present to September 2010 Area Committee with a proposed work programme and estimated budget resource requirement.
- (ii) Washington Local Multi Agency Problem Solving Group (LMAPs) be invited to submit a SIB application to deliver programmes of work which address Anti Social Behaviour hotspots in Washington.

Community Action in Washington – Progress Review

The Office of the Chief Executive submitted a report (copy circulated) providing Members with details of issues previously identified through the 2009/10 Work Plan and Action Plans and updated with regard to progress or completion. The report also identified any unresolved issues and actions where Area Committee could consider a SIB or SIP funding application to address the issue or priority, or to facilitate a solution.

(For copy report – see original minutes).

In relation to the SIB funding request from Washington Glebe Banner Group, Councillor Wake commented that he had no objection to the application but queried the amount of funding being requested for a 'replica' banner rather than the maintenance or restoration of the original banner.

The Chairman advised that due to the fragile material of the original banner, it could not be used in a march, therefore creating the need for a replica.

In relation to the SIB funding request from Education Business Connections, the Chairman commented that the project focused on one particular school which was undergoing a number of issues that needed to be dealt with and although the recommendation was to approve the application, he requested Members' comments on an appropriate decision.

Councillor Miller commented that whilst it was a good project he did not believe the application met the criteria for SIB funding and was expensive in nature, and therefore raised questions. As it was a mainstream school, the funding should come out of their budget, and the application before the Committee should be rejected.

Councillor Wake also commented on the amount of funding requested for a project that would only benefit 30 pupils and agreed that the school should fund the project.

Councillor Cuthbert commented that he was in agreement that the application be rejected and enquired as to the decisions taken by the other Area Committees.

Ms. Purvis advised that it was her belief that the West Area Committee had approved the application.

With regards to the applications from Community Environmental Educational Developments (CEED) and Washington MIND, the Chairman proposed consideration of funding be deferred in order to allow the Health orientated Task and Finish Group the opportunity to report on what needs or gaps the Washington area had.

The Chairman also proposed the Washington MIND application be deferred as it requested funding over two years and due to budget constraints, this couldn't be guaranteed.

Councillor Cuthbert enquired if either of the projects would be cancelled, should the funding not be agreed at this meeting of the Committee.

Jacqui Reeves of Washington MIND advised that the Support Worker was already in post, and the funding was required to enable the service to continue

Councillor Williams agreed that the CEED application should be deferred but wished to move forward on funding the Washington MIND application as they provided a valuable preventative service.

Councillor Timmins commented that he would support the funding of the Washington MIND application as the role of the organisation was fundamental to the Mental Health Service.

Councillor I. Richardson also agreed to move forward with the Washington MIND application.

Councillor Miller agreed to defer the CEED application but felt only one year's funding could be granted to Washington MIND due to the uncertainty over budgets at this present time.

Councillor H. Trueman commented that although the SIB funding was not supposed to fund staff wages, this role was much needed and supported the one year funding proposal.

The Chairman proposed that Washington MIND be granted one year's funding of £14,700.

In relation to the Green Team Washington project, Ms. Purvis advised the Committee that the Officers' recommendation was to reject the application for the reasons set out in the report.

Councillor I. Richardson agreed with the recommendation and commented that with the programme of Wildlife Corridors, etc coming into place, the Council was already doing well in that area.

In relation to the SIP funding request from the Washington History Society for the Pattinson Boundary Sign project, the Chairman commented that Members had expressed concerns over the high cost of the sign and he had spoken to Officers and there were options that could reduce the price of the project.

Councillor Wake also queried the high price of the project, welcoming the possible options to reduce the cost and expressed concerns over the condition of all the signs at the Industrial Estates in Washington.

In relation to the SIP funding request from Usworth Colliery Primary School for the Chains of Hope project, the Chairman advised that he did not feel £7,000 funding was appropriate and after having discussions with the Head Teacher, they had agreed to the funding of £3,000 without the reduction having an affect on the application.

With regards to the allocation of SIP funding, Ms. Purvis advised that this needed to be concluded by the end of the financial year as any remaining funds may not be guaranteed to be carried forward.

The Chairman advised Members that any SIP applications needed to be submitted for the next meeting of the Committee.

3. RESOLVED that the Committee:-

- (i) note the financial statement for Area Committee funding for 2010/11;
- (ii) approve £10,000 as a contribution from the 2010/11 SIB budget for the Washington Glebe Banner project;
- (iii) reject the proposal to contribute £11,543 from the 2010/11 SIB budget to the Community Leaders (EBC) project;
- (iv) defer the proposal to contribute £22,835 from the 2010/11 SIB budget to the CEED project, until the Health Task and Finish Group had the opportunity to reports its findings to the Area Committee;
- (v) approve the amended proposal to contribute £14,770 (one year funding only) from the 2010/11 SIB budget to the Washington MIND – Recovery Support application;
- (vi) reject the proposal to contribute £40,950 from the 2010/11 SIB budget to the Green Team Washington project;
- (vii) approve the proposal to contribute £2,000 from the 2010/11 Washington Central SIP budget to the Village Sign (Washington Village in Bloom) project;

- (viii) approve the proposal to contribute £14,500 from the 2010/11 Washington East SIP budget to the Barmston Primary Community Wing project;
- (ix) approve the proposal to contribute £9,500 from the 2010/11 Washington East SIP budget to the Pattinson Boundary Sign project;
- (x) approve the proposal to contribute £7,500 from the 2010/11 Washington North SIP budget to the Inkerman Road Lay-by project;
- (xi) approve the proposal to contribute £3,500 from the 2010/11 Washington North SIP budget to the Miners Memorial (F Pit Banner Group) project;
- (xii) approve the amended proposal to contribute £3,000 from the 2010/11 Washington North SIP budget to the Chains of Hope (Usworth Colliery Primary School) project;
- (xiii) approve the proposal to contribute £10,981 from the 2010/11 Washington North SIP budget to the Lighting Cumberland/Coverdale project;
- (xiv) approve the proposal to contribute £11,809 from the 2010/11 Washington South SIP budget to the Ground Development (Washington Cricket Club) project;
- (xv) approve the proposal to contribute £650 from the 2010/11 Washington South SIP budget to the Goalposts Dunstanburgh and Lumley project;
- (xvi) approve the proposal to contribute £801 from the 2010/11 Washington South SIP budget to the Lambton Village Improvements project;
- (xvii) approve the proposal to contribute £1,657 from the 2010/11 Washington West SIP budget to the Additional Street Light to Side of Village Centre, Albany project;
- (xviii) approve the proposal to contribute £10,279 from the 2010/11 Washington West SIP budget to the Lighting Blackfell Multi Use Games Area project; and
- (xix) approve the 23 proposals for support from the 2010/11 Community Chest.

Influencing Practice, Policy and Strategy

The Office of the Chief Executive submitted a report (copy circulated) which offered Members the opportunity for consultation on plans and strategies relevant to the Washington area. It also provided information and updates to encourage Members to feed into proposals for Service or policy change and facilitate the referral of outcomes of issues previously identified.

(For copy report – see original minutes).

Raj Singh, Extended Services and Attendance Group Manager gave a presentation on the Child Poverty profile for the Washington Area.

(For copy presentation – see original minutes).

Mr. Singh briefed the Committee on the need to focus on 4-5 aspects to reduce Child Poverty in the area, these included Education and Childcare/Health/Family Support, Housing and Neighbourhoods, Financial Support and Parental Employment/Adult Skills.

Mr. Singh also advised of the needs assessment which was being carried out and had to be completed by the end of September. The Child Poverty Strategy included a detailed action plan.

The Chairman requested that Mr. Singh liaise with Ms. Purvis as the work he was undergoing interlinked with the Area task and finish groups work also.

Councillor I. Richardson commented that he would have liked to read the Child Poverty Strategy before this meeting in order for Members to be able to feed into the Strategy.

Councillor Timmins commented that he looked forward to reading the consultation document yet was startled by the high percentage levels of child poverty in the area.

Mr. Singh advised that there were 3½ million children in the country and the rise in poverty levels could also be the result of the new definition of poverty and how it was recorded.

Councillor Timmins commented that he accepted the figures can change due to the definitions of poverty and that we should be in a position to look at what has not worked in the past, to feed in to any new strategy.

Councillor Miller expressed his concern that Members had not received the consultation documents before the Committee meeting, therefore not being properly briefed. In relation to the Strategy, Councillor Miller advised that we needed to see the direction of travel to see if the Council was doing something right or wrong.

Councillor Miller commented on the disturbing figures for Washington and queried if the poverty agenda was too broad and if particular issues should be looked at instead.

Councillor Miller also raised concerns that the people we most needed to reach, generally would not partake in any consultations.

Councillor Williams questioned the differing definitions of poverty and how children in receipt of free school meals were counted, yet those in receipt of tax credits don't qualify for free school meals. Councillor Williams also believed that the only way to make a difference was to consult with those hard to reach people.

On the subject of how the figures are collated, in determining areas of deprivation etc, Councillor H. Trueman commented that factors such as single parent families were not taken into consideration and questioned how accurate the figures were.

Councillor H. Trueman also commented that declaring an area of deprivation potentially could create a great deal of harm by labelling an area eg in relation to house prices etc and he was startled at the high percentage of poverty reported.

The Chairman expressed concern that the consultation period was due to close at the end of September and Members had not been given sufficient time to feed in to the Strategy.

Having taken all of the comments on board, Mr. Singh acknowledged that a different approach was needed to consult with those hard to reach families as many would not come forward. Mr. Singh also acknowledged the different factors in determining poverty and apologised that the Strategy had not been circulated to Members before the meeting and proposed he attend a future meeting of the Committee if Members wished.

The Chairman suggested he feed into the Committees Task and Finish Groups and thanked Mr. Singh for his report.

The Chairman introduced Sue Morgan, Senior School Improvement Officer who provided a presentation on the questions raised by Members at a previous meeting on pupil performance at schools in Washington.

(For copy presentation – see original minutes).

Ms. Morgan advised that the data provided in the end of year report had not been provided by the School Improvement Team and was based on pupil performance rather than school performance, therefore not giving a true reflection due to cross boundary movement of pupils.

Ms. Morgan advised that a School Improvement Officer would now be in attendance of each Area Committee to respond to any questions about learning and teaching and could supply particular presentations if Members so wished.

The Chairman thanked Ms. Morgan for her presentation and welcomed her to the Committee.

The Chairman introduced Jane Ramshaw, Centre Manager of the Washington Wetland Centre who gave a verbal presentation on what the Centre offered, including Education, Volunteers Community involvement and Placements.

Ms. Ramshaw gave an open invitation for Members to visit the site or to contact her if they had any concerns/interests that they would like to pursue.

The Chairman encouraged greater partnership working and requested that Members consider ways of using the Centre.

Councillor I. Richardson commented that the Centre and the services provided were worth visiting and an asset to the area

4. RESOLVED that:-

- (i) the report and presentation on the Child Poverty Strategy be received and noted;
- (ii) the presentation of the School Improvement Team be noted; and
- (iii) the presentation of the Washington Wetland Centre be noted.

At the close of the meeting Councillor H. Trueman requested that the Area Committee acknowledge former Councillor, Derek Sleightholme and the fabulous work he had done through Washington Pride, which was due to disband and also requested a letter of thanks be sent to Mr. Sleightholme.

The Chairman agreed and requested the letter of thanks be sent as Mr. Sleightholme had proposed to donate all remaining funds from Washington Pride to the banner groups in the community.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) J. KELLY,
Chairman.

Washington Area Committee

9th September 2010.

Report of the Chief Executive.

Community Action in Washington – Identifying New Issues and Agreeing Actions.

1. Why has it come to Committee?

- 1.1 To enable the future development of area based working, Area Committees require detailed information to be freely available from a number of different sources. To ensure that Area Committee is kept up to date with current events and developments affecting their neighbourhoods, an intelligence hub has been established that acts as a repository for information available. Officers will have access to relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities and future waves of Responsive Local Services activity.
- 1.2 Information is sourced from other Committee meetings, the Community Leadership Programme, Responsive Local Services (which includes the Customer Service Network), the Area Co-ordination Team, Members Query Management System, Questions to Area Committee, Safer Communities Team and the Consultation Team, including resident surveys. Additional links have been made with the Local Multi Agency Problem Solving Groups (LMAPS), in particular the Data Analyst Team from Northumbria Police.

2. New issues identified

- 2.1 Forward Planning.
To ensure that the Area Committee is kept up to date with current events and developments in their neighbourhoods, the Area Officer will monitor the key decisions made by other Council Committees, for example Cabinet, via the Forward Plan publication, and consider if future decisions affect Washington's work plan. When this occurs information will be highlighted in the issues log, see **Annex 1**, along with recommendations for next steps or circulated to Committee members via the ward bulletin service. In addition to monitoring the Forward Plan the Area Officer will systematically monitor the decisions made under Delegated Powers, again to consider and update Area Councillors on developments relating to their wards, via the ward bulletin.
- 2.2 LDF Green Spaces: Planning for Open Spaces, Sport and Recreation.
The Local Development Framework (LDF) is a suite of documents which provides guidance and policies to meet the community's economic, environmental and social aims for the development of land in Sunderland for the next 15 years. Included within the suite of documents is the Green Space Topic Paper which provides an analysis of the City's green space by combining a wide variety of information available from various sources including Sunderland City Council, Office of National Statistics, 2001 Census, the Council's Consultation Database and key internet resources.

The Council's Planning Policy Team, within Office of the Chief Executive, would like the Area Committee to consider the opportunity for Councillors, officers, partners and

residents to work collectively to refresh the green space survey from 2002. It is proposed that the refresh of the survey would be completed in two stages:

1. Workshop style events to engage the community in an interactive format, involving key stakeholders from across the area indicating and identifying new open spaces not shown on the survey/large detailed maps of their communities. This stage will raise awareness, identify new open spaces, as detailed above, and build a sense of community ownership in the planning process.
2. Stakeholders to complete a participatory appraisal for each open space assessing the 'value of area/land to the community'. Support and guidance would be provided by Planning Policy Team. This technique has already been used with some success by the Council. It is highly flexible for both small groups and whole communities where a cycle of data collection, reflection and learning and action planning is desired.

Information gained from both the workshop and appraisal process will be included in the Green Space Topic Paper which will be presented to Cabinet for approval.

2.3. A Thriving Voluntary and Community Sector

The Washington Area Voluntary and Community Sector (VCS) Network has raised an issue with regard to the lack of co-ordination and support available to volunteers in Washington. At the Washington Area VCS Network meeting on the 10th May 2010, the group reviewed the Local Area Plan to see which issues were priorities for the voluntary and community sector. Several organisations raised issues regarding support for volunteers, an example being Bridge had previously been able to employ a Volunteer Co-ordinator but were no longer able to and this had resulted in fewer volunteers being support to be deployed across the various projects. The Volunteer Centre advised that they were having difficulties coping with the demand for volunteer placements and most groups said that supporting volunteers with training was also proving challenging in the current climate.

There are a number of developments underway which will determine a Corporate approach to supporting a thriving voluntary and community sector and introducing a Sunderland Partnership Volunteering Strategy:

- Community Services is currently undertaking work with regard to developing and supporting 'A Thriving Voluntary and Community Sector'.
- The consultation of the draft Sunderland Partnership Volunteering Strategy is underway. This exercise will identify a basis for partners and organisations to work together to raise the profile of volunteering and increase the number and diversity of volunteers in the City.

3. Recommendations

3.1 Members are requested to:

- Note the 'next steps' as included in **Annex 1**, i.e. referring key decisions made at Cabinet to the relevant Task and Finish Groups for consideration.
- Consider leading a two stage approach to refresh the Local Development Framework (LDF) Green Space Topic Paper 'Planning for Open Space, Sport and Recreation'.
- Recommend Area Committee be consulted with regard to the Sunderland Partnership Volunteering Strategy. (See Item 4: Influencing Plans, Policy and Strategy.

4. Background papers

- 4.1 Annex 1: Community Action: New Issue
- 4.2 Washington Local Area Plan
- 4.3 Forward Plan - Key decisions
- 4.4 LDF Core Strategy Topic Paper 'Planning for Open Space, Sport and Recreation'.
- 4.5 Draft Sunderland Partnership Volunteering Strategy

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

Community Action: New Issues

Priority	Issue	Date raised/ to be discussed	Evidence and/or Data Source	Next steps/Options	Lead Agent(s)
Access to jobs for local people.	Approve a capital equipment grant to support economic development and job creation.	08.09.10	1. Forward Plan key decisions. Decision taker Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	Janet Snaith, Office of the Chief Executive.
	Agree to the transfer of responsibility for 16-19 funding from the Learning Skills Council to the Local Authority.	08.09.10	1. Forward Plan key decisions. Decision taker Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	
	Consider the review of the Job Linkage, including the options for the ongoing provision of a Council-led Employability Services to agree the preferred option.	06.10.10	1. Forward Plan key decisions. Decision taker Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti.	Planning for open space, sport and recreation.	28.07.10	1. Local Development Framework.	As part of the evidence gathering for the draft LDF Core Strategy Topic Papers, there is a need to revisit the green space survey from 2002. The option presented is to lead workshops inviting representatives along to identify	Karon Purvis (OCE), with support from Clive Greenwood, (OCE).

				spaces in Washington which matches the planning policy guidelines for open spaces. After the workshop each recognised open space would then be assessed against the recommended criteria to assess the value of area/land to the community . This exercise could involve Councillors, Friends Groups, Area Voluntary Community Network & VCS groups and Officers working together, with an overall report being presented to Committee.	
Attractive and Inclusive.	Lack of co-ordination and support available to volunteers in Washington.	July 2010	Area Community & Voluntary Sector Network.	<ol style="list-style-type: none"> 1. Community Services to present proposals to develop and support 'A Thriving Voluntary and Community Sector'. 2. Members consulted and contribute to the draft Sunderland Partnership Volunteering Strategy. 	John Rostron (Community Services). Sarah Grey (Community Services).

