

At a meeting of the NORTH SUNDERLAND AREA COMMITTEE held in the BUNNY HILL CENTRE, HYLTON LANE, SUNDERLAND on MONDAY, 28th JUNE, 2010 at 5.30 p.m.

Present:-

Councillor Copeland in the Chair

Councillors Bonallie, Francis, MacKnight, Shattock, Stewart, J. Walton, D. Wilson, and N. Wright

Also in Attendance:-

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| Mr. Bill Blackett | - ASB Strategy Manager, Sunderland City Council |
| Ms. Estelle Brown | - Youth and Community Lead, SNCBC |
| Ms. Lynda Brown | - Head of Standards, Sunderland City Council |
| Ms. Kath Butchert | - YDG Manager, Sunderland City Council |
| Ms. Amanda Cantle | - Centre Manager, Bunny Hill, Sunderland City Council |
| Mr. Les Clark | - Head of Streetscene, Sunderland City Council |
| Ms. Victoria French | - Wellness Manager, Sunderland City Council |
| Mr. Bill Forster | - Tyne and Wear Fire and Rescue Service |
| Mr. Paul Gray | - Public Health Practitioner Lead, PCT |
| Ms. Vicky Happer | - Corporate Communications Officer, Sunderland City Council |
| Ms. Liz McEvoy | - Area Renewal Co-ordinator, Sunderland City Council |
| Ms. Vicki Medhurst | - Cultural Heritage Manager, Sunderland City Council |
| Insp. Lisa Musgrove | - Northumbria Police |
| Mr. Ron Odunaiya | - Executive Director City Services, (Area Lead Executive) Sunderland City Council |
| Mr. Richard Parry | - Area Officer, Sunderland City Council |
| Mr. Les Platt | - Senior Policy Officer (Diversity), Sunderland City Council |
| Mr. Andrew Perkin | - Senior Partnership and Policy Officer, Sunderland City Council |
| Ms. Karon Purvis | - Area Officer, Sunderland City Council |
| Ms. Dawn Rugman | - Policy Officer (Diversity), Sunderland City Council |
| Mr. Raj Singh | - Extended Services and Attendance Group Manager, Sunderland City Council |
| Ms. Joanne Stewart | - Senior Democratic Services Officer, Sunderland City Council |
| Mr. Vince Taylor | - Head of Strategic Economic Development, Sunderland City Council |
| Mr. Ken Teears | - Act Strategic Development Director, SAFC Foundation |
| Ms. Julie Underwood | - Social Investment Coordination, Gentoo |
| Mr. Graham Wharton | - Community Manager, Salvation Army |
| Ms. Berni Whitaker | - Enterprise Manager, Sunderland City Council |
| Mr. Mike Wooler | - School Improvement Officer, Sunderland City Council |

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Bell, Charlton, Foster, G. Hall, Howe and L. Walton

Minutes of the Last Meeting of the Committee held on 13th April, 2010

Councillor D. Wilson referred to the fact that he had reserved the right to comment on the minutes and asked that he reserve the right to comment further to allow Councillor Howe to be present at a future meeting of the Committee when his comments are raised.

Councillor Walton referred to the minute regarding the Questions to Area Committee and queried when the Committee would receive feedback on the procedure. Mr. Odunaiya agreed to look into the matter and ensure that this issue was addressed at the next meeting.

Councillor Stewart referred to the minute regarding issues in and around the North Area that were overgrown and untidy and had been subject to complaints and asked that the Officers involved be thanked on behalf of the residents for addressing the issues and tidying the sites.

It was:-

1. RESOLVED that the minutes of the last meeting of the Committee held on 13th April, 2010 (copy circulated) be confirmed and signed as a correct record, and that Councillor D. Wilson reserve the right to comment on the minutes of the 11th March, 2010 at a future meeting of the Committee.

Declarations of Interest

There were no declarations of interest made.

Sunderland North: - Establishing a New Work Plan 2010-2011

The Chief Executive submitted a report (copy circulated) which provided the Committee with background information and a series of recommendations to assist Members in establishing a North Sunderland Area Committee Work Programme for 2010-11.

(For copy report – see original minutes).

Ron Odunaiya Executive Director of City Services and Vince Taylor, Head of Strategic Economic Development, introduced the item with brief presentations outlining the workshop approach that the meeting would adopt, to assist Members in undertaking the following tasks:-

- i) to agree a maximum of six priorities to include Responsive Local Services, to form the basis of the 2010/11 Work Plan (Members were asked to agree to focus the efforts of the Committee on the Local Area Plan priorities where they believed it could make a real difference);
- ii) identify and agree a Lead Agent for each priority action;
- iii) agree to establish a 'Local Task and Finish' group per priority action, where relevant, to include elected Members and partners, to support the Lead Agent in delivering against the priority; and
- iv) agree to receive regular updates on progress in implementing all the priorities identified in the Sunderland North Local Area Plan.

In order to facilitate debate, the Chairman split Members into two groups. Both groups then discussed each of the following twelve potential options, assisted by lead officers for each topic, with a view to determining their priorities:-

- Antisocial Behaviour;
- Increase confidence and trust levels in the community;
- Responsive Local Services Projects;
- Inclusive and community cohesion;
- Environmental and Street Scene Improvements;
- Enhancing and raising the public profile of the heritage of the North area;
- Ensure that Family, Adult and Community Learning (FACL) provision is delivered in line with local need;
- Identify and address gaps in youth and play services for all ages;
- Addressing the reasons behind the inequity of life expectancy across wards in the North Area;
- Child Poverty at a local level;
- Consider how a targeted response could be provided to support individuals who may not be aware that the Council could help them maximise their independence, and objective within the Local Area Agreement; and
- Support enterprise and entrepreneurship.

Following the workshop sessions, Members were asked to vote for their priorities by placing ten stickers next to their favoured options on the display boards provided.

The votes cast were as follows:-

• Youth and Play Provision	15
• Heritage	15
• Child Poverty	12
• Anti Social Behaviour	11
• Enterprise and Entrepreneurship	10
• Life Expectancy / Health	9
• Environmental and Streetscene	9
• Inclusive and community cohesion	6
• Confidence and Trust in the Community	2
• Maximise Independence	1
• Family, Adult and Community Learning	0

Discussions ensued and Members were of the opinion that as all of the options were interrelated and impacted on each other they were unable to rank them in priority order and agreed to take a more holistic approach to addressing the priorities. The focus would be more to improve the quality of life for residents of the North area through promoting and supporting activities and services that achieve their stated goals by raising aspirations, self esteem and promoting pride in the area.

On this basis the Committee's conclusion was that aspiration, self-esteem and pride lie at the heart of the potential solutions to each of the issues – from health inequality to antisocial behaviour.

Mr. Taylor advised that Officers and Partners had a meeting arranged for 5th July, where they could undertake a piece of work to pull together elements from each of the topics to form a work programme. They could then identify which programme or project fit best within each of the priorities for the work programme and this could then be submitted to Members for their approval at the next meeting of the Committee.

Mr. Odunaiya thanked Members, Partners and Agencies for their involvement in the workshops and accordingly it was:-

2. RESOLVED that further work be undertaken on the production of a unified priority based work programme by Officers and Partners and submitted to the next meeting of the Area Committee.

The Chairman then thanked the Committee, Officers and Partners for their worthwhile contributions and closed the meeting having thanked everyone for their attendance.

(Signed) R. COPELAND,
Vice Chairman.