

5th March 2014

REPORT OF THE CHAIR OF THE WASHINGTON AREA COMMITTEE

Washington Area Committee Annual Report 2014-15

1 Purpose of Report

- 1.1 To approve the Washington Committee's Annual Report as part of the combined Area Committee Annual Report 2014-15 to be presented to Full Council.

2. Background

- 2.1 This will be the fourth year that all Area Committee reports have been brought together in one combined report and presented to Full Council.
- 2.2 Area Committees are appointed by the Council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:
- Monitoring the quality and effectiveness of services delivered by the Council and other main providers in the area
 - Working in partnership to develop efficient and effective solutions to city-wide issues as well as supporting local area priorities
- 2.3 2014-15 has been an incredibly busy and challenging year for us all - a year when Sunderland, amongst many things, commemorated its WW1 heroes. The Annual Report for 2014/15 showcases some of the key achievements delivered this year through the dedicated work of the five Area Committees and their supporting Place and People Boards. It also highlights how we translate the principles of a community leadership council in practice and the central role played by local councillors in helping to strengthen our communities.

3. Annual Report 2014-2015

- 3.1 The Annual Report for Washington Area Committee 2014-2015 is attached as **Annex 1**
- 3.2 It is important that the Annual Report is viewed as a collaborative achievement and the Washington Area Committee would like to thank everyone who has contributed towards the outcomes achieved through the work of the Area Committees and the supporting Place and People Boards.

4. Recommendation

- 4.1 Members are requested to consider and approve the Washington Annual Report for inclusion in the combined Area Committee Annual Report for 2014-15.

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Councillor Bernie Scaplehorn
Area Committee Chair

The Washington Area Committee has once again kept the local community and residents at the heart of everything we have done. Working together has helped us to involve a wide range of Voluntary and

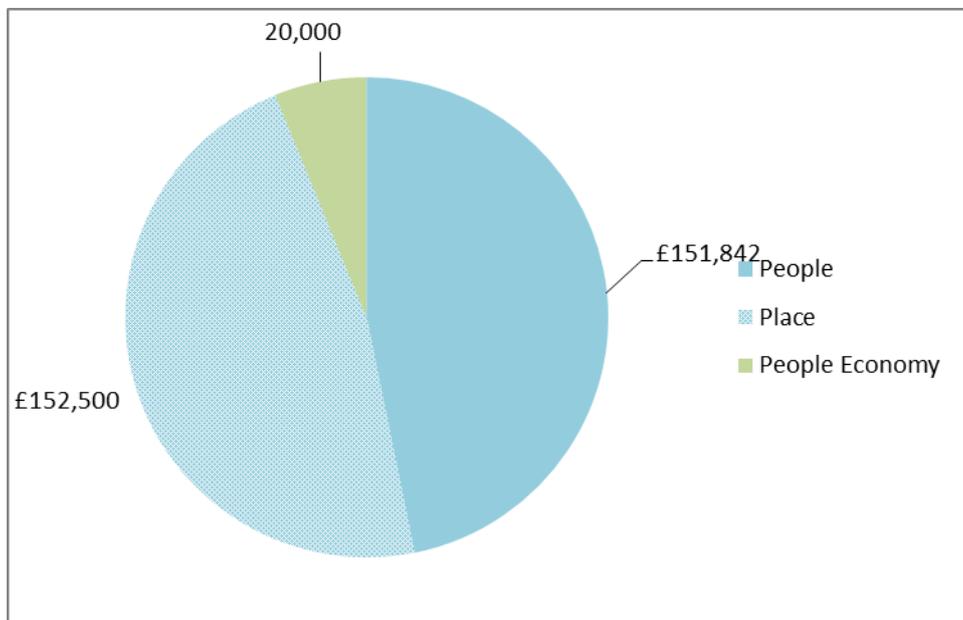
Community sector organisations and partners in delivering activities to meet local need.