Washington Area Committee.

9th September 2010.

Report of the Chief Executive.

Community Action in Washington – Progress Review.

1. Why has it come to Committee?

- 1.1 **Annex 1** provides the detail of all outstanding issues previously identified through 2009/10 and provides an update with regards to progress or completion. It also identifies any unresolved issues and actions and identifies where Area Committee will consider an SIB or SIP application for funding to address their work plan. As part of the update on outstanding issues **Annex 1b** provides a progress report with regard to employment and enterprise services being delivered in Washington.
- 1.2 **Annex 2** includes Community Chest and the SIB/SIP financial statement (**Annex 2a**), and provides a summary of spend, proposals received and balances for Community Chest, SIB and SIP. It also includes details of all applications received. Members are requested to consider those applications and refer to **Annex 2b** for Community Chest and SIB and SIP.

2. Progress Report.

2.1 Health theme.

The first task group was held 29th July. Partners from Sunderland AFC, Gentoo, Sunderland Carers, Bridge, Washington Mind, the Council's Wellness Programme, Sunderland Teaching Primary Care Trust (TPCT) and Area Committee members, identified two proposals to support the reduction of health inequalities in Washington by tackling social determinants of health. The two proposals will complement each other but equally can stand alone. They are:

1. Washington Health Champions.
2. Tackling Health with SAFC.

1. Washington Health Champions focuses on front line workers from the public sector, partner organisations and volunteers working in Washington. It looks to upskill those front line staff in order to build a systematic approach to tackling health inequalities across Washington. The training programme for those workers includes:

- Understanding Health Improvements.
- Emotional Health and Resilience.
- Financial Capability.
- Alcohol Intervention.
- Smoking Intervention.

Front line staff and volunteers will be able to provide basic interventions and signposting to help people take the first steps towards healthier lives. This training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of the less healthy behaviours that are currently the norm in some communities and so reduce health inequalities. This approach is in line with the action identified in the policy review recommendations of the Health and Well Being Scrutiny Committee on Tackling Health Inequalities i.e. "*Organise training sessions on SDH [social determinants of health] and Health Equity for relevant staff, practitioners and policy makers.*"

Partners are currently identifying their capacity to deliver, matched funding and numbers to be trained. However the table below gives some indication of costs and funding:

Training Course	Length of Session	Cost per attendee	Maximum capacity to March 2011	Funding identified by partners	Funding partners (% of total)
Understanding Health Improvement	1 day	£125	216	£27,000	Wellness Programme /TPCT (100%)
Emotional Health and Resilience Workshops	0.5 day	£50	TBC	Up to £3,000 TBC	TPCT (TBC)
Introduction to Financial Capability – Helping your Clients	0.5 day	TBC	180	Full costs to March 2011	Washington CAB (100% funded through Barclaycard to March 2011)
Alcohol Brief Intervention	1 day	£82	TBC	TBC	TPCT (50%+ TBC)
Smoking Brief Intervention	0.5 day	TBC	TBC	TBC	TPCT (50%+ TBC)

At this stage the available information suggests that the costs to train **200 staff and volunteers** in each module between October 2010 and March 2011 would be approximately £72,000. Funding information currently available suggests that a substantial proportion of this will be available from partners. **Estimated** costs for 2010/2011 are as follows:-

Total Training Costs	Partner Funding	Area Committee Funding
£72,000	£52,000	£20,000

Further work in September will identify capacity of organisations to deliver training, confirm front line staff who can be released for training, identify monitoring mechanisms and a 'measure of success', identify future developments, i.e. the progression routes, and develop the 2011/12 implementation plan.

2. Tackling Health with SAFC brings together two programmes and a major resource commitment from SAFC to be deployed in Washington. The project provides a prolonged and sustained programme of activities over a 12 month period through

- Family Learning through Football Fitness.
- Fit for Football Programme.
- Active Bus.

The project aims to improve skills and relationships in the family, create a culture of learning for life, enable safe and healthy choices, divert young people from anti-social behaviour, promote integration and inclusion in the community and encourage active citizenship. A three pronged approach is developed – prevention, tackling health issues, and changing culture. **Prevention** works with primary age pupils, **Tackling Health Issues** works with young people and includes accreditations such as BTEC or Junior Sports Leaders Award, **Changing Culture** works with families delivering information enabling informed choice in relation to healthy lifestyles, diet and the benefit of exercise. The Family Learning through Football Fitness actively engages adults **and** their children and covers a range of topics including diet myths, basic anatomy, food tasting, the psychology of food and the benefits of and barriers to exercise.

From 1st January 2011 to 31st December 2011 SAFC Foundation will deploy a full time member of the Fit For Football team and a large proportion of a Family Learning Officer's time to concentrate on the Washington area only.

Total project cost	£43,200
SAFC Foundation match funding	£21,600
Request for Area Committee funding	
- Family Learning	£8,800
- Fit For Football	£12,800
Total	£21,600

In summary, the Marmot Review identifies the need to address all but the healthiest and most advantaged within the total population but states that actions should have a scale and intensity that is proportionate to the level of disadvantage. A recent review of life expectancy in Sunderland identifies the different life expectancies experienced in different neighbourhoods in Sunderland. In Washington, the neighbourhoods where life expectancy is not significantly higher than for Sunderland as a whole are as follows: -

- Barmston & Columbia.
- Concord, Sulgrave and Donwell.
- Rickleton and Harraton.
- Springwell Village.
- Usworth Hall.

It would, therefore, in line with the findings of the Marmot Report, seem sensible to prioritise the training of staff delivering services to these areas wherever possible. Similarly, the SAFC Foundation activities could also focus efforts in these areas.

The total cost of the project is £115,200, with £73,600 confirmed as match funding by partners. Area Committee is requested to consider both proposals and confirm if it is in general support of the project. This is a real opportunity for Washington to lead a new and innovative approach to tackling health inequalities and make a difference at a local level.

Area Committee is asked to note the contents of this progress report and agree in principle to support the approach being proposed and invite a SIB application to deliver the Washington Health Champions and Tackling Health with SAFC, to be presented to the next Area Committee.

2.2 Prosperous theme.

The Employment and Business Task and Finish Group have now met twice since the last Area Committee. An action list has been agreed, including gathering further information on the current reviews on Assisting People into Work, Enterprise, City Wide Employers Survey and WNS Project level evaluation which will provide evidence and highlight models of good practice previously funded. The following update is provided:

- A review of employability services and the impact of forthcoming policy changes and plans for the radical reform of the welfare to work system is presented for the Area Committee's consideration as **Annex 1b**. Members are requested to note the contents of the report and consider the recommendations contained within Annex 1b.
- A City Wide Employers Survey is to be commissioned to survey vacancies and demand for skills, across the City.

Once funding is confirmed the following timetable is proposed:

- August/September 2010 Tender contract.

- | | |
|---------------------------|--------------------------|
| ○ October 2010 | Appoint contractor. |
| ○ October – December 2010 | Research carried out. |
| ○ January 2011 | Draft report & Analysis. |
| ○ February 2011 | Final report. |

The Employment and Business Task and Finish Group proposes enhancing the scope of this survey to include a specific strand focusing on Washington. Members are requested to consider inviting a SIB application for this purpose.

➤ Washington Workspace.

It has long been identified that there is a demand, but limited provision, for start-up and small business accommodation in Washington. The very low percentage of small office space within Washington is something that needs to be considered and addressed. More recently, as part of the Working Neighbourhood Strategy Visible Workspace initiative, external consultants were commissioned to provide a development framework for visible workspaces that identified potential opportunities for development and provided a basis for strategic resource allocation.

The report highlights that Washington has a shortage of small workshops (0-100 sqm units) for start-ups and micro businesses. There has been very little office development in Washington. Most of the supply is larger suites (200 sqm plus) in multi-storey town centre buildings. However, conversely most demand is for units of less than 200 sqm from established firms. Washington Managed Workspace would bring in significant leverage from European Regional Development Fund (ERDF) whilst supporting good levels of businesses/job creation and that it is being developed and managed by Sunderland City Council, an organisation with a good track record of delivery.

However this type of accommodation remains unattractive for most developers and private property investors, as the costs of development are high and the security of income attaching to very small or start-up businesses is poor. The provision of the smallest areas of accommodation, under 30m² (323 sq. ft.) for offices and 50m² (580 sq. ft.) for workshop space is not generally considered to be an attractive proposition for the private sector. Therefore, there is a real need for public sector intervention to ensure this proposal can succeed.

After much discussion and exploration of alternatives, a total funding resource of £4m has been identified (WNF £2m – confirmed / ERDF £2m - at application). This would finance a facility of up to 4,000 sq.metres (dependant on end-use ratios) It could offer unit sizes of 50+, 75+, 100+, 250+ sqm on easy in/easy-out terms, more likely to be hybrid units that can be used for either office or workshop purposes.

The key next steps are:

1. Agree project management arrangements, including mandate, milestones, resources and schedule
2. To develop and seek approval of the ERDF Business Case to secure the remaining funding
3. Seek Cabinet approval to progress and implement the development
4. To develop the tender specification and supporting information library

2.3 Safe theme.

Anti social behaviour (ASB), misuse of alcohol and disorder, and the development of a safe environment are identified as key issues to be addressed.

- Three SIB funding applications are being presented to Area Committee to focus outreach work on ASB hotspots. Members are requested to note the applications for SIB as detailed in Annex 2 for Operation Horizon, Catch 22, and the Wheeled Sports Park.
- The Community and Safer City Scrutiny Committee Policy Review on Alcohol and ASB reported to July Cabinet and has made a number of recommendations.
 - Recommendations from the review to be incorporated into the Safer Sunderland Partnership (SSP) Anti Social Behaviour Strategy.
 - Options for a unified system of data capture be considered in order to improve the response of partners to ASB.
 - How to better identify potential victims of anti social behaviour be investigated.
 - Review the enforcement measures available to partners and provide all staff with guidance on the powers currently available to tackle anti social behaviour.
 - The City Council and its partners investigate options for improving the enforcement of environmental ASB.
 - Expand the Phoenix Project (Tyne and Wear Fire Service).
 - Expand XL Village concept.
 - Investigate options to introduce improved security on buses.
 - The City Council and its partners consider the extension of the Closed Circuit TV monitoring system.

Members are requested to receive a more detailed presentation with regard to the Sunderland Safer Partnership Anti Social Behaviour Strategy and Delivery Plan and the Alcohol Strategy Action Plan, to a future meeting.

2.4 Attractive and Inclusive theme.

Washington Members have raised a number of queries with regard to 'neighbourhood vitality' issues, highways and community confidence. Seven SIP proposals have been submitted for approval to this meeting which address developing a safe environment, and making the neighbourhoods more attractive, inclusive and accessible.

2.5 Learning theme.

A Sunderland Partnership Position Paper regarding Apprenticeships outlines the work of the Curriculum Group of the 14 – 19 Partnership, which has been requested to carry out research into apprenticeship opportunities in the City and consider viable options to develop plans to increase apprenticeship opportunities. Members are requested to note:

- BI-monthly meetings with the Council and the National Apprenticeship Service (NAS) have now been established. Future meetings will look at Apprenticeship opportunities/requirements arising from the developments linked to the Economic Masterplan. The group will review delivery on a sector by sector basis to identify whether the broad numbers allocated are reasonable, where there might be areas for improvement and where the gaps are in Apprenticeship opportunities and opportunities for growth. The first two areas to be considered for the September meeting are Retail (which has seen a significant decline in the number of 16-18 year old Apprentices over the last year) and Sports and Leisure Management (Sunderland has extremely strong Young Apprenticeship programmes in this sector but to date there have been very limited opportunities for progression into a Sports Post-16 Apprenticeship).
- The Young People's Learning Agency (YPLA) now directly funds general Further Education and Sixth Form Colleges and other providers of 16 – 19 provision. The Local Authority still maintains a strategic role and will remain responsible for "meeting the needs of young people by influencing and shaping learning provision through 14-19 partnerships and identifying gaps, enabling new provision and developing the market." The Council is currently working with the YPLA and NAS to produce performance data at

a Ward and Area level and will produce a commissioning statement which will include details about planned Apprenticeship provision by end of November 2010. A draft version of the statement will be made available to partners for comment before the statement is finalised.

- The North of England Civic Trust is planning to offer a Heritage Engineering Skills programme to young people aged 18+ who are interested in developing engineering skills in the heritage sector. The project aims to address identified heritage skills gaps in engineering and will provide work-based training opportunities for people who are keen to develop the practical skills associated with maintaining working industrial exhibits in museums and other heritage organisations across the North East. This provision is not accredited. The initiative, funded through the Skills for the Future Project – Heritage Lottery Fund, will fund the training of 24 young people – 8 per year for 3 years. It is understood the project will be similar to a bursary programme where the young people participating will be paid a bursary and provided with a placement in the north east (i.e. Bowes Railway, Beamish Museum). It is expected that young people will commence the programme from April 2011.

3. Financial Statement

- 3.1 A financial statement detailing all Community Chest, SIB, and SIP approvals up to July 2010 is attached as **Annex 2a**. There are 23 proposals for support from the 2010/11 Community Chest, 3 proposals to approve from SIB 2010/11, with 8 proposals to approve from SIP 2010/11. Members are requested to approve funding for proposals as detailed in the **Annex 2b** and to note balances remaining for the remainder of this financial year.

4. Recommendations/Options

4.1 Members are requested to:

- Note the contents of the report and agree next steps and actions detailed in **Annex 1a**.
- Note the content of the Health Inequalities Task and Finish Group Report and agree to invite a SIB application to deliver the Washington Health Champions and Tackling Health with SAFC.
- Consider recommendations contained within **Annex 1b**.
- Consider inviting a SIB application to enhance the city wide Employer's Survey.
- Approve funding for proposals as detailed in **Annex 2** and 3.1 above and to note the balances remaining for the remainder of this financial year as detailed in **Annex 2b**.

5. Appendices

- 5.1 Annex 1a: Community Action: Review Progress
Annex 1b: Delivering the work plan: employment and enterprise services
- 5.2 Annex 2 : Executive Summary: Financial Statements and Funding Requests
Annex 2a: Financial Statement
Annex 2b: Community Chest Applications and Summary of SIB and SIP funding applications

6. **Contact Officer:** Karon Purvis, Washington Area Officer
Tel: 0191 561 2449 e-mail: Karon.purvis@sunderland.gov.uk

Community Action: Review Progress

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
Health							
Provide support to improve healthy lifestyles and wellness (including mental wellbeing). 1. Reduce under age alcohol abuse, teenage pregnancies, and residents smoking. 2. Address emotional health and wellbeing	Support the reduction of health inequalities in Washington by tackling social determinants of health	May 2010	Mosaic Data TPCT. Director of Public Health Report. Ward Visits, Issues Log & 2009/10 Work Plan. LMAPS. IMD.	Referred to Washington Health Inequalities Task and Finish Group – Report and proposals to Area Committee Sept 2010 – see update report	Area Committee to request SIB bid to November Area Committee re a targeted approach to health improvements. Proposals include Washington Health Champions & Tackling Health through Sport/SAFC. Costs are estimated at £115,200 with £73,600 match funding already identified. SIB request proposed £41,600.	Gillian Gibson (TPCT)	
Prosperity							
Help local people to access employment opportunities	Provision of employability services in Washington	Dec 2009	Scrutiny Policy Review. Working Neighbourhood Strategy Review	Referred to Washington Employment and Business Task and Finish Group – see update. Review of employment and enterprise activity attached as Annex 1b, presented to September meeting. Members to receive a further report following October Cabinet re decision on council's role in providing appropriate services.	Further report to January Area Committee.	Karen Alexander (SCC)	
Help local people to access employment opportunities	Identify what the skills gaps are for Employers to employ local people.	May 2010	Area Committee Scrutiny Policy Review	Referred to Washington Employment and Business Task and Finish Group – see update. Conduct an Employers Skills Gap survey with employers and present results to Committee.	Area Committee to consider funding enhancing Employers Skills Gap survey with employers, to include a specific strand focusing on Washington.	Andrew Perkin (SCC)	
Develop infrastructure to support business and enterprise in Washington	Improve the Business Offer in Washington	Dec 2009	Scrutiny Policy Review. Working Neighbourhood Strategy Review	Referred to Washington Employment and Business Task and Finish Group – see update. Update report re Washington Workspace to September Area Committee. Audit of Industrial sites completed Draft Economic Masterplan to Cabinet September 2010 and Full Council October 2010. Update to future Area Committee		Janet Snaithe (SCC)	

