

**At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 4<sup>th</sup> JANUARY, 2010 at 5.30 p.m.**

**Present:-**

Councillor Wares in the Chair

Councillors Ball, P. Dixon, Errington, M. Forbes, E. Gibson, T. Martin, Mordey, M. Smith, Vardy and Wood.

**Also Present:-**

- |                  |  |
|------------------|--|
| Kath Butchert    | - Youth Development Group Manager, Sunderland City Council                     |
| Matthew Jackson  | - Democratic Services Officer, Sunderland City Council                         |
| Janet Johnson    | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council      |
| Ray Leonard      | - Chief Executive, Back on the Map   |
| Vivienne Metcalf | - Area Community Coordinator, Sunderland City Council                          |
| Jane Peverley    | - Marketing Manager, Sunderland City Council                                   |
| Dave Richardson  | - Interim Assistant Head of Environmental Services, Sunderland City Council    |
| Nicky Rowland    | - Local Environment Manager, Sunderland City Council                           |
| Phil Spooner     | - Programme Manager, Sunderland City Council                                   |
| Nicol Trueman    | - Area Officer, Sunderland City Council  |
| Jeremy Wicking   | - Media Officer, Sunderland City Council                                       |
| Graeme Wilson    | - Assistant Housing and Neighbourhood Renewal Manager, Sunderland City Council |

Members of the East Area Community

**Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Paul Maddison, Peter Maddison and O'Connor and also Paul Gray, Sunderland Teaching Primary Care Trust

**Minutes of the Last Meeting of the Committee held on 9<sup>th</sup> November, 2009**

Councillor T. Martin stated that he had specifically mentioned Borough Road in front of the Museum as being unable to be accessed by taxis. He felt that if this road was opened up to allow taxis to access it then there would be better access to the city centre.

Councillor T. Martin then advised that he had not been contacted regarding the concerns he had raised regarding Hendon Beach.

The Chairman advised that there would be a response provided.

Councillor Wood queried when the reports regarding empty properties and private landlords, and Trinity Church and Fawcett Street were going to be presented to the committee.

Graeme Wilson, Assistant Housing and Neighbourhood Renewal Manager advised that following the presentation given at the previous meeting on empty properties and private landlords an update report would be delivered to a future meeting.

Nicol Trueman, Area Officer, advised that Mike Lowe, Conservation Officer, had approached Trinity Church and had requested the report; there was currently progress underway on producing this report.

The Chairman asked that these reports be provided to Members as soon as possible.

1. RESOLVED that the minutes of the previous meeting held on 9<sup>th</sup> November, 2009 be confirmed and signed as a correct record.

### **Declarations of Interest**

Item 5 – Sunderland East a Healthy Area

Councillor Errington declared a personal interest as an employee of City Hospitals Sunderland

Councillor E. Gibson declared a personal interest as a family member was employed by the Teaching Primary Care Trust

Councillor M. Smith declared a personal interest as a family member was employed by the Teaching Primary Care Trust

Item 7 – Financial Statements and Funding Requests

Councillor Errington declared a personal and prejudicial interest in the Community Chest application for Portland Judo Club as a governor of Portland School

The Chairman declared a personal and prejudicial interest in the application for funding for People Power as chairman of Ryhope Community Association.

## Questions to Area Committee

The Chief Executive submitted a report (copy circulated) which informed the committee of the questions received to date and which sought the Area Committee's agreement to extend the pilot and for a review to be undertaken and reported to the March meeting of the Area Committee.

(For copy report – see original minutes)

Matthew Jackson, Democratic Services Officer, presented the report and advised that there would be a review of the process which would be reported to the next meeting of the Committee.

To date there had been questions received as follows:

Coalfield Area:	0
East Area:	3
North Area:	0
Washington Area:	7
West Area:	1

The questions submitted to the East Area Committee were in relation to the ongoing issues regarding safety and access at Hendon Beach; the concerns caused by empty properties in the Long Streets area of Hendon; and Street sweeping in the Long Streets Area.

Jane Peverley, Marketing Manager, advised that the response for the question regarding Hendon Beach had not been finalised and that this would be provided to the Members and Mr Moore, the resident who submitted the question, by 13<sup>th</sup> January, 2010. She apologised to the Members for not having the response available for the meeting.

Graeme Wilson, Assistant Housing and Neighbourhood Renewal Manager, presented the response for the question regarding empty properties. He advised the Committee of the powers available to the Council for dealing with empty properties including enforced sale, compulsory purchase and empty dwelling management orders. Owners were always contacted to discuss their intentions for the property and to advise them of the options available. Owners would be encouraged to work with the Council to bring the property back into use or to sell the property so that a prospective purchaser could bring the property back into use.

The use of Enforcement tools was always a final resort and they had been used successfully in the past.

From April 2006 there had been 272 properties in Hendon brought back into use and 81 of these had been located in the Long Streets Area.

With regards to the premises specifically mentioned in the question it was confirmed that the Council was working with the owners and the current position for the properties was:-

- No. 67 St. Leonard Street – legal procedures were being followed and it was hoped that very soon the owner would be in a position to follow up their intentions and place the property on the market for sale.
- No. 76 St. Leonard Street – the current owners intend to place the property on the market for sale and the Council was aware of a party that had expressed an interest in its purchase.
- No. 78 St. Leonard Street – the sale of this property had recently been confirmed and the new owners intended its refurbishment as soon as possible.

With regard to the latter property it needed to be noted that the Council cannot force owners to have rear yard gates, doors or walls installed and it was the decision of the owners whether to undertake this work.

The Chairman then allowed a brief discussion of the issues raised.

Local Resident Mr Moore, who had submitted the question, stated that he had attended a meeting with Alan Caddick, Head of Housing, over a year ago and the condition of these properties had been raised then and there still had been no progress made in bringing the property back into use.

Mr Wilson advised that properties had been brought back into use and the Council did what they could do with regards to bringing the properties into use. There were plans to introduce selective licensing into the area which would assist in bringing more empty properties back into use.

A member of the public stated that there were a lot of residents who were thinking of selling their houses and moving away from the area because of all of these empty properties. If improvements were made then some of these residents may consider remaining in the area. Visual improvements to these properties would improve the whole area.

Councillor Wood commented that these properties had deteriorated over the last year and asked that a report be submitted to the next meeting to show what can be done.

Mr Wilson agreed to provide an update on the properties to a future meeting of the Committee.

Councillor T. Martin stated that while there had been progress made regarding the implementation of Selective Licensing, the residents did not have the impression of progress. Visual improvements to these three properties would help reassure residents that work was being undertaken.

The Chairman asked Mr Wilson to meet with the property owners to discuss making visual improvements to the properties.

Mr Wilson agreed to meet with the property owners.

Councillor Mordey commented that he hoped that in the near future people would be moving into the properties named in the report.

The Chairman commented that he understood the residents' frustration due to the time taken to bring properties back into use.

Dave Richardson, Interim Assistant Head of Environmental Services, presented the response to the question regarding street sweeping in the Long Streets area of Hendon. He advised that previously there had been additional funding for cleansing within the area however this funding had now ceased. The cleansing provision had been reviewed to ensure that there was an effective service in place. There was a street sweeper with a barrow, a weekly bulky waste collection and mechanical sweepers operating in the area. While the services were not as frequent as when the additional funding was in place the services had been rearranged to ensure their effectiveness. There was a late night litter removal team operated in the area and the teams were doing the best job they could.

In response to a query from Councillor Mordey, Mr Richardson advised that the street sweeper with the barrow visited the area on a weekly basis.

Councillor T. Martin commented that the additional resources had been provided by Back on the Map and New Deal for Communities. All areas were entitled to a cleansing service and there should be an effective service in Hendon. There were concerns that the mechanical sweeper did not do an adequate job.

Mr Richardson advised that Hendon still had more resources than some other areas in the city. Additional resources were not always the answer, sometimes there was a need for enforcement action. He introduced Nicky Rowland, Local Environment Manager, who was available to answer any questions regarding enforcement action.

Councillor M. Forbes commented that those responsible for the ongoing problem should be targeted and there should be heavy enforcement action taken against offenders.

Councillor Mordey asked Ms. Rowland how many prosecutions there had been.

Ms. Rowland advised that there were a number of prosecutions pending and there had been fixed penalty notices issued. There had been notices provided to residents advising them of how to deal with their waste. She agreed to provide a response detailing the figures for the number of prosecutions and FPNs. There was a zero tolerance approach taken and offenders were required to pay any fines.

A member of the public advised that the Enforcement Officers sometimes targeted the wrong people. The local residents were not always to blame for

the litter. Three Lambrini bottles had been picked up from outside of a house and these had not been left by residents.

Mr Richardson advised that enforcement action would only take place when there was sufficient evidence. Empty bottles were an Anti Social Behaviour issue and he would ensure that the problem was referred to the local LMAPS group.

Councillor Mordey expressed concerns over the lack of police attendance at the meeting. The Chairman agreed to find out why the police had not attended.

Councillor T. Martin commented that there had been two successful prosecutions for fly tipping in the area and that neither of the offenders had been residents of the area.

Ms. Rowland advised that the transporters of waste would be targeted.

Councillor P. Dixon commented that there was also a problem with fly tipping in Millfield and he was looking forward to seeing the benefits of enforcement action being undertaken in the area.

Councillor M. Forbes requested information detailing the number of litter bins and their locations.

Mr Richardson agreed to find information on this and provide a response to Members.

Councillor Mordey asked what steps would be taken to progress tackling this issue.

Mr Richardson stated that he had experience of similar problems in other areas. In his experience there was a need to change attitudes by using information and enforcement. Sending a waste collection truck weekly resulted in people believing that it was acceptable to dump waste.

2. RESOLVED that the questions and responses be received and noted and that approval be given to a review of the pilot scheme being undertaken.

### **Sunderland East a Healthy Area Summary**

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the Healthy thematic priorities and requested that Members agree the identified actions.

(For copy report – see original minutes)

The Chairman advised that the presenting officer from the Primary Care Trust had been unable to attend the meeting and as such he moved that Members agree to defer consideration of the item until a later date.

3. RESOLVED that the item be deferred.

### **Sunderland East Area Action Plans**

The Chief Executive submitted a report (copy circulated) which allowed Members to receive feedback on the thematic priorities which had previously been discussed by the committee.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and updated Members on the progress made on the Learning and Attractive and Inclusive City themes. She advised that Kath Butchert was available to respond to any queries regarding the gaps and needs for Youth Provision as part of the Commissioning Model for Youth Contracts.

The Members were also asked to consider ways to improve bus links throughout the area. Information provided by Members would be included in consultation on bus services.

There was also an update provided under the safe theme regarding the Community Payback Scheme being used to carry out works to improve quality of life in the area for local residents.

With regards to bus links and pedestrian access Councillors T. Martin and Mordey advised that the East End had very poor bus and pedestrian links into the city centre which restricted access to the city centre. They felt that this area should be looked at.

Councillor Mordey also advised that it had been requested that the Community and Safer City Scrutiny Committee would look at the issue of private landlords and there would be feedback provided to the Area Committee.

Councillor Errington commented that it would be good to have Nexus attend a meeting of the Committee however he felt that it would be more beneficial to have the bus companies attend. He felt that there would not be progress made on improving the services without consulting with the operators as well as Nexus.

Councillor E. Gibson stated that it was important to maintain youth centres in each ward. There needed to be provision within every ward so that the young people in the area had access to facilities without needing to travel into other areas.

Kath Butchert, Youth Development Group Manager, advised that the Youth Contracts would be finalised by the end of February. There would be a contract developed for each ward and there would be a minimum of three sessions of youth work in each ward.

4. RESOLVED that:-

- a. The feedback report be received and noted.
- b. The new commissioning model for youth contracts across the city be noted.
- c. Opportunities for potential improvements to public transport routes and walking access across the city be identified and the information be provided to Nicol Trueman, Area Officer, and Bob Donaldson, Transportation Manager.
- d. Areas which would benefit from the Community Payback Scheme be identified.

### **Financial Statements and Funding Request**

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the proposals for funding from the Community Chest, SIB and SIP budgets to provide support for initiatives and projects which would benefit the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members of the applications received and the officer recommendations for each application. The officer recommendations had been made using the guidelines from consultation and feedback.

There were nine proposals for support from the 2009/10 Community Chest set out in Annex 1. These 9 proposals totalled £7451 and should they be approved then there would be funding remaining as follows:

Doxford Ward: £833

Hendon Ward: £0

Millfield Ward: £207

Ryhope Ward: £4,081

St. Michael's Ward: £2,029

There were three proposals for support from SIB funding with a recommendation to approve, totalling £70,722. These were:

1. People Power, Ryhope Community Association - £55,722
2. Miners Memorial Project, Sunderland City Council - £5,000
3. Seaburn Public Realm, Sunderland City Council - £10,000

There was one proposal with a recommendation to refuse:

4. Sunderland Dance - £11,645



There was one proposal with a recommendation to defer:

5. Education Business Connections - £11,453

There were two proposals for funding from the Ryhope Ward SIP budget totalling £31,995. These were:

6. Refurbishment, Sunderland Young Peoples' Bike Project - £19,000
7. Refurbishment, Olympians Boxing Club - £12,995

There were two proposals for funding from the Millfield Ward SIP budget totalling £4,562. These were:

8. Upgrade Security, St Marks Community Association - £2,762
9. Demolish Wall, Northumbria Police - £1,800

Councillors P. Dixon, M. Forbes and Wood expressed concerns over the proposal for the Miners Memorial Project and stated that they felt they could not support this application. As such the decision was put to the vote and with:

4 Members voting to reject the application, and

7 Members voting to approve the application,

the application was approved.

Councillors M. Forbes and Wood expressed concerns over the application for Seaburn Sea Front; they felt that as this was an application for a project with citywide implications it would be more appropriate to fund the project from mainstream funding. They also felt that as there were beaches within the east area which were in need of the funding. The application should be deferred until more information could be provided regarding the amount of match funding that would be provided to this project.

The decision was put to the vote and with:

3 Members voting to defer the application,

7 Members voting to approve the application, and

1 Members abstaining,

the application was approved.

5. RESOLVED that:

- a. The 9 proposals for funding from the 2009/10 Community Chest be approved.
- b. The applications for SIB funding from the 2009/10 budget for People Power, Miners Memorial and Seaburn Public Realm be approved.
- c. The application for SIB funding for Sunderland Dance be rejected.
- d. The application for SIB funding for Education Business Connections be deferred.
- e. The applications for funding from the SIP budget be approved.
- f. The financial statement for Area Committee funding for 2009/10 be received and noted.

## **Area Review Process: - Introduction of a Referral Criteria and Process for Dealing with Issues of Local Concern Incorporating a Revised Mechanism for Councillor Call for Action – Initial Proposals**

The Chief Executive submitted a report (copy circulated) which informed Members of the development of the new Area Governance arrangements and the introduction of a Referral Criteria and requested Members support of the introduction of the referral criteria.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members that any comments received would be referred to Cabinet along with the revised procedure for approval and would be implemented and included in the Area Committee Handbook. Members had until 18<sup>th</sup> January, 2010 to make comments.

Councillor T. Martin commented that the administrative processes needed to be correct. There were problems caused when documentation was sent to the wrong people or was unread and this could result in no progress being made.

Councillor Mordey stated that he had seen these procedures when they had been presented to the scrutiny committees. Originally there had been an additional layer where all Councillor Call for Action referrals were referred to the Management Scrutiny Committee; he had been opposed to this as it added an extra level of bureaucracy. It should be the responsibility of the Member to seek guidance for where the call for action should be referred.

6. RESOLVED that the report be received and noted and that Members comments be referred to Cabinet for inclusion in the revised procedures and Area Committee Handbook.

## **Area Voluntary and Community Sector (VCS) Networks and Volunteering in Your Area**

The Executive Director of City Services submitted a report (Copy circulated) which informed the Members of the progress and proposed future development regarding the involvement and representation of the Voluntary and Community Sector (VCS) within the new Area Arrangements. The report also informed Members of the intention to celebrate the contribution of volunteers within the five Areas of the City and sought feedback from the Committee on the arrangements for area based celebrations.

(For copy report – see original minutes)

Vivienne Metcalfe, Area Community Development Co-ordinator, presented the report and advised that there would be an Annual Volunteer Celebration taking place during National Volunteers Week, 1<sup>st</sup> – 7<sup>th</sup> June, and to complement this event it was proposed that there would be area based

celebrations held to endure that volunteers across the city would be recognised for their contribution. She asked that Members provide any nominations for volunteers who should be recognised during these celebrations by 5<sup>th</sup> February.

7. RESOLVED that the report be received and noted and that Members pass any nominations to Vivienne Metcalfe.

## **Responsive Local Services**

The Executive Director of City Services and the Chief Executive submitted a report (copy circulated) which informed Members of the current Service Standards for the services currently being reviewed as part of the Responsive Local Services project.

(For copy report – see original minutes)

Phil Spooner, Programme Manager, presented the report and advised that there was a lot of work to be done and these reports would be used to show the progress being made. The service standards were currently standardised across the city and the Committee would be able to influence the service standards for the area.

The Chairman stated that the Committee should use this opportunity to improve the services in the area.

Councillor Wood asked that when the future reports were received that an update was included on the future of recycling in the city as the current Kerb it system was to be phased out. He also queried the number of collections and missed collections each month.

Mr Spooner agreed to contact the relevant department to ensure that an update was provided on the Kerb it scheme.

Dave Richardson, Interim Assistant Head of Environmental Services, advised that the figures were for the number of bins emptied in a month and that if a bin was emptied weekly then this would be classed as four bins emptied in a month.