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

- Continued support to help local residents - particularly our young people – access opportunities for education, employments, skills and training. This has been achieved through further investment in the Youth Opportunities model, and continued support for the School Opportunities Project.
- Health issues tackled across Washington. Helping residents to become more active has been a key priority for the Area Committee this year. Previous Area Committee investment saw a ‘network’ of footpaths, cycling routes and destinations across Washington. Building on this investment; the Washington Way to Well0being approach has been developed. This is a great example of a co-ordinated approach to promoting key health messages and services, together with a ‘shared ownership’ of the issue with many partners helping to deliver initiatives to tackle health inequalities across the area.
- Environment and neighbourhood improvement work delivering capital improvements across the area.
- Support for the voluntary and community sector to help with capacity and to encourage a partnership approach to delivering services to the local community.

Funding

Through the Strategic Initiatives Budget (SIB) the Committee has worked hard to ensure the best outcomes from its resources and has allocated nearly £325,000 to projects to deliver priorities for People, Place and Economy. This has included £74,850 to support Washington volunteering and community organisations (People), £17,500 to help fund local events (Place), £59,992 to support the Youth Opportunities Project working with our young people Not in Education, Employment or Training (NEETs) (Economy), £125,000 for Neighbourhood Improvements (Place), and £27,000 to help deliver the Washington Way to Well Being approach and Dementia Awareness Training (People). The Committee has also approved £20,000 to develop a localised approach to deliver employability support for residents (Economy).



People	Washington VCS Support Project	£74,850
People	Wash Health Champions Dementia Awareness Modules	£7,000
Place	Washington Heritage Festival 2014 Addition	£2,500
Place	Washington Neighbourhood Improvements Project	£125,000
People	Washington Youth Opportunities (Phase 2)	£59,992
Both	Washington Way to Wellbeing Call For Projects	£20,000
Place	Washington Events Programme 2015 -Call	£15,000
People Economy	Employability Support Services Project	20,000

Members also awarded 62 Community Chest grants totalling £28,676.89 to local groups and organisations to deliver community benefits at a Ward level.

Projects

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

- Community and Volunteer Development Project** led by the Washington Trust who employ a dedicated worker to engage with other voluntary and community sector (VCS) groups and organisations to grow capacity. This is achieved by engaging with residents and users to become more active in their local community through volunteering.
- Washington 50**
 Washington New Town celebrated its 50th birthday in 2014. Area Committee asked the local community to come forward and deliver a community programme of activities, events and initiatives to celebrate the 'Golden' birthday throughout the year. The resulting programme saw nearly £47,000 awarded to 34 different projects. This included street parties and carnivals as well as local grassroots organisations and resident groups working with schools to develop memory gardens, books, wall hangings and art work. It is estimated that thousands of Washington residents took part in this initiative.



- **The Washington Way to Well Being**

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

- **The Neighbourhood Improvement Project**

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

- **Events Planning**

Area Committee agreed a new approach to developing the 2015 Events Programme for Washington. £15,000 has already been identified for 3 key events - a Summer Family Carnival Event, the Washington Illuminations Switch On and a Christmas Festival in the Village. Work is underway to develop to the correct approach moving forward with a focus on involving the local community and voluntary sector to help shape what will be the community programme of entertainment and activity.



- **Youth Opportunities (2)**

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

Influence

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

- The new Washington Leisure Centre which is nearing completion. Members have been involved throughout the development and have influenced both the design and delivery of the Centre. A Spring 2015 opening is anticipated.
- Prioritising road repairs as part of the Highways Maintenance Programme. Once again Members are identifying the priority schemes for the programme.
- Public Protection and Regulatory Services – Members were provided with information as to how they can feed into the process of reviewing licensed premises.
- Continuing to work closely with the Responsive Local Services Team to influence street scene service delivery and to ensure a partnership approach with local residents and organisations.

From a **People** perspective we have worked to:

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

Partnership

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

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

What have the benefits of our work meant to others?

- Continued to reduce the number of NEETs across Washington & increased vocational opportunities for hard to reach young people via the Youth Opportunities Project.
- Brought Washington young people and employers together via a Washington Working for You Event.
- Progressed our Concord Traders project to set up a Traders Association and also work with the Police to begin a Shop Watch scheme thus providing a mechanism to give residents a better shopping experience.
- Improved neighbourhoods and partnership working through close collaboration and sharing of resources. Moving forward with the vision of Community Leadership through Area Committee.
- Improved health outcomes through the funding of Dementia Health Champions workshops aimed at those who live and work in Washington.

The year ahead.

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