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
Safe							
Tackle antisocial behaviour & misuse of alcohol	Address antisocial behaviour including alcohol related incidents with young people	Nov 2009	N'Bria Police Members Queries Issues Log & 2009/10 Work Plan Local Confidence Survey Scrutiny Policy Review	Licensed premises should be encouraged to sign up to 21+ scheme Community Police – patrols Trading Standards carrying out a number of initiatives - Advisory visits to premises, test purchases. Update to future Area Committee re Community & Safer City Scrutiny Committee Policy Review recommendations, ASB Strategy and Delivery Plan, Alcohol Strategy Action Plan	1. SIB bid from LMAPS : Operation Horizon to tackle ASB £40,150. 2. SIB bid Catch 22 – to target behaviour of top 50 at risk of offending or re-offending £19,000 3. SIB bid to install CCTV & Lighting at the Wheeled Sports Park £49,000.	Insp. Paul Barrett (NP) Stuart Douglas (SSP)	
Attractive and Inclusive							
Make estates/residential areas more attractive & accessible and address neighbourhood issues re litter, environmental, dog fouling etc	Make area more attractive and accessible	Nov 2009	Ward Visits Members queries Issues Log & 2009/10 Work Plan Traffic Log	Area Committee to consider receiving applications for SIP or SIB funding to enable current outstanding highway and carriageway requests to be completed. Responsive Local Services present service performance information for neighbourhood service standards to Area Committee. Implement 2 nd Stage Responsive Local Services Project Environment & Attractive City Scrutiny Policy Review re 20mph zones to July Cabinet – update to future Area Committee Receive update re Washington Road Safety Scheme (See Agenda Item 4)	SIP Bids: 1. Dropped kerbs (Washington East) £16,000 2. Wormhill Tce fencing (Washington East) £7,000 3. Beverly Court drainage and resurfacing (Washington North) £5,000 4. Bonemill Mini Roundabout (Washington South) £19,220	Craig Wilkinson (City Services)	
Make estates/residential areas more attractive & accessible and address neighbourhood issues re litter, environmental, dog fouling etc	Make area more attractive and accessible	Nov 2009	Ward Visits Members queries Issues Log & 2009/10 Work Plan	Area Committee to identify initiatives to deliver community benefit and support inclusion	SIP Bids: 1. Safeguarding children and play (Washington Central) £6,315 2. Glebe Park Lighting (Washington Central) £11,500 3. Making Children heard (Washington North) £1,500	City Services & Children's Services	

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
Develop a safe environment and healthy living, educating people on neighbourhood management	Attractive and Inclusive	Feb 2010	Ward Visits, Issues Log & 2009/10 Work Plan LMAPS	<ol style="list-style-type: none"> 1. Neighbourhood Housing Managers are proactive in inspecting estates through the Neighbourhood Plans 2. Enforcement teams in CCS being developed. 3. LA working with schools to develop environmental activity in parks. 4. Groundwork operating community allotment in Washington funded through TPCT. 5. Gentoo's Eco Programme with schools. 		City Services	
Learning							
More support for 14-19 year olds regarding employability skills and target people and young people who are NEET into education and employment	Improve employability of local young people	Jan 2010	Hanlon Data (WNF) 2. TWRI 3. Connexions	<ol style="list-style-type: none"> 1. Oxclose and District Young People Project hold the contract for the delivery of GO4IT (11-19yrs) (targeted provision for young people at risk of or currently Not in Employment Education or Training (NEET)) 2. Washington North Youth Inclusion Project are working closely with local comprehensive schools to identify young people at risk of becoming NEET 3. Receive an update from Sunderland Partnership 14 – 19 Delivery Group with regard to research into apprenticeship opportunities. 		Andrew Carlton (Sunderland NEET Consortium) David Barber (14 – 19 Delivery Group)	
Deliver lifelong learning courses locally	Learning opportunities	Dec 2009	<ol style="list-style-type: none"> 1. Members queries 2. AC Issues Log & 2009/10 Work Plan 	Agreement has been reached on a new procurement process that will enable more local VCS providers to deliver adult learning. Meetings with VCS Networks in Sept/Oct to progress.		Sandra Kenny (SCC)	
Improve and increase the variety of youth services and provision available across Washington	Better services and facilities for young people	Jan 2010	<ol style="list-style-type: none"> 1. Police Stats 2. Customer Insight 3. Issues Log & 2009/10 Work Plan 4. Members queries 	<ol style="list-style-type: none"> 1. Commissioning process of youth services – Oxclose and District Young People's Project (ODYPP) contracted 2. New programmes to address ASB from LMAPS & ODYPP 3. XL villages 4. Business Transformation Programme (Service Assessment and Commissioning) reviews underway re youth and play provision 5. Consultation with Area Committee re the Play and Urban Games Strategy (see Item 4) 		Julie Grey (SCC Community Services)	

Washington Area Committee

9 September 2010

Report of the Office of the Chief Executive

Work Plan Update Report – Priority Area - Increase employment and enterprise opportunities across the area

1. Why has it come to committee?

The Washington Area Committee has agreed a series of priorities to form its 2010-11 work plan. One of those priorities is to “Increase employment and enterprise opportunities across the area”. This report is an update on this priority area.

In addition to describing the current level of service and recent performance, this report also makes reference to recent government changes on Welfare to Work policy and outlines the proposed approaches to economic development and growth and briefly outlines the impact these changes may have across the City, including Washington.

2. Background

- 2.1 Through the Working Neighbourhoods Strategy, funding has been made available to the Washington Area of the city, to address worklessness and enterprise issues. The funding is used to provide a well resourced employability service for residents living in all Washington wards, and also enterprise support through a number of enterprise related projects to stimulate more residents to set up in self employment.

3. Employment

- 3.1 The Job Linkage employability service operates out of 2 centres in the Washington area. These are in The Galleries and the Millennium Centre, Concord. The service provides an intensive information, advice and guidance (IAG) service to workless residents who are classed as ‘hard to help’. Participation is entirely voluntary and clients have access to a team of well qualified, experienced guidance staff who can offer intensive, one-to-one support, as well as funding for both training courses and/or barrier removal.
- 3.2 Staffing levels for employability service: there are 3 members of staff based in the Galleries and 4 in Concord. In addition, 2 Community Link staff are based in the Washington area, to promote the Job Linkage service and encourage client engagement. An area co-ordinator has overall responsibility for day-to-day management of the 2 Washington centres and divides her time between the two premises.
- 3.3 Delivery Partners, in addition to Job Linkage advisers, a wide range of other employment-related organisations provide services to clients from the Washington centres on an outreach basis. These include:
 - SES – offering advice on self-employment.

- Jobcentre Plus (JCP) – offering mainstream JCP programmes on an outreach basis, namely ‘Pathways to Work’ for people in receipt of incapacity benefit and ‘New Deal for Lone Parents’ for lone parents on income support.
- Connexions – to support young people not in education, employment or training (NEET).
- PIE – to support carers, or ex-carers.
- Employer Link – to promote pre-employment training courses or vacancies advertised through this service.
- Fiscus – debt management and financial advice, including ‘better off calculations’ for people considering moving off benefits and into employment.
- Springboard – to promote and recruit for their Working Neighbourhood Fund - funded ‘HUB’ project which supports NEET young people.
- Shaw Trust – giving support to clients in receipt of sickness-related benefits.
- Wearside Women in Need – who focus on women and children at risk from domestic violence.
- Bridge – offer a learning and support service aimed at women.

4.0 Enterprise

- 4.1 The Enterprise Strand of the Working Neighbourhoods Strategy defined a range of project based activity to stimulate more business start up in the City. The core activity of the Enterprise Strand is Neighbourhood Based Talent Scouts and Business Advisors, branded as Just the Job. Talent Scouts and Business Advisors operate at a community level and are placed geographically throughout the City.
- 4.2 There are two Enterprise Talent Scouts and a Neighbourhood based Business Advisor based at the Millennium Centre. Talent Scouts engage and support local residents who are interested in starting up in business. The Talent Scout works with the resident to explore and reduce personal barriers preventing the individual from setting up in business, and increases self-esteem and confidence. They work through local networks and attend community events in order to raise awareness of the support that is available. There is also a website and a free phone for residents to make initial contact regarding seeking and receiving support.
- 4.3 Neighbourhood based business advisors assist residents with pre-start up business planning and offer practical support through the pre-self employment start up phase, such as advice on funding, marketing, research and finance to enable the individual to become ‘enterprise ready’. Residents may be referred to Business Advisors from Talent Scouts or can be referred from mainstream agencies eg JobCentrePlus.
- 4.4 In addition there is specialist support available on a regular drop-in basis to provide benefit and tax advice. This is delivered by FISCUS a Sunderland Based organisation. The provision supports residents with better-off calculations and identifies benefits to which they may be entitled but are not currently claiming. It also provides specialist training to Talent Scouts and Business Advisors to keep them up to date on policy and there is a dedicated hotline for dealing with enquiries around benefits and tax.
- 4.5 Two grants schemes provide access to finance, The Sunderland Enterprise Grant provides 100% funding up to £750 against start up costs, and is administered through Sunderland SNCBC, applications are submitted to a Panel via the

Neighbourhood based Business Advisors. The New Enterprise Grant offers 50% funding up to a maximum of £3000 (£6000 of eligible spend) and is administered through Sunderland City Council on an invitation basis only, applicants again need to be working with a business advisor.

- 4.6 An Enterprise in Education project will provide a range of activities to promote enterprising and entrepreneurial skills in young people of secondary school age. The project will commence delivery in September and be offered to all secondary schools within Washington.
- 4.7 Visible Workspaces is the capital element of the Enterprise strand and an extensive research study was undertaken at the end of 2009 to determine the evidence based need for workspace within Sunderland. The report concluded that there was a need for managed workspace in Washington and an agreement has been reached to undertake a feasibility study before any strategic decision on funding can be decided. The feasibility study will be undertaken over the autumn 10 – spring 11 period.
- 4.8 Buy Sunderland First is an internal council project to support more local companies to win business from the council.

5.0 Performance - Employment

The number of Washington residents claiming out-of-work benefits is 5,750, which compares to approximately 34,500 across the City in total (figures reported in November 2009; source: NOMIS). Performance in the Washington Area of the City from the start of the Working Neighbourhoods Strategy period on 1 April 2009 up to 26 July 2010 is as follows:

5.1 Engagement of out-of-work residents

1,103 people have been registered and received support from the Job Linkage network. 62% are male and 38% are female. The biggest age group (47%) are aged 26-49. 22% are over 50. 22% are aged 19-25 and the remaining 9% are in the NEET group aged 16-18.

1,012 clients have dependent children. By engaging these people and supporting them off benefits and into employment, the Job Linkage service is directly impacting on the Child Poverty agenda, by potentially improving the levels of income into households with children.

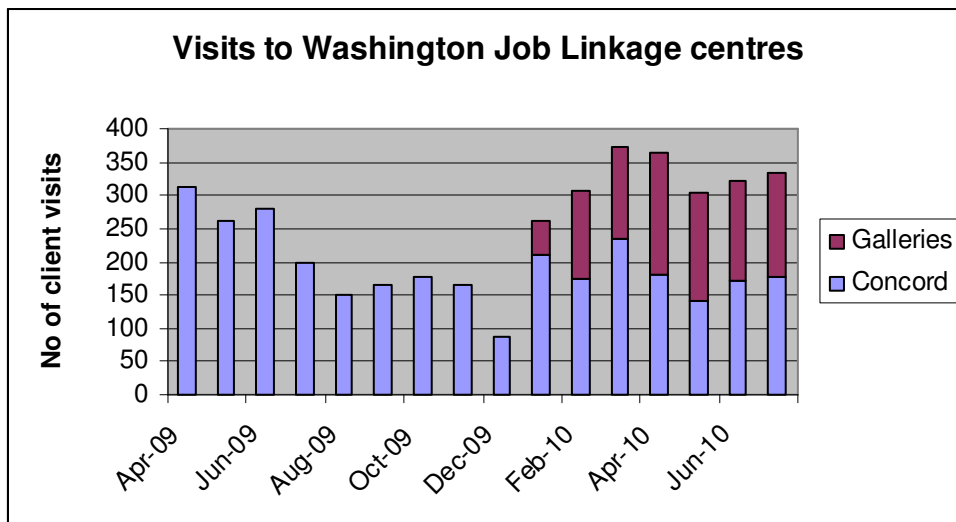
Of the total clients, 485 are actively seeking employment and are in receipt of Job Seekers Allowance. This represents 44% of the active caseload.

The balance is made up of people who are on a range of other benefits, for which there is no compulsion for them to seek employment (for example Incapacity Benefit, Carers Allowance, Disability Living Allowance, Income Support, or who are not in receipt of any employment-related benefits (supported by their family, or chosen not to claim).

The Management Information system used within the Job Linkage service holds a lot of very useful, important information on the clients who are supported. The following facts have been selected that may be of interest to the Washington Area Committee members and which give a flavour of the client groups that use the Job Linkage service in Washington.

216 have been jobless for over 3 years
 151 have been recently made redundant
 83 have never worked
 36 have declared themselves to be ex-offenders (the true figure is likely to be higher)
 84 are lone parents
 85 have basic skills needs
 150 have no qualifications
 219 declare that they have health problems
 61 have a physical disability
 46 have a learning disability
 34 have caring responsibilities

Looking at the following footfall figures gives an indication of the level of usage of the 2 centres over the past 16 months. The figures for the Galleries start in January 2010 as this was the date the centre opened.



In addition to the above footfall figures, it should also be noted that a number of employed people, either working in or passing through the Galleries, call into the Job Linkage premises to take information on current vacancies. There are around 10-15 enquiries/visits of this type per day.

On a general note, the local community often use the Job Linkage centres as the source of information and advice on matters which are not directly related to employment. As such, the service is supportive of the wider social inclusion agenda.

5.2 Clients into Employment

In terms of job entries, over the same period since 1 April 2009, **220** people have moved into employment, of which 63% were male and 38% were female. This percentage split reflects the overall engagement levels of male/female clients within Job Linkage in the Washington Area.

A ward breakdown of these job entries is as follows:

Central	27
East	33

North	92
South	30
West	38

Most of these clients had been unemployed for between 0 – 6 months (54%, 119 clients), which reflects the relative difficulty clients face in gaining employment once they have been unemployed for a longer period of time.

Again, looking at those successful clients in more detail, the following client profile facts may be of interest.

- 24 had been jobless for over 3 years
- 60 had recently been made redundant
- 18 were lone parents
- 3 were ex offenders
- 8 had basic skills needs
- 26 had no qualifications
- 39 had a health problem
- 9 had physical disabilities
- 3 had caring responsibilities

The above demonstrates that, whilst those clients who are closest to the labour market, in terms of recent work experience and fewer barriers move into work more easily than other, the Job Linkage service is still able to provide a valuable and effective service for the 'hardest to help' residents of Sunderland.

When considering sustainability of employment, the following statistics are available:

- Of those clients who were supported into employment by Job Linkage in Washington, 45% of jobs are currently being sustained for 13 weeks.
- When extending this period of tracking for 26 weeks, our statistics show a fall to 26% sustained. The true statistic is likely to be higher, however, as it has proven difficult to maintain contact with clients and their employers over this length of time, therefore our ability to maintain accurate data is hampered.

At a ward level, this information can be broken down as follows:

	Job sustained for 13 weeks	Job sustained for 26 weeks
Centre	13 (or 48% of job entries)	10 (or 37% of job entries)
East	12 (or 36% of job entries)	6 (or 18% of job entries)
North	51 (or 55% of job entries)	29 (or 31% of job entries)
South	9 (or 33% of job entries)	6 (or 20% of job entries)
West	15 (or 39% of job entries)	8 (or 21% of job entries)

6.0 Performance - Enterprise

6.1 Performance against the Enterprise Programme within the Washington Area Committee area for the period April 2009 to March 2010 is as follows:

- 6.2 224 residents have been engaged by Talent Scouts, of these 64 have been registered as receiving support and of these 29 were referred to a Business Advisor.
- 6.3 48 residents have been supported to start their own business during the period April 2009 to March 2010. Of these 48, 15 were female and 33 were male. This is in line with the national ratio of 2:1 for males/females setting up in business. This is from a total of 187 business starts for Sunderland, therefore 25% of the total residents to set up in business are from the Washington Area Committee area.
- 6.4 In the main the businesses supported to set up are sole enterprises, and within service based areas for example, retail, hairdressers, beauty therapists, cleaners, handyman, construction, and it is clear that many are converting hobbies or interests and current skills into self employment opportunities. The majority of residents supported through the programme were unemployed before receiving support.
- 6.5 15 residents from the area have received grant support through the programme.

7. Changes to Welfare to Work policy - employment

The Government has announced plans for radical reform of the welfare to work system and the implementation of the Work Programme.

"The Work Programme will be a single integrated package of support providing personalised help for everyone who finds themselves out of work regardless of the benefit they claim."

Chris Grayling, Minister for Employment, 10th June 2010

The Government is aiming to have the Work Programme in place nationally by the summer of 2011. Once the Work Programme is implemented, it will supersede much of the existing national programmes currently on offer (such as New Deal and Pathways to Work) and these will be phased out.