Councillor P. Dixon commented that there were figures for bin collections but not for recycling collections, considering that recycling was encouraged he felt that there was a need for there to be figures available. He also congratulated the Council for their work on removing graffiti but expressed concerns that the utility companies were not doing as good a job.

Councillor Mordey added that bus stops and telephone boxes were often vandalised.

Councillor M. Forbes commented that there had been 144 missed bin collections and 8 missed assisted bin collections, was there any information available as to why these collections had been missed and was there any information on ways to reduce the number of missed collections.

Mr Richardson advised that each bin lorry had a list of assisted collections however access to properties could sometimes be difficult and this would lead to missed collections.

Mr Spooner added that if there was a pattern to the missed collections then there would be an investigation to find the reasons for the missed collections.

A member of the public advised that there was a problem in Hendon with broken glass in front gardens. The Council had said that they were unable to act as the glass was on private property. Some of this glass had been there for over two years and it was a safety hazard for children and pets.

Mr Spooner advised that there were problems with entering private property to carry out cleaning; permission was required from the owner of the property.

Councillor T. Martin stated that it was easy to clean up glass and the Council employees should be able to perform this task. If the cleaning was left for too long then it was possible for there to be an environmental risk and the potential for rats.

The Chairman asked that officers look into this to see if there was anything that could be done about this.

Mr Spooner agreed to look into this issue.

8. RESOLVED that the report be received and noted and that the Committee receive further updates.

(Signed) D.R. WARES,  
Chairman.

## REPORT OF THE CHIEF EXECUTIVE

## Questions to Area Committee

## 1. Purpose of Report

- 1.1 To inform the Area Committee of the Questions to Area Committees received to date.

## 2. Background

- 2.1 At its meeting held on 29<sup>th</sup> June, 2009 the Area Committee approved the protocol to the Questions to Area Committees Scheme and that a pilot be undertaken for the next two Area Committee meetings in September and November 2009, with Councillors being encouraged to invite local people along to these meetings to ask strategic questions affecting the East Area as a whole.
- 2.2 At its meeting held on 4<sup>th</sup> January, 2010 the Area Committee agreed to extend the pilot scheme.
- 2.2 The Area Committee also agreed that after the pilot a review on how it was managed in terms of process and practicalities would be held, with the possibility of it being rolled out across the City in 2010.

## 3. Questions to Area Committee

- 3.1 Questions to the Area Committees have been received for the September and November 2009 and January 2010 meetings as follows:-

Coalfield Area Committee	-	0
East Area Committee	-	3
North Area Committee	-	0
Washington Area Committee	-	7
West Area Committee	-	1

- 3.2 At the time of writing this report questions have been raised in respect of the Area Committees for the March meeting as follows:-

East Area Committee	-	1
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- 3.3 The question submitted to the Committee is attached as **Annex 1**.

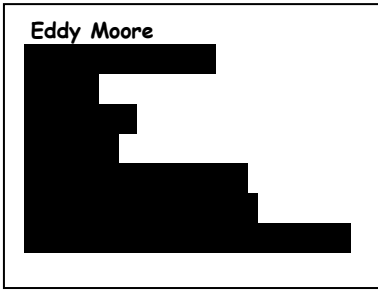
**4. Recommendation**

- 4.1 That Members note the questions received and the response given by the Council.

**5. Background Papers**

Minutes of the meeting and report of the July meeting of the Area Committee.

- 6. Contact officer:** Matthew Jackson  
Democratic Services Officer  
Tel: 0191 561 1055  
Email: matthew.jackson@sunderland.gov.uk



10.01.2010

Dear Sirs,

Having submitted my previous letter to your East Area Committee on the **13.11.2009** following your meeting [Mon 9<sup>th</sup> November 09] I attended as a resident and *supported* Cllr T Martin's comments regarding Health and Safety at/on Hendon Beach and highlighted other major problem with H/S at this site??

Therefore I am raising this issue again by utilising 'It's Your Sunderland' question or Suggestion card!

As I have received **NO** response from any officer/Cllr to the amended letter which was **only** briefly discussed at the East Area meeting 4<sup>th</sup> Jan 2010????? Therefore I have decided to answer some of the issues/questions raised in letter 13.11.09 BUT this still leaves original questions and issues and even raises other questions. Some possibly could have been answered or raised at meeting 4<sup>th</sup> Jan????? **NO SO!**

*"I also attempted to support the Cllr. Martin of this very serious situation BUT also wanted to raise the issue of that there is far more serious situation developing at the Beach. As an example at this moment after a series of heavy seas the action of the waves has damaged the railings and there supports! This is at the very points that fatalities have occurred that Cllr Martin referred too!  
[This is at the location at the ramps both at North and South of the promenade down to the actual beach]"*

These railing were repaired using the same type of railing and fittings on or about 17<sup>th</sup> Dec.09 BUT yet again the railing have been damaged by rough seas again [Resort Manager and Local Cllr informed by email of new damage and photographed 5<sup>th</sup> Jan .10 -----**NO Replies again????**

*This longitudinal travel was to be solved by removing the upper parts groyne and then cutting gaps in the concrete groyne with the necessary capping! This capping has NOT been carried out to south of the breakwater leaving dangerous sharp edging with scraps of steel sticking out! **NO CHANGE?***

*The required construction ramp over the large operational sewer pipe which is one the major obstacles to the longitudinal route! **Has NOT been carried out all?***

*The access on and off the beach was also defined a major problem both at the 3 ramps and the 2 steps access's in fact the step access are actually railed off? And it is still the case as even after the new railings have been installed as part of the regeneration project!*

This is from a letter I had started after the Nov. meeting BUT held until as I thought would **have received a written answer or be discussed at next meeting again NO replies at all??**

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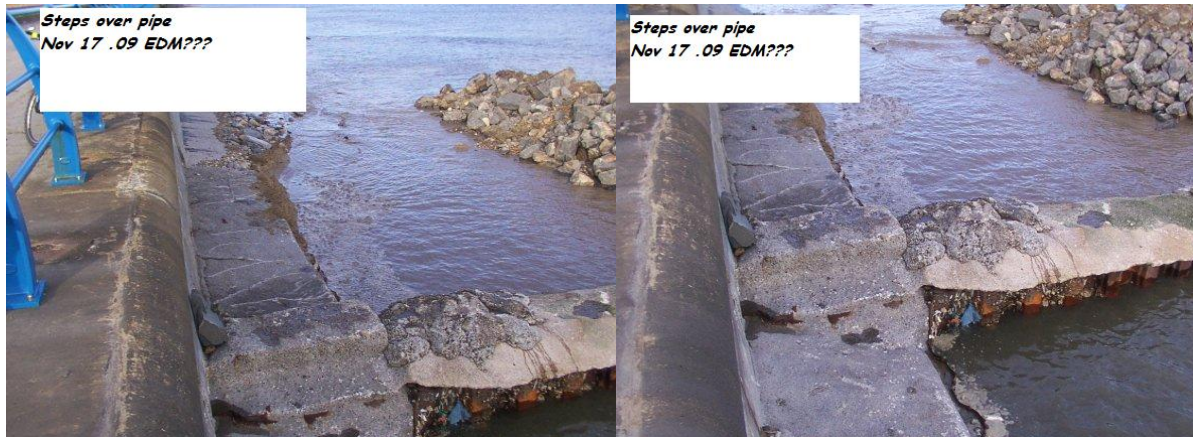
On one of my usual visits to Hendon Beach I was surprised to discover further work started at the location of the live sewers. **17.11.09** [Grangtown CSO].

Up to now this point it involved removal of the 'Rock Armour' up against the promenade and over the sewer pipe??? This has proved that the 'Rock Armour' was therefore preventing the use of the **steps** over the sewer pipe **causing one** of identified Health and Safety problem of the longitudinal access along the length of the beach area!

Same questions 13.11.09 still apply but this new evidence as supplied now raises more issues???

FURTHER -- Question to East Committee and Scrutiny Group :-

*Why was the provision/construction of steps obviously NOT investigated at the time of the Health and Safety Study to identify solutions to this very problem of access along this beach?? Will all the groynes now be inspected, uncovered for the provision/construction of similar steps fitted over all the groynes for this very same reason???? AS can now be clearly identified that at the time of construction of promenade and the groynes access steps were in fact provided for longitudinal access along the Hendon Beach at that time???*



It is now clear to see that these steps could easily be seen they could have been re-capped/re shaped to fulfil the needs of longitudinal access instead of the MAJOR construction now taking place to build ramps over the sewer pipe.

Photographs now show that the new ramp when completed will actually cover the original steps!

It also has to be noted that during/after storms now causes massive movements of sand /gravel so much so what was always sandy beaches now became gravel beds. Actual observers are now seeing sights on the length of the whole beach that have **never** been seen before the destruction of the groynes! This is evidenced by the photograph below of the sand/gravel nearly burying the new ramp and steps??





Photographs taken EDM 11.01.2001

1. **Question;** -- Just why was the construction of the ramps started when it was clearly evidenced that these repairing re/fitted to bring back steps into use of the steps could have saved a massive construction operation?-----??  
[at this time of the year !]
  
2. **Question;** -- Who is paying for the construction of the ramps and what is the cost??

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This picture 24.02.09 shows the massive amounts of sand/gravel movement happening **Before** the moving of the Rock Armour at Sewer Pipe for ramp works??? [Grangetown CSO]

*Eddy Moore*

## Sunderland East Area Committee

1<sup>st</sup> March 2010

### Report of Director of Strategy, Nexus

## Accessible Bus Network Design Consultation (Local bus links)

### 1. Why has it come to Committee?

This report is provided to the Committee to provide details of the proposals for the Bus Network in Sunderland East and to request members of the Committee to provide comments and feedback to confirm or improve the proposed design.

### 2. Description of Decision (Recommendations)

2.1 Area Committee is asked to agree:-

- to cascade the information about public events to organisations and individuals
- to provide comments and feedback on the proposals

### 3. Background

- 3.1 The Accessible Bus Network Design project was set up in 2009 to design a bus network that better meets the aspirations of local people, in response to the Integrated Transport Authority's new Bus Strategy.
- 3.2 The key changes proposed for Sunderland relate to enhancing a number of routes and increasing off-peak services.
- 3.3 The proposals as presented can be achieved within existing resources, by withdrawing a small number of poorly-used early-morning services and Link Up (the Demand Responsive Service).
- 3.4 The proposals will benefit the residents of Sunderland by enabling more people to access key locations both in the daytime and in the evening.

### 4. Main content of the Accessible Bus Network Design Consultation (Local bus links) report

- 4.1 This report gives a high-level summary of the proposals for the Accessible Bus Network, and explains the process for consulting on the network.
- 4.2 The design involved close liaison between Nexus, council officers and bus operators. It focused on making improvements to the 'non-core' network that was agreed with bus operators in advance. Initial design is now complete, and the output is affordable within Nexus' existing budget for provision of secured services.
- 4.3 The detailed proposals for the network in Sunderland East are shown in Appendix 1. The main changes are:  
*New off-peak links*
  - New hourly evening and Sunday link from Barnwell to Washington Galleries, Sunderland Royal Hospital and Sunderland City Centre (service 2A)

- New hourly evening and Sunday link from Moorside/Doxford Park to Sunderland Royal Hospital and Sunderland City Centre (service 5A)
- New hourly evening and Sunday link from Roker/Seaburn/Leechmere to Sunderland Royal Hospital (services 18/19)
- Frequency of service between Washington Galleries and Doxford International increased to half hourly during the day (service 37)
- New half hourly link from Barmston to employment sites in Sunderland Enterprise Park and Sunderland Royal Hospital/City Centre (service 73)
- New hourly link to Concord/Waterview Park/Sunderland Enterprise Park/Sunderland City Centre from Blackfell (service 73)
- New hourly evening and Sunday service between Washington and Waterview Park/Sunderland Enterprise Park/Royal Hospital/ Sunderland City Centre (service 73)
- New hourly daytime taxibus serving Sunderland, Tunstall Vale, Leechmere, Crosslea Avenue and Sainsbury's (service TB9)

*New peak links*

- Additional peak journeys added between Doxford Park/Moorside and Sunderland Royal Hospital and Sunderland City Centre (service 5)
- Frequency of services between Washington Galleries and Doxford International increased to half hourly (service 37)

*Re-direction of poorly used resource*

- Poorly used early morning/late evening and Sunday journeys on services 4, 23 (Stagecoach), 9, 35, 36A/C, 38, 39, 135, 100 (Veolia) would be withdrawn but the funding and resource used currently to provide these services would be re-allocated to provide many new improved links (described above).
- The Link Up (Demand Responsive Transport) service would be withdrawn, however, the resource would be re-allocated onto 'fixed-route' service provision and utilised within the Sunderland District.

- 4.4 The results of the initial design proposal are affordable within existing budgets. Further enhancements may be possible by working in different ways with the bus operators. Where consultation reveals a need for further growth that cannot be accommodated within existing budgets, additional sources of local funding may need to be explored, the enhancement earmarked for future delivery when funding becomes available, or alternative approaches to delivering bus networks may be examined.
- 4.5 Work is being carried out into branding and marketing the revised network to grow ridership and keep public subsidy to a minimum. Consideration is also being given to an appropriate fare structure for services where Nexus has responsibility for pricing.
- 4.6 Subject to confirmation of resources and procurement processes, it is intended to implement the parts of the revised network that are currently within Nexus's control, in spring 2011.
- 4.7 The revised network will be subject to rigorous consultation and communications processes to ensure that the proposed network achieves the correct balance between public aspirations and available resources. During this process Nexus will consult with all stakeholders, as well as with the general public. The consultation will be managed in line with best practice guidance stated in 'Code of Practice on Consultation' (HM Government, 2008).
- 4.8 The overall consultation process in Sunderland is in two stages:
- Elected Members (February 2010)

- General Public (15 March– 4 June 2010)

The main public event planned for Sunderland East is at City Library on 13 April from 12 noon – 7pm. This will be a drop-in event with details of the proposals available and Nexus staff present to discuss them.

In addition, all materials will be made available from 15 March via the Bus Strategy link on the Nexus website ([www.nexus.org.uk](http://www.nexus.org.uk)), as well as printed copies available from local venues and on request from Nexus.

There will be a questionnaire for feedback also available from 15 March or comments can be emailed directly to [bus.strategy@nexus.org.uk](mailto:bus.strategy@nexus.org.uk) or posted to Bus Strategy, Strategy Department at Nexus.

Comments and feedback must be received by Nexus no later than 4 June 2010.

- 4.9 Once the consultation is complete, final recommendations will be presented to the Executive Management Team for approval. It is possible that a number of different costed options will be presented: one option will be achievable within current levels of funding, and one or more additional options may require sources of additional funding in order to be deliverable.
- 4.10 There will then be a communication programme with all consultees on the outcomes of the consultation.

## **5. Background papers**

Bus Services in Tyne and Wear: Charter for Growth (ITA/Nexus, 2009)

<http://www.nexus.org.uk/wps/wcm/resources/file/eb21f50c7fe3d56/Bus%20Strategy%20Full%202009.pdf>

## **6. Contact Officer:**

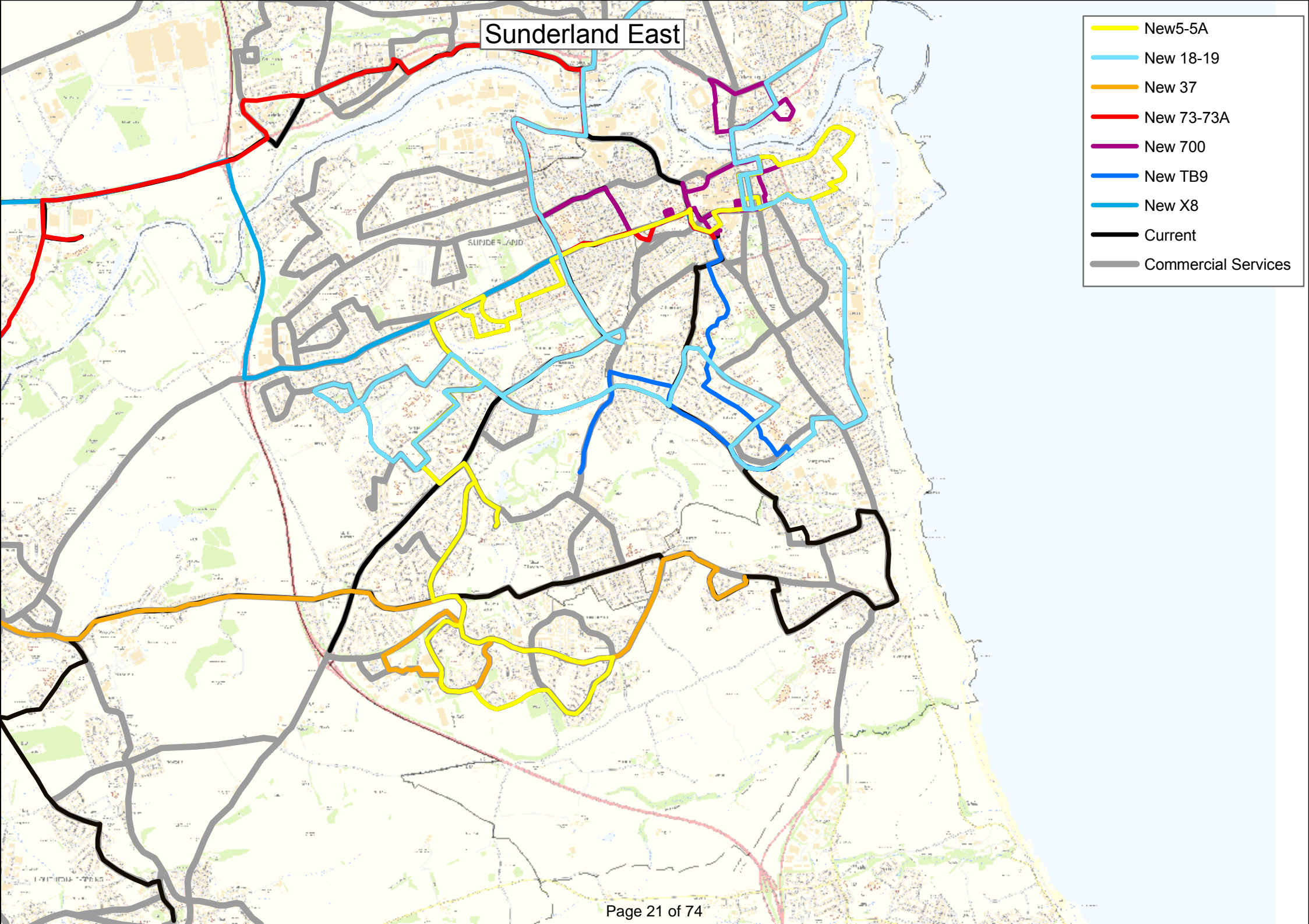
Tobyn Hughes, Director of Strategy, Nexus, 0191 203 3246, [tobyn.hughes@nexus.org.uk](mailto:tobyn.hughes@nexus.org.uk)

## **List of Appendices**

Appendix 1 – map of Sunderland East showing proposed bus routes

# Sunderland East

- New5-5A
- New 18-19
- New 37
- New 73-73A
- New 700
- New TB9
- New X8
- Current
- Commercial Services



## Sunderland East Area Committee

1<sup>st</sup> March 2010

### Report of the Chief Executive

#### Sunderland East a Prosperous Area Summary

##### 1. Why has it come to Committee?

1.1 At its meeting in June 2009, the committee agreed its work plan for the 2009/10 municipal year. It was agreed to discuss and consider the Prosperous theme at the final themed meeting in municipal year.

1.2 The City's prosperous vision from the Sunderland Strategy is 'Sunderland will be an enterprising city with a strong and diverse economy providing high quality jobs. The City will play its unique part in the regional economy, where people, through learning and fulfilling their potential, are skilled, motivated and wealth creating and still enjoy a balanced way of life.'

1.3 Committee should therefore consider and discuss what the City's vision means to Sunderland East, and how can we, as an Area, deliver the vision to benefit local residents and businesses who live or who are located within the East.

##### 2. Description of Decision (Recommendations)

2.1 Area Committee is asked to:-

- Note the 12 **actions** identified in Annex 1
- Discuss and agree which of the following **options** will be developed whilst considering the issues outlined in section 4 and Annex 1.
  - Review of Services: to work smarter, streamline services, to be focused and targeted.
  - Call for Project: identify a project to deliver, ring fence an amount of SIB funding to allocate, call for applicants to submit proposals to deliver project and allocate funding to address gap.
  - Escalate issue to LSP or Scrutiny: issue or problem affects more than the East area of the City, therefore there is a need to escalate problem to LSP or Scrutiny.

##### 3. Background

3.1 Local people from Sunderland East tell us that job prospects are identified as the eighth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly higher than the City average.

3.2 We know that across Sunderland East unemployment levels are lowest in Doxford ward (3.7%) and highest in Hendon ward (15.5%). The City average is 6.4%. Millfield (7.1%)

and St Michaels (6.8%) are also higher than the City average, levels for Ryhope (6.1%) are lower.

- 3.3 There are a number of factors that impact on residents' ability to work: More residents are economically inactive (which means they aren't looking to work e.g. residents looking after a home, retired, students etc.) in Hendon (48.3%) and Millfield (45%) than the City average of 39.36%. Contributory factors are the higher rates of permanently sick and disabled residents in both wards, and specific to Millfield the higher number of students residing in the ward.
- 3.4 The percentage of benefit claimants in Sunderland East is 20.3%, which is in line with the City average of 20.02%. All wards are below the City average with the exception of Hendon where 34.7% of the population are claiming benefits. The percentage of incapacity benefit claimants is considerably higher than the City average of 10.9% in Hendon where 18.5% of residents claim.
- 3.5 Sunderland arc and its partners are charged with the task of improving Sunderland's economy, infrastructure and quality of life and the creation of a thriving city centre. The arc has established a 15 year regeneration plan, which includes eight projects, which fall within the East Area of the City, these are: The Vaux site; Farringdon Row; Holmeside; Sunnyside; Sunnyside Gardens; Port of Sunderland; Grove and Sunderland Strategic and Transport corridor.
- 3.6 An Economic Masterplan is currently being developed, which will consider financial inclusion, debt and welfare advice. In addition to this we are, as a city, exploring additional business opportunities through public sector investment and funding priorities over the forthcoming years. A report update is available annex 2.
- 3.7 A strategy is being developed to implement City Centre projects including the Market Square and Sunderland station through 2009/10. Public realm improvements in the City will continue at St Thomas Street, Athenaeum Street, High Street West, West Sunnyside and Norfolk Street.
- 3.8 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:
  1. Strengthen and develop IT infrastructure across the City
  2. Provide entrepreneurial start up packages for business
  3. Promote positive role models in businesses who are locally based
  4. tackle EET and NEET hotspots across the East by working in partnership with local businesses
  5. Balance formal educational courses between vocational and academic training i.e. Apprenticeships.

#### **4. Issues to consider**

District centres in deprived areas suitable for micro business or start ups are Doxford Park, Doxford ward; Villette Road, Hendon ward; Hylton Road from Willow Pond to B&Q roundabout; Black Road, Ryhope ward.

Hendon and Millfield wards have the highest % of residents who are unemployed; economically inactive and benefit claimants across the whole East area.

The East area has a thriving VCS sector, many of them facing sustainability issues regarding lack of funding and could face closure. Any support with income from letting space would probably be welcomed with obvious sites being: Ryhope CA, Grangetown CA, Hendon Young People's Project, St Marks Church, St Joseph's Community Centre, Deptford and Millfield CA and East CA.

There are people in the area who have lived in households of second and third generation levels of unemployment and therefore have aspiration levels that need addressing. High levels of unemployment and low paid work further compound this issue.

National data from the Department of Children, Families and Schools highlights Sunderland as having one of highest NEET figures in England and a significant challenge has been set for the Sunderland Learning Partnership to achieve a NEET Adjusted target of 9.5% for 2009/10 and 8.8% for 2010/11.

Reducing the number of young people leaving post compulsory education and training and becoming NEET is a Council PSA Indicator (114). Connexions, as part of Children's Services and Local Strategic Partnership has this responsibility.

People gaining work after periods of unemployment, or those undertaking a change in career/sector sometimes require support to sustain employment.

Businesses who are starting up in a stage of development receive assistance in this area and it is important to co-ordinate this approach to provide consistency and quality to those who seek such a service.

Educational establishments need support at sustaining relationships with businesses.

There are not enough apprenticeships that lead to full time permanent employment opportunities.

There is a need to attract higher level occupations into the City, to provide progression routes in employment.

#### **5. Background papers**

- Sunderland Strategy
- Local Area Agreement
- Sunderland East Local Area Plans
- Information provided by partners and officers at workshop event August 2009 and one to one meetings



**6. Contact Officer:** Nicol Trueman, Sunderland East Officer  
Tel: 0191 5611162 e-mail: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

**Annex 1:** Sunderland East Attractive and Inclusive Area Summary

**Annex 2:** Developing an Economic Masterplan for Sunderland

**Annex 3:** Map – Priority Two and Three: identifies the location of business start ups and economic activity

**Annex 4:** Map – Priority Two and Three: 25% or more of the population are claiming out of work benefits

**Annex 5:** Priority Four: breakdown of NEETs across the East

**Annex 6:** Priority Five: Sunderland Progression Pathways

## **Annex 1: Sunderland East Attractive and Inclusive Area Summary**

**Priority One:           Strengthen and develop IT infrastructure across the City**  
**Lead:                    Sunderland City Council, (e-government team)**

### **Current Activity**

- The City is one of the world's most IT Intelligent Cities and a Beacon for Digital Inclusion.
- Sunderland has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland. It is hoped that our Community partners, Community IT Providers, Electronic Village Halls and all of those who have participated in any of our projects in the past will make use of this free training opportunity.
- Sunderland Software City
- E-Community Network, BME Network e-champions, Digital Challenge LAA e-champion and Youth e-champions, Community of Interest Websites, Carers e-champions
- Electronic Village Halls, City library, Doxford, Hendon and Ryhope
- Community Health Information Points (Civic Centre and Ryhope Community Ass.)
- Health, Housing and Adult Services have a sophisticated roadmap of IT needs to support the effective delivery of services to Sunderland residents. This will lead to a stronger and more developed IT infrastructure that is more efficient and easy to use.

The Council's e-government team continue to look to strengthen city wide ICT infrastructure.

### **Actions**

#### **Lead: Sunderland Arc**

1. Maximise opportunities afforded by development schemes (e.g. strategic projects in arc's Business Plan) to provide and enhance IT infrastructure.
2. Maximise potential "spin-offs" from Software City phase one in terms of knowledge transfer and demand for business premises.

**Priority Two: Provide entrepreneurial start up packages for business (see annex 3+4)**  
**Lead: Sunderland City Council, (Business Investment Team)**

### **Current Activity**

- The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.
- The WNF programme has launched 'just the job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.
- The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m
- As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.
- Sunderland City Council works with a number of local advice providers and funders to ensure you can access basic advice and information on starting your own business, near to where you live. These local organisations can give advice on starting a business.
- Libra Network <http://www.librasunderland.co.uk/>. Libra is a network of local advice providers that works together to ensure that you receive advice from the provider(s) best placed to help you.
- Business Link in the North East <http://www.businesslink.gov.uk/>. Business Link in the North East provides local businesses with a single point of access to local business support services.
- Enterprising Futures <http://www.enterprisingfutures.org>. Enterprising Futures is a business start-up and enterprise development service. It is operated by a consortium of organisations including Gentoo.
- Sustainable Enterprise Strategies <http://www.ses.coop/>. SES offers 1-2-1 self employment business start up advice and training, social enterprise start-up and development, business planning, advice on insolvency, debt and bankruptcy for businesses and advice on legal company structures. The service is aimed at micro businesses, (small to medium sized enterprises).
- In addition they have recently received funding via Working Neighbourhood Fund (WNF), to design and manage an intensive Enterprise Talent Scout initiative and Business Start up initiative in the East. During 2008-09 SES created 250 Sunderland based business start-ups of which 75% were either classed as unemployed, non Job Seekers Allowance and/or residing within a defined 30% Super Output Area of the City.
- Sunderland arc will continue to support Sunnyside Business Forum and provide appropriate good quality, affordable business premises e.g. thePlace.

The Business Investment Team is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come." The primary aim of the Business Investment Service is to ensure improvements in economic prosperity in the City

through encouraging business growth, development and investment. To achieve this aim, the team:

- Develops measures to increase the level of business activity and stimulate sustainable economic interest and investment in the City;
- Provides support and assistance to local and incoming businesses in order to develop employment opportunities and support business growth;
- Provides proactive and reactive support and assistance to secure direct investment and re-investments within the City to create and safeguard local jobs;
- Promotes physical and infrastructure improvements for business growth;
- Works to develop a skilled and motivated workforce to support the long term goals of Sunderland as a competitive location.

**Actions**

**Lead: Sunderland arc**

3. Continue to monitor needs and impact of, Sunnyside Business Forum
4. Review opportunities to deliver further business accommodation to support entrepreneurial start ups.
5. Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.

**Lead: Office of the Chief Executive**

6. Results from the 'Visible Workspace' project to be provided, once available.

**Priority Three: Promote positive role models in businesses who are locally based (see annex 3+ 4)**

**Lead: Sunderland City Council, (Business Investment Team)**

**Current Activity**

- SES via Back on The Map (BoTM), has designed and implemented an 'Experts Panel' that explores and identifies new ways of working for the public, private and social enterprise sectors of the economy in order to create, improve and develop the performance of businesses with the Hendon and East End. They also run monthly enterprise awareness campaigns within the community.
- A Communications Plan and a dedicated Communications Officer for the East area will enable focused marketing and promotion of the area. Corporate Communications have developed an Area Plan and Ward Newsletter for the East Area.
- Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way and reach to the stimulation and growth of the enterprise market within Wearside. The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. The activities of the SEC is backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.
- Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coaching, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support. In terms of Business starts, the Enterprise Activity of partners has supported the start up of new enterprises, including an artist, an entertainer, a design consultant and a builder.

**Action**

**Lead: Sunderland arc, with Corporate Communications**

7. Sunnyside Business Forum to consider acting as positive role models in the East, and promote their success to encourage entrepreneurial skills, closely connected to priority 2, progression route?

**Priority Four: tackle EET and NEET hotspots across the East by working in partnership with local businesses (see Annex 5)**

**Lead: Sunderland Learning Partnership, Local Strategic Partnership**

**Current Activity**

- The Council's e-government team have established several ICT projects to support EET and NEET hotspots across the areas, these include an e-Mentoring scheme through Digital Challenge programme, ICT at Home (IT equipment for schools age pupils receiving free school meals) and Youth e-Champions which uses young people to engage others within their peer group.
- The Council's Business Improvement and Advice Service Team co-ordinates general welfare rights advice being given by Council and external independent providers, funded by the council in relation to benefits, in-work benefits, housing and debt issues.
- Vulnerable young people who have been receiving care and support from Children's Services need to have a smooth transition into adulthood, so that the care and support they need is seamlessly transferred. To this end, a new Transitions Team has been set up. This includes the recruitment of staff to make up the team, for example Person Centred Planning Facilitators, and a framework for the effective planning of care and support from youth to adulthood. This person centred planning approach will include support to enter employment, training and/or education, depending upon each individual's need.
- ESP (funded until Dec 2010). The Project is a joint venture from organisations from the 14-19 Partnership with Sunderland City Council as Lead Partner. There is a dedicated Project Worker working in the East delivering one to one non accredited support to young people identified 'at risk' of disengaging or who have already disengaged. Accredited courses are delivered by Sunderland City College, E2E Consortium and the Voluntary Sector Youth Forum which ensures a wide range of provision is available across the city. Anticipated outcomes are prepare and inform young people to ensure a smooth transition in to post 16 options and to improve retention in school, college and training. Referrals to the Project can be for a number of factors including level of attainment but is based on individual need and the 'at risk' factor. Young people who are over represented in the NEET cohort and those identified as being at risk of disengagement are the main entry requirements to receiving support from the Project. Around 132 people (17.6%) with an SR2 / SR3 post code have benefited and around 26 (3.4%) with an NDC post code.
- Engaging NEET Project (New Deal for Communities funded until 31/03/2011). The project is funded by New Deal for Communities and aimed at reducing the number of young people aged 13-19 living in the Back on the Map area. A Personal Adviser is employed to work with a caseload of young people and provide bespoke packages of support, training and qualifications in order to help them overcome barriers into learning, training and work opportunities.
- Go 4 IT - The money for Go 4 It is channelled through Sunderland Youth Development to a number of Voluntary Sector Projects. The main beneficiaries in the East are Young Asian Voices, Blue Watch and Box Youth Project. They provide flexible one-to-one support to build skills and self confidence and help young people identify options open to them.

A Working Neighbourhoods Strategy has been developed resulting in a number of projects being supported in the City;

Lead	Project activities	No. of people benefiting in the East up to 29.01.10
Sunderland City Council Sunderland Adult Mental Health Rehabilitation and Recovery Partnership, 15-16 John Street, Sunderland, SR1 1ED Tel: 0191 566 1732	Employment Specialists (Mental Health) addressing people long term mental health needs and problematic substance abuse and NEET groups.	Approval date: 12.05.09.  4 beneficiaries
Anastasis Training Limited, 5 Shrewsbury Close, Peterlee, County Durham, SR8 2NZ Tel: 0191 587 2292	Kickstart Aiming to provide entry/re-entry routes to EET for hard to reach young offenders, young parents, care leavers, young people with learning difficulties or who received alternative curriculum support and young people aged 16-25.	Approval date: 12.05.09  4 beneficiaries
Springboard Sunderland Trust, 184 Roker Avenue, Sunderland, SR6 0BS Tel: 0191 5640291	The Hub (Helping U Be) project It targets young people 16-19 in or at risk of being in NEET. This project has been designed to target pockets of deprivation focusing activity in the Super Output Areas in the City.	Approval date: 01.06.09  13 beneficiaries
Fiscus, 609 Hylton Road, Pennywell, Sunderland, SR4 9BY Tel: 0191 5348192	Work it out! Addressing workless people on inactive benefits and disadvantaged people and groups living in deprived areas.	Approval date: 12.05.09  35 beneficiaries
People into Employment, Hudson House, 1 Moor Terrace, Hendon, Sunderland, SR1 2JH Tel: 0191 5146150	PIE The project will recruit and train Carers for employment opportunities and provide support for Carers wishing to remain in employment aged 16 – 65.	Approval date: 13.05.09  7 beneficiaries
i2i Training Ltd, Executive Suite 48, Stadium of Light, Sunderland, SR5 1SU Tel: 0191 5155248	Sunderland Coaching Academy Targets a wide range of disadvantaged groups, including NEET, delivering options for clients to follow.	Approval date: 02.06.09  21 beneficiaries
Sunderland City Council, Riverside Training, Sunderland Enterprise Park, SR5 3XB Tel: 0191 5496511	Skills Bridge The project targets age 19+, low skilled, 'hardest to reach' benefit claimants – addressing low skilled, hardest to reach benefit claimants, delivering work based learning including, ICT, construction, bricklaying, joinery and business administration.	Approval date: 12.05.09  2 beneficiaries
Sunderland City Council, HHAS, Houghton Council Offices, The Broadway, Houghton le Spring, DH4 4UJ Tel: 0191 5205555	Employment support for people with disabilities The project targets people with disabilities aged 18-64 and unemployed on a sickness related benefit, city wide, providing specialist support into education and employment.	Approval date: 02.06.09  6 beneficiaries
SNCBC Winchester House, Baxter Road, Town End Farm, Sunderland, SR5 4LN Tel: 0191 5373231	Sunderland Council's Job Linkage Core Delivery Services. Providing a seamless client experience from beginning to end and will provide continuous one to one support for its clients.	Approval date: tbc  751 beneficiaries
EBC Sunderland Enterprise Park Sunderland, SR5 2TA Tel: 0191 5166411	Essential Steps to Employability Targeting people with no/low skills. Offering 6 different programmes to suit the needs of the individual.	Approval date: 15.06.09  4 beneficiaries
Sunderland City Council, Children Services, 11 John Street, Sunderland, SR1 1HT. Tel: 0191 5663150	Unlocking potential Targeting NEET, care leavers aged 16-18, with 18-21 year olds offered support and advice.	Approval date: 01.06.09  23 beneficiaries

**Actions****E-government team (Sunderland City Council)**

8. Link to other central government schemes such as Home access PCs aimed at providing IT equipment, skills and connectivity on a wider scale.