Although full details will be given in the Comprehensive Spending Review in October, it is not expected that councils will be awarded any specific funding ring-fenced for worklessness in the future. The Work Programme will encompass all such activity.

The Work Programme will be delivered through a Framework arrangement with Dept. for Work and Pensions (DWP) nationally. The indicative overall value of contracts to be let through this Framework agreement is likely to be between £0.3 billion - £3 billion per year. It is expected that very large, financially secure, private sector organisations will bid to deliver the Work Programme. These are being referred to as the 'Prime Contractors'. Expressions of Interest were due to be submitted by end of July 2010.

Details of the funding model that will underpin these contracts have not yet been made public. However, it is known that it will be based upon 'payment by results', namely clients moving off benefits and into sustained employment.

It is expected that the successful Prime Contractors will be those organisations who are able to demonstrate the capital strength to take on the risks inherent in an exclusively or heavily outcome-based approach that seeks to deal with the cases of millions of people on out of work benefits. (Names such as Tesco, Virgin, Serco and Group 4 Security are rumoured to be interested, although DWP have not yet announced the names who have put forward Expressions of Interest.)

It is also expected that the Prime contractors will seek to work closely with the Third Sector/VCS, negotiate sub-contracting arrangements with local delivery agents and build upon existing good practice at a local level (although this will not be a contractual requirement and therefore cannot be guaranteed).

7.1 Issues for Sunderland

There is a real concern about 'economic leakage', in terms of money leaving the North East as a result of contracted-out initiatives so large that potentially only national / international organisations can deliver. The current design of the DWP Work Programme with fewer / larger employability contracts is a clear example of this.

There is a risk associated with funding models that prioritise the achievement of job outcomes. Whilst job outcomes are obviously important, these funding models can affect the quality and scope of provision by creating the problem of 'parking and creaming'. This phrase describes a situation where Primes may provide a service for clients closer to the jobs market (ie 'cream off' the easiest clients, who don't need a lot of time and money to be spent on them), but do not adequately support those who are 'harder to help' (ie they 'park' the people with multiple barriers, without investing in the higher level or quality of service they need). As Sunderland has significantly high numbers of workless residents with multiple barriers, this could be a real issue for the City under the Work Programme.

The Job Linkage network could have a future role, potentially a local arm of one of the larger 'Prime Contractors' operating within the DWP Work Programme framework. Its focus should be in those roles where it has clear and acknowledged expertise, ie in engaging and building the capacity of workless residents. As the Work Programme will be output-driven, the services provided by Job Linkage can help ensure that worklessness clients from the more disadvantaged groups in society can access and fully participate in Work Programme services.

However, Working Neighbourhoods Funding ends on 31 March 2011, at which time, many employability projects including the citywide Job Linkage network may be forced to close. It is likely that the 'Prime Contractors' will only be interested in using our local delivery networks if the integrity of the Job Linkage service is maintained until the Work Programme is formally implemented after Summer 2011. There is a clear need for the Council to consider 'gap funding' the network for a period of approximately 6 months until the Work Programme is in place. This proposal, with various costed options, is being taken to EMT in September and Cabinet in October 2010.

8.0 Changes to policy and the impact on future Enterprise activity

8.1 Although there has been a policy direction set out for the future of into work support the future picture for enterprise and self employment is less clear. The coalition government has advocated the establishment of Local Enterprise Partnerships (LEPs), which will replace the Regional Development Agencies (RDA's). The role of local enterprise partnerships should be to promote economic development in their locality, with a particular focus on removing barriers to growth and investment, such as infrastructure bottlenecks. The LEPs can be based on natural economic areas rather than administrative boundaries and their approach should be strategic, bringing together business and local government to address economic issues that cross more than one local authority boundary. They must have the critical mass that allows them to achieve results and cover a geographical area that makes economic sense. They will work to tackle issues such as planning and housing, local transport and infrastructure priorities, employment and enterprise and the transition to the low carbon economy.

Supporting small business start-ups will therefore be important. They will want to work closely with universities and further education colleges, in view of their importance to local economies, and with other relevant stakeholders.

- 8.2 A clearer picture regarding central government policy around enterprise will emerge once the White Paper is published later this summer, and after the comprehensive spending review (CSR) is published on the 20 October 2010, as this identifies the resources which are made available to local authorities. However it is clear that the current arrangements for enterprise support funded through the working neighbourhoods fund will cease at the end of March 2011 and in the future may take a very different form.

9. Conclusion

- 9.1 The members of the Washington Area Committee are asked to note the content of this report. Members are to consider receiving further reports, concerning the Cabinet decision on the appropriate role for the Council regarding employability and enterprise services in the future and be updated on the impact of emerging policy as it is released by central government. The update reports would look particularly at the impact of these decisions to the Washington wards. The Cabinet decision is expected in October 2010, therefore an update report could be brought to the January meeting of the Washington Area Committee, if required.

10. Contact Officer(s):

- 10.1 Employment - Karen Alexander, Employment and Training Manager
Tel: (0191) 561 1339
Email: Karen.alexander@sunderland.gov.uk
- 10.2 Enterprise - Berni Whitaker, Enterprise Manager
Tel: (0191) 561 1205
Email: berni.whitaker@sunderland.gov.uk

Case Studies

Case Study 1

Robert Carr – Good News Story

Robert had been unemployed since September 2008, having been made redundant from his role of Team Leader with Parker Hannifin where he had worked for 12 years. The client had an excellent work history going back to 1980 and had previously worked in production as a multi-drop driver and a fire security officer; he also had a full forklift counterbalance and reach licence. Robert had been thinking about moving into Care work and had already completed an Introduction to Caring for Adults course and had a NCFE Certificate in Adult Literacy and level 2 in Adult Numeracy.

Robert had been initially referred to Job Linkage via Shaw Trust. At the time of referral Robert had health problems and was consequently claiming Employment Support Allowance, after falling down an inspection chamber in August 2009 which left him with a trapped nerve in his back, neck and tingling in his arms. His Job Linkage adviser helped Robert compile a CV and set out to support him in finding employment in care work, but also in his driving, factory work or forklift truck operations.

Initially, Robert's confidence and motivation was very low. His first application for a job in care was unsuccessful, as a consequence of an offence committed as a teenager which affected his Criminal Record Bureau check. This left Robert very demoralised.

However, with ongoing encouragement from his Job Linkage adviser, the client tried to stay positive and explore other options. As he had experience of driving 7.5 tonne vehicles, he thought it may be beneficial to have a digital tachograph card. Shaw Trust funded the training and Job Linkage applied for funding for the card. Unfortunately Robert did not have any luck applying for work in this sector. This being the case, his adviser encouraged Robert to once again 'think outside of the box' and widen his options, resulting in him undertaking call centre training at the Teleport centre at Doxford Park in January 2010.

In March 2010, the Employer Link service within Job Linkage had been assisting DM Designs in Washington to recruit for telesales staff. As Robert had completed his training at the Teleport he was placed on a 2-day work trial with the company. This resulted in him being offered full-time employment by DM Designs.

Case Study 2

Job Linkage Good News Story- Gnandi Kossi Akpo

Gnandi (likes to be known as Bruno) initially registered with Job Linkage in Washington in July 2009. Bruno came to the UK in 2002 from Togolaise, Africa where he was a Police Sergeant. He had an immediate language barrier, which he worked hard to overcome and eventually learned to speak and write in English.

Bruno was claiming Job Seekers Allowance (JSA) and had been unemployed for over 3 years. His Job Linkage adviser gave help with application forms, to ensure that the phrasing was correct. Ongoing, extensive job search support was also given.

Bruno was interested in training courses, particularly the 'Learn to Drive' course, but he also attended a First Aid course, a Construction Skills Certificate Scheme (CSCS) course for the construction sector and various computer courses. He was given 1-day bus passes to attend the training courses. In recognition of his determination and hard work, Bruno was nominated

as Inspirational Learner of the Year in 2010, where he was runner up at the presentation evening at the Marriott Hotel earlier this year.

Bruno successfully gained a job at Convergys (Starbucks) as a French-speaking Interpreter. In preparation, Job Linkage was able to supply him with a set of suitable interview clothes and subsequently he was given a bus pass to use in his first month at work, to ease the financial transition off benefits and into employment.

As part of his Personal Development, his Job Linkage adviser had recommended he would gain a great insight into police work as a Volunteer Special Constable with Northumbria Police for which he had a successful interview in July and was accepted as a volunteer.

Subsequently, Bruno was offered another job as a Site Supervisor at Heritage School in July 2010. This was the role he had been aiming for and he had worked hard towards his CSCS and First Aid qualifications with this career in mind and was delighted that his perseverance and determination had paid off.

WASHINGTON AREA COMMITTEE MEETING
9th September, 2010.

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Financial Statements and Funding Request.

Author(s):

Office of the Chief Executive.

Purpose of Report:

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB), the Strategic Investment Plan (SIP) and Community Chest to support initiatives that will benefit the area.

This report denotes an item relating to an executive function.

Description of Decision:

The Committee is requested to approve the following:

- Annex 2a: Note the financial statement for Area Committee funding for 2010/11.
- Annex 2b: i) Approve 3 proposals from the 2010/11 SIB budget totalling £108,150 as follows:

2010/11

- | | |
|------------------------|---------|
| 1. Operation Horizon | £40,150 |
| 2. Catch 22 | £19,000 |
| 3. Wheeled Sports Park | £49,000 |

ii) Approve 8 proposals from the 2010/11 SIP allocation:

Washington Central: £6,315 for JFK Primary School, £11,500 for Glebe Park, £14,632 Biddick Primary School.

Washington East: £7,000 Wormhill Terrace fencing, £16,000 Dropped Kerbs

Washington North: £1,500 Usworth Colliery School, £5,000 Beverly Court

Washington South: £19,220 Bonemill Lane Roundabout.

iii) Approve 23 proposals for support from the 2010/11 Community Chest.

Is the decision consistent with the Budget/Policy Framework? Yes

Suggested reason(s) for Decision:

The Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2010/2011, £10,000 for each Ward. This scheme is operated under Section 137 of the Local Government Act 1972.

SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the LAP with its main purpose to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

The circumstances are such that there are no realistic alternatives that could be considered.

Is this a “Key Decision” as defined in the Constitution?
No

Is it included in the Forward Plan?
No

Relevant Review Committee:

**Regeneration Review Committee.
Management Scrutiny Committee.**

SIB: Washington SIB Financial Statement 1st July 2010**Annex 2a**

* £287,261 was allocated for 2010/11, £126,070 was carried over from 2009-10: Balance £413,331

	Committee Date	SIB Fund Approvals	Total
Available Funding 2010/11*	01.07.10	£413,331	£413,331
Project Name	-	-	-
Washington Glebe Banner	01.07.10	£10,000	£403,331
Recovery Support (Wash Mind)	01.07.10	£14,770	£388,561
Total allocated		£24,770	£388,561

NB:- £2,035 was recouped from Donwell Village Centre Roof Repair (included in carry forward from 09/10)

NB:- £16,720 was recouped from the Millennium Youth Project (included in carry forward from 09/10)

NB:- £180.33 was recouped from Washington Newtown Starlites (former Washingtonians) (inc of 09/10)

New Balance **£388,561****SIP: Washington Statement 1st July 2010**

	SIP Budget	Approvals	Balance
Available Funding 2010/11*	£219,059	£0	£219,059
Central	£34,447	£2,000	£32,447
East	£49,492	£24,000	£25,492
North	£46,492	£24,981	£21,511
South	£48,992	£13,260	£35,732
West	£39,636	£11,936	£27,700
Balance	£219,059	£76,177	£142,882

Community Chest: Washington Statement 1st July 2010

* £10,000 was allocated per ward from 2010-11, Budget includes carry over from 2009-10 of £

	Community Chest Budget	Approvals	Balance
Available Funding 2010/11*			
Central	£10,355	£400	£9,955
East	£16,495	£400	£16,095
North	£10,903	£550	£10,353
South	£10,633	£4,257	£6,376
West	£14,333	£1,884	£12,449
Balance	£62,719	£7,491	£55,228

Washington Area Committee.**9th September 2010.****Report of the Office of the Chief Executive.****Community Action in Washington – Progress Review.****Financial Statements and Funding Request.****1. Strategic Initiatives Budget.**

1.1 Following the July 2010 Area Committee meeting, a balance of £388,561 remains to be allocated this financial year.

1.2 Projects detailed in Annex 2b and recommended for approval are as follows:

	<u>2010/11</u>
1. Operation Horizon	£40,150.
2. Catch 22	£19,000.
3. Wheeled Sports Park	£49,000.

1.3 Projects recommended for approval from the 2010/11 budget total £108,150 and from Should Committee approve those proposals the remaining balance for the 2010/11 allocation would be £280,411.

2. Strategic Investment Plan (SIP).

2.1 The table below details SIP balances remaining to be allocated following the last meeting July 2010, project proposals received as detailed in this Annex and balances remaining should those proposals be approved.

Ward	Balance at July 2010	Project proposals	SIP Balance
Washington Central	£32,447	£ 32,447	£ 0
Washington East	£25,492	£ 23,000	£ 2,492
Washington North	£21,511	£ 6,500	£15,011
Washington South	£35,732	£ 19,220	£16,512
Washington West	£27,700	£ 0	£27,700

3. Community Chest

3.1 Community Chest remaining balances to be allocated (following the last meeting in July), project proposals received and the balance remaining should those proposals be approved (including the unclaimed allocations identified from previous years), are detailed below:

**COMMUNITY CHEST 2010/2011 WASHINGTON AREA
PROJECTS PROPOSED FOR APPROVAL**

WARD	PROJECT	AMOUNT	ALLOCATION 2010/2011	PROJECT PROPOSALS	PREVIOUS APPROVALS	BALANCE REMAINING
Central	South Tyneside Mesothelioma Self Help Group – Contribution towards room hire, speakers and memorial garden.	300				
	Washington & District Sequence Dance Group – Contribution towards transport, refreshments etc.,	300				
	Sunderland Remembrance Day Parade Steering Group – Contribution towards bands, refreshments, transport etc.,	100				
	Washington Athletic F.C. – Purchase of training equipment, strips etc.,	240				
	Totals		10,355	940	400	9,015
East	South Tyneside Mesothelioma Self Help Group – Contribution towards room hire, speakers and memorial garden.	300				
	Washington & District Sequence Dance Group – Contribution towards transport, refreshments etc.,	300				
	Barmston & District Community Forum – Contribution towards start up costs.	400				
	Harraton & Fatfield War Memorial – Contribution towards renovation works.	6000				
	Harraton & District C.A. , - Contribution towards removal of trees.	458				
	Columbia Pie & Pea Club – Contribution towards Christmas lunch.	200				
	Fatfield Musical Stage Society – Purchase of props, costumes, etc.,	500				
	Washington Grange Care Home – Purchase of tables and chairs.	400				
	Sunderland Remembrance Day Parade Steering Group – Contribution towards bands, refreshments, transport etc.,	100				
	Totals		16,495	8,658	400	7,437

North	South Tyneside Mesothelioma Self Help Group – Contribution towards room hire, speakers and memorial garden.	300				
	Usworth Colliery Primary School Senior Citizen Tea – Contribution towards tea party for grandparents and elderly members of the community.	200				
	Washington Athletic F.C. – Purchase of training equipment, strips etc.,	240				
	Sunderland Remembrance Day Parade Steering Group – Contribution towards bands, refreshments, transport etc.,	100				
	Totals		10,903	840	550	9,513
South	South Tyneside Mesothelioma Self Help Group – Contribution towards room hire, speakers and memorial garden.	300				
	Lambton Lions United – Contribution towards start up costs, strips, training equipment etc.,	500				
	Sunderland Remembrance Day Parade Steering Group – Contribution towards bands, refreshments, transport etc.,	100				
	Totals		10,633	900	4,257	5,476
West	South Tyneside Mesothelioma Self Help Group – Contribution towards room hire, speakers and memorial garden.	500				
	The Stella F.C. – Contribution towards pitch fees.	341				
	Sunderland Remembrance Day Parade Steering Group – Contribution towards bands, refreshments, transport etc.,	100				
	Totals		14,333	941	1,884	11,508
Totals			62,719	12,279	7,491	42,949

SIB and SIP funding applications : Summary Document.

SIB Applications .

Application No.1.

Name of Project.	Operation Horizon.
Lead Organisation.	Northumbria Police : Washington Neighbourhood Policing Team (Supported by Washington Local Multi Agency Problem Solving Group LMAPS).

Total cost of Project.	Total Match Funding.	Total SIB requested.
£47,650	£7,500	£40,150
Project Duration.	Start Date.	End Date.
8 months	September 2010	March 2011

The Project.

The purpose of the project is to provide a structured partnership approach in the Washington area to tackle anti social behaviour (ASB). Specifically intentional and non intentional youth related anti social behaviour. One of the key aims to this project will directly support the strategic aims as per the Local Area Plan, specifically;

- (a) To reduce ASB, including tighter control on sale and access to alcohol.
- (b) To provide more police and community safety officers on the street.

This project is a new way of addressing ASB in Washington and involves a lot of joint working with the community, young people and a range of partner agencies.

The project will target ASB geographically and will include prevention, intelligence, enforcement and reassurance tactics. The project will also improve engagement with youths in all five wards of Washington and seek to break down barriers between the young and older residents within communities.

- Through close liaison between the Washington Police Team and the Council's Anti Social Behaviour Unit, hot spot areas will be identified and appropriate tactics employed to deal with the issues on a short, medium and long term basis. Having reviewed key ASB times it has been established youth related ASB is concentrated on a Friday and Saturday evening. The tactics employed will be delivered by the Washington Police Team and the ASB Unit.
- Operation Horizon involves a team of two PCs, two CSOs and an ASB Officer patrolling the key ASB locations in Washington every Friday and Saturday evening between 5pm and 11pm. The operation is supported by Special Constables and duty resources when available.
- Work will be undertaken in relation to the sale and access of alcohol for example confiscation of alcohol from young people, intelligence gathering and off licence checks will be carried out.
- This operation is planned to run every weekend from 17th September 2010 until 26th March 2011.
- It is proposed to hold a series of Ward based "Community Days" to assist deal with the perception of young people in Washington, to assist develop a community spirit across Washington and raise youth awareness in relation to the effects of ASB. The Ward Community days will be based around either the 'Graffiti art' painting of a subway within the Ward and will

involve consultation with local councillors, Neighbourhood Watch participants and other local groups.

- A football tournament held within the Ward for local youth football teams. This activity will gather together large numbers of Washington youths where positive engagement and consultation can take place between the young people and the partners. The football tournament would be organised correctly with approval from the Football Association.
- During the painting of the subway / sporting activities it is proposed a Community Day take place which will include partners and local groups to promote respect within the community. Feedback from the event will assist produce localised marketing strategies which will facilitate an improved approach to tackling ASB and associated issues.
- The Northumbria Police Washington Neighbourhood Policing Team has a well established influence and impact in the area and can quickly adapt to changing circumstances from diversionary to enforcement processes where appropriate. Local officers have a proven record in multi agency working with excellent links with wider partners. Their information base is highly developed and any activity is supported by a 'back office' of intelligence and analytical specialism leading to accurate targeting and final evaluation.

Need for Project

The need for the project is supported by statistical evidence re reporting of anti social behaviour, meetings with the community, Police and Community meetings (PACT) and the problem being identified by Members as well as residents. The Local Confidence Survey identified young people hanging around as one of the top four issues across the area. ASB in Washington has increased from 1542 incidents last year to 1686 this year. Northumbria Police data indicates that the beat with the highest proportion of youth related incidents is A6R3 (Oxclose and Lambton). This beat has the 5th highest number of youth related incidents (103). Incidents in both categories have increased in 2010. This is a long running problem. Further youth related ASB hotspots have been identified including The Drive and Wansbeck which feature as repeat problem areas. Another hotspot area includes Sulgrave Rd. which also features significantly. It is expected this project will reduce ASB incidents in Washington. This will be monitored on a monthly basis.

Outputs of the Project.

Output Code	Description	Number
A4	Number of programmes of work to improve the area	4
S6	Number of additional young people engaged in youth activities	100

Key Milestones for the Project.

Confirm programme timetable	September 2010
Engagement Events commence	September 2010
Project concludes	March 2011

Recommendation: Approve.

This project meets priorities identified in the Safe theme of the Washington Area Plan and meets the Area Committee's 2010 – 11 Work Plan priority of reducing anti social behaviour. The project proposes targeted work across the area building on good practice, evidences value for money and promotes a partnership approach.

Application No.2.

Name of Project.	Catch 22
Lead Organisation.	Youth Inclusion Project

Total cost of Project.	Total Match Funding.	Total SIB requested.
£125,000	£106,000	£19,000
Project Duration.	Start Date.	End Date.
12 months	September 2010	August 2011

The Project.

The Project aims to work with those young people who find themselves excluded from mainstream provision. These young people rarely attend open access youth services and fail to utilise existing provision. This leads them into social isolation contributing towards a multitude of problems. Once engaged those excluded young people will be offered constructive activities that will be appropriate to their age environment and wishes. By working in partnership with local providers we also plan to signpost and guide them to existing youth provision. This will ensure the city council are reaching out to all young people and none are falling through the net.

We will be working in partnership with the Community Space Challenge (CSC) who has match funded the project. CSC supports young people to take a leading role in transforming the environment where they live. This includes creating community gardens, replacing graffiti with art murals, building new nature trails, establishing new allotment sites, and cleaning up "grot spots". CSC Projects are delivered by organisations who work with young people to provide positive alternatives to getting involved in antisocial behaviour and crime. We already know that initiatives which break down barriers between generations and cultures are very successful in improving the chances for young people to be the best they can.

The project targets the 50 most disaffected young people aged 13 – 16 years in Washington. The SIB funding will allow the project to provide additional provision to those most in need and divert them away from crime. The project provides one to one engagement with both the identified young people and their families, most especially those that do not normally engage with agencies and projects. We not only work persistently with those young people, we also work with them to understand the consequences of their behaviour and proactively intervene - the key workers use persistence and an assertive working style to ensure the clients (both the young people and their families where this is appropriate) stick to an agreed contract which sets out changes expected, support, incentives for achieving goals, and consequences. This project builds on successful Youth Inclusion Project (YIP) work with young people that has made significant headway in reducing re-offending and will work in partnership with LMAPS and Operation Horizon and will ensure no duplication re activity. The service delivery will be spread across the week and all holiday periods ensuring we meet the needs of service users when they most need support. Our approach will ensure that we are utilising our resources most efficiently but also maximising our chances of delivering the broadest positive impact possible on young people at risk of offending and anti social behaviour.

Need for Project.

The Sunderland Fear of Crime survey states, residents in Washington consider the main areas of ASB are: People Dealing Drugs, TEENAGERS HANGING AROUND THE STREETS, Rubbish or litter lying around, Vandalism, graffiti and other deliberate damage to property or vehicles. Catch22 will continue to ensure the YIP will remain in a high crime and

antisocial behaviour location by regularly receiving crime and disorder statistics from partnerships built up with Northumbria Police and have a clear communication exchange with the YOS ensuring at least 20 young people on the top 50 list have an arrest history thus ensuring the relevancy of the project.

At this moment in time Washington YIP are the only service who offer targeted provision in Washington of this kind. **We work in partnership with the Police, Connexions, Children's Services, Youth Offending Service, Youth Service, and Gentoo.** The additional funding through SIB would increase the numbers of young people who could benefit from our services across a wider area, increase the range of activities we can offer and enhance our existing partnership arrangements. We will communicate fully with our partners to ensure there is no duplication of work and ensure all young people are catered for. Our partnership work with police and LMAPS allows us to identify "hot spots" of youth disorder, meaning we are constantly at the forefront of the community.

Outputs of the Project.

Output Code	Description	Number
P3	Number of people employed in voluntary work	12
A4	Number of events/programmes of work to improve appearance of streets	12
S5	Number of young people benefiting from youth inclusion/diversionary projects	60
S6	Number of additional young people engaged in youth activities	20

Key Milestones for the Project.

Identify qualified and trained sessional staff to deliver work.	Sept 2010
Identify young people and hot spots in partnership with LMAPS	Oct 2010
Undertake survey from young people about what activities we can engage them in	Oct 2010
Commence delivery to young people.	Nov 2010

This project meets priorities identified in the Safe theme of the Washington Area Plan and meets the Area Committee's 2010 – 11 Work Plan priority of reducing anti social behaviour.

Recommendation: Approve subject to the following conditions:

1. The project will provide evidence that Catch 22 will work with additional young people to those identified through Operation Horizon and programmes delivered across Washington by Oxclose and District Young People's Project.
2. The project provides detailed proposals of how it will work in partnership with LMAPS and Operation Horizon and e not duplicate service provision.
3. The project will evidence the target outputs of 60 x young people benefiting and 20 x additional young people engaged.
4. The project is delivered across the whole of the Washington area.

Application No.3.

Name of Project.	Lighting and CCTV @ Wheeled Sports Park
Lead Organisation.	Northumbria Police Team

Total cost of Project.	Total Match Funding.	Total SIB requested.
£49,000	£0	£49,000
Project Duration.	Start Date.	End Date.
6 months	September 2010	March 2011

The Project.

The installation of lighting and CCTV for the Wheeled Sports Park to enable young people to access the area after dark and therefore increase the opportunity for young people to participate in wheeled sports. This project will also allow for the police to manage the park more effectively resulting in less people engaging in ASB and improving the safety of the area for young people using the park. The project will directly support the strategic aims as per the Local Area Plan, specifically to reduce anti social behaviour.

LMAP Partners including Police, Youth Services, Safer Communities team, local councillors, CCTV, Play Pathfinder Dept, Sport and Lesiure Services are all involved in the project.

Need for Project.

Since the new skate park became utilised by youths in may 2010, there has been a substantial increase in calls to the police from local businesses and members of the public. The skate part has now become a popular attraction for local youths and has brought them away from village centres. The area needs to be managed effectively to ensure it is a safe environment for youths. On top of the problems that the skate part causes for local residents, there have been numerous other problems linked with alcohol being consumed by young people and this has led to the area being littered with numerous cans and bottles. The area is open on all sides and as such it offers numerous escape routes for any persons engaging in anti social behaviour. Improved lighting and CCTV would greatly improve Police ability to police the area and result in a safer environment for young people using the park.

Young People, the general community and local businesses of Washington will benefit from the project as will visitors to the area.

Outputs of the Project.

Output Code	Description	Number
S3	Number of CCTVs and monitoring equipment installed	1
H2	Number of people engaged in sports activities	80
A1	Number of improved community facilities and equipment	1

Key Milestones for the Project.

Consultation.	September 2010
Works commence	October 2010
Project installation completed	March 2011

This project meets priorities identified in the Safe theme of the Washington Area Plan and meets the Area Committee's 2010 – 11 Work Plan priority of reducing anti social behaviour.

Recommendation : Approve subject to the following conditions:

1. Value for money can be evidenced with regard to lighting specification and consideration be given to installation of lighting being carried out through the current Aurora contract.

SIP Applications.

Application No.1 (Washington Central).

Name of Project	Safeguarding the School Community and Developing EYFS Outdoor Play
Lead Organisation	John F Kennedy Primary School

Total cost of Project	Total Match Funding	Total SIP requested
£32,227	£23,912	£6,315
Project Duration	Start Date	End Date
3 month	September 2010	December 2010

The Project.

The project will provide a rich, attractive, safe learning environment for our younger pupils. Creating a new path way is essential to ensure the safeguarding of all our pupils and community members. The wider project that encompasses developing our entire outdoor learning provision will ensure children can learn through play in a safe, secure and stimulating environment. It will include physical challenges, raised garden beds (for easy access by all participants), water and sand areas, quiet reflective areas, outdoor classroom facility. Most importantly the project will enable all members of the community to access school safely. At the current time, the only safe visitor access is a thoroughfare through the Early Years learning space, putting pupils at risk. This project will ensure safeguarding is much improved for pupils and the community. The project includes creating a new entrance and pathway that will connect with the main path to the school office. Funding is requested to support this aspect of the project.

Need for Project.

The need to create a safe and secure access route to school was identified by previous head teacher and has been highlighted by Health and Safety officers as part of the school audit, Ofsted and by the Safeguarding Auditor. The project plans were drawn up after consultation with staff, pupils, parents and EYFS advisory staff. Pupils will benefit from the project with access to an attractive, safe and stimulating learning environment. Members of the school and wider community will benefit from safe access to school.

Outputs of the Project.

Output Code	Description	Number
A1	Number of new or improved community facilities and equipment	1

Key Milestones for the Project.

Commissioning of works	September 2010
Construction commences	September 2010

Completion of works	November 2010
Safe access to school achieved	December 2010

Recommendation: Approve.

This project meets priorities identified in the Attractive and Inclusive theme within the Washington Local Area Plan (LAP).

Application No.2 (Washington Central).

Name of Project.	Early Years School & Community Play Facilities
Lead Organisation.	Biddick Primary School

Total cost of Project.	Total Match Funding.	Total SIP requested.
£62,000	£42,000	£20,000
Project Duration.	Start Date.	End Date.
3 months	September 2010	November 2010

Please note – this project to be considered alongside SIB Expression of Interest £22,000.

The Project.

A school commissioned Local Authority architect designed Early Years Indoor/Outdoor Play facility as part of our 5 year plan to utilise the school and grounds with the local community. This project directly relates to many of the Local Action Plan priority. This will allow under 5s to play and have increased exercise on a daily basis. It will provide through extensive ground works and doubling in size of the existing provision, a secure, fun, adventurous and exploration area. It will use many natural materials as possible to create a landscape for the children to exercise by rolling, jumping, digging, climbing, playing in water channels, sand pit, planting, running and shade areas through the use of sails, willowhuts (to hide) and a round house for drama and story. This facility during holiday times will be able to have up to 26 under 5 year olds and 60 children during school hours as we deliver the EYFS curriculum. A planned new entrance, paths and community room will allow it to be flexible in wet and dry weather conditions and allow ‘Buddies’ to operate to the community before and after school and holiday times

Benefits from the services provided by the project include

1. Educationally the facility is completed and provides excellence in EYFS facilities
2. That all 60 children enrolled for 2010-11 and beyond access facility on a daily basis
3. That all ECM strands are met raising achievement and attainment for Biddick Primary EYFS children
4. That ‘Buddies’ as the after/before and holiday provider attracts and sustains the community facility as a centre of health, fun, security and fun for all 5 year olds

Need for Project.

‘Buddies’ before and after school club has had an audit and has found that many parents have requested pre 5 year old Early Play in holiday times. The School Annual Questionnaire to parents over the last 4 year’s have had suggestions and requests that such a facility would be helpful for working parents. Local Authority based Architect James Gordon & Keith Hamilton are developing a 5 year plan for EYFS facility and outdoor spaces. Questionnaires and meeting with parents to find out their views. Stuart Hodgson – Surveyor for the LA is to plan and co-ordinate new Nursery entrance.

Outputs of the Project.

Output Code	Description	Number
A1	Number of new or improved community facilities and equipment	1
H1	Number of people benefiting from healthy lifestyle projects	60

Key Milestones for the Project.

Groundworks tender 2-3 wks	Sept 2010
Tender to start	Oct 2010
Completion	Nov 2010

Recommendation: Approve £14,632 subject to evidence of project viability given reduced award.

Application No.3 (Washington Central).

Name of Project.	Glebe Park Lighting
Lead Organisation.	City of Sunderland Council

Total cost of Project.	Total Match Funding.	Total SIP requested.
£11,500		£11,500
Project Duration.	Start Date.	End Date.
1 month	November 2010	November 2010

The Project.

This project proposes the introduction of street lighting to a path to make it more attractive and useable to users. At the southern perimeter of Glebe Park there is a footpath which links to the subway under Parkway. The subway provides a safe crossing point under the road and also access to the Glebe Centre and Glebe Village Primary School. The footpath is in council ownership and is currently unlit. The provision of 4 new lighting units on the footpath will improve the attractiveness of this particular route and assist in reducing the fear of crime for users of the path. Aurora, which is the council partner in delivering the Streetlighting and Highway Sign Private Finance Initiative (PFI) contract, will provide the installation and maintenance for the new lighting.

Need for Project.

The issues have been raised by both residents to the local ward members. This includes visitors using Glebe Park and particularly the footpath to access the Glebe Centre and local school.

Outputs of the Project.

Output Code	Description	Number
A4	Number of programmes of work to improve appearance of streets/area	1

Key Milestones for the Project.

Works ordered	October 2010
Lights installed and project complete	November 2010

Recommendation: Approve.

This project meets priorities identified in the Safe theme within the Washington Local Area Plan (LAP).

Application No.4 (Washington East).

Name of Project.	Wormhill Terrace Fencing
Lead Organisation.	City of Sunderland Council

Total cost of Project.	Total Match Funding.	Total SIP requested..
£13,000		£13,000
Project Duration.	Start Date.	End Date.
1 month	November 2010	November 2010

The Project.

The project involves the installation of a metal knee high barrier / fence along the length of the field at Wormhill Terrace, Fatfield to prevent illegal access by stolen cars which have previously damaged the grass on the field. This project would be welcomed by local residents who have contacted their local Councillor with concerns about the vehicles and have requested that a solution be found to prevent damage to the field in future.

Need for Project.

The problem of damage to the field and a possible solution was raised by a Ward Member following complaints from local residents. Local residents of Wormhill Terrace will benefit from the project. The success will be measured by the comments received from local residents and also no damage to the grass area and no cost in reinstating damaged areas.

Outputs of the Project.

Output Code	Description	Number
A1	Physically improved community facility	1
S1	Community Area Improved	1

Key Milestones for the Project.

Start works	01/11/10
Complete works	30/11/10

Recommendation: Approve £7,000 funding for wooden fencing.

This project meets priorities identified in the Safe theme within the Washington Local Area Plan (LAP).

Application No.5 (Washington East).

Name of Project.	Dropped Crossings
Lead Organisation.	Sunderland City Council

Total cost of Project.	Total Match Funding.	Total SIP requested.
£16,000		£16,000
Project Duration.	Start Date.	End Date.
1 month	October 2010	November 2010

The Project.