**Business Improve and Advice Services (Sunderland City Council)**

9. Development of an online advice service, which will include advice and support regarding benefits, debt and employment. The online service will aim to include a significant amount of self help information as well as offering a 24 / 7 service via e-mail and webchat to deal with enquiries and referrals. The service will also be created in such a way as to offer advice and support to the community as a whole.



**Priority Five: Balance formal educational courses between vocational and academic training i.e. Apprenticeships.**

**Lead: Sunderland Learning Partnership, Local Strategic Partnership**

**Current Activity**

- e-government team provides access to IT skills and training through Electronic Village Halls, in a non formal environment, which are located in North East Refugee Service, Lumley Towers and South Durham Court in Hendon; Blue Watch Youth Provision in Ryhope and Sikh Community Association and Holmewood in St Michael's Ward.
- Business Improvement and Advice Services Team, through the Carers Strategy, are assisting Carers and ex-Carers into employment, offering advice and guidance on vocational training and sources of funding. They are currently pilot placing people with learning disabilities into NHS placements. In addition, the team have established a Volunteering Programme in Haul Services which recruits, trains and places volunteers in a variety of roles within the Learning Disability Service and in Sunderland Community Mental Health Partnership.
- The Volunteering programme in HHAS recruits trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.
- HHAS clients are using Direct Payments scheme to pay for college courses to enhance changes in the workplace.
- A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.
- Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes in Ryhope, Hendon, Doxford and City Centre designed to engage hard to reach adults.
- Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'. There are 13 Job Linkage outlets across the City, based in community settings. In the East area, there is one based in Hendon.
- Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

**Actions**

**Lead: Sunderland Arc**

10. Track progress of students and in particular how many students continue with vocational training at higher level and/or secure training/employment in related field
11. Explore opportunities for employment training with developers implementing arc strategic regeneration projects.
12. Develop multi-agency strategies to ensure Sunderland workforce is equipped with appropriate skills to support potential growth sectors identified through Economic Masterplan.

**Annex 2: Developing an Economic Masterplan for Sunderland**

**REPORT OF THE HEAD OF STRATEGIC ECONOMIC DEVELOPMENT**

**1.0 Why has this report come to the Committee?**

- 1.1 The purpose of this report is to share with the East Sunderland Area Committee the content of the Economic Masterplan for Sunderland as it has been developed so far, in order that it might be used to inform the Committee's discussion of the Prosperous City theme within its Local Area Plan. Also to seek the views of the Area Committee on the economic direction for Sunderland that has been produced.
- 1.2 The development and delivery of a successful Economic Masterplan for Sunderland will make a significant contribution to the achievement of Strategic Priority 1: Prosperous City. The contribution of the East Area of the City to the achievement of the overall vision is likely to be substantial.

**2.0 Background**

- 2.1 A report was presented to this Committee on the 7<sup>th</sup> September 2009 outlining progress made up until that point on the Economic Masterplan.
- 2.2 Since that meeting Cabinet has agreed the proposed Vision for the Economic Masterplan and a set of five aims, based on the ideas and analysis that was presented to this group in September. These are now being shared in the press and on the council's website, and residents views are being sought.
- 2.3 Focused delivery groups have now been established for each of the Aims. These groups are identifying the projects, programmes and activities that will contribute to the delivery of each aim, as well as looking at how activity can be resourced.
- 2.4 Progress is also being made towards a detailed City Centre Strategic Framework. The City Centre is the subject of Aim 3 of the Economic Masterplan, and the City Centre Strategic Framework will set out in detail the role of the City Centre in delivering the Economic Masterplan. This work has built on the outcome of a City Centre workshop, which took place in September and included representatives from retailers, businesses, community groups and public sector partners. It is anticipated that this Framework will be complete in draft in February.

**3.0 The Vision and Aims**

- 3.1 A preferred direction and set of 5 aims has now been developed for Sunderland's Economic Masterplan. The proposed vision is for Sunderland to become:

**'An entrepreneurial University City at the heart of a low carbon regional economy'**

- 3.2 The vision is supported by 5 Aims.

**Aim 1 '...a new kind of University City'**

**Aim 2 '...a national hub of the low carbon economy'**

**Aim 3 ‘...a connected waterfront city centre’**

**Aim 4 ‘...a whole-life, inclusive city economy’**

**Aim 5 ‘...entrepreneurial in economic leadership’**

3.3 The Vision and Aims were approved by the Council’s Cabinet on the 2<sup>nd</sup> December 2009.

3.4 Each proposed Aim is described in turn below:

**4.0 Aim 1 ‘A new kind of University City’:** This is about Sunderland University’s ability to facilitate enterprise and innovation in the city, as a ‘hands on’ enabler and key driver, and its ability to support raising ambition across the city.

**4.1 Potential role for the East Area:** East Sunderland is the location of the City Campus of the University, which will, through the Masterplan, be even more closely linked to the City Centre. Buildings in the City Centre may also be used as hub locations to support entrepreneurial activity and to show case low carbon principles.

**4.2** This Aim has four key components:

- a) **Utilisation of assets for wealth and job creation:** The University leading, in collaboration with other city institutions, in delivering strategies and programmes for enterprise, innovation and business development.
- b) **Promoting Brand and Repute:** Building and promoting Sunderland’s brand and repute on the activities and achievements of its higher and further education sectors and presenting a distinctive physical offer to change the perceptions and expectations investors and key decision makers have of Sunderland.
- c) **Building entrepreneurial institutions:** Establishing entrepreneurial institutions and partnerships to capture and reproduce creativity and innovation.
- d) **Fostering Cultural Change:** The ambition behind ‘a new kind of University City’ is to secure a sustained transformation that extends to the city as a whole, raising the aspirations of residents of Sunderland and the region. This will require ‘symbols of change’, such as pioneering projects in the city centre (linking to Aim 3), innovative approaches to carbon reduction (linking to Aim 2) and community engagement through outreach activities, such as wider entrepreneurship education programmes (linking to Aim 4)

**5.0 Aim 2 ‘A national hub of the low carbon economy’:** emphasises the city’s national exemplar potential in this agenda and the need to promote showcase projects, including electric vehicles, but also in other low carbon technologies and lifestyles.

**5.1 Potential role for the East Area:** The City Centre has been put forward as the location for showcase buildings and projects promoting the low carbon agenda and is a key location for new software and creative companies. Outside of the city centre, the East Area would become a key location for port-related and other activities in support of the offshore energy industry. There is also a strong existing social enterprise infrastructure to build on to support new job opportunities.

**5.2** This Aim has four key components:

- a) **Pioneering a low carbon economy:** Encouraging early development of the Electric Vehicle sector (and market) will allow Sunderland to gain pioneering advantage. Many new industries will evolve in the early stages of electric car technology and production. Electric batteries, telematics and infomatics, charging point technology, ‘Smart Grid’ integration, and ‘payment options’ all give rise to business investment

opportunities in the city. This should also include new approaches to the regeneration, growth and connectivity of local communities through 'pioneering, low carbon city villages'.

- b) **Sector development plans for a low carbon economy**, including skills, supply chains and inward investment. There will be a focus on the following Sectors:

### **Advanced Engineering (Electric Vehicles)**

A focus on this sector builds directly on the city's established strengths in manufacturing and strong growth in GVA in this sector in Sunderland. In employment and GVA terms, this sector is projected to increase at a greater rate in Sunderland than regionally, with important emerging opportunities in automotive manufacture associated with electric vehicles. The city has an established manufacturing supply-chain linked to Nissan, Rolls Royce etc that can be further developed to respond to new opportunities.

### **Energy for a low carbon economy**

Establishing our role in renewable energy production to support the low carbon economy. Major global shifts are occurring in the energy sector, with a strong focus on low carbon energy sources, including off-shore wind power generation. While the traditional utilities sectors are projected to decline in employment significance, the city is well placed to capture regional economic activity associated with low carbon energy including the North Sea off-shore wind energy programme. The combination of manufacturing skills, port capacity and the experience of developing the Nissan supply-chain, offers real opportunities for Sunderland in this sector. Links between new forms of energy, electric vehicle specialisms and Software City could create significant opportunities for added value activities associated with energy production and utilisation.

### **Software / Business Services**

This sector is projected to grow ahead of the regional pace, albeit from a comparatively low base. It reflects the global drive towards more knowledge intensive activities and associated technology and encompasses the established 'Software City' initiative, which seeks to develop the city's recognised strengths in software production and applications

### **Health and well-being**

Business activities associated with health and well-being are projected to grow strongly in the city, both in employment and GVA terms. This is already a strong sector in the city economy and its growth would respond to increasing market opportunities around healthy living but also the drive to tackle ill-health and economic inactivity. There is a clear link between growing this sector and the need to radically improve the city's labour market competitiveness. Sunderland has the potential to capture an increasing share of regional growth in this sector with direct relevance to wider city agendas.

### **Creative industries**

This sector is not straightforward to define but generally comprises a range of activities associated with artistic pursuit and design technology and production. While it is not possible to be precise about growth prospects in Sunderland, the combination of assets including University facilities and specialisms, the Music City initiative and programmes linked to the National Glass Centre etc, offer a base from which this sector could become a stronger feature of the city economy. The development of this sector fits well with the drive for a more distinctive, waterfront city centre, where more visible creative activity and associated events programmes could support retention of younger population, improve the external perceptions of the city and thus enhance its broader business investment appeal.

- c) **A 'Low Carbon Technopole'**: establishing appropriate sites and premises for the Low Carbon Economic Area and creating a low carbon business infrastructure.
  - d) **Embedding low carbon economy principles**: ensuring we live up to the concept of a low carbon economy by showcasing low carbon buildings, providing sustainable transport and educating people in low carbon approaches.
- 6.0 Aim 3 'A connected waterfront city centre'**: This reflects the importance of the city centre as a whole but also seeks to emphasise the importance of the city's waterfront position as a driver for economic development and place-making.
- 6.1 Potential role for the East Area**: Significant role in providing the city's current and future office and retail hub and the most significant city centre development sites. Outside of the city centre, a pivotal role in providing one of the key waterfront locations close to the city centre.
- 6.2** This Aim has three key components:
- a) **A complementary city centre**: focuses on strengthening the city centre's offer and its assets to develop its principal role as an employment centre and its ability to draw in people to use retail and leisure facilities. In this way Sunderland City Centre will be equipped to boost regional economic performance and national competitiveness.
  - b) **A distinctive waterfront city centre**: seeks to capitalise on the city centre's waterfront proximity - river and sea, as a distinguishing feature of the city and an asset that will encourage further economic activity, as one of a series of distinctive city centre districts, gateways and destinations in the region. The emphasis is also on developing the city centre as a 'showcase' for the new city economy through exemplar projects for 'University City' and the 'Low Carbon Economic Area'.
  - c) **A connected city centre**: The reference to a 'connected' city applies at several levels, including connections to other cities to improve Sunderland's credentials as a business location and internal connections to improve the efficiency and quality of people's experiences travelling within the city centre. Importantly this also includes digital connectivity, with potential for enhanced broadband services.
- 7.0 Aim 4 'A whole life inclusive city'**: provides the link to the Working Neighbourhoods Strategy, particularly its enterprise components, which link well with the 'entrepreneurial' vision, but also ensure that the strategy provides a framework for delivering economic interventions that directly contribute to improving access to opportunity and reducing worklessness. The 'inclusive' reference seeks to convey a message about linkage and accessibility from communities to new economic foci as well as using the economic agenda to address social exclusion. 'Whole life' refers to all ages but also seeks to pick up the health and lifestyle messages from the Green/Park City.
- 7.1 Potential role for the East Area**: The East Area contains some of Sunderland's most challenging social problems, but also some of the best examples of recent improvement. With its proximity to the city centre and coastal location, the East Area could be a key attractor for young people and young families.
- 7.2** This Aim has four key components:
- a) **Engaging neighbourhoods in the new economy**: The strong emphasis on skills development and enterprise under this Aim, and also through the 'University City' brand, supports the delivery of sustained improvement in disadvantaged communities across Sunderland.
  - b) **Prospecting and developing city enterprise**: For the 'entrepreneurial University City', a city-wide Enterprise Strategy is a prerequisite. This should be a multi-layered strategy addressing enterprise and entrepreneurship deficits at all levels.

- c) **A strategic approach to raising skills:** An inclusive city economy for Sunderland requires a focused approach to workforce skills – one that reflects the diversity in both the capabilities of city residents and the needs of the new economy.
- d) **Retaining young people in the city:** A ‘whole life, inclusive city economy’ is dependent on retaining young people in Sunderland. While the strategy will create opportunities for all age groups, and the ‘whole-life’ principle reflects this aim, the economic strategy prioritises a strategic approach to retaining and attracting young people to live and work in Sunderland.

**8.0 Aim 5 ‘Entrepreneurial in economic leadership’:** The economic vision and aims for Sunderland are ambitious and challenging, but achievable. Driving this ambitious city agenda will require clear, strong, entrepreneurial leadership around which resources and appropriate governance arrangements can be assembled.

## **9.0 Next Steps**

- 9.1 The vision and aims are being shared with residents through the media and on the council’s website. Further events are also being held with Business groups and community organisations across the city.
- 9.2 The Delivery Groups are progressing the development of the Delivery Plans for the Economic Masterplan. It is expected that these will be completed and approved by the Economic Masterplan Steering Group by April 2010.
- 9.3 The Delivery plans will be assessed for robustness against a set of scenarios, to allow the delivery groups to prepare contingency plans setting out how the Economic Masterplan would move forward should external factors (i.e. levels of private sector funding) not be as expected.
- 9.4 It is anticipated that a draft final Economic Masterplan will be ready in Spring 2010 for presentation to Cabinet in June.

## **10.0 Recommendation**

- 10.1 Members are recommended to note the content of this report and utilise it in their discussions regarding the Prosperous City theme.

## **12.0 Background Papers**

- 12.1 Report of the Deputy Chief Executive, 2<sup>nd</sup> December 2009, Cabinet Report: ‘Developing an Economic Masterplan for Sunderland’.

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**Contact Officer:** Claire Rogers, Policy Officer  
0191 561 1186  
Claire.rogers@sunderland.gov.uk

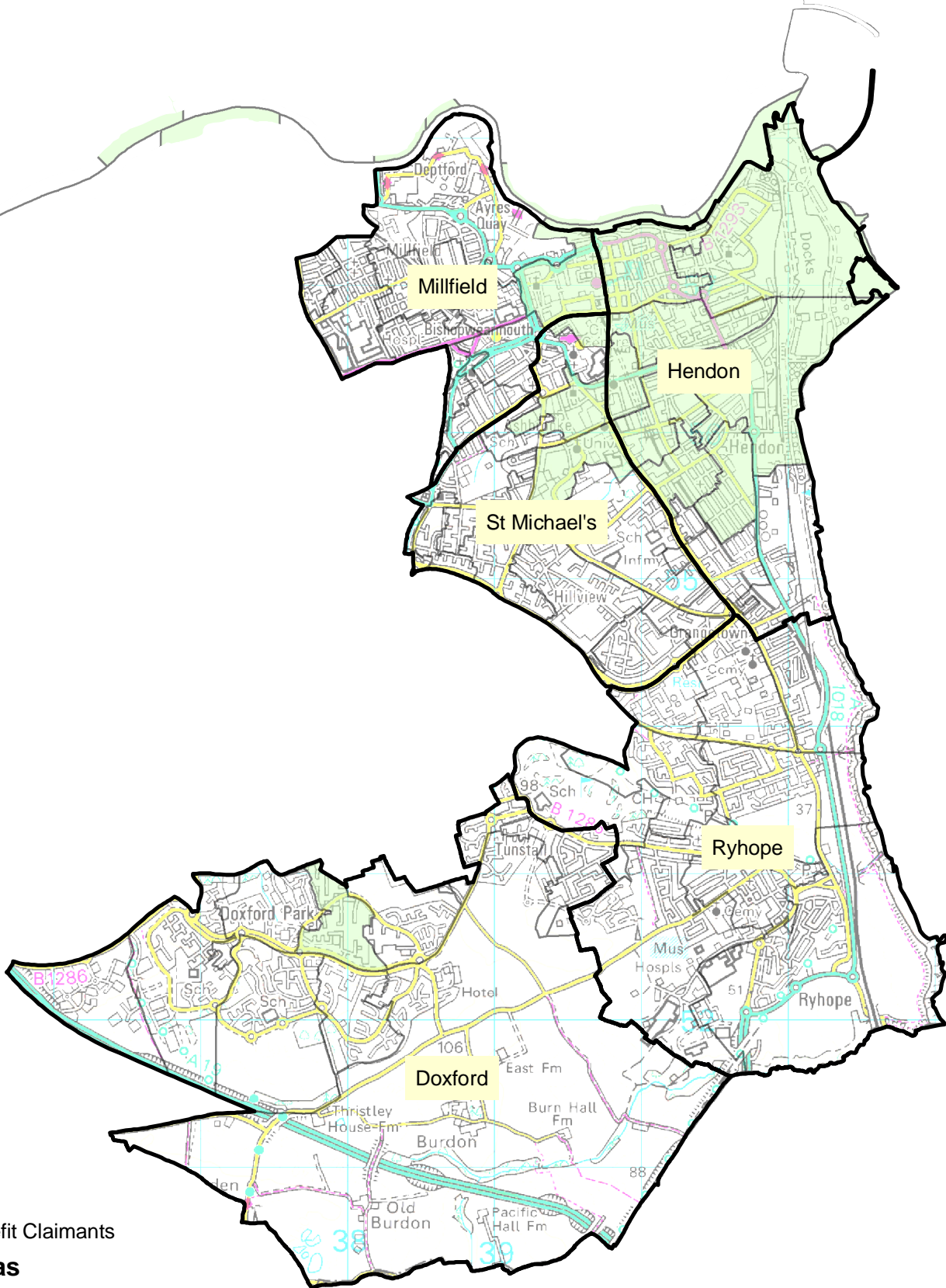
Priority Two and Three: identifies the location of business start ups and economic activity.