The project will deliver dropped crossings adjacent to junctions and bus stops in the Ward to make it safer and more convenient for disabled persons to cross the road and to access public transport.

Need for Project.

The need for the project has been identified via Ward Councillors. The council's Capital Programme for traffic management works in 2010/11 is already fully committed.

Outputs of the Project.

Output Code	Description	Number
A4	Number of programmes of work to improve appearance of streets	1

Key Milestones for the Project.

Start works	September 2010
Complete works	Oct 2010

Recommendation: Approve.

This project meets priorities identified in the Attractive and Inclusive theme within the Washington Local Area Plan (LAP).

Application No.6 (Washington North).

Name of Project.	Making Children Heard
Lead Organisation.	Usworth Colliery Primary

Total cost of Project.	Total Match Funding.	Total SIP requested.
£1,695	£195	£1,500
Project Duration.	Start Date.	End Date.
1 month	September 2010	October 2010

The Project.

This project is about delivering a whole range of opportunities and benefits to all of the children at Usworth Colliery through the use of drama. It will improve facilities in the school and extend use to community groups that use the school facilities. The project supports school and community groups to enable them to stage performances/events that will encourage and attract a wide range of young people. Young people will grow in self confidence and build self esteem.

The installation of a PA system will ensure a more inclusive experience for our children as it will encourage children who are shy and cannot project their voices to take part. Children will learn to work along side others, putting any disagreements aside. Confidence and pride in their own efforts will be a result. Through learning lines they will learn self discipline and build concentration levels which hopefully, will then be transferred into their studies. This great opportunity will help to increase confidence, self esteem and add to children's social and life skills. The use of PA system will mean a greater number of events/perfromances can be planned and a greater number of children will be able to have speaking roles. Also the use of the PA system will extend its use into community e.g. Brownies and their events and celebrations.

Need for Project.

Parents, staff and members of the School Council have commented that often when the hall is full the audience have difficulty hearing some of the words spoken on stage by quieter speakers. This causes disappointment both for the audience and the children performing as a lot of work goes into performances and assemblies. Although all children have the opportunity to audition for parts, often quiet spoken children are not chosen simply because they cannot be heard. A PA system would ensure equal opportunities are not only offered but able to be accepted by all children

Outputs of the Project.

Output Code	Description	Number
A1	Number of new or improved community facilities and equipment	1
A3	Number of community/voluntary groups supported	36
A6	Number of community or educational events held	40

Key Milestones for the Project.

Quote confirmed	October 2010
Order	November 2010
Installation	December 2010

Recommendation : Approve.

This project meets priorities identified in the Attractive and Inclusive theme within the Washington Local Area Plan (LAP).

Application No.7 (Washington North).

Name of Project.	Beverly Court
Lead Organisation.	City of Sunderland Council

Total cost of Project.	Total Match Funding.	Total SIP requested.
£11,500	£6,500	£5,000
Project Duration.	Start Date.	End Date.
1 month	September 2010	October 2010

The Project.

This project will deliver the aims of the LAP theme, attractive and inclusive: to make the streets more attractive etc, as well as safer for the local residents/community.

Currently there is a problem with standing water at the junction of Beverley Court and Shafto Terrace, the general condition of the carriageway on Beverley Court is less than ideal. Mainstream funding is available to address the poorest section of the road and if funding is secured for the proposed scheme, an additional gully can be installed on Beverley Court and a further section of carriageway can be resurfaced. Undertaking the works in this manner will enhance the entire street scene. Not only will the project improve the visual appearance of the street, it will also improve the drainage for pedestrians and vehicles at the junction of Beverley Court and Shafto Terrace

Need for Project.

The issue has been highlighted by the residents and road users through the Ward Members who see this as a local priority for the Washington North Area.

Outputs of the Project.

Output Code	Description	Number
A1	Number of new or improved community facilities or equipment	1

Key Milestones for the Project.

Install drainage gully and resurface carriageway	September 2010
--	----------------

Recommendation : Approve.

This project meets priorities identified in the Attractive and Inclusive theme within the Washington Local Area Plan (LAP).

Application No.8 (Washington South).

Name of Project.	Bonemill Lane Roundabout
Lead Organisation.	City of Sunderland Council

Total cost of Project.	Total Match Funding.	Total SIP requested.
£19,220		£19,220
Project Duration.	Start Date.	End Date.
6 months	October 2010	March 2011

The Project.

Construction of roundabout and the installation of traffic calming measures in known risk areas. This will lead to improved road safety and access from reduced vehicle speeds and conflict.

Need for the Project.

Requested by Cllr's Miller and Chamberlin. Consultation with residents will be carried out throughout the project.

Outputs of the Project.

Output Code	Description	Number
A4	Number of programmes of work to improve appearance of streets	1

Key Milestones for the Project.

Consultation	November 2010
Delegated Decision & Approvals	December 2010
Detailed Design	January 2011
Construction completed	March 2011

Recommendation : Approve.

This project meets priorities identified in the Attractive and Inclusive theme within the Washington Local Area Plan (LAP).

Washington Area Committee

9th September 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 Washington 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.

2. Plans and Strategies for consultation

- 2.1 Washington Road Safety Scheme
Annex 1 updates the Area Committee in respect of progress made regarding the Washington Road Safety Scheme.

Members are requested to:

- Consider the contents of the report and the recommendations contained within Annex 1.

- 2.2 Play and Urban Games Strategy
Annex 2 highlights the progress achieved against priority actions within the Play and Urban Games Strategy (PUGS) – Moving Forward 2007-2012. It outlines the process to be undertaken to review the existing Strategy and identifies the priorities for investment for the period 2010-2012 for inclusion within an addendum to the Strategy.

Members are requested to:

- Consider the recommendations contained within Annex 2.

- 2.3 Sunderland Partnership Volunteering Strategy
Area Committee maybe aware that the Sunderland Partnership Volunteering Strategy and Action Plan consultation process is currently ongoing. A draft document has now been produced to seek views through a formal consultation process. An extract from the document is attached as **Annex 3**. The Annex is the action plan which indicates proposed actions to take, to reflect the changing landscape of volunteering at both the national and local level, and to build upon existing good practice in Sunderland. The Strategy and accompanying action plan will provide the basis for partners and organisations to work together to raise the profile of volunteering and increase the number and diversity of volunteers in the City.

The Council acknowledges the vitally important contribution volunteers make in Sunderland. The Sunderland Volunteering Strategy is seen as a tool to help steer the future work around volunteering.

The extract attached needs to be referred to in conjunction with the draft strategy document which is available at www.sunderlandcompact.org.uk

Members are requested to

- Consider the Sunderland Partnership Volunteering Strategy and participate in the consultation process to ensure that the strategy will effectively address the volunteering needs of the Washington area.

3. Information and Updates

3.1 Consultation Diary

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:

- **Boosting Enterprise Programme Review:** This consultation is to gather information/views/experiences of clients who have received the pre-employment support offered through the Boosting Enterprise Programme. This information will feed into the review of the Boosting Enterprise Programme.
- **Sunderland Partnership Volunteering Strategy:** The Sunderland Partnership is inviting views on a draft Volunteering Strategy for Sunderland. This Strategy will provide the basis for partners and organisations to work together to raise the profile of volunteering and increase the number and diversity of volunteers in the City.
- **Statement of Licensing Policy Consultation :** Pursuant to Section 5 of the Act is to set out the Council's policy with respect to the exercise of its functions as the Licensing Authority under the Licensing Act 2003 ("the Act"). It relates to the 'licensable activities' as defined in Section 1 of the Act namely: (a) the sale by retail of alcohol; (b) the supply of alcohol by or on behalf of a club to, or to the order of, a member of the club; (c) the provision of regulated entertainment; and (d) the provision of late night refreshment. Views are sought on the contents of the proposed policy statement.

4. Reviews and Scrutiny

4.1 There are no items for this meeting referred from the scrutiny process.

5. Background Information

- 5.1 Washington Road Safety Scheme
- 5.2 Play and Urban Games Strategy
- 5.3 Sunderland Partnership Volunteering Strategy
- 5.4 Meetings of previous Area Committees
- 5.5 Washington Area Local Plan
- 5.6 Sunderland City Council Consultation Calendar

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

WASHINGTON AREA COMMITTEE

9TH SEPTEMBER 2010

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**1. Purpose of the Report**

- 1.1 To inform Washington Area Committee of consultations carried out with respect to the bus link removal pilot schemes in Washington, following their implementation.
- 1.2 To provide an update on progress and finance for the Washington Road Safety Measures project.

2. Introduction/Background

- 2.1 Many of the traffic problems reported in the Washington area occur throughout each of its villages. As a result of Washington's unique layout, it was considered appropriate to produce a strategy to target road safety, accessibility and community safety across the whole of the area. The key issues for consideration are listed below:
 - Road safety / accident reduction
 - Vehicle speeds / speed limits
 - Public transport access / bus only links
 - Safer routes to schools / school travel plans
 - Appropriate use of the road hierarchy / Freight transport routes
 - Pedestrian facilities / access
- 2.2 A strategy was presented to Washington Members at a special meeting on 6 November 2007 where it was agreed that two issues would be targeted as a priority. These were the bus only links in each village centre and those perimeter routes that have inadequate footway provision.
- 2.3 Council approved SIP funding of £500,000 for the following Washington Road Safety Measures, at its meeting of 2 April 2008, with funding to be authorised by a future meeting of Cabinet:
 - SIP improvements to Bus-Only Links (£328,000)
 - SIP improvements to pedestrian access, Footway Links (£172,000)
- 2.4 Washington Area Committee agreed to a pilot project to remove the three bus links listed below and introduce permanent supporting traffic calming measures estimated to cost £60,000 at its meeting of 18 December 2008.

Brandy Lane, Albany
Dunnock Drive, Ayton
Parsons Road, Parsons Industrial Estate

- 2.5 Cabinet approved the implementation of the bus link removal pilot schemes at its meeting of 4th November 2009.
- 2.6 The experimental traffic orders for the bus link removal pilot schemes were implemented on 18th January 2010. The effect is to permit the use of the existing bus only links by all vehicles for up to 18 months. An experimental order was introduced to allow the impact of the pilot scheme to be monitored for up to 18 months before being made permanent, at which time a decision can be made about a preferred treatment for the pilot scheme and the remaining 12 bus links in Washington.
- 2.7 Traffic calming measures to complement and support the experimental traffic orders were also implemented. They consist of a series of horizontal traffic calming features where drivers are required to give way to oncoming traffic at a road narrowing. These features were implemented as a permanent improvement at each bus link removal pilot scheme and have been designed to complement the pilot schemes. The features did not require a traffic order for their implementation.

3. Consultations

- 3.1 The 23 organisations with an interest in traffic management schemes, including the Emergency Services and NEXUS, were consulted on all three bus link removal pilot schemes. To date, 2 responses have been received from Taxi Operators, both in favour of the proposals. Both also request that if the bus links are to be reinstated then Taxis access should be maintained. Taxis were not permitted previously and such an amendment could not be carried out without a change to the existing permanent traffic regulation orders. The Police have informed the Council about growing local concern regarding the Brandy Lane, Bus Link Removal Pilot Scheme, Albany and have requested that alternative arrangements are considered.
- 3.2 Local Councillors from Washington South and West, the Chair of Washington Area Committee and the Portfolio Holder for Attractive and Inclusive City were consulted. Cllr Trueman has raised concern about high traffic volumes and speeds at Brandy Lane, Albany and has requested that alternative arrangements are considered. Cllr Blackburn has made comment about the consultation documents and in particular the excellent build quality and finish of the bus link removal pilot schemes, which he had observed from the photographs included. To date, no other comments have been received.

- 3.3 The residences and businesses directly affected by each of the three proposals were consulted using a “Consultation Pack”, comprising a drawing showing the proposals, a questionnaire return sheet and a pre-paid envelope, sent out with an explanatory letter. In addition, an unmanned exhibition event was held in the Millennium Centre, Concord for 4 weeks where the consultation packs were made available to the general public. Officers were available during a manned session to meet the public and discuss any queries or concerns.
- 3.4 To date 630 responses have been received. The table below shows the number of responses received that are generally in agreement with the specific statements of the questionnaire or those generally against for each pilot scheme consultation area, including those responses received from unknown / other areas of Washington. The full summary of responses received to the specific statements of the questionnaire for each area is shown in the attached Appendix 1.

Statement	Brandy Lane		Dunnock Drive		Parsons Road		Outside Area	
	Yes	No	Yes	No	Yes	No	Yes	No
Traffic volumes have reduced	51	126	68	26	0	1	26	82
Vehicle speeds have reduced	71	107	93	26	0	1	25	21
Pedestrian access has improved	86	66	86	8	0	0	17	13
Vehicle access has improved	164	23	152	5	1	0	46	3
Road safety has improved	87	98	107	21	0	1	28	14
The three pilot bus link removal schemes should be made permanent	149	195	162	9	0	1	42	12
Other bus links in Washington should be considered for removal	134	51	158	15	0	1	41	9

- 3.5 Included are two letters of objection. The letters were a general objection to bus link removal schemes in Washington.
- 3.6 We have also received a petition containing about 200 signatures that asked the following question at the top of each page.

**“Your Views – Brandy Lane Link Road – Albany Village – 16/04/10
Do you feel that Albany Village Link road should be closed of to all traffic?-
Or do you think it should be left open to all traffic?”**

- 3.7 Where questionnaires have not been received the additional comments or responses from the letters and petition have been summarised and added to the summary of responses attached in Appendix 1 of this report.
- 3.8 The additional issues raised during the consultations are reported and commented on through the attached Appendix 2.
- 3.9 From the consultation summary, it is clear that the bus link removal pilot scheme for Dunnock Drive has been well received by the public. The bus link removal pilot scheme for Parsons Road is also considered to have been well received due to the low number of responses received, only one in total. However, for Brandy Lane there is clearly public concern about road safety due to the proximity of Albany Village Primary School and the receipt of a petition containing about 200 signatures in opposition to the pilot scheme.

4. Traffic Surveys

- 4.1 Traffic surveys were carried out before and after the implementation of the three bus link removal pilot schemes and supporting permanent traffic calming measures to allow a thorough assessment of their impact.
- 4.2 Due to the rare and random nature of accidents, the Police record of injury accidents is normally considered over a three year period. Due to the relatively short length of time since the introduction of the three pilot schemes, accident records may not provide a consistent result. However, a summary of the Police injury accident records for each pilot scheme (over the entire length of the through village route), for the three years before January 2010 and the 4 month period after January 2010 (available records to date) shows that there were no injury accidents recorded before or after the introduction of the pilot schemes, as shown in the table below.

Location	Accidents Before	Accidents After
Brandy Lane	0	0
Dunnock Drive	0	0
Parsons Road	0	0

- 4.3 The maximum speed of 85% of vehicles travelling through the bus link removal pilot schemes was recorded over a 7 day period between 7:00am and 7:00pm, which is the normal method for comparison and assessment. On average, the maximum speed of 85% of vehicles has been reduced between 7:00am and 7:00pm following the introduction of the pilot schemes, as shown in the table below.

Location	Speeds Before	Speeds After	Reduction
Brandy Lane	27.4	26.7	0.7
Dunnock Drive	28.8	28.2	0.6
Parsons Road	30.4	24.0	6.4

- 4.4 Traffic volumes through the bus link removal pilot scheme and around the ring roads were recorded. On average, traffic volumes between 7:00am and 7:00pm increased on the through village routes and reduced on the ring roads following the introduction of the pilot schemes, as shown in the tables below.

Location	Through Route Volume Before	Through Route Volume After	Increase (No.)	Increase (%)
Brandy Lane	2,039	2,737	698	34
Dunnock Drive	358	715	393	100
Parsons Road	2,948	3,688	740	25

Location	Ring Road Volume Before	Ring Road Volume After	Reduction (No.)	Reduction (%)
Brandy Lane / Moorway	1,635	1,288	347	21
Dunnock Drive / Emmerson Road	3,770	3,570	200	5
Parsons Road / Blue House Lane	10,844	10,500	344	3

- 4.5 Pedestrian movements crossing the road at each bus link removal pilot scheme were recorded between 7:00am and 7:00pm. Pedestrian movements across the road have increased following the introduction of the pilot schemes, as shown in the table below.

Location	Pedestrians Before	Pedestrians After	Increase (%)
Brandy Lane	596	631	6
Dunnock Drive	41	46	12
Parsons Road	96	139	46

5. Finance

- 5.1 There is currently an estimated £183,000 in the Washington Road Safety Measures SIP budget for the delivery of the remaining schemes during 2010/11. This is made up of estimated costs for the additional works to complete the bus link removal pilot schemes, footway links and remaining 12 bus links in Washington, as listed below. A breakdown showing the project costs to June 2010 is attached in Appendix 3 of this report.

• Completion of Bus Link Removal Pilot Schemes	£23,000
• Completion of Footways Links	£58,000
• Remaining 12 Bus Links in Washington.	£102,000
• Total	£183,000

- 5.2 There are a variety of reasons that costs have varied from those estimated at project inception due to the scope of the work increasing

during the detailed design and investigation. Measures have been put in place to reduce these costs increases through negotiations with the consultants and contractors.