**Legend**




- ( ) Business Advisor Starts up to 311209
- ( ) Prosperous Theme Points in Sunderland East

# Priority Two and Three: where 25% or more of the working age population are claiming out of work benefits - May 09



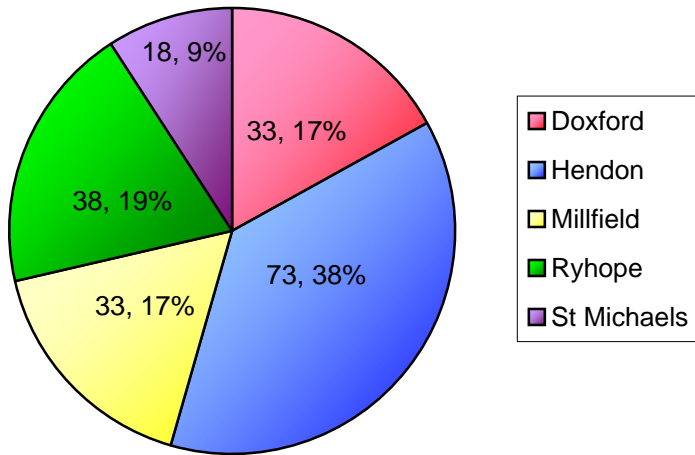
Benefit Claimants

### Areas

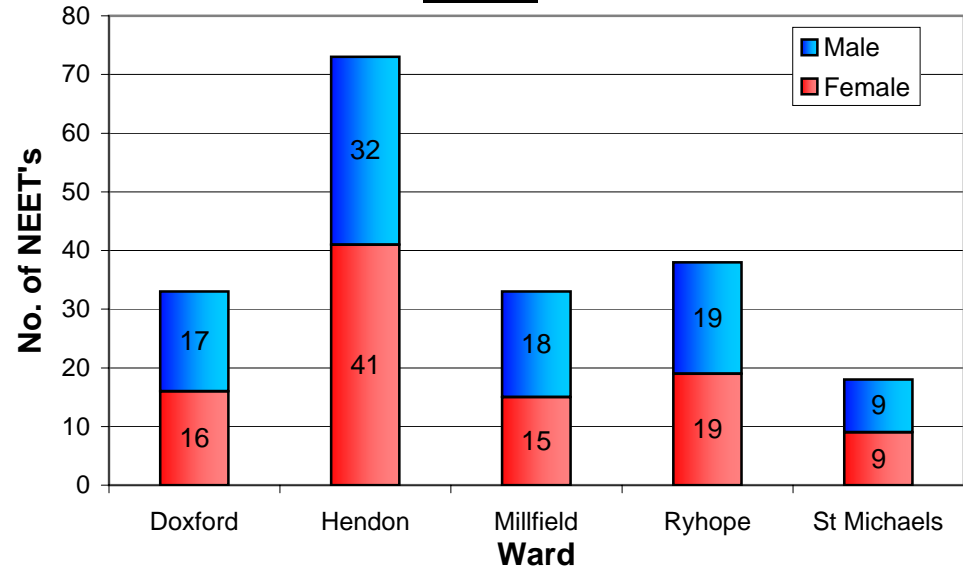
-  Sunderland\_2004\_Wards
-  Over 25% of Working Age Claiming Benefits
-  Lower-tier SOAs



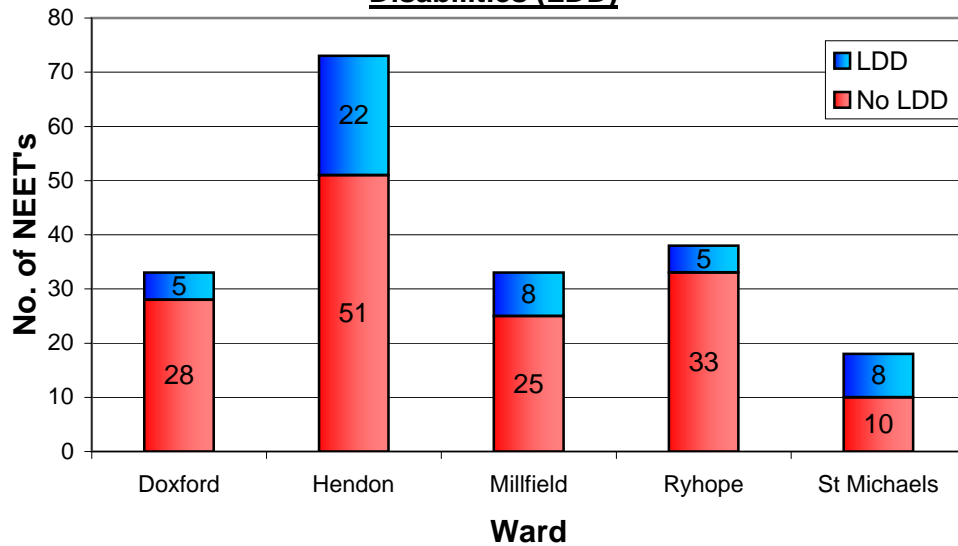
**NEET's @ 31/12/09 for Sunderland East split per Ward**



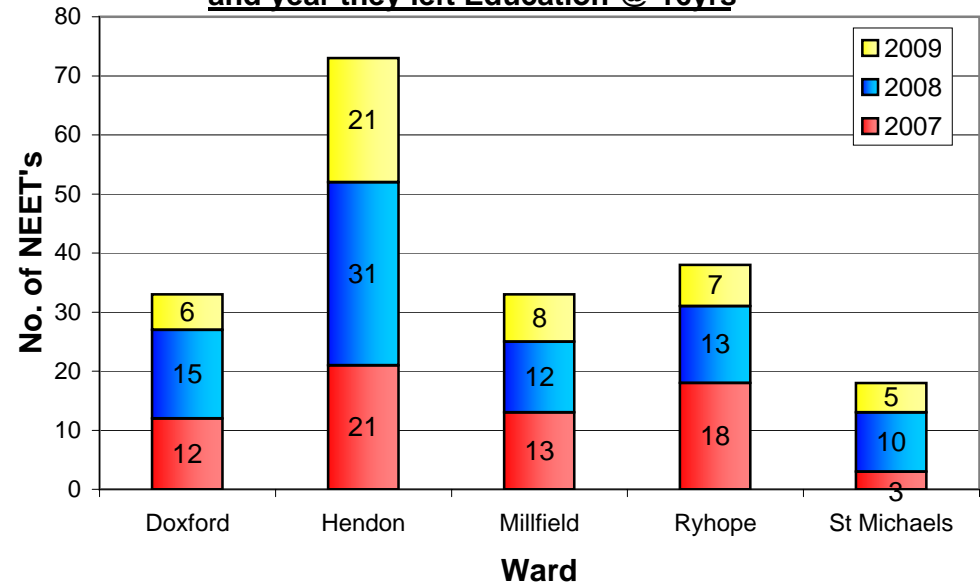
**NEET's @ 31/12/09 for Sunderland East split by Ward and Sex**



**NEET's @ 31/12/09 for Sunderland East split by Ward and whether they have Learning Difficulties and Disabilities (LDD)**

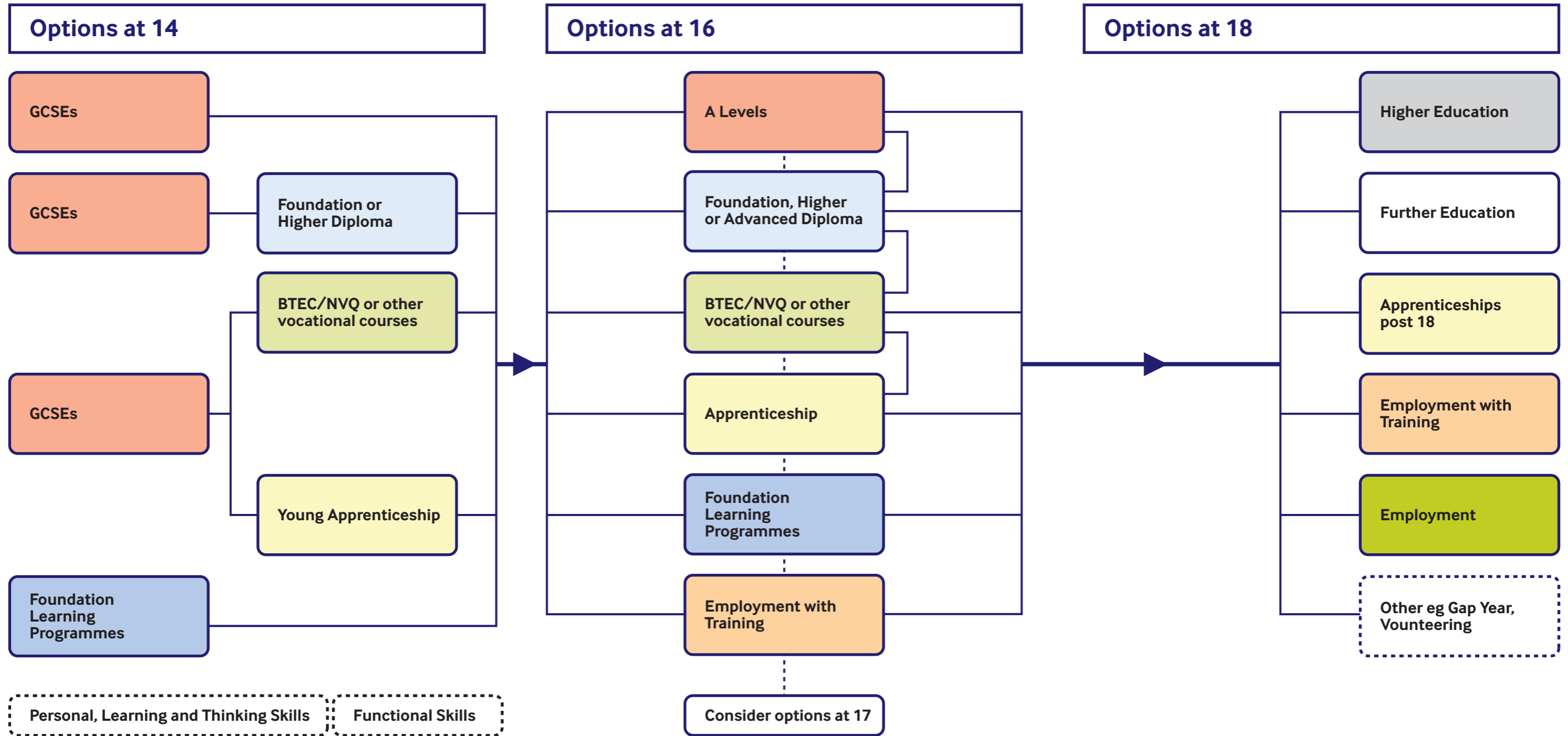


**NEET's @ 31/12/09 for Sunderland East split by Ward and year they left Education @ 16yrs**



Priority Four: NEET hotspots across the East

# Sunderland Progression Pathways



- Diploma**
- GCSE/A Level**
- Apprenticeships**
- Foundation Learning**

The Diploma combines theoretical study with practical experience based around a work-related curriculum. It is available at Foundation, Higher and Advanced levels (Level 1 – Level 3).

GCSE and A Level qualification are regularly updated to ensure that they remain high quality, relevant and interesting. They can be combined with Diplomas.

Apprenticeships allow students to learn at work and gain qualifications.

This is for learners not ready for a full level 2 qualification and include a mix of learning to suit the individual.



Well before the decision points information and advice will be critical to guide young people to make the best choice for them in relation to their prior learning.

Some students may change paths at 17 because there are more one year courses available after 16.



For further information, please visit [www.sun1419.net](http://www.sun1419.net) or [www.dcsf.gov.uk/14-19](http://www.dcsf.gov.uk/14-19)



## **Sunderland East Area Committee**

**1<sup>st</sup> March 2010**

### **Report of the Chief Executive**

#### **Sunderland East Area Action Plans**

##### **1. Why has it come to Committee?**

- 1.1 At its first meeting of the municipal year in June 2009, the Committee agreed the work plan for 2009/10. It was deemed necessary to establish Area Action Plans for each theme identified in the Local Area Plan to ensure that all priorities are addressed throughout 2009-10.
- 1.2 The area actions are available on line, via [www.sunderland.gov.uk/areacommittees](http://www.sunderland.gov.uk/areacommittees) and updated bi monthly to provide Committee and the public with up to date information on the performance against the action plans. Red represents a delay/problem, amber represents possible issues which Officers are aware of, green represents that the action is completed.
- 1.3 Members of the Committee have the responsibility to monitor area action plans on a regularly basis and can request specific updates on actions to be brought forward to Area Committee to discuss, via the Area Officer or Chairperson.
- 1.4 Information is constantly being collected from the across the City to inform the updated of area action plans. This will enable Area Committee to monitor progress on this standing item at each meeting and allow for the priorities to be continuously updated.

##### **2. Description of Decision (Recommendations)**

###### **2.1 Area Committee is recommended to:-**

- Indicate any areas of interest to be brought forward to future Area Committees from the online action plans by the end of March 2010.
- Consider the Safe report (Annex 1) and note future reports and updates requested through the Safe Area Action Plan.
- Consider the Learning report (annex 2) and note future reports and updates requested through the Learning Area Action Plan.
- Consider the Attractive and Inclusive report (Annex 3) and note future reports and updates requested through the Attractive and Inclusive Area Action Plan.

##### **3. Area Action Plan Updates**

In July 2009, the Area Committee agreed a number of actions and proposals, relating to the **Safe** priorities, to be formulated into an action plan for Area Committee to monitor. There was a clear need to focus on tailoring services, dealing with local problems, e.g. secondary fires, fly tipping, dog fouling, graffiti, etc with particular focus in the Long Streets and Middle Hendon area.

At two recent Area Committees the issue of empty properties and the demands this has on service providers, but more importantly how a community reacts and how the problem impacts on moral, confidence, esteem, etc have been discussed. A walkabout was

organised and held on the 27 January 2010. Eleven Officers attended representing the Council's Environmental Enforcement Team, ASB Team, Private Properties Team and Youth Offending Services, Gentoo, Northumbria Police, T&W Fire and Rescue and Back on the Map.

The group walked around the Long Streets, in particular St Leonard's Street, then progressed towards Athol Road area. It was agreed to formulate an action plan outlining the Lead Officer, location, what can and cannot be achieved, along with timescales for implementation. Issues relating to environmental issues have been referred to Responsive Local Services project to progress and local elected members have received copies of the action plan.

In September 2009, the Area Committee agreed a number of actions and proposals, relating to the **Learning** priorities, to be formulated into an action plan for Area Committee to monitor.

Since January's Area Committee, meetings have been held with Family, Adult and Community Services, Children Services and Corporate Procurement, Office of the Chief Executive to investigate how we can improve access to funding streams on behalf of the voluntary and community sector with the objective to increase the delivery of locally based informal courses across the East area. A proposal update will be presented to a future meeting.

In November 2009, the Area Committee agreed a number of actions and proposals, relating to **Attractive and Inclusive** priorities, to be formulated into an action plan for Area Committee to monitor.

A priority under this theme to which the Committee are keen to progress is the need to improve public transport routes and walk ability across the area. Nexus will be in attendance at the meeting to ask Committee to note the forthcoming bus network design consultation process by Nexus, which will re-design the bus networks to improve accessibility for local residential areas.

#### **4. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland East Local Area Plan

#### **5. List of Appendices**

- Annex 1: Sunderland East Area Safe Action Plan
- Annex 2: Sunderland East Area Learning Action Plan
- Annex 3: Sunderland East Area Attractive and Inclusive Action Plan

#### **6. Contact Officer:**

Nicol Trueman, Sunderland East Area Officer

Tel: 0191 5611162 e-mail: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

## Annex 1: Sunderland East Safe Area Action Plan - Agreed July 2009

Lead Officer	Timescale	Objective	Action	Status and Action(s) Taken	RAG	Next Steps/Who?												
Carol Taylor and Sharon Lowes (HHAS)	M	Tackle misuse of alcohol	1. To work with engagement and motivating team (turning Point, gateway to drug and alcohol services) to identify and target hot spot areas in conjunction with local GPs, youth agencies and police (possible outreach work).	Issue to be discussed at next Joint Commissioning Group with PCT representatives. Carol Taylor and Sharon Lowes now main contacts. Ben Seale is PCT lead commissioner for Drug and Alcohol Services.		Update to be provided by May 2010.												
Nicol Trueman (OCE)	S	Tailoring services, dealing with local problems, secondary fires, fly tipping, dog fouling, graffiti and noise pollution	2. Area Committee to identify hotspots or area of concerns with regards to all environmental issues and agree any early wins.	Long Streets identified as an area of interest by the Committee, in particular, selective licensing. Recently discussed at Cabinet. Also BoTM and HHAS are working collectively in targeting area as part of a larger regeneration scheme.		Q's raised at Jan 10 AC. Walkabout with key officers held, action plan established around long streets/middle Hendon to address concerns.												
Norma Johnston (City Services)	M	Tailoring services, dealing with local problems, secondary fires, fly tipping, dog fouling, graffiti and noise pollution	3. Environmental services to provide AC with enforcement figures on fly tipping, dog fouling and prosecutions, over the last three years.	<table border="1"> <tr> <td>East</td> <td>06/07</td> <td>07/08</td> <td>08/09</td> </tr> <tr> <td>Fly tipping</td> <td>2,701</td> <td>2,898</td> <td>2,003</td> </tr> <tr> <td>Dog fouling</td> <td>191</td> <td>238</td> <td>181</td> </tr> </table>	East	06/07	07/08	08/09	Fly tipping	2,701	2,898	2,003	Dog fouling	191	238	181		Monitor. Hand over to Responsive Local Services.
East	06/07	07/08	08/09															
Fly tipping	2,701	2,898	2,003															
Dog fouling	191	238	181															
Ben Seales (TPCT)	M	Challenge negative perceptions of young people, celebrate positive achievements	4. Improve transitions between young people and adult drug and alcohol services	Link up more with Hidden Harm Co-ordinator post funded from Jan 2010. A main role of the co-ordinator will be to improve referrals systems between: prescribing services; homeless advice; pregnancies and midwives.		Provide an update to the Committee in April 2010.												

## Annex 2: Sunderland East Learning Area Action Plan - Agreed September 2009

Lead Officer	Timescale	Objective	Action	Status and Action(s) Taken	RAG	Next Steps/Who?
Sandra Kenny Children Services	M	Increase the number of tutors who can deliver English for Speakers of a Second Language (ESOL) courses	1. FACL work with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.	FACL are continuing to work with the BME groups, up until Jul 2010 and are currently developing a database.		Completed
Sandra Kenny Children Services	M	Deliver informal courses locally and increase opportunities to deliver then to the VCS	2. Source additional funding to deliver low level accredited learning (level 1 or level 2) so that seamless progression routes can be put in place for local residents.	Additional funding secured, up until Jul 10 for full Level 2 qualifications: Skills for Life; Foundation Learning Tier, etc. Learning Skills Council disbands and then a new fund called the Skills Fund is established, and managed by FACL April 2010.		Completed
Sandra Kenny Children Services	M	Deliver informal courses locally and increase opportunities to deliver then to the VCS	3. Develop links with other aspects of provision so learners are able to progress onto further learning.	Funding secured to establish a clear progression route, from beginners to intermediate to advance.		Completed
Pauline Blyth (HHAS)	M	Tackle and challenge the stigma around asking for support from Family Services	4. Review: Resources are needed or services should be realigned to provide 1:2:1 Support Workers. Remit to be more inclusive and addressing a wider range of issues, 1:2:1 support, linking with Common Assessment Framework teams. Undertake training Needs Assessment among service users. Formalised training on the various support processes for carers.	Future Team now fully staffed and working with all children and their families going through transition.		Completed: Report or case study to be provided for next meeting?
Sandra Kenny Children Services	M	Deliver informal courses locally and increase opportunities to deliver then to the VCS	5. Map what support groups exist currently within the East, their role and infrastructure. Encourage partnership working.	Mapping exercise due to be completed in Jul 2010. Discussions with Carers Centre offering courses are on hold at the request of the Centre.		Update to be provided at future meeting.
Sandra Kenny Children Services	M	Deliver informal courses locally and increase opportunities to deliver then to the VCS	6. Consult with local people and providers in the East.	Consultation ongoing up until June 2010. AC are welcome to nominate groups for FACL to approach and involve in the consultation process.		Area Committee to suggest groups.

### Annex 3: Sunderland East Attractive and Inclusive Area Action Plan - November 2009

Lead Officer	Timescale	Objective	Action	Status and Action(s) Taken	RAG	Next Steps/Who?
Graeme Farnworth OCE	L	Promote and clean up the City Centre	1. City Centre Strategy Group, proposed future projects but funding needs to be identified: Public Realm Strategy: City Centre Health Check: Sunderland Railway Station: High Street West/West Wear Street Junction; Arc: Develop promotion strategy with Vaux developer to attract occupiers and investors to Vaux.	New proposals are being put forward which will be captured under aim 3 of the Economic Master Plan - Connecting Water Front to the City Centre. A report (City Centre Quick Wins) is planned for EMT to follow on to Cabinet March/April 2010. GF commenced discussions with Charlotte Burnham re communication to Scrutiny with reference to this priority.		To receive an update report from the Group regarding City Centre Quick Wins when available.
Vicki Medhurst and Jane Hall City Services	L	Celebrate our heritage	2. Local Studies Centre – further scope for development and partnership working (currently subject to review by the sustainable community's scrutiny committee); Maritime Heritage Mapping – funding bid to go forward for first stage of project proposal. If successful – further funding would need to be identified for second stage proposal.; Built Heritage – buildings which are currently not in use include the Synagogue which could be considered for future development and proposals.; Events and Activities and further partnership working (support to voluntary sector) – scope to deliver further programme and promotion, this could include a number of actions including a heritage/maritime festival focusing on the City's river and coastal heritage. Connection with priority three: 'Deliver activities along the river corridor'.	Local Studies Centre - current review of services under Sustainable Communities Scrutiny Committee. Maritime Heritage Mapping Project - awaiting funding outcome from EH - application submitted Nov 2009. Built Heritage - Synagogue - It is understood that the building may now have been sold, but the new owner has not made his intentions clear to the LPA and, hence, the building's future remains uncertain. Holy Trinity Church - representatives of the Churches Conservation Trust are keen to bring the building back into use, future use unknown.		Committee to note that the heritage – led grant initiative for Sunnyside and City Centre ends March 2010.
Vicki Medhurst and Jane Hall City Services	L	Celebrate our heritage	3. Lead: Sunderland Heritage Forum: Review: To investigate and feedback the costs involved in developing a City Heritage Strategy, enabling the Forum and the Council to indicate a number of identified priorities which will need consideration on how they are taken forward.	City wide heritage strategy - funding application has gone forward to HLF to develop a vision in relation to heritage for the city. Decision anticipated March/April.		To receive an update report on the outcome of the bid when known.

**Sunderland East Area Committee meeting  
1<sup>st</sup> March 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 a proposal for the allocation of Community Chest, SIB and SIP to support initiatives that will benefit the area.

**Description of Decision:**

The Committee is requested to approve the following from the 2009/10 budget:

- Note the ongoing review of SIB and SIP governance and procedures (see 4.4).
- Refresh of Community Chest. Committee are requested to agree a preferred option to be selected and agreed (see Section 7) with regards to City wide application.
- Annex 1: 9 proposals for support from the 2009/10 Community Chest totally £5,840.
- Annex 2: Agree two SIB proposals and one SIP proposal.

**Approve;**

**SIB 2009-10**

- |   |               |
|---|---------------|
| 1. Bluewatch Youth Centre   | £24,819       |
| 2. Education Business Connections   | £11,543       |
|   | Total £36,362 |
| 3. The use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level |               |

**SIP 2009-10**

- |                            |      |
|----------------------------|------|
| 4. Sunderland City Council | £700 |
|----------------------------|------|

- Annex 3: The financial statement for Area Committee funding for 2009/10.
- Annex 4: That Committee receives an SIB application for £53,850 to deliver the Green Team Programme.

**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 2009/2010, £10,000 for each Ward. This scheme is operated under Section 137 of the Local Government Act 1972.

SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.

**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:**

**Management Scrutiny Committee**



## Sunderland East Area Committee

1<sup>st</sup> March 2010

### Report of Chief Executive

#### Financial Statements and Funding Request

##### 1. Purpose Of The Report

1.1 This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budget in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plans.

##### 2.0 Description of Decision (Recommendation)

2.1 The Committee is requested to note the ongoing review of SIB and SIP governance and procedures (see 4.4).

##### Recommend Approval

###### Community Chest

2.2 Committee are requested to agree option 2 in Section 7, where Citywide applications are considered at the final meeting of each municipal year.

2.3 Annex 1: 9 proposals for support from the 2009/10 Community Chest totally £5,840.

###### SIB 2009/10

2.4 The Area Committee is requested to agree the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events. Due to the lead in times for SIB project governance, known local groups will be contacted to ensure they are able to meet appropriate Committee deadlines.

##### Annex 2:

- Bluewatch Youth Centre £24,819
- Education Business Connections £11,543

Total: £36,362

Budget: £202,577

Balance, if approved: **£166,215**

###### SIP budget 2009/10 – Hendon Ward Budget

2.5 Sunderland City Council £700

Total: £700

Budget: £56,823

Balance, if approved: **£56,123**

2.6 Note the financial statement for Area Committee funding for 2009/10 in Annex 3.

2.7 Committee are asked to consider receiving an application for £53,850 SIB funding from Groundwork to support the Green Team Programme, further information is available in Annex 4.

### **3.0 Background**

- 3.1 The Council has reduced the amount of Regeneration Framework across the City from six to five. This has resulted in a new calculation of SIB funding to be awarded to the Sunderland East Area Committee of £277,456 to be allocated up until March 2010. All allocations of funding should be matched against the criteria outlined in delivering the key priorities of the area, identified within the Local Area Plan (LAP).
- 3.2 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. This equates to £227,293. At a meeting in July 2009 the Committee agreed to split the funds across the four wards of Hendon, Millfield, Ryhope and St Michaels. With local Councillors and service delivers being responsible and accountable for its expenditure against the LAP priorities, with proposed projects being presented to Area Committee for final endorsement. This funding is available until March 2011.
- 3.3 The Committee will be aware that the Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward, plus any unclaimed allocations identified from previous years. This scheme is operated under Section 137 of the Local Government Act.

### **4.0 Current Position SIB**

- 4.1 Following the 4 January 2010 Committee meeting, a balance of £196,663 remains to be allocated from 2009/10 budget.
- 4.2 In October 2007 the Area Committee awarded Millfield Action Group £10,000. Not all the grant was claimed by the group which has resulted in £5,914 being recouped into 2009/10 budget. The new allocation for the remaining of this financial year is £202,577.
- 4.3 There are two applications for funding presented to this Committee requesting a total of £36,362 from the 2009/10 budget. Should the Committee grant this request, £121,509 will be committed from the 2009/10 budget. This will leave a balance of £166,215 to roll over into the new financial year 2010/11.
- 4.4 As part of the ongoing review of SIB procedures and governance, the SIB application form and guidance has been amended to ensure that funding is allocated on an area basis only. This is to ensure projects are tailored to meet the needs of that particular area. From May 2010, area specific application forms will be available and, therefore, organisations wishing to apply for funds to deliver a project in more than one area of the City must complete an application for each area. Projects should be evidence based and must ensure they meet the needs of the area to which they are applying.
- 4.5 Additionally the Area Committee is requested to agree the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events. Due to the lead in times for SIB project governance, known local groups will be contacted to ensure they are able to meet appropriate Committee deadlines.

## **5.0 Current position SIP**

- 5.1 Following the 4 January 2010 Committee meeting, a balance of £56,823 remained for St Michael's and Hendon, £52,261 for Millfield and £12,178 for Ryhope. Allocation of the budget requires expenditure by March 2011.
- 5.2 There is one application for funding presented to this Committee requesting a total of £700 from the Hendon ward allocation 2009/10 SIP budget. Should the Committee grant this request, £700 will be committed from the Hendon ward 2009/10 SIP budget. This will leave a balance of £56,123 for Hendon.

## **6.0 Current Position Community Chest (January 2010 figures)**

- 6.1 To date approvals for each Ward total:

Doxford	£12,002
Hendon	£10,250
Millfield	£10,325
Ryhope	£8,627
St. Michael's	£9,541

- 6.2 The projects listed on Annex 1 total:

Doxford	£833
Hendon	£0000
Millfield	£207
Ryhope	£4050
St. Michael's	£750

- 6.3 Should the Committee grant the requests listed on Annex 1 the remaining balances, including the unclaimed allocations identifies from previous years, would be:

Doxford	£0000
Hendon	£0000
Millfield	£0000
Ryhope	£31
St. Michael's	£1279

## **7.0 Community Chest Review**

- 7.1 Citywide applications have become more frequent and are often submitted by groups or organisations who state that their project is open to all residents so therefore it is a Citywide project. Some Councillors have expressed concern that there are too many requests for funding which have no direct benefit to their own community and therefore to reduce time and effort made by Councillors in reviewing Citywide applications it is suggested that we reinforce the message that there is no budget in place for Citywide Community Chest and organisations should seek support from their own ward, or seek advice on alternative funding sources. Often, the time and resources spent on the administrative processes associated with considering and allocating the funding for 25 wards far outweighs the value of the grant.
- 7.2 It is recognised that there needs to be some flexibility in the process, as there may be a small number of projects which are of benefit to the whole of Sunderland, and

Councillors may still wish to support some of these projects. Examples may be The Mayor's Fund or Remembrance Parade.

It is therefore suggested that Councillors consider two options:

- Option 1: Applications are ward based only and no Citywide will be considered
- Option 2: Citywide applications (where there is a clear benefit to every ward and the whole of the City) is considered by each Committee at the final meeting of each municipal year.

### **Recommendation**

That Option 2 is selected. This will enable Ward members to establish whether there are funds left in their budget to fund a Citywide project and also will mean the project gets a decision from every ward at the same time. There will need to be a 'phasing in' process during the first year to meet timescales of projects. During year 1 the revised procedure will be communicated to all groups and organisations to ensure that projects are not disadvantaged by the less frequent consideration of Citywide applications.

- 7.3 Preferred option to be selected at the March Area Committee meeting.

### **8.0 Reasons for the Decision**

- 8.1 SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.
- 8.2 Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

### **9.0 Alternative Options**

- 9.1 Each project is required to indicate what alternative options they have considered during the application business process.

### **10.0 Relevant Consultations**

- 10.1 Financial Implications  
The Director of Financial Resources has been consulted on this report and all costs associated with developing SIB, SIP and Community Chest applications.
- 10.2 Implications for Other Services  
Each project is required to indicate what implications there may be for other services in the application business process.
- 10.3 The Public  
Each SIB/SIP project is required to indicate what consultation it has undertaken and other documentary evidence it has to support its proposal in during the application business process. Residents have been consulted about the priorities in the Local Area Plans and bids support these identified priorities.
- 10.4 The Race Relations (Amendment) Act 2000 and the Councils Race Equality Scheme.

Each project is required to indicate whether it has an equal opportunities policy, or what measures it employs to address equal opportunity issues, during the application business process.

#### 10.5 Public Relations and Publicity

Each project is required to indicate how it will promote funding awarded from Area Committee.

#### 10.6 Councillors

Members have been consulted on all applications for SIB, SIP and Community Chest support and the implementation of the review.

### 11.0 List of Appendices

- |      |         |   |
|------|---------|---|
| 11.1 | Annex 1 | Community Chest: Proposed projects for approval |
|      | Annex 2 | SIB and SIP Application Summaries               |
|      | Annex 3 | Financial Statement                             |
|      | Annex 4 | Green Team Programme: Update Report             |

### 12.0 Background Papers

12.1 The following background papers were used:

- Community Chest Application Forms
- SIB and SIP full applications, scoring matrix and comments from consultation exercise

### 13. Contact Officer:

Nicol Trueman, Sunderland East Area Officer

Tel: 0191 5611162 e-mail: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

## COMMUNITY CHEST 2009/2010

## PROJECTS PROPOSED FOR APPROVAL

	<b>Recommended Grant subject to final estimates, invoices, up to:</b>
<b>DOXFORD WARD</b>	
<b>Doxford Park 'Stay Healthy' Group</b> – Contribution towards room hire and equipment.	733
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.,	100
<b>Total</b>	<b>833</b>
<b>MILLFIELD WARD</b>	
<b>Kids 'R' Us</b> – Contribution towards activities for children, trip to cinema, meal, easter eggs etc.,	207
<b>Total</b>	<b>207</b>
<b>RYHOPE WARD</b>	
<b>Ryhope C.A.</b> – Contribution towards decoration costs and purchase of cooker.	2000
<b>Ryhope/Blue Watch Juniors</b> – Contribution towards social activities, fishing trip, transport etc.,	500
<b>Ryhope Cricket Club</b> – Contribution towards league fees, equipment etc.,	750
<b>Ryhope C.W.F.C.</b> – Purchase of new strips and equipment.	800
<b>Total</b>	<b>4050</b>
<b>ST. MICHAEL'S WARD</b>	
<b>Sunderland District Scouting Summer Event</b> – Contribution towards events, water activities, climbing wall etc.	100
<b>33<sup>rd</sup> Sunderland St. Nicholas Brownies</b> – Purchase of books, badges etc.,	350
<b>Ashmore Resident's Association</b> – Contribution towards room hire, equipment etc.,	300
<b>Total</b>	<b>750</b>
<b>Total of Projects</b>	<b>5840</b>

## Annex 2: SIB/SIP Application summaries

### Application One – Youth Support Worker, Bluewatch Youth Centre

Total Cost of Project	Total Match Funding	<b>Total SIB Requested</b>
£74,459	£49,640	<b>£24,819</b>
Project Duration	Start Date	End Date
2 years	April 2010	March 2012

#### The Project

The proposed project will deliver a range of measures aimed at reducing the misuse of alcohol and illegal substances amongst young people. The project will span a two year period. A full time Substance Misuse Worker (Outreach) will be appointed to lead the project. He/she will be managed by the Manger of Bluewatch Youth Centre and an annual work plan will be used to steer and monitor the work programme.