- 5.3 As part of the recent financial review design/supervision fees and construction costs have been reviewed for the remaining works where possible to provide Area Committee with a more accurate estimate of future costs.
- 5.4 The works to complete the first three bus link removal pilot schemes, estimated to cost £23,000, include permanent traffic orders and amendments to the bus link removal pilot scheme in Brandy Lane, Albany.
- 5.5 All the footway links previously identified have been completed except the cross-subway sections in Ayton Road and Cambrian Way estimated to cost £58,000.
- 5.6 The Councils Framework Consultant has completed an investigation of the 10 accident cluster sites identified previously and preliminary designs have been produced. These will be presented to a future meeting of the Washington Area Committee for consideration and prioritisation.

6. Conclusions

- 6.1 From the consultations it is clear that the bus link removal pilot schemes for Dunnock Drive and Parsons Road have been well received by the public.
However, for Brandy Lane a large number of consultees expressed concerns about traffic volumes, vehicle speeds, pedestrian safety and access. Also a petition containing about 200 signatures in opposition to the pilot scheme has been submitted asking for all vehicular traffic to be removed from the bus link.
- 6.2 Surveys have shown that traffic volumes have increased on all three of the former bus links. This had been anticipated at the design stage and the supporting traffic calming schemes have kept vehicle speeds at or below the existing 30mph speed limits.

- 6.3 On average there is very little conflict between pedestrians and vehicles at all three links due to the relatively low pedestrian and vehicle movements throughout the day, which is reflected in the fact that there have been no accidents involving personal injury reported by the Police in the three year period before January 2010 and in the four month period to end May 2010 since the introduction of the bus link removal pilot schemes. However, it is too early to draw any definite conclusions on the road safety issue at this time.
- 6.4 As a result of the high number of concerns received during the consultations about the bus link removal pilot scheme for Brandy Lane, Albany, it is suggested that a further public consultation exercise be undertaken with local residents at which the following three options are offered:
- Restoration of the bus link
 - Retain bus link removal pilot scheme
 - Full closure of the through traffic route to motorised traffic.
- 6.5 The remaining SIP budget of £183,000 can be used to continue to deliver permanent schemes for the three bus link removal pilot schemes, complete the footway links and develop permanent schemes for the remaining 12 bus links in the Washington area during 2010/11, subject to satisfactory consultations and the availability of finance.

7. Proposals

- 7.1 It is therefore proposed that the bus link removal pilot schemes in Dunnock Drive and Parsons Road are made permanent at the earliest opportunity.
- 7.2 Additional options are considered and further consultations carried out during the autumn 2010 to evaluate the future of the bus link removal pilot scheme in Brandy Lane with the results of the evaluation presented to a future meeting of the Washington Area Committee.
- 7.3 Schemes are developed and further consultations carried out during the autumn 2010 to evaluate potential improvements to the remaining 12 bus links in the Washington area with the results of the evaluations presented to a future meeting of the Washington Area Committee.
- 7.4 The remaining subway sections of the footway links in Ayton Road and Cambrian Way are completed by March 2011.
- 7.5 The remaining finance from the SIP budget is utilised by the Executive Director City Services to complete the works described in Sections 7.1, 7.2, 7.3 and 7.4 above by March 2011.
- 7.6 A further report is presented to a future meeting on the delivery of the 10 schemes to target the accident cluster sites previously identified. .

8. Recommendations

- 8.1 It is therefore recommended that Washington Area Committee considers the contents of this report and offers its support or otherwise to the proposals of the Executive Director City Services.
- 8.2 The remaining SIP Budget of £183,000 is used to complete the bus link removal pilot schemes, the footway links in Ayton Road and Cambrian Way and develop schemes for the remaining 12 bus links in the Washington area, subject to satisfactory consultations and the availability of finance.
- 8.3 The Executive Director City Services is requested to make a delegated decision instructing The Council's Chief Solicitor to make the bus link removal schemes in Dunnock Drive and Parsons Road permanent at the earliest opportunity.
- 8.4 The bus link removal pilot scheme for Brandy Lane, Albany is the subject of a further public consultation exercise in the autumn at which the following three options are offered to the residents of Albany:
 - Restoration of the bus link
 - Retain bus link removal pilot scheme
 - Full closure of the through traffic route to motorised traffic.
- 8.5 Permanent schemes to target the remaining bus links in the Washington Area are developed and subject to further public consultations in the autumn.
- 8.6 The results of the evaluations for the pilot bus link removal pilot scheme at Brandy Lane, Albany and the 12 remaining bus links in the Washington area are reported to a future meeting of the Washington area Committee.
- 8.7 The Executive Director City Services is asked to report to a future meeting on the delivery of the 10 schemes to target the accident cluster sites previously identified.

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

APPENDIX 1

Summary of Responses to the Specific Questions in the Questionnaire

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

BRANDY LANE, ALBANY - SUMMARY OF CONSULTATION RESPONSES

Statement	% Generally In Favour	% Generally Against	% Generally No Opinion	Strongly Agree	Agree	Makes no Difference	Disagree	Strongly Disagree	No Opinion	No Answer	Total	Generally In Favour	Generally Against	Generally No Opinion
Traffic volumes have reduced	23	58	19	24	27	27	46	80	11	3	218	51	126	41
Vehicle speeds have reduced	33	49	18	25	46	26	32	75	10	4	218	71	107	40
Pedestrian access has improved	39	30	30	28	58	52	27	39	11	3	218	86	66	66
Vehicle access has improved	75	11	14	87	77	16	6	17	12	3	218	164	23	31
Road safety has improved	40	45	15	31	56	21	34	64	9	3	218	87	98	33
The three pilot bus link removal schemes should be made permanent	41	54	4	103	46	6	13	182	9	1	360	149	195	16
Other bus links in Washington should be considered for removal	61	23	15	83	51	9	13	38	22	2	218	134	51	33

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

DUNNOCK DRIVE, AYTON - SUMMARY OF CONSULTATION RESPONSES

Statement	% Generally In Favour	% Generally Against	% Generally No Opinion	Strongly Agree	Agree	Makes no Difference	Disagree	Strongly Disagree	No Opinion	No Answer	Total	Generally In Favour	Generally Against	Generally No Opinion
Traffic volumes have reduced	38	15	47	25	43	59	15	11	22	4	179	68	26	85
Vehicle speeds have reduced	52	15	34	37	56	37	15	11	19	4	179	93	26	60
Pedestrian access has improved	48	4	47	32	54	67	6	2	14	4	179	86	8	85
Vehicle access has improved	85	3	12	97	55	12	2	3	6	4	179	152	5	22
Road safety has improved	60	12	28	51	56	33	15	6	14	4	179	107	21	51
The three pilot bus link removal schemes should be made permanent	91	5	4	124	38	0	3	6	5	3	179	162	9	8
Other bus links in Washington should be considered for removal	88	8	3	118	40	0	5	10	3	3	179	158	15	6

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

PARSONS ROAD, PARSONS INDUSTRIAL ESTATE - SUMMARY OF CONSULTATION RESPONSES

Statement	% Generally In Favour	% Generally Against	% Generally No Opinion	Strongly Agree	Agree	Makes no Difference	Disagree	Strongly Disagree	No Opinion	No Answer	Total	Generally In Favour	Generally Against	Generally No Opinion
Traffic volumes have reduced	0	100						1			1	0	1	0
Vehicle speeds have reduced	0	100					1				1	0	1	0
Pedestrian access has improved	0	0				1					1	0	0	1
Vehicle access has improved	100	0			1						1	1	0	0
Road safety has improved	0	100						1			1	0	1	0
The three pilot bus link removal schemes should be made permanent	0	100						1			1	0	1	0
Other bus links in Washington should be considered for removal	0	100						1			1	0	1	0

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

OTHER AREAS OF WASHINGTON - SUMMARY OF CONSULTATION RESPONSES

Statement	% Generally In Favour	% Generally Against	% Generally No Opinion	Strongly Agree	Agree	Makes no Difference	Disagree	Strongly Disagree	No Opinion	No Answer	No Responses	Generally In Favour	Generally Against	Generally No Opinion
Traffic volumes have reduced	21	66		12	14	13	6	76	4	1	125	26	82	18
Vehicle speeds have reduced	44	37		7	18	8	8	13	3	1	57	25	21	12
Pedestrian access has improved	31	24		7	10	21	6	7	4	3	55	17	13	28
Vehicle access has improved	81	5		24	22	5	2	1	3	1	57	46	3	9
Road safety has improved	50	25		12	16	11	5	9	3	2	56	28	14	16
The three pilot bus link removal schemes should be made permanent	70	20		31	11	3	3	9	3	1	60	42	12	7
Other bus links in Washington should be considered for removal	72	16		26	15	1	6	3	6	1	57	41	9	8

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

APPENDIX 2

Summary of Responses to the Additional Issues Raised During the Consultations

ISSUE	No	RESPONSE
Agree to Removal of Pilot Link	216	Comments Noted.
Agree to Removal of Other Bus Links	91	Comments Noted.
High Vehicle Speeds	83	Speed surveys have confirmed that speeds have been reduced following the implementation of the bus link removal pilot schemes.
Introduce Road Humps	68	The supporting traffic calming scheme has proved to be successful in reducing vehicle speeds following the implementation of the bus link removal pilot schemes. Therefore, additional forms of traffic calming such as road humps are not considered necessary. They would also be opposed by bus operators & may lead to loss of services.
Introduce Weight Restriction	68	Parsons Road is an industrial area, so a weight restriction is not considered appropriate. For Brandy Lane and Dunnock Drive, traffic surveys after implementation of the pilot schemes show that HGV's form only a very small proportion of the traffic stream (3% Brandy Lane and 2% Dunnock Drive). Therefore, a weight restriction would serve little benefit in reducing through traffic volumes.
Crossing Facilities (Signal Controlled Crossing or School Crossing Patrol)	68	The value of Pv^2 generated at all three pilot schemes was significantly less than the threshold for consideration of a controlled crossing facility. In addition, a School Crossing Patrol would not be required at Parsons Road or Dunnock Drive, as there are negligible child pedestrian movements throughout the day (23 and 3 children crossed the road between 7:00am and 7:00pm respectively). For Brandy Lane traffic surveys carried out by the Council's Road Safety Team after the introduction of the pilot scheme using standard criteria for the consideration of a School Crossing Patrol (SCP) found that the site did not meet the required criteria.

Disagree to Removal of Bus Link	44	Comments Noted.
High Traffic Volume	39	Traffic surveys following the introduction of the pilot schemes have shown traffic volumes to have increased, as anticipated. However, traffic surveys before the introduction of the pilot schemes have shown that the bus links were subject to significant regular abuse by illegal through traffic movements of about 600 vehicles per day at Brandy Lane and 300 vehicles per day at Dunnock Dive and Parsons Road.
Safety of Children	29	The are very few child pedestrian movements at Dunnock Drive and Parsons Road; however, at Brandy Lane it is recommended that further consultation is carried out to assess alternative options for the treatment of the bus link due to the public concern raised through the consultation process even though there is no record of injury accidents in the three year period before the introduction of the pilot scheme or in the 2 month period since its introduction. For Brandy Lane traffic surveys carried out by the Council's Road Safety Team after the introduction of the pilot scheme using standard criteria for the consideration of a School Crossing Patrol (SCP) found that the site did not meet the required criteria.
Lower Speed Restrictions - 20mph or Less	17	There is no evidence to suggest that a lower speed limit of 20mph is required at present; nor could the existing road layout support such a reduction.
Clarify Right of Way At Entrance To Albany Village Centre	11	The number of vehicles using the side road junctions of Albany Village Centre and the public car park adjacent to Albany Village Primary School, even at school times, is relatively low and the association of the side road give way road markings is not considered to cause a significant level of confusion with the east bound give way road marking at the road narrowing on Brandy Lane.
Need Speed Signs	9	The speed limit at all three pilot schemes is 30mph and there is no provision in the Traffic Signs Regulations and General Directions for the erection of 30mph repeater signs.
Needs a Speed Camera	9	Vehicle speeds have been reduced at all three pilot schemes and were recorded at or below the current 30mph speed limit.

At Bus Links Near Schools Keep Bus Link 8.00am to 5.00pm	8	Due to the level of public concern at Brandy Lane it is considered necessary to consider alternative options; however due to the problems generated by the abuse of the previous arrangements it is not considered appropriate to revert to a part time bus like.
Limited Visibility	7	Forward visibility has not been reduced at any junction within the pilot schemes, so any previous issues remain unchanged. However, the previous accident records show that there were no injury accidents reported by the Police in the three year period before January 2010.
Open all Bus Links Except Those Near Schools	5	Comments noted.
Noise Levels Raised	4	Traffic surveys following the introduction of the pilot schemes have shown traffic volumes to have increased, as expected. However, traffic surveys before the introduction of the pilot schemes have shown that the bus links were subject to significant regular abuse by illegal through traffic movements of about 600 vehicles per day at Brandy Lane and 300 vehicles per day at Dunnock Drive and Parsons Road. It is not considered that these have therefore increased significantly.
Problems with Obstructive Parking	4	Within the former bus links, bus stop clearway road markings have been introduced to prevent obstructive parking, which can be enforced by the Council's Civic Enforcement Officers.
Removal of Rubbish from Workmen	3	This issue was forwarded to the Council's contractor and the appropriate action has now been taken.
Not Happy with Give Way Sign Locations	2	The give way signs are located in accordance with current design standards and cannot be relocated without significant amendment to the pilot schemes.
Would Like Receipt of the Questionnaire Acknowledged and Their Questions Answered.	2	The issues raised have been reported and commented on this report, which will be forwarded in acknowledgement following its publication.
No School Signs	1	School signs are not required in Dunnock Drive or Parsons Road, but were provided in conjunction with school safety zone road markings, as part of the pilot scheme for Brandy Lane.

HGV Conflict	1	Parsons Road is an industrial area, so HGV conflict is not considered unreasonable. For Brandy Lane and Dunnock Drive, traffic surveys after implementation of the pilot schemes show that HGV's form only a very small proportion of the traffic stream (3% Brandy Lane and 2% Dunnock Drive). Therefore, HGV conflict is considered to be negligible.
Consider Dot Mini Albany Way/Windlass Way	1	There is no evidence to suggest that this junction does not have capacity to accommodate traffic movements as there are many other similar junctions around the perimeter road and there have been no other comments received. In addition, there have been no accidents involving personal injury reported by the Police since the introduction of the scheme.
Bus Link Signs Still in Place	1	Photographic evidence, which was used in the consultation documents, shows that the bus link signs were removed prior to the consultations.
Untaxed Vehicles on the Highway	1	Issues should be reported to the DVLA direct.
Has There Been an Increase in Accidents?	1	Due to the rare and random nature of accidents, the Police record of injury accidents is normally considered over a three year period. Due to the relatively short length of time since the introduction of the three pilot schemes, accident records may not provide a consistent result. However, a summary of the Police injury accident records for each pilot scheme (over the entire length of the through village route), for the three years before January 2010 and the 2 month period after January 2010 (available records to date) shows that there were no injury accidents recorded before or after the introduction of the pilot schemes. It is too early in the trials to draw any conclusions on this issue.

**STRATEGIC INVESTMENT PLAN
WASHINGTON ROAD SAFETY MEASURES**

APPENDIX 3

SIP / LTP Budget Review

Washington Road Safety Measures SIP Budget Review

Bus Links Review

Scheme	Cost
Original Budget April 2008	£328,000.00
Actual Costs To June 2010	£161,598.09
Estimated Costs To Complete Pilot Bus Links	£23,000.00
Remaining Budget	£143,401.91

Footway Links Review

Scheme	Cost
Original Budget April 2008	£172,000.00
Actual Costs To June 2010	£155,401.34
Estimated Cost To Complete Footway Links	£58,000.00
Remaining Budget	-£41,401.34

Budget Summary

Scheme	Cost
Original Budget April 2008	£500,000.00
Estimated Cost To Complete Bus Links & Footway Links	£397,999.43
Budget For Remaining 12 Bus Links	£102,000.57

Washington Road Safety Measures LTP Budget Review

Accident Clusters Review

Scheme	Cost
Original Budget April 2008	£150,000.00
Actual Costs To June 2010	£34,882.14
Estimated Cost To Complete Accident Clusters	£112,000.00
Remaining Budget	£3,117.86

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

9 SEPTEMBER 2010

PLAY AND URBAN GAMES STRATEGY REVIEW

1. Why has this report come to committee?

- 1.1 This report has been presented to Area Committee to highlight the progress achieved against priority actions within the Play and Urban Games Strategy (PUGS) – Moving Forward 2007-2012.
- 1.2 The report will outline the process to be undertaken to review the existing Strategy and identify the priorities for investment for the period 2010-2012 for inclusion within an addendum to the Strategy in the Washington area.

2. Recommendations

- 2.1 Area Committee Members are requested to;
 - i. Note the content of the report
 - ii. Provide feedback on the achievements to date
 - iii. Comment on the consultation framework
 - iv. Agree to the priorities for future investment.