#### The Need for the Project

Bluewatch Youth Centre developed and piloted a Substance Misuse Project in Ryhope (Aug 07 – July 09) with support from the Strategic Initiatives Budget. The project was externally evaluated and the evaluation highlighted that the project had “made considerable progress towards its aims and objectives” and highlighted “a need to continue and further develop the work that has been established to date.” The evaluation report also incorporated feedback from the young people that had received support from the project. Feedback was very positive and demonstrated that the vast majority of young people have modified their use of drugs and/or alcohol as a direct result of the interventions provided by the worker. The report also concluded that the worker’s independence from statutory service providers was a key factor in helping to ensure that young people received the support most appropriate to their needs at the time they most needed it.

#### The Outputs for the Project

Output Code	Description	Target 2010/11	Target 2011/12
S5	No. of young people benefiting from youth inclusion/diversionary projects. (Groups of young people contacted via detached youth work and engaged in group activities)	60	60
S6	No. of additional young people engaged in youth activities. (No. of young people who become involved in other youth work activities following involvement with substance misuse project)	40	40
H1	No. of young people benefiting from healthy lifestyle projects. (No. of young people referred to receive one-to-one support) (No of young people participating in drug/alcohol awareness sessions)	120 (20) (100)	120 (20) (100)

#### The key milestones for the Project

Milestones and Key Events	Forecast Dates
Substance Misuse Worker appointed and annual work plan agreed	April 2010
Review of first year work programme, meeting to share outcomes with partner agencies, production of work plan for Year 2	March 2011
Project Evaluation	October 2011

## **Annex 2: SIB/SIP Application summaries**

### **Recommendation: Approve**

- The project strategically fits under two of the five themes referred to in the Local Area Plans: 'Safe', to tackle misuse of alcohol and challenge negative perceptions of young people and 'Learning', to deliver health education around substance misuse, eating disorders, STI's, etc.
- The project is supported by the Youth Development Group, Children Services.
- In addition to delivering Sunderland East LAP the project will complement national indicators which are identified as a priority for improvement as well as a national youth performance indicator, contributing to Safer Communities.

### **Subject to:**

1. A representative from Blue Watch to attend the East Area Community Cohesion Practitioners Network (coordinated by the Diversity and Inclusion Team) in order to strengthen links between other youth projects and partners working in the East Area.
2. Evidence the number of young people who start and then cease abuse of alcohol, and be obliged to send information on data to YDAP for national return.



**Application Two – Community Leaders of the Future, Education Business Connections**

<b>Total Cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB Requested</b>
£75,915 (£11,543 requested from each Washington, East, West, North and Coalfield Area Committees)	£18,200	<b>£11,543</b>
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
Two years	April 2010	March 2012

**The Project**

It is a two-year project which includes a high profile citywide competition open to all secondary and special schools with a key theme of volunteering whilst developing both key employability skills, work readiness and entrepreneurship on participating young people . It will culminate in a high profile awards event to mark the European Year of Volunteering in 2011. There will be 4 large scale events during the two years. A secondary school from each of the five regeneration areas, with pupils in the range 11 to 13, will be invited, to take part in the competition and activities plus 2 citywide special schools and one citywide voluntary aided school.

The project includes a number of core elements all designed through a phased learning programme to raise awareness in targeted young people of the impact they can make in supporting local VCS organisations in their community. There is also accredited training for young people resulting in NCFE awards. In particular the programme will aim to develop young people’s work readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the city and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship.

**The Need for the Project**

The project would appear to fill a gap for schools and young people. The applicant states that having worked with all the city’s secondary schools, there is a clear demand and an unmet need to deliver more activities. In particular, the application states that schools have requested curriculum enhancing activities around involving business and enterprise activities, friendly competitions between schools, programmes which embed employability skills and which reward pupils’ achievements, as well as connecting the schools to local communities. This project would actually meet all of these requirements, in particular for the 8 schools involved and their pupils (which will number 30 from each secondary and 10-15 in each special school).

There is evidence in the application around the importance of volunteering and the need to engage young people in this activity as early as possible in terms of developing their citizenship skills, an understanding of their communities as well as learning, life and employability skills.

**The Outputs for the Project (will be the same beneficiaries throughout project)**

Output Code	Description	2009/10	2010/11
A3	Number of community/vol groups supported	8	8
P3	No of young people in voluntary work	230	230
S5	No of young people benefiting from youth inclusion/diversionary activities	230	230

## Annex 2: SIB/SIP Application summaries

### The key milestones for the Project

Milestone and key event	Forecast Dates
Market and recruit project to schools	April 2010
Presentations and initial classroom work	May – July 2010
Official launch	September 2010
Project activity: Classroom activities; Pupils review business plans, etc; re-profile income generating target etc; Mix of face-to-face and online support from third sector organisations and EBC to complete gathering of evidence for NCFE qualification submissions; Cut off for completion of NCFE qualification portfolios Updating of website based on project activity Mid term evaluation	September – December 2010
Skills/industry/employment Event	December 2010
Project activity	January – July 2011
Third Sector Event	July 2011
Fundraising Enterprise Event	September 2011
Project activity	October – January 2012
Celebratory Event	February 2012
Project closed and evaluated	March 2012

### Recommendation: Approval

- The project strategically fits under the Prosperous theme, to promote positive role models in businesses that are locally based.
- Thornhill and St Aidan's School have both expressed interested in participating in the programme.
- The project is an ambitious and innovative project which could have significant benefits to the schools, voluntary organisations and young people involved, as well as the communities in the five LAP areas where the project will be run. The small investment could yield a significant return for each LAP area and the citywide elements and profile raising activities and events add value to the delivery of activities and services across Sunderland.
- No implications for Council services and this project does not require the support of any Directorate.

### The recommendation is to approve the application, subject to conditions:

1. There are relevant organisations involved in the steering group for the project, including the Volunteer Bureau Sunderland and Sunderland vTeam
2. Attention is given to providing an overall evaluation report based on qualitative and quantitative outcomes from the project and ensuring that this includes benefits to VCS organisations as well as schools, but also to the communities in the 5 distinct LAP areas
3. The project funding for year 2 must be clarified, both in terms of the amount required and when and how it will be secured (and whether it is expected to be funded from the 2011-12 SIB budget)
4. The project should ensure it addresses the communities in the LAP areas and also include ethnicity in its targeting of pupils and VCS organisations for balance.

**Application Three – Street Light Relocation, Sunderland City Council**

Total Cost of Project	Total Match Funding	Total SIB Requested
£1,400	£700	<b>£700</b>
Project Duration	Start Date	End Date
1 month	April 2010	April 2010

**The Project**

The project is seeking a one off capital award to enable the relocation of a street light, situated outside of no 25. Ryhope Road.

**The Need for the Project**

Need identified by Ward Councillor following representations from resident.

**The Outputs for the Project**

Output Code	Description	Target 2010/11	Target 2011/12
A4	No. of programmes of work to improve appearance of street	1	0

**The key milestones for the Project**

Milestones and Key Events	Forecast Dates
Start	April 2010
Complete	April 2010

**Recommendation: Approve**

- The project strategically fits under the Attractive and Inclusive aim, to make the streets more attractive.
- There are no legal or other approvals required.
- The project has the support of City Services and once the improvements are made the equipment will be incorporated within the Street Lighting PFI maintenance regime.

<b>SIB: Sunderland East SIB Statement 1st March 2010</b>				
<u>List of approved projects from 2009/10 budget</u>				
<b>Available funding</b>				
<b>2009/10</b>		£225,449	£56,362	£281,811
	<b>Committee Date</b>	<b>Main Fund 80% Approvals</b>	<b>Opportunities 20% Approvals</b>	<b>Total 100%</b>
<u>List of approved projects from 2009/10 budget</u>				
Phoenix Project	05.11.09	£14,426	£0	£267,385
People Power	04.01.10	-	£55,722	£211,663
Miners Memorial	04.01.10	-	£5,000	£206,663
Seaburn public realm	04.10.10	-	£10,000	£196,663
Total	-	£14,426	£70,722	-
<b>Balance</b>	-	<b>£211,023</b>	<b>-£14,360</b>	<b>£196,663</b>
NB:- £5,914 was recouped from Millfield Action Group.				
<b>New Balance</b>				<b>£202,577</b>

<b>SIP: Sunderland East Statement 1st March 2010</b>			
Wards eligible for SIP funding Hendon, Millfield, St Michaels and Ryhope wards only			
	<b>SIP Budget</b>	<b>Approval totals</b>	<b>Balance</b>
<b>Available funding 2009/10</b>	£227,293	-	-
Hendon	£56,823	£0	£56,823
Millfield	£56,823	£4,562	£52,261
Ryhope	£56,823	£44,645	£12,178
St Michaels	£56,823	£0	£56,823
<b>Balance</b>	<b>£227,293</b>	<b>£49,207</b>	<b>£178,086</b>

<b>Community Chest: Sunderland East Statement 1st March, 2010</b>			
£10,000 was allocated per ward from 2009-10, Budget includes carry over from 2008-09 of £7,895			
	<b>Community Chest Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available funding 2009/10</b>			
Hendon	£10,250	£10,250	£0
Millfield	£10,532	£10,325	£207
Ryhope	£12,708	£8,627	£4,081
St Michael's	£11,570	£9,541	£2,029
Doxford	£12,835	£12,002	£833
<b>Total</b>	<b>£57,895</b>	<b>£50,745</b>	<b>£7,150</b>

## **Green Team Programme**

This report provides information to the Sunderland East Area Committee on the Green Team proposal that has been developed by Groundwork North East in partnership with Sunderland City Council, Gentoo and other partners. The proposal seeks to maximise the investment of an employability initiative so it can deliver locally identified aims within the East Local Area Plan. Green Team will use secured Future Jobs Fund support to meet the objectives of the Attractive and Inclusive City Delivery Partnership at a local level. Additional funding is requested from the Area Committee to match this funding and support the successful delivery of this initiative. Groundwork has consulted extensively in the development of this proposal which has been informed and shaped accordingly by partners' contributions.

### **Project Description**

The Green Team Programme seeks to establish a bridge to employment for unemployed young people aged 18-24 and other unemployed individuals who will assist in the renewal of the neighbourhoods of East Sunderland. A programme of small scale community based environmental improvements will be delivered through a squad of five unemployed people who will be supported by a local supervisor.

Groundwork will work closely with local neighbourhood groups to develop a programme of environmental improvement works which will also be informed by consultation with key partners such as Sunderland City Council and Gentoo. The principle objective of this project is to provide a bridge to employment for young residents who are furthest removed from the labour market and are considered Not in Education, Employment or Training (NEETS). The project will also target other hard to reach long term unemployed individuals who are on other out-of-work benefits (Income Support, Incapacity Benefits, Employment support Allowance).

The Green Team Programme will create an extended period of employment (6 months) for unemployed clients by moving them from a culture of benefit dependency into a real world environment through support e.g. counselling and training, and then onto sustainable employment when they are 'job ready'. This project will provide at least 14 places in the Green Team over 18 months and cover the East area of Sunderland. It is anticipated that as the majority of the participants will come from the communities they will be working in and that this will engender a sense of respect and responsibility for their communities. If an individual gains further employment or moves on from the programme, a spare place will be available and will be advertised locally through the Job Centre Plus who will make direct referrals on to the project. Working in partnership with Gentoo the project will provide business start-up advice to clients to actively encourage and support the establishment of new enterprises.

### **Rationale**

This report seeks permission to submit for consideration an application for funding to support a Partnership approach that meets the aims of the Attractive and Inclusive City by working together with the local area arrangements. The Sunderland Partnership's Attractive and Inclusive City Delivery Group has discussed how programmes such as employability initiatives can be used to support the strategic aim of ensuring that Sunderland becomes a clean, green city with a strong culture of sustainability that nurtures its natural and built environment. This project has been devised as a direct response of these discussions.

### **Partnership working**

Groundwork has undertaken extensive consultation about how the Green Team will work collaboratively with the City Council's Local Responsive Service and other council provision – City Services Street Scene. A referral mechanism has been agreed to make sure that the activities delivered by the Green Team will complement and avoid any duplication. The environmental works will be of community benefit and entirely additional to any Council Services and other partners' statutory

responsibility. Work requisitions will come from community partners including Friends of Parks Groups, Allotment Associations, Residents Groups, Neighbourhood Action Partnerships and Community Forums.

Groundwork recognised that the success of this project is dependent upon the partnership working and would not happen without the support and input of the East Area Committee.

### **Sunderland East Local Area Plan 2009-11**

The project supports the following key priorities identified in the East LAP that relate to the Attractive and Inclusive City are:

- To make the streets more attractive, landscaping rundown areas, removing litter and graffiti
- To make more of key attractions, and attract more visitors to the City to see them

In addition the project will support the East Area Committee's Work Plan which prioritises the creation of tailor services, clean up and promote City Centre, improve walkability, develop river corridor and celebrate heritage. The project also meets other identified priority items around tackling NEET and promoting positive role models under the Prosperous City

### **Funding and Value for money**

Groundwork has successfully secured funding through Future Jobs Fund this would normally cover the costs associated with placing an unemployed young person in an existing organisation – i.e. pay their wage and cover some support costs. However, this initiative is creating the structure around which the individual can gain useful employment and the local communities can benefit from environmental improvements. In order to successfully deliver a squad based initiative within Sunderland East these additional costs which cover the employment of the supervisor and management of the programme and also the equipment and vehicle hire and running costs need to be financed. It is this funding that Groundwork is requesting from the East Area Committee which is £53,850 to match secured funding of £91,000.

As these types of employability initiatives are intensive to run with the costs of wage subsidiaries and support structures, the unit cost is traditionally between £15,000-£18,000. However this programme will operate at a unit cost of under £10,500 which represents good value for money. Groundwork has experience of delivering these initiatives in other local authority areas at this level of budget.

### **Beneficiaries and outcomes**

Unemployed young people (18-24) will benefit from;

- Training in practical activities relating to environmental improvements that will provide them with direct skills required to access local employment opportunities in the environmental, landscaping or construction industries.
- Trainees are also supported to complete accredited learning.
- Training provides both direct, relevant skills and additional life skills.
- Young people receive a package of individual support plans including housing, childcare and alcohol and drugs advice.
- Ongoing jobs brokerage support offered after completion of project.

Local communities and neighbourhoods will benefit through the following ways;

- Neighbourhood environmental focus will help increase residents overall general satisfaction with local areas and support the employment rate because it has the capacity to absorb new jobs.
- Support community cohesion and intergenerational focus based upon consultation with young people themselves and agencies such as Jobcentre Plus and witness improvements being undertaken by local unemployed young people, challenging established view of youths by elderly residents.

#### Annex 4: Green Team Programme

- Addresses the problems of take up of services caused by poor environmental quality there would then be a knock-on effect in terms of improved take up of services for the many health inequalities indicators.
- Support the eradication of child poverty through a waged temporary employment contract targeted at those who are Not in Education, Employment or Training.

### SIB Standardised Outputs

Output Code	Description	Target
P5	Number of people on out of work benefits going into employment	14
L1	Number of people receiving job training	14
L2	Number of people accessing advice and support	14
L4	Number of adults obtaining qualifications (accredited)	14
L6	Number of young people NEET into further education or employment	14

Please note the target will be the same beneficiary throughout the project receiving all five outputs.

### Sustainability

Future Jobs Fund (FJF) which is the main funder of this activity could potentially be extended and therefore could support the activity beyond the stated end date. Additional support would need to be secured to enable the programme to continue in its envisaged form. Potentially some aspects of the delivery could become mainstreamed although a thorough evaluation would need to prove the effectiveness of the delivery and its cost implications which might be manageable through absorption. An alternative to FJF could be the planned Community Task Force which could be used to sustain part of the delivery.

Gentoo will offer the clients advice and support to set up a small enterprise. It is anticipated that at least one business start up would come from a city wide initiative. In addition, working closely with the Environmental Services, the programme seeks to provide interviews for clients with agencies such as LMR who supply staff to work for our Parks section each year carrying out grass cutting operations etc. Further discussion with Street Scene has indicated that successful clients could following an interview be directly recruited into Council workforce.

### Conclusion

This report requests that the Sunderland East Area Committee considers a funding application for £53,850 SIB to support the Green Team Programme at March's committee.

**Samuel Palombella**

**Chair of Attractive & Inclusive Delivery Partnership**

**Director of Tyne & Wear, Groundwork North East**

## **EAST AREA COMMITTEE**

### **REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES**

**1 MARCH 2010**

#### **CONSULTATION ON FOOTBALL, PLAY & WELLNESS**

##### **1.0 Why has it come to Committee?**

- 1.1 The purpose of this report is to consult with the Area Committee in relation to the:
- i) Football Investment Strategy (FIS) – proposed priorities for investment
  - ii) Play and Urban Games Strategy – identification of priorities for future investment
- 1.2 The report will additionally provide an overview of Wellness programmes and seek feedback from the Committee in relation to future areas of work.

##### **2.0 Description of the Decision (Recommendation)**

- 2.1 The Area Committee are requested to note the content of this report and provide feedback on the proposals outlined within the report.

##### **3.0 Football Investment Strategy**

- 3.1 As the Area Committee may be aware, the city has developed a Football Investment Strategy (adopted by Cabinet in January 2010) that sets out a clear 'vision' for football facilities and the player pathway in Sunderland, across public, private and school based provision. It establishes a clear approach to the level of provision including the implementation of local standards for playing fields and ancillary facilities.
- 3.2 Whilst some improvements have been made, a key priority for the city remains to contribute to Sport England's target, of a 1% increase in sport and physical activity participation year on year. Football is one of the highest participation activities nationally, with opportunities to engage with residents of all ages, abilities and disabilities in playing, volunteering, coaching and spectating.
- 3.3 As part of the work to complete the FIS, a full assessment of local needs and demand for football has been completed, which has resulted in a tiered model of provision and standards which will help to ensure football sites have defined purpose, and that development principles are embedded into the delivery. Working in partnership with the FA and the Football Foundation (FF) the City Council has secured an in principle commitment of £1m investment to match the City Council's £700,000 contribution. It is intended the Strategy will improve satisfaction rates in community based facilities and increase participation in sport amongst adults and young people.
- 3.4 Within East Sunderland, provision for football has been mapped through the Football Investment Strategy and a list of the pitches can be seen in Appendix 1.



3.5 The Area Committee may also be aware that previous football investment has been made locally in recent years which includes:

- 2 new grass pitches at Venerable Bede School
- Ryhope Recreation MUGA
- Box Youth Project MUGA
- New drainage installed at Belford House
- Improvement works at Ryhope Colliery Welfare pavilion
- More efficient pitch maintenance programmes introduced following the purchase of new equipment

3.6 Based on the evidenced gathered during the development of the FIS and the assessment of need, the following improvements are proposed:

**Football Investment Priorities Phase 1 (2010-2012)**

Site	Project	Number of Teams	Participants and spectators
Ryhope Recreation Ground	4 change pavilion with storage (pre-fabricated)	32	1120
Southmoor School	New fence line for Belford House pitches	16	240

**Football Investment Priorities Phase 2 (2013-2018)**

Southmoor School (and Belford House) - 8 change provision with community access and a small training facility 3G pitch  
 Raich Carter Sports Centre - relay sand filled pitch to 3G standard

**Football Investment Priorities Phase 3 (2018-2022)**

Ryhope Colliery Welfare - new 2 change provision  
 Ryhope Recreation Park - extension to pavilion and small training facility  
 Venerable Bede School - small training facility 3G standard  
 Hill View School - new 4 change pavilion (pre-fabricated) and small training facility  
 Hendon Young People's Project - new 2 change provision

3.7 The proposals are consistent with implementing the tired model of provision detailed in the FIS and the six factors for prioritising investment as detailed below:

- i. Cost and Value for Money – to ensure that funds have the greatest impact on reaching participants and increasing participation
- ii. Playing Capacity – recognising that sites with a higher playing capacity enable more people to play football
- iii. Football Development – in line with FF requirements, ensuring the development of FA Charter Standard Clubs are at the heart of investment
- iv. Match Funding – must be identified to enable delivery of the priorities
- v. Facilities Development – prioritising projects which address gaps in provision

- vi. Multi-sport Potential – recognising synergy between sports to provide both value for money and broader opportunities to raise participation.

3.8 Following Phase 1 developments all projects identified within the priorities for investment for Phases 2 & 3 will require an appropriate level of funding and officers will continue to work closely with funding bodies such as the Football Foundation to ensure that Sunderland is well placed to take advantage of external funding streams.

3.9 Durham County FA, the governing body for Football in our sub-region, has been working with the city closely in the city's efforts to secure host city status for England's submission for the World Cup in 2018. The process of developing a submission has strengthened links between Durham FA and local partners, which has supported the parallel process of developing a football investment strategy and the world cup legacy plans.

### **3.10 The Committee's comments and observations would be welcome in relation to the investment proposals.**

#### **4.0 Play and Urban Games**

4.1 The Strategic vision for play in the city outlined in the Play and Urban Games Strategy – Moving Forward (2007-2012) is that:

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 supported by affordable supervised provision as appropriate.

4.2 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by £500,000 revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide.

4.3 The City Council is now supported by an emerging network of partners in play, who have grown to include organisations such as, Play England, Tyne and Wear Play Association, Gentoo, voluntary sector groups, schools and residents associations.

4.4 The achievements of the Play Pathfinder Programme are as follows:

- Match funding the £2.1million DCFS capital grant and £200,000 City Council funding, by a further £1.8million from external funding
- Developing an inspiring partnership with the Aiming High Pathfinder for disabled young people to develop an integrated service model for play
- Maximising partner skills through commissioning a range of voluntary sector organisations, to deliver neighbourhood based consultation

- Undertaking a mid-programme review of consultation, to reflect local feedback and embrace the community leadership role of Elected Members
- Engaging over 3,000 children and young people citywide in the design of play spaces and play services, including a young people's inspection team
- On target for the delivery of 28 new or refurbished high quality play spaces citywide by the end of March 2010
- In the East, an increase from 37% children and young people, with access to high quality play spaces 1km from their door in 2008, to 64% high quality access in March 2010
- On target for the delivery of a unique City Adventure Play Park
- Launch of the 'Lets Play' campaign, to inspire families to get involved in their local play spaces and to challenge negative perceptions of children playing
- Designed and refurbished the following local play facilities, Ryhope Recreation multi use games area, Mowbray Park, Grangetown, Hudson Road (Big Lottery).

4.5 The programme delivery has not been without its challenges. The programme has been supported by Elected Members to build confidence in communities, who in some cases, fear that play may create problems rather than solve them. This has included coordinating multi-discipline teams to ensure a 'one council' solution, prior to any new play development. Tackling perceptions against play provision remains a key challenge moving forward. Nonetheless, 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 seen 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.

4.6 Following significant progress against the action plan within the current Play and Urban Games Strategy, an addendum to the document is being prepared. This will consider revised guidance issued by Government and Play England, but mainly seek to review progress and update the action plan. The Area Committee may be aware that as the Play Pathfinder developments are finalised in March 2010, work has started to determine the process for prioritising sites the next phase of developments.

Elected Members have previously been asked at Area Committee for their views on possible next steps for play development, however no suggestions have been forwarded to date.

**4.7 The Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.**

**5.0 Other Consultation**

## 5.1 'Wellness...it's a walk in the park' Programme

Providing the city's residents with opportunities to be physically active is a primary aim of the Wellness Service. In recent years the development of Wellness Centre's, community based activities, exercise classes and a host of prevention and intervention services have reinforced the role of the Wellness Service as the city's primary provider of physical activity opportunities.

5.1.1 Phase 1 of the Walking Programme will see the launch of the 'Wellness ...its a walk in the park' programme. Phase one consists of 'way marked' walking routes within ten city parks. Walks for the East area of the city have been planned from Backhouse Park and Mowbray Park.

5.1.2 Depending on the size of the park, the marked walk routes are approximately 1, 2 or 3 miles in distance and are suitable for walkers, runners, wheelchair users and pushchairs. The launch week is scheduled for 6-10 April 2010.

5.1.3 Phase 2 of the programme aims to expand the walking routes to incorporate other areas of interest within the geographic area. **To assist with the preparation of Phase 2, the Committee is requested to provide feedback on possible locations or routes they consider would benefit from inclusion.**

## 5.2 Active Sunderland Project

5.2.1 The Active Sunderland Project operates in all areas within the city, with the main purpose of increasing participation in sport and physical activity, but also raising awareness of local and city wide opportunities to be active. The team of Activators have been working with a variety of community organisations and local businesses, to reach out to residents and support them in being active. In addition, the Active Sunderland Bus provides the Activator team with a base from which they can operate in public spaces and organise local events. The Active Bus contains health and fitness testing equipment, allowing the Activators to offer health checks and raise awareness of the benefits of a healthy lifestyle.

5.2.2 Considerable work has been undertaken to highlight suitable locations for the Active Sunderland Bus visit and also platforms from which the Activators can operate, there may be many other venues which could be accessed to extend the project.

5.2.3 Within East Sunderland, the Active Sunderland Bus has already accessed:

- Sunderland City Centre
- Morrison's Supermarket
- B&Q Superstore

5.2.4 In the coming weeks, the Bus will return to Sunderland City Centre, Ryhope Shopping area (Iceland / Netto).

**5.2.5 The Committee is requested to provide feedback on possible locations they consider would benefit from the Active Project and the Bus visiting.**

## **6.0 Conclusion**

6.1 The Area Committee are requested note the content of this report and provide feedback on the proposals outlined within the report.

## **7.0 Background Papers**

7.1 The following background papers were relied upon to compile this report.

- Leisure Facilities Research 2004
- New National Performance Framework for Local Government 2008
- Active Sunderland Bus, from application to Sport England 2008
- Leisure Centre statistics from Centre records
- Play Pathfinder Terms and Conditions 2008
- Sustainable Communities Scrutiny Committee Report February 2010

**Contact Officer:** Julie D. Gray  
Head of Community Services  
0191 5617575  
[julie.d.gray@sunderland.gov.uk](mailto:julie.d.gray@sunderland.gov.uk)

## Appendix 1

### Sunderland East pitches

Site name	Community use	Senior football	Junior football	Mini-soccer	Synthetic
Benedict Biscop CoE (Aided) Primary School	No		1		
Belford House	Yes	2			
Grangetown Primary School	No	1			
Hendon Young People's Project	Yes	1			
Hill View	Yes	2	2		
Hill View Junior School	Yes	1			
Hudson Road Primary School	Yes		1		
Mill Hill Primary School	No		1		
Raich Carter Sports Centre	Yes				1
Ryhope CA	Yes	1			
Ryhope Junior School	No		1		
Ryhope Park	Yes	1			
Ryhope Reclamation Site	Yes	5			
Southmoor School	Yes	1	1		1
St Aidan's RC Secondary School	Yes	1			
St Anthony's Roman Catholic High School	No		2		
St Joseph's Roman Catholic Primary School	Yes		1		
St Mary's RC Voluntary Aided Primary School	No		1		
Sunderland High School	Yes	1			1
Venerable Bede CoE (Aided) Secondary School	No	2			
Thornhill School	Yes	1	1		

**RESPONSIVE LOCAL SERVICES**

**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE**

**1. PURPOSE OF THE REPORT**

- 1.1 To provide the Area Committee with the 'Responsive Local Services' project update for the period of November 2009 to January 2010.

**2. INTRODUCTION/BACKGROUND**

- 2.1 Area Committee reviewed the current service standards and service performance information at their meeting in January 2010, for the following services - graffiti removal, refuse collection, litter, dog fouling and grass cutting services.
- 2.2 At the January meeting members considered the information provided and brought forward issues for consideration / action. Members also requested additional information to be included in the future performance reports.
- 2.3 East Committee did not bring forward any one specific service issue in relation to the first five services being reviewed, however updates to the questions which were raised will be presented at Committee from the Responsive Local Services Issues Log

**3. SERVICE PERFORMANCE – NOVEMBER 2009 TO JANUARY 2010**

- 3.1 An officer will attend the area committee in March to highlight the work being undertaken in relation to service performance analysis, and they will present a snapshot of performance information focusing on litter for the area, visually using a GIS Mapping tool to support committee discussion.
- 3.2 It is intended that the Committee receives further updates relating to service performance at future meetings, once approval has been sought from the committee in relation to the usefulness of the visual mapping tool.

**4. LOCAL AREA PLANNING AND PROBLEM SOLVING**

- 4.1 The current service standards (presented to Committee in January 2010) coupled with current performance information provides committee with a sound platform to discuss area issues in relation to the five services noted.
- 4.2 Members will be able to review the information provided by the officer in attendance and the feedback from previous issues raised. Members will then be encouraged to discuss opportunities for any local problem solving activities which may involve wider partners.
- 4.3 An existing group outside of the committee could be used to facilitate this exercise or committee may wish a time limited sub group to be developed to undertake the joint work to address the problem.

## **5. STREETSCENE RESTRUCTURE**

5.1 In relation to 'Area Teams' working across the City, there is currently a review being undertaken across City Services Streetscene Division, to ascertain if the current staffing structure is fit for purpose to deliver Responsive Local Services.

5.2 The review covers:

- Review of current structures and business processes
- Review of workforce profile and investment required to deliver fit for purpose structure
- Implementation of new business processes in relation to ensuring services are efficient, effective and able to respond to local needs / concerns

5.3 Following approval, Area Committee will be updated on any changes arising within Streetscene Services.

## **6. RESPONSIVE LOCAL SERVICES - COMMUNICATIONS**

6.1 It is imperative that communication activities support the Responsive Local Services project moving forward, to ensure the Council and the Area Committee receives full recognition for action taken.

6.2 Initial communication activity will include the following:

- Promotion of Neighbourhood Helpline
- Promotion of the Staff Reporting Line and the 'eyes and ears' approach being taken by front line staff
- Procedure for members and staff within the council to report positive stories to the Communications team, where a service has been responsive in approach, to ensure the member and / or service receives the recognition for action taken
- Promotion of Service Standards on [www.sunderland.gov.uk](http://www.sunderland.gov.uk)
- Responsive Local Services update to feature in Area Newsletters

## **7.0 LAND OWNERSHIP**

7.1 As part of the Responsive Local Services project a subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land. The database will also include present maintenance arrangements.

7.2 This piece of work will then be extended to review longer term needs for land to ensure adequate budgets are aligned as required to keep land effectively maintained and safe.



## 8.0 ENFORCEMENT

8.1 Members requested further information relating to Enforcement and the number of Fixed Penalty Notices issued per area and the number of Legal Notices issued.

8.2 Members are requested to note the figures and recommend a presentation to Area Committee in April 2010, from the City Services Local Environment Manager, responsible for Enforcement across the City. To present detailed information in relation to the Enforcement service and procedures therein.

Fixed Penalty Notices Issued	Dog Fouling					Littering					Inappropriate disposal of household waste					Refusal to clear Litter and waste on land					Inappropriate disposal of Commercial Waste				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	20	25	22	25	26	11	201	8	6	43	34	22	16	5	16	0	2	1	0	0	0	0	1	0	2

Area	Failure to produce licence to transfer waste (Waste Carriers Licence)									
	N	E	C	We	Wa					
April 2009-January 2010	0	2	0	0	7					

Legal Notices Issued	Sec 46- Requirement to present household waste disposal in prescribed manner					Sec 93- Requirement to cleanse areas adjacent to commercial premises					Sec 92- Requirement to remove litter and detritus from private land					Sec 92- Formal warnings of intended action by Authority				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	52	1655	0	0	0	0	0	0	0	0	0	5	1	0	0	1	11	5	0	0

8.3 Legal Notices are issued to warn and advise residents of the correct waste management procedures and the implications of not following the procedures.

8.4 Members will note that figures for the East area are higher than across the City. This is because litter, waste and fly-tipping in East Sunderland (Hendon) has been targeted by the Enforcement Team due to a large problem in this area. A longer term work programme is currently being developed to ensure targeted enforcement action is undertaken city-wide.

## 9.0 NEXT TRANCHE OF SERVICES TO BE REVIEWED

9.1 Whilst undertaking the review of the first five services within the Responsive Local Services project, it has become apparent which services should be considered to be reviewed as part of the second tranche. The services to be considered for future review are:

- Highways maintenance including pot holes and inspection regimes
- Enforcement

## **10.0 WORKING WITH KEY PARTNERS**

- 10.1 To enable the Responsive Local Services project to be delivered effectively, it is imperative that all key partners are involved in the development of services to ensure they are responsive and fit for purpose.
- 10.2 Initial discussions have been held between the council and Gentoo to review joint working arrangements in relation to customer service requests and enquiries, land ownership, as well as the continuation of the area agreement work already undertaken.
- 10.3 Aurora Street Lighting Ltd has also been trained to access service requests via our council customer contact system, this is enabling service requests received by Sunderland City Council can be referred directly to Aurora for immediate action.
- 10.4 Streetscene staff are also reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency service requests such as dangerous columns.

## **11.0 RECOMMENDATION**

- 11.1 The East Area Committee are requested to note this report for information and to accept further updates relating to Responsive Local Services.

## **12.0 BACKGROUND PAPERS**

- 12.1 Staff Reporting Line information statistics – November 2009 to January 2010
- 12.2 Customer Services Requests for Service statistics – November 2009 to January 2010
- 12.3 Customer Complaints statistics - November 2009 to January 2010
- 12.4 Customer Compliments statistics - November 2009 to January 2010
- 12.5 Area Committee Responsive Local Services Issues Log – January 2010
- 12.6 Enforcement Officer FPN Database – 2009 to January 2010
- 12.7 Member Enquiry statistics – November 2009 to January 2010

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**Contact Officer:** Helen Peverley, Project and Service Development Manager  
Tel: 0191 561 7532 or [Helen.peverley@sunderland.gov.uk](mailto:Helen.peverley@sunderland.gov.uk)