3. Current Position

- 3.1 Members may recall receiving a report consulting on the city's play provision in March 2010. The report requested members to provide feedback on locations they considered would benefit from future investment in play provision. Members were additionally advised that following significant progress against the action plan within the current PUGS, an addendum to the document was to be prepared. The addendum will consider national guidance issued by Play England, seek to review progress and update the action plan.
- 3.2 Members will recall that the PUGS strategic vision is;

“Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide, which may be supported by affordable supervised provision as appropriate”.
- 3.3 The Strategy recognises six main priorities:
 - i. Ensure play is strategically planned and resourced in partnership
 - ii. Involve children and young people in the development of their play opportunities and services
 - iii. Work in partnership to develop, support and promote high standards for play
 - iv. Create, improve and develop free and inclusive play spaces
 - v. Seek greater innovation in the development of varied and sustainable play opportunities
 - vi. Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver this Strategy

- 3.4 Since the Strategy was produced in 2007 and endorsed by Cabinet, the Children's Trust and the Sunderland Partnership, substantial progress has been made, primarily due to the success in achieving Play Pathfinder status and the additional financial support available from the City Council and from developer contributions.
- 3.5 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1 million capital investment accompanied by revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide and subsequently, the over achievement against key actions identified within the PUGS in 2007, necessitating the update to the strategy.

4. Performance Management

- 4.1 Sunderland has over achieved against many of the agreed strategic priorities within the Play and Urban Game Strategy. The key achievements include:

Objective 1: Ensure that that play is strategically planned and resourced in partnership

- Play developments have been undertaken in line with the priorities identified in the PUGS. Investment for the development of play has totalled £6m and been achieved through successful attracting of external funding through Big Lottery (£761,000), Play Pathfinder (£2.1M), Section 106 developer contributions (£2.3M), SRB (£147,000), SIB (£147,000) and of contribution from the capital programme (£545,000).

Objective 2: Create, improve and develop free and inclusive play spaces

- Since 2004, £6 million capital funds have been invested in the development of play and urban games facilities. Within the lifespan of the current PUGS there has been £4.9 million invested since 2007.
- The development of new or significant refurbishment of 58 plays areas since 2004. Within 34 being completed between 2007 and spring/summer 2010.
- The PUGS updated in 2007, indicated that just **19% (12,856)** of children and young people had access to high quality play 1km from their door. By the end of March 2010, **70% (47,366)** children and young people have access to high quality play facilities.
- Young People with access to wheeled sports provision has risen from three facilities in 2004 through to six facilities in 2010. The standard being to develop one wheeled sports facility in each regeneration area of the city.

Objective 3: Seek greater innovation in the development of varied and sustainable play opportunities

- Developments have included the city Adventure Play Park which provides a challenging and exciting play environment with facilitated play sessions. The development features of the new provision include indoor, sensory and outdoor play facilities. The Adventure Play Park was developed through a partnership with the Aiming High Pathfinder, from short breaks for disabled children to creating a supportive environment for young people with disabilities.
- The design and development of play spaces has developed significantly, by using more natural features mixed with traditional fixed play.

Objective 4: Involve children and young people in the development of their play opportunities and services

- Elected Member involvement at ward level has been actively encouraged throughout the consultation process, with a main focus to provide links with residents at neighbourhood level. This involvement has included attendance at consultation events, meetings, financial support through SIB and SIP and play area design suggestions.
- Over 6,000 people have been involved in the consultation and engagement process, including children and young people, their families, residents and local communities. Over 500 disabled children, their families and carers have participated in play consultation. 25 schools, community organisations and youth groups involved in delivering consultation arrangements for neighbourhood facilities.

Objective 5: Work in partnership to develop, support and promote high standards for play

- A range of services have been commissioned from the voluntary and community sector to support the development of play eg. neighbourhood consultation, direct delivery of play activities.
- Launch of the 'Lets Play' campaign, to inspire families to enjoy their local play spaces and to challenge negative perceptions of children playing.

Objective 6: Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver the strategy

- The developments have led to a sustained improvement in resident satisfaction levels. Since 2004, a net improvement of 19% to the current date has been demonstrated through the annual MORI survey. This measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey which will be published late in 2010.
- The PUGS updated in 2007, indicated that just 19% of children and young people had access to high quality play 1km from their door. By the end of March 2010, 70% children and young people in the city have access to high quality play.

4.2 More locally, significant progress has been made and this is evidenced in the performance table below.

Washington Area Total number of play facilities in the area = 23	2004-2006	2007-spring/summer 2010	Total
Number of new play areas Rickleton, Barmston, Sulgrave MUGA, Glebe Park, Holly Park, Wheeled Sports Park	1	5	6
Number of refurbished play areas Trinity Park, Duke of Albany, Albany Park	1	2	3
	As at April 2007	As at April 2010	
Percentage of C&YP with access to high quality play 1km	9%	57%	
Investment	£42,000	£700,664	£742,664
Number of C&YP consulted		2240	2240
Number of VCS organisations engaged		1	1
Lets Play celebration events		3	3
Highlights	Partnership working with Gentoo to develop and sustain the Barmston Play Area Area wheeled sports park provision. All parks in Washington have play provision.		

5. Review Process – An Addendum

5.1 The PUGS 2007-2012 sets out a clear vision for play and recognises key principles which demonstrate a commitment to ensuring that children and young people are able to enjoy their free time and play freely. It is proposed that the six key objectives remain unchanged, but the priority actions are being reviewed in light of achievements since 2007. The challenge within the review is to maintain the vision and principles whilst taking into consideration the rapidly changing environment, including for example, national policy and guidance documents which have emerged since 2007. The addendum will set out the revised national, regional and local context for play.

5.2 The case for play remains valid and the importance play makes to ‘improving life chances and aspirations for each child and young person in Sunderland’ (Children and Young People’s Plan (CYPP) 2010-2025). The CYPP delivery plan for 2010-2013, highlights the priority 10 outcome as being ‘to have locally accessible and affordable fun, play and physical activities’.

5.3 Consultation has and will remain key to the development of play facilities and a clear framework for consultation is proposed within the addendum which, will ensure that all Elected Members, stakeholders and partners have an opportunity to be informed of and importantly influence play developments. The consultation framework is included in **Appendix 1**.

- 5.4 Since 2007, Play England have provided through their national support and challenge guidance, new approaches to play in terms of design guidance and managing risk. As a Play Pathfinder, these guidance documents have been considered and moving forward play development will include these frameworks related to design principles and risk benefit.
- 5.5 One of the main priorities in the PUGS is to 'Create, improve and develop free and inclusive play spaces'. Our progress to date (outlined in 3.1) demonstrates significant achievements and **Appendix 2** details for the proposed new priorities for 2010 – 2012. The criteria applied to identify the priorities are as follows;
- Feedback from Elected Members on locations they consider would benefit from investment. Consultation will also be undertaken with other city partners such as Safer Communities Partnership, Children's Services, Voluntary & Community Sector, Gentoo before finalising arrangements with members
 - Access - Gaps in high quality provision relating to the core standard of 1km access to high quality play from the doorstep
 - Funding – Investment opportunities for the provision ie. a developer contribution (Section 106 payment), other potential opportunities for funding
 - Proximity to other services – supported by informal oversight and/or other ancillary services.
- 5.6 This PUGS review is being presented to Area Committee prior to presentation at Sustainable Communities Scrutiny Committee (October 2010) and for endorsement by Cabinet in December 2010, as an addendum to the existing PUGS.

6. Background Papers

- 6.1 The following background papers were relied upon to compile this report.
- i. Play and Urban Games Strategy 2007-2012
 - ii. Children and Young People's Plan 2010-2025
 - iii. Children and Young People's Three Year Delivery Plan 2010-2013
 - iv. Play England - Design for Play 2008
 - v. Play England - Managing Risk in Play Provision 2008
 - vi. Big Lottery Fund Children's Play Programme Guidance 2006
 - vii. Play Pathfinder Programme Guidance 2008

Contact officer

Julie D, Gray, Head of Community Services

Julie.d.gray@sunderland.gov.uk or telephone number 0191 5617575

Appendix 1: Consultation Framework

Consultation is a key part of developing high quality play provision and in the spirit of the Principles of Play (within the existing Play and Urban Games Strategy), with children and young people at the heart of consultation. What does this mean to children and young people? From our research they describe participation as 'working together, having fun, sharing ideas, communicating, making decisions, being asked, solving problems, needing some support, giving an opinion, being listened to, and having a choice.

However, it is recognised that the whole community must be engaged and have the opportunity to participate in play consultation. The wider community must be encouraged to understand the value of play space and where reservations are evident, these need to be resolved.

Consultation and community engagement are therefore essential pre-requisites for good play space design. In order to ensure an inclusive approach a consultation framework will be applied. The framework shall be used for all play refurbishments /developments valued at £20,000 and over.

Stage 1

Elected Members* advised of project plan and requested to make suggestions of local partners, organisations, children and young people (C&YP), and residents who should be included in consultation.

* Local projects shall consult Ward Members, Area Chair, Vice Chair and the Portfolio Holder for Attractive and Inclusive City. Area provisions shall consult the Area Chair, Vice Chair, all area Elected Area Members and the Portfolio Holder for Attractive and Inclusive City.

Stage 2

Advise partners, organisations, children and young people and residents of the project plan and when, how and in what way they will be consulted. The numbers of C&YP involved will be proportionate to the catchment area and the value of the project. For example, play area developments may engage 20 C&YP and larger wheeled sports parks may involve 50 C&YP. As a minimum, residents whose properties directly overlook or adjoin the area will be consulted. Planning applications for new provisions (where required), will be coordinated by the Council's Planning Section and will be informed by statutory planning obligations.

Stage 3

Participation and engagement with C&YP to develop ideas and a design brief. Design developed by appointed designers. Design developed and checked with C&YP to ensure that it matches their design brief.

Stage 4

Elected Members, local partners including the Local Area Multi Problem Solving Group (LMAPS), organisations and residents consulted on design. Feedback captured and design refined.

Stage 5

Final design provided to Elected Members prior to the release to, local partners, C&YP and residents. The project plan for development widely communicated.

Stage 6

Elected Members advised of progress on developments.

The methods of consultation will be appropriate to scope of the project and may consist of, meetings, letter drops, open days, workshops, surveys, media releases, and on-line activities.

Appendix 2: Identified Priorities for Washington

Elected Member suggestions:

Lumley Close/Dustunbrough goalposts/MUGA
Blackfell play area
Roseberry Court
Penshaw Park

Other suggestions received:

Ayton Park

Investment available:

Play Area	Section 106	Projected Funding Gap
None	None	A new provision may cost in excess of £120k

Gaps in High Quality Provision: Identified by applying the core standard of 1km access to high quality play from the doorstep to the nearest facility. Research has identified the current gaps in provision;

Princess Anne Park
Upper Oxclose area
Ayton Park

Recommended Priorities:

Taking into account the above the following play areas are identified as priority development opportunities. However, in order to enable such development to be undertaken additional funding would be required.

- Undertake consultation on possible location for play in the upper Oxclose area
- Undertake consultation on the need and potential for improved provision at Lumley Close/Dustunbrough
- Consideration for an upgrade at Blackfell
- Undertake consultation on the need and potential for provision at Penshaw Park
- Undertake consultation on possible location for play near Roseberry Court
- Refurbishment of Princess Anne Park
- Refurbishment of Ayton Park
- Consider funding options

Extract from the Sunderland Volunteering Strategy Draft Action Plan. Full document available at www.sunderlandcompact.org.uk.
Deadline 17 September 2010, 5pm.

Objective 1				
Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)				
Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards				
Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners (supporting partners)	Links to other actions and strategies
Improved access to information and understanding of volunteering	Providing greater choice of activities by encouraging more organisations to register or update volunteering opportunities with Sunderland Volunteer Centre.			
	Monitor and evaluate take-up of volunteering opportunities, ensuring volunteering meets individual and organisational needs.			
	Develop a co-ordinated approach to e-enabled volunteering opportunities (e.g. website links), through Sunderland Partnership organisations and the wider VCS.			
	Developing outreach services, targeted at identifying and meeting the needs and aspirations of geographical communities and communities of interest where there are barriers or low levels of volunteering.			
	Provide additional support mechanisms, including buddying schemes for new or less confident volunteers and those who may find it difficult to access services.			
	Support the promotion of volunteer opportunities through SVC.			
	A diverse range of local people involved in the review of Local Area Plans and other decision-making processes.			
	Developing programme of events to network potential volunteers with opportunities without reliance on Internet access (e.g. 'volunteer speed dating', and volunteer fairs).			
	Continue to promote awareness of existing volunteering resources, (targeted circulation of literature and high visibility promotions).			
	Continuing to work with government schemes designed to promoting volunteering opportunities for young people.			
	Continuing to work with groups to develop menu of volunteering activities for a diverse range of volunteers			
	Support the delivery and coordination of volunteering recruitment campaigns, with a specific focus on engaging under-represented groups (e.g. through the Sunderland Echo and Community Newsletters).			

Objective 2				
Recognising and rewarding volunteers for their role in delivering services and improving the lives of people in the City				
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards				
Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners	Links to other actions and strategies
Recognition of the valuable contribution volunteers make to Sunderland and of the benefits to the individual	Co-ordinating high profile media campaigns, celebrating volunteering in Sunderland and profiling individual case studies and volunteering opportunities.			
	Using the Sunderland Partnership website/TV/ publications, including those of all Sunderland Partnership organisations, to profile the roles of volunteers.			
	Developing a partnership approach to Sunderland Volunteer Celebration events and awards at the area and City level.			
	Establishing how regional volunteer celebration events can link to the Sunderland perspective.			
Objective 3				
Supporting volunteers to increase confidence, learning, skills and employability prospects				
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards				
Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners	Links to other actions and strategies
Increased confidence for those volunteering	Build upon current good practice, for example, Sunderland City Council's Health Housing and Adult Services Mentoring Scheme by encouraging more organisations to provide mentors to support the development of skills and knowledge of volunteers with disabilities, including mental health.			
	Encouraging organisations (including the private sector) to provide mentors & volunteering opportunities for those at risk of exclusion, (e.g. BME groups, young people Not in Education, Employment or Training (NEET) and disabled people).			
Organisations are able to provide volunteers with access to support, training and appropriate qualifications	Developing links between volunteer managers and employability support services to improve understanding the role of volunteering in improving employment prospects.			
	Developing the existing organisational Volunteers Network to share good practice for the benefit of the organisation and ultimately individual volunteers.			
	Providing guidance to smaller organisations supporting volunteers to help them make best use of potential and existing volunteers.			
	Enabling volunteers to progress into education, training, employment or other volunteering opportunities.			
	Working with local training providers and educational institutions to ensure that organisations are aware of opportunities for volunteers to			

	develop their skills (e.g. Basic Skills, English language), especially as a pathway to employment or further/higher education.			
Raise awareness of link with employability, in context of recession and increasing employment opportunities	Employment support services to advise clients on the important role of volunteering in gaining employment, and the implications on benefit entitlement.			

Objective 4
Increase number of organisations with Employer Supported Volunteering Schemes

Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards

Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners	Links to other actions and strategies
Mechanisms in place that promote, assist and develop Employer Supported Volunteering	Promoting organisations with effective employer supported schemes supporting other organisations to develop volunteering opportunities.			
	Developing supported volunteering sessions to individuals interested in volunteering, providing them the opportunity to explore potential volunteer roles and activities.			
	Support Sunderland Partnership organisations to have employee volunteering opportunities and associated policies.			
	Celebrating employee volunteering through organisational celebration events and rewarding those who make a real difference in communities.			
Promote the benefits of employer supported volunteering in SMEs.	Employers understanding the benefits of volunteering to their organisation, sharing good news stories and case studies of successful schemes.			
	Developing the support mechanisms for SMEs to confidently instigate volunteering opportunities.			
Increased skills and capacity of voluntary-led management committees	Encourage employers and employees to become actively involved in voluntary-led management committees.			
	Voluntary-led management committees to identify skills shortages and actively seek to recruit into these through the Sunderland Volunteer Centre.			
	Develop role descriptions for volunteers and ensure appropriate support/supervision arrangements.			

Objective 5
To improve management of volunteers and delivery of volunteering programmes

Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards

Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners	Links to other actions and strategies
Demonstrating how volunteers add value to organisations	Accessing relevant training and information for managers of volunteers (e.g. promotion of the Volunteering Toolkit and associated training) to promote good practice when managing volunteers and maintaining quality standards.			
Safe recruitment and induction of volunteers	Appropriate CRB and Vetting and Barring processes in place and volunteers provided with appropriate inductions by organisations who engage with volunteers.			
Appropriate support to existing volunteers	Determining the support needs of volunteers, and how organisations may assist (e.g. voluntary sector led management committee governance needs).			
A clear and accurate picture of volunteering within the City as a whole	Organisations recording information on volunteers (e.g. numbers, demographics, type of activity, hours and progression).			
	Coordinated approach to data collation, analysis and target setting.			
	Undertaking regular and accurate impact assessments of volunteer activity across the City.			
	Volunteer organisations carrying out satisfaction surveys of beneficiaries.			

Question – The Sunderland Volunteering Strategy Action Plan

**Are the actions outlined above relevant to the Sunderland Volunteering Strategy? Are there any additions?
Are there any actions that your organisation can deliver upon? What are your thoughts on possible key partners and timescales? (Please populate above)**

Answer: